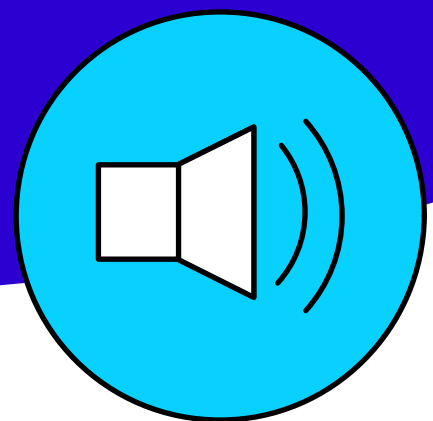
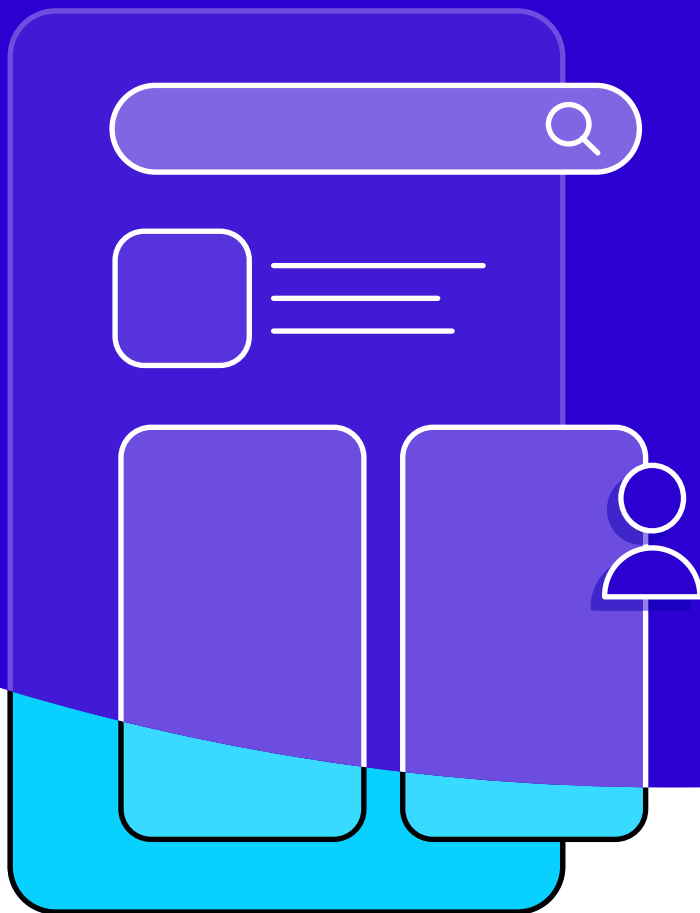


ADJUST

Scaling your app to 1 million users: The ultimate guide

Part 1: App store optimization
and user acquisition



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Introduction

Growth is the primary mission of every app marketing team. Even the best app can't be properly appreciated (or monetized) without reaching the biggest possible relevant audience. For marketers, scalability is synonymous with success.

But how do you get from your humble early days of 1,000 users or less to reach 1,000,000 users or more? It usually takes time and patience, but by investing in proven best practices you can consistently and significantly expand the quantity and quality of your user base.

While specific strategies vary depending on your vertical and target market, there are several core app marketing methods that apply to any growth-seeking app marketer. This guide will break down these methods and give you the complete step-by-step outline to attract (and keep) high-value users.

In Part 1 of this guide, we focus on two main approaches: app store optimization (ASO) and paid advertising campaigns.

These are the two most important channels to acquire new users for your app. While we recommend starting with ASO, all the steps in this guide are flexible and can be reordered based on your priorities.

If you have a larger budget, it may make sense to begin paid campaigns right away, even as you hone your ASO. If your budget is smaller, you will get the most value by starting with ASO. It's up to your organization. Everything in this guide can help your app's growth at any stage.



1 App store optimization

We say that ASO is a process, because it's an ongoing component of your UA strategy rather than a one-off or one-time event. In the same way your SEO team works to drive organic traffic to your website, your ASO efforts will drive organic app store traffic to your app. The higher your app ranks when a potential user types in a relevant keyword, the more likely it is to be seen and installed by the user.

In section one, we'll look at what you can do to improve those app store rankings.

2 Paid campaigns

As competition for users has grown over the past decade, paid advertising campaigns have become central to all UA efforts. Ad inventory is purchased through ad networks that display your ads on the web, on social media platforms and/or within other apps. These ads can be either targeted to specific user demographics or displayed contextually based on the publication. You'll learn more about paid campaigns in the [second section below](#).

Scaling your app to 1m users: the ultimate guide – Part 2:

User retention, localization, and a bonus UA strategy

Attracting new users is the core to growth, but you've got to keep them as well! That's why in Part 2 of this guide, we'll cover user retention, as well as localizing your app for international audiences. We'll also cover one of the hottest trends in mobile UA: influencer marketing. If you've downloaded this guide, Part 2 will automatically be emailed to you, so stay tuned!



Section 1:

App store optimization

ASO is a fantastic first step when scaling your app because it's affordable and delivers quick wins. Your ASO strategy should primarily focus on the Apple App Store (iOS) and Google Play Store (Android), because [these two stores control over 95% of market share outside of China](#). A good ASO strategy can boost your installs between 3-5% — showing what an easy and effective way it is to make an impact.



Consider alternative app stores:

There are various other app stores on the market including Samsung Galaxy Store, Amazon Appstore, and Huawei AppGallery. While these stores have fewer users, the benefits include increased promotional opportunities, low cost or free listings, and less competition — making it easier for you to stand out.

Top 10 tips for ASO

- | | |
|--|--|
| ✓ Get to know your competition | ✓ Design a unique and appealing icon |
| ✓ Find out what people are searching for | ✓ Maximize use of videos and screenshots |
| ✓ Choose a clever name for your app | ✓ Localize for all relevant markets |
| ✓ Stick to a solid set of keywords | ✓ Drive traffic with outside promotion |
| ✓ Write a spot-on app description | ✓ Update regularly |

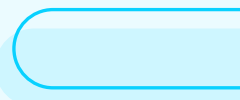
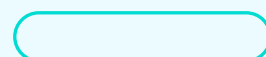
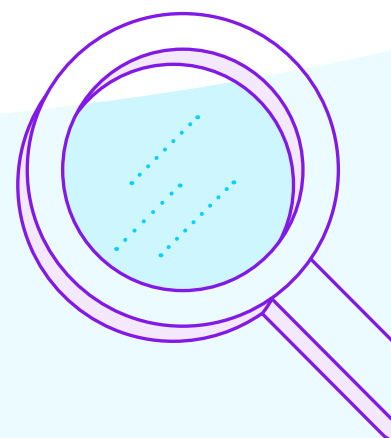
How to build a rock-solid ASO strategy

Use relevant keywords

Keywords are king when it comes to organic discovery in an app store. First, pinpoint the keywords that potential users are searching for – these will likely be the keywords that your competitors are also using. An ASO tool such as [Appfollow](#), [MobileAction](#), or [Apptweak](#) can help you find relevant keywords for your app as well as see which ones your competitors are using. These tools can also help you measure a lot of the metrics we'll discuss later.

