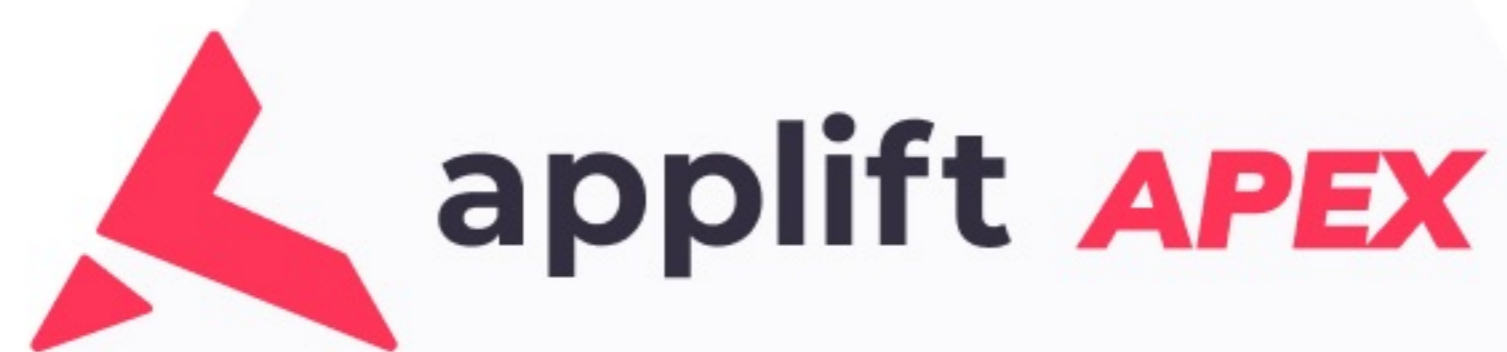




Dating app

App Store performance case study



App Store performance case study

Dating app

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 Apple App Store

1.4 million active apps

13 million+ average weekly searches

According to Apple and Business of Apps 2024-2025.

