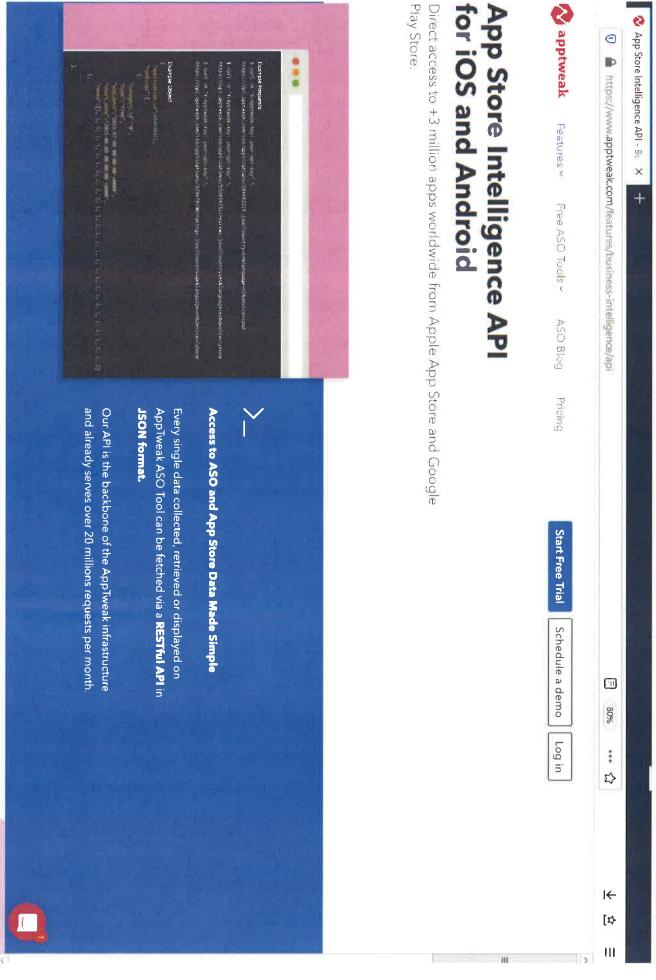
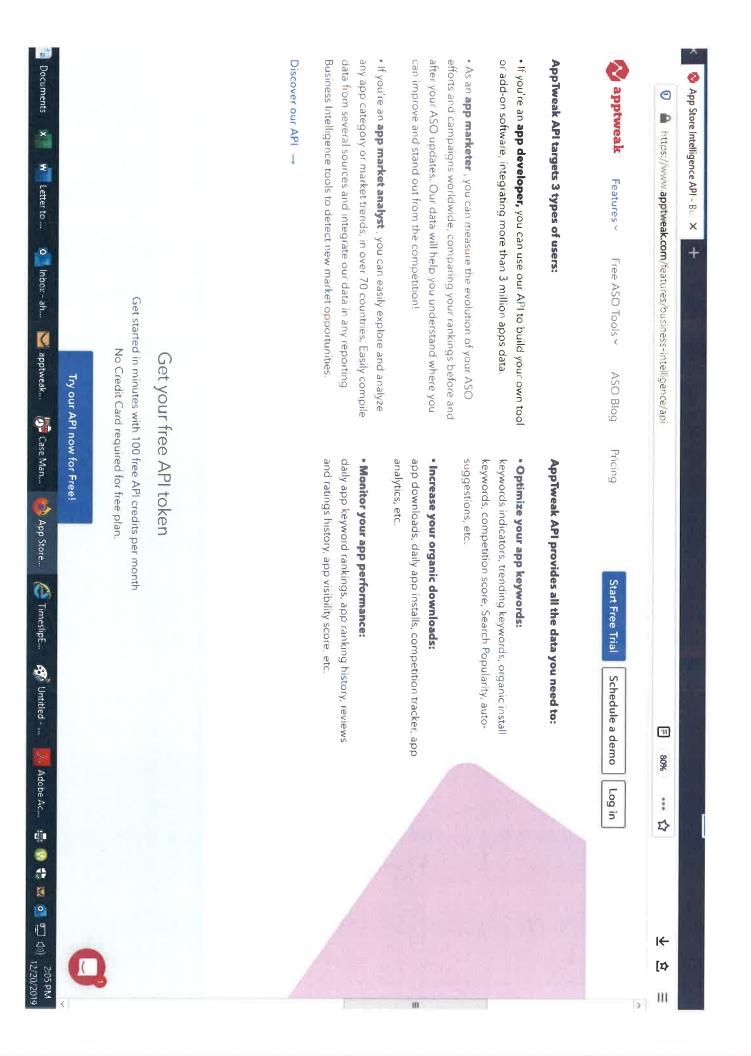
