



Respawnables

case study

— Situation

Digital Legends' third person shooter

Respawnables is an amazing game that, previously **had no ASO optimization in neither Google Play nor the App Store since its launch in 2012.**

In fact, only **a basic keyword research** had been carried out in a few languages. **Icon and screenshots were decided with stable results but no A/B testing** had been taken into consideration.

Given our expertise in the field, **Digital Legends decided to use Lab Cave's ASO Services to run a thorough ASO audit** and set a clear goal.

— Actions

By combining **our expertise and cutting edge ASO BOT** technology, we completed two ASO updates in Google Play and the App Store, where we applied a complete **new ASO position** of the product including **new icon and screenshots**. In addition, **we ran A/B tests for icons, screenshots and feature image** in Google Play.

— Goals

The main objective was to improve Respawnables ASO to, firstly, **gain more organic visibility** in 5 geos per platform and, secondly, to **improve the visit-to-install conversion rate.**

On Google Play, the languages were Portuguese (Brazil), English (US), Spanish (LATAM), Russian, and German. For iOS, English (US), Simplified Chinese, Spanish (MX), French and Japanese.

Based on the **organic daily traffic**, the goals were to increase the volume between 50 and 700% in those specific countries. **Results ended up being higher.**

Results

The results **after using Lab Cave ASO services have been outstanding.**

As can be seen in the charts, we've been able to not only **exceed our objective number of installs** in those specific geos in the majority of the cases, but we've also managed to **increase the number of daily downloads by 223% on Google Play and by 425% on App Store, maintaining and continuously increasing the volume range from that point onwards.**



Google Play				
Geo	Av. Before**	Goal	Av. Achieved**	Dif. ***
Brazil	1,200	1,500	3,302	175%
USA	400	1,000	1,711	328%
Mexico	600	1,000	948	58%
Russia	270	500	700	159%
Germany	80	250	396	395%

* Av. Daily volumen from July, 1st to August, 31st of 2017.

** Av. Daily volumen from Nov. 13-19th of 2017.

*** Comparing Av. Before to Av. Achieved.

App Store				
Geo	Av. Before****	Goal	Av. Achieved**	Dif. ***
USA	283	590	1,106	291%
China	170	300	330	94%
Mexico	61	121	176	190%
France	68	177	163	140%
Japan	56	250	276	391%

**** Av. Daily volumen from August, 19th to September, 18th of 2017.

