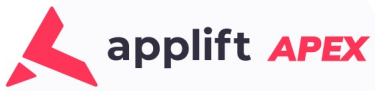




Loan app

App Store performance case study



App Store performance case study

Loan app

 United States

 Apple App Store

1.4 million active apps

60 million+ average weekly searches

According to Apple and Business of Apps 2024-2025.

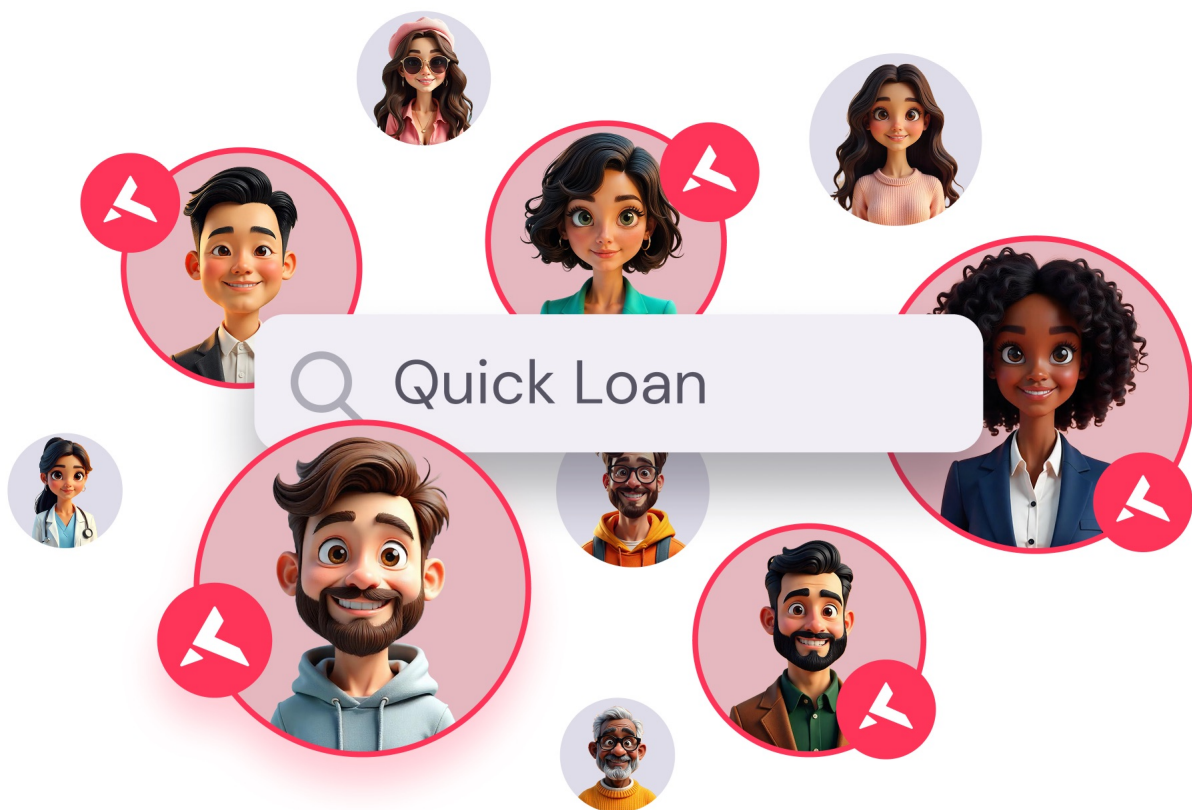


The Applift method

We found the audiences that matter

We analyzed the top-performing loan apps in the US App Store, in order to map the **keywords the client's potential users actually search** for when looking to take out a loan, the ones that led them to the competing apps.

Together with the client, we built a list of 83 most relevant, high-traffic keywords **where users couldn't find our client's app, only its competitors.**



Before Applift

Users searched, the app just wasn't there.

According to Apple, 60% of installs begin with an app store search, but 90% of users never scroll past the first 10 results.

