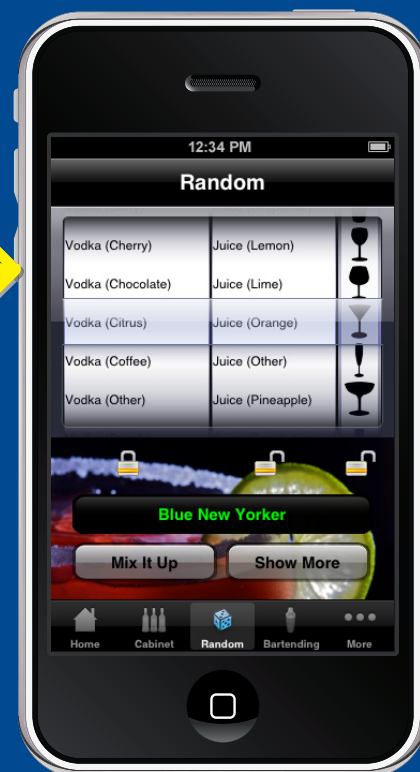
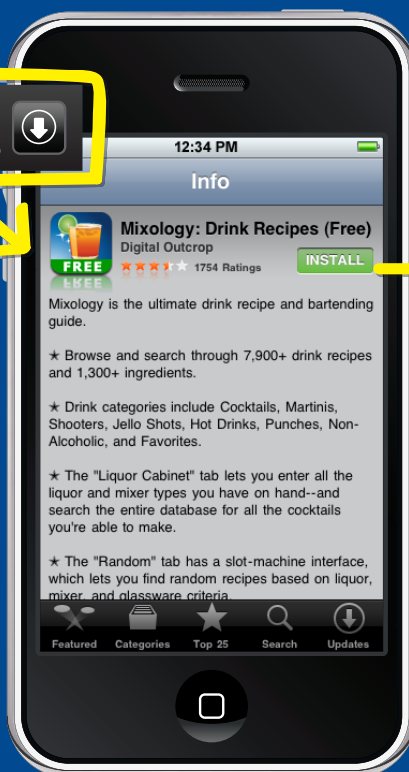


“The campaign we ran with AdMob effectively and efficiently drove downloads of our Mixology app, helping us accomplish our goal of climbing in the rankings and becoming more discoverable to users browsing the top ranked app lists. We are very satisfied with the results and service we received from AdMob.”

*Matt P.
Co-Founder of Digital Outcrop*



GOAL

Mixology is a drink recipe and bartending guide iPhone app developed by Digital Outcrop. Users can browse and search through over 7,900 drink recipes and 1,300 ingredients to find the perfect cocktail for any occasion. The app includes bartending techniques and terminology and the ability to share recipes via email, Twitter and Facebook.

Digital Outcrop's goal was to boost downloads in order to improve App Store ranking. The goal of the campaign was to drive high download volume to push Mixology into the Top 5 in the Lifestyle category and Top 100 overall, while also passing a competitor that held a higher rank in the Lifestyle category.

SOLUTION

AdMob ran text ads across more than 3,000 iPhone apps in their network. When clicked, the ads led users directly to the Mixology page in the App Store, where they could install and use the app immediately.

The campaign aimed to drive more than 9,000 downloads per day in order to quickly move up in the App Store rankings and take advantage of the corresponding organic download lift from being discoverable. AdMob helped Digital Outcrop capture users' attention by running a variety of ad copy, each highlighting the app's features in a different way.

RESULTS

On the second day of advertising, Digital Outcrop saw 845% more downloads of Mixology compared to the previous day. During the course of the campaign the app received more than 23,000 downloads, reaching number 55 in the Top Free list overall in the app store. It also became the #3 free app in the Lifestyle category, up from #17 before the campaign began. Mixology continued to hold a Top 100 position overall in the app store even two months after the campaign.

Average daily download volume increased by more than 250% in the two weeks following the ranking push as the app benefited from being in the Top 100 Free app list. With increased download volume of the free version of their app, Digital Outcrop was able to leverage house ads to promote upgrading to Mixologist, a paid upgrade. Mixologist also reached the Top 100 paid list and became the #1 paid app in the Lifestyle category 2 weeks after the AdMob campaign promoting the free Mixology app.