



The Best of Mobile Campaigns

Submission Document

uSMART Securities

盈立證券

Client: uSmart

GOGOCHART

Agency: GoGoChart

WE EXCEEDED CLIENT EXPECTATIONS

Install increased

500%

Registration increased

300%

Conversion rate improved

30%

Average rating

4.5/5

Finance Category

TOP 2



Challenge

Campaign Start Date: 1/9/2020
Campaign End Date: 31/3/2021
Budget: HKD 6M

Key Objectives

- Establish brand awareness in the local market
- Reaching to the TOP positions both in Finance Chart and TOP keywords on App store and Google Play store
- Increase installs and registration by 100%
- Improve conversion rate by 20%

Market Challenge

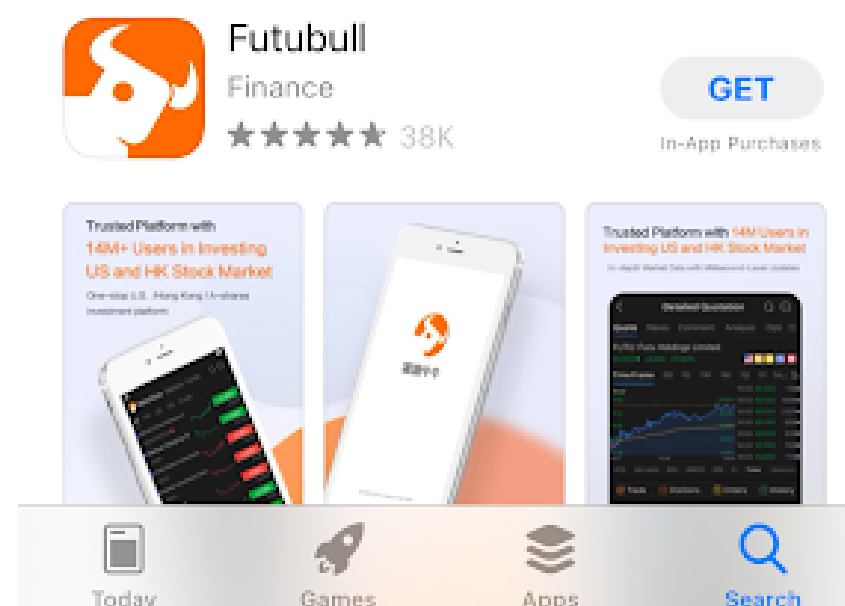
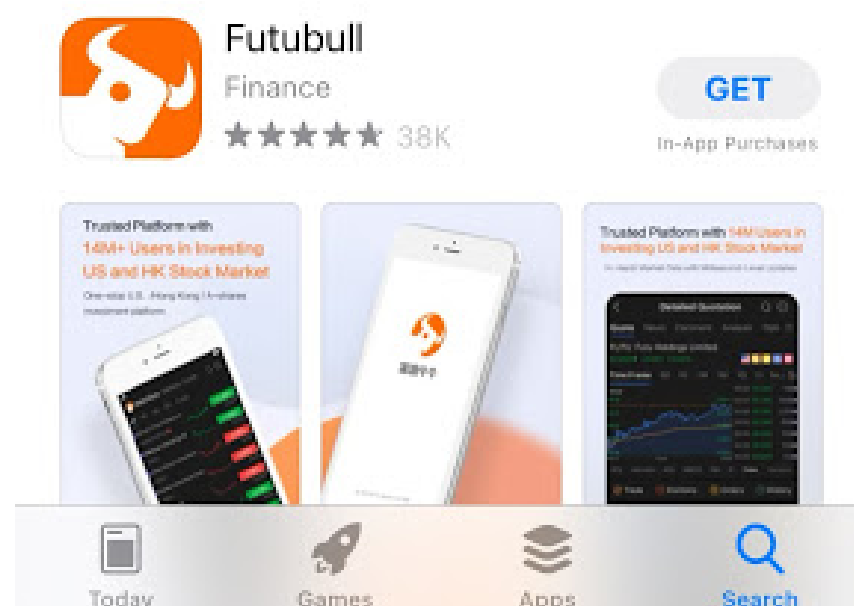
- Hard to achieve top rankings under big competition
- There are numbers of mature stock trading app (Futu Bull, Etnet, etc.) in the market for consumers to choose from
- uSmart has way less marketing budget than other well-established competitors (Futu Bull, Etnet, etc.), therefore, it limits the marketing options
- Due to the limited marketing options, it compromise their exposure



