

CASE STUDY

iPhone App Marketing



Eye ILLUSIONS

INTRODUCTION

At Apalon we constantly discover new opportunities and ways to develop innovative and efficient mobile apps by combining our passion with expertise. Extensive experience in introducing various types of gallery apps to the market allowed us to come up with our own groundbreaking application 'Eye Illusions' which is based on a gallery full of exciting and incomparable content. This app features our outstanding and unique navigation solution allowing users to easily browse through multiple galleries. The idea was to provide the best user experience and regularly updated content.

CHALLENGES

Launching a new app may be either a hit or a failure especially because of the high level of competition. We decided to step on the way of innovation by offering iPhone/iPod touch users the best technologies developed by our talented and passionate team. After analyzing the latest market trends it became obvious that users are not satisfied with the existing applications dealing with illusions due to bad user experience, glitchy interface and low quality content.

MARKETING CAMPAIGN

By elaborating a custom marketing strategy we were able to meet the set goals and fulfill each activity step by step. The marketing plan included high traffic keywords research and implementation, app description optimization, app design consulting, custom screenshots creation and a carefully segmented PR campaign targeting leading technology sites and media.

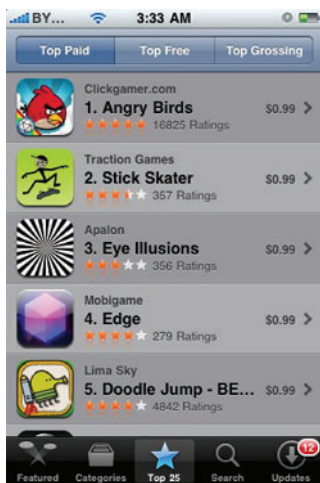
The PR campaign started with a press release distribution which increased media coverage for our new product. The information on the app was also submitted to iPhone related websites, which resulted in additional exposure on Appadvice.com, 148apps.com, Appmodo.com, TUAW.com and others. The app boomed largely due to its unique interface outbidding all the competitors and leaving them far behind. Eye-catching icon of the app in combination with screenshots turned out to be the major selling factors for the app.

We've also generated additional traffic from the network of our apps which resulted in the highest app rankings within the first few hours after the launch!

Inspired by the stunning success of Eye Illusions we decided to deliver yet another high quality product for iPad users. Eye Illusions HD represents a thoroughly selected collection of hi-res optical illusions that look fantastic on the iPad screen. Thanks to the same approach that our marketing team implemented to promote Eye Illusions (both free and paid versions) for iPhone and iPod Touch, we made this app a hit in iPad App Store.

To give users a hint of what the full version of Eye Illusions does and, of course, to go beyond the limits in Free Charts, we released Eye Illusions free including a handful of the best visual illusions.

RESULTS



- ✓ Eye Illusions reached #3 in the Overall Chart and #1 in Entertainment category
- ✓ Our massive marketing campaign boosted the number of downloads
- ✓ The whole concept of the app and its tremendous success inspired us to bring even more exclusive content into the application
- ✓ Winner of the Best Visual Illusions of the Year Contest 2010 contributed exclusively to Eye Illusions app
- ✓ Free version of Eye Illusions generated 5 MLN of downloads over a period of one month
- ✓ Free and Paid versions of apps reached TOP10 rankings in more countries that we can count
- ✓ Eye Illusions HD reached #1 in Entertainment category and TOP25 in the overall chart of iPad apps in the US.

TESTIMONIALS

“ When it comes to figuring out what your next app should be, we usually look back at previously released apps and try to get only the best out of it. Our company sets itself on the most innovative way by bringing only high quality solutions to the market. Every idea that we generated has eventually become a part of the app.

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Peter Melnikov, VP of Apalon