



CLIENT

Luca Lashes

LOCATION

Ingliside, IL

INDUSTRY

Ebooks and Apps

Overview

Luca Lashes is an award-winning line of multilingual apps and interactive eBooks for children based on a boy with magic eyelashes that give him special brave powers. Lucashes' target audience is comprised of parents and education professionals. Ebooks are available for purchase and download through the website <http://www.lucalashes.com>, while apps are available for purchase through itunes.com, amazon.com, Google Play, and several other sites.

Project Summary Highlights – Digital Marketing

WebiMax has put together a comprehensive Digital Marketing Strategy for Luca Lashes to promote their main app page.

- 200% increase in keyword rankings in the past 6 months.
- 174 app page views in the most recent month.
- The average time on the apps page is 1:33 minutes.
- Currently ranking at #52 for "best apps for toddlers" not ranking at all at campaign inception.