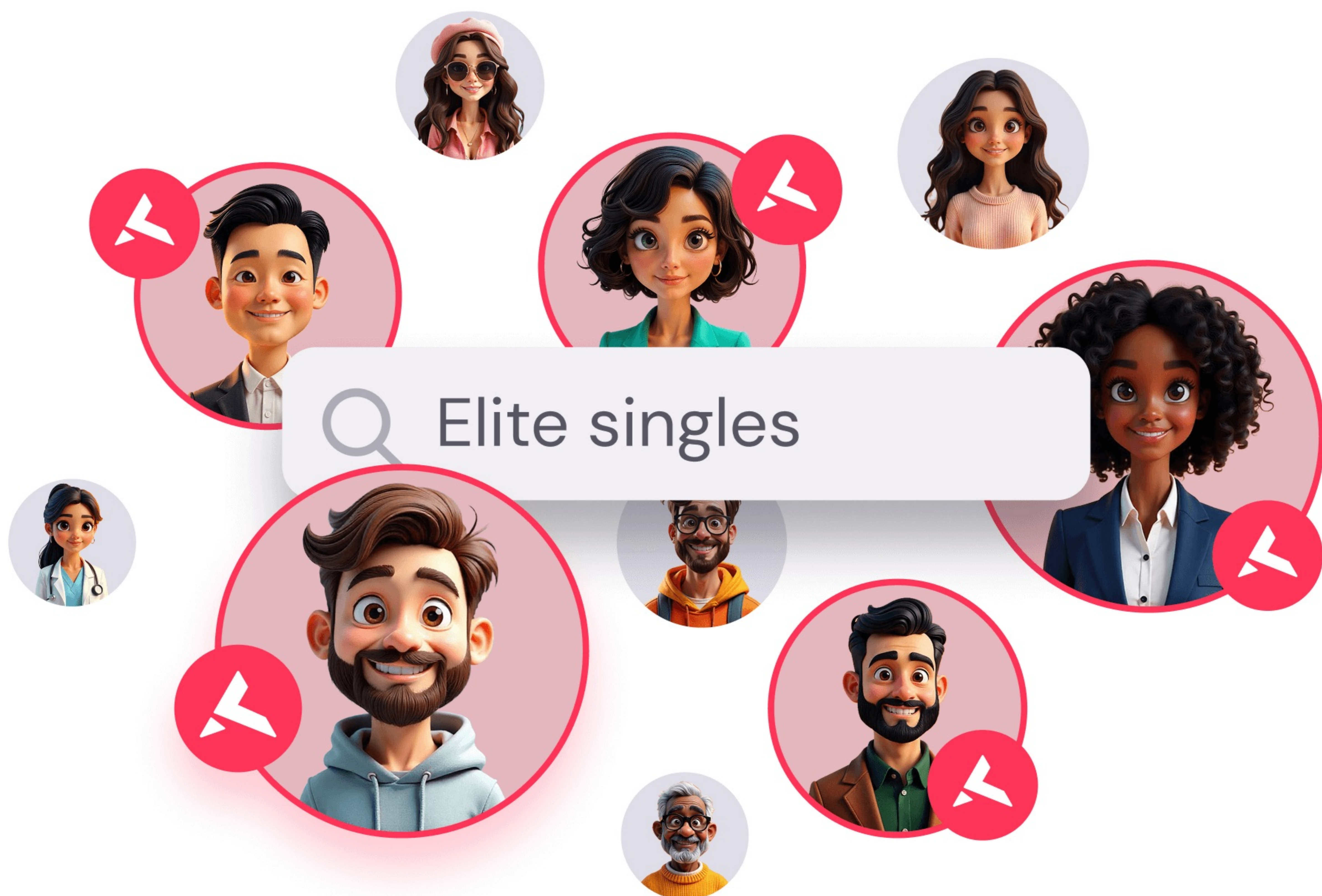


The Applift method

We found the audiences that matter

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

Together with the client, we built a list of 74 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.

5th result for

🔍 lgbtq dating

6th result for

🔍 lesbian dating

36th result for

🔍 queer chat

113rd result for

🔍 dating app

NR (not ranked)

🔍 meet people

NR (not ranked)

🔍 dating app

NR (not ranked)

🔍 elite singles

NR (not ranked)

🔍 sex dating

NR (not ranked)

🔍 hookup dating

NR (not ranked)

