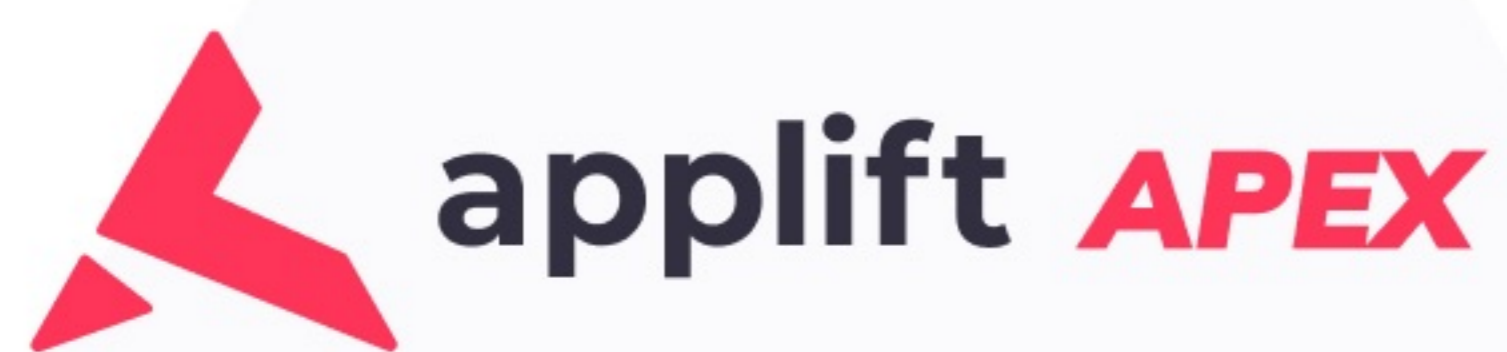




# Crypto app

App Store performance case study



App Store performance case study

# Crypto app

 United Kingdom

 Apple App Store

1.4 million active apps

35 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 cryptocurrency exchange and wallet apps in the UK App Store, in order to map the **keywords the client's potential users actually search** for when looking to buy and store crypto currency.

Together with the client, we built a list of 157 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.