Result

Apple Search Ads Management

- Maximise exposure through extensive keyword research
- Bringing high-quality users to the app
- Get to the TOP position on App Store Search
- Number of installs increased by 500%
- Registered user increased by 300%



Result

Google UAC Management

- Maximise exposure through A/B testing
- Building massive exposure through the Google network
- Number of install increased by 500%
- Registered user increased by 300%

The image displays four mobile app store screenshots for uSMART Securities Limited, illustrating different promotional strategies and user interface elements.

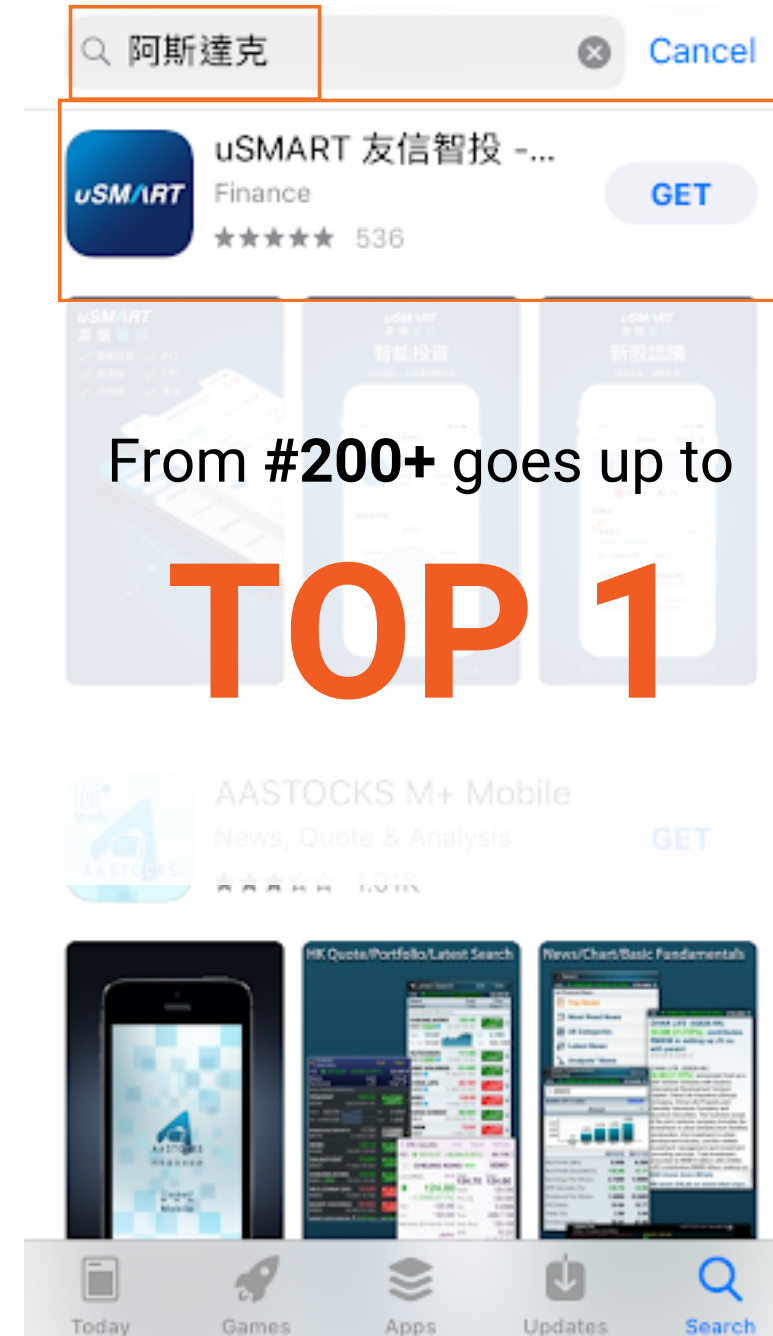
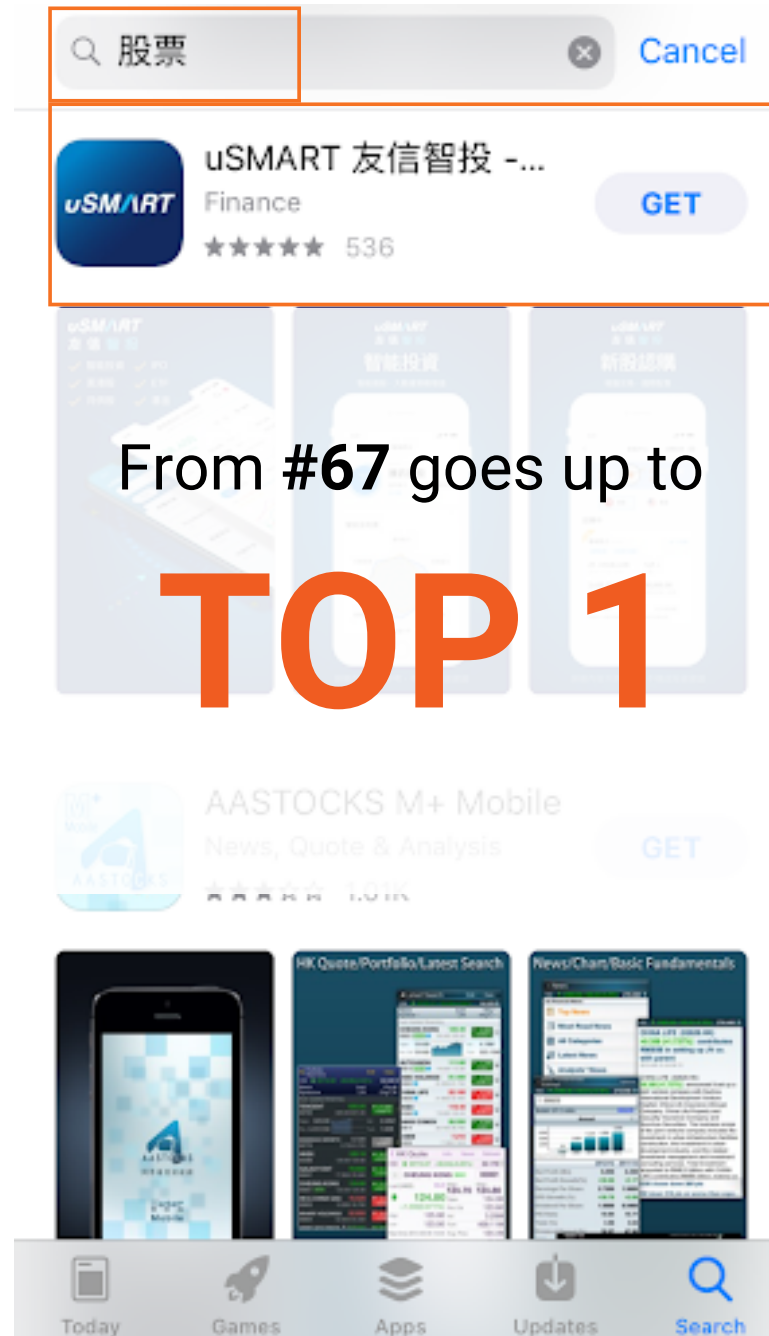
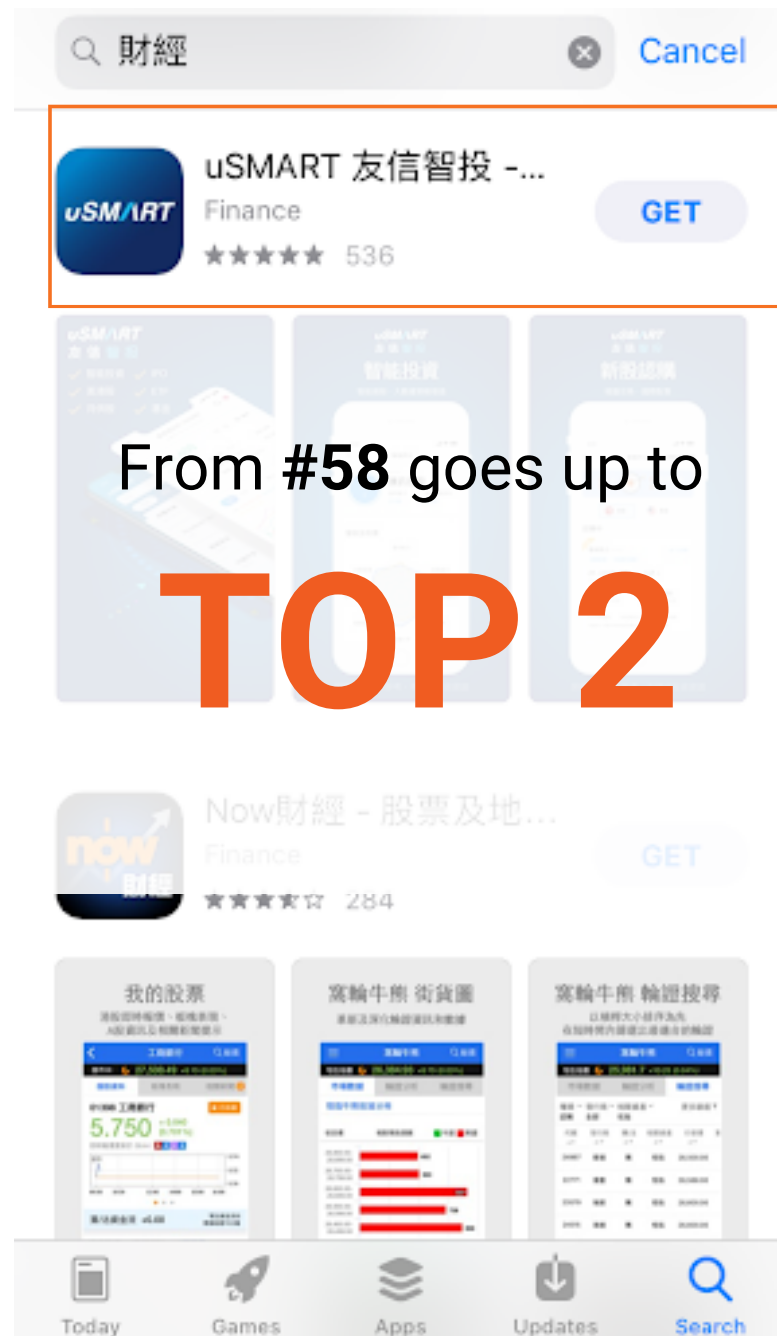
- Screenshot 1 (Left):** Shows the app's main listing on Google Play. The headline reads "uSMART 盈立智投" and "首次開戶可享一世美股免佣" (First-time opening can enjoy a lifetime of commission-free US stocks). It features a 4.4-star rating, 700 reviews, and 10 million downloads. A prominent green "安裝" (Install) button is visible.
- Screenshot 2 (Second from Left):** Displays a promotional offer: "送您 2 個月港股LV2 串流報價 (價值HK\$532)" (Gift you 2 months of HK\$532 worth of HK stock LV2 streaming quotes). It also highlights "認購新股 手續費低至\$0" (New IPO subscription, fees as low as \$0) and "即日拆展 最高20倍槓桿" (Same-day margin, up to 20x leverage). A blue "立即開戶" (Open account now) button is at the bottom.
- Screenshot 3 (Third from Left):** Shows an "About this app" section with a "Learn More" button and an "INSTALL" button. It lists "130K+ Downloads" and "Price 免費" (Free). The Google Play logo is at the bottom.
- Screenshot 4 (Right):** Features a "形態洞察" (Market Insight) banner with the text "預計股票長中短期開跌趨勢" (Forecasting long, medium, and short-term stock trends) and "一秒就知 支撐 阻力 止蝕位" (Know in a second: support, resistance, stop-loss levels). A "免費註冊" (Free registration) button is present.

