

PAPR

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Drive sign ups for the market launch
of the PAPR news app

THE CLIENT

PAPR

PAPR is a news aggregator app sourcing articles from the US, UK and Canada, allowing users to swipe from one front page to the next, covering stories from their selected publishers.

The Challenge

PAPR was launching their app for the first time and wanted to create a buzz and drive downloads. The biggest challenge was their relative anonymity and competing apps, making the influencer selection crucial. The app was only available on android, and competed with apps that have been on the market for a few years.

The Objective

PAPR hired BrandPilotAi to drive app downloads during the launch, targeting relevant Android users with a high likelihood of ongoing usage.

THE SOLUTION

The Process

BrandPilotAi ran 2 campaigns on multiple social media channels, partnering with educated influencers. The campaigns ran as organic content displayed to the influencers' follower base, and as a targeted paid ad campaign, tailored for app downloads. Repurposing successful organic content in paid ads and retargeting the influencers' followers helped drive app downloads.

The Results

BrandPilotAi strategy resulted in PAPR achieving their desired results in several metrics. Daily page views exceeded 500+ per day in their first month of launch, indicating aligned audience targeting. Within 4 weeks, PAPR app downloads surpassed 400, exceeding their other marketing efforts.

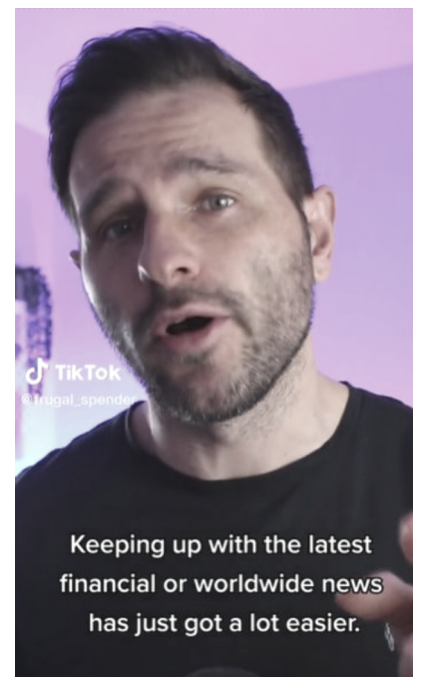
AT A GLANCE

Challenges

- Brand awareness
- App launch downloads

Benefits:

- 500+ page views/day
- 400 app downloads in the first 4 weeks



SCHEDULE CALL NOW!

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