You are limited to what you can include here so choose your keywords carefully – discovering untapped keywords can give you a significant edge. Don't repeat any keywords you've previously used in your app name or in your subtitle as they will only be considered once.

Also, consider including relevant long-tail keywords. These are longer, more specific keyword phrases that have less volume but higher user intent. Although the volume is lower, so is the competition, and the refined intent leads to higher conversion rates.



Optimize your title and description

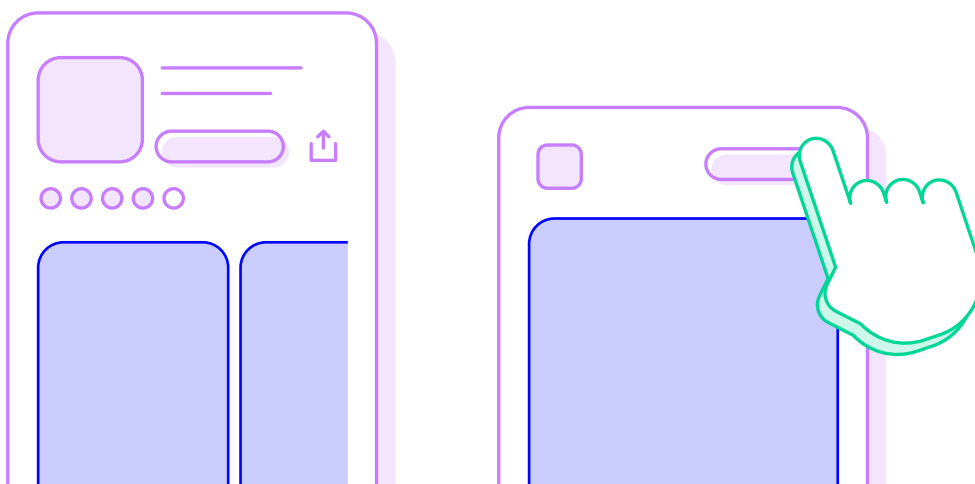
When it comes to metadata, optimizing your title is the most important step — [doing so can increase downloads by up to 15%](#). Your title should be as memorable as possible, while incorporating your app's name and the top keywords you identified in step one. Plan to keep your title under 25 characters, as any more will be cut off when showing up in App Store results.

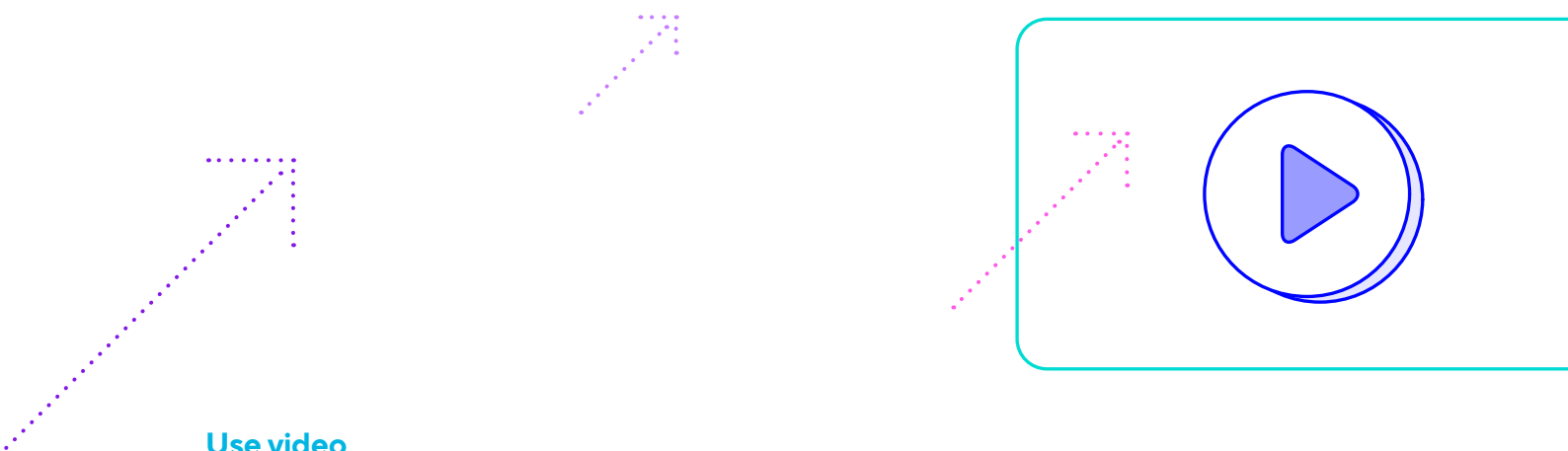
For the description, write a concise and compelling paragraph and/or a list that focuses on your app's unique features. Think about what problem your app is solving, which of its features users love, what makes your app unique, and then try to deliver all of that in an easy-to-read way. Use bullet points or break up the text for people who are quickly scanning. Feel free to include social proof, such as awards or quotes from publications or happy users (but it's best to include these toward the end).

Incorporate attractive screenshots/in-app examples

Mobile screens are a visual medium, so you'll need to include some high-quality images to engage potential users. Fewer [than 2% of users](#) tap the "Read More" button to read your entire description, so your images are going to be your primary way to grab attention and get installs. Beautiful, engaging visuals will give you a huge edge over competitors and [can increase download rates by 17-24%](#).

Use different colors and highlight visual features that set you apart. The majority of users want to see quality screenshots that demonstrate how they can use your app and what problems it solves. This is the time to flaunt all the hard work your team has put into design, UI and UX, and killer features! Show, don't tell.





Use video

Why use a static card when you can use video instead? Oh, and did we mention that [adding a video to an app's page can increase downloads by up to 35%](#)? The vast majority of app pages on both app stores now include video, so you'll need video to have a good chance of competing.

Create and add a short, sharp, visually appealing video that gives an optimal view of your in-app experience. For an evergreen video (one that will stay continually relevant), avoid highlighting specific events or any other dated content.

Eye-catching creatives are important for all verticals, but particularly in the highly competitive gaming space. For games, it's crucial to highlight actual gameplay rather than flashy cutscenes or animations.

App previews

When creating videos for a listing in the Apple App Store, there are some additional things to keep in mind. Videos on the App Store are called App Previews. Most of the above tips apply to App Previews, but there are some differences to consider as Apple has more stringent guidelines for videos.

