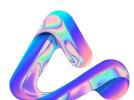


# Adaptive Intelligence International



**Adaptive Intelligence International**

## Case Study

How Our Digital Strategy Helped An App Rise  
To The Top of The Charts

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Adaptive Intelligence International  
244 Fifth Avenue, Suite A269  
New York, N.Y. 10001

**800.985.7395**

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# OVERVIEW

MyMood AI is an AI photo-generation app that lets you generate the perfect shot every time with their top-rated AI Photo Software.



## BACKGROUND

“My Mood is the ultimate photo maker for social media enthusiasts seeking to upgrade their content. Whether you want to create avatars, edit photos, or explore AI art, it's all at your fingertips.”

MyMood AI launched in February of 2023 and is available for Android and IOS.

The company prides itself on its cutting-edge technology that allows the images users submit to be enhanced without the typical defects associated with AI-edited photography.



## OUR INNOVATION



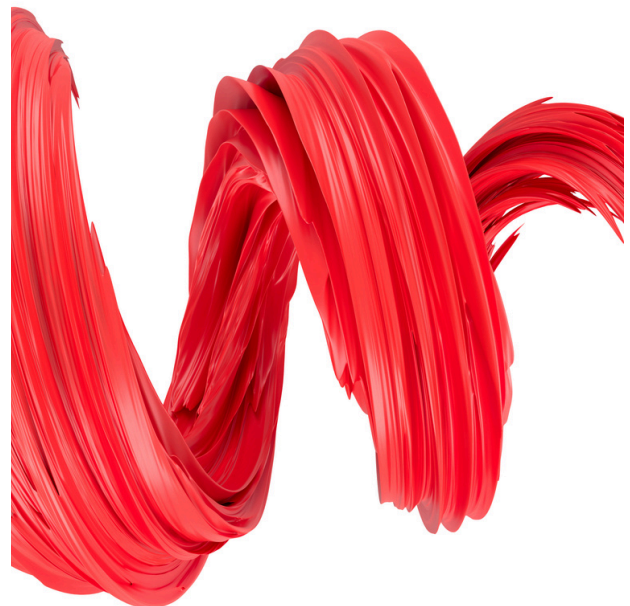
Adaptive Intelligence International aims to become the world's best cloud-based creative agency, nurturing talent across North America and Europe and delivering best-in-class creative and content solutions to our valued clients.

We're actively entering new markets, unveiling cutting-edge proprietary technology, and taking decisive steps towards carbon neutrality, demonstrating our commitment to innovation and sustainability.

Our team is adaptable, working when and where we want; efficient, leveraging existing tech and building new ones to maximize efficacy; and empowered, constantly exploring new skills, unleashing hidden talents, and chasing our passions.

## OUR COMPREHENSIVE SOLUTIONS

We believe that creativity is the world's most valuable asset. By combining raw creativity with innovative, best-in-class marketing strategies, Adaptive Intelligence drives the future of industries. After securing the #1 position as Upwork's (Nasdaq: \$UPWK) Top Creative Agency in 2023, we're on a mission to become the world's leading cloud-based creative agency, nurturing talent across North America and Europe and delivering best-in-class creative and content solutions to our valued clients. We're pioneering sustainable technologies and are committed to environmental sustainability and effective climate action. Adaptive Intelligence isn't just a company. It's a way of thinking.



# CHALLENGES

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MyMood AI was faced with an accelerated timeline for its app launch. With only a week left until the app's release, they needed an expert team who could seamlessly integrate app sales with social media and influencer campaigns.

## Needed Services



**Digital Marketing**



**UX/UI Review**



**Influencer Outreach**



**iOS Beta Feedback**



**Brand Strategy**

# SOLUTIONS

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Adaptive served as an all-encompassing marketing consultant for UX/UI design, influencer marketing, and general brand strategy in conjunction with digital marketing for their newly launched app.

## OUR DIGITAL STRATEGY

Adaptive worked directly with the CEO to review the app description copy, the beta UX/UI design, and testing the stable diffusion engine responsible for generating the user photos. After extensive discussions with the developers, marketing and customer service teams, we offered feedback that utilized insights pinpointing their target audience's needs from the app, as well as the optimal brand tone and brand identity to implement.

