adfonic

FooCall chooses Adfonic to drive app downloads

Foocall is a service that offers consumers very low cost international calls.

FooCall's Business Needs

FooCall wanted to build its iPhone customer base and position in the Apple App Store. The higher ranking within the App Store would increase FooCall's visibility by users on their iPhone and desktop.

Adfonic's Solution

FooCall accessed Adfonic's self-service platform to target potential consumers with iPhone devices in the UK. Promoting their service through standard mobile display units across Adfonic's publisher and application partners, FooCall was able to monitor click through rates and downloads of its application. Adfonic further increased the relevancy of the campaign by prioritising campaigns against sites and apps where there was a match on keywords or tags (e.g. "telephone", "Wi-Fi", "voip").
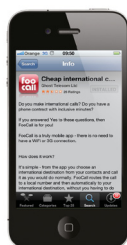
1. Click on banner > 2. Through to app store > 3. Install for VOIP calls ✔

Results

- The campaign boosted the client's Apple App Store ranking by 100 places in 3 days.
- The app moved from position 112 to 12 within its category.
- FooCall had total control via Adfonic's self-service platform. Moreover, they were able to optimise through real-time analytics on which creatives were working the hardest for them.

> "Adfonic's self-service portal allows us to set-up and deploy a campaign in minutes. Their global marketplace offers quality inventory that has delivered exceptional results, demonstrating just how effective this channel can be for customer acquisition."
>
> **Marketing Director, FooCall.**