



*AppSamurai*  
"Your App on the Spotlight"

# Paperclip CaseStudy

Success story via SMART  
ad campaigns



# About

Paperclip is a UK-based trading app let users buy, sell, and swap.

Paperclip became an App Samurai customer to increase mobile users via our smart ad campaign feature.



## Customer

Paperclip

## Date

Sep 21,2016 - Nov 1, 2016

## Tracking Tool

AppsFlyer

## Country

UK

## Advertising Platform

App Samurai Dashboard

## Installs

23K

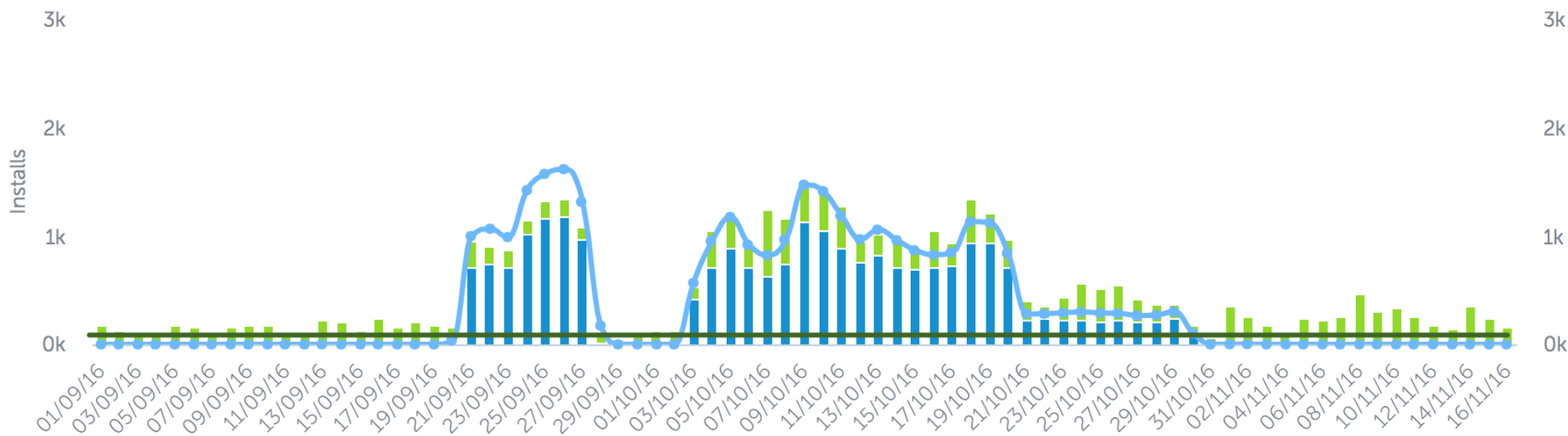
## Platform

Android



# Organic Uplift with App Samurai Campaign

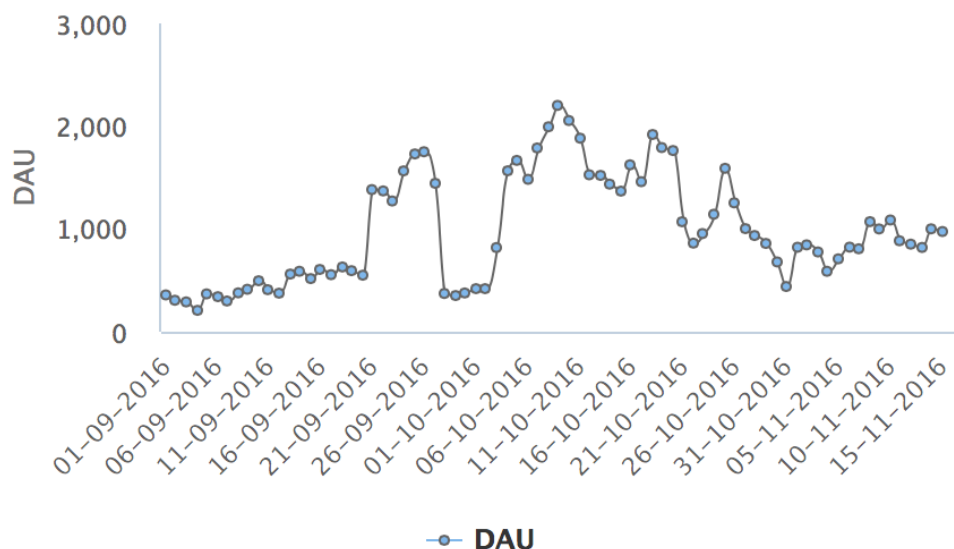
USER ACQUISITION TREND



%210 organic increase at 01/09/16 - 16/11/2016  
(before&after campaign comparison)

