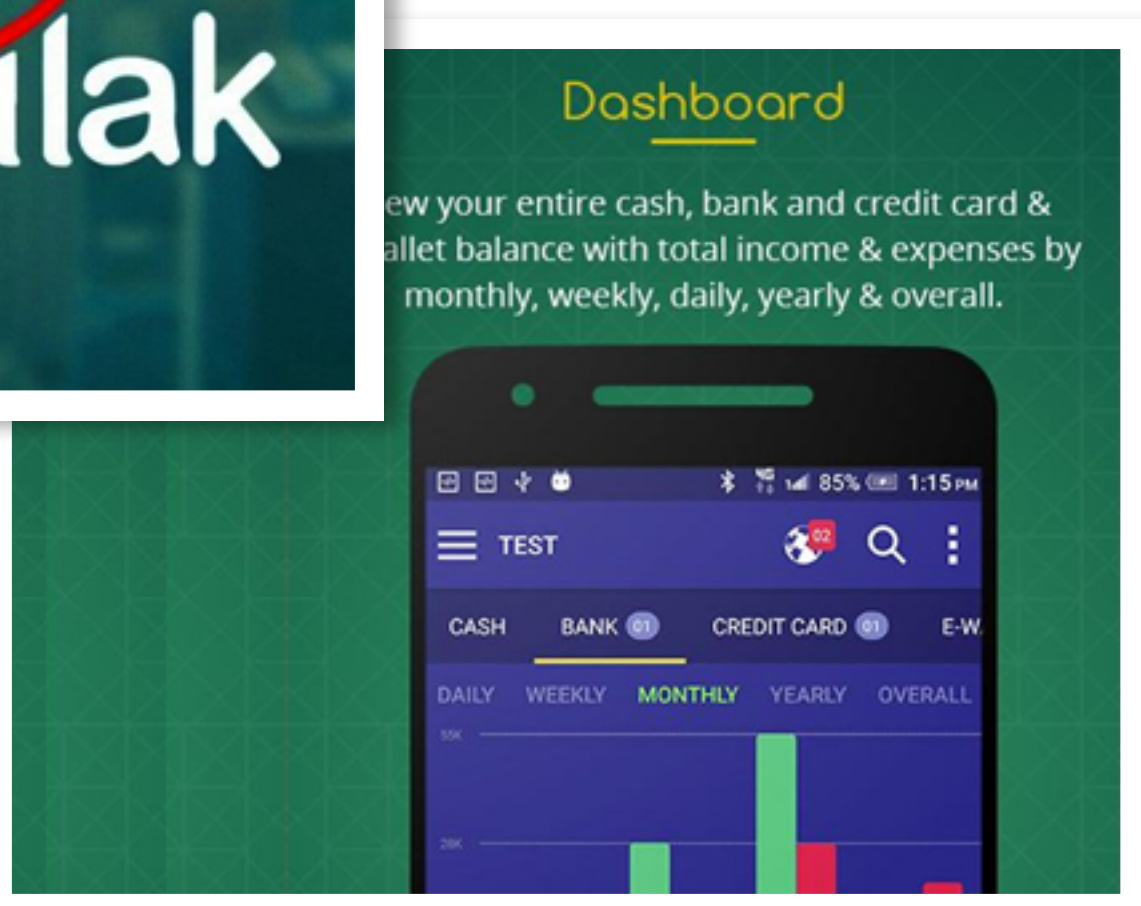
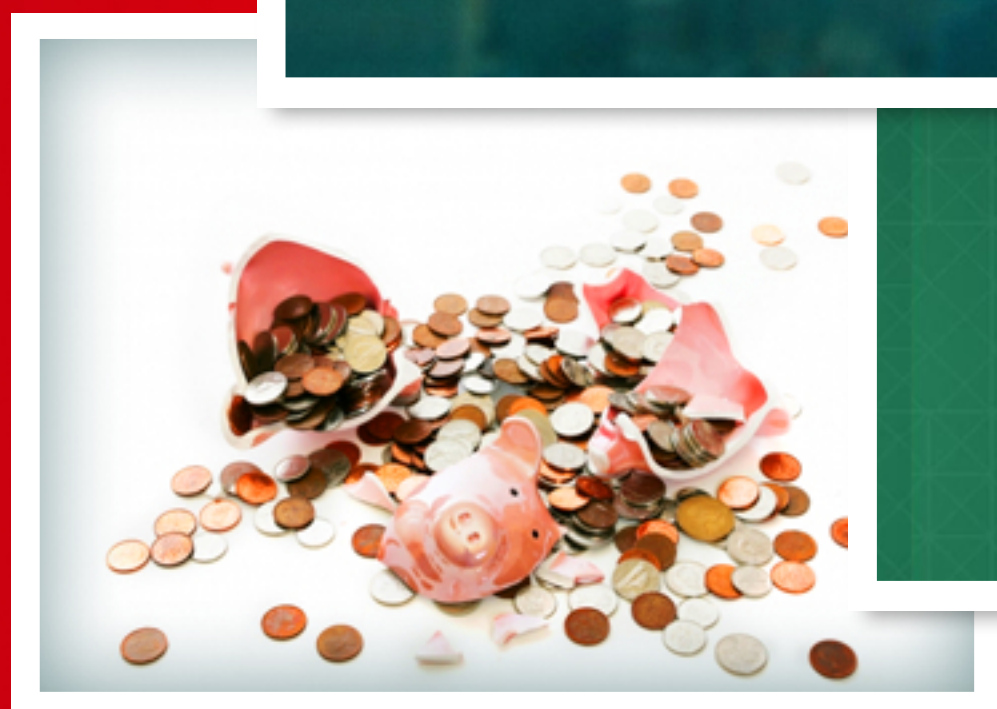