22nd result for

🔍 Loan Advance

35th result for

🔍 Quick Cash Advance

42nd result for

🔍 Money Advance

53rd result for

🔍 Loan App

70th result for

🔍 Free Cash Advance

172nd result for

🔍 Cash Advance

NR (not ranked)

🔍 Advance Loan

NR (not ranked)

🔍 Cash Advance Now

NR (not ranked)

🔍 Cash Advance App

**NR (Not Ranked) = App does not appear in the search results for this keyword*

The Applift method

We made the app store work for us.

With the right users identified and the most valuable keywords to target, we used our proprietary systems to train the app store algorithms to position the client's app at the top of every relevant search result, **turning the millions of daily App Store searches into real installs.**

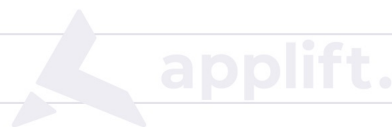
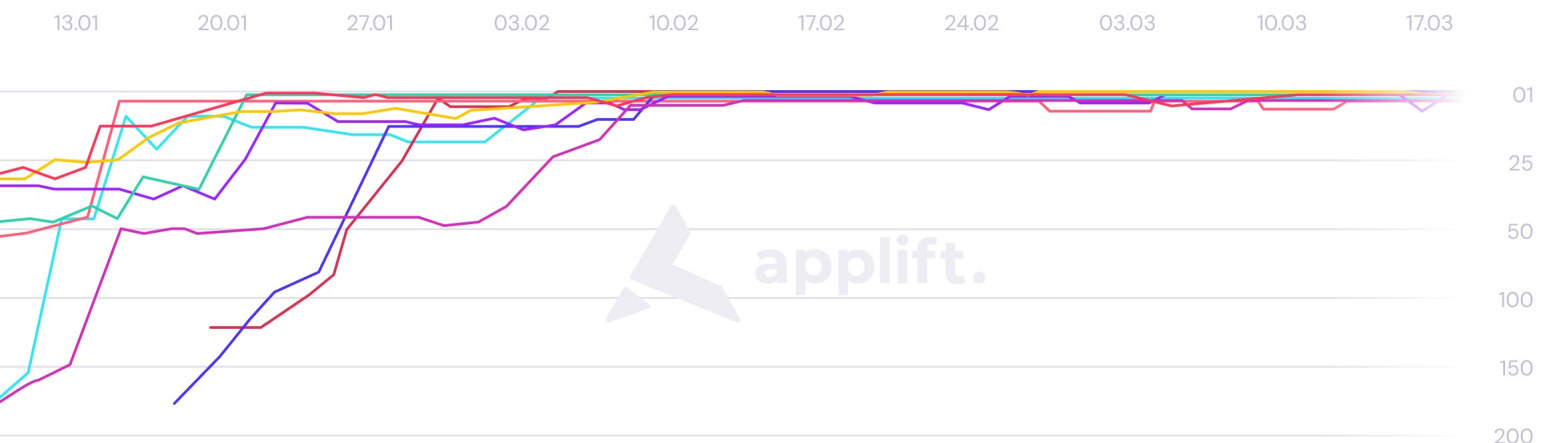


At the top of all relevant searches

In as quickly as 10 weeks, the app became a top search result for its most relevant keywords, discovered daily by organic users ready to install and take out a loan.

Organic users tend to have longer sessions and churn less, accounting for over 70% of in-app activity versus paid UA users.

SEARCH KEYWORD	INITIAL POSITION	10 WEEKS LATER	IMPROVEMENT
🔍 Advance Loan	<i>Not Ranked</i>	1st result	+254
🔍 Cash Advance Now	<i>Not Ranked</i>	1st result	+254
🔍 Free Cash Advance	71st result	2nd result	+69
🔍 Money Advance	42nd result	1st result	+41
🔍 Quick Cash Advance	35th result	2nd result	+33
🔍 Load Advance	22th result	2nd result	+20
🔍 Cash Advance	172nd result	4th result	+168
🔍 Loan App	53th result	3th result	+50



The Applift method

We took the competitors' users

We identified and analyzed the client's top audience segments and their behavior when installing similar apps. This helped us uncover the exact keywords that drove the highest-intent traffic to competitors.

Then we applied our methods to influence the App Store algorithm, making the client's app appear as a top search result for those keywords.

Ensuring users searching for a loan installed it instead.