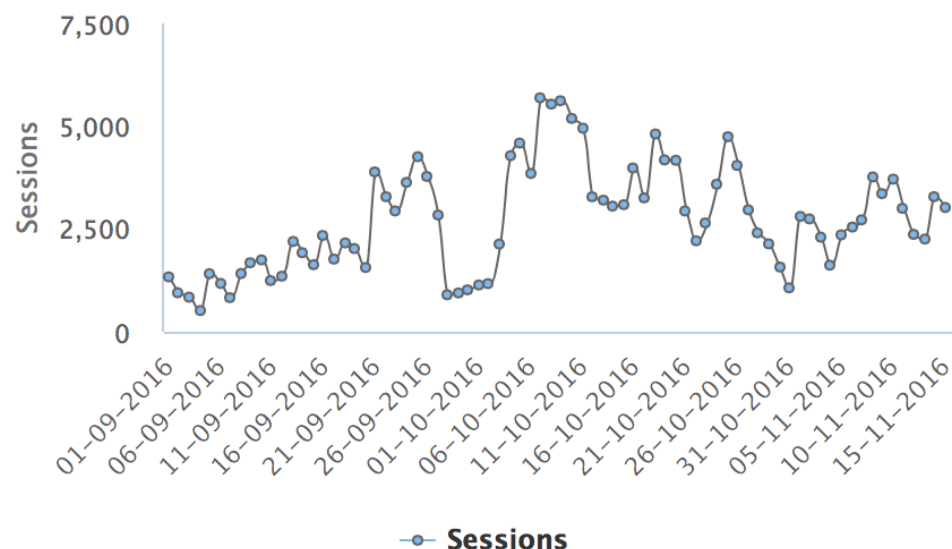
# DAU (daily active users) and Session Change

