

## What Do I Get When I Work With PreApps?

**A plan and path to a successful app business with exponential growth opportunities.**

Over the past 8 years PreApps has developed a proven Program that takes a first time app business owner through a unique and seamless process to launch their app successfully and reach Millions of Downloads and Sales. The same process can also be applied to support an existing app business and scale it to 10's of Millions of Downloads.

Every app business owner wants to impact the world (in their own way) with their creation.

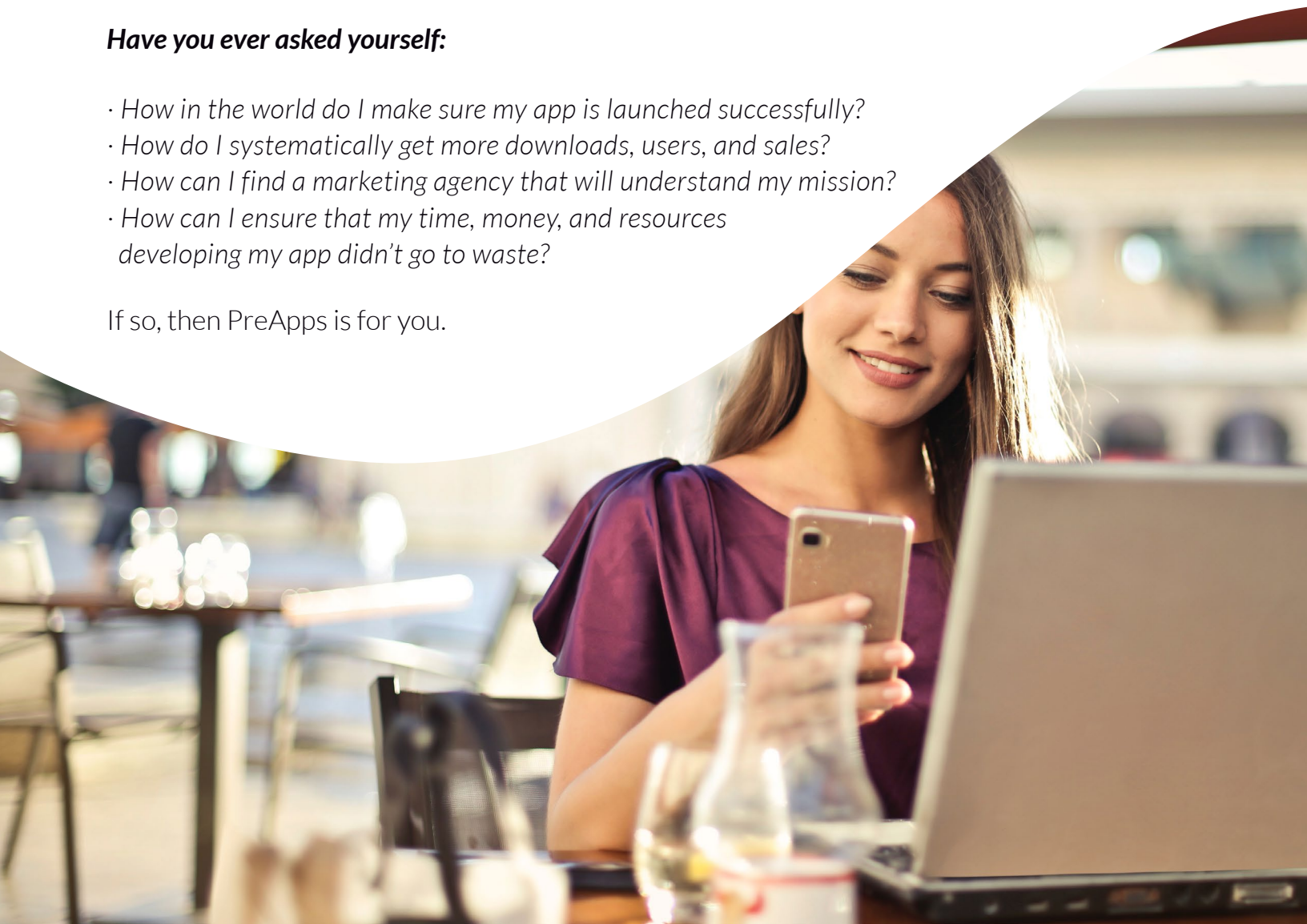
Our job is to help you share your creation with the world, and have fun in the process.

From first time app creators to Billion Dollar apps, the PreApps signature programs have helped thousands of apps reach Millions of Downloads.

### ***Have you ever asked yourself:***

- *How in the world do I make sure my app is launched successfully?*
- *How do I systematically get more downloads, users, and sales?*
- *How can I find a marketing agency that will understand my mission?*
- *How can I ensure that my time, money, and resources developing my app didn't go to waste?*

If so, then PreApps is for you.