**26**th result for

Q eth wallet

**51**st result for

Q btc

**54**th result for

Q crypto

**63**rd result for

Q eth

**NR** (not ranked)

Q crypto wallet

**NR** (not ranked)

Q wallet

**NR** (not ranked)

Q wallet app

**NR** (not ranked)

Q crypto trading

**NR** (not ranked)

Q free bitcoin wallet

*\*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.**

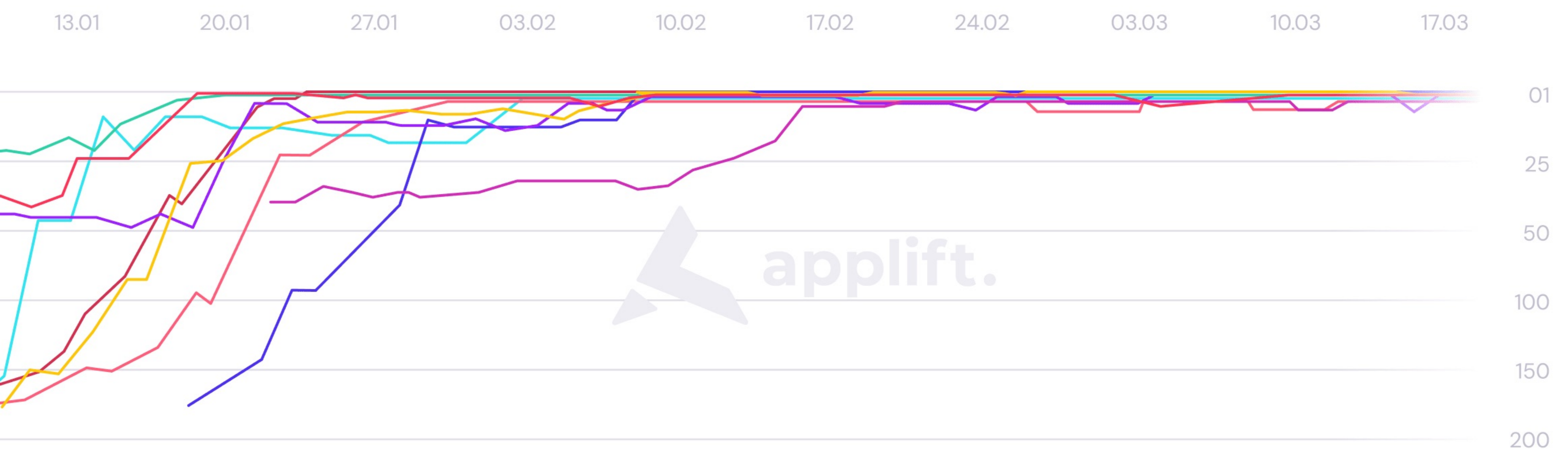


# At the top of all relevant searches

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 buy and store cryptocurrency.

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
🔍 wallet	<i>Not Ranked</i>	<b>1st result</b>	<b>+254</b>
🔍 wallet app	<i>Not Ranked</i>	<b>1st result</b>	<b>+254</b>
🔍 crypto trading	<i>Not Ranked</i>	<b>1st result</b>	<b>+254</b>
🔍 eth	<b>63rd</b> result	<b>1st result</b>	<b>+62</b>
🔍 crypto	<b>54th</b> result	<b>1st result</b>	<b>+53</b>
🔍 eth wallet	<b>26th</b> result	<b>1st result</b>	<b>+25</b>
🔍 crypto wallet	<i>Not Ranked</i>	<b>2nd result</b>	<b>+253</b>
🔍 free bitcoin wallet	<i>Not Ranked</i>	<b>4th result</b>	<b>+251</b>



