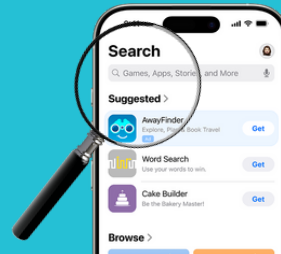


Keyword Conquesting

Unlock Top App Store Rankings



When users search in the App Store, they're shown hundreds of apps - but only the top few are even seen (let alone downloaded). Don't miss out on high-intent installs that drive lasting growth.

Uken®

zynga

Possible

88 FORTUNES

THE SOLUTION: KEYWORD CONQUESTING

Keyword conquesting is a paid media technique to boost an app's ranking for highly relevant keywords that lead to the most engaged and profitable organic customers.

- **Rewarded ASO**
Reward users to search and install via targeted keywords
- **Rapid Rank Lift**
Secure top app store placements in 7-10 days
- **Organic Momentum**
Ranking #1 on high-intent keywords drives sustained organic install volume

#1 RANKED APPS IN THE APP STORE SEE

78%

of downloads from a keyword

950%

more organic installs
on average compared to #10

FROM LAUNCH TO LASTING IMPACT

1

Growth Phase

Pay a flat fee per keyword to seed installs and secure the #1 position

2

Maintenance Phase

A low daily flat rate per keyword sustains your ranking

3

Performance Tracking

Weekly reporting on installs, eCPI, and keyword rankings

PREDICTABLE COSTS, RELIABLE RETURNS

Flat Fee Model

Know the estimated cost per keyword upfront - no CPM or CPC surprises

Predictable ROI

One fee to reach #1, then a fixed daily rate to defend the spot

Risk Mitigation

Scale linearly as you add more keywords, with no hidden spikes

FULL-SERVICE SUPPORT, MAXIMUM IMPACT



We handle the heavy lifting so your keyword campaigns hit #1 and stay there. With Perform^[cb]'s Outcome Engine, you get:

- ✓ A free audit of your top keywords and recommendations for conquesting
- ✓ Ongoing reporting and optimization to hit campaign goals
- ✓ A dedicated growth rep to allocate budgets and monitor launches

88 Fortunes Drives High-Intent Traffic and Top Rankings with Keyword Conquesting



By pairing smart keyword conquesting with ongoing initiatives, Perform^[cb] delivered sustainable growth and helped 88 Fortunes solidify its position in a crowded market.

Strategy

Target untapped, high-value search terms: "Casino Games," "Casino Games for Free"

Focus on low-competition, high-scale potential

Execution

- Three-day incentivized burst campaigns to spike rankings
- Ongoing maintenance efforts to sustain performance
- Integrated with existing promotions and supported by continuous monitoring

Outcomes

✓ **#1**

rankings for both targeted keywords (from #71 & #31)

✓ **72%**

category ranking improvement (#88 to #25)

✓ **45%**

lift in organic traffic, boosting long-term acquisition

Game Developer Unlocks Scalable Install Growth Through Untapped Keyword Channels

By leveraging an untapped keyword channel, this game developer not only captured immediate install growth for their app, but also built lasting visibility - laying the groundwork for expansion into new global markets.

Strategy

Compete in crowded app store with scalable, cost-efficient growth

Build keyword plan around engagement and algorithm alignment

Prioritize meaningful actions (such as completing game rounds) to drive relevance

Execution

- AI-driven optimizations shifting spend to top-performing placements
- Custom landing pages built around down-funnel events to pinpoint quality users
- Continuous campaign adjustments without manual resets to balance volume with efficiency for sustained scale

Outcomes

✓ **30%**

lift in organic installs within one week

✓ **85%**

category ranking of tested keywords hit #1 in Google Play Store

✓ Rankings sustained post-campaign, **fueling ongoing growth and global expansion**

Launch your keyword conquesting campaign with Perform^[cb] today and start capturing the organic users your competitors are leaving behind.

