



# TUNE

## SAFERVPN

## Conquering Apple App Store Rankings

Using App Store Analytics data, SaferVPN rocketed to the top of the Apple App Store.  
(Even outranking WhatsApp!)

### RANKED #1 IN THE UAE APPLE APP STORE FOR



top free  
iPhone app



top free iPhone  
productivity app



keyword  
"VPN"

### INCREASED INSTALLS

1,000%  
IN ONE MONTH



### COMPANY BACKGROUND

Founded in 2013, SaferVPN is a SaaS product that offers automatic Wi-Fi security. The technology automatically detects unsecured public Wi-Fi and alerts users, providing them with immediate security for online data, without any action required on the users' end. In addition to providing simple iOS, Android, Mac, Windows and Chrome apps, SaferVPN also offers customized business plans and a white label solution. Customers range from everyday consumers to small businesses and leading cybersecurity telecom enterprises.

### CHALLENGES

The SaferVPN technology is complex, which is why they needed an app that was easy to use and understand. The most difficult part of building the app was conveying how it worked and marketing all the benefits without confusing users. The team was small, with employees wearing many different hats at the same time. Marketing Manager Karen Mesoznik juggled several roles, and was looking for a product that would improve the inbound app marketing strategy and was easy to use.

## SOLUTION

Striving to become the leader in the VPN market, SaferVPN set out on a search for the best app store optimization tool. From online research, they found TUNE. The interface was more comfortable for them to use than others; clean and friendly, with features that were easy to find and highly intuitive. Because of this, even though around-the-clock support was available to them, they did not need to use it when onboarding.

The “top charts and keywords” feature in App Store Analytics gave them easy and instant visibility into current keyword rankings, as well as suggestions for keywords they should try to rank for. “The search volume and keyword difficulty were clear with a single glance,” said Mesoznik.

The “competitors” feature gave additional support to help show which keywords competitors were ranking strongly for, as well as visuals and descriptions. The data gave direction for keywords to optimize for and how to market and position their product. Mesoznik and her team were able to dive right into the product, barely touching the surface with documentation or support because it was simple to use and understand.

## RESULTS

The investment in their app store optimization efforts paid off. The majority of the traffic that came to the SaferVPN app was organic and iOS app installs increased by 1,000% in a five-day period. They achieved these results by using the “keyword suggestion” tool, which identifies keywords that they were not targeting but that would be advantageous for their app store ranking. The increase in organic rankings gave them the ability to introduce their funnel to a much wider audience. They then saw what was working and what wasn’t, and identified opportunities to increase their retention rate and further improve the customer’s user experience. SaferVPN hit the number one slot in the UAE Apple App Store and they have ranked first for the keyword “VPN” for more than a month and a half.

"The rise in our organic ranking allows us to introduce our funnel to a much wider audience. This way we can much more easily see what’s working and what’s not, identify opportunities to increase our retention and even further improve our customer’s user experience."

Karen Mesoznik, Inbound & Content Marketing



## APP STORE ANALYTICS BY TUNE

Measure the effectiveness of ad spend and boost app store performance with App Store Analytics, part of the TUNE® Marketing Console. [Learn how to boost your app store discoverability.](#)