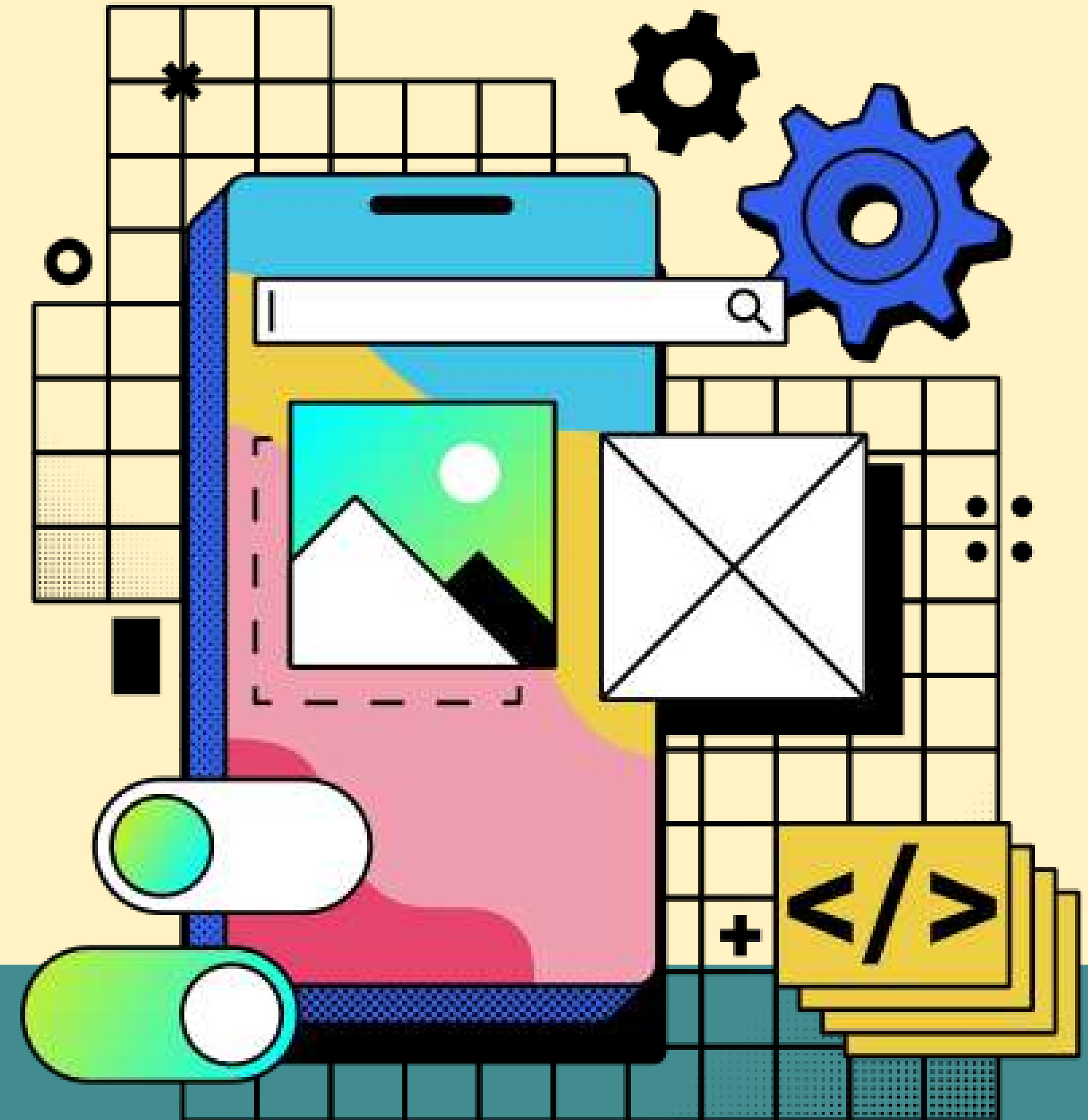


mobile growth consultancy

OP Digital



contact@op.digital

Who Dis?