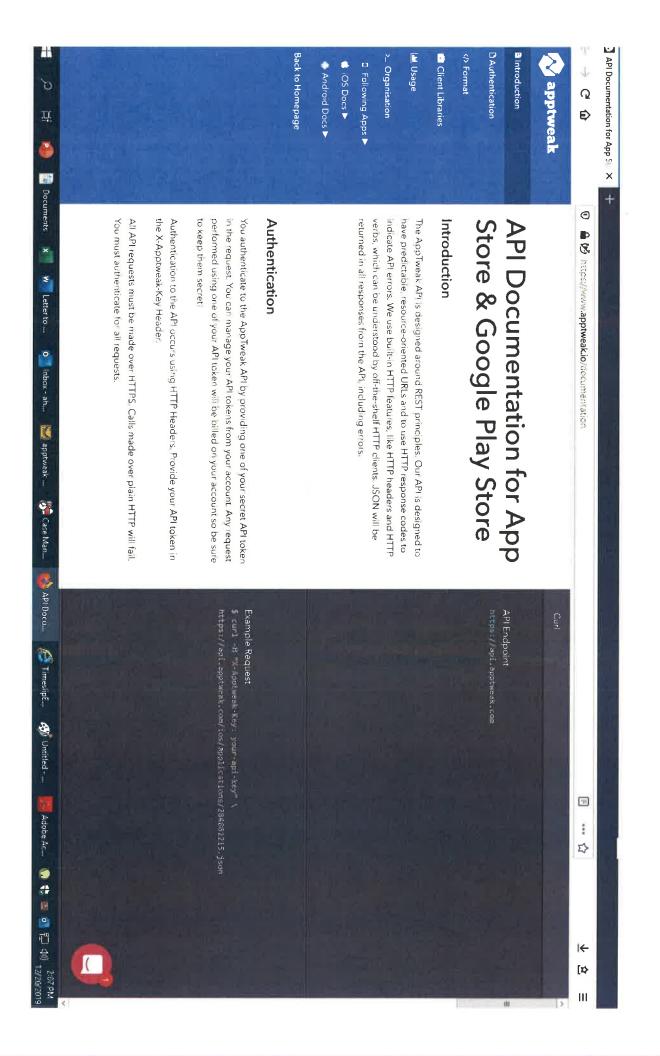