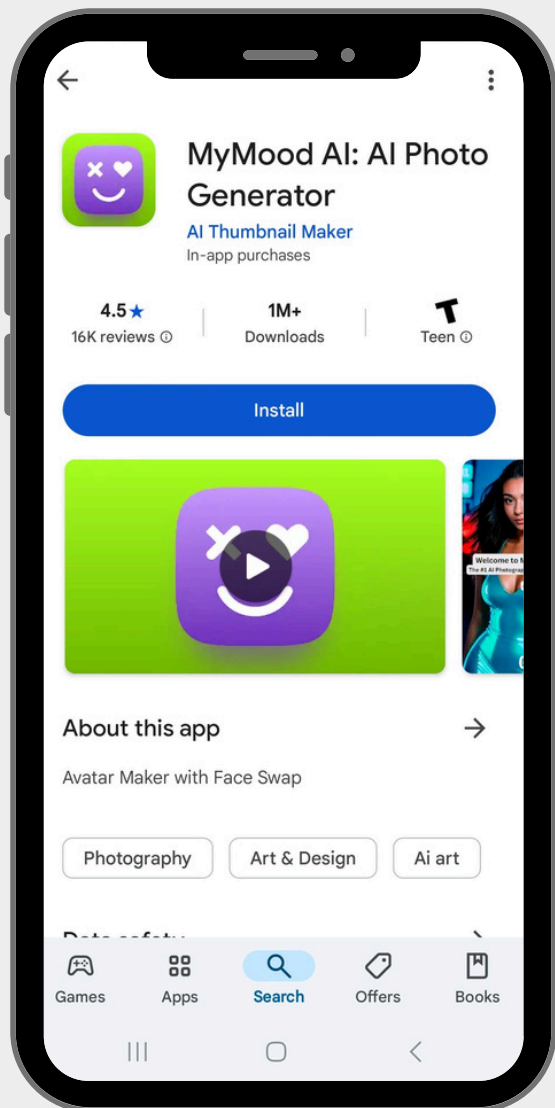
Wanting to utilize a name that would encapsulate the company's brand, we pitched MyMood as one of several brand names. Once it was approved, we began crafting web copy, in-app copy, and key messaging for the service.

After multiple versions, adjustments, and pricing changes, in-app purchases soon surpassed \$200K a month, and app users offered glowing reviews of MyMood AI's various features across both iOS and Android.

# RESULTS

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Thanks to our efforts, MyMood AI exploded in notoriety and quickly encapsulated their ROI.



## Numbers To Note

**1M+**

**Downloads since launch**


**\$200K+**

**Monthly in-app purchases**

**#26**

**Ranking in the Photo/Video category of the US App Store**

# RESULTS

**MyMood AI: AI Photo Generator**  
AI Thumbnail Maker LLC • App ID: 1669952628 • [View in App Store](#)

**Categories**  
Photo & Video, Lifestyle

**Support URL**  
[AI Thumbnail Maker LLC](#)

**Price**  
Free

**Developer Website**  
[AI Thumbnail Maker LLC](#)

**Top Countries / Regions**  
 US, Brazil, Turkey


**Content Rating**  
17+

**Downloads**  
Worldwide • Last Month  
**30K**

**Revenue**  
Worldwide • Last Month  
**\$200K**



**Revenue** ⓘ  
Worldwide • Last Month  
**\$200K**



## MyMood AI: AI Photo Generator

**AI Thumbnail Maker**  
In-app purchases

**4.5** ★  
16K reviews ⓘ

**1M+**  
Downloads

**T**  
Teen ⓘ



# CLIENT FEEDBACK

Our partnership with MyMood AI displays how quickly our team is able to bring our clients' ideations into fruition. Though we had a tight deadline, we were able to mobilize our team to develop a holistic digital marketing strategy that has helped to propel the app's sales to this day.



**“Very professional and amazing work. Great communicator and able to adapt to what we needed!”**

**KALE ABRAHAMSON, CEO OF MYMOOD AI**

# THANK YOU!

Inspired by MyMood AI's success story?  
Get in touch with us to start your journey toward  
outstanding results.



## CONTACT

244 FIFTH AVENUE  
SUITE A269  
NEW YORK, NY, 10001  
800.985.7395  
SALES@AI.AGENCY