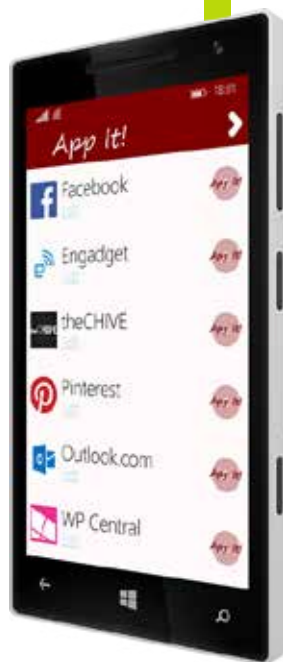**Microsoft**

Microsoft Advertising "Promote Your App" campaigns drive positive ROI for Twisted Lab

Ernesto Pedrosa loves to develop apps in his spare time. His company, Twisted Lab, based in Portugal, has more than a half-dozen Windows Phone apps that are published globally. Ernesto monetizes his apps with a combination of paid apps, in-app purchases, and ad-funded monetization.

Challenge

Like many developers, Ernesto is always looking for ways to increase app downloads. His apps, including Awesome Lock and App It!, consistently earn high user ratings. However, given the ever-increasing number of apps in Windows Store, his greatest challenge is to find quick and efficient ways to promote app discoverability.

Solution

One day, Ernesto was checking on ad revenue for his apps in Microsoft pubCenter when he discovered the ability to promote his apps with Microsoft Advertising.

"The campaign was very quick to set up. I saw the feature in pubCenter, opted in, defined my campaign budget and was live in no time."

– Ernesto Pedrosa, Twisted Lab

Results

"The click through rate on my ads was really good (close to 1%*). I ran a couple of campaigns, and saw my app downloads increase. Pretty soon, my revenue increased too, so the ROI was positive."

– Ernesto Pedrosa, Twisted Lab

*Industry-wide, the average CTR on mobile display banners is 0.78% (Source: Sizmek, March 2014 as reported in eMarketer). "Promote Your App" campaign results may vary.

Launch a
"Promote Your App"
campaign today!

Visit pubCenter:
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App It!   Phone

Awesome Lock   Phone

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