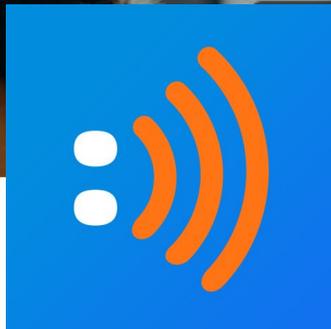




YouMail

Driving Organic Leads & App Downloads



SUCCESS STORY

The Telecom Call Blocking App ran a comprehensive organic marketing campaign over Q4 2022 targeting specific buyer related keywords resulting in a 64% Increase in Sessions and a 147% increase in revenue

+64%

New Organic Users

+67%

Organic Sessions

147%

Increase in Revenue

THEIR STORY

STOP SPAM CALLS

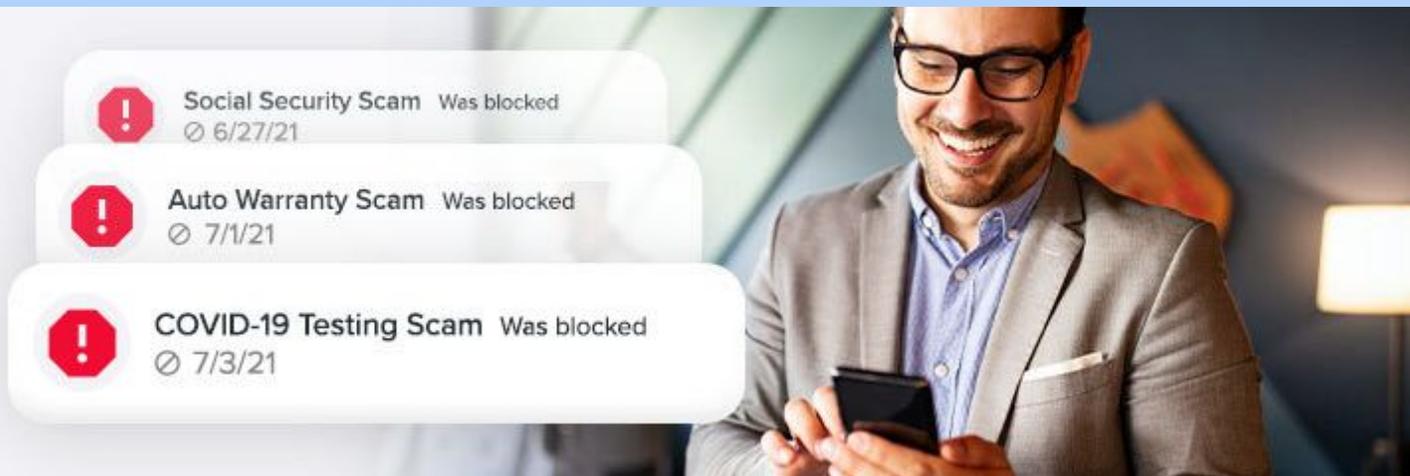
YouMail protects consumers, enterprises, and carriers from harmful phone calls. YouMail powers America's most robust telephone sensor network in identifying and providing zero-hour protection against illegal calling campaigns and cyberattacks. This network empowers YouMail Protective Services to protect consumer-facing enterprises by shutting down imposter traffic that can lead to financial or brand damage and protects carriers with robocall mitigation services that help stop bad traffic originating, traversing, or terminating on their networks.



THEIR GOAL

Build Brand Exposure

YouMail wanted to increase app downloads in the US market using a Data Driven Organic approach that strategically aligned keyword targeting and customized creative to reach prospective customers with the right message at the right time.



