

# App Intelligence Case Study: Western Union Uses Sensor Tower to Drive Visibility and Organic Growth

## Background: The Rise of Mobile Finance

For over 145 years, consumers and businesses have enjoyed the flexibility and global reach of Western Union's money transfer services. A large percentage of transfers are made internationally, and with the proliferation of mobile devices in developing countries, establishing a mobile presence has been critical for Western Union to better serve their ever-growing customer base globally.

In order to drive mobile user adoption across global markets, Western Union needed a way to comprehensively measure its apps' visibility as well as benchmark against its closest competitor apps. After evaluating multiple providers, Western Union chose Sensor Tower for its quality of data and the deep level of engagement from the Customer Strategy Team.

## Challenge: Competing in a Crowded Online Payment Market

As a traditionally retail-based service, Western Union aims to both bring its existing customers to its mobile app and grow its new mobile user base. Meanwhile, web- and mobile-first payment services such as Paypal and Venmo have established robust presence in the online marketplaces. In addition, developers are launching new payment apps every day, further crowding the money transfer industry.

Competing with these names requires Western Union to quickly and precisely measure its own apps' visibility while keeping track of how they stack up against the rest of the industry. Whether it's measuring how app metadata changes affect discoverability, or evaluating the impact of app store featuring on user growth, Sensor Tower's **App Intelligence** had the right functionalities to help Western Union team accomplish their goals.

## Solution: Improved Visibility and Insights into Competitive Landscape

With **App Intelligence**, Western Union actively measures the correlation among its apps' visibility scores, keyword rankings, and downloads. Sensor Tower provides the flexibility to extract longitudinal data via CSV download or through the API. Accessing data in various levels even allows the team to create an internal dashboard to track

### Customer

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### Headquarters

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Meridian, Colorado, U.S.

### Sensor Tower Product Used

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App Intelligence

### Results

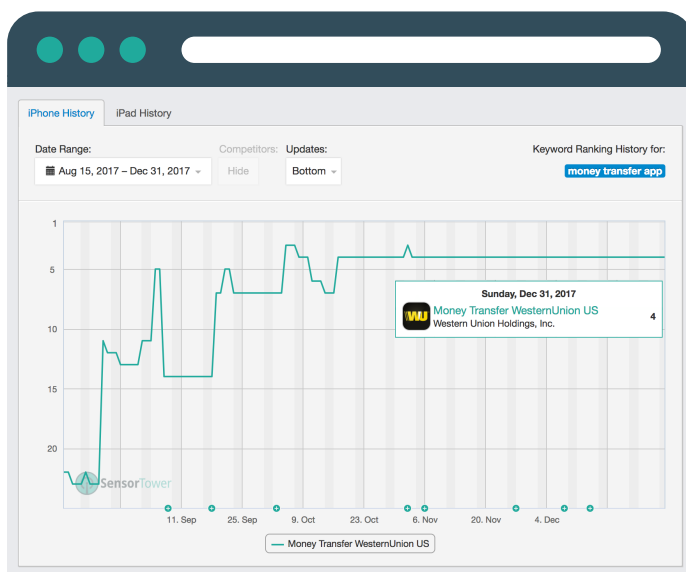
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Immediate boosts in organic installs and revenue from establishing robust ASO strategies

## Solution (continued):

the impact of app metadata changes in real time. Whenever an app releases a new version, updates keywords, or modifies screenshots, Western Union’s marketing team is able to quickly identify how organic downloads are affected, both for its own apps and competitors’ apps.

The Western Union team has even leveraged Sensor Tower data in innovative and unexpected ways. When considering which language its apps should support next, the team used keyword Traffic Scores to estimate the popularity of various languages in different countries. Do users often search German keywords in the U.S.? Or are French phrases more commonly searched? Answering these questions is an integral part to growing Western Union’s global audience.



ABOVE: The Western Union app sees a significant increase in keyword ranking.

## Results: A Boost in Installs and a Revenue Split Favoring Organics

Since starting with **App Intelligence** a year ago, the Western Union mobile team has built out a dedicated ASO process, delivered a cleaner app product, and driven an immediate increase in organic installs. Throughout this time, the revenue split between organic and paid users has also decidedly shifted towards organics, currently at approximately 65%.

“The mobile team is so impressed by these results that we are planning to increase user acquisition spend for our app in 2018,” said Stefan Zechner, Global Marketing Manager at Western Union. “If we can make this much progress just on the organic side, it’ll be very exciting to see how much our mobile business can grow given a bigger advertising budget.” In order to further understand market trends, Western Union plans to expand its partnership with Sensor Tower throughout 2018 to include all four product offerings.

“We are very impressed by the level of engagement and personal connection from Sensor Tower’s Customer Strategy team. Along with the depth of data that the platform provides, it was an easy decision for us to go with Sensor Tower.”

**Stefan Zechner**

Head of Search, Western Union

### About Sensor Tower

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower’s product suite includes: **Top Charts & News, App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.**

### Learn more

Visit [sensortower.com/solutions/app-intelligence](https://sensortower.com/solutions/app-intelligence) to learn more about using Sensor Tower to shape your user acquisition strategy.