Apple requires your App Preview to be between 15 and 30 seconds long, and they reject videos with device images, device frames, and anything other than in-app footage. With this in mind, you should record a separate video specifically for iOS devices. Use text elements because videos on the App Store autoplay on mute. Also, keep in mind that these videos can be shown inside your Apple Search Ads, which can help boost your paid acquisition conversion rate as well.



Test and optimize your creative assets

Congrats! By now you've created everything you need for your app product pages: a memorable title, a keyword-focused description, images, and even a video.

But you're not done yet.

Now is the time to test and iterate on each of these to maximize your conversion rate. Both the Play Store and the App Store (beginning with iOS 15) give app marketers some ability to A/B test their creatives.

The Play Store offers the most extensive capabilities, known as [store listing experiments in the Play Console](#). These allow you to test everything, including images, localized descriptions, icons, and more. When it comes to testing your creative assets, a 90/10 split – sending 90% of traffic to your control page with 10% to the new variant you are testing – is generally considered a best practice. By continually tweaking your creatives and making data-driven decisions, you can better optimize your listings to improve conversions. It's also worth noting that what is successful on the Play Store may not carry over 1:1 to the App Store. So, while testing in the Play Console can inform your App Store creative, be sure to test for the App Store on its own as well (more on new capabilities on App Store A/B testing below).





iOS 15: Changes to ASO

Apple has shaken up the mobile marketing space a lot in the past year, but with the release of iOS 15, they've added some new capabilities for UA and ASO in the App Store:

- **Product page optimization (PPO)** is a new feature for iOS 15 that allows marketers to test product page creatives on the App Store with three different treatments (variations). Marketers can A/B test icons, screenshots, app previews, and use App Analytics in App Store Connect to view impressions, conversion rates, and improvements.
- **In-app events** (not to be confused with post-install user activity) are timely events within apps, such as movie premieres, gaming competitions, or live-streamed experiences. As of fall 2021, marketers are able to add event cards of in-app events to their product pages, which can help keep your page fresh and timely and give a new opportunity to attract potential users.



UA in Action: Evino

User growth isn't only for new apps — it's also key for existing businesses that want to shift their focus to mobile while leveraging their current customer base.

Brazilian wine company [Evino](#) recognized the importance of ASO when they switched their platform from web to mobile-first. Using their well-established email newsletter, they could easily redirect iOS users onto their mobile app, bringing them directly to their wine offers. The high user engagement and growing user base shot Evino to the eighth position on Brazil's Food & Drink list on the App Store. Additionally, this high-ranking position led to steady, organic user acquisition growth.

[Read more about Evino's journey here](#) →

How to run a successful ongoing ASO program

In the early days of app stores, most people discovered new apps via the search bar. While ranking in these keyword searches was enough in the past, if you want your app to reach a million users today, you'll need to rank in Apple's Top Paid Apps/Top Free Apps/Must Have Apps and Android's Browse/ Categories/Editor's Choice app sections in the app stores.

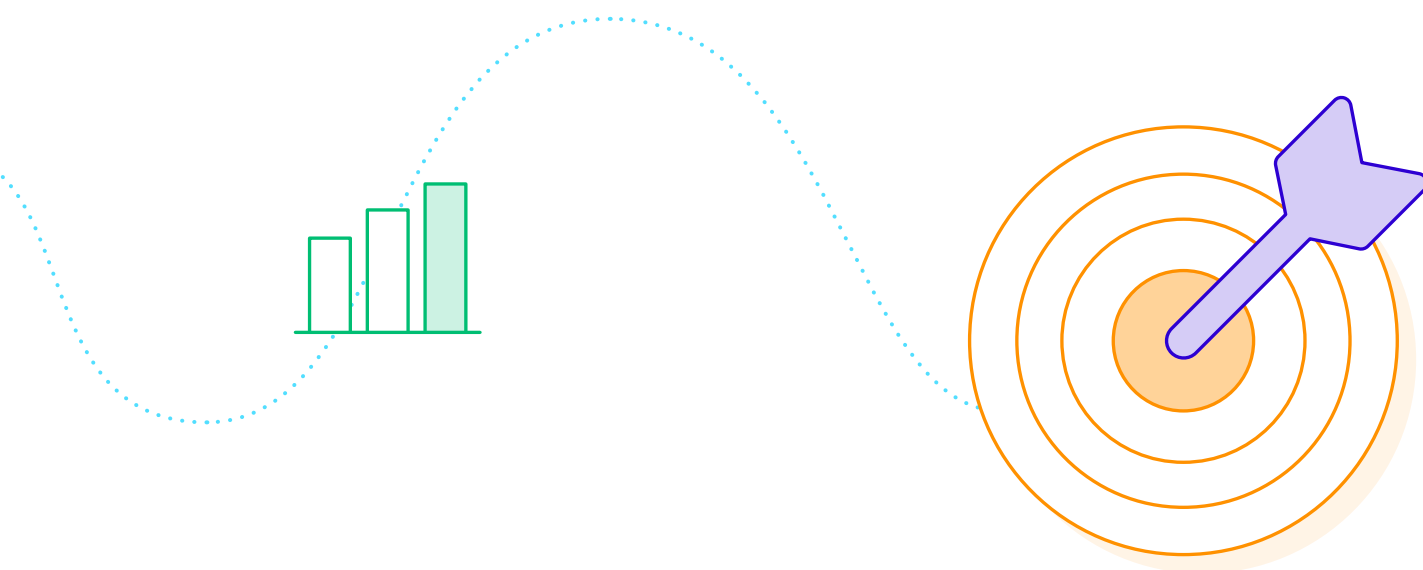
In order to rise through the ranks here, you'll need to take your ASO beyond the basics. That includes turning users into fans, maximizing your positive reviews, measuring and improving essential KPIs, monitoring the competition, and integrating your ASO strategy with your paid campaigns.

Improve your Net Promoter Score

Your Net Promoter Score (NPS) is a measure of how many of your users are likely to recommend your app to others. This is an important metric to consider if you want to climb the app stores' ranks. To calculate your score, first provide your users with a single question survey asking how likely they are to recommend your app on a scale from 1 to 10.

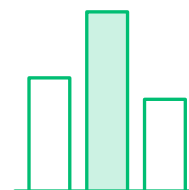
Promoters: Ratings: 9-10 Users likely to recommend your app.	Passives: Ratings: 7-8 Users satisfied with your service but not likely to refer you.	Detractors: Ratings: 6 or below Users actively damaging you via negative ratings and word-of-mouth.
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Then, look at the responses and subtract your percentage of "promoters" from your percentage of "detractors." This will give you your app's NPS. Your goal is to raise this by converting detractors into promoters — this works twofold as it increases user loyalty while also boosting your app's ranking on the app stores. You can do this by following up on detractors, or "[closing the loop](#)," by incorporating their feedback and demonstrating dedication to improving your app.



