



AppBi Apple Search Ads Platforms Allows Huge Conversion Rates For App Developers

AppBi is the number one tool for App Store marketing and it's growing.

SAN FRANCISCO, CA, UNITED STATES, January 10, 2018 /EINPresswire.com/ -- The Worlds Leading [Apple Search Ads](#) Intelligent Bidding and Data Analysis Platform.

[AppBi](#) just launched version 2.3 in the new year, and that is just the start for their App Store Marketing (ASM) and App Store data services in 2018. The company has big plans to improve and expand what their groundbreaking Apple Search Ads platform can do for App Store developers.

Since the launch of AppBi's Data Technologies Apple Search Ads platform in early 2017, the platform has achieved remarkable results in helping App developers achieve more downloads and store page views by not only providing an ASM bidding platform, but also giving developers the information and data tools needed to make smart marketing choices.

The recent 2.3 update hit just before the 2017 Christmas period and brought with it a host of changes to the ASM platform that expand the usability of the platform, providing more choices and clear data to developers and marketers.

The Intelligent Ads platform now has two main ways for customers to use the system:

1. Intelligent Entrusting Mode - putting your trust in the machine.

Using the real-time synchronization of Search Ads advertising data combined with AppBi ASO, Search Ads, and exclusive smart advertising algorithm - AppBi Go, the mode simulates manual operation based on machine learning to achieve automatic advertising of Search Ads without your own word-selection and bid adjustment. No operation is required during advertising; the machine automatically advertises, learns and adjusts in 24-hour monitoring for safe, automatic ads delivery.

2. Self-serve Advertising - D.I.Y marketing with a kick.

Use the power of the Intelligent Ads platform to manually craft your marketing campaign from start to finish, creating your own ads and keywords. You can also choose to activate and use keywords intelligence, smart bid, bid adjustment, and other exclusive functions of AppBi.

But what does the Intelligent Ads Platform do? Put simply, the platform uses real-time App Store data to bid and show ads in order to maximize the effectiveness and relevancy of any given marketing effort. With this platform, developers have seen average click-through rates of 15%-25% and conversion rates of 40%-60%.

Alongside the ASM platform, AppBi gives customers troves of App Store data to utilize, allowing users to do keyword searches, app analysis, and more.

1. Keywords and Bidding Chart Analysis - details matter!

Through analysis on iOS apps information and data, AppBi helps developers optimize their apps on App Store, especially optimizing apps' metadata, to achieve better performance. Optimized data includes an app's title, subtitle and keywords.

2. Marketing Campaign Estimate - making it more efficient

One new feature is the ability to perform an estimated cost of a marketing campaign using an App's current data. AppBi v.2.3 can automatically come up with estimated daily conversions and CPA.

AppBi will have more news on updates and features in the near future.

Key Features:

- Innovative Intelligent Ads Platform, including Entrusting Mode for automatic marketing campaigns.
- Freedom of choice marketing, allowing users to be as involved as they want.
- Intuitive user interface and design.
- AppBi exclusive algorithms - AppBi GO.
- Keyword and App analysis.
- Ads Keyword and Bidding Keywords search.

About AppBi

Technology Drives Marketing. Data Optimizes Advertising.

Founded in 2016, AppBi is a technology company focused on App Store data and searching optimization, committed to building a world-leading Apple Search Ads intelligent platform through data analysis and machine learning to help developers gain high value returns. For more information, visit <https://www.appbi.com/>

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