



Casino & sports gambling app

App Store performance case study



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 Apple App Store

1.4 million active apps

13 million+ average weekly searches

Acording to Apple and Business of Apps 2024-2025.

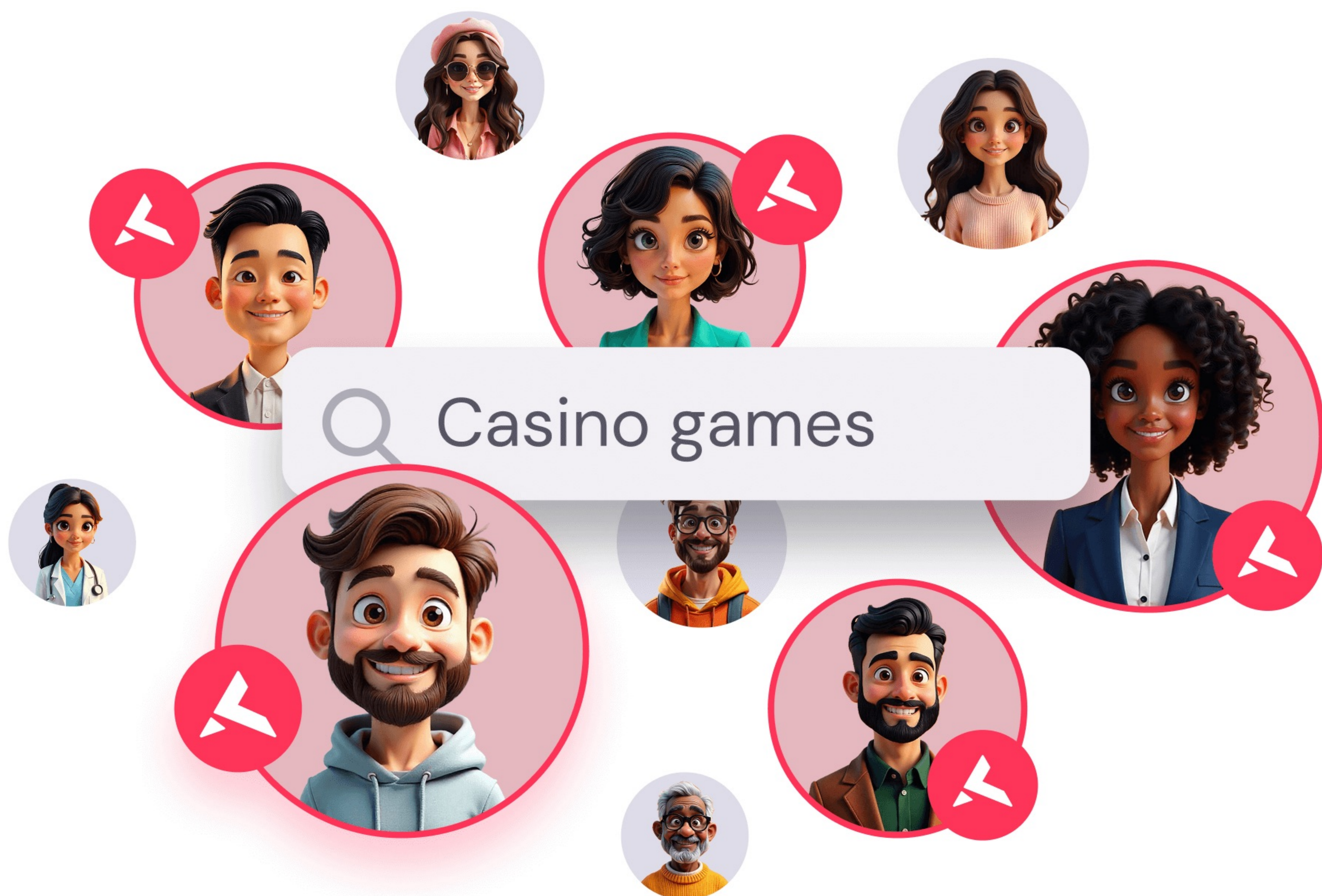


The Applift method

We found the audiences that matter

We analyzed the top-performing casino and sports gambling apps in the Canadian App Store, in order to map the **keywords the client's potential users actually search for** when looking to gamble.

