<https://appmagic.rocks/essentials/featuring>

Featuring score

How Do We Measure Featuring?

The featuring score that we show doesn’t say anything about how much revenue or how many downloads an app has had during the featuring.

It’s **an abstract score that reflects the power of a featuring placement** (or placements). In other words, **this score shows the level of support from platforms**. It reflects how valuable a particular featuring placement or a group of placements are for an abstract app.

Sometimes, apps get great featuring placements (which we show as a very high Featuring Score), but do not seem to benefit from it. For example, if a trivial Western-style paid app gets featured in China, even the most visible banner will bring the publisher of the app just around $2K-3K per week. Meanwhile, a well-made game designed for the Chinese market could earn $500K with the help of such featuring. Yet, we would generate equal Featuring Scores in both of these situations, as the placements were equal, and the featuring durations were equal.

Now, more on methodology that we use to measure the Featuring Score. We came up with an approach and find it the most objective: **we measure a downloads uplift that every unique featuring placement brings in on average, combine it with data about the app’s average LTV for each country and each platform, and also take into consideration the duration of featuring** (which helps incorporate the so-called saturation effect).

Here is a simple example: let’s assume that a topmost featuring banner brings twice as many users in Brazil as it does in the USA. We also know that, on average, a Brazilian user contributes 20 times less revenue than a US user. Combining both numbers, we estimate that having that topmost banner in the USA is on average 10 times more useful than in Brazil, so the featuring score that we will display for the US is 10 times larger. Makes sense?

Important note: we don’t analyze personalized featuring of both stores, as it’s a completely different story, unrelated to the intentionally managed featuring in any way. However, the “Recommended for you”-like sections definitely make up a significant part of organic traffic, though we cannot estimate it as we know nothing about apps that get featured there: again, it’s totally personalized. Though we do know that there are platforms’ guidelines on how to make your app appear in these personalized collections more often.

We’ll be happy to get your feedback at [info@appmagic.rocks](mailto:info@appmagic.rocks)

O imagine care conține text, computer, computer, captură de ecran

Descriere generată automat

We love our Featuring Score metric, which is our way of quantifying the efficiency of an app’s featuring.

This metric takes into account the store and the country of featuring, the placement of featuring, and the number of days that has passed from the start of featuring.

To feature - to include someone or something as an important part

Traducere: scorul elementelor/caracteristicilor importante/remarcabile