

CASE STUDY SLINGSHOT COWBOY admob

Campaign Results: Slingshot Cowboy went from #120 to #2 in the free games category of the App Store!

“ By investing in paid advertising for Slingshot Cowboy, we were able to dramatically increase our discoverability in the App Store, resulting in significant organic download volume and an exceptionally low cost-per-new-user.”

Vadim Dagman,
CEO,
Digital Prunes



GOAL

Slingshot Cowboy is a popular game for the iPhone and iPod Touch, allowing users to virtually tip a cow using a laser-equipped magic slingshot. In August 2009, it was the #1 Free Game and #2 Overall Free app in the US App Store and has been downloaded more than 4 million times since creation.

After slowly falling out of the top rankings over several months, Digital Prunes decided to utilize paid advertising to acquire new users and increase discoverability in the App Store. They knew that by regaining a Top 100 position in the games category, their organic install rate would increase dramatically. Before running advertising, Slingshot Cowboy was ranked #120 in the games category.

SOLUTION

Digital Prunes ran a burst campaign of CPC text ads on AdMob's network of over 15,000 iPhone apps and mobile websites to reach a broad audience of iPhone and iPod touch users. The aim of the campaign was to drive as many downloads as possible over a short period of time to impact the App Store rankings.

The Slingshot Cowboy ads led users directly to the app's page in the App Store for fast and easy downloading. The campaign ran immediately before the weekend to maximize the organic traffic it would receive from being ranked highly in the App Store.

RESULTS

- Conversion rate: **24.36%**
- Cost-per-install: **\$0.32**
- Day 1 of the campaign generated **> 4,000 additional downloads**
- Slingshot Cowboy achieved the rank of **#87** in the games category on Day 1
- On day 2 Slingshot Cowboy achieved the rank of **#37** in the games category and **#61 overall** in the App Store Top Free list. Over the weekend, the app continued to climb to **#2** in free games and **#3 overall** in the App Store.
- By investing in paid advertising, Digital Prunes was able to recapture user interest in their game and take advantage of organic downloads resulting from being discoverable in the App Store.



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