Together with the client, we built a list of 92 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.

96th result for

Q betting

176th result for

Q real money casino

244th result for

Q blackjack

NR (not ranked)

Q casino

NR (not ranked)

Q slots

NR (not ranked)

Q bet

NR (not ranked)

Q roulette

NR (not ranked)

Q online casino

NR (not ranked)

Q casino games

NR (not ranked)

Q casino slots

*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.**

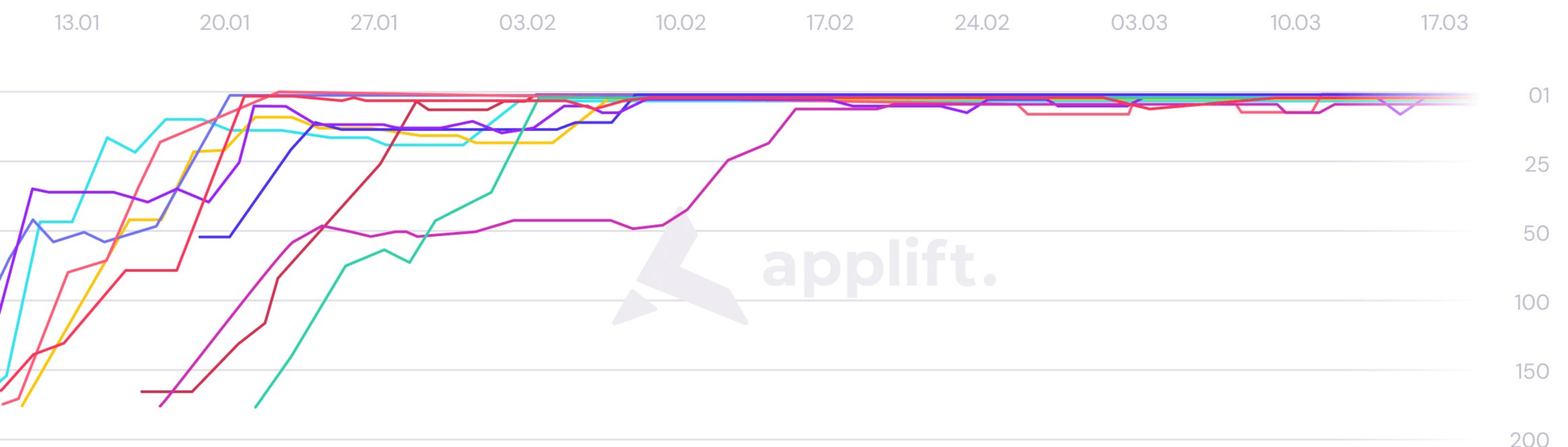


At the top of all relevant searches

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 gamble.

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
🔍 roulette	<i>Not Ranked</i>	1st result	+254
🔍 online casino	<i>Not Ranked</i>	1st result	+254
🔍 casino games	<i>Not Ranked</i>	1st result	+254
🔍 casino slots	<i>Not Ranked</i>	1st result	+254
🔍 betting	96th result	2nd result	+94
🔍 real money casino	176th result	2nd result	+174
🔍 blackjack	244th result	2nd result	+242
🔍 bet	<i>Not Ranked</i>	3rd result	+252



