

Champion League 2018

case study

Situation

The ASO team were faced with a new challenge: Stand out in the crowded “Sport” vertical with a new game launch on Google Play, without performing any UA actions on 2018 Champion Soccer League: Football Tournament.

There was an added difficulty: they had to compete with huge media budgets and games that have been in the stores for years, thus ranking for high-traffic keywords was even more complicated.

Task

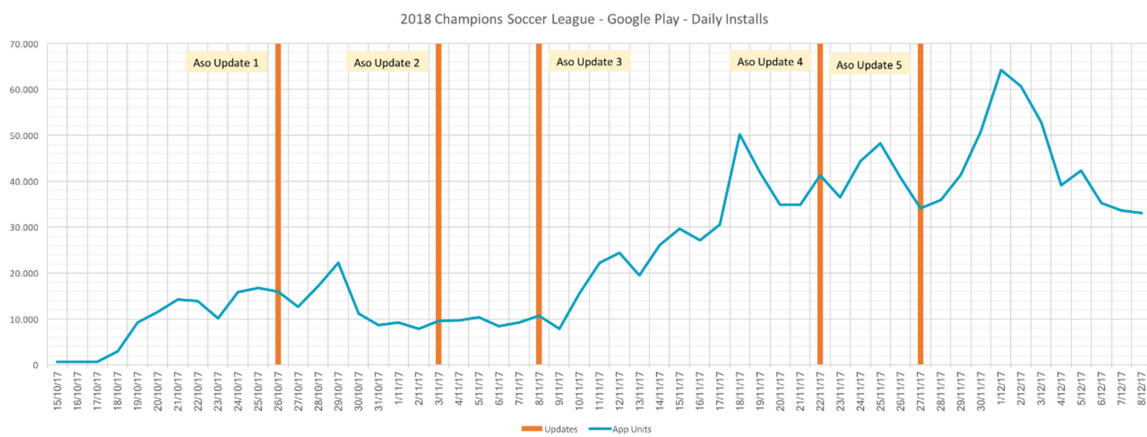
Starting from scratch required an exhaustive Key Word research: Thanks to our AI technology (ASO Bot), we were able to investigate the data, analyze and select the best Key Word set combination detecting opportunities and barging in the rankings for the high-traffic/competitive words. After retrieving the first stats, we carried out an optimization with a strong focus on long-tails.

The approach for the visual elements was key in obtaining a decent 20% Conversion Rate in the very first week but the ASO and Art teams iterated over them in the third ASO Update to boost the numbers.



Results

Thanks to the 'know-how' acquired by launching, optimizing and iterating over +300 games in Google Play, we were able to achieve 1.4 million organic downloads, rank the game TOP3 in the category, improve the conversion from 20% to 33% and deliver +10 Million Ad Impressions less than two months since the publishing date.



Store Ranking stats

Sensor Tower Data – Sports – Free Games – Category Ranking