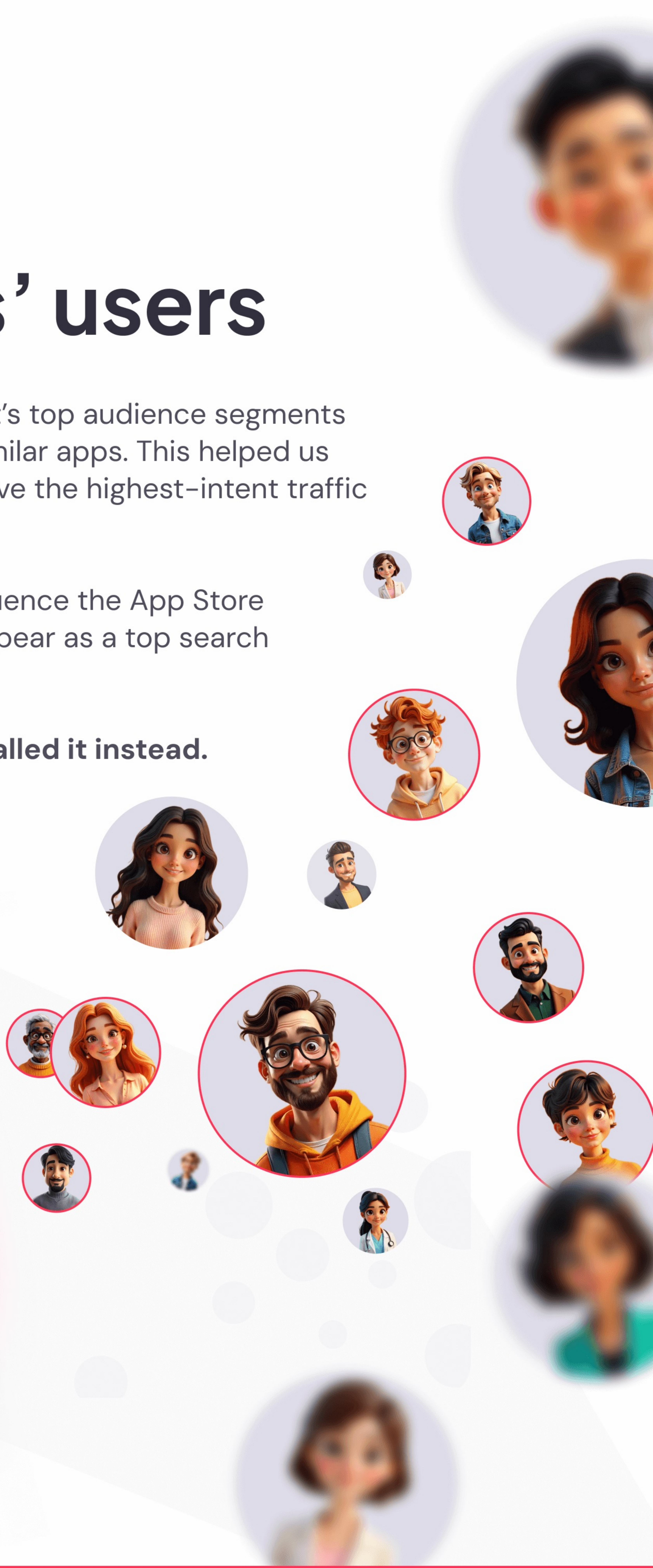
## The Applift method

# 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 to buy and store cryptocurrency installed it instead.**



# An app that is impossible to miss

This isn't luck. It's Applift.

