



Super Diet Genius

CASE STUDY

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Problem

For their app's launch, the Super Diet Genius team wanted to make a big splash in the Health & Fitness category. After investing months of development time and money, the team was determined to get their app to break-even in less than three months. The team knew that the Health & Fitness category was dominated primarily by big name brands such as Nike and P90x, and that it is not easy for new apps to break into the category's Top 200. The Super Diet Genius team came to Essential App Marketing with the objective to get their app in the Top 200 category position shortly after their app launches.

Solution

Essential App Marketing used their Media Outreach Services to promote the launch of the Super Diet Genius 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, Super Diet Genius was prominently placed in Gizmodo, Diets in Review, and App Advice. The app's downloads soared beyond the client's wildest dreams to not only land the #3 highest grossing app in the category, but also the 99th most downloaded iPhone app overall.



APP OF THE DAY

Super Diet Genius: A Personal Weight-Loss Coach On Your Phone

Summer is nearly here, meaning you'll want to be looking your best. Getting into shape is much easier with help, and Super Diet Genius can be your digital personal trainer.

What does it do?

Enter your height, weight, age and your ideal weight and this app will guide you in the dieting process. You can specify how aggressively you want to lose those pounds, and set up alerts for meals and snacks.

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