

**KILLER
WAYS TO
BOOST
DOWNLOADS**

WITH

Halloween



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Introduction

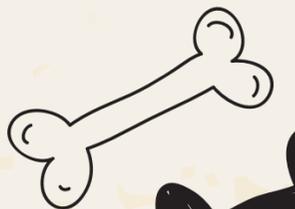
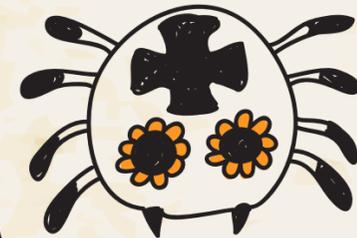
Halloween is coming and you better have your app ready. Nobody wants to be awkwardly normal while things get creepy, right? We are here to help and don't want you to miss this amazing opportunity to increase your app downloads in the trick-or-treat season. So, let's focus on making your app the best treat on app stores. Here are some killer tricks for your app to catch up with the irresistible Halloween spirit!

TRICK or TREAT



Boo!

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★ Excellent Tips To Benefit From Halloween For Your App

1. CREATE USER-GENERATED CONTENT

Enable Personal Contributions

Halloween is about personalization with all the creative costumes and decorations. Therefore, give your users a chance to enhance content on your app. Do you have a racing game? You can allow users to design a car with varied spooky and scary concepts. Have a food & drink app? You can ask your users for their best recipes for Halloween. The options are endless, so don't hesitate to get creative... just like Facebook did!



Enable Social Sharing

Everybody knows the enormous effect of word of mouth, so great news! Holidays are the best time for creating word of mouth since everybody is waiting for something new. Try to connect with your user's mindset and enable social sharing by allowing your users to add value under a created hashtag, by tagging friends and sharing Halloween photos. Ask them something on social media or in-app directing to social networks, then wait for it! Trust your users - you'll be surprised.



★ *Excellent Tips To Benefit From Halloween For Your App*

2. SET UP A MARKETING STRATEGY

A sweet campaign during the Halloween season will visibly increase your app installs if you do it properly because of one core thing: everybody loves Halloween! So what is a proper campaign?

Pick The Best Channels

Holiday times like Halloween season are the peaks for market competition which for app developers means higher payouts and higher competition. But it can also mean higher CTR; you only need to be sure that you're using the right channels for your campaign. To do that you need to integrate paid and organic channels while encouraging word of mouth. You should leverage from all marketing channels available to your campaign in order to acquire loyal and qualified users.

Double Your Paid Marketing Efforts

Nobody wants to fall behind after giving too much effort into making their app ready for Halloween. Due to the high competition during Halloween season you need to spend more to make your app and your ad visible on demanded places. So, set your budget and double your marketing efforts. You can get rid of negative effects by selecting the best ad partner for the Halloween season. Do your search well and select a CPI bidding platform which don't oblige you to do chores, since you'll already be spending more because of holiday season.

