



“TRENDTRAILS” ONLINE RETAIL APPAREL SHOPPING APP

Shop Top Brands & Looks Fashion App

ABSTRACT

This assignment explores a strategic journey for online fashion app TrendTrails, encompassing customer personas, keyword market research, and a robust ASO strategy. Detailed steps include web-based discovery, competitor analysis, timeline monitoring, and ASO recommendations. The document captures a comprehensive approach to enhance TrendTrails' position in the online fashion retail market.

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AMPBA Batch 19

Table of Contents

1.	Abstract.....	2
2.	Customer Persona	3
3.	Market research on the Keywords	6
4.	App Store Optimization Strategy for TrendTrails	11
4.1.	Web-based Discovery: Top 10 keywords	11
4.2.	Competitors Identified with the keyword - Fashion.....	13
4.3.	Competitors Timeline Monitoring	17
4.4.	Competitors progress Monitoring and Updates	21
4.5.	Competitors Paid Keyword Search Analysis.....	22
5.	ASO Based App Recommendation	27

1. Abstract

In this comprehensive assignment, we meticulously navigated through the multifaceted realm of online fashion apparel retail shopping app analysis and App Store Optimization (ASO) optimization. Our journey began with the establishment of customer personas, followed by an exhaustive market research initiative to identify, and strategically employ top keywords.

The ASO strategy for TrendTrails unfolded with a web-based discovery approach, unraveling the top 10 keywords critical for optimal visibility. A profound analysis of competitors, specifically identified through the keyword 'Fashion,' offered valuable insights into their timeline, progress monitoring, and updates. The intricate examination extended to a detailed investigation of competitors' paid keyword search strategies.

Further enriching the assignment, we incorporated SEO-based app recommendations to enhance TrendTrails' overall digital presence. This document encapsulates the meticulous execution of each step, as outlined in the table of contents, providing a holistic view of our efforts to position TrendTrails as a formidable player in the competitive landscape of online fashion retail.

2. Customer Persona

Considering comprehensive secondary research and the assignment's objectives, three distinct personas have been meticulously identified to strategically tailor our app's user targeting. These personas are strategically chosen to maximize impact and resonance:

- Ms. Shreya Pilgaonkar: A vibrant young professional living the bachelorette life in bustling urban areas, embodying the spirit of contemporary urban living.
- Mrs. Riya Sharma: An aspirational professional, married with two children, navigating the challenges of a dynamic urban lifestyle while pursuing personal and career growth.
- Rohan Kumar: A young graduate from a tier 2 city, recently stepping into the corporate world within the technology sector, representing the aspirations and ambitions of the next generation.

This targeted approach ensures a nuanced and effective digital marketing strategy, catering specifically to the unique needs and lifestyles of these carefully identified personas.

Ms. Shreya Pilgaonkar

	Preferred Method of Communication <ul style="list-style-type: none">• Phone• Email• Social Media• Face-To-face	Lifestyle <p>Fashion-conscious, Tech-savvy, Active on social media, Enjoys online shopping, Values convenience and Personalized experiences.</p>
Name Ms. Shreya Pilgaonkar	Interests <p>Fashion, Follow trends, Travel, Social Media, Fitness</p>	Tech Savviness <p>Heavy Mobile phone and Tablet user Comfortable with mobile apps, web apps Uses search engines regularly</p>
Job Title Marketing Professional	When shopping online looking for: <ul style="list-style-type: none">- Apps preferences that value convenience, user-friendly interface, personalized content, and exclusive offers- Prefers brands with a strong online presence- Prioritizes quality and variety- Influenced by social media trends and celebrity endorsements- Seeks loyalty programs and exclusive offers for app users	
Age 25 to 34 years	Social Networks 	Favorite Pass Time <p>Online shopping Uses apps for research and purchase Loves exclusive deals and personalized recommendations</p>
Highest Level of Education Bachelor's degree (e.g. BA,	Doesn't Like <ul style="list-style-type: none">- Finding styles that fit well- To see clothing on models with similar body type- Not trying items before purchasing	
Industry Digital Marketing		
Organization Size 1001-5000 employees		

Mrs. Riya Sharma

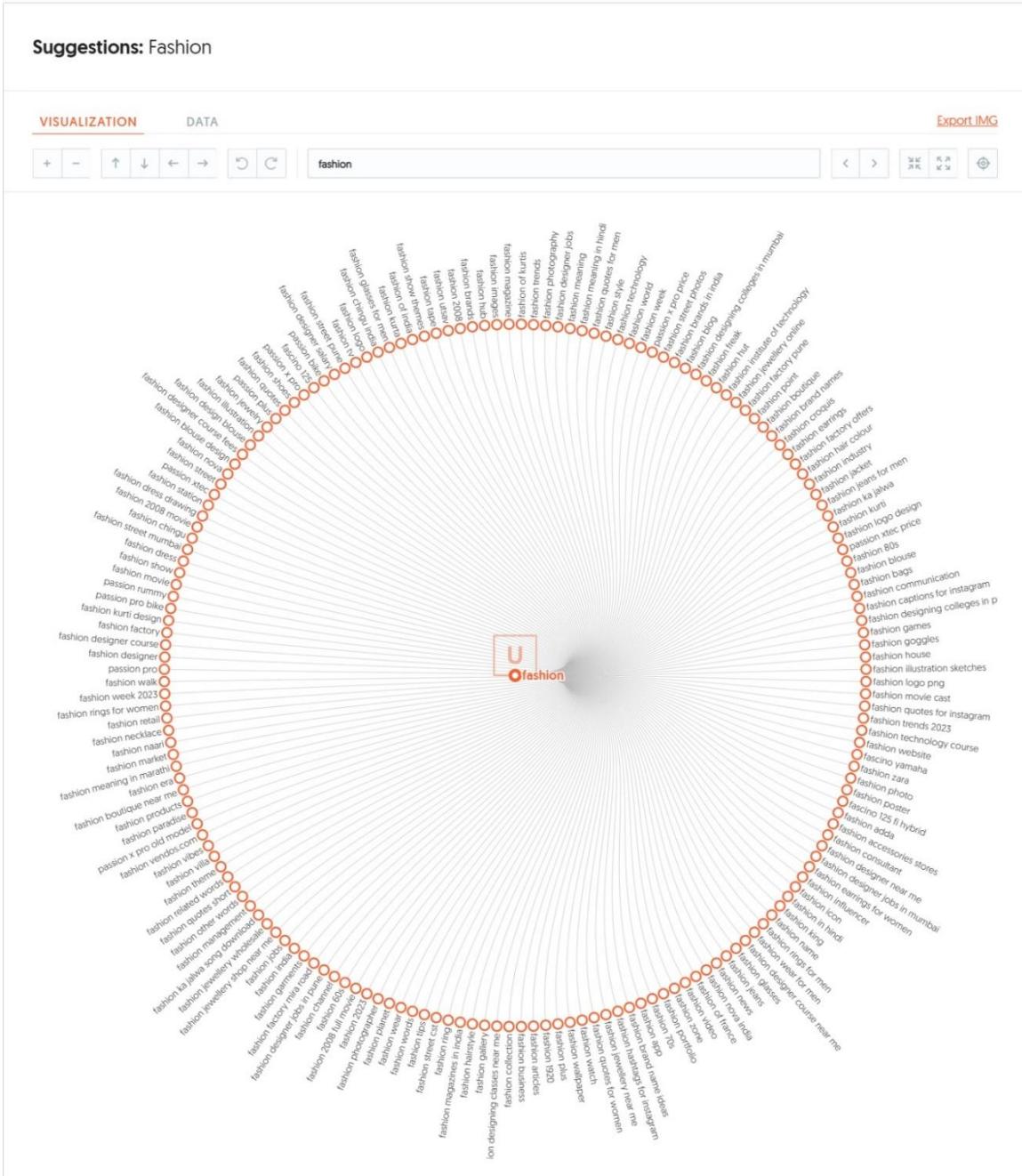
	Family In family, she has a boy, a daughter, husband and a pet dog	
Name Mrs. Riya Sharma	Preferred Method of Communication <ul style="list-style-type: none"> Phone Email Social Media Face-to-face 	Lifestyle Fashion-conscious, Tech-savvy, Active on social media, Online shopping, Values convenience and Personalized experiences.
Job Title Sales Manager	Interests Follow trends, Travel, Social Media	Tech Savviness Heavy Mobile phone and Tablet user Comfortable with mobile apps, web apps
Age 35 to 44 years		
Highest Level of Education Professional degree (e.g. M	When shopping online looking for: <ul style="list-style-type: none"> - Apps preferences that value convenience, user-friendly interface, personalized content, and exclusive offers - Family clothing options to save in-store shopping for family - Prefers brands with a strong online presence - Prioritizes quality and variety - Influenced by social media trends and celebrity endorsements - Seeks loyalty programs and exclusive offers for app users 	
Social Networks 		
Industry Insurance	Likes to do Reading book Cooking food for family Uses apps for research and purchase Likes exclusive family clothing deals and recommendations that go with her professional attire	Doesn't Like <ul style="list-style-type: none"> - Online apparel shopping - Buy and return items that do not fit well
Organization Size 201-500 employees		