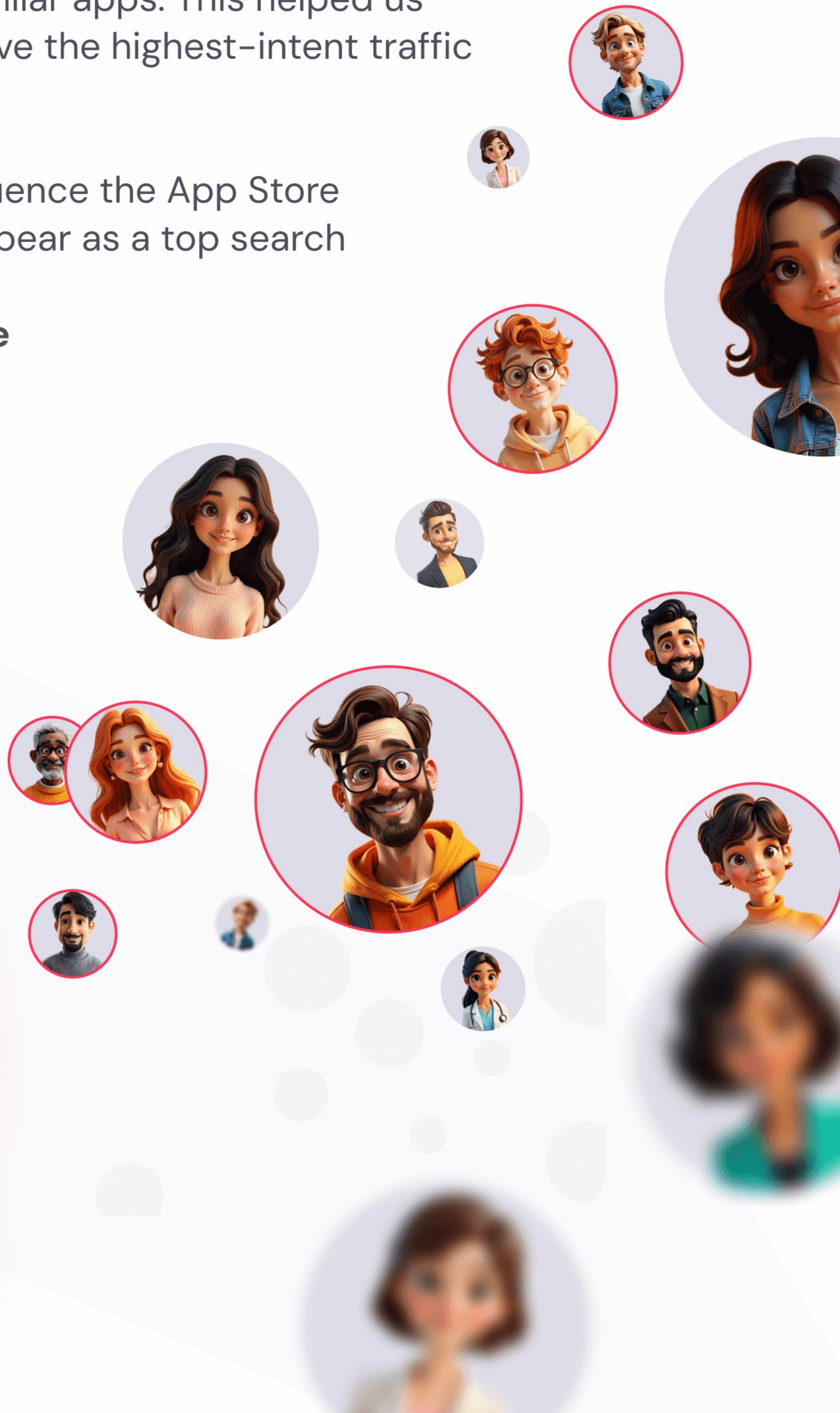
The Applift method

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 gamble installed it instead.



An app that is impossible to miss

This isn't luck. It's Applift.

48

search keywords suggest the app as a top 5 result.