OP Digital is a mobile growth consultancy & agency specializing in providing innovative, data-driven solutions and tailored marketing strategies for mobile app and game developers.

Our primary goal is to empower our clients to achieve sustainable growth and success in the competitive mobile app market.



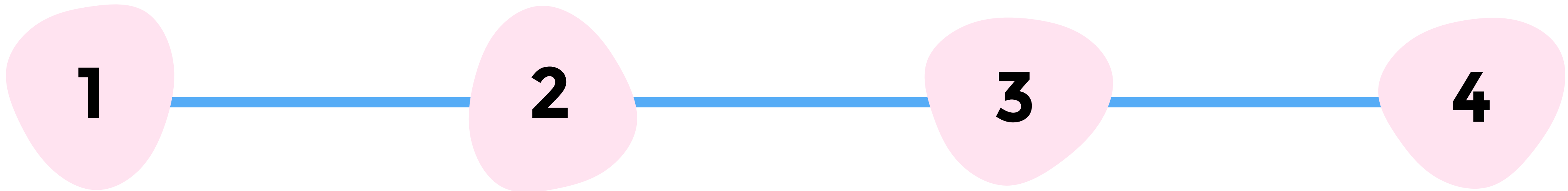
Deniz Gur
Head Of Growth
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Kağan Çavuşoğlu
Head Of Business
kagan@op.digital



Services



App Store Optimization

Performance Marketing

Subscription Optimization

CRM & Retention



App Store Optimization



ASO Services

- App Visibility
- Conversion Rate Optimization
- Install Optimization
- In-App Events



Performance Marketing



1.

Apple Search Ads

Campaign structure setup, management, optimization, performance tracking.

2.