🔍 dating

*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.**

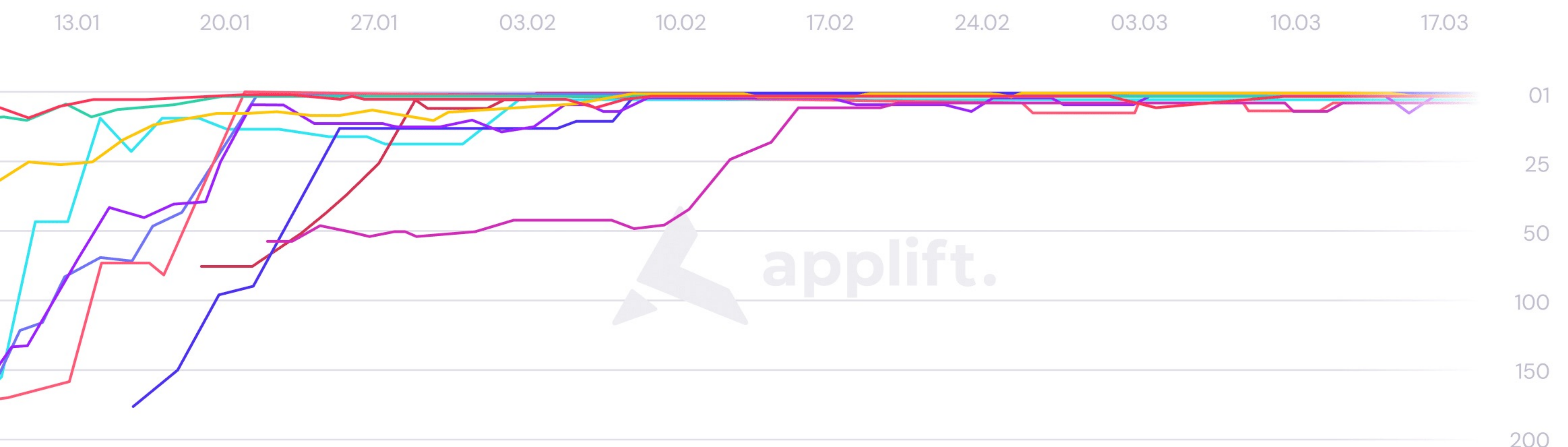


At the top of all relevant searches

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 open an account.

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
meet people	Not Ranked	1st result	+254
elite singles	Not Ranked	1st result	+254
sex dating	Not Ranked	1st result	+254
hookup dating	Not Ranked	1st result	+254
lgbtq dating	5th result	1st result	+4
queer chat	36th result	1st result	+35
dating	Not Ranked	4th result	+251
lesbian dating	6th result	1st result	+5



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 date installed it instead.



An app that is impossible to miss

This isn't luck. It's Applift.

