

US Gambling App

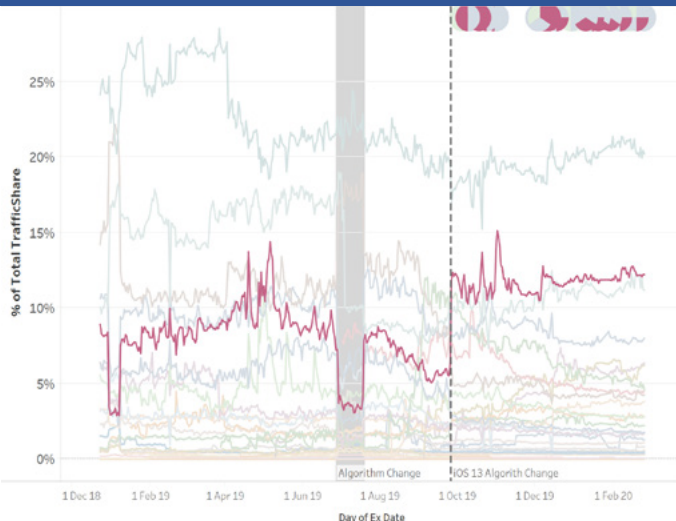
The Challenges

- Overall uplift of visibility and install volume needed
- Several high-value search terms unranked
- Creative assets limited in content

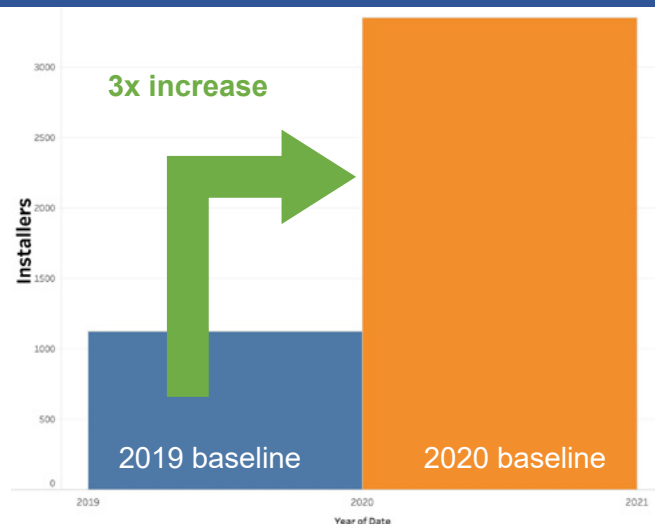
Installs in Jan/Feb 2020 were 3x higher than Jan/Feb 2019 levels, demonstrating incredibly strong performance vs pre-ASO engagement levels



App Store Visibility Improvements



App Store Downloads Jan/Feb YoY



The Results

High-value search terms
all in the top

5 positions
on the App Store

+49%

installs after initial
metadata update

Install volume increase of

3x

from 2019 to 2020