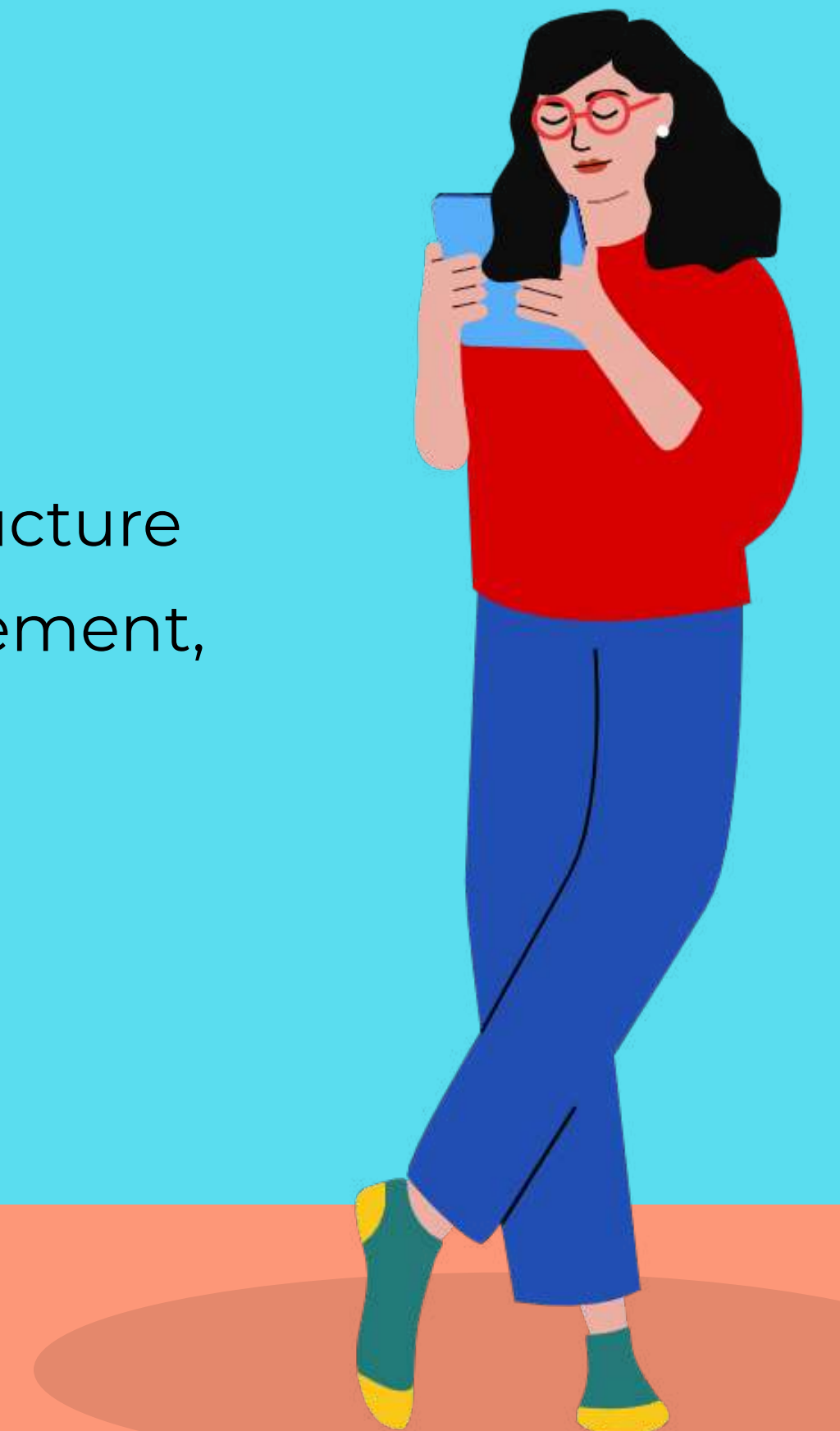
Google Ads

Campaign structure setup, management, optimization, performance tracking.

3.

Meta Ads

Campaign structure setup, management, optimization, performance tracking.



Subscription Optimization



Paywall Optimization

CtA
Make some noise!

Price
Not free, but almost!

