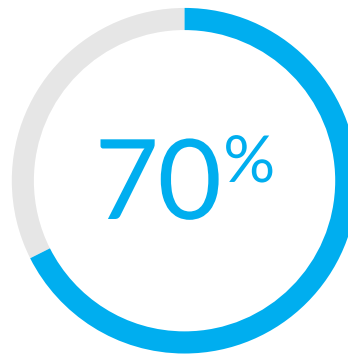


# HIT YOUR APP STORE RANK GOALS

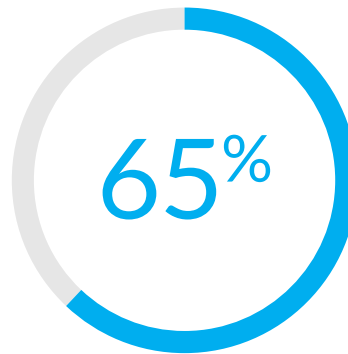


## WHY CARE ABOUT RANK?

- A higher rank in an app store category **increases app visibility**, leading to more installs from organic users
- Apps that rank high in the search results for a specific keyword **seem the most relevant** and legit to users, resulting in more clicks
- According to Apple, 70% of App Store visitors use search to find apps, and 65% of installs happen directly after search



of App Store visitors use search to find apps



of installs happen directly after search

Source: Apple Inc, App Store data from all available countries and regions (excluding China), 2019.



## INCREASE YOUR APP STORE RANK

Using AdAction's exclusive rewarded inventory we can:

- Drive a large volume of installs to your app in a short period of time, leading to a climb in category rank
- Identify relevant keywords to drive installs behind, boosting rank in keyword search results and reaching high-intent users
- **Acquire additional organic users** from increased visibility in app stores