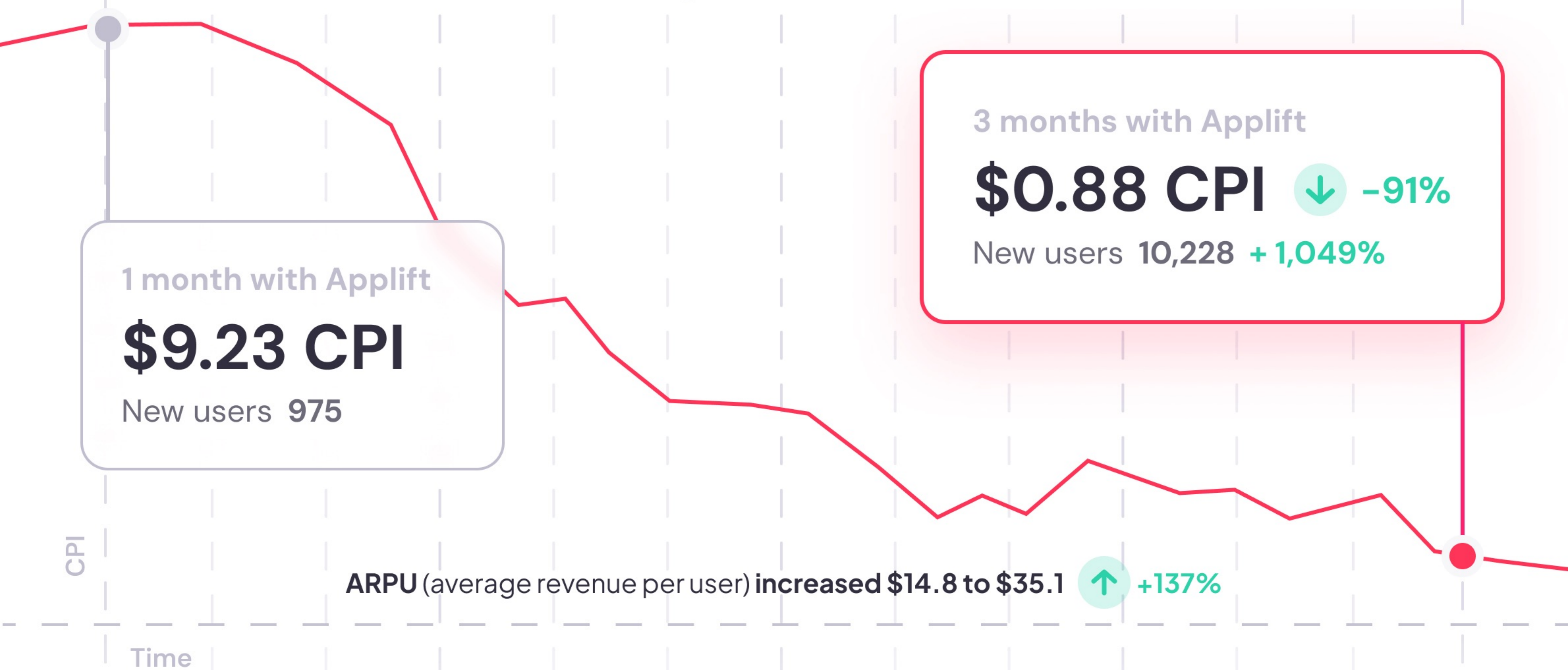
TOP 5

in the entire Canada's Sports category.

128%

increase in first time deposit value.

The best cost-per-install they ever had



1 month with Applift

\$9.23 CPI

New users 975

3 months with Applift

\$0.88 CPI ↓ -91%

New users 10,228 +1,049%

ARPU (average revenue per user) increased \$14.8 to \$35.1 ↑ +137%

*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.