Measure your success with KPIs that matter

Measurement is critical to the success of any marketing strategy. As management theorist Peter Drucker famously said, “You can’t manage what you can’t measure,” and this is especially true for mobile UA. Your ASO strategy will always require more research, measurement, and refinement. The most important KPIs to look at are:



- **Organic Conversion Rate:**

This is the percentage of users who install your app after finding it on an app store. Comparing your total conversions against your app category’s average performance is an important way to gauge whether or not you’re headed in the right direction. High conversion rates tell Apple and Google that customers are enjoying your app. Apps with low or decreasing conversion rates will sink in app store rankings, as the app stores do not want to offer their customers bad products.

- **Keyword Search Rankings:**

How easy are you making it for your audience to discover your app? This shows whether or not you’ve chosen beneficial keywords — the higher your keyword scores in user searches the higher the chance of downloads. A good rule of thumb is to keep the keyword you want to rank below 5% of the total number of words on the page. For this, it’s vital that you A/B test, avoid keyword stuffing, and regularly check the app stores’ autofill suggestions.

- **Visibility Score:**

This metric shows how much potential traffic (impressions) your app has and whether or not it's achieving its potential. Your visibility score takes into account your keyword performance, category ranking performance, and ratings/reviews. By measuring your app's visibility progression against your competitors and similar apps, you can start understanding your app's ranking position and how to turn visibility into downloads.

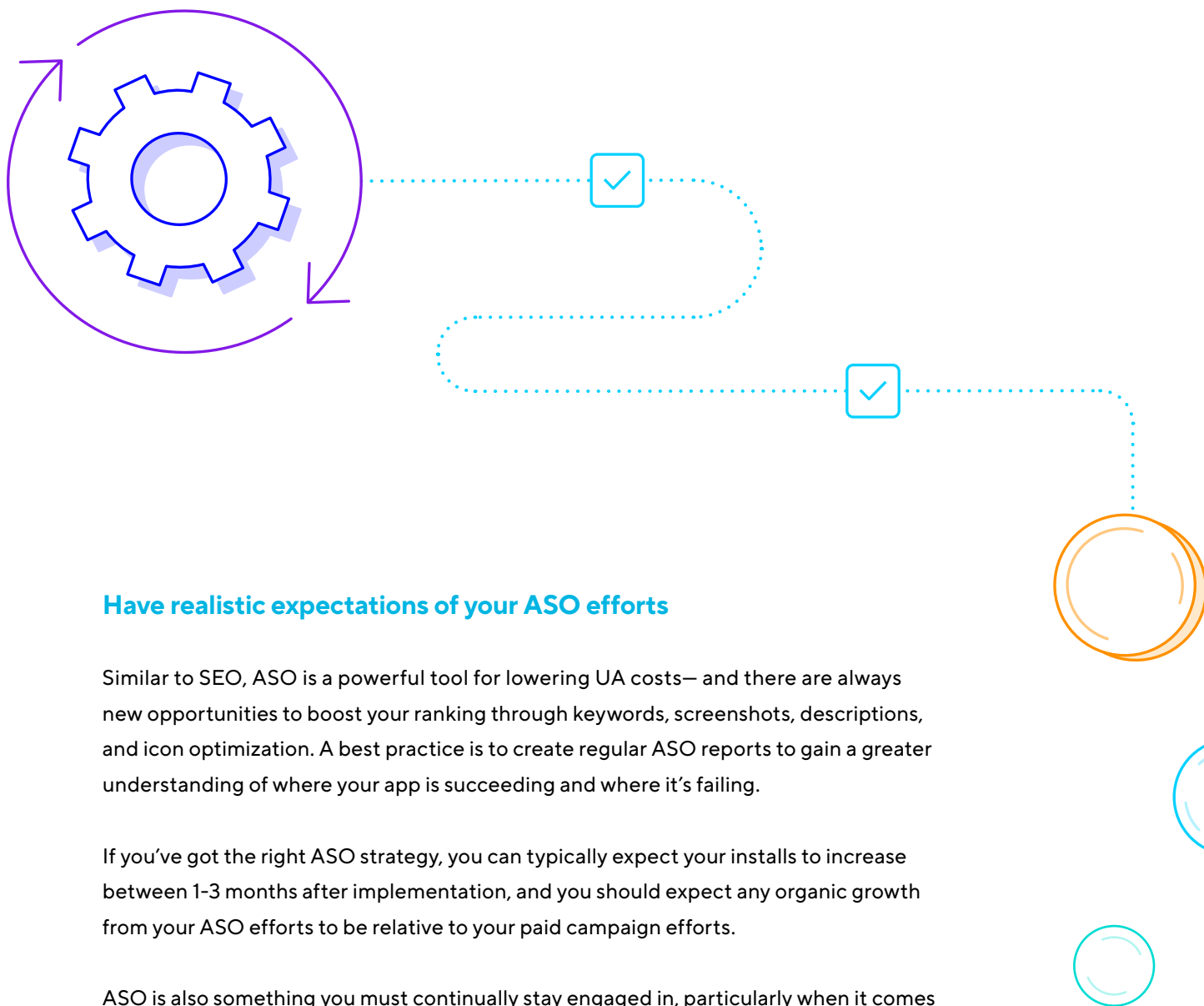
- **Download Velocity:**

This is the number of installs your app gets within a given timeframe. The higher the velocity, the higher your app will rank in the App Store or Play Store. This is why popular apps that bring in a high volume of downloads each day are always featured in the top charts.

- **User Reviews:**

User reviews and ratings play a big role in both your rankings and your conversion rates, as app stores use them as a ranking signal for the app stores, and users factor them in when considering downloading your app. To achieve positive user reviews, try including in-app prompts or incentivizing users via email. Listen to any negative feedback to improve your product, and if applicable, reach out to the user to correct the situation.





Have realistic expectations of your ASO efforts

Similar to SEO, ASO is a powerful tool for lowering UA costs— and there are always new opportunities to boost your ranking through keywords, screenshots, descriptions, and icon optimization. A best practice is to create regular ASO reports to gain a greater understanding of where your app is succeeding and where it's failing.

If you've got the right ASO strategy, you can typically expect your installs to increase between 1-3 months after implementation, and you should expect any organic growth from your ASO efforts to be relative to your paid campaign efforts.

ASO is also something you must continually stay engaged in, particularly when it comes to updating and refreshing the creative assets in your listings, such as the description and visuals. Periodically add any new events, themes or trends relevant to your app. Like with your website, you must keep both your copy and design up-to-date, or they can become less effective with time.

Also, continue watching your competitors. Knowing the categories and keywords your competitors' strategies focus on is crucial for your own ASO strategy. By analyzing changes to your competitors' and the impact that's having, you can focus on ranking new keywords before they do.