An app that is impossible to miss

This isn't luck. It's Applift.

64

search keywords suggest the app as a **top 5 result**.

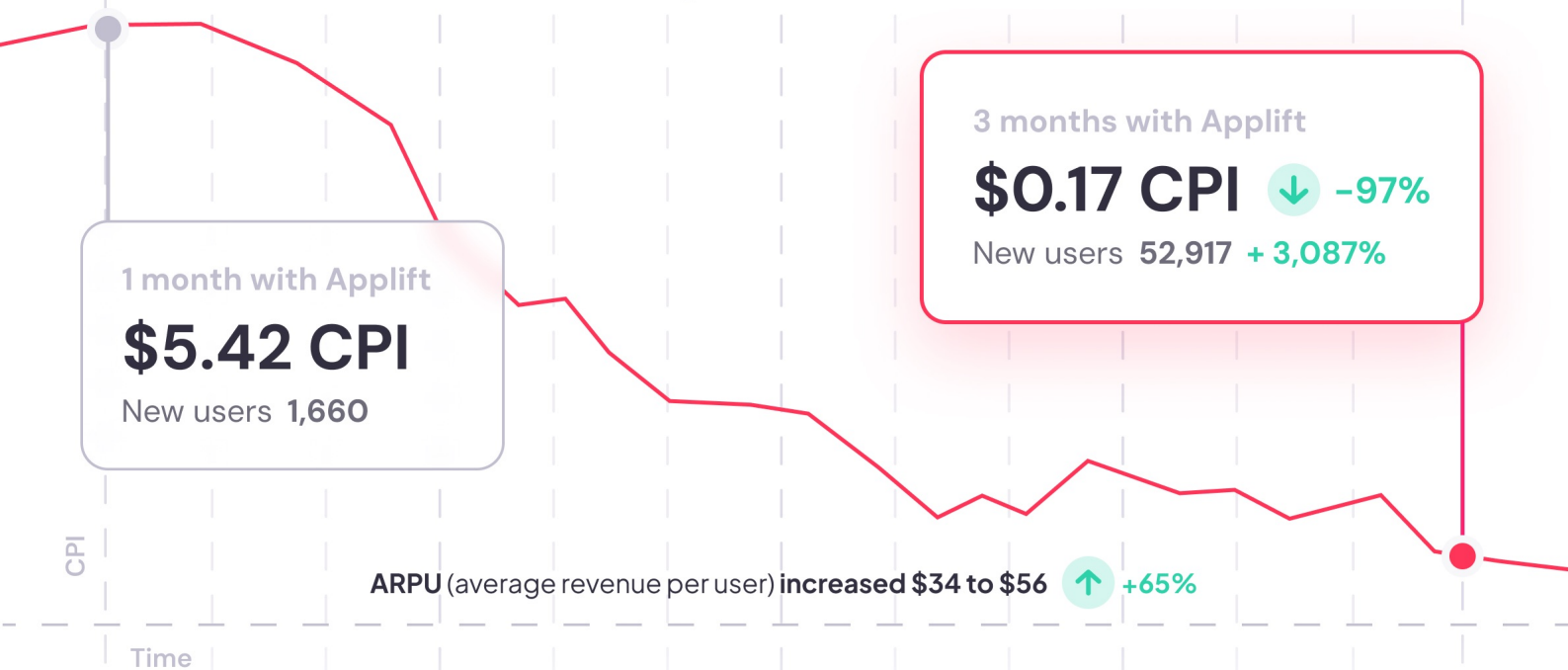
TOP 50

in the entire **United States' Finance** category.

172%

Increase in install to Loan CVR.

The best cost-per-install they ever had



*By only working with apps for which we can ensure results, Applift has achieved a constant 703% more high-intent users than Apple search ads, Google ads, social media programmatic or affiliate marketing (Measured over 12 months between 2024-2025).

Organic marketing vs paid UA

Ironically, the more you spend on paid user acquisition – the more expensive each user becomes. Relying on ads long-term means either:

OPTION 01

Retargeting the same users over and over, paying again for the same impressions.

