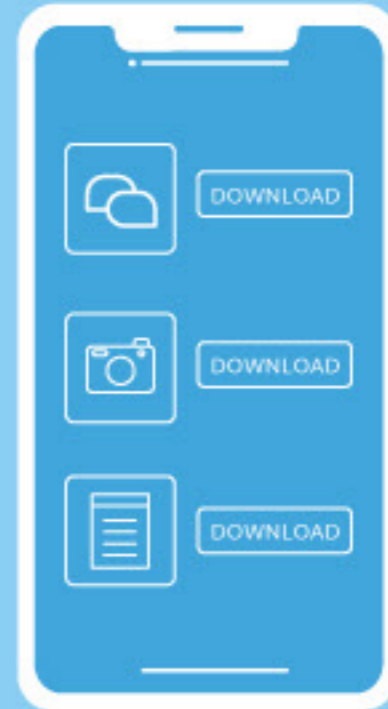


Riding the Organic Uplift Wave

What Is Organic Uplift?

Organic uplift is a term many app marketers know, but it's not easy to quantify or qualify. In simplest terms, it describes organic traffic and downloads because of a paid campaign. It's a fundamental metric in user acquisition (UA) and app store optimization (ASO). Consider it the second wave after a rewarded campaign.

Follow along to learn how to measure and leverage organic uplift.



Measuring Organic Uplift: Calculating the Wave without Wiping Out

K-Factor Formula Steps



Start with a period with zero organic downloads.



Run a UA campaign.



Contribute installs to the campaign.



Find the total number of installs for the period.

Sample Data



$K\text{-Factor} = \frac{\text{Total Downloads for a Period of Time}}{\text{Downloads Attributable to UA Campaign}}$

$K\text{-Factor} = \frac{12,000}{10,000}$

$K\text{-Factor} = 1.2$

Anything over 1 is considered viral. The higher the K-Factor, the better!

Keep the Tide Flowing in Your Direction: Benefits of Organic Uplift



Acquire Higher Quality Users

- Organic downloaders aren't there due to an incentive; they have a more specific need.
- You'll likely retain these users longer, leading to more opportunities to monetize them.



Rise the Ranks

- Paid campaigns deliver high-volume users.
- More downloads boost your ranking.
- Your app becomes more visible to organic searchers.



Enhance ASO with Download Signals

- Organic uplift impacts ASO
- Download velocity is a signal to app store algorithms, which can enhance your visibility in search results.



Increase Reviews and Credibility

- Use CPE (cost per engagement) or CPA (cost per action) to reward new users that provide a review.
- More positive reviews impact your app store rankings.



Maintain Incremental Growth

- Rewarded campaigns have short-lived spikes in volume.
- Initial spikes lead to more visibility and organic downloads, delivering sustainable growth.



Boost Virality to Max Out the Wave

- Make your app easy to share for users.
- Ensure your app store profiles are accurate and engaging.
- Continue honing the user experience of your app.
- Employ K-Factor data findings to target specific segments. (i.e., female users aged 18 to 24 in the U.S. have high K-Factor ratings, so target that demographic.)

Are You Riding the Wave of Organic Uplift?

While organic uplift is a result of paid campaigns, you still can strategize around it. It takes data, measuring, and analysis, but you can optimize for organic uplift, and our experts can help!

[Get in Touch](#)