DAU



**250% DAU growth**

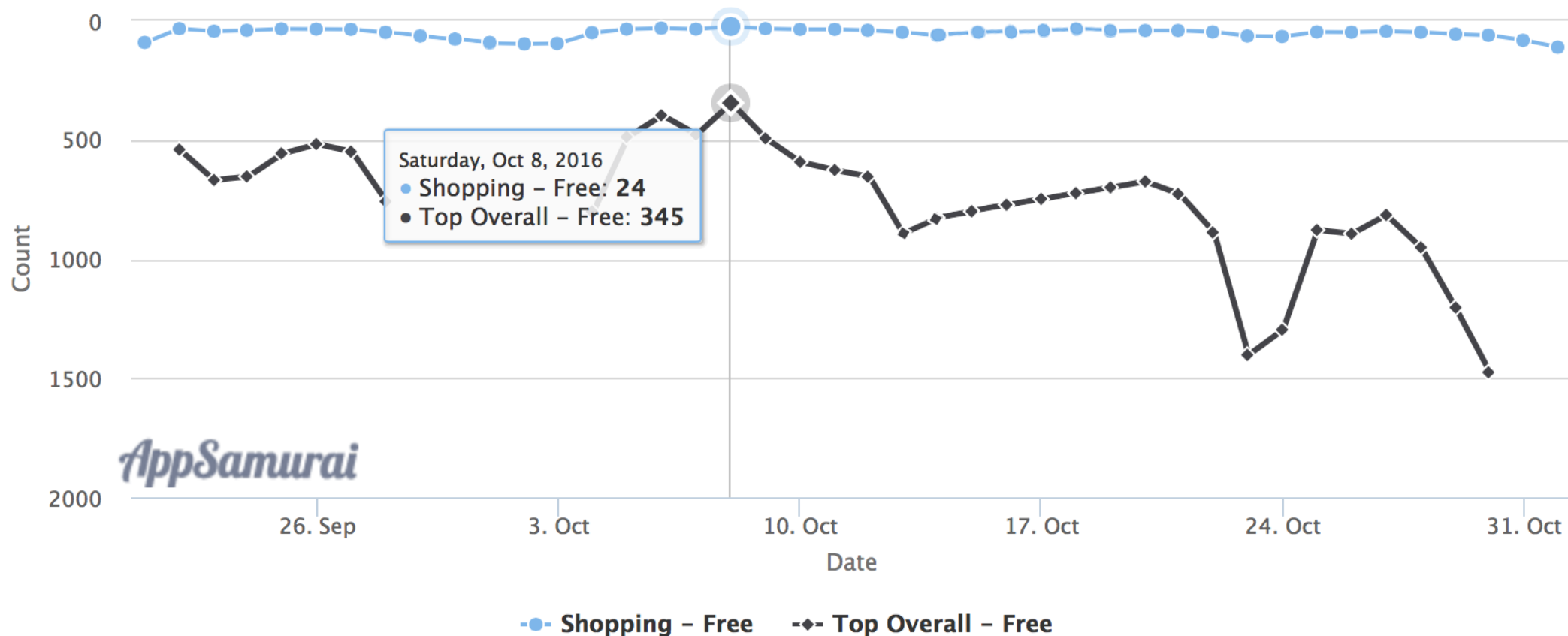
Sessions



**100% daily increase in sessions**



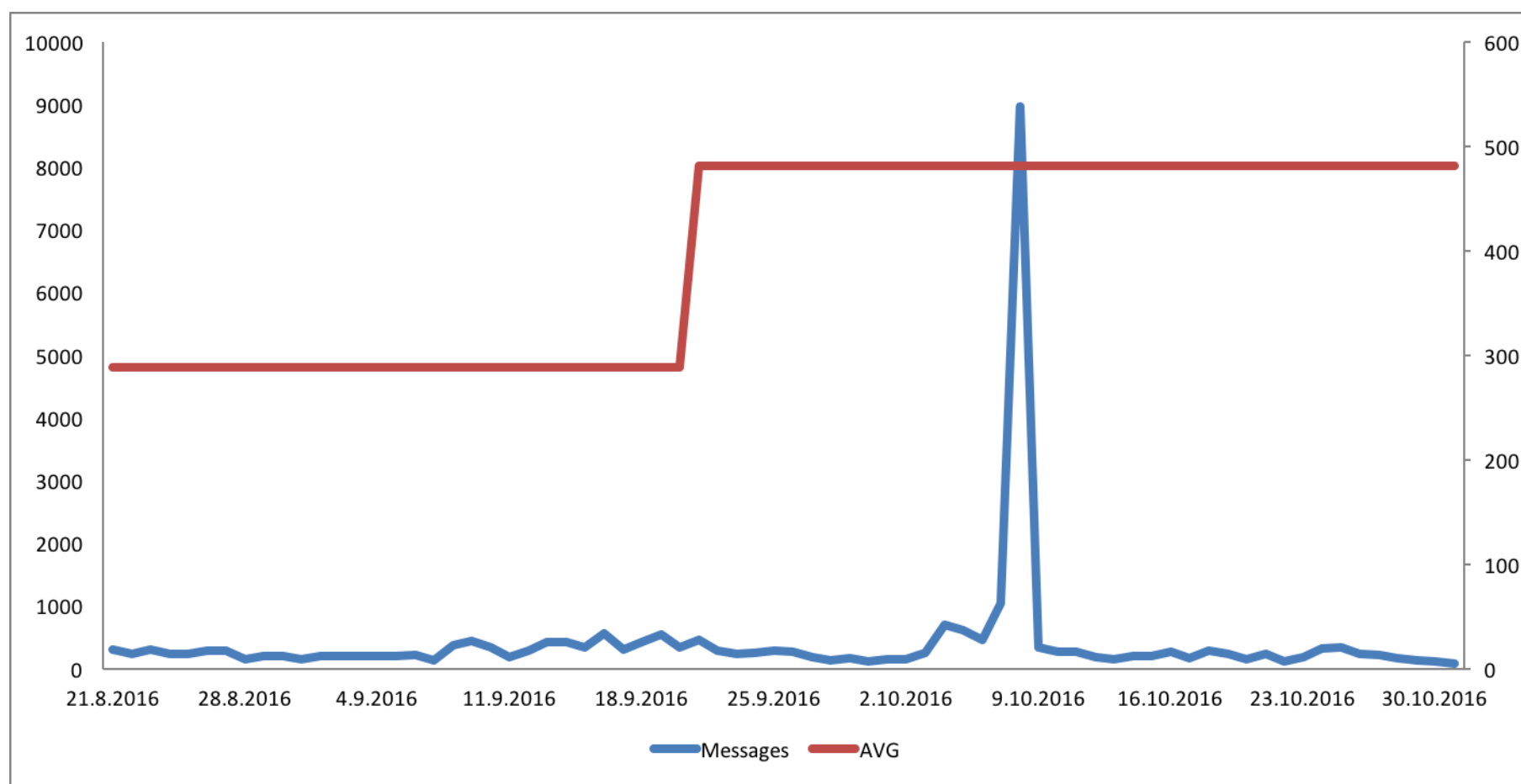
# Increase in Category Ranking



