

FOR IMMEDIATE RELEASE

## **Apptuitive: The Marketing Agency Shaking Up the Tech Industry**

Apptuitive is an award winning New Jersey based female-led app marketing and optimization agency, founded by our CEO Carissa Lintao in April 2018 when she was 21.

We pride ourselves in demystifying App Store Optimization (ASO) by being completely transparent and explaining everything as plainly as possible. As an agency we aim to be very [ethical](#), meaning no “proprietary software”, no fees that don’t make sense and no empty promises.

According to a statistic by Apple, [70% of app downloads](#) come directly from app store searches rather than advertising – reinforcing the need for companies to focus on ASO rather than spending money solely on advertising.

This means that app store optimization needs to be the foundation of any marketing strategy, and our CEO focuses on this by saying, “I make certain to get that right so clients get the most bang for their buck.”

We partner with rising brands to ensure their best chance of succeeding in the app stores by improving their ASO.

Some of our clients include Stakester, Balance, Wag, Dumpster, Magoosh and many more.

As a female-led company, we are excited to be part of a promising increase in female-owned businesses. According to a recent statistic by [the Women’s Business Enterprise National Council](#), 4 out of every 10

businesses in the US are owned by women. The statistic then states that women of colour accounted for 47% of all those businesses.

The company has been featured on [Forbes](#), [Grit Daily](#) and has a perfect rating on [GoodFirms](#). Apptuitive has also been recognized as one of the top branding agencies in New Jersey by Clutch in 2018. We were also recently recognised as one of the top B2B companies in New Jersey by Clutch in 2020, due to our company's industry expertise and ability to deliver to our clients.

As a company, Apptuitive is excited to be a part of an overwhelming shake up of the tech industry by being a successful woman-owned business. We hope to open the door for greater diversity within the tech industry, allowing many more women and people of color to succeed within this sphere and to change the ecosystem to allow for a kinder and more ethical environment where people can thrive.

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