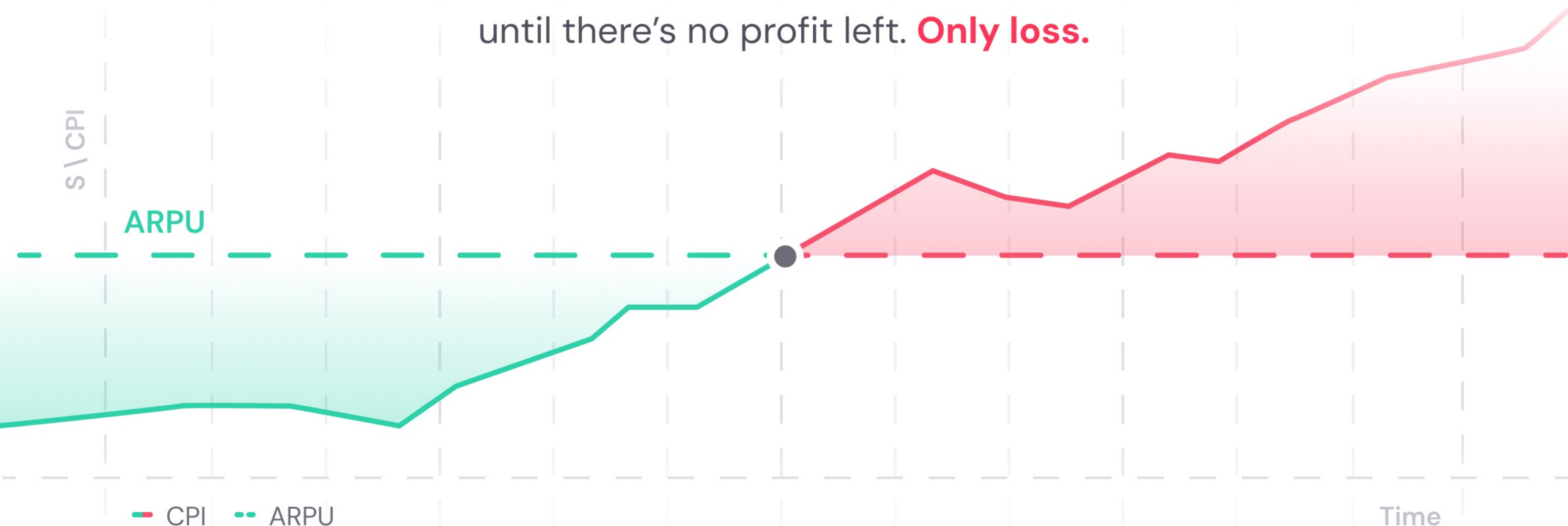
Ideal client profile audience

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

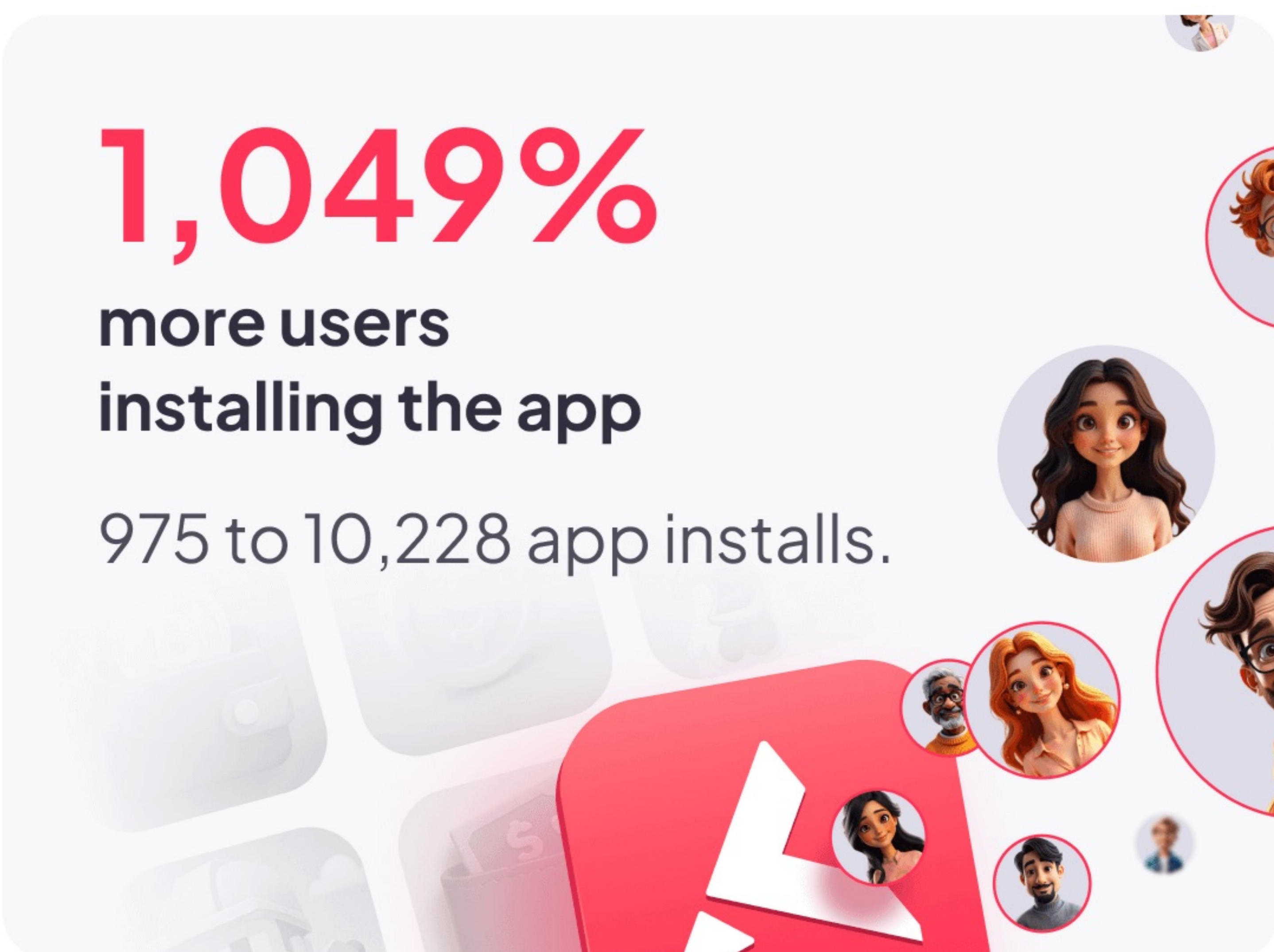
Every key business metric **improved dramatically**.