Understand the connection between ASO and paid UA / app store advertising

Google App Campaigns and Apple Search Ads (ASA) allow potential users to discover your app when they're on the respective app store via advertisements. For paid user acquisition on these networks, it's important to research, bid on the correct keywords for your app, and drive conversions with compelling creatives.

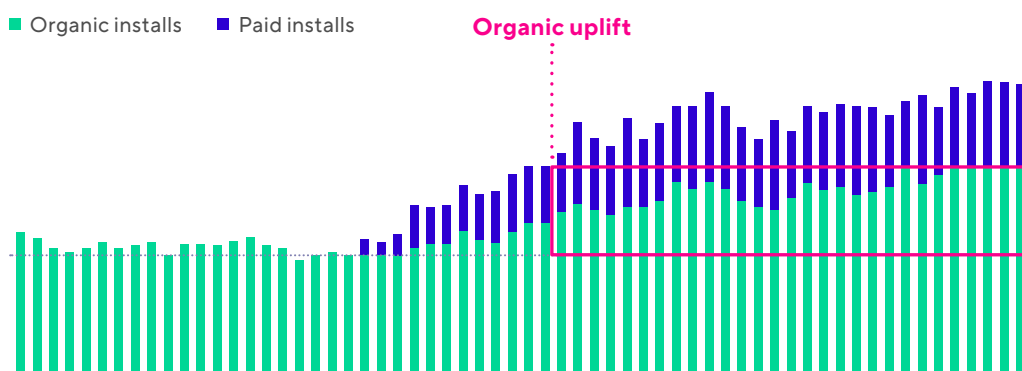
We'll go into more detail on paid campaigns in the next section, but before we do, we just wanted to note that **ASO and paid UA are connected and impact one another**. Your ASO and paid strategy should overlap, and paid ads should complement your app store listing.

Also, keep in mind that even if your ASO is perfect and you rank first for your chosen keyword, a paid ad can still take the top-ranked spot from you in an app store, with your #1 organically ranked app displayed in the second position beneath the paid ad. To prevent this and keep your app on top, you can run brand protection campaigns to ensure that competitors aren't able to eclipse your ASO efforts by outbidding you on ASA or Google App Campaigns.



Understanding organic uplift

Organic uplift is a number that represents the correlation between your app's organic and non-organic installs. It's essentially a measurement of how many additional organic users are likely to install your app as a result of paid activity.



Simply put, the more users that install your app for any reason (including paid campaigns), the faster it will move up the rankings. Higher visibility is likely to provide your app with more downloads, which in turn will give your app a higher ranking, creating a virtuous cycle. That's the beauty of a complete UA strategy – growth in one causes growth in the other, creating a feedback loop of even more growth.



Search Engine Optimization

Build backlinks and drive traffic to your app store page:

A backlink is a link to your listing, which is placed on a website (typically a blog). Backlinks should not be placed randomly but instead on relevant pages where the link to your listing makes sense and is useful. In addition to sending clicks to your listing, these links will also aid in boosting your keyword rankings. The ASO tool you've chosen earlier in this guide (such as [Appfollow](#), [MobileAction](#), or [Apptweak](#)) will be able to help you select keywords.



Section 2:

Paid campaigns

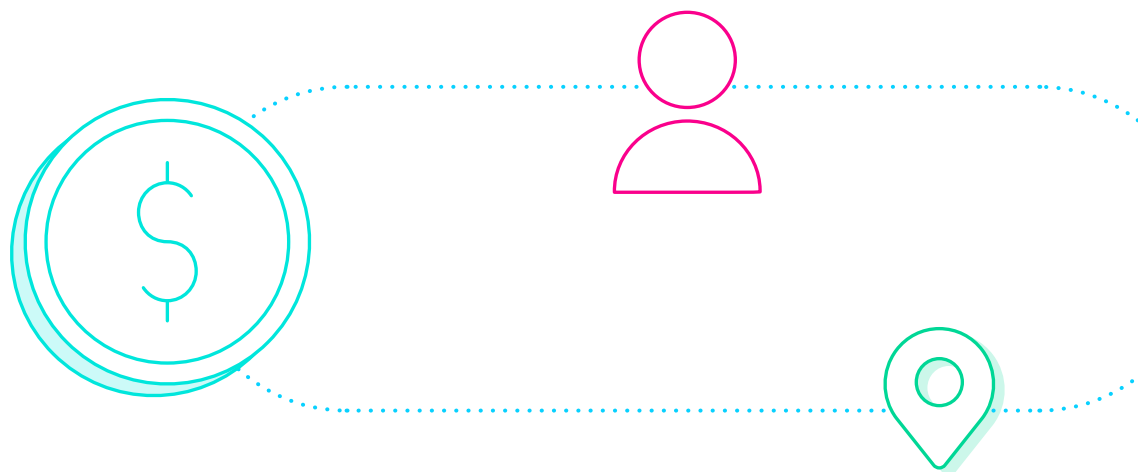
The days of easy, quick, viral organic growth are over. While it certainly still does happen for some apps, most apps invest heavily in paid campaigns in order to achieve higher levels of growth. While you will see some initial success with organic, if you want to get your app to a million users, your team will likely need to invest in paid campaigns as well.

In this section, we'll go over the main options for UA managers to purchase ad inventory, as well as how to measure your campaigns across channels to optimize spending and performance.

Tip!

We're focusing on UA as the key at this stage of your journey, but you'll want to kick off a retention strategy once you get a sense where your highest-quality users are coming from. Getting to a million users isn't just about how many users you gain, it's about how many you keep! You can read more about retention in Part 2 of this guide.





Step 1: Self-service paid channels

Self-service paid channels allow advertisers to launch their own ads on major platforms, usually with a variety of targeting options. These are very convenient, giving advertisers more control over ad sales and helping to maximize the effectiveness of campaigns. Because of this, self-service paid channels are also great testing grounds for creatives and campaigns.

The most popular self-service paid channels are:

- **Google App Campaigns:**

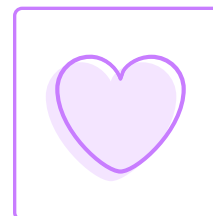
Formerly known as Universal App Campaigns (UAC), Google App Campaigns can reach users across Google's app-exclusive networks — YouTube, the Google Play Store, Gmail, and in-app. For Google App Campaigns, you can provide your own assets and creatives, or Google can take the existing info from your Play Store listing. Google will also provide you with a method to translate and localize your app's listing.

Google App Campaigns are mostly automated campaigns that require limited manual targeting and work — making them ideal for small or one-person UA teams or as a place to start. Just identify the countries and demographics you want to target, upload creatives, set your budgets, and you're off to the races.

Users on both iOS and Android can be targeted, but more success will generally be seen on Android given that it's a native Google platform. This platform also gives clients a fair amount of budget flexibility — you can take advantage of accelerated spending or only pay for clicks attributed to click-based campaigns. This can be an extra benefit as you're essentially getting extra brand awareness and impressions for free.

