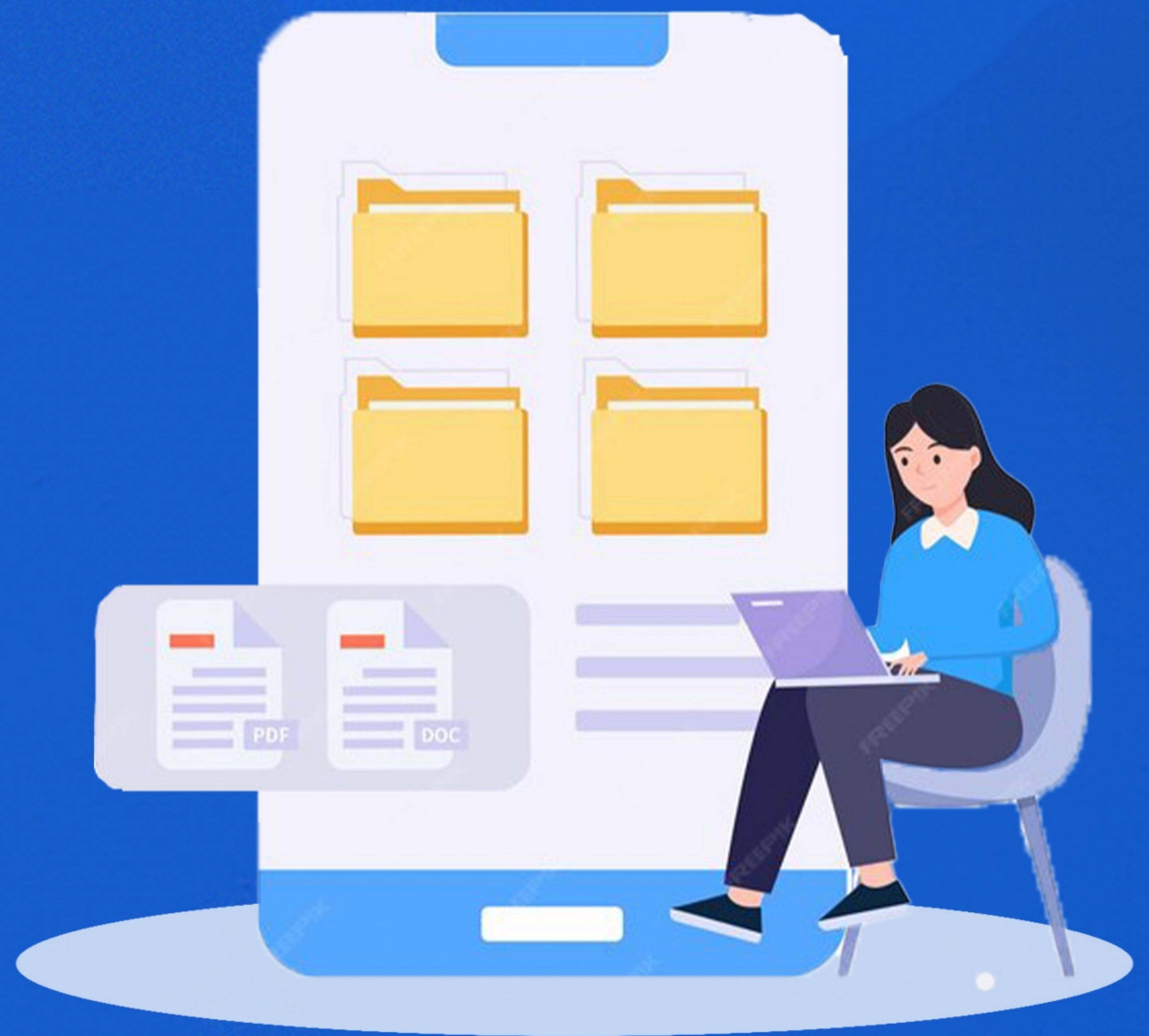




# HunText

## Mobile App Marketing Case Study



## INTRODUCTION

The hunText app is crafted to offer users a robust and user-friendly file management and search solution for mobile devices. By integrating a full-text search engine with advanced file management tools, it serves as an ideal app for anyone managing a cluttered phone or seeking to organize their files more effectively.

## CHALLENGES

- **Competitive Market:**

The file management sector is highly saturated, featuring numerous established competitors such as ES File Explorer and Google Files. Gaining visibility and standing out posed significant challenges.

- **Feature Complexity:**

hunText provides a wide range of features, from basic functions like file search and compression to advanced tools such as a duplicate remover and a secure vault with AES encryption. Effectively communicating these diverse functionalities to potential users was a challenge in both app store listings and marketing materials.



- **Low Initial User Awareness:**

As a new app, hunText struggled to build initial user trust and awareness. Reaching the target audience with compelling messaging and persuading them to download and try the app was a critical hurdle.

- **Conversion & Retention:**

While generating downloads is essential, retaining users and fostering long-term engagement proved to be another major challenge. Many users download file management apps to address immediate needs and often delete them afterward.



## **COURSE OF ACTION:**

- **Targeted Social Media Campaigns:**

Focused on educating potential users about the unique and valuable features of hunText, such as fast search indexing, the secure vault, and the duplicate remover. Short video demonstrations and feature highlights were shared on platforms like Instagram, YouTube, and Facebook.

- **App Store Optimization (ASO):**

The team optimized the app's store listings with clear, benefit-driven language, targeting keywords like "fast file search," "secure file manager," and "duplicate file remover." Visuals, including screenshots and demo videos, emphasized easy navigation and the AES-encrypted vault for privacy-conscious users.

- **Paid Search Ads & Display Ads:**

Google Ads and Facebook Ads targeted users searching for file management solutions. Campaigns highlighted pain points such as cluttered phone storage and the ease of hunText's search and organization tools.

- **Referral Program & User Incentives:**

A referral program was introduced, allowing users to invite friends to try the app in exchange for unlocking premium features. Additionally, in-app notifications and push messages provided tips on utilizing lesser-known features, thereby increasing user engagement.





# RESULTS ACHIEVED

- **Increased App Downloads:**

Within the first three months, app downloads surged by 150%, fueled by ASO and paid marketing efforts. The optimized app store listings enhanced hunText's visibility for relevant keyword searches.

- **Higher User Engagement:**

A 35% improvement in user retention was noted following the launch of tutorial videos and influencer collaborations. Users became more engaged with advanced features like the secure vault and duplicate remover, which received high praise in user feedback.

- **Improved Conversion Rates:**

Paid search and display ad campaigns achieved a 20% conversion rate from ad clicks to app downloads. Messaging that addressed common user pain points, such as device storage issues, resonated strongly with the target audience.