Ranking Increased from 100 to Top 25 in Shopping



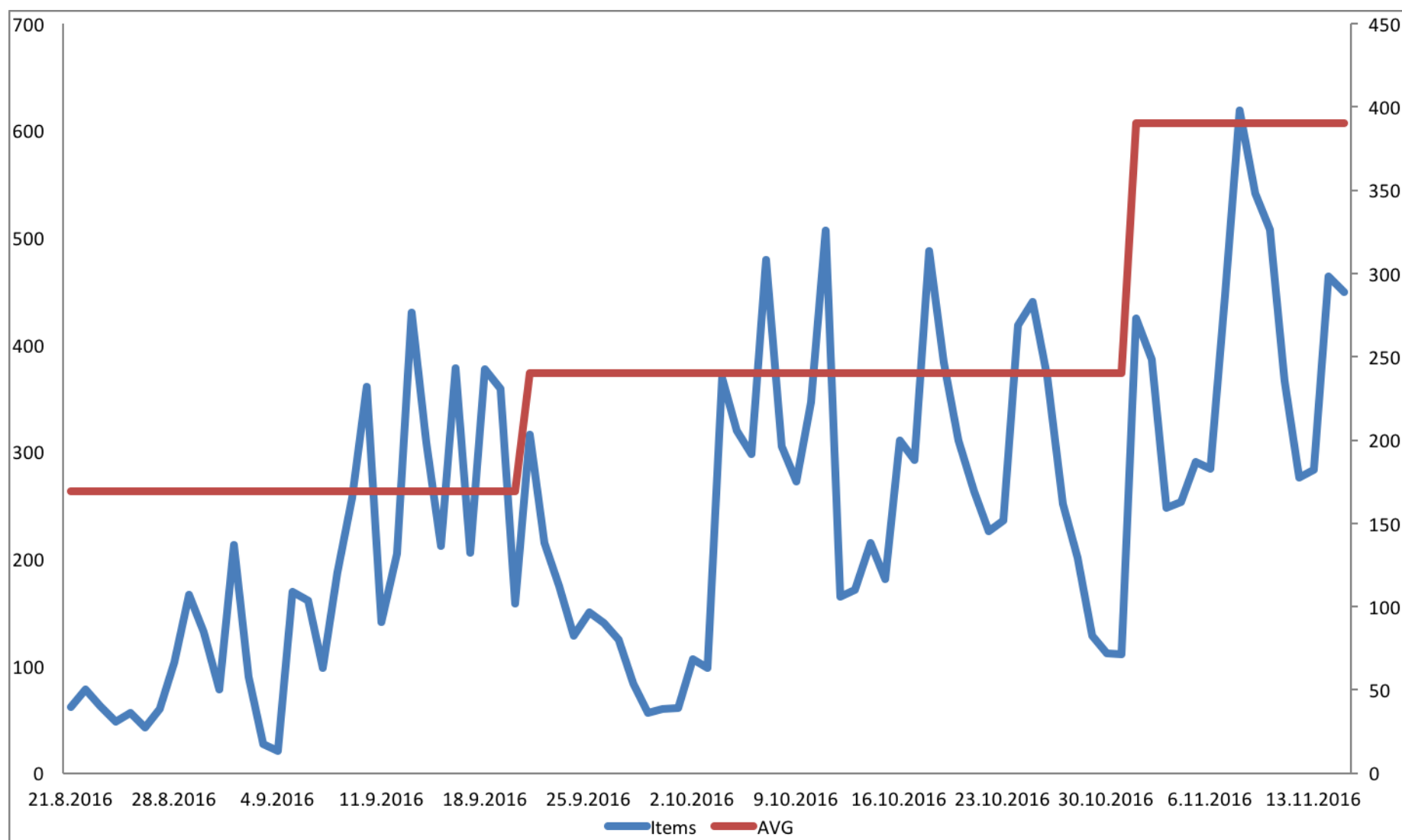
# Growth in Message



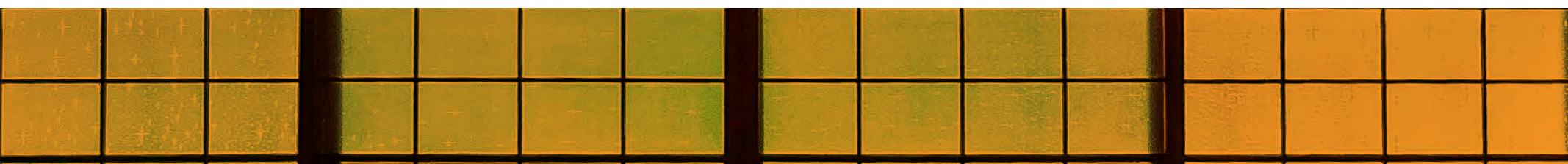
66% Growth in average daily messages.