Rohan Kumar

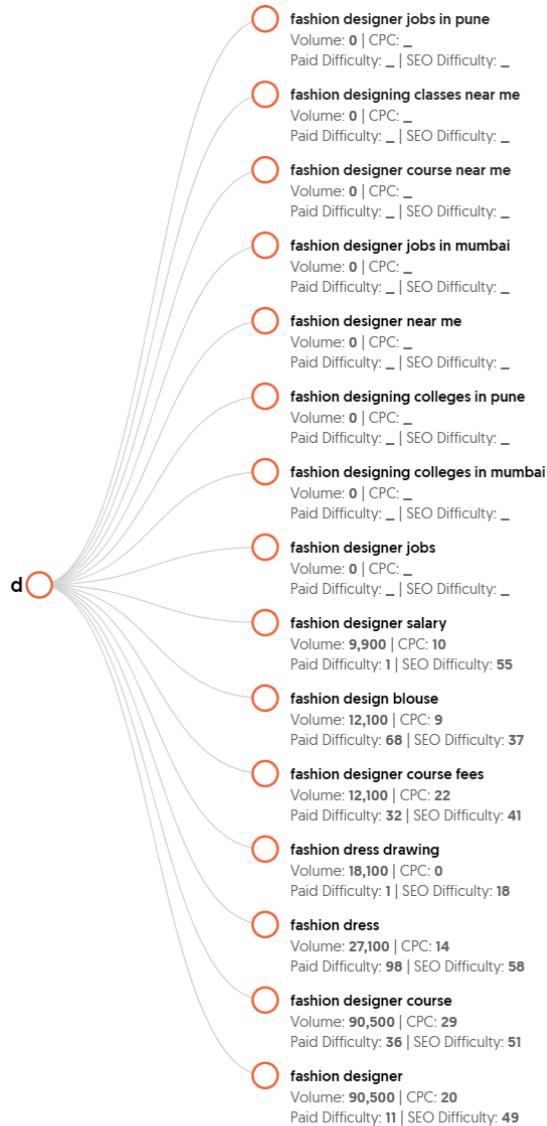
	<p>Preferred Method of Communication</p> <ul style="list-style-type: none">• Phone• Email• Social Media	<p>Lifestyle</p> <p>Fashion-conscious, Tech-savvy, Active on social media, Enjoys online shopping, Values convenience and Personalized experiences.</p>
<p>Name Rohan Kumar</p>	<p>Job Title Enter text here</p>	<p>Interests</p> <p>Fitness and sports lover Mobile Gamer, Follow trends, Social Media, Biking & Hiking</p>
<p>Age 25 to 34 years</p>	<p>Tech Savviness</p> <p>Heavy Mobile phone and Tablet user Comfortable with mobile apps, web apps Uses search engines regularly</p>	
<p>Highest Level of Education Master's degree (e.g. MA, M</p>	<p>When shopping online looking for:</p> <ul style="list-style-type: none">- Apps preferences that value convenience, user-friendly interface, personalized content, and exclusive offers- Prefers brands with a strong online presence- Prioritizes quality and variety- Influenced by social media trends and celebrity endorsements - Seeks loyalty programs and exclusive offers for app users	
<p>Social Networks</p> 	<p>Favorite Pass Time</p> <p>Online Gaming Online shopping Loves exclusive deals and personalized recommendations</p>	<p>Does not like to do</p> <p>Finding styles that fit well Windowshopping Wasting time in searching for good deals in the stores</p>
<p>Industry Technology</p>		
<p>Organization Size 10,001+ employees</p>		

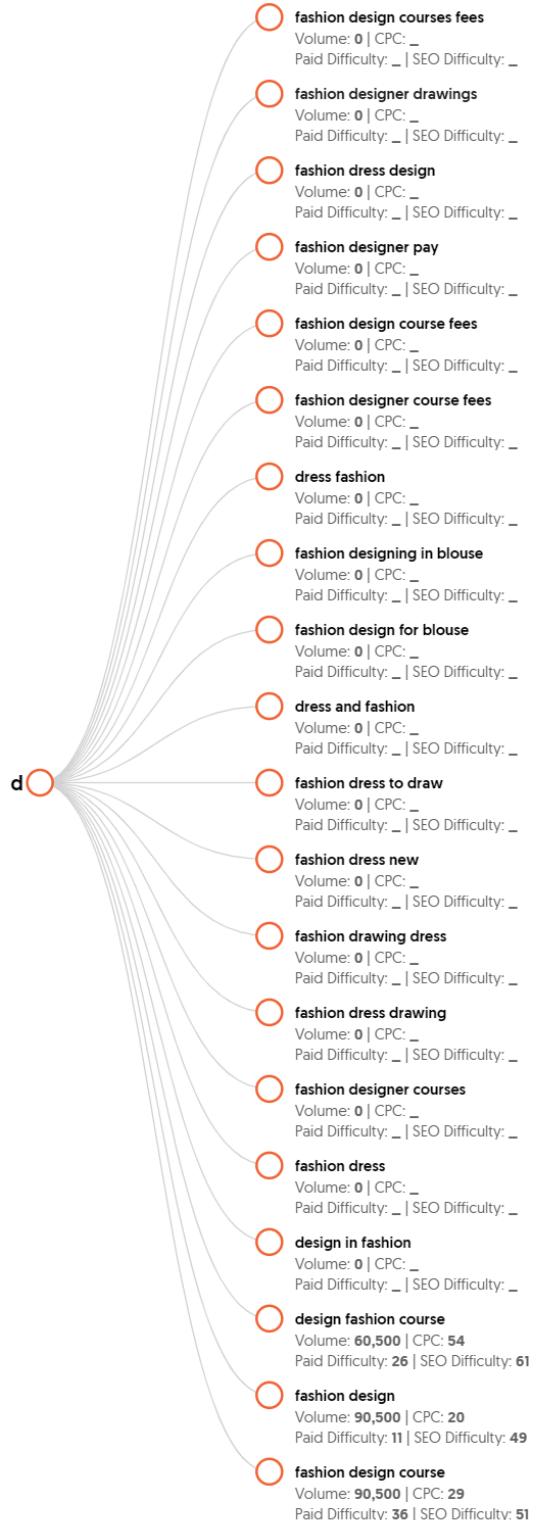
3. Market research on the Keywords

Upon conducting a search using the keyword "Fashion," a discerning analysis revealed the identification of numerous keywords intricately linked to the realm of fashion. This insightful exploration not only broadens the scope but also presents a comprehensive understanding of the interconnected landscape of fashion-related keywords.



Efficiently discern and evaluate derived keywords stemming from the primary keyword 'Fashion,' measured across four key metrics: volume, cost per click (CPC), paid difficulty, and SEO difficulty. This meticulous analysis provides a holistic understanding, enabling strategic decision-making in our marketing endeavors.

