

The Challenge

Fiplab is a leading app development studio based in London, U.K. As part of their launch campaign for their new entertainment app, Talking Gremlin, they engaged InMobi to help drive downloads and increase their AppStore ranking.

The Solution

As part of their broader marketing plan for the Talking Gremlin app, Fiplab ran both display ads and text ads, targeted at iPhone and iPad users across the InMobi network. The iPhone app reached the number one slot in the iTunes U.K entertainment chart and 6th overall in the free chart. The iPad app broke into the Top 20, achieving the number 11 overall spot.

The Results

Anirudh from Fiplab said, “Achieving the top spot on the AppStore had a significant impact on driving our organic downloads. Once you’re on the charts it’s easier to sustain your position through a combination of organic downloads and advertising. InMobi was a key partner in our success and we plan to continue working with them.”

Fiplab’s talking Gremlin app reaches the number one spot on iTunes with InMobi

Objective	Drive downloads and increase app store rank
Target	iOS device users
Solution	Text and display ads
Platform	iPhone and iPad
Results	Reached #1 in iTunes Store



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Anirudh, Fiplab