## 25

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

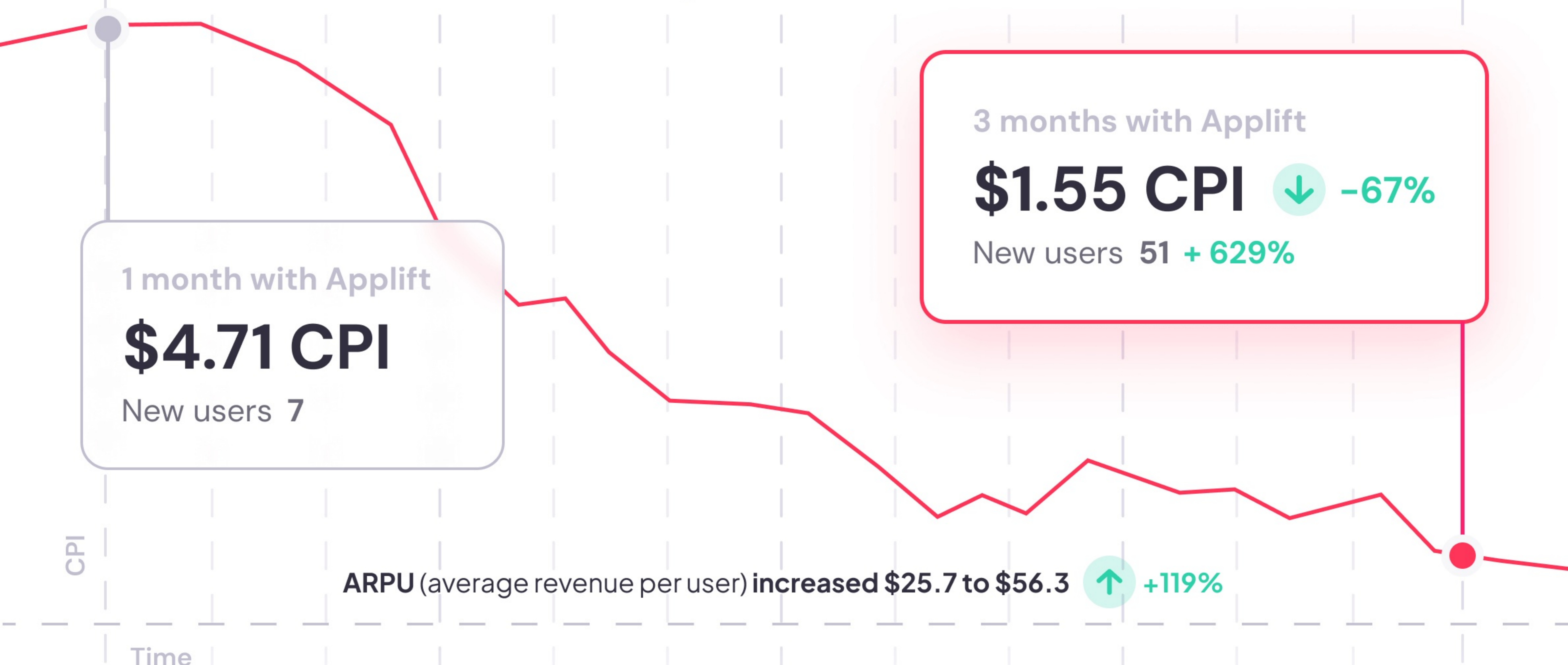
## TOP 50

in the entire **United Kingdom's Finance** category.

## 153%

increase in first time deposit value.

## The best cost-per-install they ever had



1 month with Applift

**\$4.71 CPI**

New users 7

3 months with Applift

**\$1.55 CPI** ↓ -67%

New users 51 + 629%

ARPU (average revenue per user) increased \$25.7 to \$56.3 ↑ +119%

\*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.

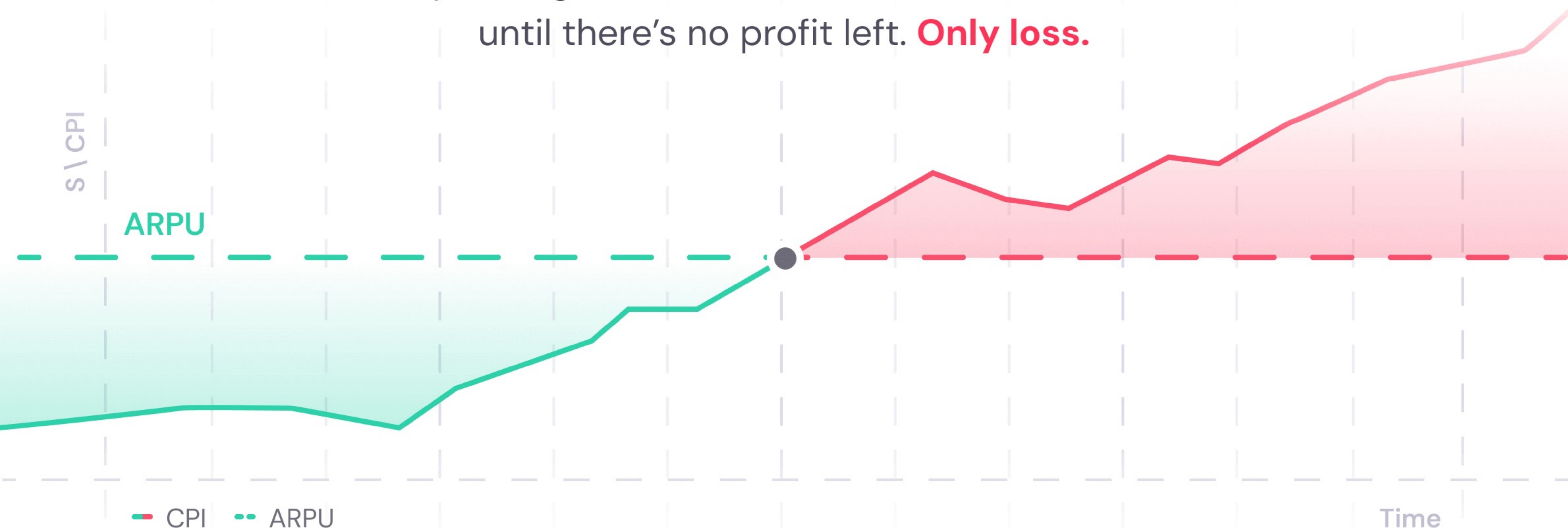
Ideal client profile audience

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.