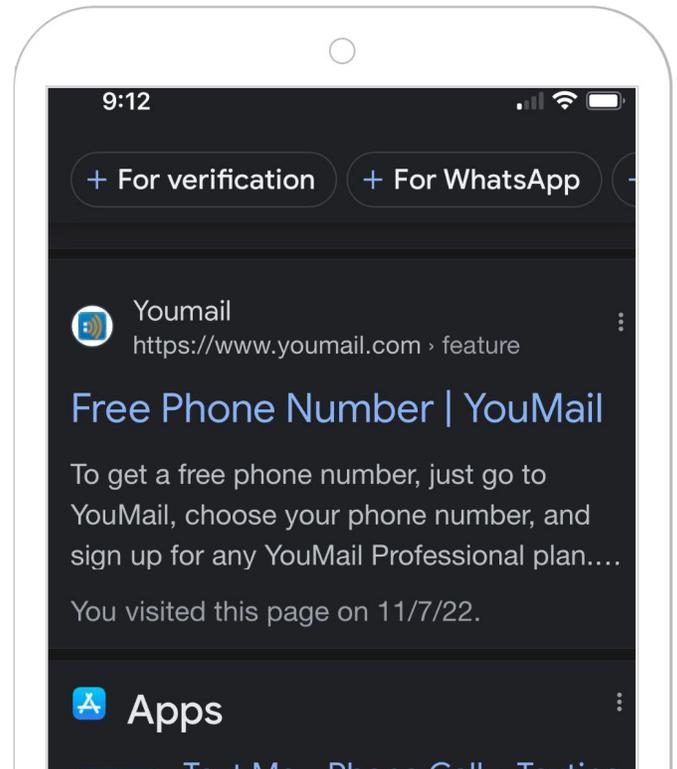
THEIR SOLUTION

Target Keywords

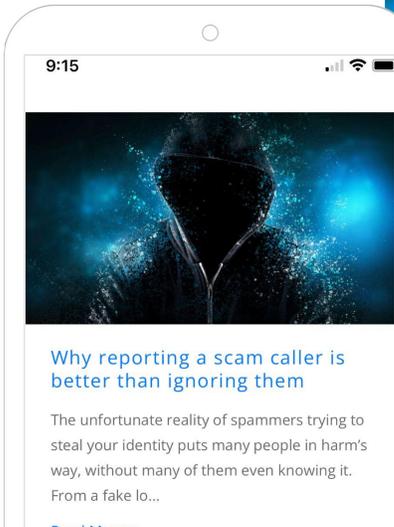
YouMail teamed up with Ricky Coburn to create a data driven organic marketing strategy that would increase overall exposure and top of the funnel prospect customer growth.

The goal was to attract prospect customers who fit target persona and demographics with the highest potential to convert.

The team used their first party data and machine learning to create Organic campaigns targeting audience behavior and buying habits.



What is the Assurance Medicare Benefits spam robocall?



Robocall Spam Call of the week: Assurance Medicare Benefits

Actual audio of Assurance telemarketing spam call

Medical Insurance Spam Call

audio captured by YouMail

o from the Assurance telemarketing spam ro

alling from Assurance, a licensed and certified representative of Medicare plan tion request on medicareplan.com. We have analyzed the info that you sent us n exactly your situation find the benefits they're looking for and in many instan bles and co-pays. I want to connect you with one of our licensed agents for a fr u. Call or text this number back. That phone number is 844-243-9736. Again, yo at phone number is 844-243-9736 looking forward to helping you.

the Assurance Medicare Benefits spam robo

urance Medicare Benefits robocall can put your private information and id tions of these spam calls are occurring in Texas, Georgia, Florida, Californ rs used are (18335322944), (17065239691), (17062233516), (16784962532), take the proper precautions to protect you and your family.



Primary Dimension: Keyword Source Landing Page Other

Keyword	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	64.03%	65.94%	63.68%	0.68%	1.25%	10.47%

THEIR SOLUTION

Data Driven Keywords

Targeting buyer centric keywords the team created articles, video and content during the Quarter to overcome Google algorithm updates and gain priority Keyword positioning



