

# WHY LAUNCH A BURST CAMPAIGN?

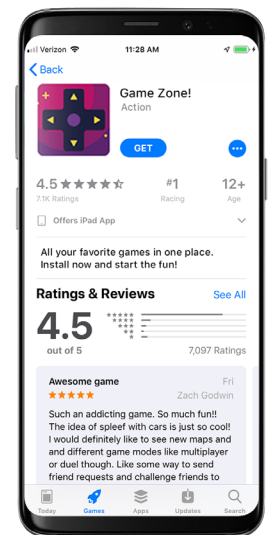
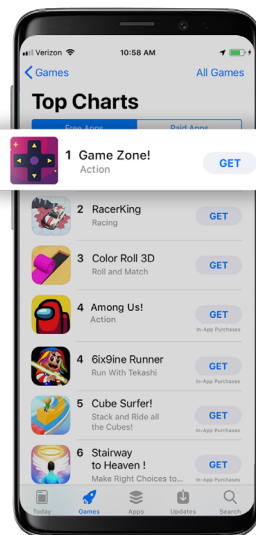
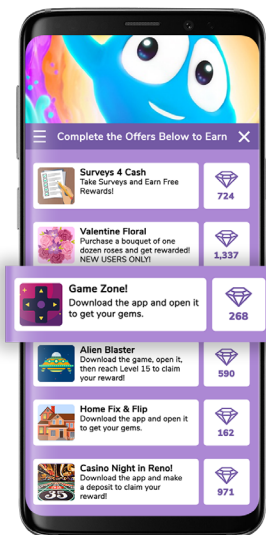


## THE BENEFITS

It's all about exposure. Burst campaigns boost your app's profile, but more importantly, your **Organic Uplift**. With more users visiting and downloading your app from paid promotion, your app will rise up the charts. It's appearance here and in search results from a keyword helps you find new users that didn't convert from just your ad buy.

There are several other specific reasons to deploy a burst campaign, including:

- Rank management: Drive organic growth for baseline needs (i.e., you have a goal to reach a specific position because you know it will lead to a percentage increase for baseline improvement).
- New user acquisition: Gain a large influx of new users to a brand-new title or a growth phase objective.
- Magnification of an omnichannel promotion: Amplify the impact of your campaign as a support to other channels, such as social, traditional media, etc.
- Vanity rank: Drive rank for non-performance objectives including position over competitors & visibility for investors.



**1** Gain a large influx of installs over a short period of time.

**2** Find new users through increased visibility.

**3** Boost your organic uplift with quality installs.