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.

1,049%

more users installing the app

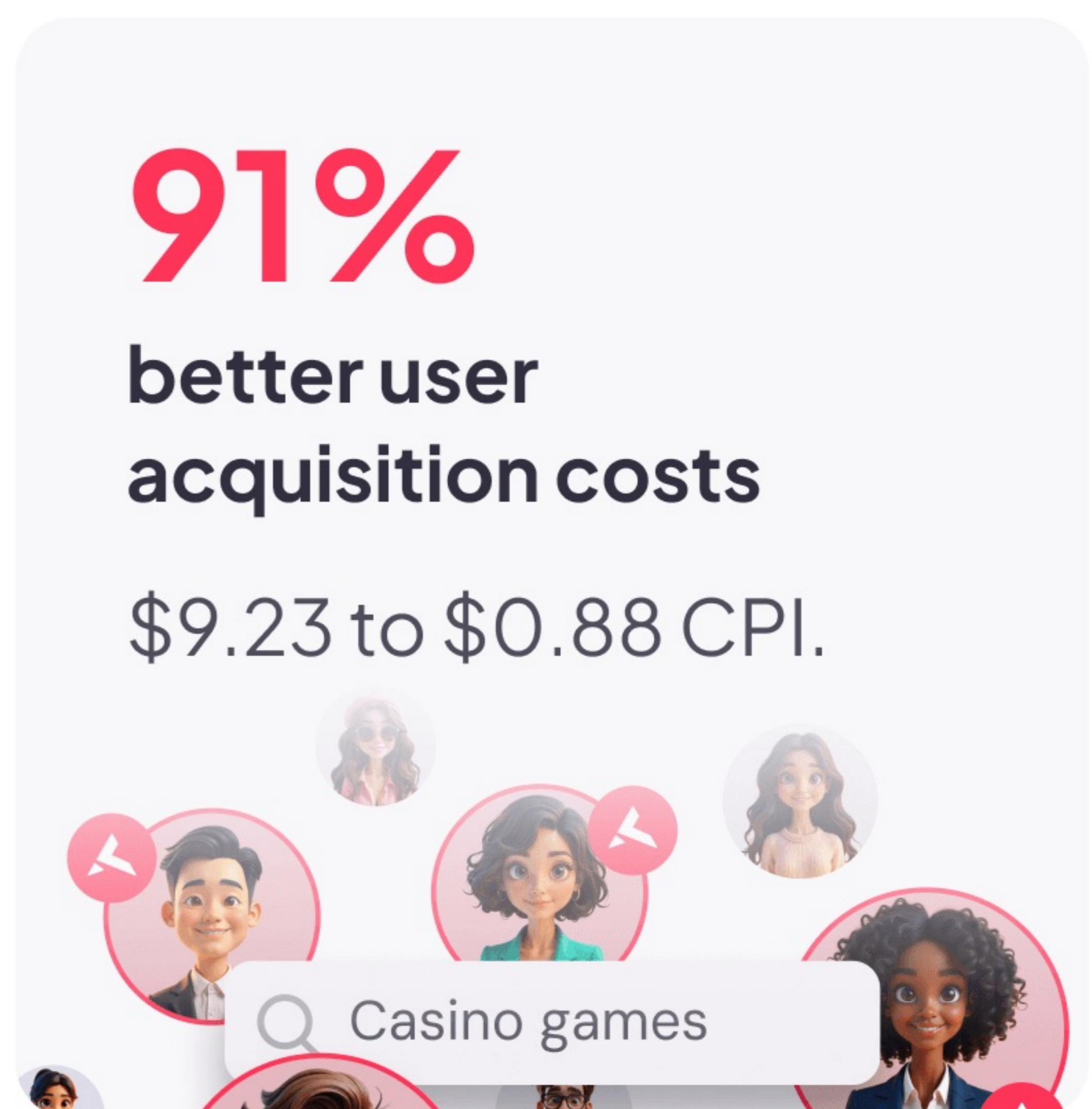
975 to 10,228 app installs.



