





Pataa

 Pataa is a unique app that simplifies your long and complex address into short and exclusive custom code. Based on location intelligence, Pataa makes your address compatible with easy to search, locate, navigate and share. Simply select a 3 x 3 meter block on the digital map to mark the exact address location. You can also use an audio recorder or text-to-speech converter to guide the navigation process.



The Challenge:

 The Pataa app was new to the market and they came in touch with Dot Com Infoway to popularize their brand in India. They want to acquire both iOS and Android users through organic and paid campaigns.

- 📍 They contacted us, requesting a comprehensive end-to-end marketing drive that covers:
- 📍 KPI based campaigns
- 📍 Events-based conversion campaigns
- 📍 Detailed reporting
- 📍 ASO optimization
- 📍 Keyword analysis
- 📍 Optimized campaigns on multiple channels



Plan of Action:

- 📍 Keyword analysis
- 📍 Mobile Ad Campaigns
- 📍 App description optimization
- 📍 RTB Ads



Results Achieved:

- 📍 We were able to acquire more than 50 Lakh installs in just a 6 month time period through Google Play Store, Apple Store and other Social media campaigns at a reduced CPI along with the organic mode.
- 📍 We popularized the Pataa brand through Facebook and YouTube Campaigns.
- 📍 As a combined effort of ASO and paid campaigns, more than 50 keywords were ranked in the top 10 positions.
- 📍 Pataa Android app was in the top position in the Maps & Navigation category.