**629%**

**Daily subscriptions by organic users**

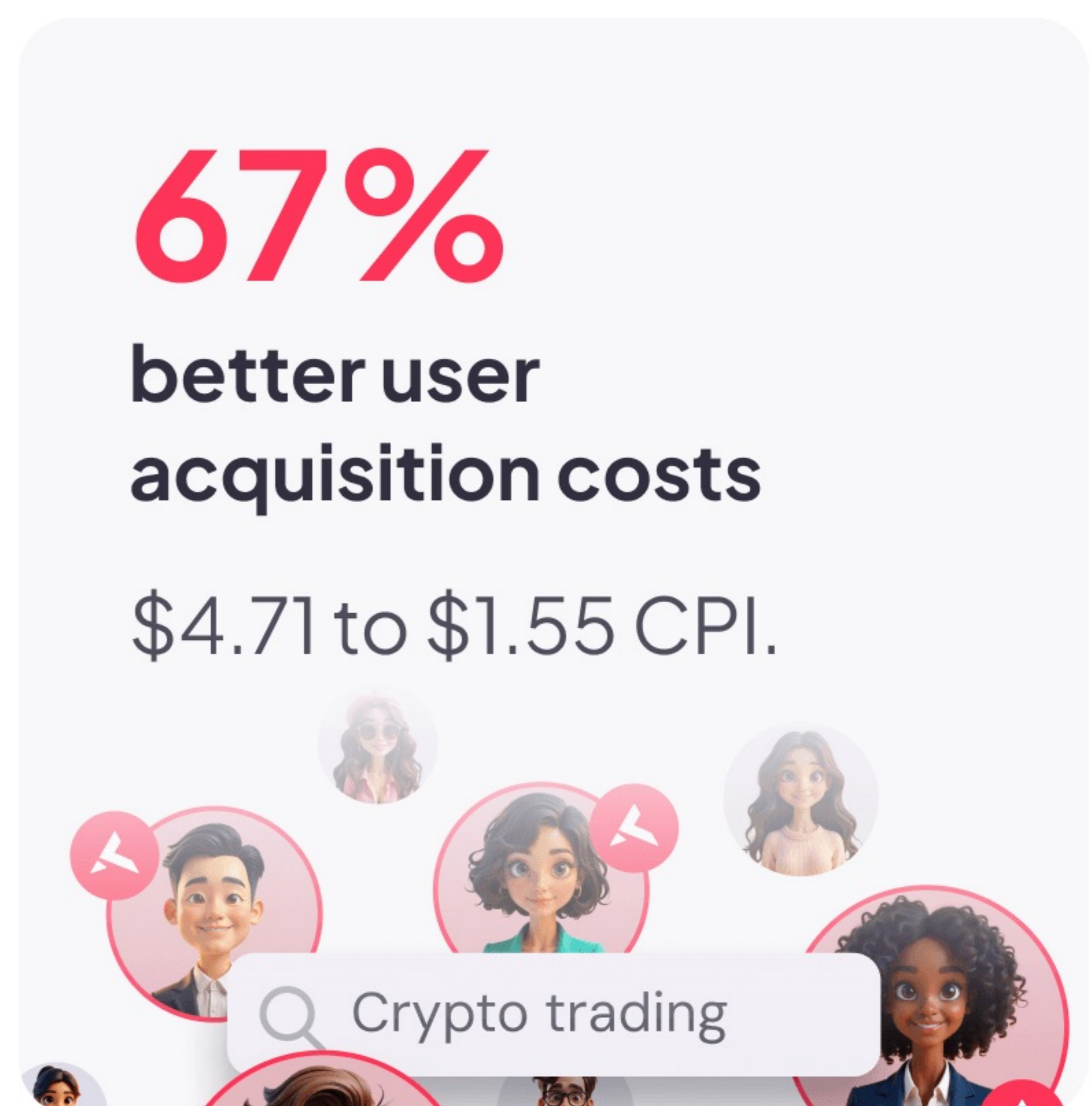
7 to 51 app installs.



