

# Kwikpic

## Smart Photo Sharing App Marketing



### INTRODUCTION

Kwikpic, an AI-powered photo-sharing app, simplifies photo organization with intelligent face recognition. Its features include easy sharing, group photo discovery, analytics, face sorting, and seamless uploads from various sources.

### CHALLENGES

- **Market Traction:**  
As a newcomer, Kwikpic sought visibility and user traction, especially in the competitive Indian market.
- **Comprehensive Marketing Drive:**  
Engaged Dot Com Infoway for an end-to-end marketing solution, covering conversion and WhatsApp campaigns, detailed reporting, ASO, keyword analysis, and optimized multichannel campaigns.





## OUR MARKETING SOLUTIONS:

- **100,000+ Installs:**  
Achieved 100,000+ installs with a reduced Cost Per Install (CPI) through Google Play, Apple Store, and social media.
- **Effective Popularization:**  
Successfully popularized Kwikpic through impactful Facebook and Google campaigns.
- **Cost-Efficient Registration Event:**  
Ran a registration event campaign with results under INR 8 per registration.
- **Keyword Rankings:**  
Over 50 keywords ranked in the top 10, enhancing discoverability.
- **India-Centric Success:**  
Secured over 99% of installations in India, showcasing strategic marketing effectiveness.
- **Improved Paying Users:**  
Raised paying user percentage to 10% through successful re-targeting and engagement efforts.