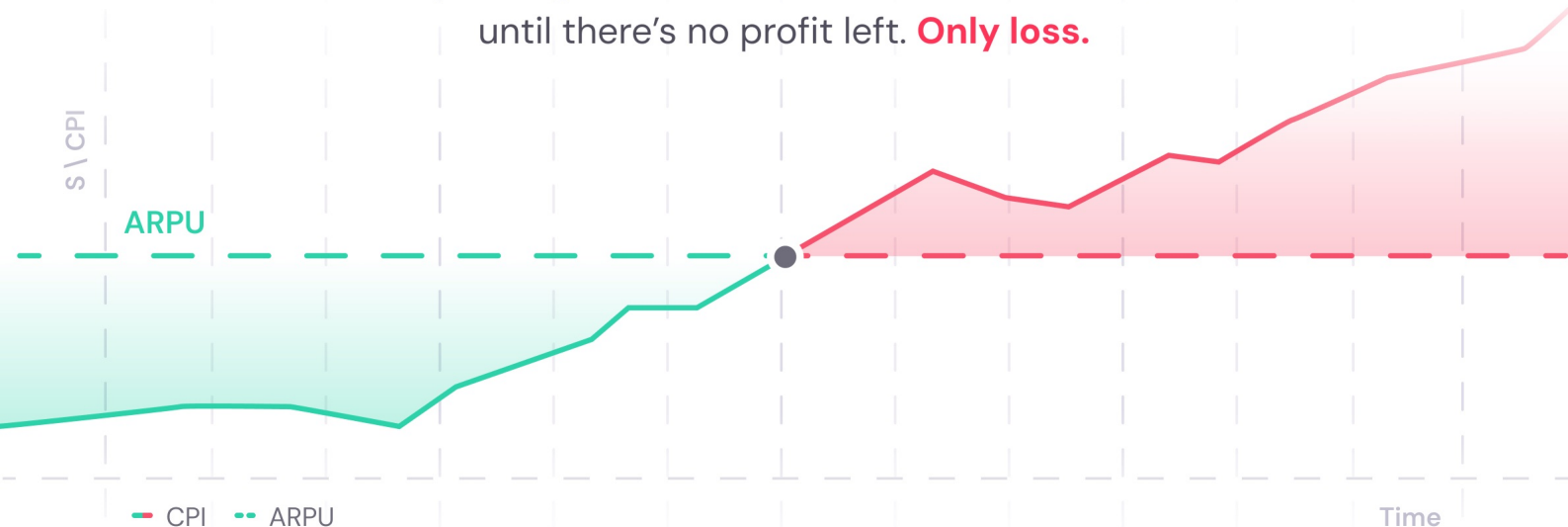
Ideal client profile audience

Less accurate audience

OPTION 02

...or broadening your target audience to users who don't need your app.

Either way, you're launching another campaign, spending more on users who don't convert, until there's no profit left. **Only loss.**



Getting the results that really matter

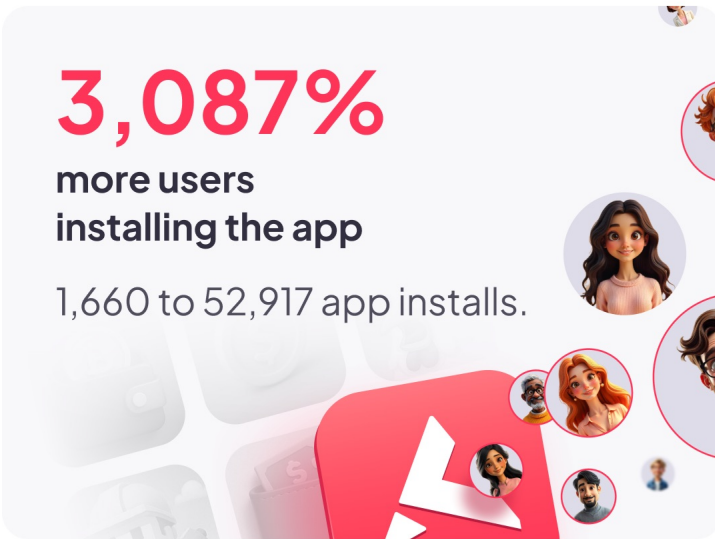
Every key business metric **improved dramatically**.