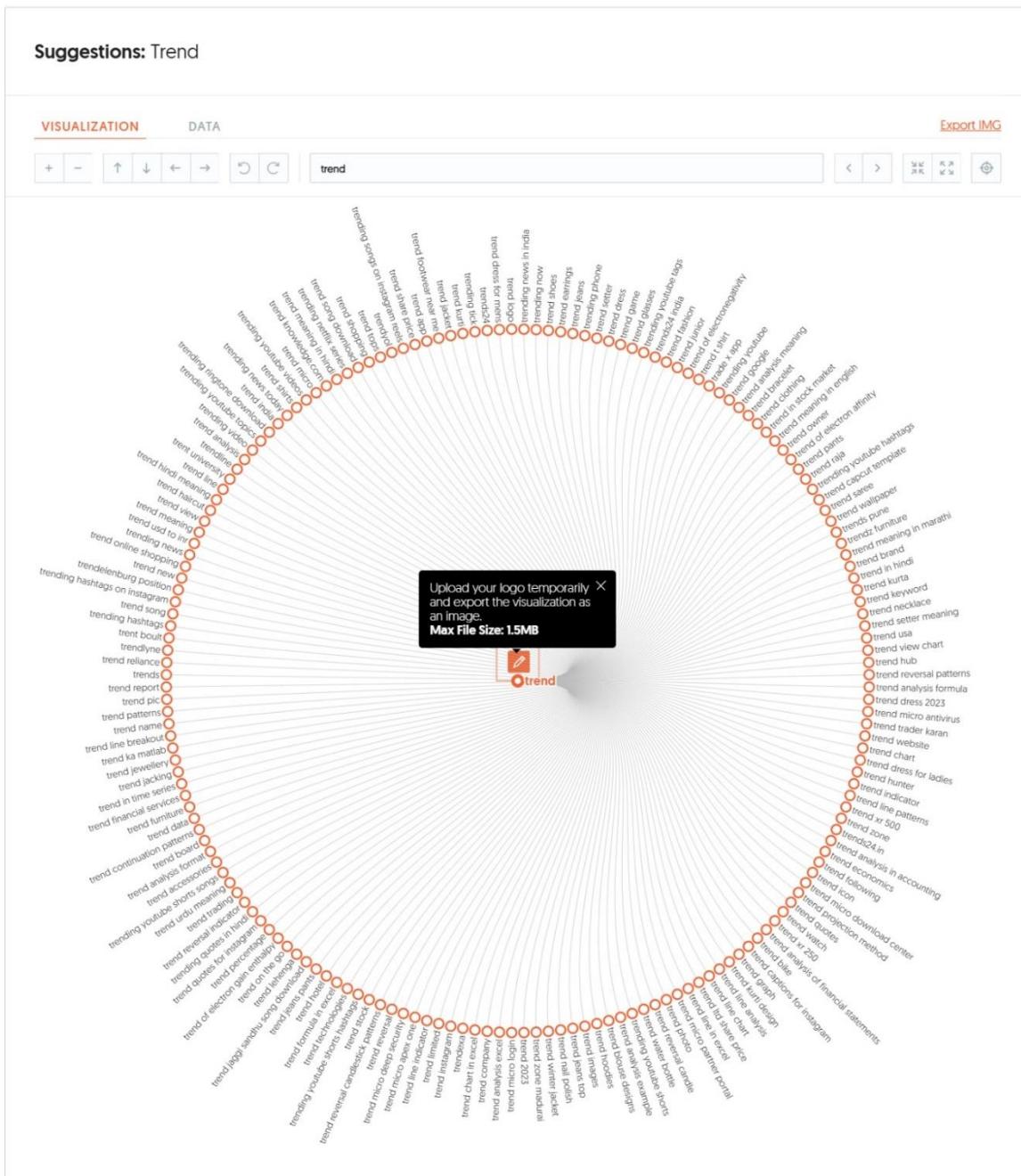




More variations can be analyzed from the website:

https://app.neilpatel.com/en/ubersuggest/keyword_visualization?keyword=fashion&lang=en&local=2356&mode=keyword

Similarly looked at the ‘**trend**’ as keyword. Able to identify multiple keywords that are related to Fashion keywords.



Identify the derived keywords from the main keyword ‘Fashion’ measured across four metrics – volume, cost per click (CPC), paid difficulty and SEO difficulty.



Note: for all the derived keywords the metric data is not available either due to free version of the software is being used or information is not available in the website.

4. App Store Optimization Strategy for TrendTrails

To enhance the visibility of the TrendTrails App on the Android platform, a strategic five-phase approach has been devised. This method delves into identifying optimal keywords that can propel TrendTrails ahead of its competition in the Indian online fashion apparel market. The competitive landscape includes five major players:

1. Myntra - Fashion Shopping App
2. AJIO Online Shopping App
3. LimeRoad: Online Fashion Shop
4. Nykaa Fashion – Shopping App
5. Shoppers Stop Fashion Shopping

To elevate TrendTrails' performance in App Store Optimization (ASO), a robust ASO Assessment model is in place. This model facilitates a comprehensive evaluation of TrendTrails' ASO strategy, ensuring a competitive edge in the dynamic realm of online fashion shopping.



4.1. Web-based Discovery: Top 10 keywords

Discern the top 10 keywords aligning seamlessly with the company's primary objective of retailing fashion apparel online. Execute a meticulous analysis encompassing crucial metrics for each keyword, including search volume, difficulty, keyword opportunity score, and the number of search results. This comprehensive approach ensures a strategic keyword selection that optimally supports the overarching goal of promoting and selling fashion apparel in the online domain.

1. clothing app

Summary Metrics for clothing app			
SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
28.14	86	0.33	250

2. Fashion Trend

Summary Metrics for fashion trend			
SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
5.03	77.8	<0.1	250

3. online shopping app

Summary Metrics for **online shopping app**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
11.09	95.7	0.12	250

4. lifestyle app

Summary Metrics for **lifestyle app**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
8.62	80.8	0.11	250

5. women's fashion

Summary Metrics for **women's fashion**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
5.03	77.5	<0.1	250

6. sportswear

Summary Metrics for **sportswear**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
5.03	81.6	<0.1	250

7. kids clothing

Summary Metrics for **kids clothing**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
5.03	82	<0.1	246

8. brands

Summary Metrics for **brands**

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
7.48	82.3	<0.1	250

9. men's fashion

Summary Metrics for men's fashion

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
5.03	83.6	<0.1	239

10. fashion shopping app

Summary Metrics for fashion shopping app

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
7.84	91.9	<0.1	250

4.2. Competitors Identified with the keyword - Fashion.

Drawing insights from the identified key competitors mentioned above, conduct a thorough analysis of how these competitors strategically employ the keyword 'Fashion' in their digital marketing efforts. The accompanying screenshot provides a concise overview of key metrics for the keyword 'fashion shopping,' including the top apps utilizing this keyword, showcased by their respective keyword ranks. This analysis serves as a valuable reference to understand the competitive landscape and refine our digital marketing strategy accordingly.

Summary Metrics for fashion shopping

SEARCH VOLUME	DIFFICULTY	KEYWORD OPPORTUNITY SCORE	# SEARCH RESULTS
8.23	87	<0.1	250

Top apps by Keyword Rank for fashion shopping

Select objects to compare <input type="checkbox"/> Heatmap <input checked="" type="checkbox"/>								
#	App	Keyword Rank	Traffic Share	Keyword in Title	Cumulative Avg Ratings Worldwide	Cumulative Total Ratings Worldwide	Downloads last 30d	More
1	Mynta - Fashion Shopping App Mynta	1	<0.01%	Yes	N/A	N/A	N/A	2.93m
2	AJIO Online Shopping App Reliance Retail	2	N/A	No	N/A	N/A	N/A	1.56m
3	LimeRoad: Online Fashion Sh... Limeroad	3	<0.01%	No	N/A	N/A	N/A	630k
4	Nykaa Fashion – Shopping App Nykaa	4	N/A	No	N/A	N/A	N/A	859k
5	Shoppers Stop Fashion Shop... Shoppers Stop	5	N/A	Yes	N/A	N/A	N/A	1.2m

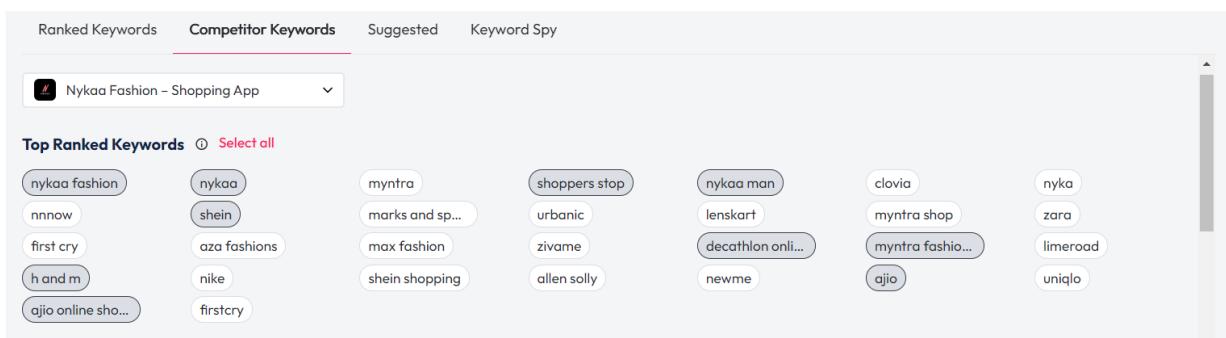
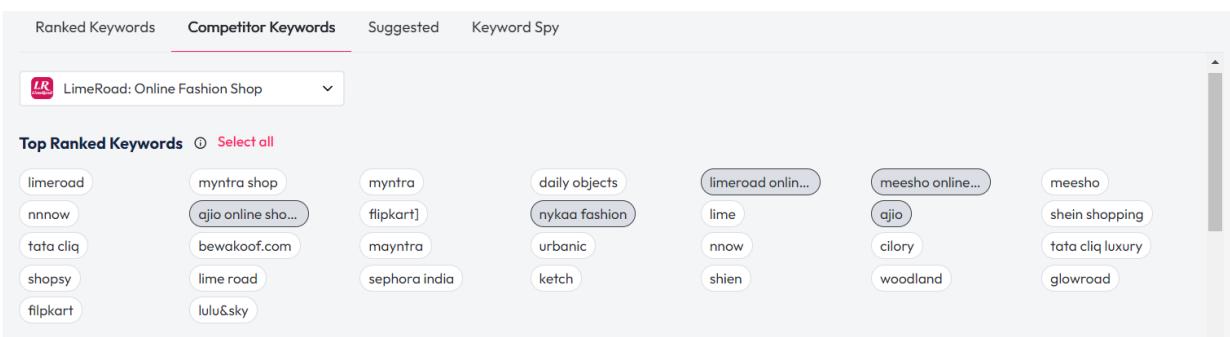
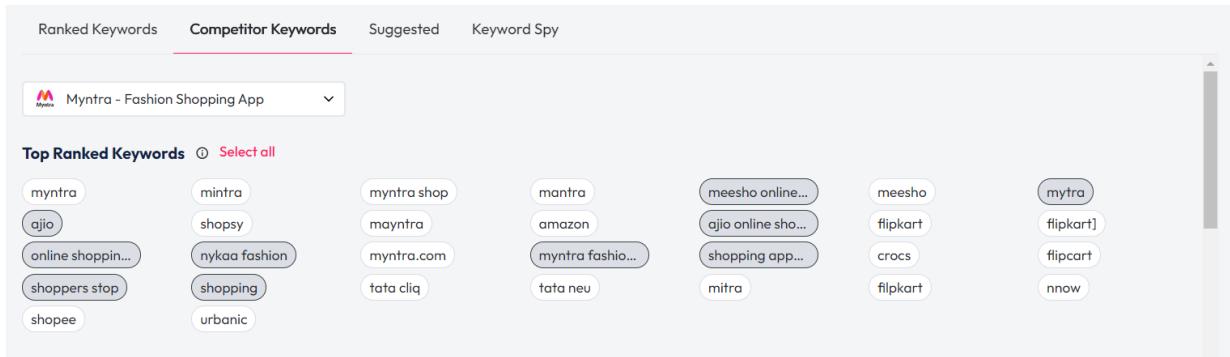
Attached is the comprehensive list of competitors that are using keyword 'fashion shopping' in their app either in app title, short description, or long description.