91%

better user acquisition costs

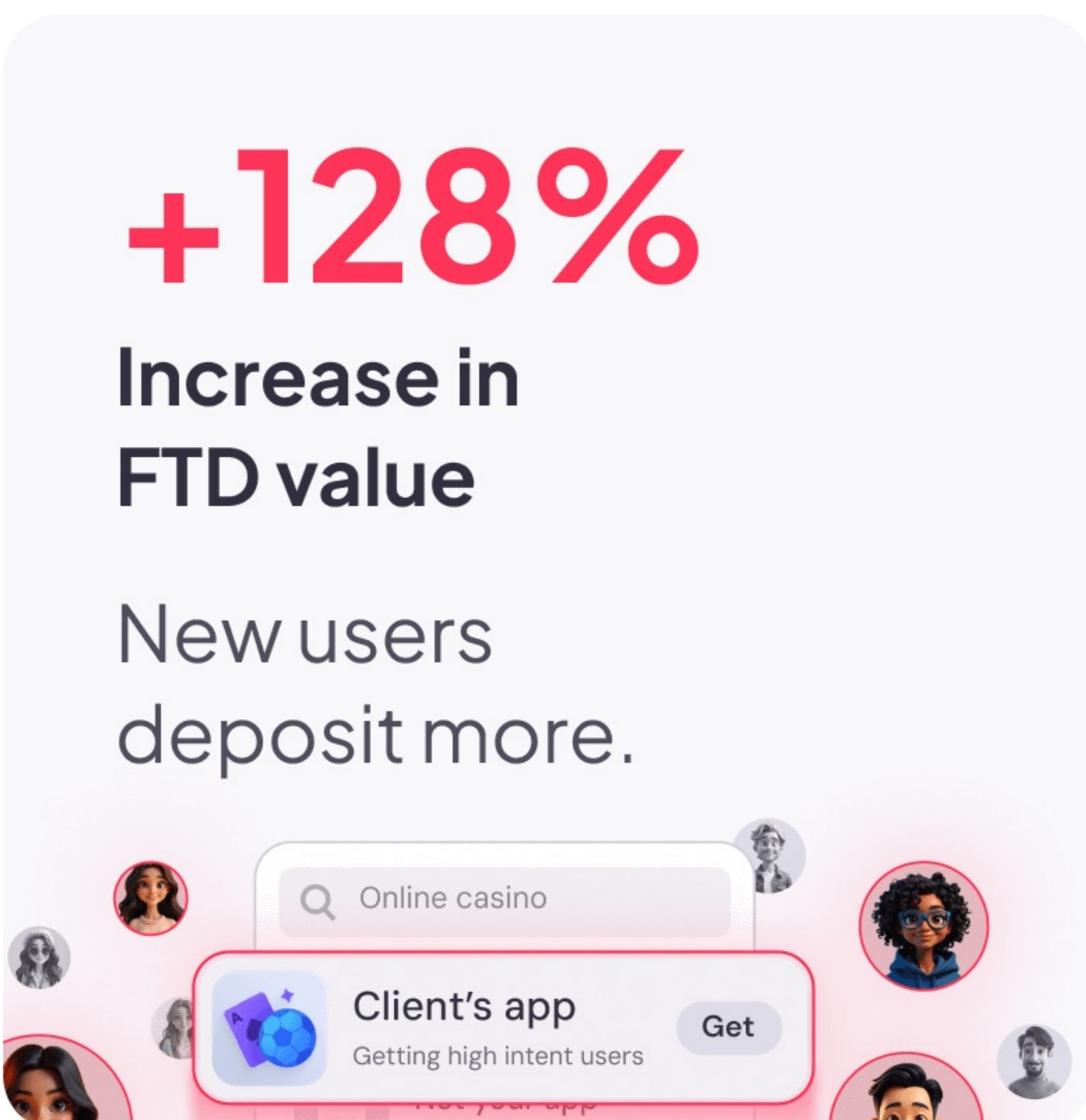
\$9.23 to \$0.88 CPI.