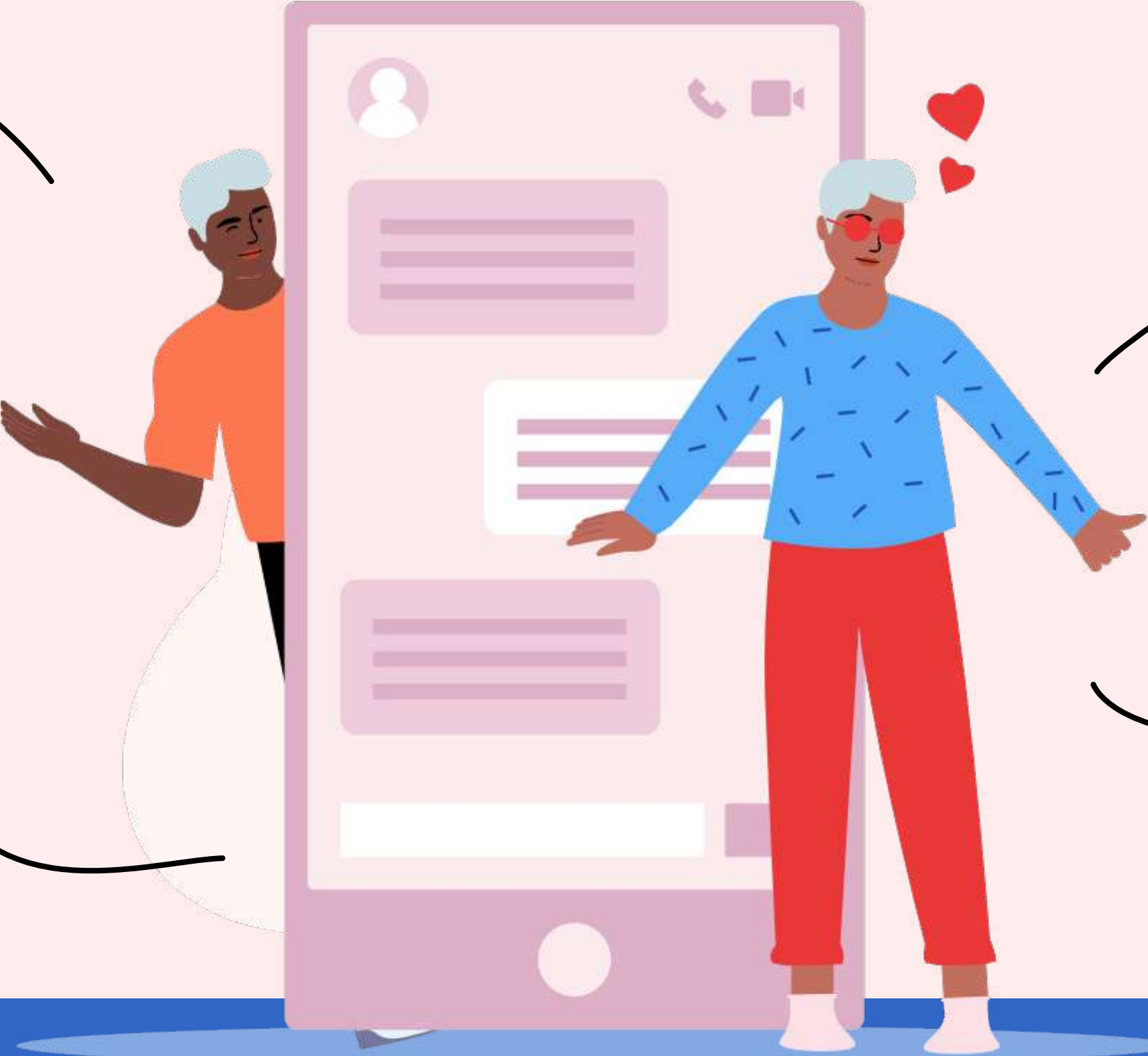


Image Assets
Small illustration
or video

Trustbuilders
Apple loves us!

Features
Benefits!