Web Vitals



Position



Search



Link Structure



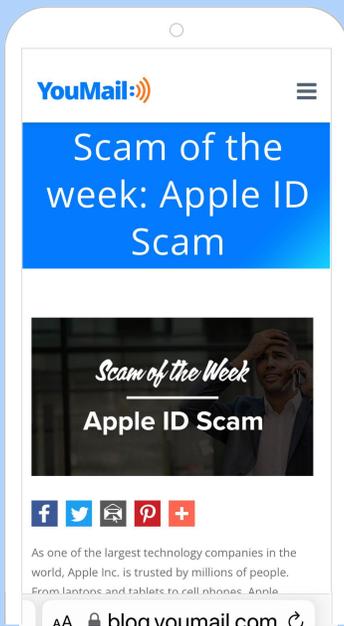
Content Strategy



Insights



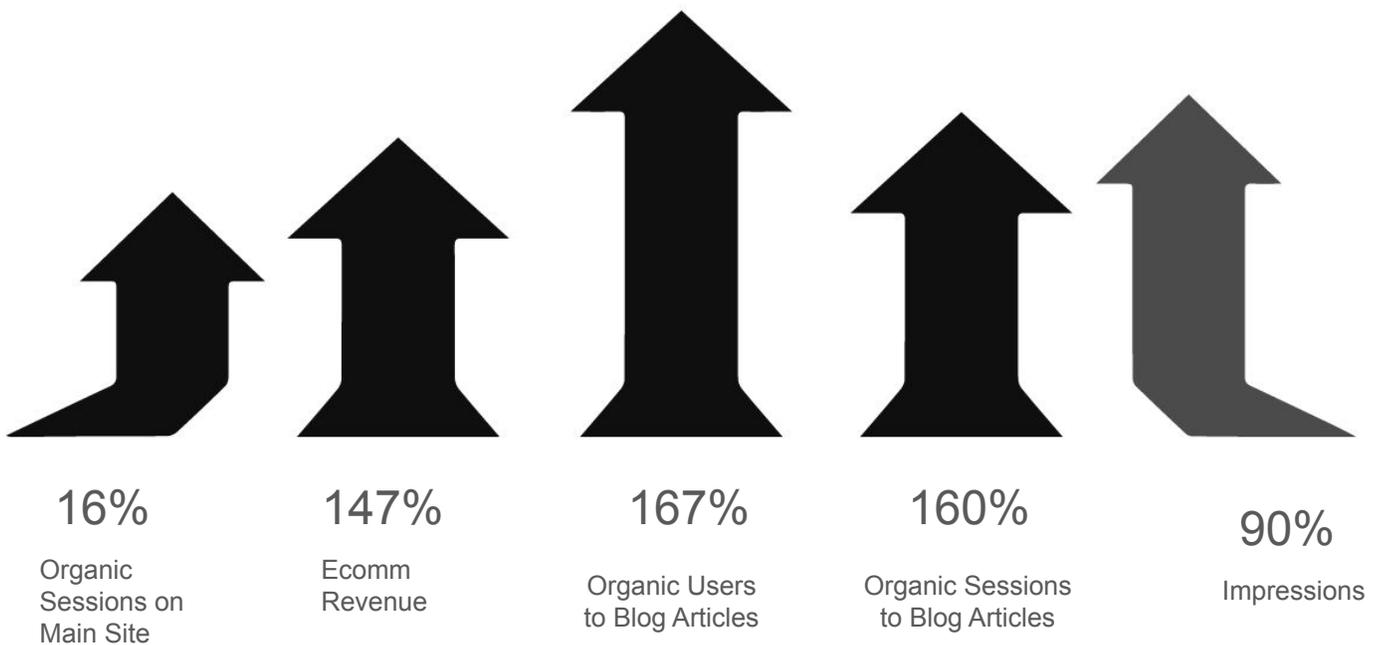
Tech



THEIR SUCCESS

Shortcut to app revenue

YouMail measured the results of their Oct 1, - Dec. 31, 2022 Campaign by using a combination of Search Console and Google Analytics to get an accurate interpretation of their data.





We quickly concluded that targeting buyer centric keywords was the most effective way to generate qualified leads. With first party data and campaign analytics we built an automated dashboard that was key in analyzing YouMail's organic performance at a granular level. At our comprehensive weekly optimization sessions, we looked at results and were able to find the perfect strategies to increase marketing efficiencies.

Ricky Coburn / Project Managing Director

TOOLS IN THE SHED