List of all competitors

 Top apps by Keyword Rank for 'fas'

Leveraging a keen understanding of our competitors, we've conducted a meticulous analysis to unveil the specific keywords employed by each contender. The following screenshots present a comprehensive view of the competitor keywords utilized by the top five contenders, providing invaluable insights to strategically position our brand in the competitive landscape.

Top Keywords that competitors using are:



Ranked Keywords Competitor Keywords Suggested Keyword Spy

Shoppers Stop Fashion Shopping

Top Ranked Keywords ⓘ Select all

Added the above identified top-10 trending keywords and feed these keywords as seed keywords to get more suggested keywords that could possibly help in improving the ASO ranking:

Discover keywords

Saved Keywords (0)

Ranked Keywords Competitor Keywords **Suggested** Keyword Spy

Your Seed Keywords

Add one or more keywords separated with a comma +

Get suggestions

- fashion shopping app
- brands
- lifestyle app
- online shopping app
- fashion trend
- sportswear
- kids clothing
- ...

Suggested Keywords ⓘ Select all

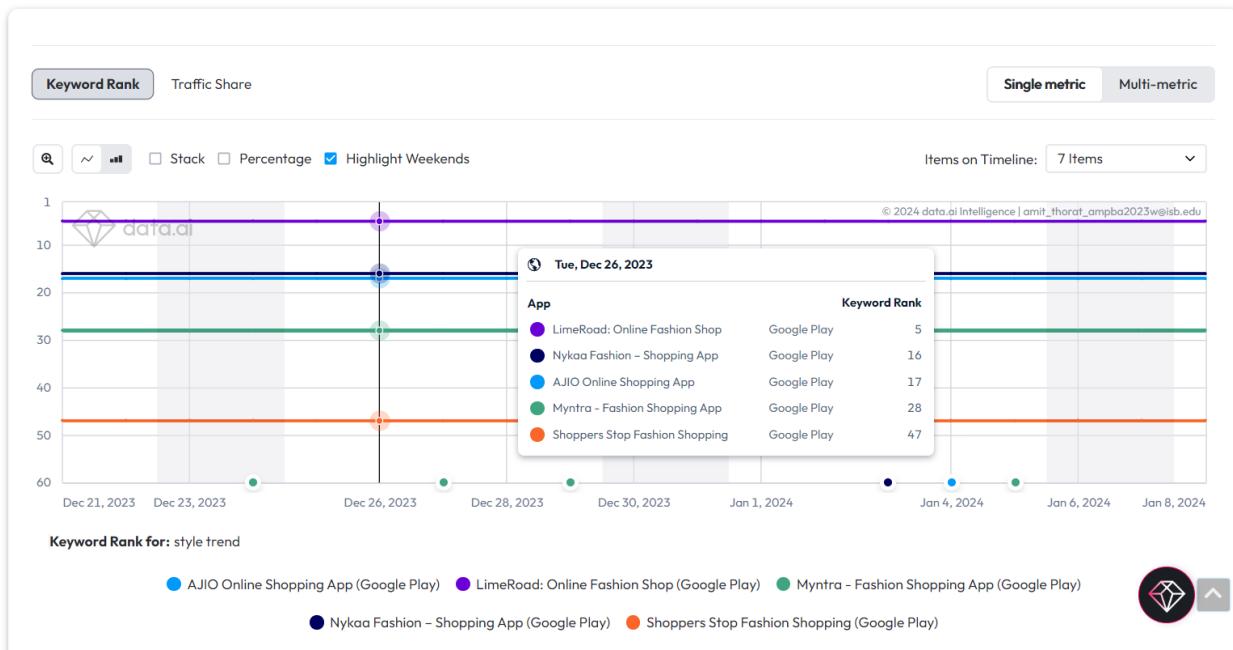
Analyze selected keywords (58)

Keywords Analysis Competitor Analysis Keyword Opportunities Search Visibility Keyword Density New

Keyword Rank Traffic Share Search Volume Difficulty Single metric Multi-metric

Stack Percentage Highlight Weekends Items on Timeline: 7 Items

Keyword Analysis includes 4 years of historical data.



Magic quadrant analysis of selected 27 words based on ASO categories – Opportunities, Popular But Difficult, Niche Keywords, & Avoid.



Almost all the words are lied in the two categories of ‘Popular But Difficult’ & ‘Avoid’. This means that lot of words may not yield the desired results however, the keywords that are falling the ‘Popular But Difficult’ quadrant can be used.

In addition to these keywords, I have done paid keyword analysis details can be found in below [section 3.5](#).

List of keywords:

Keyword	Keyword Name	Keyword Rank	Keyword Rank	Keyword Scrapi	Search Volume	Search Volume	Traffic Share	Traffic Share (C #	Search Result #	Search Result Difficulty	Difficulty (Char	Keyword Oppo	Keyword Oppo	
1843020	fashion girls		Scraped	7.81	0.14			250	1	76.80	0.30	0.10	0.00	
3927250	dress up fashio	152	12	Scraped	7.67	0.23		248	17	72.90	-1.30	0.11	0.01	
5369987	fashion dress up game		Scraped	8.05	-0.11			235	-14	72.90	-0.40	0.11	0.00	
3264291	fashion dress	73	-6	Scraped	8.46	0.03		250	15	77.10	-3.60	0.11	0.01	
6069505	fashion dress up games		Scraped	8.37	0.10			247	3	75.20	-1.00	0.11	0.00	
1721396	fashion dress up		Scraped	8.46	0.03			250	1	70.80	-3.30	0.12	0.01	
5135403	fashion show game		Scraped	19.09	6.02			250	6	77.60	2.30	0.25	0.08	
964968	fashion designe	125	1	Scraped	22.10	0.98		249	0	70.60	0.80	0.31	0.01	
692014340	western dresse	12	-4	Scraped	5.02	-0.01		250	0	76.60	3.10	0.07	0.00	
6588174	womens jumpsuits		Scraped	5.02	-0.01			250	0	78.70	1.00	0.06	0.00	
692014236	women's suits	58	-10	Scraped	5.02	-0.01		250	1	1.00	-72.00	5.02	4.95	
6588163	womens stylish	16	-8	Scraped	5.02	-0.01		245	-5	83.90	5.20	0.06	0.00	
692295597	top for women	20	-3	Scraped	5.02	-0.01		245	-5	93.00	3.40	0.05	-0.01	
24718	womenswear	19	-1	Scraped	5.02	-0.01		250	0	82.00	3.10	0.06	0.00	
5875329	women's appar	8	1	Scraped	5.02	-0.01		250	4	78.80	-4.30	0.06	0.00	
6551364	stylish womens	12	-11	Scraped	5.02	-0.01		245	-1	81.80	4.70	0.06	-0.01	
6551362	best stylish wo	17	-3	Scraped	5.02	-0.01		250	1	76.70	-7.90	0.07	0.01	
6105641	women gown	112	44	Scraped	5.02	-0.01		250	1	71.20	-13.00	0.07	0.01	
6023253	tops for wome	19	1	Scraped	5.02	-0.01		250	0	83.60	-1.00	0.06	0.00	
6551353	stylish women t	44	-21	Scraped	5.02	-0.01		250	0	71.20	-5.00	0.07	0.00	
3998445	dress-up games		Scraped	38.17	1.97			204	-45	76.80	1.20	0.50	0.02	
5002468	fashion games		Scraped	38.29	2.96			249	0	77.30	-0.90	0.50	0.05	
6373981	shopee online s	43	17	Scraped	33.15	-0.04		250	11	88.10	-4.80	0.38	0.02	
5046660	shopping apps	6	0	Scraped	22.91	1.25	0.00%	0.00%	200	-50	95.80	-0.90	0.24	0.02
6243408	limeroad online	19	4	Scraped	28.13	1.98		250	0	85.10	-9.50	0.33	0.05	
6432377	decathlon onlin	19	5	Scraped	46.44	0.05		250	0	90.00	-1.10	0.52	0.01	
6455374	shopping-app	7	-1	Scraped	25.11	-0.03	0.00%	0.00%	247	-2	95.60	-0.90	0.26	0.00
5625213	shoping app	9	0	Scraped	32.14	0.96	0.01%	0.01%	248	-1	95.80	-0.70	0.34	0.02
5196820	shopping apps i	10	1	Scraped	38.17	0.96	0.01%	0.00%	30	-220	95.70	-1.00	0.40	0.02
6357148	myntre fashion	9	2	Scraped	29.13	-2.05	0.00%	0.00%	250	2	89.30	-6.90	0.33	0.01
5224516	ajio	1	0	Scraped	70.61	-2.07	60.41%	-0.96%	250	0	89.90	-6.50	0.79	0.04
5369035	ajio online shop	1	0	Scraped	59.27	-2.08	21.13%	-1.05%	250	0	92.50	-4.00	0.64	0.00
692113318	a jio	1	0	Scraped	39.18	-1.05	1.76%	0.00%	250	4	92.60	-4.40	0.42	0.01
6705539	mytra	4	-1	Scraped	41.19	-0.04	0.04%	0.01%	250	0	96.00	-0.80	0.43	0.00
5001962	clothing app	1	0	Scraped	29.13	0.97	0.23%	0.07%	250	0	86.20	-1.40	0.34	0.02
1829	trends	2	0	Scraped	40.18	0.52	0.39%	0.08%	250	0	94.20	-3.20	0.43	0.02
6705954	nykka man	12	3	Scraped	45.20	-1.06	0.00%	0.00%	250	1	86.40	-4.50	0.52	0.01
67748	shein	15	3	Scraped	55.25	-1.07	0.05%	0.05%	250	0	94.60	-1.60	0.58	-0.01
776631	shopping	6	-1	Scraped	41.90	-1.93	0.06%	0.01%	249	0	95.80	-0.90	0.44	-0.01
6705618	nykka fashion	6	-1	Scraped	60.78	-1.10	0.20%	0.15%	250	0	94.30	-1.00	0.64	-0.01
6705723	reliance trends	2	0	Scraped	32.14	1.97	0.07%	0.03%	250	1	94.80	-1.40	0.34	0.03
5316383	h and m	12	2	Scraped	49.22	-1.06	0.06%	0.03%	250	2	81.10	2.30	0.61	-0.03
691976010	meesho online	16	8	Scraped	58.26	-0.07	-0.09%	-0.09%	250	0	95.70	-0.90	0.61	0.01
6125441	reliance digital	5	-1	Scraped	44.73	-0.15	0.03%	0.01%	248	-1	87.70	-0.50	0.51	0.00
5542805	nykka	17	2	Scraped	66.84	-1.96			249	0	86.30	-0.60	0.77	-0.02
5193448	online shopping	7	0	Scraped	41.04	0.27	0.05%	0.03%	250	0	95.80	-0.90	0.43	0.01
6076897	shoppers stop	7	-4	Scraped	50.88	2.12	0.31%	0.31%	248	1	95.00	0.70	0.54	0.02
104518	decathlon	8	-2	Scraped	60.77	1.00	0.11%	0.02%	248	1	83.60	-8.50	0.73	0.08
6705472	h&m india	11	4	Scraped	62.28	0.93	0.03%	0.02%	249	0	81.80	-10.40	0.76	0.09



Keywords Analysis -

Ajio

Note: Above analysis includes the default Ajio's keywords + top 10 keywords that are identified from the SEMrush & neil Patel keyword planner sites.

4.3. Competitors Timeline Monitoring

Conduct a detailed analysis of each competitor, delving into the frequency and consistency of updates made to their respective apps. This examination aims to discern the strategic approach and responsiveness of competitors in adapting to evolving market dynamics, offering valuable insights for our own strategic planning.

Mynta

The following screenshots present a chronological timeline view of Mynta's app updates. Upon thorough analysis, it is evident that Mynta consistently refreshes its app description and screenshots. This proactive approach is strategically designed to captivate a broader audience, showcasing seasonal updates and ultimately boosting traffic to the platform.

Myntra - Fashion Shopping ... 95 IQ Classifications Shopping | E-Commerce

Walmart / Myntra / Myntra / Myntra - Fashion Shopping App

Timeline

Show: All Items Select localized version Sort by: Newest on top Jul 22, 2023 - Jan 17, 2024 | Day

Jan 16, 2024 VERSION New: 2024.01.16 View App Performance

Old: 2024.01.05

Hola, Fashion-Lovers! Get ready to experience the best of fashion shopping with these new updates! App experience for FWD store; your go to destination for the latest & trending Gen-Z fashion! Improved search experience on Luxe Store. Binge Watch Shoppable content from your favorite influencers on Myntra Minis! Find Minis on Xplore button! Check these out now!

Jan 13, 2024 SCREENSHOT View App Performance

Old: New:

Ajio

The accompanying screenshots unveil a comprehensive timeline view of Ajio's app updates. A meticulous analysis reveals that Ajio consistently enhances its app version and refines screenshots as part of a dynamic strategy to allure customers. Through compelling imagery, the app effectively communicates new offers, contributing to an increased flow of traffic and heightened engagement.

AJIO Online Shopping App 95 IQ Classifications Shopping | E-Commerce

Reliance Industries / Reliance Retail / AJIO Shopping App / AJIO Online Shopping App

Timeline

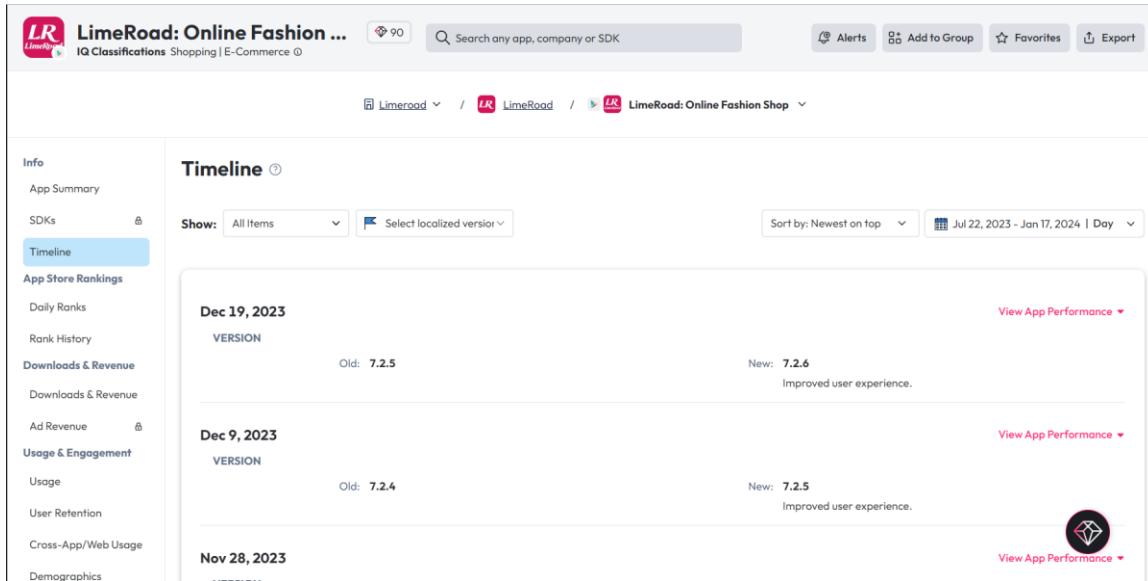
Show: All Items Select localized version Sort by: Newest on top Jul 22, 2023 - Jan 17, 2024 | Day

Jan 4, 2024 SCREENSHOT View App Performance

Old: New:

LimeRoad

The provided screenshots offer a chronological perspective on LimeRoad's app updates. Upon careful examination, it is notable that the app experiences relatively infrequent updates, primarily limited to version enhancements. This pattern has, unfortunately, translated into subdued traffic on the app, highlighting the potential impact of a more dynamic update strategy on user engagement and traffic generation.



The screenshot displays the App Annie interface for the LimeRoad app. On the left, a sidebar lists various metrics: Info (selected), App Summary, SDKs, Timeline (selected), App Store Rankings, Daily Ranks, Rank History, Downloads & Revenue, Ad Revenue, Usage & Engagement, Usage, User Retention, Cross-App/Web Usage, and Demographics. The main area is titled 'Timeline' and shows three recent updates:

- Dec 19, 2023**: Version 7.2.6 (New) - Improved user experience.
- Dec 9, 2023**: Version 7.2.5 (New) - Improved user experience.
- Nov 28, 2023**: Version 7.2.4 (Old)

At the top right, there are buttons for 'Alerts', 'Add to Group', 'Favorites', and 'Export'. The navigation bar at the top includes the LimeRoad logo, a search bar, and links for LimeRoad's app store pages.