# Our Signature Programs



SKYROCKET®  
Downloads



VIRAL VIDEO®  
Production



CELEBRITY®  
Campaign



UA CAMPAIGN  
Management



APP GROWTH®  
Consulting



## What Happens Between Now & Launch Date?

When you're in the PreApps Launch & Growth Program you are supported throughout each phase of your app business journey.

### **Your Support System:**



#### **Weekly Planning Calls**

In our Launch & Growth Program, you'll look at all areas of your app business with a fresh perspective. You'll discover what could be holding you back, and you'll be given the structure, process and tools to make lasting improvements.



#### **App Store Assets**

Through our signature Skyrocket Downloads Program, we'll implement advanced App Store Optimization techniques aimed at increasing your app store ranking, organic growth, downloads and conversions on both the App Store and Google Play Store. Our amazing team of App Store Optimization experts will work with you directly to handle the creation and optimization of your title, description, screenshots, keywords, and other features to maximize your downloads, conversions, and organic exposure.



#### **Viral Video Production**

Our Viral Video Production team will produce the perfect videos in order to drastically boost downloads and your app store conversions. We have produced hundreds of successful app demo videos and will create the perfect videos designed to educate, excite, and inspire users to download your app.



#### **PR Media Outreach**

We'll leverage our contacts at over 150 publications to have your app recognized and promoted on the top online media outlets and turn your app into an instant App Celebrity. We guarantee that your app will be featured on the top mobile app media outlets. The secured press and media exposure will

get your app recognized around the world, provide market validation, brand exposure, and organic promotion to millions of potential users.



### **App Growth Consulting**

Our App Growth Experts will review your app in detail and provide a complete and comprehensive growth plan to dramatically increase your Virality, Retention, and Sales. The PreApps team has worked with hundreds of the top apps on the market and has discovered signature growth strategies resulting in over 550,000,000 downloads.



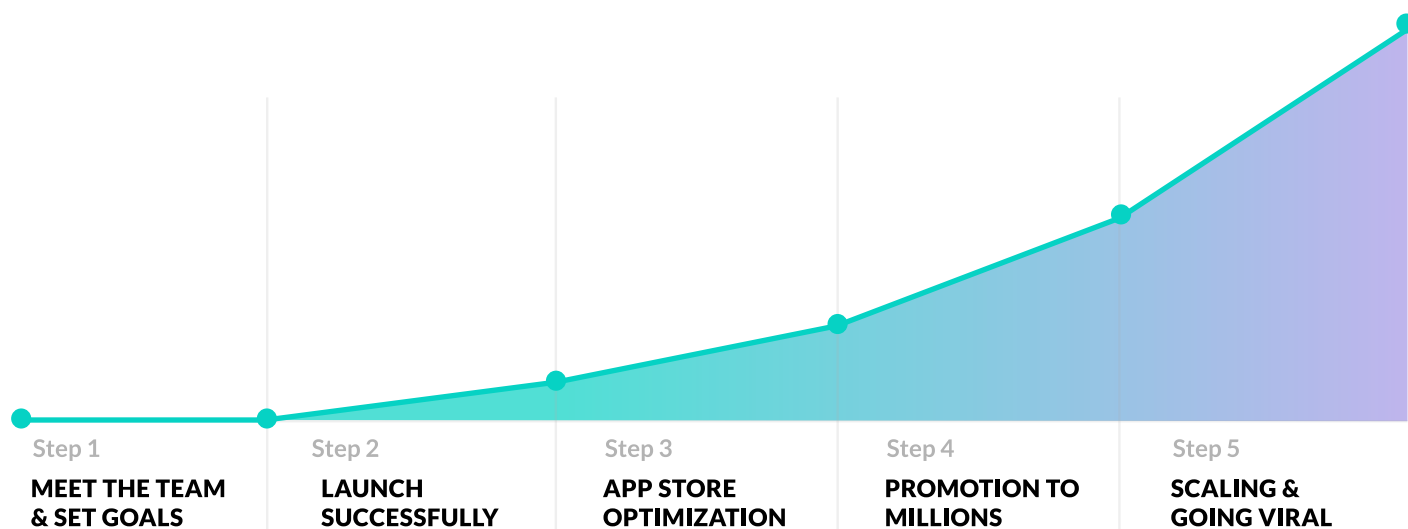
### **Private Marketing Dashboard**

Enjoy one convenient and secure location to access all of your important assets such as your new description, screenshots, videos, press, consulting calls recordings, and much much more. Easily manage your upcoming launch with 24/7 access to your most up to date materials so that your entire team can view your project any time.