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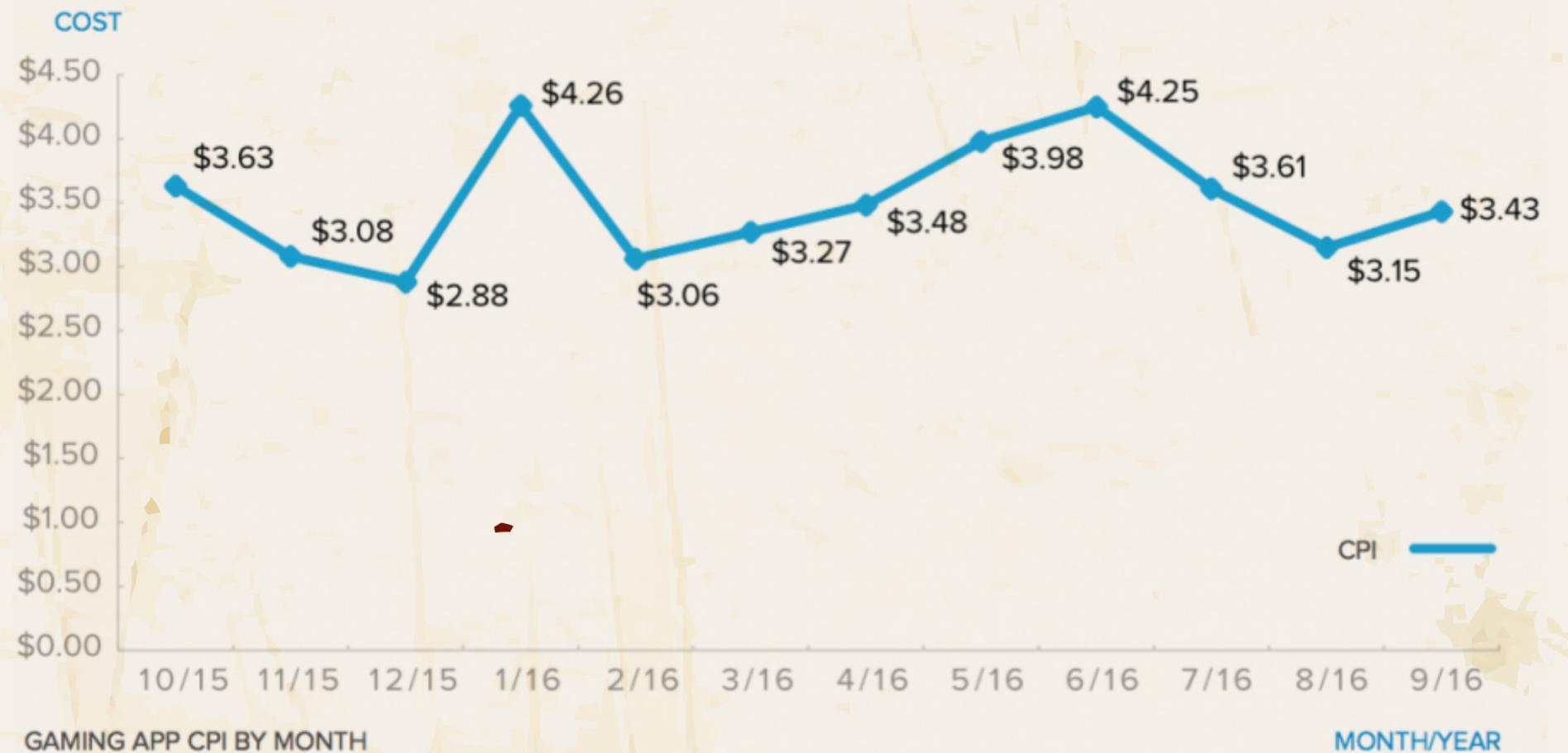


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2. SET UP A MARKETING STRATEGY

Consider CPI Changes

You should run a CPI campaign when you want to increase installs. It is the most suitable method because you only pay for installs to your app, so it is cost-effective and impressively helps you to rank higher in your app category, and higher the ranking, the higher the installs. There is one point you need to consider: on holidays CPI and accordingly your ad spend increase due to the high market competition. So, be aware of this fact and set your budget with consideration.



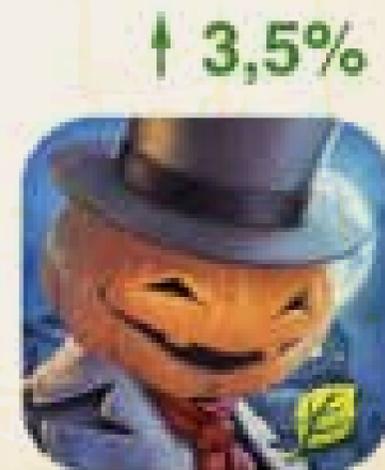
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3. PUT YOUR HALLOWEEN COSTUME ON

You can't knock on doors and ask for candy unless you have an appropriate costume, right? It would be embarrassing. In this scenario an appropriate costume means being attention-grabbing and as scary as you can. Likewise, your app's costume for Halloween matters, not only for candies but also for acquiring engaged users.

