

TUNE Schoold

Schoold: A+ App Store Optimization and Acquisition

How education app Schoold established itself as a leader in the app store on a startup budget

INCREASED
organic traffic by
50%

SAVED
\$1,000's
not having to run incentivized
campaigns for better store ranking

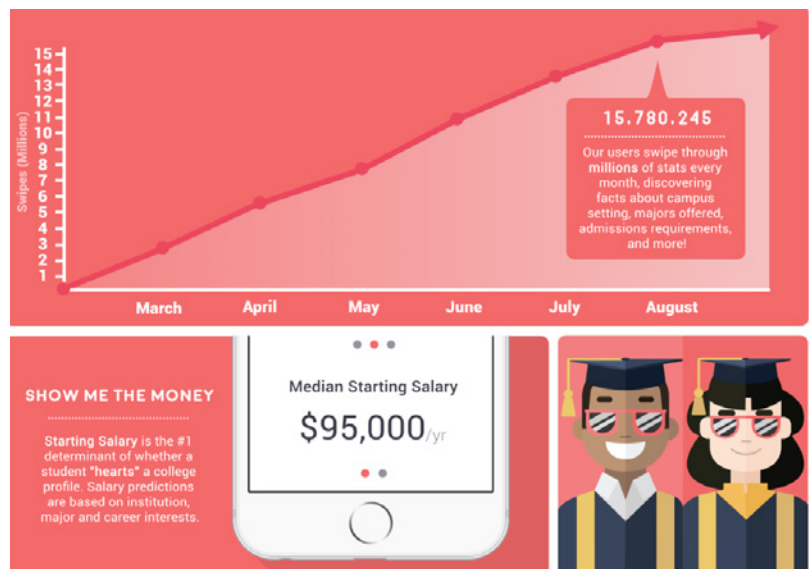
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Monetized app through
30+ partnerships with
colleges & universities

COMPANY BACKGROUND

Schoold is the **number one free college search, counseling, and future planning app**. Whereas many college planning tools still require students to navigate disparate sources on the web, today's students spend more than 120 hours monthly on mobile. Schoold meets students on their devices, offering one go-to app full of information and counseling advice about universities, the application process, and scholarships.

CHALLENGES

As a mobile startup, Schoold needed a cost-effective way to organically grow, without the luxury of a large user acquisition budget to do so. They couldn't afford to spend millions targeting their niche audience, but still needed a way to build brand awareness, appear in top search results, and attract valuable users who would make their app profitable.



As the first of its kind in the app marketplace, Schoold also needed a technology partner that could help them pave the way in strategy and keep up with the rapidly changing algorithms of the app store. Schoold couldn't rely on previously proven competitor best practices or case studies to inform their decisions, so they needed a trusted solution that could help them lead their industry in innovation and app store optimization.

SOLUTION

Schoold enlisted two solutions under the TUNE Marketing Console: Attribution Analytics and App Store Analytics. Attribution Analytics would enable Schoold to understand which keywords app users were searching most often to find the app, and allow Schoold to tailor their organic strategy accordingly.

App Store Analytics would also give Schoold the lift it needed in app discoverability to rank first in the app store. With recent app store algorithm changes like limits keywords characters, App Store Analytics would help Schoold understand which keywords were the best use of their allotted limits. App Store Analytics also enabled Schoold to A/B test, and would offer the most attentive support as they climbed their way to the top.

RESULTS

Using Attribution Analytics and App Store Analytics, Schoold was able to target specific keywords like "college" and "college search," lifting organic traffic by 50%. With their newfound top spot in the app store, they were able to earn the trust of 30+ colleges and universities, who partnered with them for premium listings, allowing Schoold to monetize the app while offering it for free to students. Schoold was also able to save thousands by investing in a sustainable user acquisition strategy, versus shelling out unnecessary budget purely for ranking positions.

"TUNE Attribution Analytics allows me to understand what keywords my organic users used to search and download our app and greatly helped in optimizing those keywords across store listings and descriptions. App Store Analytics allows me to do a comparative analysis and prioritize potential keywords to maximize our search results and continue improving our organic lift."

Mai Ho, Vice President, Head of Growth



SCHOOLD

Schoold has been featured as "Best New App" overall and in the Education category by both Apple App Store and Google Play Store" [Download the app today](#)

TUNE ATTRIBUTION ANALYTICS & APP STORE ANALYTICS

Measure the effectiveness of ad spend and boost app store performance with Attribution Analytics and App Store Analytics, part of the TUNE® Marketing Console. www.tune.com/solutions