



About

Boxing Fight Night is boxing related application, which relays information about rankings, facts, interviews and everything related to the sports of boxing.

Customer requirement

The client wanted to boost their downloads of their application "Boxing Fight Night", which had only managed a 5000 installs after a year of launching it on the Google Play Store.

REACH 360 solution

The marketing activities started with REACH 360 first researching the demographics. The targeted audience were met with ads in relevant pages and forums. After analysing the Opposition the application was further more tweaked for Google Play Store optimization and more reach.

Strategies used

App Install campaigns, Pay per click campaigns, Influencer Outreach and Push messaging

Result

The application has increased it's share of downloads from 5000 to 2,50,000 during our marketing period. The cost per install of the application has been reduced to 0.85\$ from 1.70\$.

YoGrocer App Link: <https://play.google.com/store/apps/details?id=com.atlasapps.-fightnightandroid&hl=en>