Case Studies



Cases

- ParkWhiz
- Tango Live
- Drip Shop
- Plantiary





ASO Project

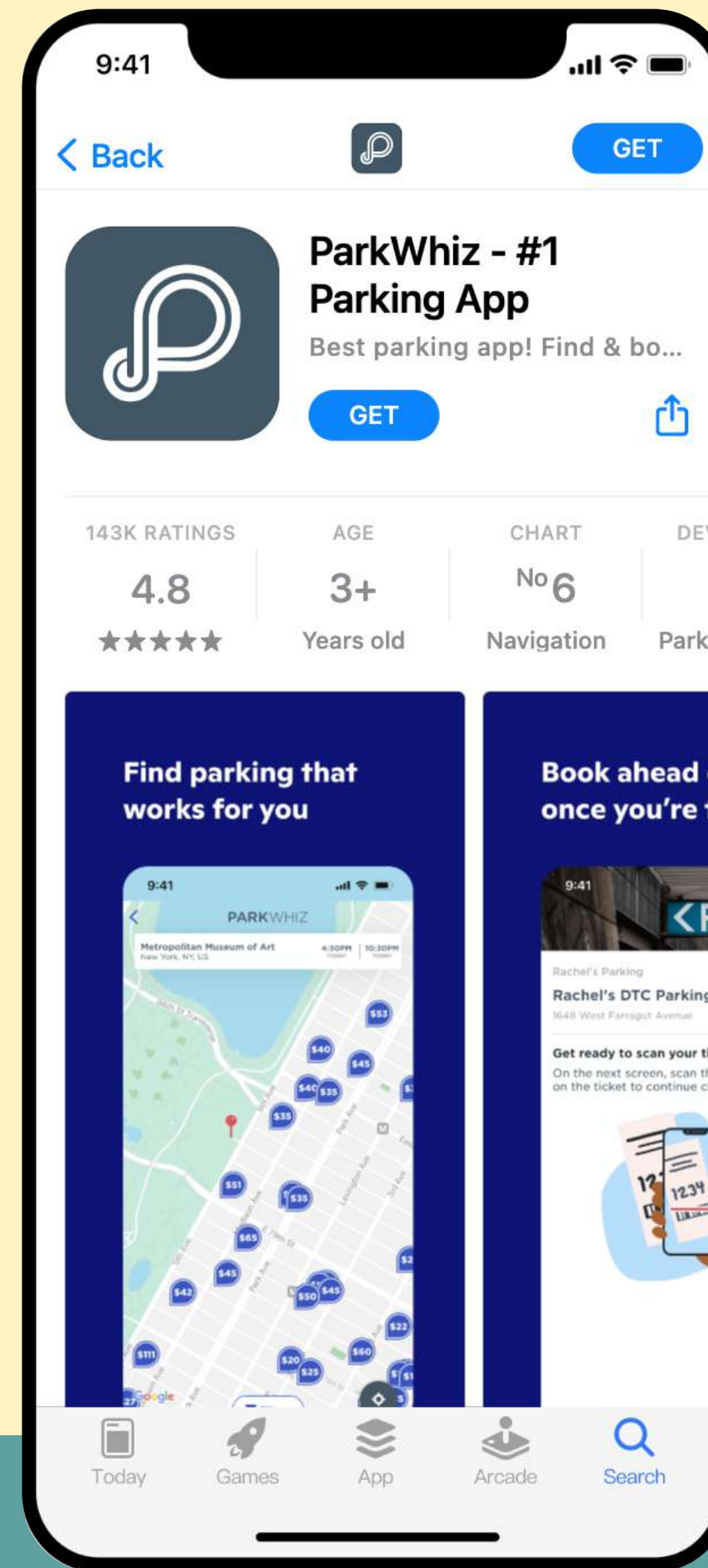
Focused on metadata optimization.
Targeting US cities which parking service is available.

No Performance Marketing

During the project period there were no performance marketing effort

Scaled to 90M USD Worth

During this time, raised additional 5M USD, total of 20+M USD without any performance marketing effort.



Impressions
+22%

Page Views
+64%

Conversions
+2%

Installs
+30%





Tango Live

ASO Project

Focused on metadata optimization.
Targeting different localizations including Germany, US, UK, TR, BR and RU.

