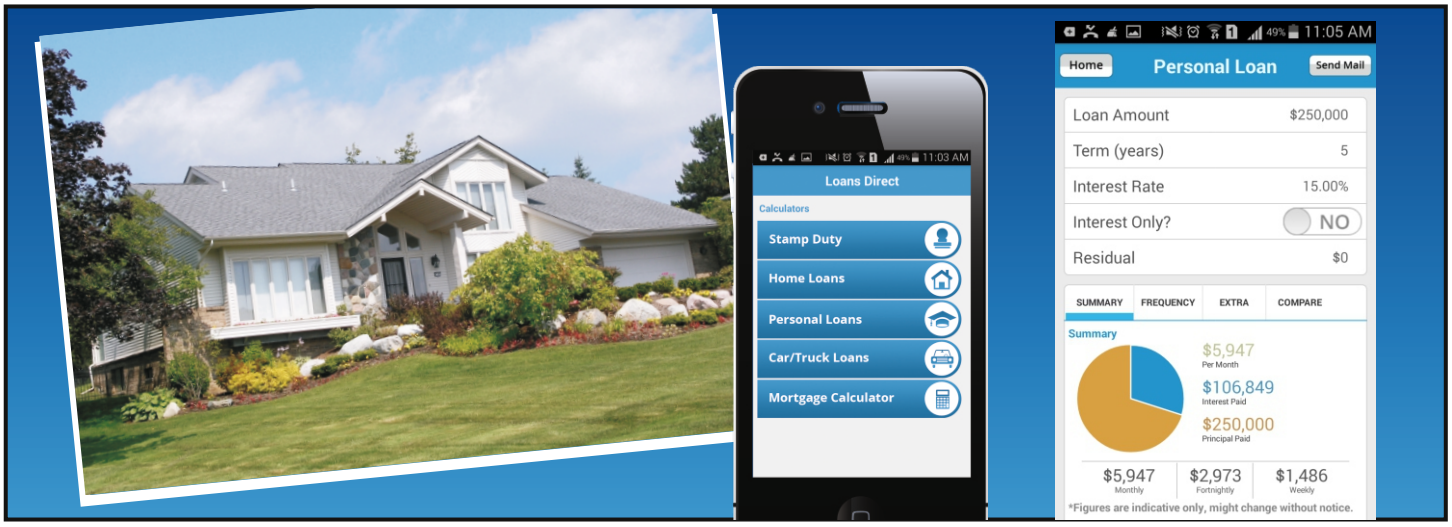
netsmartz
Global Technology Solutions Partner
SINCE 1999

Toll Free Number: 800-501-6123



How our App Store Optimization efforts got this loan calculator app into the top 10 rankings at iTunes and achieved 125% visibility after the first update.

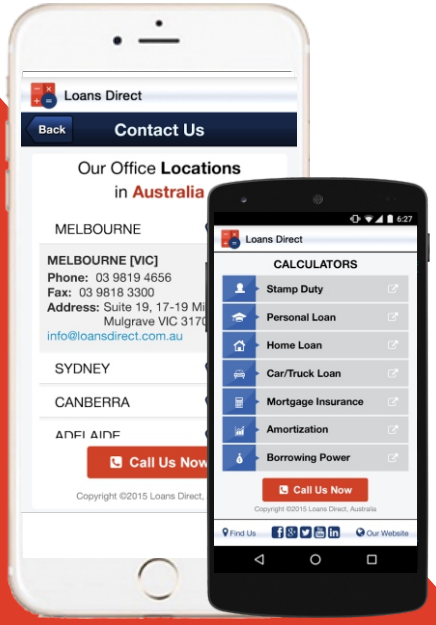
THE CLIENT

Loans Calculator for Australia is an iPhone and Android app developed by Loans Direct, a financial services company to help borrowers, buyers, investors and brokers to calculate financial figures easily. Whether you need to calculate the borrowing limit or to evaluate monthly repayments, the app has everything you want to know about the financial aspects of borrowing money in Australia.

Objectives

Loans Direct, made it clear to Netsmartz that their goals were to:

- Target Australian Android and iOS users
- Increase the number of downloads by 20% every mont
- Increase App brand awareness and perception to drive downloads in the Australian market
- Increase brand awareness on Social Media Channels



CHALLENGES

There are a lot of financial services apps in the App stores. Loan Calculator for Australia needed to stand out from the competition and create brand awareness to increase the number of downloads and installs. The app which had ambitious amateur financiers as a target audience, approached Netsmartz to achieve higher rankings in the search results of the relevant targeted keywords and boost the app downloads.

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APPROACH & SOLUTION

The Strategy: Our strategy as usual was a many pronged one. These were some of the components:

- App Keyword research
- Competitor analysis
- App store optimization (including app description, tags, screenshots, etc.)
- Category and market analysis
- App Analytics and Statistics
- ASO tool support
- App submissions in 300+ App Review sites

RESULTS

Netsmartz LLC., worked closely with the Loans Calculator for Australia team and improved the app's visibility on the app store and rankings through App Store Optimization services. These were the results:

- The app achieved more organic downloads
- Achieved top 10 ranking in iTunes
- Achieved Play store ranking for various keywords
- After the first update - achieved + 125% visibility!
- Was on top of trends related to finance
- Organic downloads increased by more than 35% after 30 days

What we achieved

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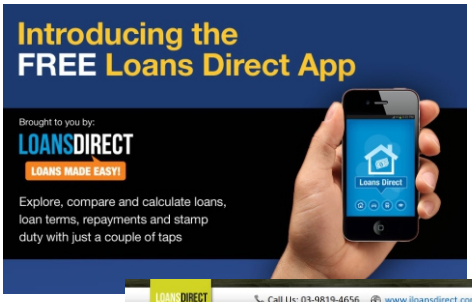
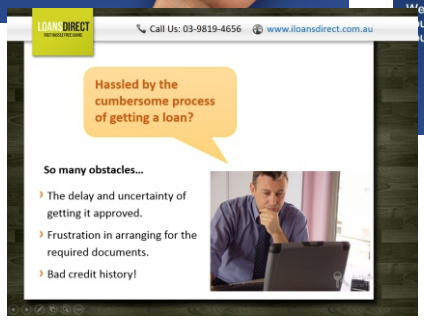
MARKETING COLLATERAL

We also designed an SEO-friendly website for Loans Direct, a demo animation for the app and a PPT to market the app.





Netsmartz Global Delivery Center, Chandigarh, India

ABOUT NETSMARTZ

Who we are

Headquartered in Rochester, New York and with multiple offices across the globe, Netsmartz is a CMMi3 & ISO 9001:2008 certified company. Formed over 17 years ago, we currently have over 1000 employees, a rich experience of successfully executing 2000+ projects and have worked with small companies to Fortune 1000 clients.

Company Certifications

CMMI Level 3 · Microsoft Gold Certified Partner · ISO 9001: 2008 Certified · ISO/IEC 27001:2013 Certified · amazon web services Partner Network · Microsoft Cloud Solution Provider (CSP)

Google Partner · Accredited Professional bing Ads · Google Analytics Certified Partner · Developer · AL Certified SCORM 1.2 SCO-RTE-Mandatory

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Like to find out more about our Digital Marketing services?

If you would like to learn more about how we can help your business thrive with Digital Marketing and become more profitable, do get in touch. We can set up a meeting at a time suitable for you.