

MobileAction as a Tool for Effective Better-Off

MobileAction is an intuitive App Store Optimization and Mobile App Intelligence platform that was founded in 2013 and its HQ is located in San Francisco. MobileAction helps app publishers rank higher in app store searches, get more organic downloads and understand vital metrics that will help them make the right business decisions thanks to MobileAction's competitive intelligence. Its all-in-one platform gives everyone from independent developers to large enterprises precise data to gain a competitive advantage. The products are powered by proprietary algorithms that give you insights that are simply not available on other platforms.

MobileAction helps to boost its customers' productivity by reducing the amount of time they spend and reducing their overall cost by providing insightful tools and smart automation rules. Customers are faced with a supportive, advice-giving environment in front of them. For example, SearchAds.com is a partner with Apple Search Ads and when Apple Search Ads users combine it with SearchAds.com, customers are having more accurate and effective results by spending less time on it compared to previous times. "Make the most out of Apple Search Ads with SearchAds.com. As a recognized Apple Search Ads Partner, we deliver a seamless campaign management experience with all the tools and metrics to make your Apple Search Ads campaigns more efficient and profitable."¹ SearchAds.com reduces the frequency of manual control for bid change. It can track the competitors' bidding words and allows you to bid more and competitively against those competitors and creates more opportunities for you over time. It helps you to reach the most valuable customers with much less effort compared to others.

The ideal customers are the companies and developers with an eagerness to be more competitive in their specific market. MobileAction is not only making a product for its customers but more, it is a means of producing solutions to the problems of its customers.² The customers are mostly the companies that are mostly tech companies specifically with a background in mobile interaction-based companies. It is obvious that a B2B marketing is inevitable. Apple is one in the most known technology companies which also has a strong background of mobile technology. No doubt why these companies are choosing MobileAction, it is doing the work of combining many databases all in one system to provide quick results to its customers.³ The lifecycle of MobileAction is starting with being a startup by an immigrant. When having more connections and example works, it gained more connections and therefore investments. It is a private company.⁴ In order to be more successful and to keep up with the interaction and get bigger, having a good marketing funnel is the key to do so. The more they see it is reliable, easy, and secure; the more they choose MobileAction to earn more and have better off overall for themselves. To serve better to their customers, and to earn new customers, they will need MobileAction's skills more frequently.

¹ "#1 Apple Search Ads Campaign Management and Intelligence Tool." SearchAds.com - #1 Apple Search Ads Campaign Management and Intelligence Tool, <https://searchads.com/>.

² "What Is Mobile Action?" YouTube, MobileAction, 30 Jan. 2020, <https://www.youtube.com/watch?v=qhisocv0MJ4>. Accessed 24 Nov. 2022.

³ Dipnottv, director. O'dan 100 Milyon Dolara; Aykut Karaalioglu - Silikon Vadisi'nin Türk Kahramanları. YouTube, YouTube, 30 May 2016, <https://www.youtube.com/watch?v=fWr9h8cO5PI>. Accessed 24 Nov. 2022.

⁴ Dukach, Semyon. "These Founders Overcame Their Immigration Struggles to Start Their Companies in the U.S., and You Can Too." Forbes, Forbes Magazine, 30 Apr. 2020, <https://www.forbes.com/sites/semyondukach/2020/04/30/these-founders-overcame-their-immigration-struggles-to-start-their-companies-in-the-us-and-you-can-too/?sh=3e1f353d496c>.