Installs skyrocketed. Conversion rates jumped. First-time deposits more than doubled. Revenue per user surged. And all of it came at an even lower cost. This wasn't just a growth spike, but a compound effect across the funnel, achieved in just 10 weeks.

3,087%

more users installing the app

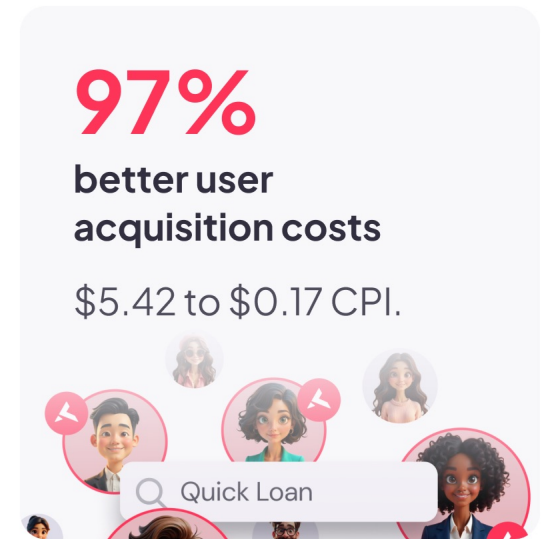
1,660 to 52,917 app installs.



97%

better user acquisition costs

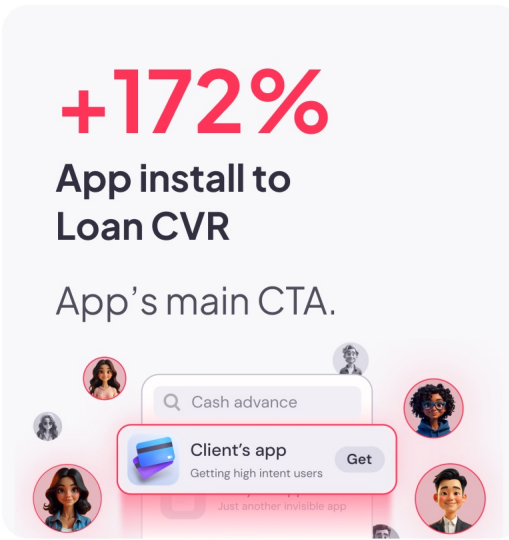
\$5.42 to \$0.17 CPI.



+172%

App install to Loan CVR

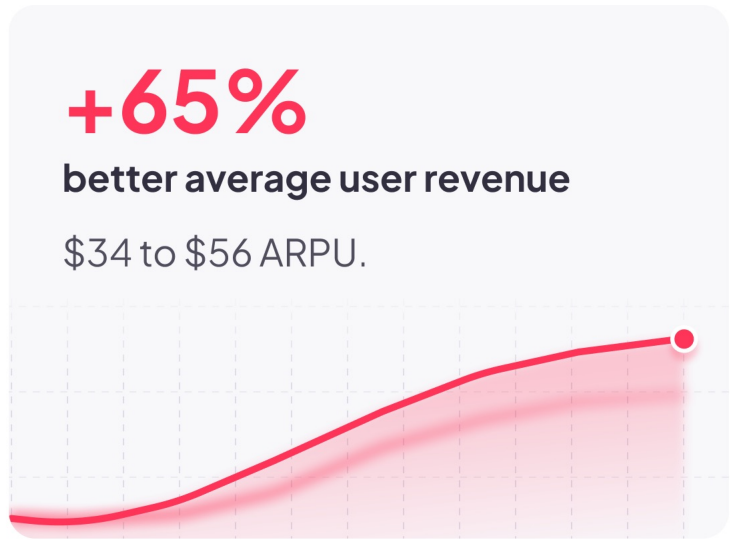
App's main CTA.



+65%

better average user revenue

\$34 to \$56 ARPU.





You've seen what we do. Let's do it for your app.

Have the most powerful app marketing technologies and brightest minds in the industry work for your app.

- ✓ **Trusted by thousands of app owners.**
- ✓ **Proven, measurable results as quickly as 3 months.**
- ✓ **Making apps installed by the users you actually want.**