Only Organic Growth

During the project period there were no performance marketing effort

Month over Month Growth

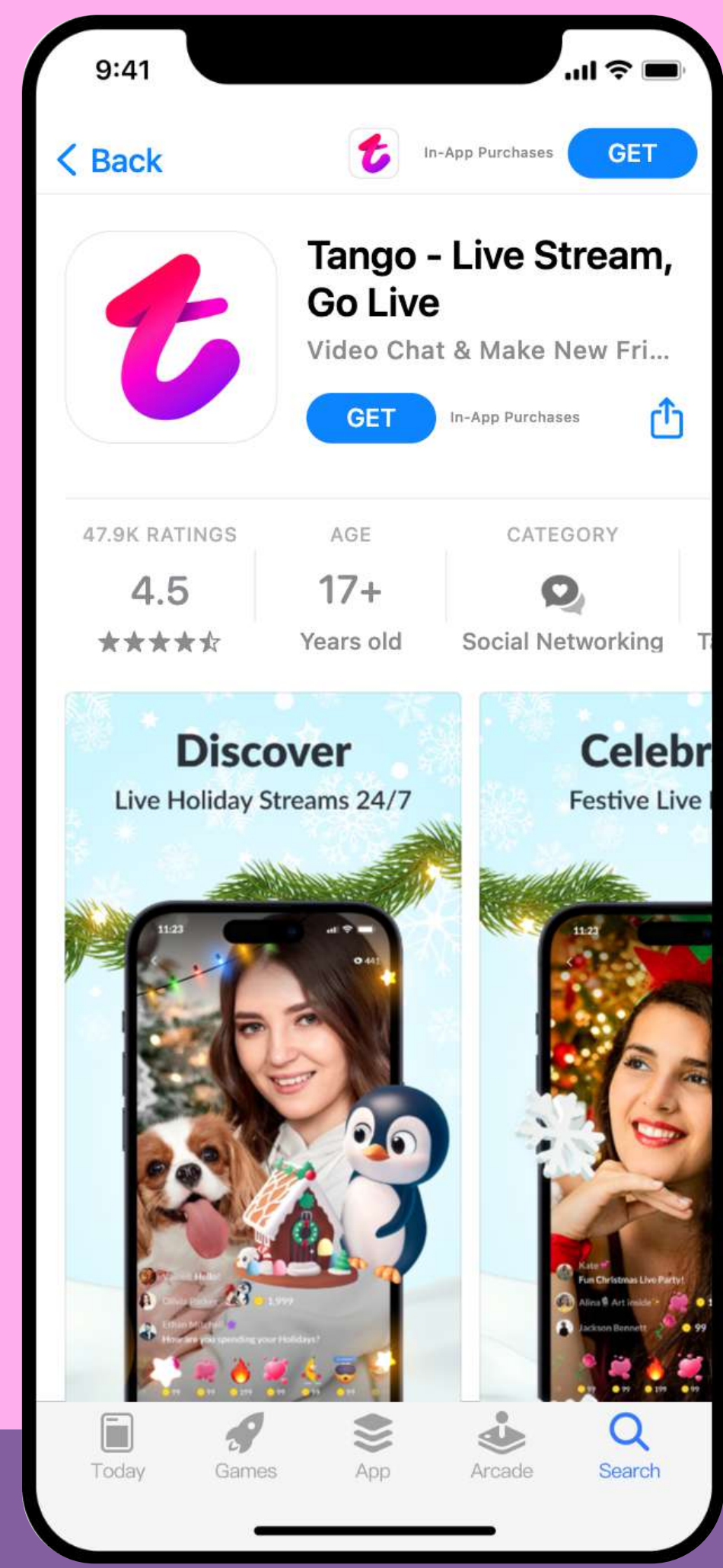
MoM consistent growth achieved via only organic user acquisition optimization.

