

Good Together

Mobile App Marketing Case Study



INTRODUCTION

Good Together, a relationship-building app, revolutionizes the way people connect with loved ones and colleagues through meaningful interactions. It offers customizable activities designed to strengthen bonds and create lasting memories.

CHALLENGES

- **Competitive Market:**
Entering a crowded relationship-building space, Good Together needed to establish a strong presence.
- **Diverse User Acquisition:**
The app aimed to connect with various user groups, from families to colleagues, through targeted multi-channel messaging.
- **Visibility:**
Competing with other apps required effective ASO and strategic keyword use to ensure discoverability.



COURSE OF ACTION:

- **Diverse Channel Marketing:**
 - ▶ Good Together used paid campaigns, social media, and targeted ads to build awareness and penetrate multiple regions.
- **ASO and Keyword Optimization:**
 - ▶ By leveraging App Tweak, the app optimized visibility through strategic ASO and keywords, achieving cost-efficient results over 3.5 years.
- **Engaging Campaigns:**
 - ▶ The app shared relatable content and quotes across social media, resonating with users interested in relationship-building and mental health, further expanding its reach.



RESULTS ACHIEVED

- **Strong Brand Presence:**

Good Together quickly became a popular choice for those seeking to strengthen relationships.
- **Widespread Adoption:**

The app distinguished itself in the market with customizable features and engaging campaigns.
- **Marketing Impact:**

The app's marketing strategies effectively increased engagement and installations.
- **Impressive Installations:**

Over 75,000 installs were achieved through targeted campaigns across Android and iOS.
- **Recognition:**

The 2023 Campaign of the Year Award by App Tweak, highlighted the app's success.