53

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

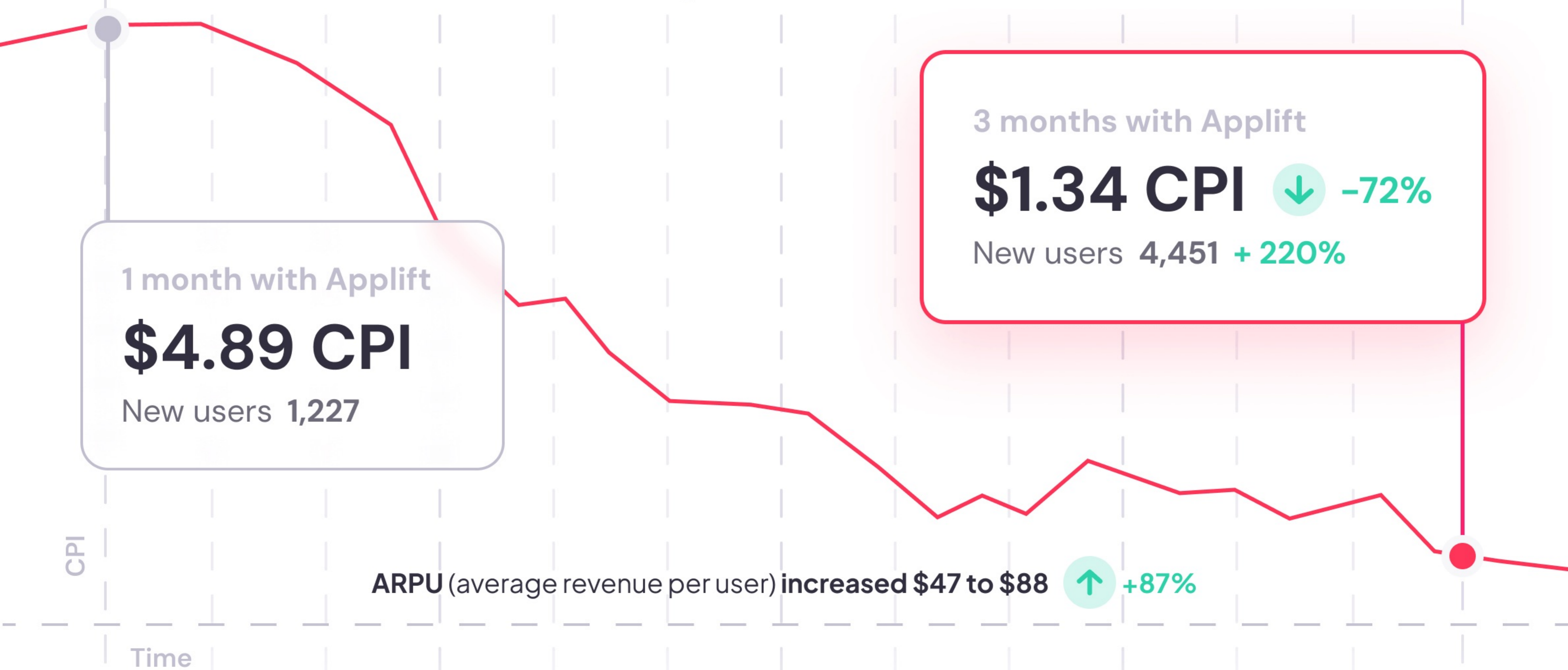
TOP 10

in the entire **Canada's Lifestyle** category.

70%

Increase in D30 retention.

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.

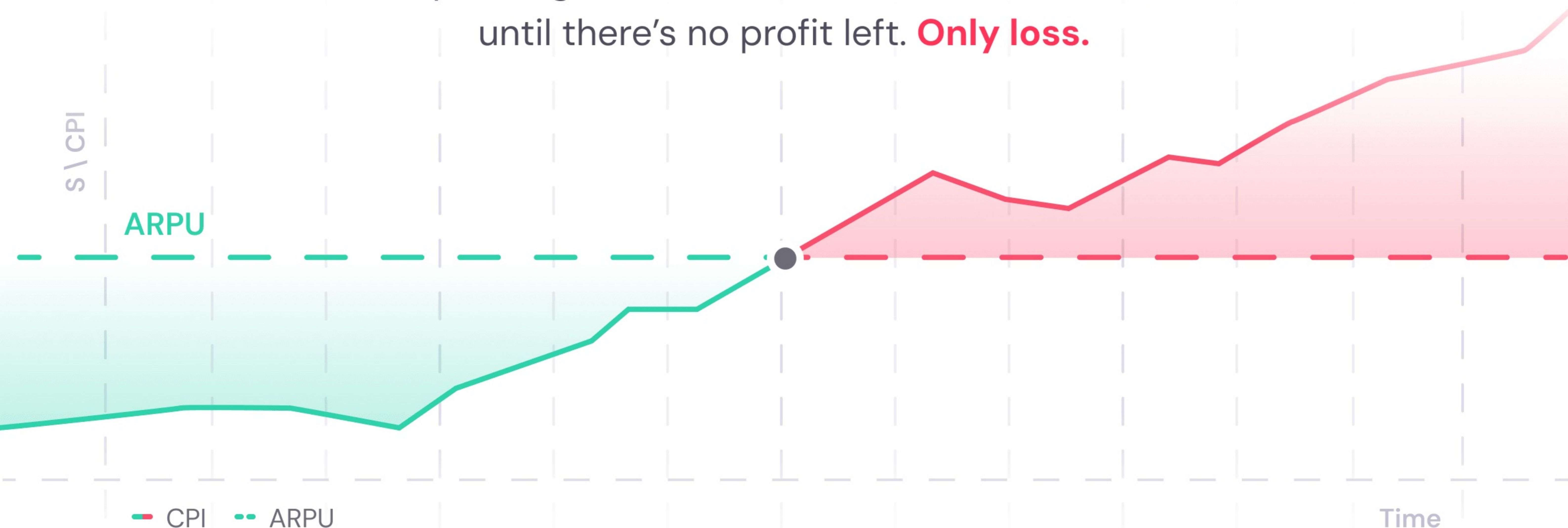
Ideal client profile audience

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.

220%

more users installing the app

1,227 to 4,451 app installs.

72%

better user acquisition costs

\$4.89 to \$1.34 CPI.

+170%

Increase in D30 retention

Significant drop in user churn.

+87%

better average user revenue

\$47 to \$88 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.