Nykaa Fashion

The accompanying screenshots provide a detailed timeline view of Nykaa Fashion's app updates. A comprehensive analysis reveals a monthly cadence in updating both the app version and description as part of a concerted effort to engage customers. It is noteworthy, however, that the current description might not be as compelling as desired, suggesting an opportunity for refinement to further captivate the audience and drive sustained interest.

Nykaa Fashion – Shopping ... IQ Classifications Shopping | Retailer Store

94 Search any app, company or SDK

Alerts Add to Group Favorites Export

Nykaa / Nykaa Fashion / Nykaa Fashion – Shopping App

Timeline

Show: All Items Select localized version Sort by: Newest on top Jul 22, 2023 - Jan 17, 2024 | Day

Jan 3, 2024 VERSION Old: 2.5.2 New: 2.5.3 View App Performance

Discover hidden treasures! Tap on "Best Price" or "Know how" to explore offers & dive into the discounts. Colourful push notifications now in action! With background & font color change, we're ready to experiment & boost CTR.

Dec 19, 2023 VERSION Old: 2.5.1 New: 2.5.2 View App Performance

Discover hidden treasures! Tap on "Best Price" or

App Store Rankings Daily Ranks Rank History Downloads & Revenue Downloads & Revenue Ad Revenue Usage & Engagement Usage User Retention Cross-App/Web Usage Demographics

Shoppers Stop

The enclosed screenshots present a chronological overview of Shoppers Stop's app updates. Upon meticulous examination, it becomes apparent that the app experiences irregular updates, with the primary focus being on version enhancements. This pattern underscores an opportunity for more regular and diverse updates to optimize user experience and engagement on the app.

Shoppers Stop / Shoppers Stop Fashion Shopping / Shoppers Stop Fashion Shopping

Info App Summary SDKs Timeline Show: All Items India Sort by: Newest on top Jul 22, 2023 - Jan 17, 2024 | Day

Dec 10, 2023 VERSION Old: 8.8.4 New: 8.8.6 View App Performance

Bug fixes and performance enhancements.

Oct 8, 2023 VERSION Old: 8.8.2 New: 8.8.4 View App Performance

Bug fixes and performance enhancements.

Sep 28, 2023 VERSION Old: 8.7.9 New: 8.8.2 View App Performance

Bug fixes and performance enhancements.

App Store Rankings Daily Ranks Rank History Downloads & Revenue Downloads & Revenue Ad Revenue Usage & Engagement Usage User Retention Cross-App/Web Usage Demographics Reviews Ratings Over Time

4.4. Competitors progress Monitoring and Updates

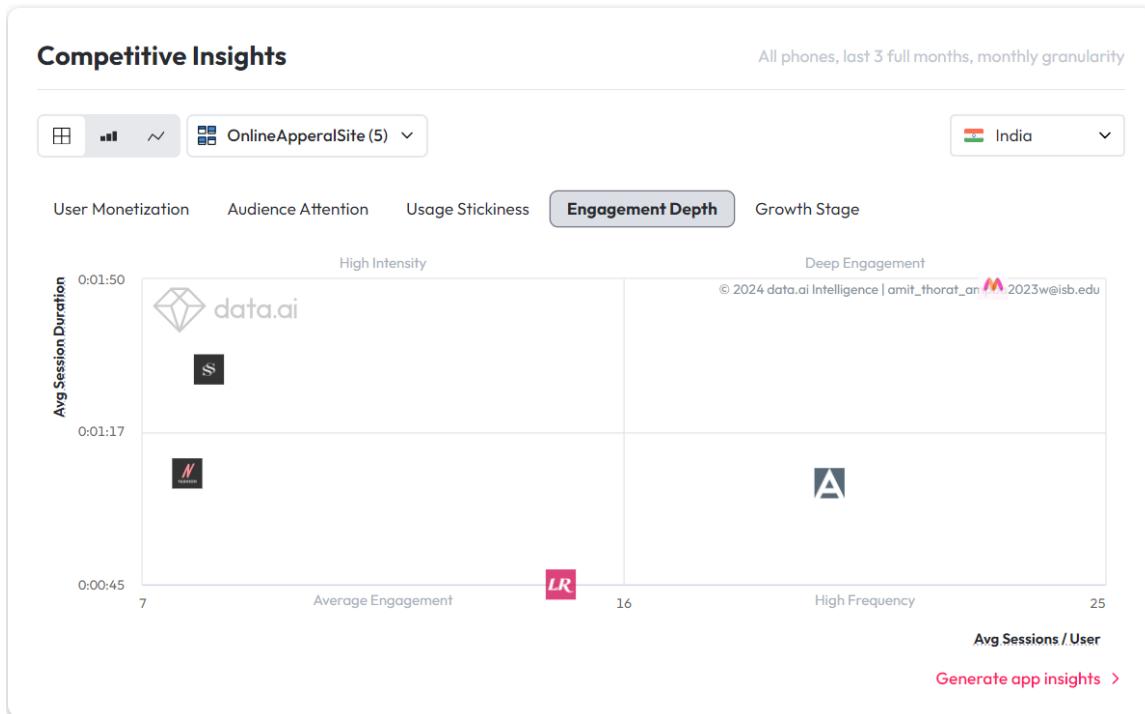
To perpetually track and assess competitor performance, a dynamic dashboard has been meticulously developed. The following screenshots vividly illustrate the ongoing progression and evolution of this monitoring system.

The screenshot shows the 'My Dashboard' section of the data.ai platform. On the left, there's a sidebar with various icons for navigation. The main area displays two cards:

- "OnlineApperalSite" summary**: Shows 19.0m DOWNLOADS (down 16%), 645m CUMULATIVE DOWNLOADS (up 3%), and STORE REVENUE N/A.
- Top performers in "OnlineApperalSite"**: A table ranking apps by active users. Myntra leads with 23.9m, followed by AJIO Shopping App (11.5m), LimeRoad (2.69m), Nykaa Fashion (1.37m), and Shoppers Stop Fashion Shopping (183k).

This screenshot shows two more cards in the dashboard:

- Top active users in "OnlineApperalSite"**: A line chart showing active user counts over time from Oct 2023 to Dec 2023. Myntra (green) is the highest, followed by AJIO Shopping App (blue), LimeRoad (purple), Nykaa Fashion (black), and Shoppers Stop Fashion Shopping (orange).
- Top avg session duration in "OnlineApperalSite"**: A line chart showing average session durations from Oct 19, 2023, to Jan 16, 2024. Shoppers Stop Fashion Shopping (orange) has the longest sessions, followed by AJIO Shopping App (blue), LimeRoad (purple), Myntra (green), and Nykaa Fashion (black).



Upon the TrendTrails app's launch and availability for download on the Play Store, the dashboard will be enriched with new widgets. Stay abreast of developments by configuring setup alerts with a myriad of metrics, facilitating vigilant monitoring of competitors' performance. This proactive approach ensures real-time insights into the competitive landscape.

Alert Name	Status	Type	Last Triggered	Updates	Email	Slack	Actions
Reddit and similar apps alerts	Active	App	Today Jan 17, 2024	31	Weekly	Off	<i>⋮</i>
LimeRoad Shopping App	Active	App	Never	0	Weekly	Off	<i>⋮</i>
Shoppers Stop App	Active	App	Never	0	Weekly	Off	<i>⋮</i>
AJIO Shopping App	Active	App	Never	0	Daily	Off	<i>⋮</i>
Myntra Shopping App	Active	App	Never	0	Daily	Off	<i>⋮</i>
Nykaa Fashion App	Active	App	Never	0	Daily	Off	<i>⋮</i>

4.5. Competitors Paid Keyword Search Analysis

Conducting an in-depth analysis of each competitor involves pinpointing the specific keywords they target. Once identified, a strategic plan can be devised for the utilization of these keywords, potentially enhancing traffic. While this approach may entail an increased digital marketing budget,

its effectiveness lies in its capacity to bolster market share and outmaneuver competitors, making it a valuable investment for sustained growth.

