DATAiNTELLIGENCE

APP TRACKER

Brings **VALUE** from earned media.

WHAT IS

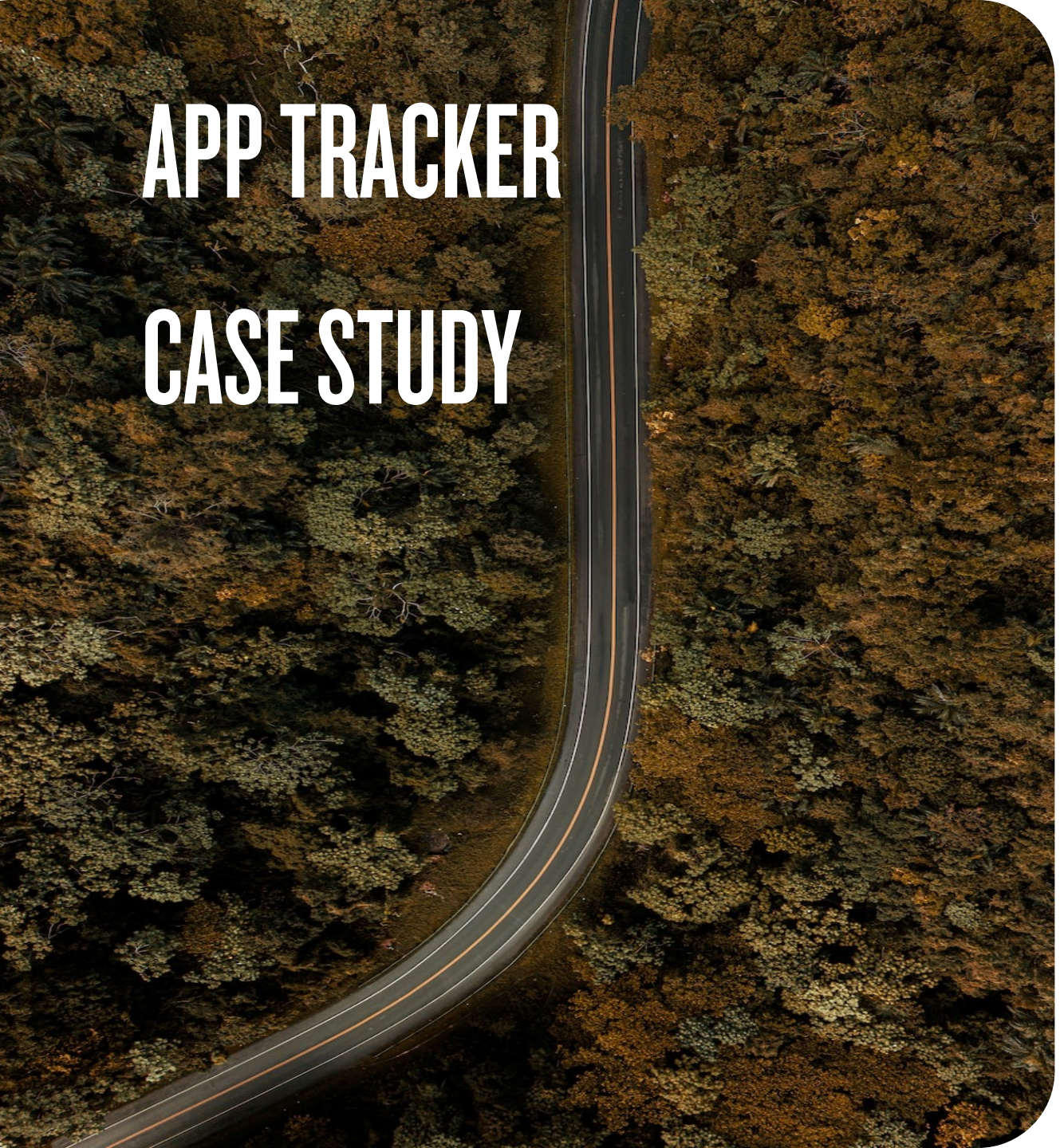
App Tracker is a local system developed for tracking, measuring, and analysing data for main mobile applications from e-commerce & retail, audio & video & editorial content, financial services, games, social media, utility & mobility, and other smaller categories.

WHY WOULD YOU NEED IT?

Identify strength and weaknesses at app KPIs level across the funnel - from app awareness, favourability, consideration to install, usage, usage intention, NPS, in app money spent, in app purchases, time spent in app.

OUTCOMES

- Analyse the **competitive app landscape, providing data outside client's app ecosystem** (e.g. to what competitors moved client's uninstalled users).
- It can be also integrated with client's app data for **correlations and predictions.**
- **Users base profiling.**



APP TRACKER

CASE STUDY

Context

We started monitoring the awareness, consideration, usage and buy for our Energy, Oil & Gas client app starting with June 2022, when it was launched.

Challenge

Focus on competitive promotions, improved user experience and effective marketing campaigns to reduce the competitive advantage of other Oil & Gas apps, that had already launched their apps in previous years.

Solution

By providing long-term tracking and monthly reporting, App Tracker enables the client to have continuous flow of data, which can help them identify potential issues or opportunities at an early stage. This approach allows our client to remain proactive in addressing any concerns and optimizing their app's performance to ensure long-term success.

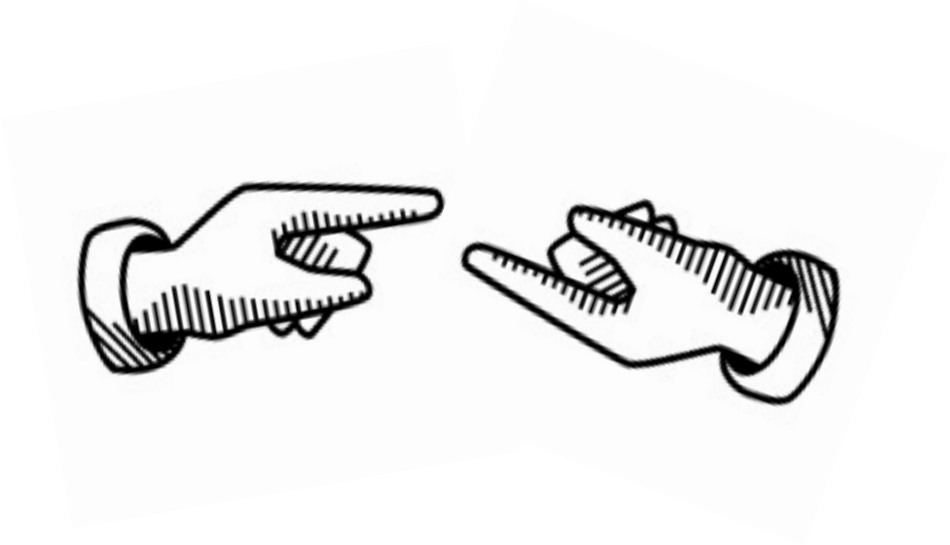
Results

After only 2 months of activity, launching campaign put our clients' App at a similar awareness level as competitors, cancelling earlier launch advantage.

The brand has seen a significant 33% increase in top-of-mind awareness in November compared to the previous month. Moreover, this initiative has resulted in the highest levels of spontaneous and prompted awareness ever recorded in the category.

In terms of usage, after the first month, the number of active users registered a substantial growth of 377%.

LET'S STAY IN



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