GULLAK - MOBILE APPS MARKETING CASE STUDY



THE CLIENT

Gullak is a dynamic and fast growing Noida based technology and data driven product startup founded by IIT alumni and experienced mobile industry veterans. Gullak helps its users to save money by managing income & expenses, informing about due bills, right rewards and offers near them at the right time.

The team believes that intelligence is the most powerful tool a consumer can have and it can be used to solve several problems including money, bills, deals, offers and budget.

Gullak's vision is 'to revolutionize the way people save money'. Gullak app is designed and developed in such a way that it can act as a powerful intelligence tool to help you maximize your savings. Over 1 million satisfied customers are the testimony of its excellence and success.



The Challenge

Gullak approached Dot Com Infoway to promote their mobile app for Android devices. The company wanted:

1. To promote Expense Manager & Money Saver app by focusing on the unique concept behind the app: Expense Manager & Money Saver is SMS based Intelligent Expense Tracker App for all Indian Banks and Cards
2. To emphasize how it is ideally optimized for Android devices
3. To increase the number of downloads of the App.
4. To gain top rankings in the Google Play Store



Solution

Dot Com Infoway used advanced strategy to meet this challenge.



Action

1. Keyword analysis
 2. Social Media profiles set-up
 3. App description optimization
 4. Press release writing
 5. Analytics Set-up
 6. Reached out to well-known app experts, reviewers and fellow-developers and received favourable reviews on Expense Manager & Money Saver from them
 7. Made reviews on Expense Manager & Money Saver feature in popular app websites.
 8. Undertook various promotional methods to reach out to prospective customers made up of primarily Android users.
 9. Reached more than 10,000 downloads in short span of time.
- The number of overall downloads of the app is more than 7,00,000



As a result of the innovative and sustained promotional campaigns undertaken by Dot Com Infoway, the Expense Manager & Money Saver app rose to number #22 in the download rankings in the Finance category of the IN Play Store. We got plenty of both non-organic and organic downloads from our campaign. Gullak was enthusiastic about the success of the campaign to promote the Expense Manager & Money Saver app. Our expertise in the field allowed us to tailor a solution that was apt for the client's requirements. The client continues to hire our services time and again and we are proud to continue working on their projects.