### **App Store Intelligence Software**

Track over 2M+ data points across the App Store and instantly monitor the keyword and category ranking movements for your app. Discover opportunities in keyword fluctuations to have a competitive advantage over your app's competitors.





## We Help Our Clients Do Amazing Things



**Protecting  
250,000,000 People  
From Digital Viruses**

*Security Master*



**Proving Security  
For 150,000,000  
People Worldwide**

*ADT Go*



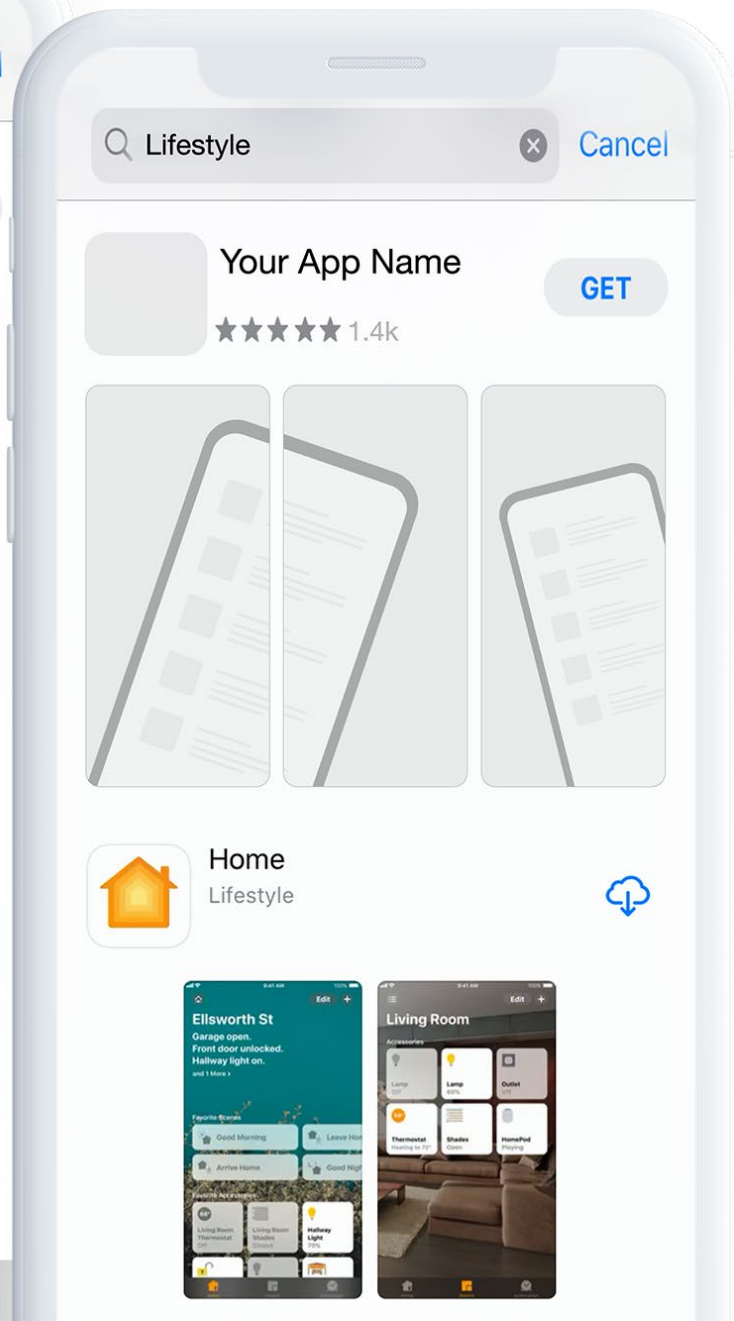
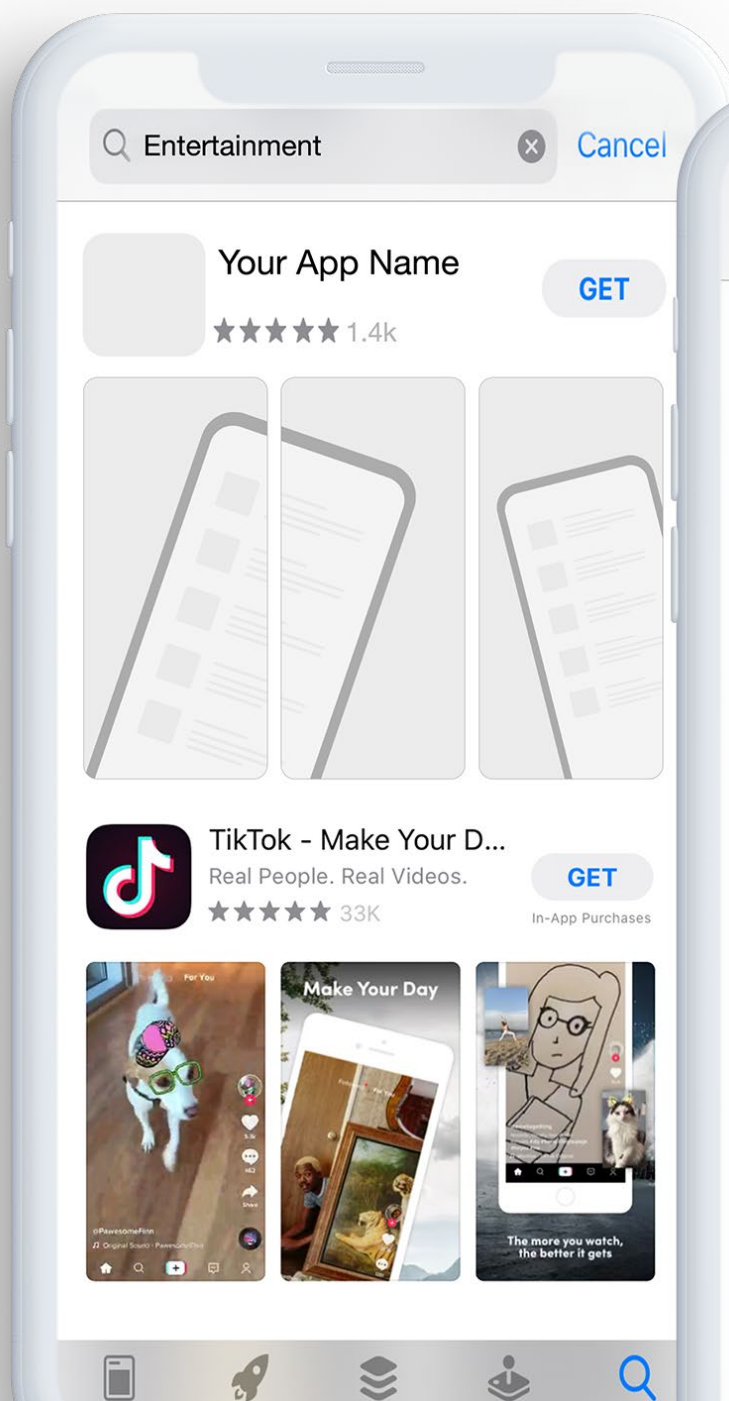
**Entertaining Over  
350,000 Users With  
Fun Games**