In the bottom right corner, there is a circular badge from iab with the text "THE BEST OF MOBILE CAMPAIGNS Season 1".

Result

App Store Optimisation

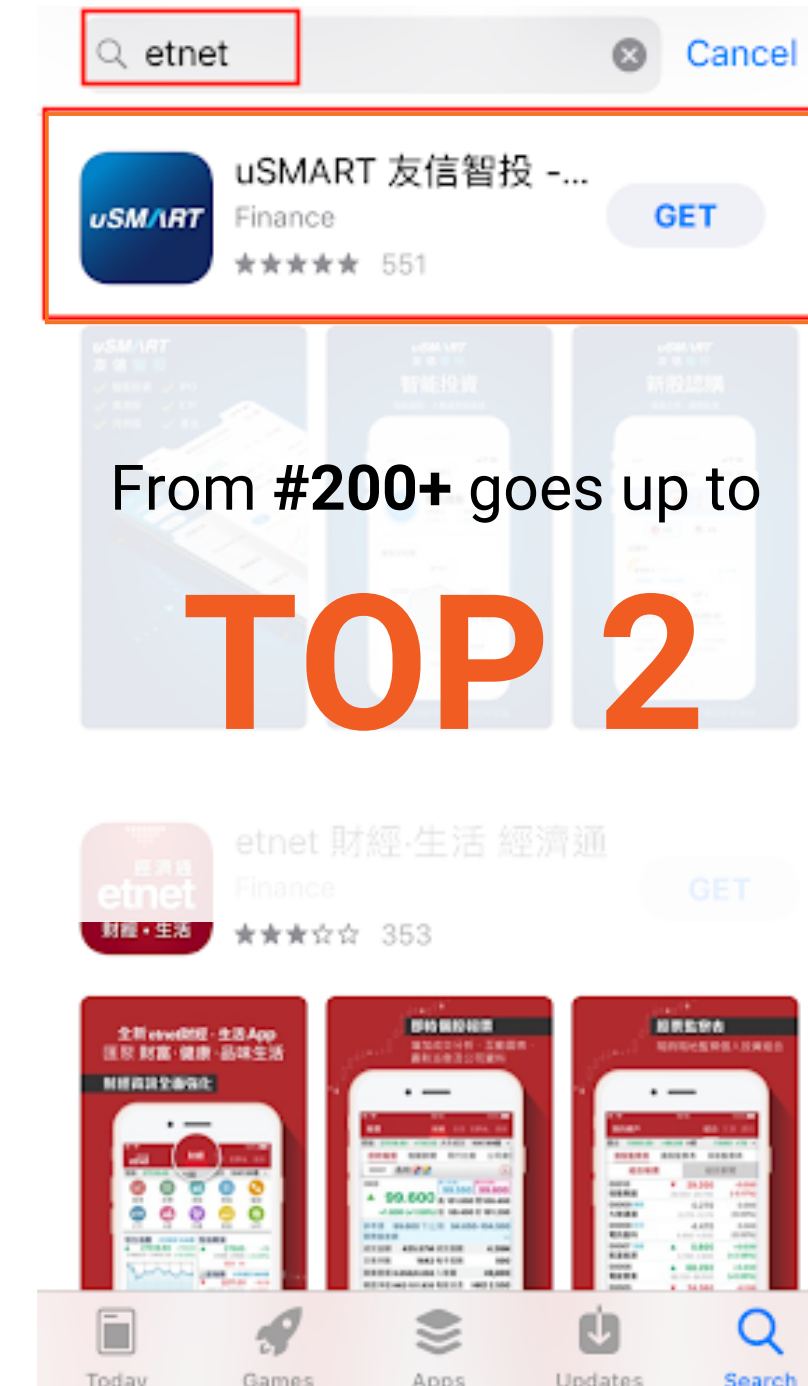
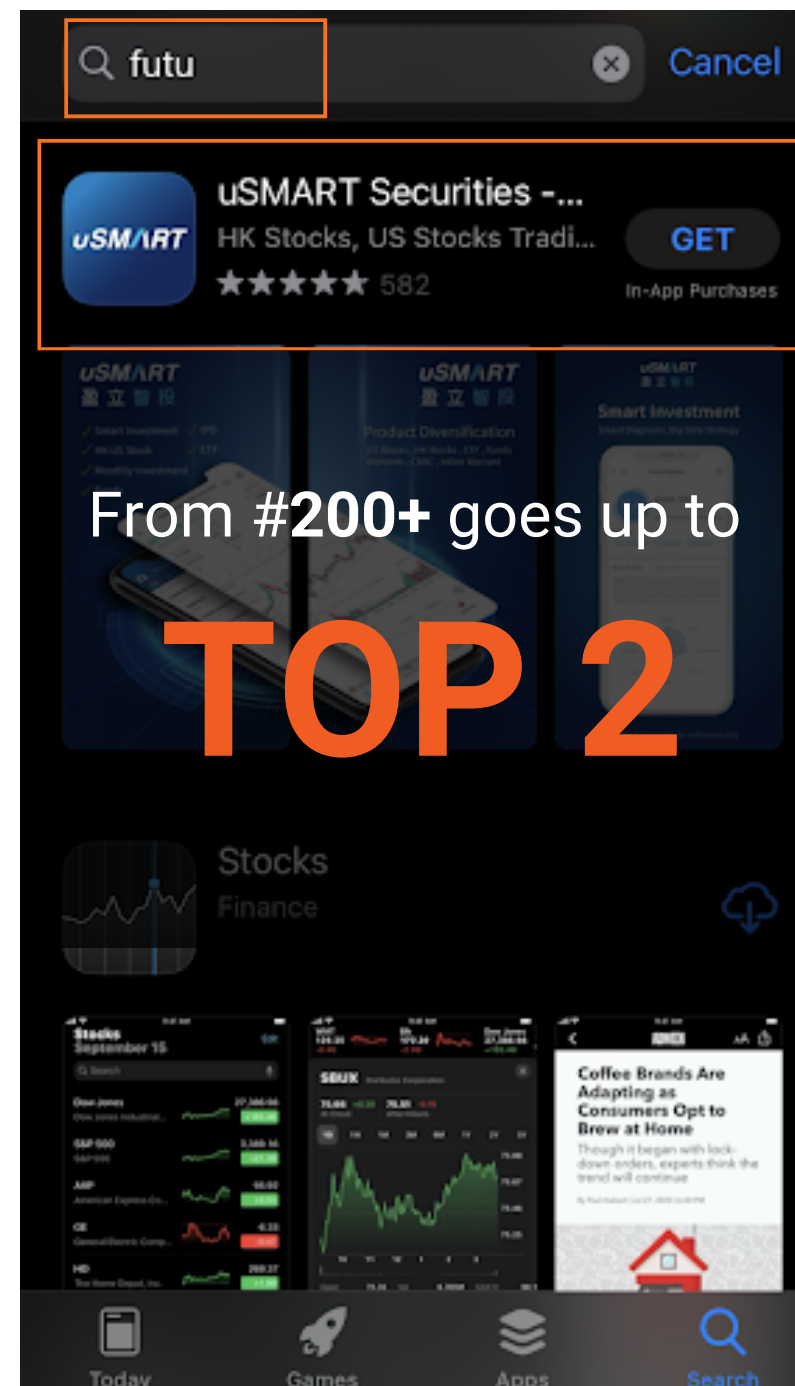
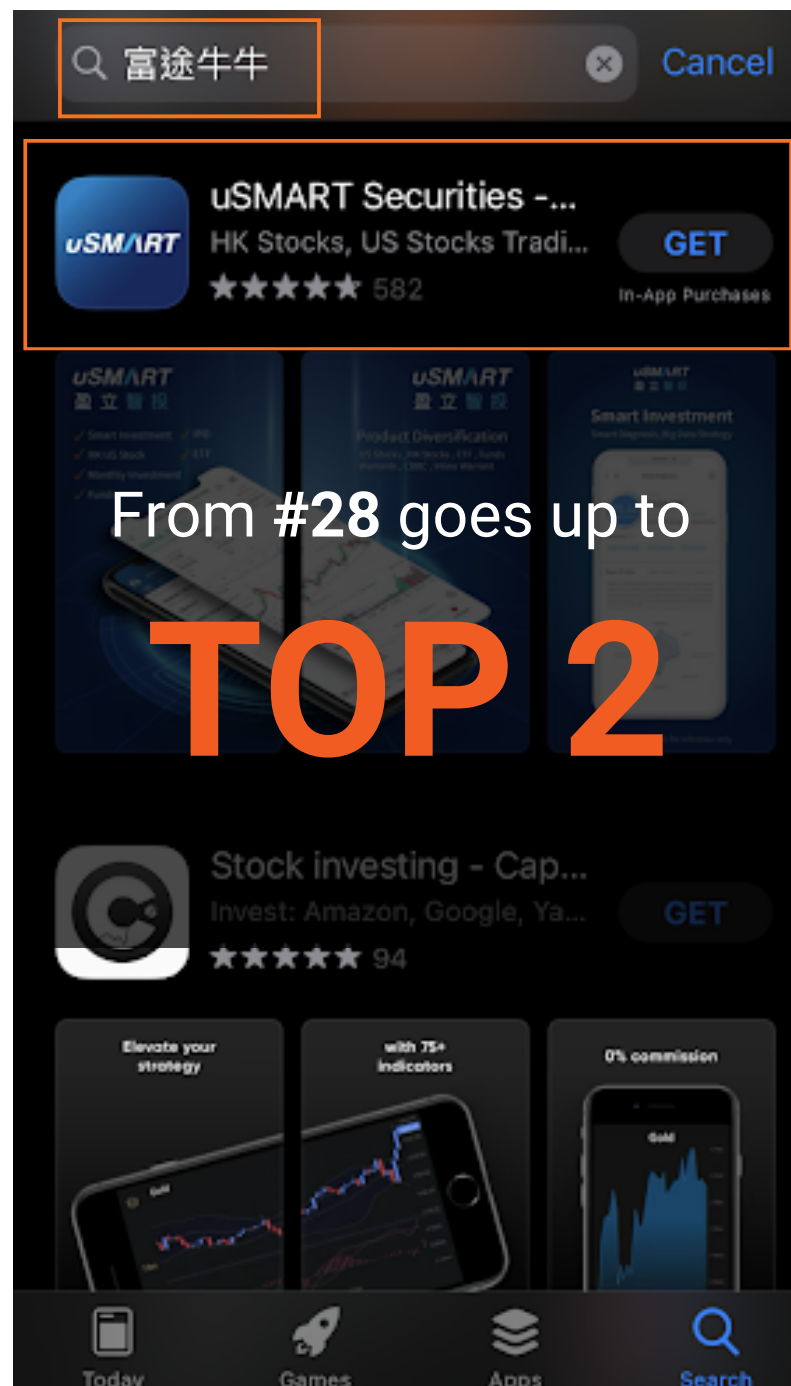
- Increased organic users by 47%
- Identify high search volume, trading-related keywords
- Reached TOP 1 & 2 keywords ranking
- Achieved highest positions vs competitions in the competitive trading app market



