

**DATA**iNTELLIGENCE

# APP TRACKER

Brings **VALUE** from earned media.



## WHAT IS IT?

App Tracker is a local system developed for tracking, measuring, and analyzing 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 strengths and weaknesses at the app KPIs (Key performance indicators) level across the funnel. From app awareness, favourability, consideration to install, usage, usage intention, NPS (Net Promoter Score), in-app money spent, in-app purchases, and time spent in-app.

## OUTCOMES

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



# APP TRACKER CASE STUDY

## Context

We started monitoring the awareness, consideration, usage, and buying for our Energy, Oil & Gas client app in 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 a continuous flow of data, which can help them identify potential issues or opportunities at an early stage. This approach allowed our client to remain proactive in addressing concerns and optimizing their app's performance to ensure long-term success.

## Results

After only two months of activity, launching the campaign put our clients' App at a similar awareness level as competitors, canceling 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 spontaneous and prompted awareness 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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