*Solitaire Time Warp*



## What Does The PreApps Plan & Path Mean For Me?

- ✓ Seamless Launch Process
- ✓ Ongoing Support
- ✓ Maximized Downloads & App Store Ranking



## Why You'll Love Working With Us


**It's our job and focus to get you downloads** – If you are not getting downloads then we are not doing our job. The success of your app is measured by how many quality engaged users you have.

**We are app growth experts** - You will often find us speaking at events, attending conferences and jumping on webinars. It's our job to know all of the latest and greatest ways to drive you more app downloads and users.

**We spend the time necessary** - Our clients hire us because they know that we will put in the time and work necessary to grow their app business.

**We are available** – We're a part of your company, and you can't be successful unless there is quality communication. That means we will pick up the phone and make ourselves available when you have any questions or concerns.

**All strategies are tested and proven** - Having worked with thousands of apps over the past 8 years we know what works and what doesn't. All of the strategies we recommend are proven techniques backed by over \$1,000,000 in split A/B testing.



Make the decision to invest in yourself and your app business and see the results begin. Become part of our family of successful app businesses today.

# What Our Happy Clients Have To Say

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"The PreApps team went above and beyond our needs. From content to creatives, the whole process was executed incredibly well which allowed us to reach #1 on the App Store and Google Play. If I had the opportunity to go back and do it all over again, I would have certainly contacted PreApps much earlier in the app development process."

- Scott Found, CEO of MyObits



"PreApps played its role in our successfully launched reaching over 250,000 downloads day of launch. It's a great value service and the people are amazingly helpful."

- David Crane, CTO at Overkill



"The PreApps team helped us get MASSIVE distribution to top App Review websites which drove tens of thousands of downloads. We look forward to working with PreApps again."

- David Shack, CMO at Flyp



"I decided to work with PreApps, because they were willing to work within my financial budget, not sacrifice quality, and give me top notch marketing advice to generate as many user downloads as possible."

- Christine Vinson, CEO of Snafwho



"Working with PreApps was instrumental in getting our app the launch exposure needed to attain over 100,000 views in its first 10 days! The team continues to deliver the results we set out for."

- Gregory Barel, CEO of Planet Peepz