

Srijan Mishra

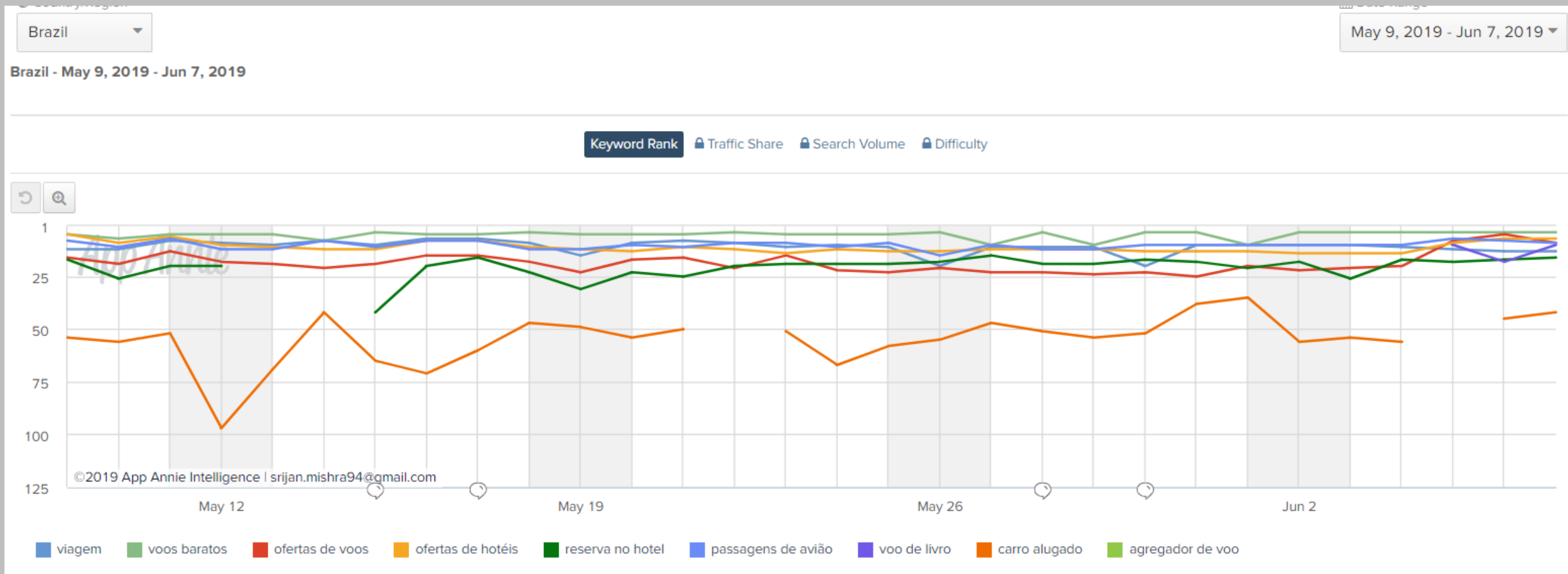
Mobile Marketing
ASO for Kayak



Keywords for Kayak in different countries and languages

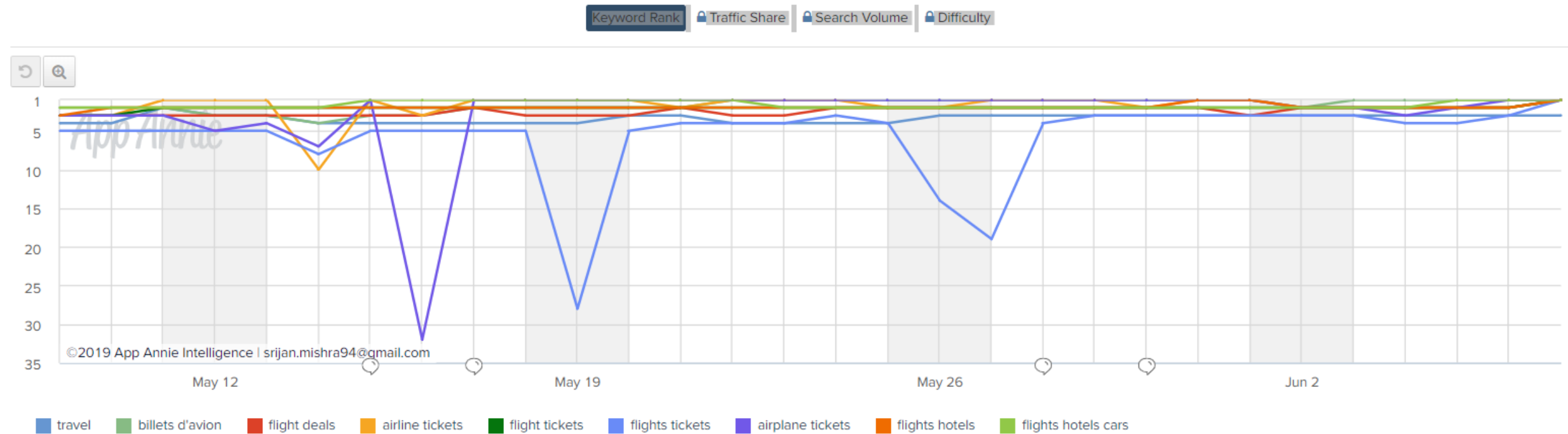
English			Brazil (Portuguese)	German	Mexico (Spanish)
US	UK	Canada			
book flight	book flight	book flight	voo de livro	Flug buchen	reservar un vuelo
hotel booking	hotel booking	hotel booking	Reserva no hotel	Hotelbuchung	reserva de hotel
flight deals	flight deals	flight deals	ofertas de voos	Flug Angebote	ofertas de vuelos
hotel deals	hotel deals	hotel deals	ofertas de hotéis	Hotelangebote	ofertas de hoteles
book car	book car	book car	carro de livro	auto buchen	carro de libros
cheap flights	cheap flights	cheap flights	voos baratos	Billigflüge	vuelos baratos
travel	travel	travel	viagem	Reise	viaje
flight aggregator	flight aggregator	flight aggregator	agregador de voo	Flugaggregator	agregador de vuelo
plane tickets	plane tickets	plane tickets	passagens de avião	Flugtickets	boletos de avión
vacation	vacation	vacation	período de férias	Urlaub	vacaciones
rental car	rental car	rental car	carro alugado	Mietwagen	coche de alquiler