Redesign Your App Icon

App icon design is a part of ASO, your best friend for getting more downloads. Redesigning your app icon will increase the awareness to your app since being up-to-date has a heart-warming effect, even it has gory features on it. You need to find the best costume for your app icon because having a bad costume can be even worse than not having it; therefore, A/B testing is crucial. It is better to have several ideas to try like was done by the [Seeker Notes: Hidden Mystery app](#), because they've seen the results are hypervariable when the icon has different images.



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3. PUT YOUR HALLOWEEN COSTUME ON

Create In-App Scenarios

Acting and switching roles are parts of Halloween. There are endless opportunities that you can take while setting a new theme to make your users feel the spirit of Halloween. Let's see some examples.



Last year Pokémon Go rocked the Apple Store with its Halloween Special edition. As you probably know, it is a game based on virtual augmented reality which aims to give real-world movements for the best experience. They announced their event by a Tweet with #PokemonHalloween hashtag.



They set a spooky theme and enable rare Ghost Pokémon like Gastly, Haunter and Gengar more available as an in-game event, and this resulted in incredible returns. They ranked at the top of the grossing app charts.

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Create In-App Scenarios

According to Sensor Tower, this Pokémon event, which ran from Oct. 26 through Nov. 1, **increased in-app revenue by 133%**. They saw a way to take advantage of Halloween, used it and became a legend, so don't be afraid to use the potential. Trivia Crack's Halloween move was also Incredible. They made a new machine for Halloween for a limited time which allowed users to take special cards and use featured characters such as vampires, monsters, skeletons and witches.



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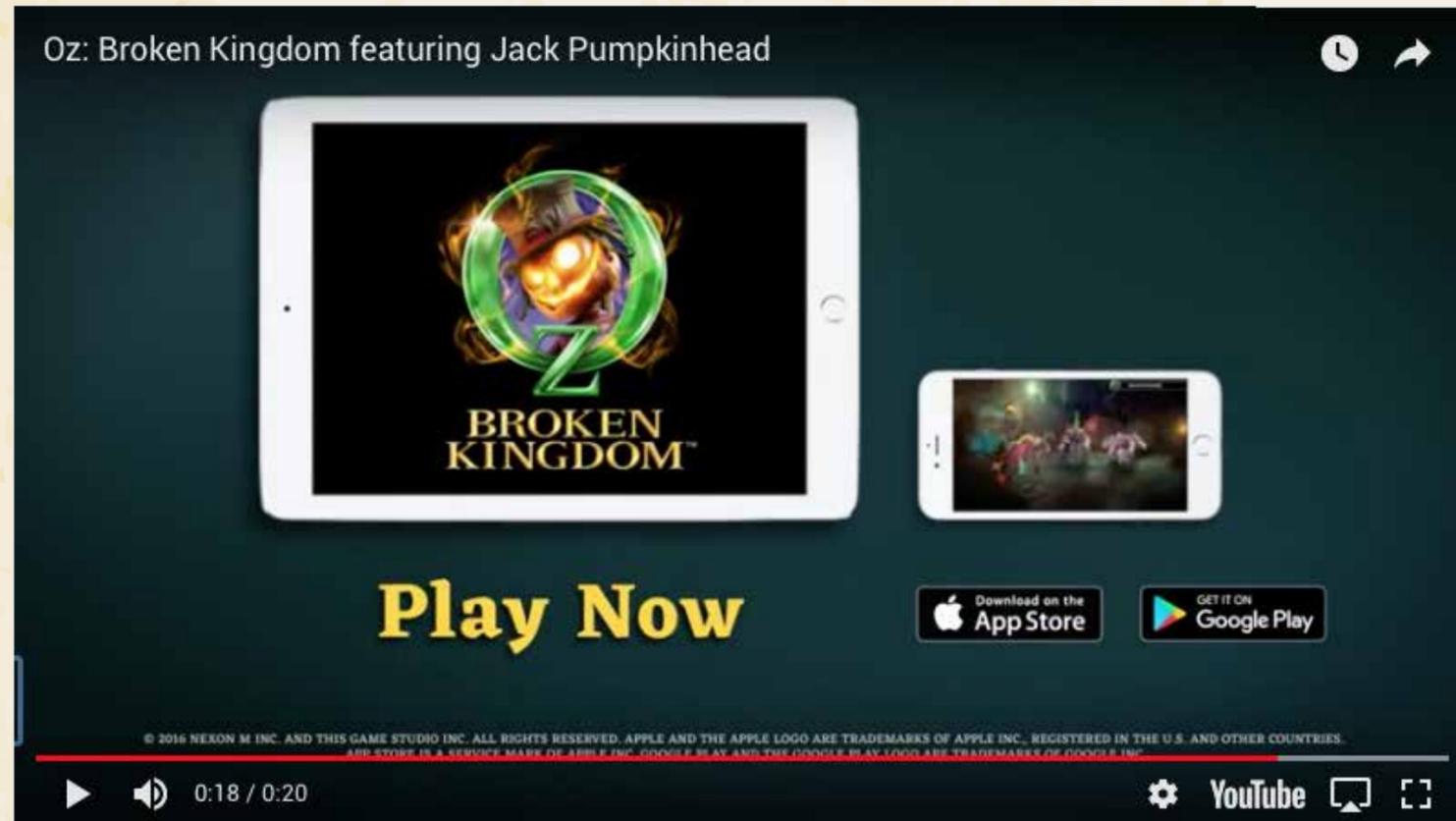