Mynta

Keywords bid on by Mynta - Fashion Shopping App				
	Keyword	Paid Keyword SOV	Keyword Rank	Search Volume
○	window shopping	① 100% =	1 =	5.02 =
○	mantra	① 100% =	1 =	47.09 ▼<0.1
○	roadster	① 100% =	1 =	6.03 ^1
○	womens shopping app mynta kurti	① 25% =	1 =	5.02 =
○	haul	① 100% =	1 =	5.02 =
○	mynta fashion superstar	① 100% =	1 =	5.02 =
○	manfra.com	① 100% =	1 =	5.02 =
○	jabong	① 14.29% =	2 =	17.08 ▼1
○	shopping masculin	① 100% =	2 ^2	5.02 =
○	kurtas	① 14.29% =	2 =	5.02 =
○	affordable mens shopping women lifestyle products	① 100% =	2 =	5.02 =
○	meesho online shopping	① 14.29% =	2 =	58.26 ▲1
○	denim clothes	① 100% =	2 ^3	5.02 =
○	sparx slippers	① 100% =	2 ^1	5.02 =
○	bata	① 100% =	3 =	34.15 ▼<0.1
○	victoria secret	① 4.76% =	3 =	29.13 ▼1
○	meesho	① 14.29% =	3 =	74.06 ▼<0.1

Ajio

Keywords bid on by AJIO Online Shopping App				
	Keyword	Paid Keyword SOV	Keyword Rank	Search Volume
○	clothing	① 33.33% =	1 =	16.70 ▲0.96
○	mens clothing	① 33.33% =	1 ^2	5.02 =
○	mens fashion	① 7.69% =	1 =	5.02 =
○	clothes shopping	① 33.33% =	1 =	5.02 =
○	a shopping app	① 100% =	1 =	5.02 =
○	women shopping online clothes	① 33.33% =	1 =	5.02 =
○	shopping apps clothing	① 25% =	1 =	5.02 =
○	shopping apps clothing	① 25% =	1 =	5.02 =
○	men's clothing	① 14.29% =	1 =	5.02 =
○	shop brands online	① 33.33% =	1 ^1	5.02 =
○	trends.ajio.com	① 100% =	1 =	12.05 ▼6
○	mynta	① 14.29% =	2 =	76.50 ▼<0.1
○	online shopping app for women mens clothing online	① 11.11% =	2 =	8.20 ▼<0.1
○	shop for trends	① 100% =	2 ▼1	5.02 =
○	reliance trends	① 50% =	2 =	32.14 ▲1
○	trends online shopping fashion apps for	① 100% =	2 =	5.02 =
○		① 33.33% =	2 =	5.02 =

Nykaa Fashion

Keywords bid on by Nykaa Fashion – Shopping App

Keyword	Paid Keyword SOV	Keyword Rank	Search Volume
fashion feedback	100% =	1 =	5.02 =
fashion accessories shopping app for clothing	100% =	1 =	5.02 =
designer dress collection	25% =	1 =	5.02 =
buy fashion	100% =	1 =	5.02 =
buy fashion	33.33% =	1 =	5.02 =
fashion women	100% =	1 =	5.02 =
shop fashion	33.33% =	1 =	8.74 ▼<0.1
womens shopping	33.33% =	1 =	5.02 =
women clothing	40% =	1 =	5.02 =
womans shopping	33.33% =	1 =	5.02 =
womans shopping app	100% =	1 =	5.02 =
fashion for women	33.33% =	1 =	5.02 =
shop womens fashion	100% =	1 =	5.02 =
online shopping for women	33.33% =	1 =	5.02 =
shopping for women	50% =	1 =	5.02 =
woman's shopping	33.33% =	1 ^1	5.02 =
shopping app for women	33.33% =	1 =	8.21 ▼<0.1
buy women	33.33% =	1 =	5.02 =
...			

LimeRoad

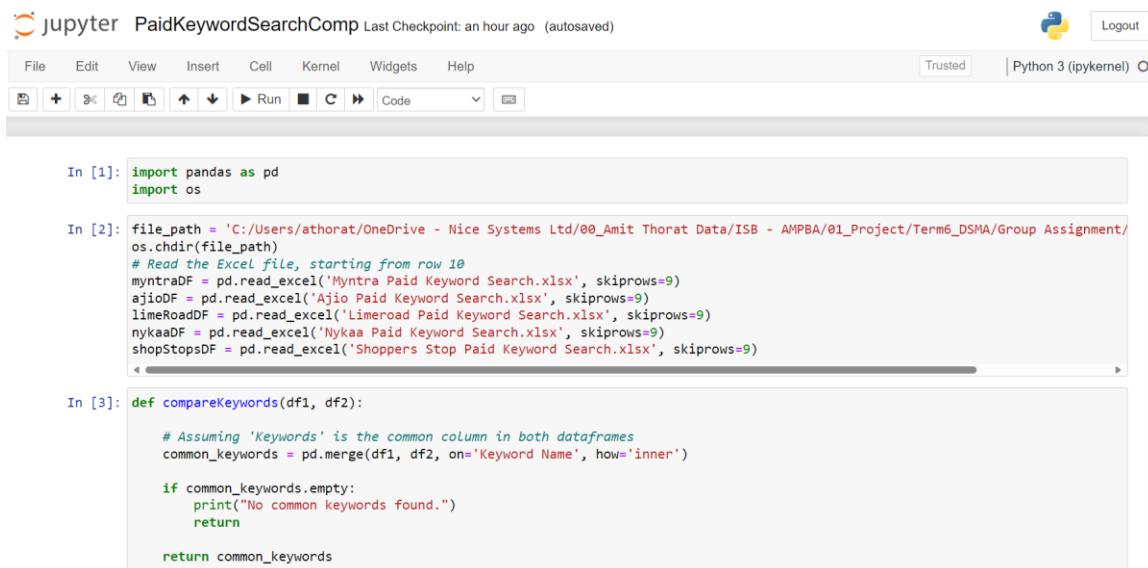
Keywords bid on by LimeRoad: Online Fashion Shop

Keyword	Paid Keyword SOV	Keyword Rank	Search Volume
kleider	12.5% =	1 ^3	5.02 =
服 通販	33.33% =	1 =	5.02 =
nightly online	12.5% =	1 =	5.02 =
buy dress online	33.33% =	2 ▼1	5.02 =
buy womens tshirts	100% =	3 =	5.02 =
best womens clothes	33.33% =	3 ▼1	5.02 =
nightsuit shopping	14.29% =	3 =	5.02 =
womens fashion	50% =	4 ^1	5.02 =
long kurtis	100% =	4 =	5.02 =
women clothing	40% =	4 ▼1	5.02 =
fashion for women	16.67% =	4 ▼1	5.02 =
shop indian clothes	33.33% =	4 ▼1	5.02 =
shopping apps	33.33% =	4 ▼1	5.02 =
buy joggers	50% =	4 ▼3	5.02 =
buy mens shirts	33.33% =	4 =	5.02 =
best fashionable womens clothes	33.33% =	4 ▼1	5.02 =
women fashion	33.33% =	5 ▼2	7.95 ▼<0.1
discount dresses	16.67% =	5 ^2	5.02 =
...			

Shoppers Stop

Keywords bid on by Shoppers Stop Fashion Shopping					
	Keyword	Paid Keyword SOV	Keyword Rank	Search Volume	
○	get online orders	33.33% =	215 ▼71	5.02 =	
○	광고어플	6.67% =	204 ▼15	5.02 =	
○	mobile cover online	14.29% =	187 ▼25	7.33 ▼0.1	
○	tilt up	14.29% =	164 ▲24	5.02 =	
○	backpacks for girls	50% =	163 ▼24	5.02 =	
○	buy lipstick	33.33% =	138 ↑1	5.02 =	
○	globule	33.33% =	133 ▲5	5.02 =	
○	ubuy online shopping app	14.29% =	127 ▼3	7.35 ▼<0.1	
○	measurement	33.33% =	121 ▲9	5.02 =	
○	free delivery	33.33% =	114 ↑1	8.41 ▼<0.1	
○	hepsiburada	14.29% =	112 ▼6	5.02 =	
○	alibaba online shop	14.29% =	111 ▲3	0 ▼5	
○	grocery store online shopping	33.33% =	109 ▲10	5.02 =	
○	shop glassware	100% =	102 =	5.02 =	
○	tops online	14.29% =	96 =	5.02 =	
○	big basket	2.94% =	90 ▲1	63.28 ▲0.99	
○	flipkart	5.71% =	90 ▼12	56.25 ▼<0.1	
○	fossil	7.14% =	84 =	30.22 ▼0.13	

To scrutinize the realm of paid keyword searches and strategically allocate TrendTrails' digital marketing budget, I crafted a Python code. This code meticulously analyzes the keywords that competitors are actively bidding on, pinpointing common ground. By leveraging this insight, TrendTrails can optimize its spending by strategically focusing on shared keywords rather than investing across the entire spectrum targeted by competitors. Presented below is a snippet of the Python code and its corresponding output.



```

jupyter PaidKeywordSearchComp Last Checkpoint: an hour ago (autosaved) Logout
File Edit View Insert Cell Kernel Widgets Help Trusted Python 3 (ipykernel)
In [1]: import pandas as pd
import os

In [2]: file_path = 'C:/Users/athorat/OneDrive - Nice Systems Ltd/00_Amit Thorat Data/ISB - AMPBA/01_Project/Term6_DSMA/Group Assignment'
os.chdir(file_path)
# Read the Excel file, starting from row 10
myntraDF = pd.read_excel('Myntra Paid Keyword Search.xlsx', skiprows=9)
ajioDF = pd.read_excel('Ajio Paid Keyword Search.xlsx', skiprows=9)
limeroadDF = pd.read_excel('Limeroad Paid Keyword Search.xlsx', skiprows=9)
nykaaDF = pd.read_excel('Nykaa Paid Keyword Search.xlsx', skiprows=9)
shopStopsDF = pd.read_excel('Shoppers Stop Paid Keyword Search.xlsx', skiprows=9)

In [3]: def compareKeywords(df1, df2):
    # Assuming 'Keywords' is the common column in both dataframes
    common_keywords = pd.merge(df1, df2, on='Keyword Name', how='inner')

    if common_keywords.empty:
        print("No common keywords found.")
        return

    return common_keywords

