tide

"Having achieved significant scale in a very short period Tide is focused on maintaining steady and sustainable growth. We have worked to ensure all channels are optimised for effective paid and organic acquisition, with app stores being crucial to this. We have benefited greatly from CMAs support and advice and have seen considerable results from the partnership."

- Kerstin Reichert, Digital Marketing Manager

The Challenge:

Tide, the UK's leading business financial platform, were looking to maintain high levels of customer acquisition while bringing down cost-per-acquisition in a highly competitive space. In addition, Tide was looking to significantly boost organic acquisition by improving visibility and traffic in the app stores.

The Strategy:

Partnering with ConsultMyApp (CMA), Tide was supported with both App Store Optimization (ASO) and Apple Search Ad campaigns to drive business account signups. With Tide's core KPIs at heart, CMA worked tirelessly to improve all elements of ASO from the creative to the technical, whilst ensuring it was fully synchronized with their Apple Search Ad campaigns.

Results:

Within a 3-month period CMA helped Tide to increase their App visibility and organic install volumes by 140% whilst reducing their Cost-Per-Install by a significant 48%!

CMA is proud to continue working with Tide and delivering ongoing improvements to their app's marketing performance!

Increase in organic installs after just 3 months

2.4x

ASA CPI reduction

↓47.6%

ASA CPA reduction

↓55%

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