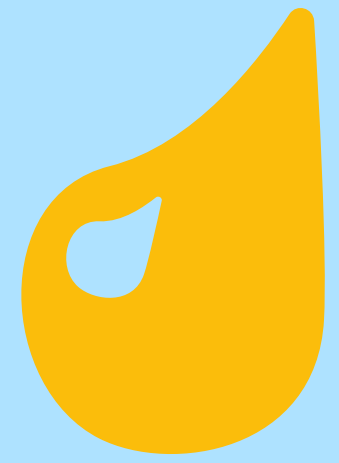
Impressions
+45%

Page Views
+24%

Conversions
+6%

Installs
+54%





Drip Shop Live

ASO Project

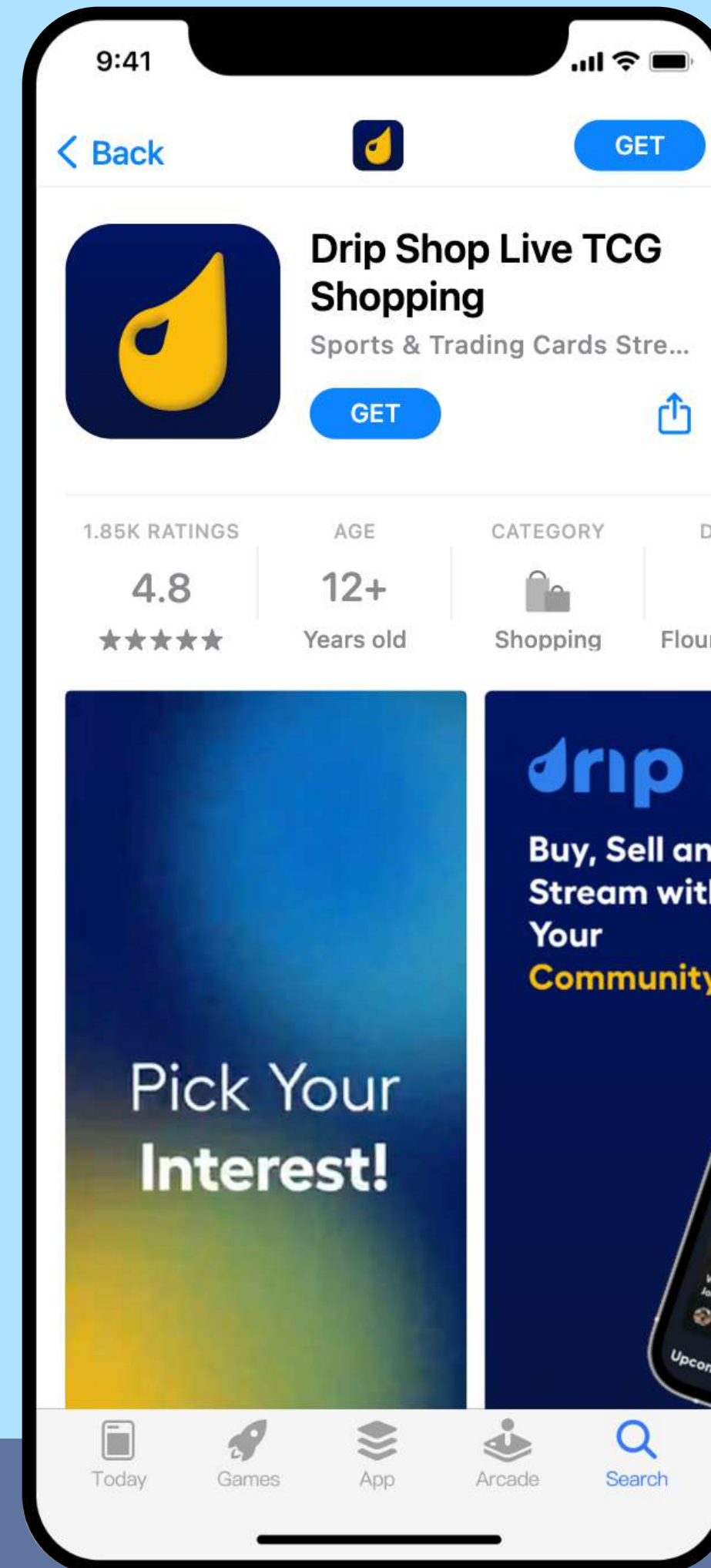
- Metadata Optimization
- Conversion Rate Optimization
- In-App Events
- Custom Product Pages
- Product Page Optimization

Apple Search Ads

- App campaign structure setup
- CPA optimization
- CPP setup
- ASA Optimization & Management

Now worth +100M USD

MoM consistent organic & paid user acquisition growth scaled the startup to +100M USD net worth.