```

Common keyword output screenshot

Keyword	x Keyword Name	Paid Keyword SOV	x Paid Keyword SOV (Change Value)	x Keyword Rank	x Keyword Rank (Change Value)	x Search Volume	x Search Volume (Change Value)	x Traffic Share	x Traffic Share (Change Value)	x Keyword	y Paid Keyword SOV	x Paid Keyword Rank	y Keyword Rank	x Search Volume	y Search Volume (Change Value)	x Traffic Share	y Traffic Share (Change Value)	
5144212 x women shopping app		0.3333	0	2	1	5.02	0	0.3333	0	5344212	0.3333	0	10	1	5.02	0	0	
6407809 affordable womens shopping		0.3333	0	2	1	5.02	0	0.3333	0	6407809	0.3333	0	8	1	5.02	0	0	
1317396 new york fashion week		0.3333	0	2	1	5.02	0	0.3333	0	1317396	0.3333	0	13	-9	5.02	0	0	
136002029		0.1429	0	4	0	76.5	-0.03	0.0271	-0.016	136002029	0.1429	0	32	-3	76.51	-0.03	0	
6489229 myntra shop		0.0714	0	4	-1	46.21	-1.01	0.0085	0.0038	6489229	0.1429	0	28	-3	46.21	-1.01	0	
6535105 women clothes		0.0714	0	4	-1	2	0.55	0	0.0038	0.0038	6535105	0.1429	0	6	2	0.55	0	0
69211310 myntra		0.1429	0	4	0	18.08	-2.01	0	0	69211310	0.1429	0	41	-7	18.08	-2.01	0	
6705658 faballey		0.1429	0	5	2	19.08	-1.01	0	0	6705658	0.1429	0	6	-3	19.08	-1.01	0.0001	
6705658 faballey		0.1429	0	5	2	24.67	-1.01	0	0	6705658	0.1429	0	21	-2	24.67	-1.01	0	
5180623 nike shoes		0.1429	0	6	0	17.08	0	0	0	5180623	0.0714	0	20	-6	17.08	-0.02	0	
5807087 myntra online		0.1429	0	7	0	8.74	-0.02	0	0	5807087	0.0714	0	28	0	8.74	0	0	
6530035 ajo online shopping app		0.1429	0	8	0	1.33	-0.03	0.0003	-0.0004	6530035	0.0714	0	16	-4	1.33	-0.03	0.0002	
6489229 myntra apps		0.1429	0	9	0	59.26	-1.02	0.0019	-0.0053	6489229	0.0714	0	21	-4	59.26	-1.02	0.0019	
2386464 shopping		0.0714	0	9	1	5.02	0	0.0001	-0.0123	6489229	0.0714	0	53	4	5.02	0	0.0015	
5121545 schuh app		0.1429	0	10	0	8.13	-1.01	0.0001	0.0123	5121545	0.1429	0	5	48	8.13	-1.01	0.0016	
5131545 schuh website		0.1429	0	10	0	9.35	0	0.0001	0.0123	5131545	0.1429	0	24	3	9.35	0	0	
6705658 website app		0.0476	0	10	3	55.25	3.01	0.0005	0.0002	6705658	0.0912	0	3	-3	55.25	3.01	0.0311	
69229574 zara shirts		0.1429	0	10	0	5.02	0	0.0001	0.0229574	69229574	0.1429	0	15	-2	5.02	0	0.0092	
1332333 shopping online sites		0.1429	0	11	0	5.02	0	0.0001	0.0229574	1332333	0.1429	0	34	0	5.02	0	0	
69211379 shopping online sites		0.3333	0	11	6	5.02	0	0.0001	0.0229574	69211379	0.3333	0	15	-8	5.02	0	0	
2112544 pearl		0.1429	0	12	-6	5.02	-1.01	0	0.0001	2112544	0.1429	0	26	0	5.02	-1.01	0	
4589229 shopping		0.1429	0	13	-5	5.02	0	0.0001	0.0229574	4589229	0.1429	0	33	-5	5.02	0	0	
1674617 netnights		0.1429	0	14	2	5.02	0	0.0001	0.0229574	1674617	0.1429	0	24	3	5.02	0	0	
6538801 womens crop tops		0.1429	0	15	1	5.02	0	0.0001	0.0229574	6538801	0.1429	0	33	-2	5.02	0	0	
8375111 tata clq		0.1429	0	16	3	35.16	1	-0.0003	0.0012	8375111	0.1429	0	34	-5	35.16	1	0	
5196816 tata clq		0.1429	0	17	0	60.69	0.89	0.0012	0.0012	5196816	0.1429	0	19	-1	60.69	0.89	0.0073	
1332333 shopping		0.1429	0	18	-3	5.02	0	0.0001	0.0229574	1332333	0.1429	0	70	-2	5.02	0	0	
692031422 banana saree		0.1429	0	22	-5	5.02	0	0.0001	0.0229574	692031422	0.1429	0	69	9	34.15	-1.84	0	
2778777 trendyol		0.1429	0	24	1	34.15	-1.84	0	0.0001	2778777	0.1429	0	38	0	34.15	-1.84	0	
1389392 kids baby clothing		0.1429	0	25	1	13.02	-1	0	0.0001	1389392	0.1429	0	48	-2	13.02	-1	0	
2402862 ray-ban		0.1429	0	28	0	5.02	0	0.0001	0.0229574	2402862	0.1429	0	32	-40	5.02	0	0	
1872476 t shirt		0.1429	0	29	0	12.05	-1.01	0	0.0001	1872476	0.1429	0	80	0	12.05	-1.01	0	
1332333 t shirt		0.1429	0	31	0	27.52	-2.03	0	0.0001	1332333	0.1429	0	54	-7	27.52	-2.03	0	
5987111 flipkart shopping		0.1429	0	31	9	5.02	0	0.0001	0.0229574	5987111	0.1429	0	72	19	5.02	0	0	
6536916 ubuy online shopping app		0.1429	0	32	1	7.35	-0.09	0	0.0001	6536916	0.1429	0	127	3	7.35	-0.09	0	
6131059 shopping		0.1429	0	33	4	77.14	0.03	0	0.0001	6131059	0.1429	0	81	3	77.14	0.03	0	
2217412 chepin		0.1429	0	34	2	5.02	0	0.0001	0.0229574	2217412	0.1429	0	31	2	5.02	0	0	
5972389 shopping apps in one		0.3333	0	36	26	5.02	0	0.0001	0.0229574	5972389	0.3333	0	58	27	5.02	0	0	

Attaching the ipynb file for the further analysis and common keywords output extracted from the comparison analysis.

Paid keyword search comparison program.



PaidKeywordSearchC
omp.ipynb

Common Paid Keyword Search



Common Paid Search
keywords.xlsx

5. ASO Based App Recommendation

Considering the ASO framework and assessment model outlined above, incorporating the top 10 keywords and additional keywords derived from competitors' paid search strategies, I propose the following enhancements to the App Name, App Logo, App Short Description, and App Long Description as detailed below.

App Name:

TrendTrails - Shop Top Brands & Looks Fashion App

App Logo:



App Short Description:

Discover endless fashion styles. Shop top brands with up to 80% off. Free fast delivery and returns. Pay easily & securely.

App Long Description:

Discover Your Style with TrendTrails - Shop Top Brands & Looks Fashion App

Explore endless fashion inspiration with TrendTrails, the premiere lifestyle and shopping app for clothing, accessories, beauty, and more. Find stunning looks for every occasion curated just for you by our team of fashion experts.

TrendTrails offers:

💡 Women's Fashion - Flaunt the season's latest designer trends from dresses, jeans, tops and jackets to shoes, handbags, jewellery and other must-have accessories. Shop thousands of options from premium brands like Forever21, Vero Moda, Only, AND, Global Desi, and our own exclusive private label.

💡 Men's Fashion - Upgrade your wardrobe with stylish shirts, t-shirts, trousers, sportswear and formal suits from top brands like Spykar, LP, U.S. Polo Assn. and more.

 Sportswear - Shop activewear including shoes, apparel and gear from Nike, Puma, Adidas, Reebok, Skechers, Fila, and other leading sportstyle brands.

 Kids Clothing - Dress your little ones in comfortable, fashionable clothes from popular kidswear brands like Max Kids, YK, and Hopscotch.

 Designer Brands - Find premium Indian designer clothing, jewellery, bags and shoes from coveted names like Ritu Kumar, Masaba, Satya Paul, Shivan & Narresh, JJ Valaya and more.

Perks of TrendTrails:

- New sales every day with savings up to 90% off
- Free and fast delivery
- 15 day free returns
- Pay securely via card, UPI or cash
- 24x7 support

Elevate your style anytime, anywhere with TrendTrails!

Download now and use code "NEWTTRAILS" to get 20% off your first order.