**67%**

**better user acquisition costs**

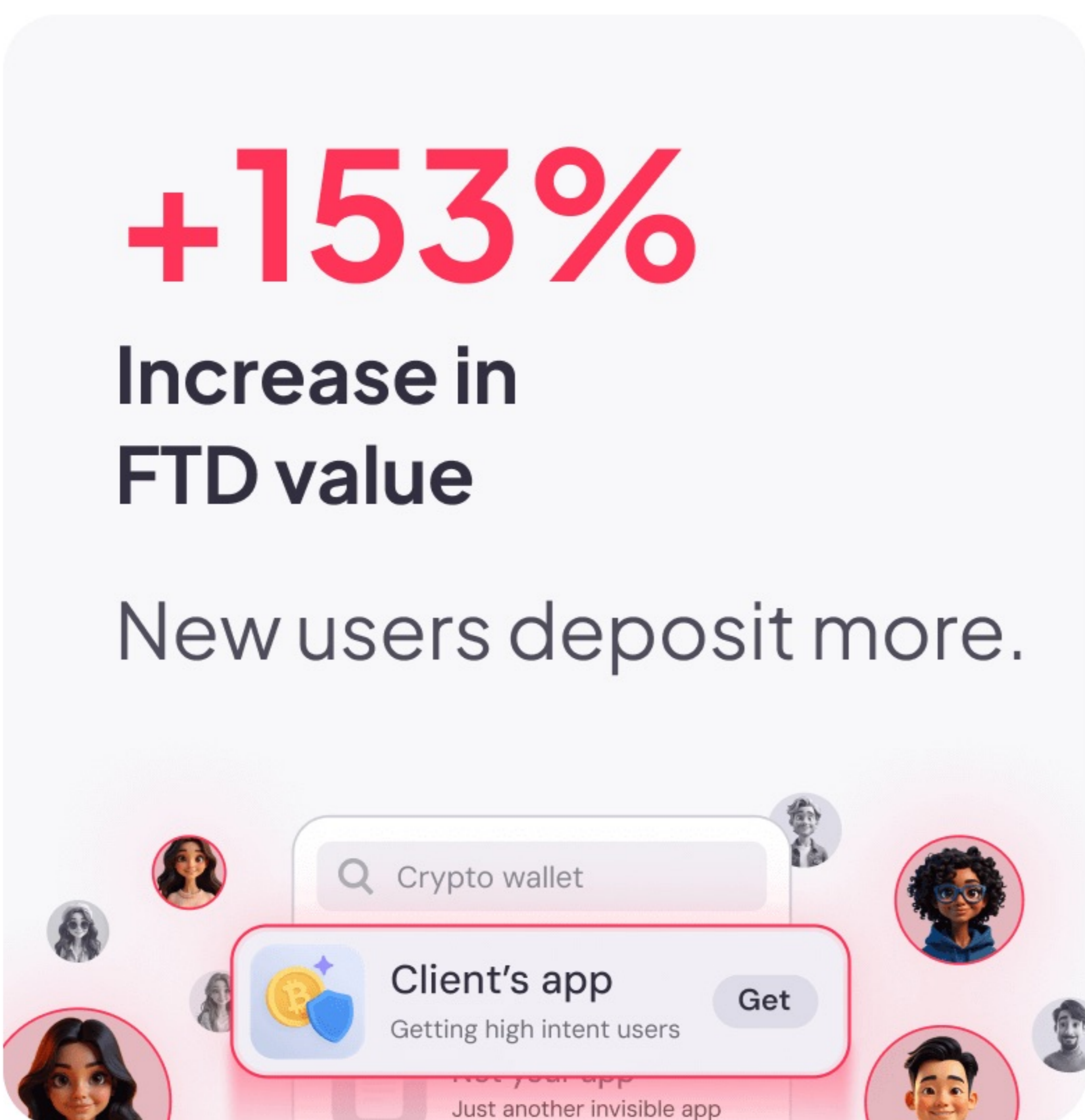
\$4.71 to \$1.55 CPI.