With Google App Campaigns pricing models, you can choose between install volume (CPI) and in-app actions (CPA). Install volume is about bringing in as many new users as possible.

- ✓ When optimizing for install volume, you should set a daily campaign budget that's at least 50 times your target CPI to allow enough conversion data to be collected.
- ✓ When choosing in-app actions, you're searching for users that are likely to spend in-app. For in-app actions, it's recommended to set a budget that's at least 10 times your target CPA.



- **Meta (Facebook):**

Meta (formerly Facebook) ads run exclusively on Meta properties including platforms such as Facebook, Messenger, Instagram, the Oculus app, and mobile apps belonging to the Meta Audience Network. With Meta's Ads Manager, it's possible to target specific demographics based on age, location, or any other metric that best captures your target audience. Ads Manager ads offers the ability to run your ads with a daily budget or runtime budget. A daily budget sets the amount you can spend per day, while a runtime budget doesn't specify a daily amount and allows you to set a start and end date duration for your ad group. This can help prevent you from going over your advertising budget.

Because, until recently, Facebook was a social media platform first and foremost, you can expect lower conversions across Meta properties when compared to Google Ads. However, paid campaigns on Meta can achieve more brand exposure and clicks for lower costs.

- **Apple Search Ads (ASA):**

Apple Search Ads is an ad platform that displays paid ads on the top search results in the App Store. ASA allows marketers to significantly improve their visibility directly in App Store results, which can be especially powerful when combined with a solid ASO strategy.

ASA works on a bidding system where marketers make bids for specific keywords and the highest bidder gets their ad placed on the results page for the keyword (highlighted in blue at the very top of the page). This is very similar to how Google Ads appear at the top of Google searches, but in the App Store.

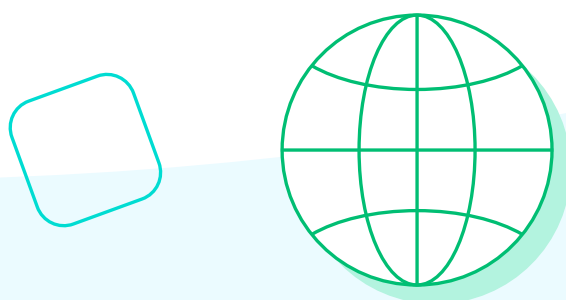
You will only be able to target iOS users, making it more limited than comparable ad networks by Google or Facebook. Also, costs can be higher, as iOS users are generally more expensive to acquire, but they also typically spend more in-app.

As Apple uses information based on your app's App Store metadata, it's crucial to follow the ASO tips mentioned above. It's also important to continuously adjust your keyword bids in accordance with your KPIs and strategy, and to counterbalance new competitors.

ASA can also be used to identify useful keywords to improve and provide organic uplift to your organic ranking. For more on how to use Apple Search Ads, check out our blog post on [ASA best practices](#).

Build an app landing page

Having a great landing page is like having a great business card. The two most important and noticeable links on the page should be the App Store and Google Play Store buttons. As you scroll down, each panel should have a single call-to-action (CTA), which leads directly back to the main CTA to download the app.



Step 2: Ad networks

Ad networks are mediators that connect advertisers (demand) with publishers (supply). Mobile ad networks can be divided into two categories: classic networks (AdMob, ironSource, etc.) and social networks.

They offer a high volume of installs enabling apps to scale quickly, but they sometimes come with the downside of delivering low LTV users or providing less than 100% visibility on the source of installs. They can be a low-cost choice if you're interested in high install volumes and short-term gains such as signals to improve organic performance. If your goals are linked to having a higher number of monthly-active-users (MAUs) and a sticky user base, you'll need to allocate more budget here.

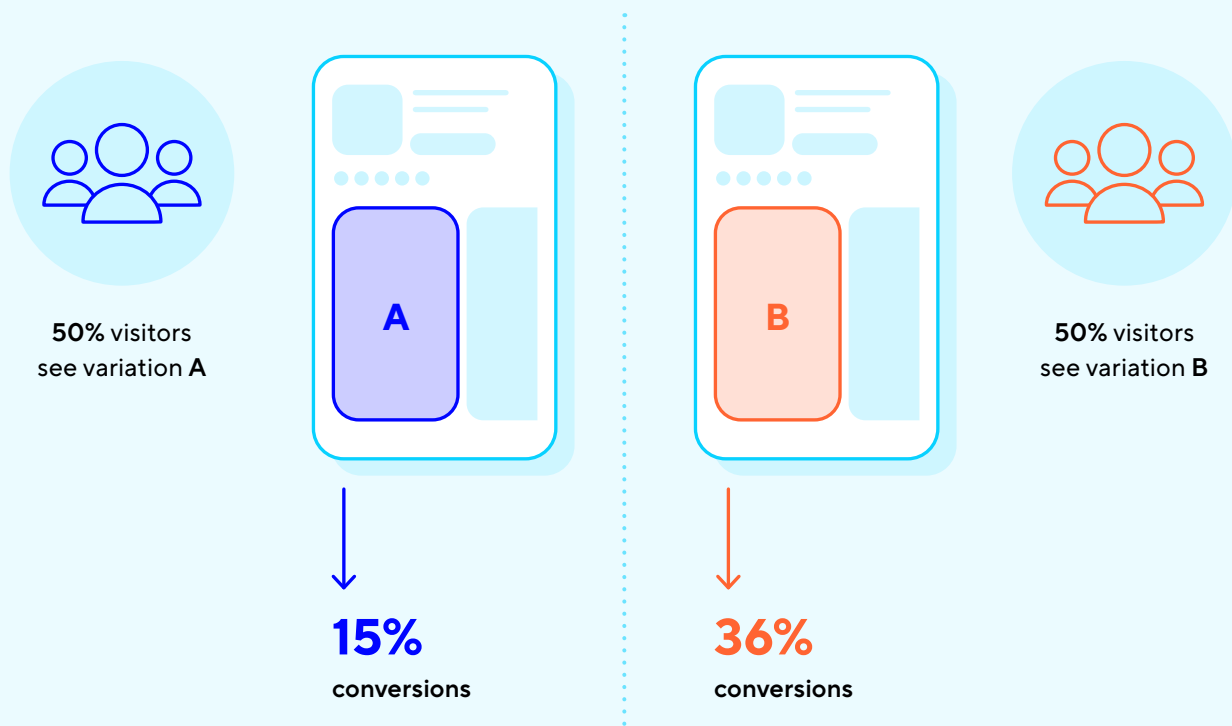
[There are hundreds of ad networks to choose from](#), which can be a bit overwhelming at first glance. Aside from the big social networks, some of [the most popular ad networks in 2021](#) are AppLovin, Unity Ads, ironSource, AdColony, and Vungle. Each is known for different specialties; for instance, AppLovin is known for playables and interactive ads, while AdColony and ironSource are known for video ads.