Result

App Store Optimisation

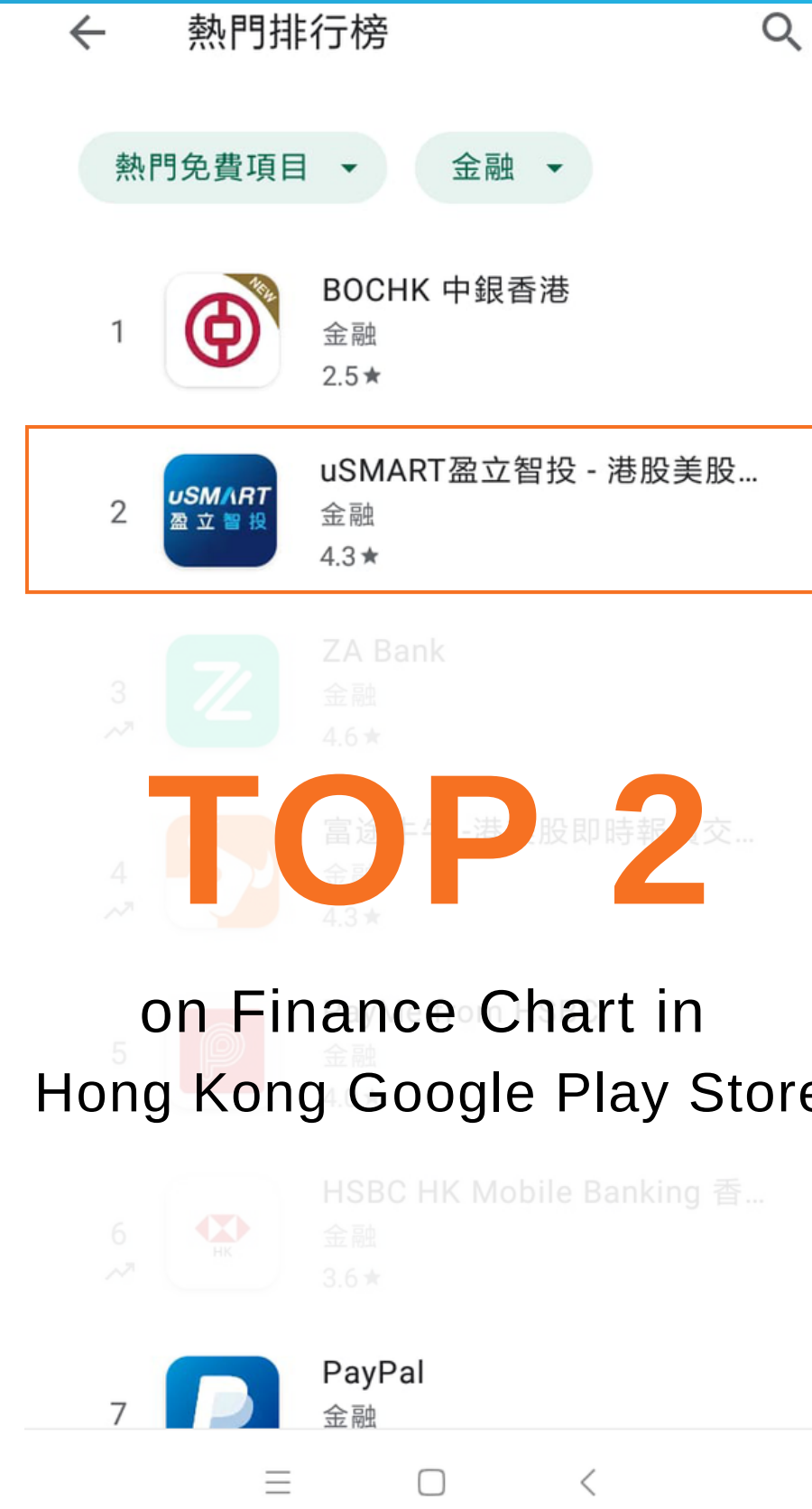
- Increased organic users by 37%
- Identify high search volume competitor keywords and get to the TOP 2 positions
- Leveraging big players' keywords which their name has been established already to help uSmart get exposure and rank higher



Result

App Store Optimisation

- Traffic increased by 48%
- Get massive exposure in the Finance category



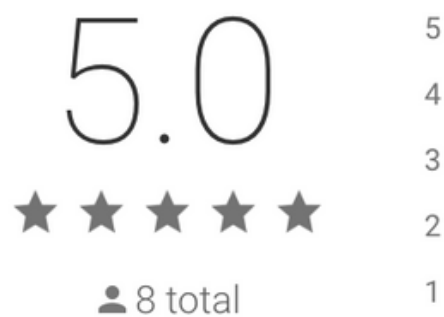
Result

App Store Optimisation

- Improved conversion rate by 30%
- The number of ratings grew by 9588% and it increased the credibility of the ratings.

Before Campaign

REVIEWS



No. of ratings:

8

Overall rating

5.0

After Campaign

評論

審核政



No. of ratings:

775 (+9588%)

Overall rating

4.5



Result

Out-Of-Home Ads

- Build brand awareness all over Hong Kong
- Focused on MTR and bus all around Hong Kong to maximise their exposure.





THANK YOU!

uSMART Securities

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