



intelli-Diet

CASE STUDY

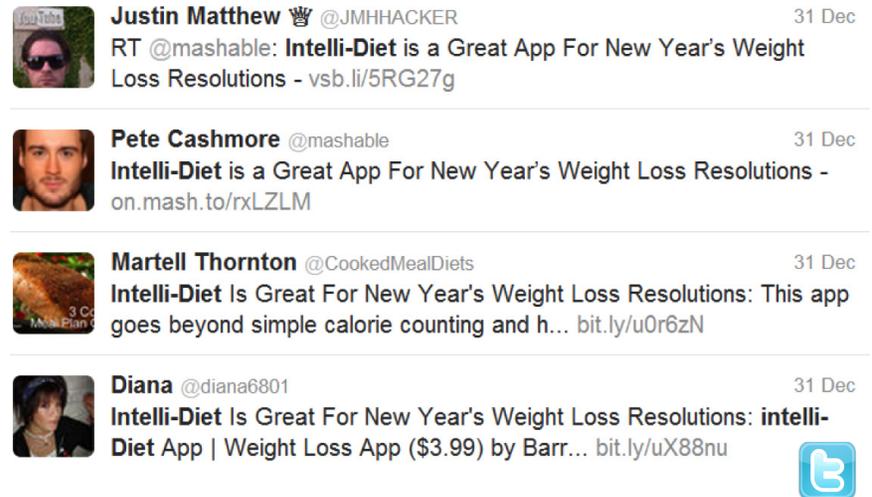
EAM partnered with Intelli-Diet to promote their app for New Year's 2012. Through EAM's Media Outreach Services, Intelli-Diet's daily downloads soared 24x and the app achieved a Top 5 position in its category.

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Problem

The intelli-Diet team was facing a lot of competition in the ultra-competitive Health & Fitness category in the App Store. The team was facing lackluster downloads as the holiday season neared. In December 2011, the app was getting about 10-20 downloads a day, and the team knew that they needed to make a big push to get their app noticed during the key holiday season when more people become interested in the Health & Fitness category. The intelli-Diet team came to Essential App Marketing with the objective to increase awareness of their app for the New Year and get their app talked about by top websites.



Justin Matthew  @JMHHACKER 31 Dec
RT @mashable: **Intelli-Diet is a Great App For New Year's Weight Loss Resolutions** - vsb.li/5RG27g

Pete Cashmore @mashable 31 Dec
Intelli-Diet is a Great App For New Year's Weight Loss Resolutions - on.mash.to/rxLZLM

Martell Thornton @CookedMealDiets 31 Dec
Intelli-Diet Is Great For New Year's Weight Loss Resolutions: This app goes beyond simple calorie counting and h... bit.ly/u0r6zN

Diana @diana6801 31 Dec
Intelli-Diet Is Great For New Year's Weight Loss Resolutions: intelli-Diet App | Weight Loss App (\$3.99) by Barr... bit.ly/uX88nu



Solution

Essential App Marketing used their Media Outreach Services to promote the intelli-Diet app. This included optimizing the app store description, writing a press release, formalizing a media kit, and sending out letters to key contacts Essential App Marketing has in the consumer technology and mobile application industry. As a result of

Essential App Marketing's Media Outreach Services, intelli-Diet was prominently placed in Mashable, App Advice, CNET, and The New York Times. The app's downloads soared to a 24x multiple, and the app achieved a spot as the #4 highest grossing app in the ultra-competitive Health & Fitness category.

Top 200 (Grossing) in Healthcare & Fitness for iPhone

#	Change	Name	# Days	Peak	Rating	Price
1.	0 ▲	 P90X	55	1	★★★★★	\$4.99 ➔
2.	0 ▲	 Nike+ GPS	202	1	★★★★½	\$1.99 ➔
3.	0 ▲	 MyNetDiary Pro - Calorie Counter...	694	2	★★★★★	\$3.99 ➔
4.	24 ▲	 intelli-Diet App Weight Loss App	15	4	★★★★½	\$3.99 ➔
5.	-1 ▼	 Sleep Cycle alarm clock	838	1	★★★★½	\$.99 ➔
6.	-1 ▼	 Sleep Machine	838	2	★★★★½	\$1.99 ➔
7.	-1 ▼	 Pedometer PRO GPS +	414	5	★★★★½	\$2.99 ➔
8.	6 ▲	 Points Calculator Plus Tracker -...	116	8	★★★★½	\$1.99 ➔
9.	2 ▲	 Jillian Michaels Slim-Down...	125	5	★★★★★	Free ➔
10.	-3 ▼	 Period Tracker Deluxe	838	4	★★★★½	\$1.99 ➔