Keywords in Brazil



Keywords in Canada

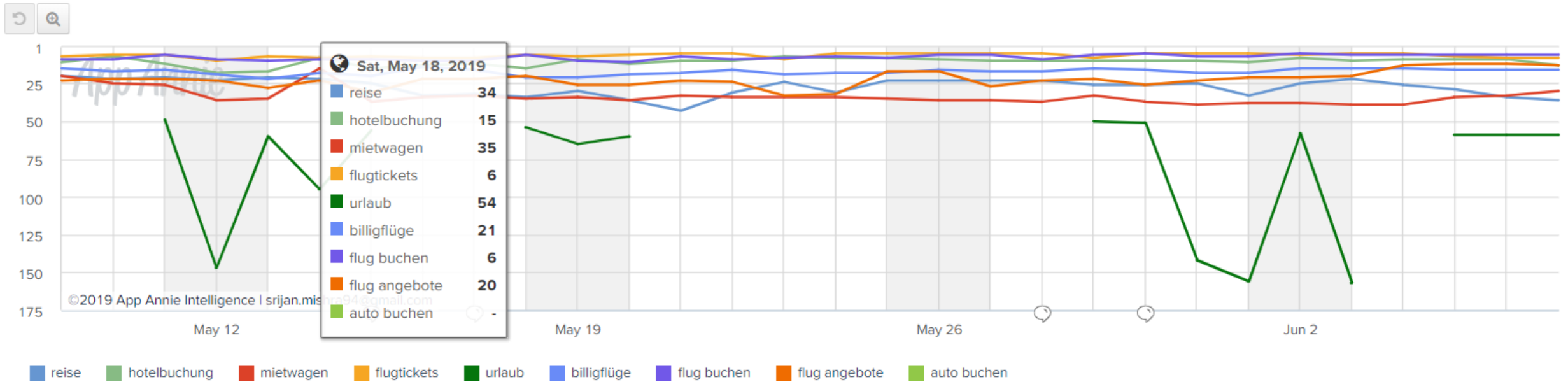
Canada - May 9, 2019 - Jun 7, 2019



Keywords in Germany

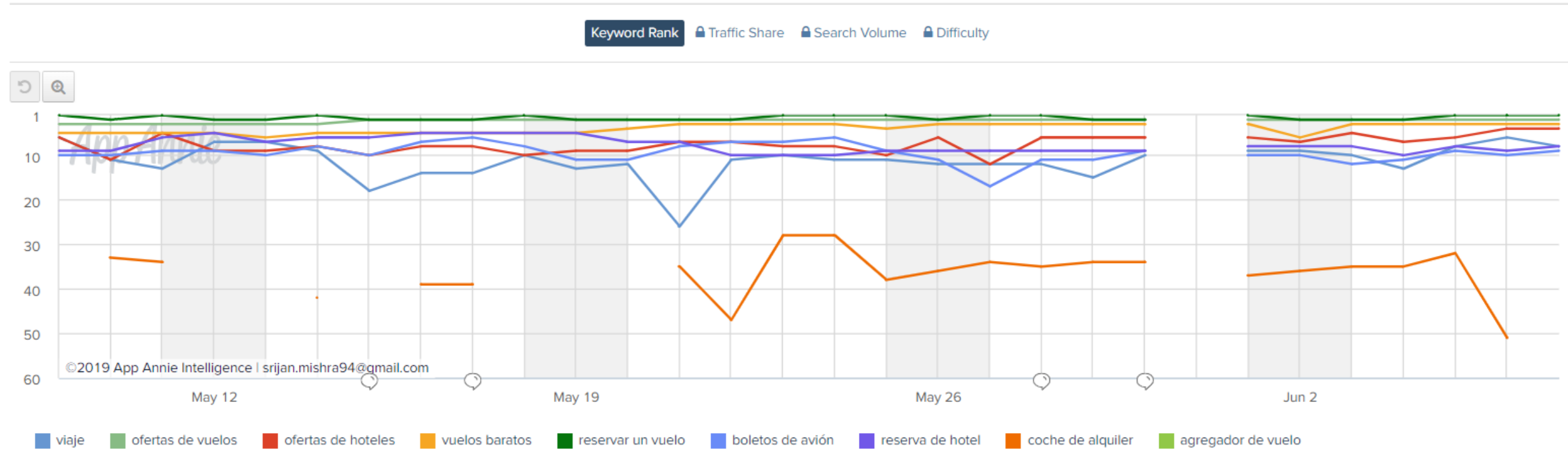
Germany - May 9, 2019 - Jun 7, 2019

Keyword Rank Traffic Share Search Volume Difficulty

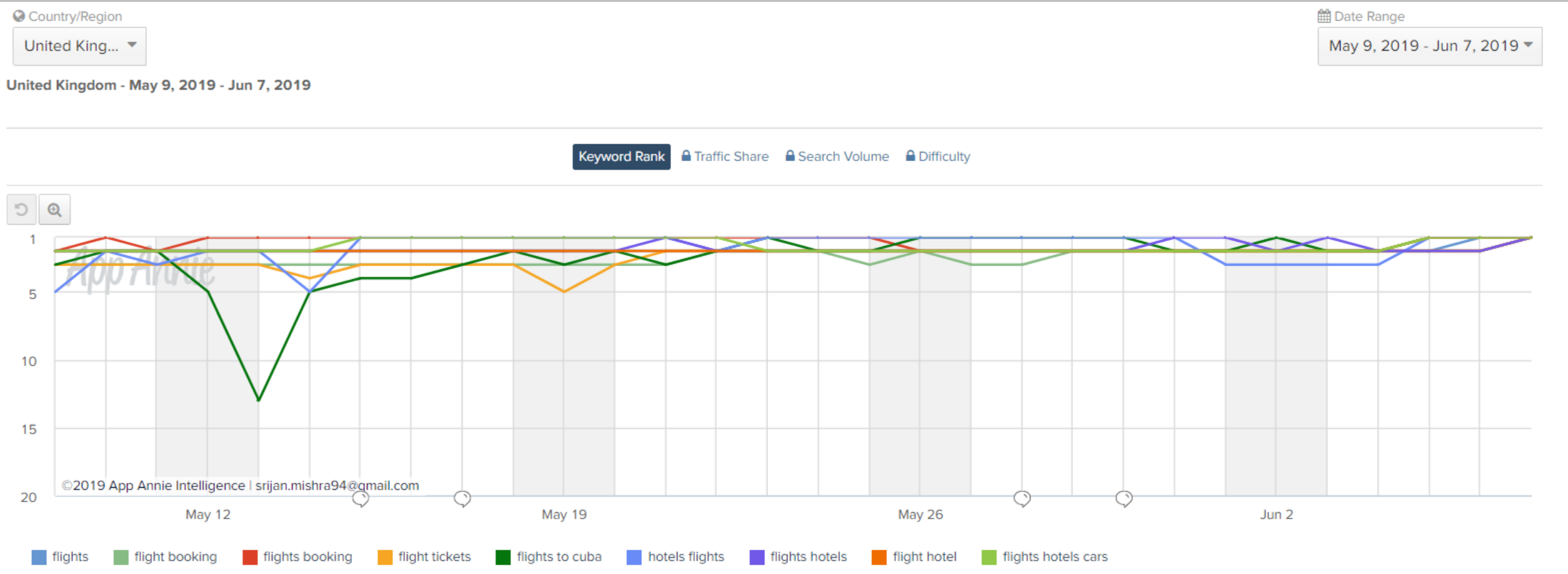


Keywords in Mexico

Mexico - May 9, 2019 - Jun 7, 2019

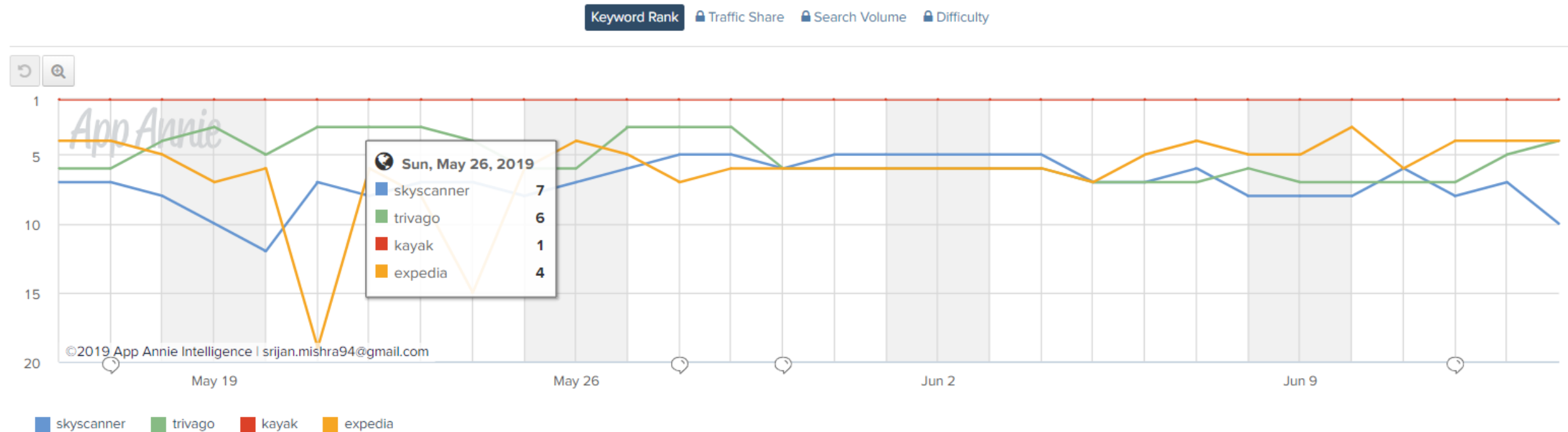


Keywords in United Kingdom

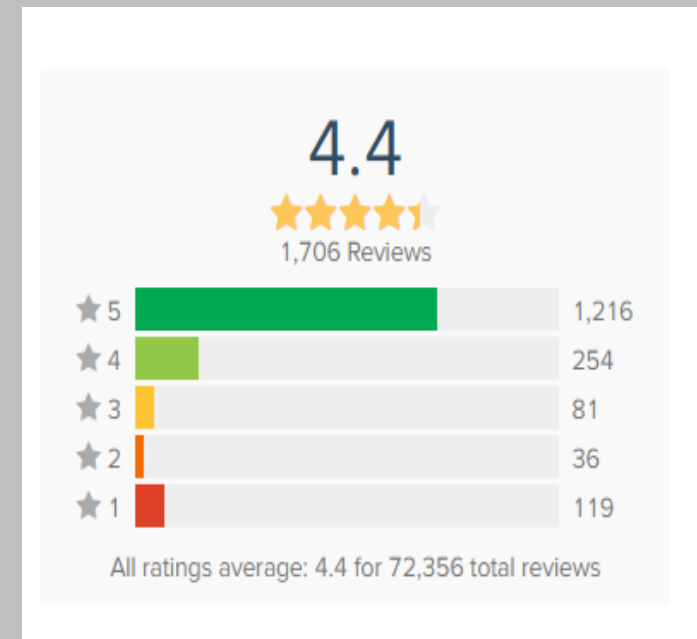


App Comparison

United States - May 16, 2019 - Jun 14, 2019



Rating for the app 30 days and 90 days respectively



Reviews

Rating	Reviews
★☆☆☆☆ 1.0	Untitled Baixei o app pela propaganda de medir mala de mão, mas não existe essa opção
★☆☆☆☆ 1.0	Untitled notification spam.