+128%

Increase in FTD value

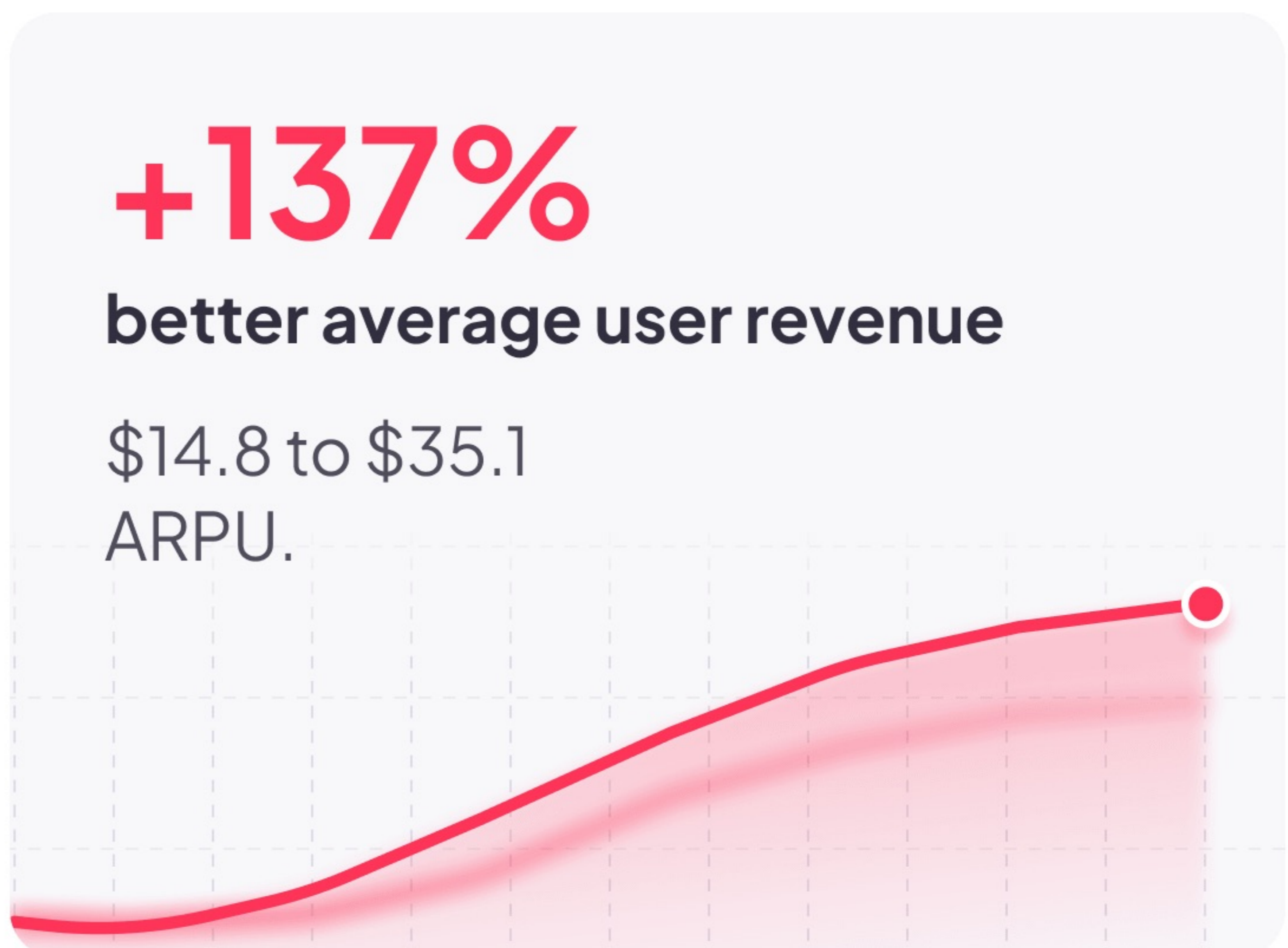
New users deposit more.



+137%

better average user revenue

\$14.8 to \$35.1 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.