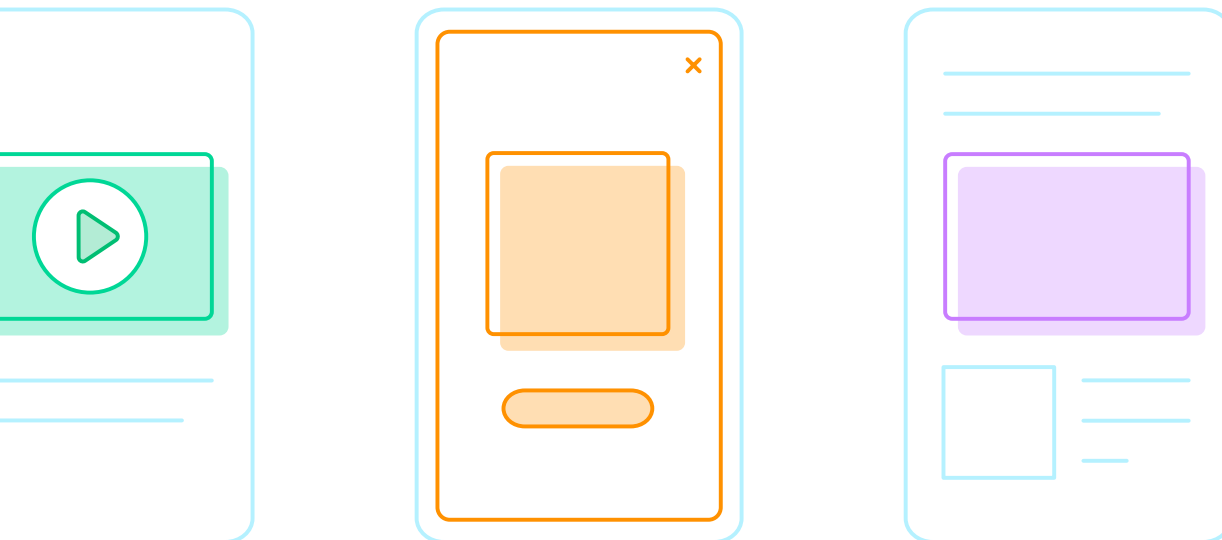


Set up budgets and A/B test

When purchasing ads through a network, you have the choice of four main cost models: Cost Per Mille (CPM), Cost Per Click (CPC), Cost Per Action (CPA) and CPI (Cost Per Install). You should choose your advertising model depending on the ad network, the goals you've set, and your daily budget. It's also vital to A/B test and reiterate on your model. Ensure that your testing conditions are as similar as possible, with the only exception being the variable you want to test. While advertisers bid on ad impressions, you should be choosing the keywords that you want to show your creatives for. Once you have this, you will then be competing with other advertisers. The one who pays more wins, and their ad will be shown to the user.

Mobile A/B testing:





Paid social

These channels will help you increase brand awareness, page visits/impressions, and ultimately installs – all of which are integral to retargeting. Paid social is a great way to learn more about audiences relevant to your app. You can gather insights and metrics on cohorts and user segments based on data received from each click that comes through a paid ad. You should study the features offered by each network and choose those that will drive the most relevant traffic at the best price.



Prepare creatives

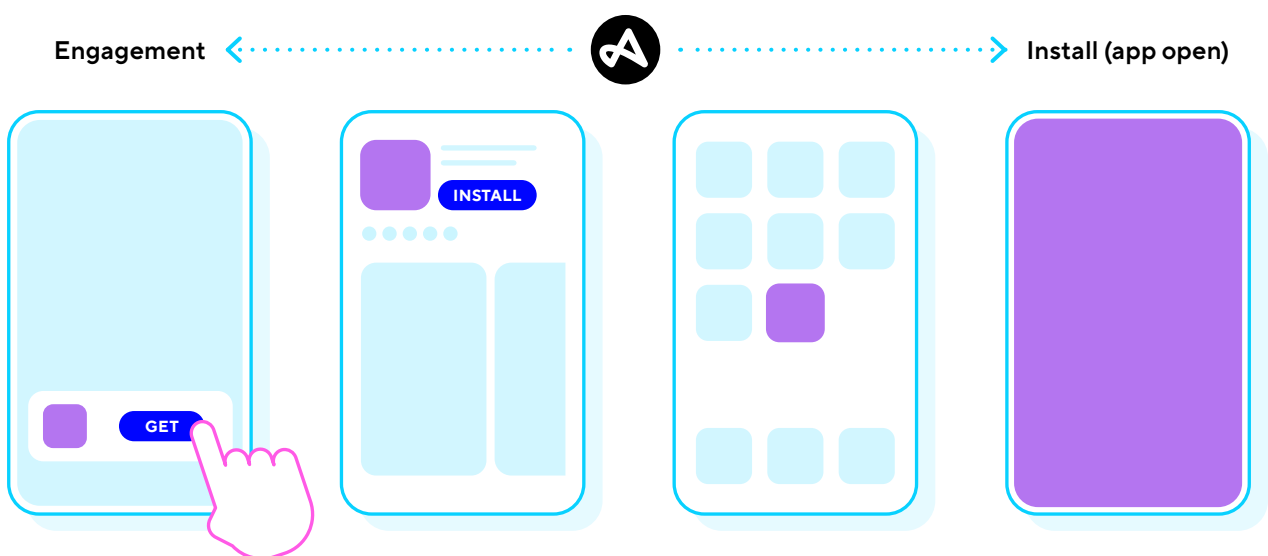
Think about banner ads, videos, and interactive videos/playables. The conversion rate of creatives always depends on quality and complexity. Banners show a low conversion rate but are easy to create, whereas playable ads have the highest conversions but require more effort. According to Tim Shepherd, creative director of playable ads at Wooga, creating one playable ad may take 2-3 weeks and the work of two developers.

Step 3: Measuring your results

In a nutshell, attribution is matching an install of an app to a specific engagement. It identifies whether a user installs an app after seeing an ad and then tracks how that user behaves after install.

Companies like Adjust, known as “mobile-measurement partners,” “attribution providers,” or just simply as a provider of “measurement tools,” provide attribution services to advertisers who do any kind of paid marketing for their apps. Our main job is to attribute a mobile app install (as well as post-install events) to its source.

This is important once you start working with multiple ad networks and have data sets to compare, as it allows marketers to discover where their users are coming from: Some installs might come from video ads in an app, others from social media. It’s attribution that reveals and records that information.



Measurement goes beyond just attributing an install, and it's key throughout the entire user journey. Visibility into how your users are behaving once they're in your app is critical to improving your app experience and identifying your highest-value users.

By connecting the dots between UA campaigns, users, and the actions, purchases, and revenue of those users, you can focus your UA and retention efforts on user groups with high LTV. When you can track and understand the value of a user, you can better calculate your Return on Investment (ROI) and balance that with your overall growth goals.