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3. PUT YOUR HALLOWEEN COSTUME ON

Revise your Ad Creatives

You've changed your app accordingly to Halloween by spreading zombies, pumpkins, ghosts and all the spooky things through your app, but is your ad still the prettiest? Yes, it sounds horrible, but not in the Halloween way. During this season mobile marketplace competition rises, so you need to make adjustments. A strong and eye-catching ad creative may give you amazing ROI rates. Don't forget to give direct links to the app store with strong CTAs. Creating a video with your Halloween theme is a great idea to attract attention, like the [video](#) made by the game app Oz.



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4. REWARDING! DON'T FORGET TO GIVE AWARDS

Halloween is a time about candies; everybody wants candy and waits for it. What kind of a developer would you be if you didn't give candies to your users? Probably an insensitive one, so you better not risk it and reward your users appropriately. You can give rewards for using Halloween-themed content, installs, referrals or social sharing. For instance, Pokémon Go, which we mentioned above, gives 4 times more points as a reward of catching a Pokémon during Halloween season.



Also, The Simpsons: Tapped Out rewards users on Halloween generously; they set a Halloween theme which gives Filmmaker Lisa as a free prize and users will be able to collect films as the event currency. Users will then be awarded with prizes related to the game if they collect enough films.



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UBER

SHARING ISN'T SCARY



Your next ride could be FREE...

Did you know you could get a £10 discount every time you introduce any of your costumed companions to Uber this Halloween?

Share your personal code to get up to £10 off your next trip for each one who signs up and rides.

HOW TO GET YOUR TREAT

Halloween is a busy night for us — no bones about it. Use [our Halloween Ride Guide](#) and avoid being haunted by high prices



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5.DO EMAIL PROMOTION

Sending emails about your Halloween activities or just for celebrating people's Halloween is a great way to get involved with the holiday spirit and engage relevant users with your app. Everybody loves receiving holiday cards and it is highly effective because it builds invisible trust with the sender. This results in qualified user acquisition, which gives you more installs and better ratings, along with good reviews.

Sign up for **free** and **start boo!sting** your app downloads!

SIGN UP FOR FREE

Boo!

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Happy
HALLOWEEN

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