

ThinkUp

ThinkUp is an affirmations and motivation app in the health and wellness category. It focuses on improving users' mindsets through daily self affirmations and self-talk practice to boost self confidence, happiness, relationships, health, and other areas of life.

OBJECTIVE:

To increase new user installs by focusing heavily on keyword optimization.

APPROACH:

- Developed a solid ASO strategy by selecting the most efficient keywords and continuously optimizing keywords and bids based on app goals
- Bi-weekly monitoring and ASO performance reporting
- Optimized ASA campaigns and updated the keyword pool with strong ROI terms identified through discovery campaigns



RESULTS

- Increased app installs by 53% in 4 months
- Boosted ROAS by 76%
- Increased rankings of keywords in the top 10 by 42% for GP and 37% for iOS
- Boosted total ranked keywords by 39% for GP and 41% for iOS