UA in Action: Strava





Paid campaigns are an important aspect of the fitness app Strava's marketing strategy. Strava uses mostly self-attributed networks (large advertising networks like Meta) for paid campaigns, which only provides minimal visibility into campaign performance. Because of this, they really need to see exactly how well their paid campaigns are measured in order to better understand their app's user journey, post-install. Creating an in-depth paid campaign strategy allows Strava to optimize their budget allocation and pursue the high LTV users they ought to be going after.

[Read more about Strava's experience here →](#)



Common paid advertising mistakes

With so many apps competing for users, you need to use a variety of marketing methods to achieve better ROI and higher conversion rates. If you're considering paid advertising, here are some mistakes to avoid:

-  **Expecting too much, too soon**
Before launching your app, you should have realistic expectations for its performance established during the testing period. When launching, remember it will typically take 6-12 months to break even.
-  **Not planning a budget**
Make sure your budgets reflect this reality, with extra space in case conversions are lower than initially expected.
-  **Using the same creatives across specific regions**
Your app's potential users are most likely all around the globe, so your paid advertising strategy needs to take this into consideration and test different creatives for specific regions. Some countries in the APAC region such as Korea and Japan have very specific ad types. Localizing everything by default doesn't guarantee a lift in sales; however, if you notice above average spending within certain regions, consider localizing creatives. You should balance the size of your target market and compare it with time invested. As with any creative and marketing campaign, work smart – constantly test and iterate on ideas and make small incremental changes as you see fit. Take it one step at a time.
-  **Trying to do it all by yourself**
Marketers in 2021 have the advantage of using tools and services to make their lives much easier. Detriments to your campaign such as mobile ad fraud that skew your figures and eat into your budget are difficult to track and prevent without the assistance of dedicated services like [Adjust's Fraud Prevention Suite](#). Accurate insights into your paid advertising strategy are invaluable resources going forward. That's why building a good tech stack and getting granular data on attribution, user journey, and conversion tracking from the very beginning will help maximize your ROI.

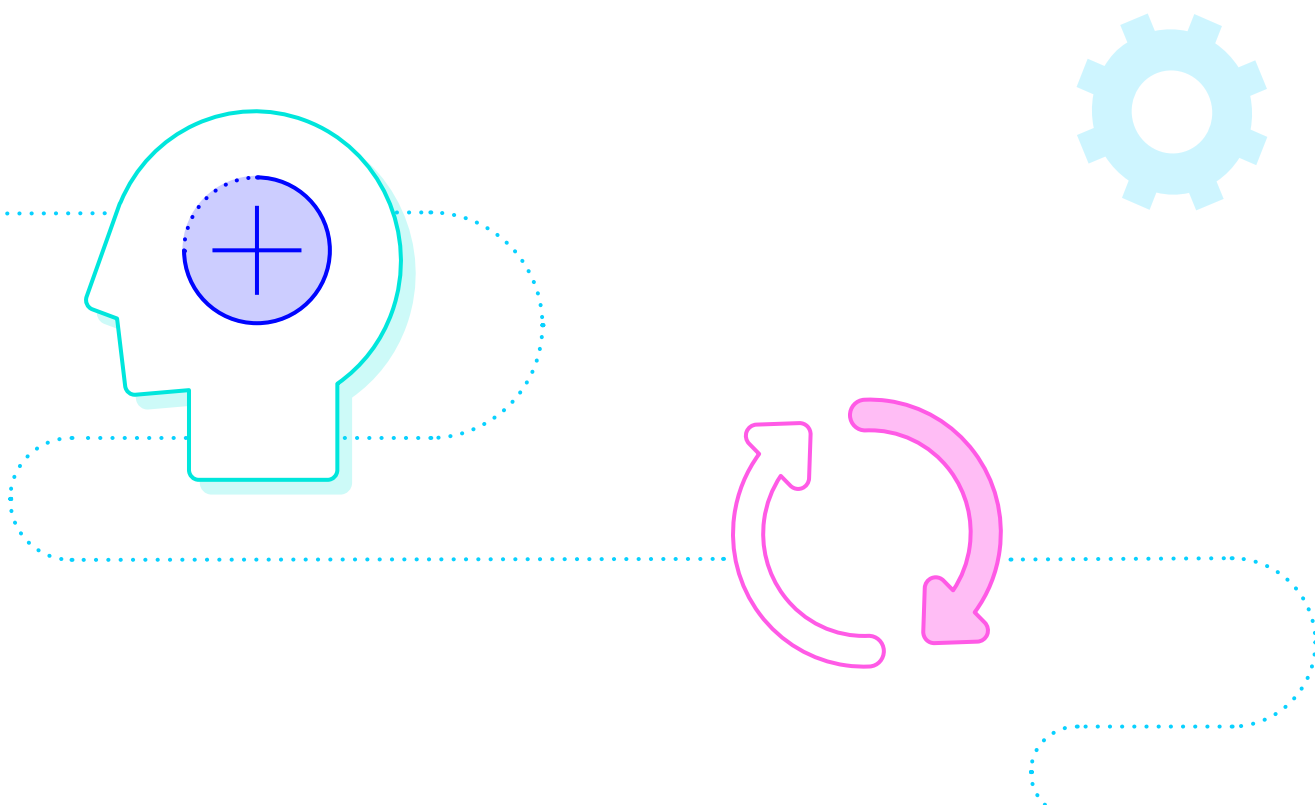
Conclusion

Scaling your app from 1,000 to 1,000,000 users is no easy feat — we applaud you for getting ready to take the journey! Just keep in mind that many apps have done it before, and we've seen it happen again and again. The myriad approaches, channels and decisions to make can seem overwhelming, especially in a competitive, fast-moving and ever-changing industry. But if you focus on the fundamentals, you will move toward your goal.

As we discussed in this guide, a combination of ASO and paid acquisition is critical to growing your user base. As you move forward in each, they will feed into each other and create a self-reinforcing feedback loop of more visibility and more downloads. It's up to you to keep an eye on the competition, monitor the landscape, and quickly adapt as you grow.

A well-rounded marketing strategy will see users flowing in from multiple networks and campaigns, which you can continue to scale and adjust as your user base grows. Mobile measurement will help you attribute and analyze performance, ensuring your budget is properly allocated to reward the most successful channels.

However, remember that gaining users is only one piece of the puzzle — you need to keep them as well. In Part 2 of this guide, we will explore user retention and share top tips on gaining new users with localization and influencer marketing. If you've downloaded this guide, you will automatically receive Part 2. Otherwise, you can download it below once it's released. See you soon!





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Adjust is the mobile marketing analytics platform trusted by growth-driven marketers around the world, with solutions for measuring and optimizing campaigns and protecting user data. Adjust powers thousands of apps with built-in intelligence and automation, backed by responsive global customer support.

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