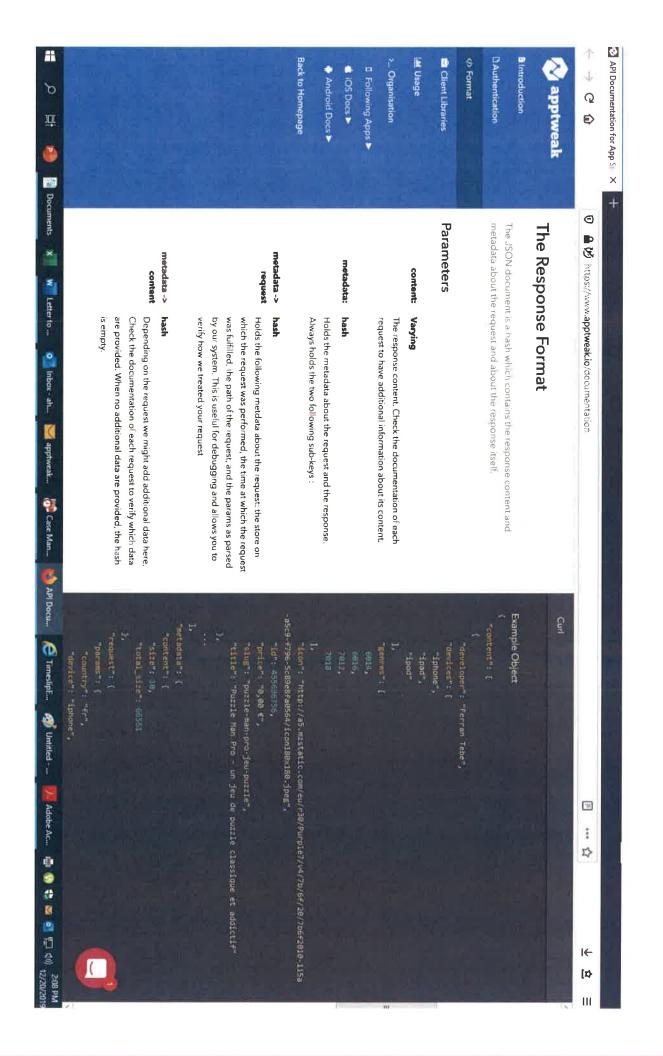
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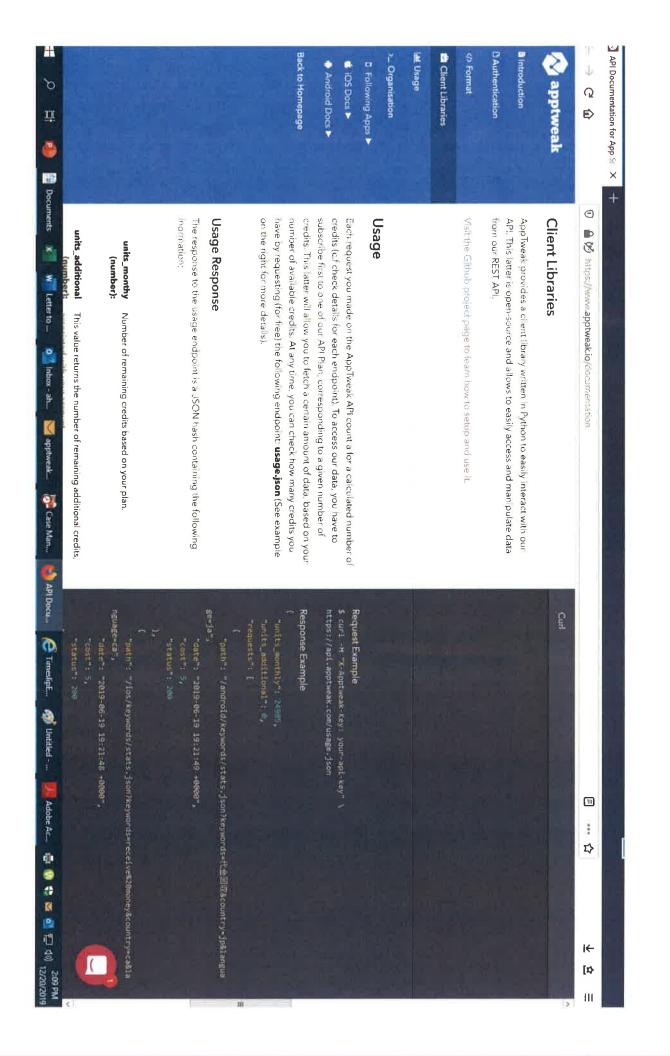