★☆☆☆☆ 1.0	Untitled não achei a opção para medir as malas.
★☆☆☆☆ 1.0	Untitled why is 'what's new' section appearing in russian?
★☆☆☆☆ 1.0	Untitled descargar tamaño
★☆☆☆☆ 1.0	Untitled Alguém conseguiu medir a bagagem de mão ? Propaganda enganosa ... Desinstalando em 3 2 1 !
★☆☆☆☆ 1.0	Untitled no pude ingresar la ciudad de origen ni de destino, no me dejaba ni escribirla ni seleccionarla y no voy a i niciar sesion, las demas paginas muestran precios y todo lo demás sin necesidad de iniciar sesión
★☆☆☆☆ 1.0	Untitled every single price I've looked looked at is wrong when going to book. this is a absolutely rubbish app.
★☆☆☆☆ 1.0	Untitled instalei p medir minha mala e não veio a Linha de medição. desinstalado.
★☆☆☆☆ 1.0	Untitled O melhor preço continua sendo da maxmilhas! Desinstalando....

Conclusion over the reviews of app

To my understanding and findings, majority of people are pretty much satisfied with the app that gives the app 4.4 to 4.8 rating on the app store, but some of the people seem to be frustrated of the push notification system by the app and they find it spam and bugging. Some of the other issues that people came across was the issues regarding refund and cancellation of their flights. I think we can do better and improve by being responsive on the reviews section and listening to their complaints and replying each one of them individually.

Title and Subtitle for Kayak



Title - Travel, Hotel Bookings, Cheap Flights, Rental Cars. (50 characters)

Subtitle – Find the best travel prices. Book compare flights,
hotels, rental cars, cruise. (78 Characters)