

Hall Rolls Out New Mobile App Adoption Services

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Portland, Maine - [Hall Internet Marketing](#), Maine's largest 100% interactive agency has added mobile app adoption services to the company's growing suite of mobile marketing solutions. The Portland, Maine based agency now offers customized app analytics and optimization for existing consumer and enterprise apps as well as app marketing solutions that drive downloads, increase adoption and drive advocacy.

"App optimization combines the talents of our mobile web and app development teams with our Google Analytics Certified Professionals to deliver greater value to our customers," says Tom Hall, President of Hall Internet Marketing. "Understanding app users, like understanding any type of user on the web, is at the core of what Hall does. Getting to know users and gaining a full understanding of their behavior *before* marketing to them is fundamental to online marketing."

Hall's new app adoption services offer a way for companies to increase app use by understanding how people are using their app and making adjustments based on that knowledge, ultimately delivering a better user experience. Hall also helps companies market apps to drive more downloads and encourage positive reviews.

About Hall Internet Marketing

[Hall Internet Marketing](#) is a 13 year old agency that combines technology and expert services to drive cost-effective Internet Marketing strategies to improve website performance. Hall staff works closely with clients to understand their business objectives, their target audience and the competitive environment to create a comprehensive, tailored online marketing program that drives success. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For More Information

Tom Hall, President

tom@hallme.com

207-956-0020 ext.101

<http://www.hallme.com/press>