#### Our story

AppTweak didn't build itself in one day.

### The beginning

How it all started.

Olivier Verdin and Sebastien Dellis in 2013. Headquartered in Brussels, AppTweak was founded by

report with actionable recommendations for any iOS app in AppTweak was initially a side project called the "ASO Toolbox". It generated an instant App Store Optimization

on its importance in the mobile user acquisition funnel. Since ASO was still in its early stages, the company's first challenge was to educate app marketers and developers

and gathering more and more readers offening educational content on App Store Optimization AppTweak (aunched its resourceful ASO blog very rapidly















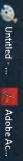




















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ASO Blog

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## **Funding and Growth**

The exciting takeoff.

company raised a first round of funding in April 2014. increasing number of visitors each day on the platform, the As both the interest and the demand grew, and given the

officially became a paid platform in August 2014. By then, the first employees were hired and App Iweak

Brustart and from the Belgian media group Rossel. the international investment platform Go Beyond; from Be Angels, which includes a group of investors operated by The company raised a total of \$900K by August 2015 from

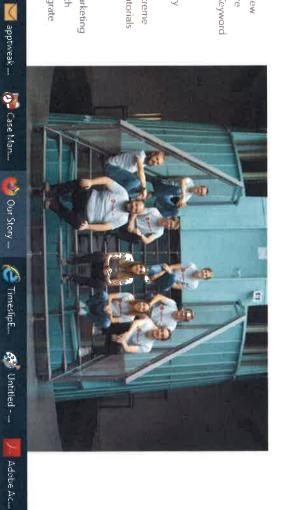
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countries & languages and created a unique ASO Keyword tools, added the Google Play Store, supported more Things escalated quickly from there: we launched new

on App Store Optimization best practices. demystifying ASO. Examples include our unique Newbies" or the ASO University, a series of video tutorials presentation called "App Store Optimization for Extreme We pursued our efforts in creating rich content to try

and provide this traffic score! Popularity. App I weak was the first ASO tool to integrate industry: Apple unveiled App Store keywords Search October 2016 marked a big moment in the app marketing

O Inbox - ah...

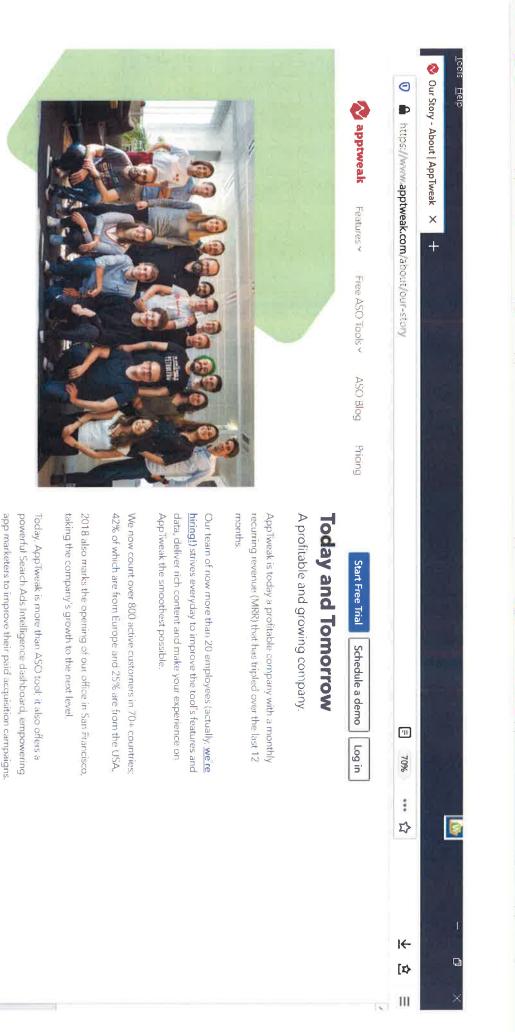






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# Want to join the AppTweak adventure?

We can't wait to see what tomorrow may bring

If you wish to be a part of the team and try and make the best ASO tool with us, check our jobs openings!

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Our Story ...

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