

# Case study: *barcoo*

A smartBoost campaign for  
a smart mobile product guide



# Case Study:

## *barcoo*

### Scan happy, boost happy

barcoo is a mobile product guide for EAN and QR codes that helps users compare prices, read reviews and find out more information on any product to allow them to make better consumer choices.

They wanted to acquire as many organic users as possible by first purchasing enough users to achieve a top ranking in the App Store.

With barcoo, users can 'scan happy' and with Trademob, barcoo was able to 'boost happy'!



## Our Method

### Two efficient boost campaigns

- 1 We tested smaller budgets with a sample of media partners and set our goal and budget allocation.
- 2 Using our proprietary smartBoost technology, we performed our first boost campaign by generating the volume of downloads needed to optimize their ranking in a short period of time at the lowest price possible.
- 3 We monitored barcoo's rank, calculated their effective CPI and tracked their organic downloads for the boost period and thereafter.
- 4 Due to the success of our first boost campaign, five weeks later, we performed a second boost. Using our analysis of the previous boost, we identified barcoo's users and profit maximizing rank and were then able to achieve this for them at the lowest possible cost through planning and smart budget allocation.

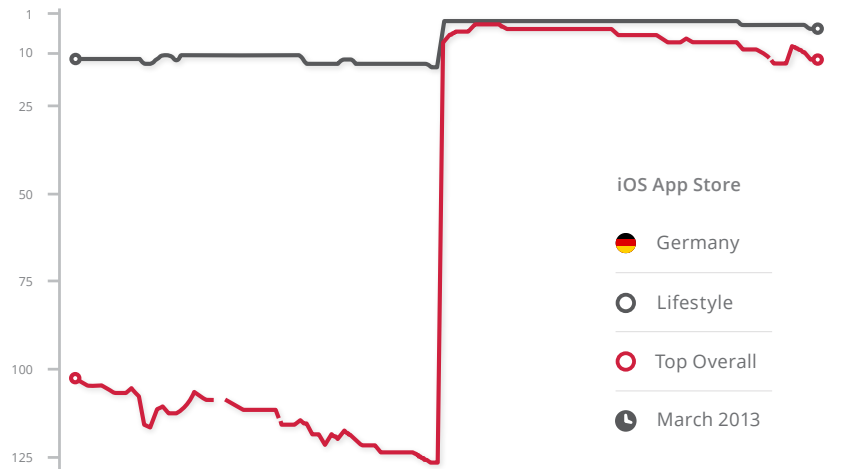


## The Result

### Enormous organic uplift

During the first boost we performed, we pushed barcoo to #2 in the Top Overall Charts and #1 in the Lifestyle category within 24 hours of the campaign start. The increased visibility resulted in a high volume of organic (free) downloads, which helped to keep the app up longer.

Thus, we were able to achieve an effective CPI of 0,53 EUR, which represented the lowest CPI ever paid by barcoo.



*barcoo's Top Overall Charts ranking in the iOS App Store in Germany during our first boost campaign*

The two boost campaigns resulted in huge user acquisition due to the increased exposure, and barcoo have recently announced their ten millionth download.

## Quick Scan

COUNTRY

Germany

DURATION OF CAMPAIGNS

One day each

MONTHS

March & May

PLATFORM

iOS

eCPI

€ 0,53

BOUGHT CLICKS

125,000

## What *barcoo* Say

“ Trademob generated thousands of valuable downloads for us at unexpectedly low costs. As a result, we achieved a top ranking position in the App Store in an extremely cost efficient way and enjoyed many organic downloads and visibility over our main competitors.”

**Benjamin Thym,**  
CEO, *barcoo*