Organic UA
Impressions **+7.8K%**
Installs **+2.9K%**

Apple Search Ads
Previous CPA **45\$**
New CPA **12\$**





Plantiary

ASO Project

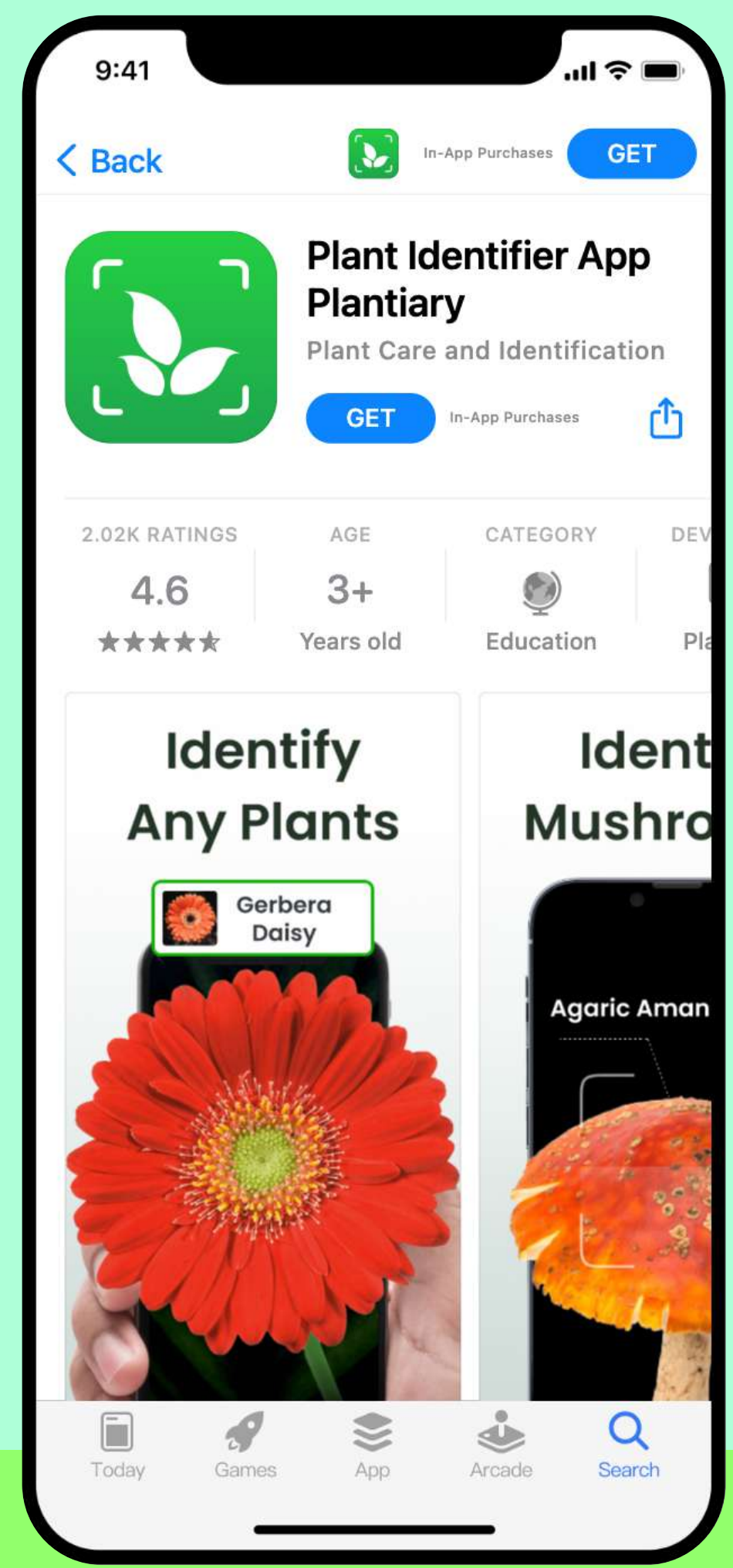
- Metadata Optimization
- Conversion Rate Optimization
- In-App Events
- Custom Product Pages
- Product Page Optimization

Apple Search Ads

- App campaign structure setup
- CPA optimization
- CPP setup
- ASA Optimization & Management

Google Ads

Reached 65% conversion rate by optimizing assets and ad sets.



Organic UA
Impressions **+17.8K%**
Installs **+3.6K%**

Apple Search Ads
Previous CPA **6\$**
New CPA **2\$**

Google Ads
Previous CR **35%**
New CR **65%**



Rest Of The Previous Portfolio

- *adidas Running - Runtastic
- *8Ball Pool - MiniClip
- *BitDefender
- ASKfm
- 360VUZ
- many more...

*Under a different mobile growth agency



Let's Hop On A 30-Min Call

Book a discovery call!

<https://op.digital/discovery-call/>



Thank You!

OP Digital Mobile Growth Consultancy
contact@op.digital

Partnered with:

 adapty  RevenueCat  ADJUST  SplitMetrics