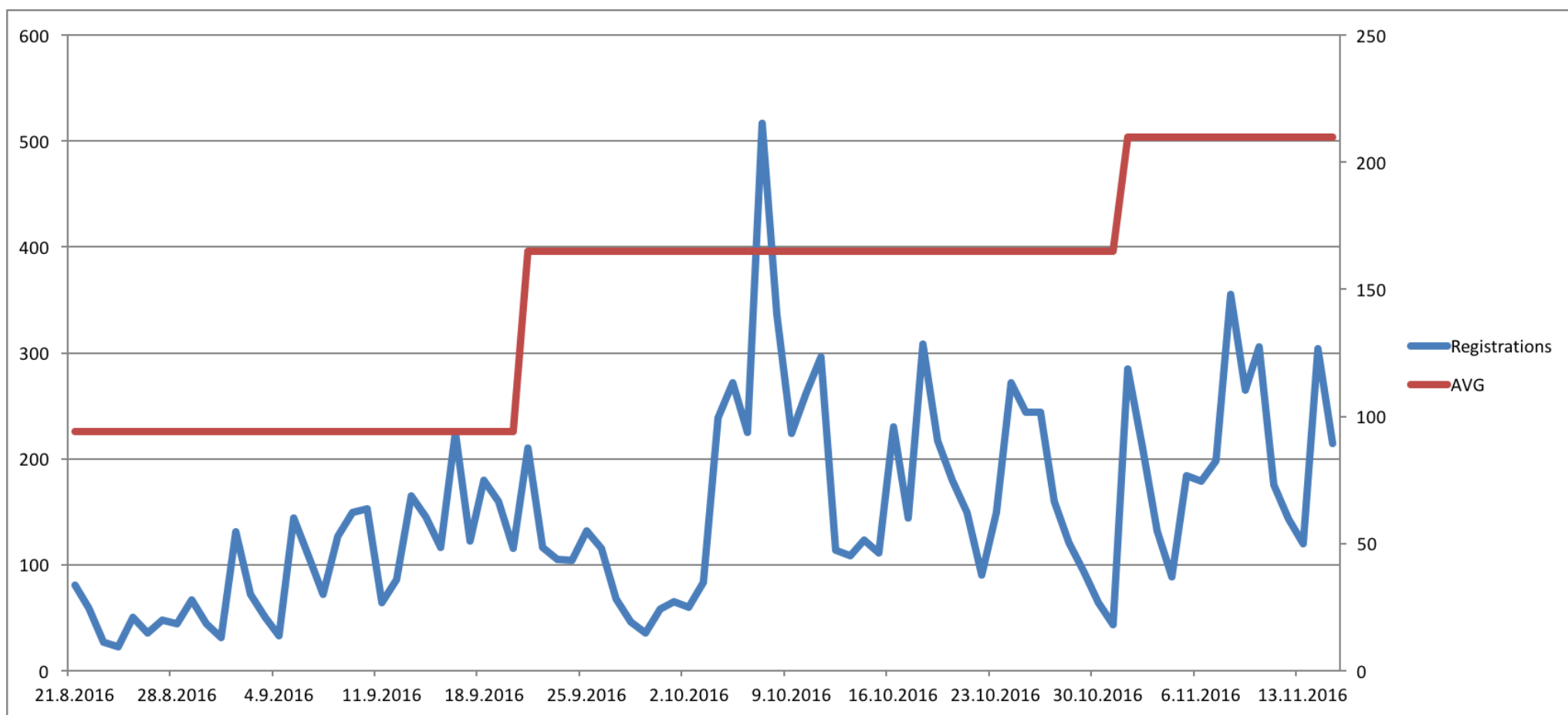
# Growth in Items



130% Growth in daily uploaded Items.



# Growth in Registrations



123% increase in daily registrations.





# *App Samurai*

*"Your App on the Spotlight"*

App Samurai is a self-service mobile advertising tool for startups. It's really easy to create, manage, and measure ad campaigns in order to acquire qualified users for your app.