**+153%**

**Increase in FTD value**

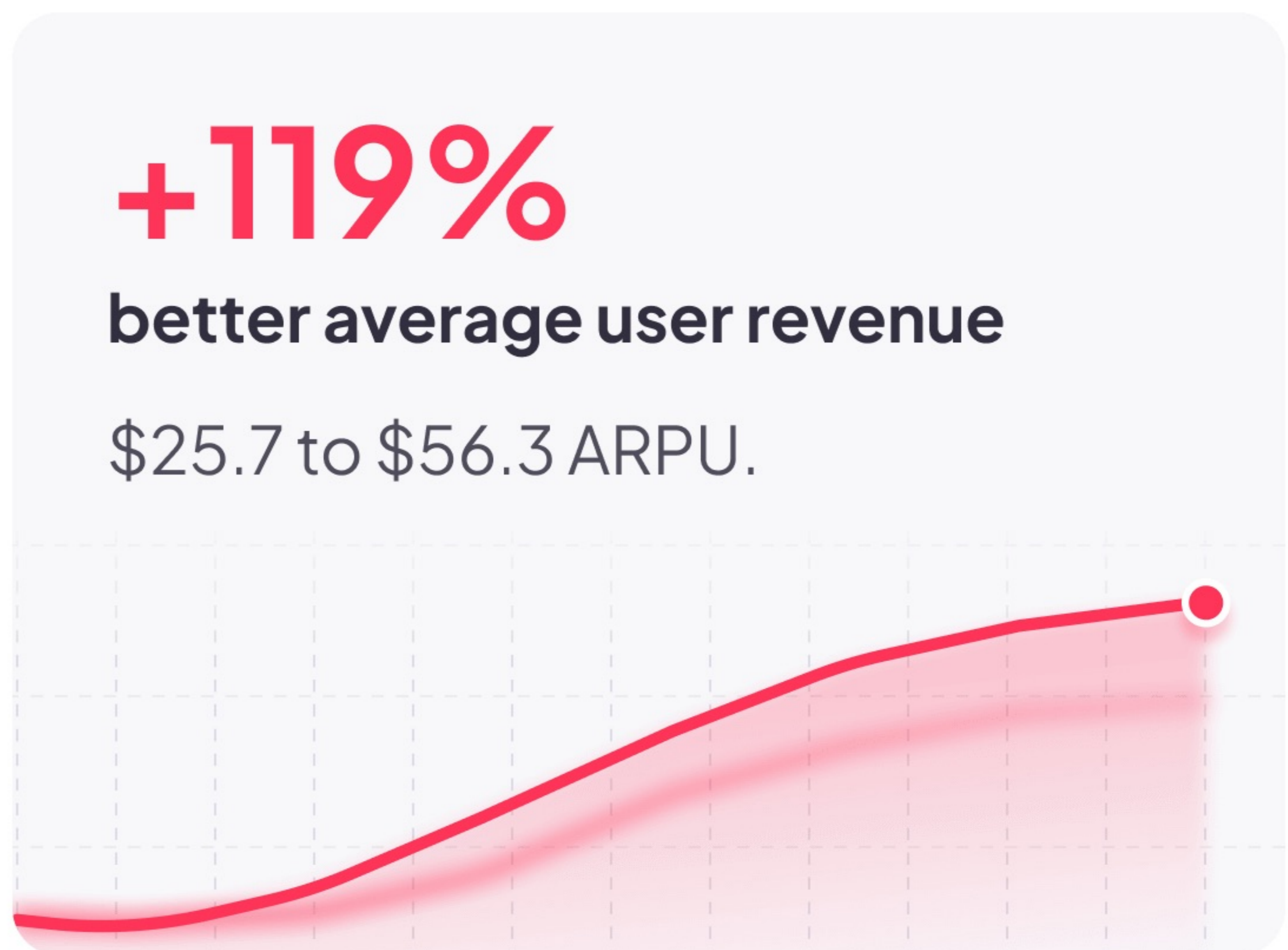
New users deposit more.



**+119%**

**better average user revenue**

\$25.7 to \$56.3 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.