

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. They are positioned diagonally, with the blue one partially covering the green one.

Android Development

App Store Marketing



Make a Plan

Define your audience.

Get a mailing list set up.

Set up social media accounts.

Post on a schedule



Launch! - Building a user base

- Get as many users on an email list as you can.
- If you have a blog or website, try to attract users to your site early and get your search rankings up. Post articles talking about the new, unreleased app.
- Create a lead magnet. Something to entice users to sign up for visit your website.
- Create a least a static website landing page for your site. (Hugo, Jekyll, etc)



Launch! - First impressions

- Get the app right the first time but don't wait forever to launch.
- Concentrate on look and feel over adding every feature. It has a higher impact.
- Have a designer create an icon for you. Designers are plentiful, cheap, but priceless!



Launch! - Downloads equal rankings

Rankings based on downloads per day.

100 d/l in 100 days == 50 d/l in 50 days



Launch! - Downloads equal rankings

Try to concentrate your downloads to a short period.

Market heavily at the beginning and continuously for at least 30 days.



Launch! - Get friends to help

Have friends leave good reviews, but not too good.

Good:

“I love that this app is local to Boise.”

Bad:

“Greatest app ever! Very user friendly, loads of features! Mike did a great job! - Love Mom”



Launch! - Get friends to help

Post on:

- Facebook
- Twitter
- YouTube
- TikTok
- Blog
- Forums for related websites
- Make an email or forum signature

App Store Listing

App Store > Health & Fitness > runtastic



\$4.99 Buy

Offers In-App Purchases

★★★★☆ (58)

Rating: 4+

TOP IN-APP PURCHASES

- | | |
|-----------------------------|---------|
| 1. Story Running Bundle 1 | \$2.99 |
| 2. The Carrier of Truth | \$0.99 |
| 3. Toward the Finish Line | \$0.99 |
| 4. runtastic Training Plan | \$21.99 |
| 5. Journey of Iomluath | \$0.99 |
| 6. The Globerunner | \$0.99 |
| 7. runtastic Training Plan | \$26.99 |
| 8. runtastic Training Plan | \$19.99 |
| 9. runtastic Training Plan | \$10.99 |
| 10. runtastic Training Plan | \$9.99 |

LINKS

Runtastic PRO GPS Running, Walking & Fitness Tracker

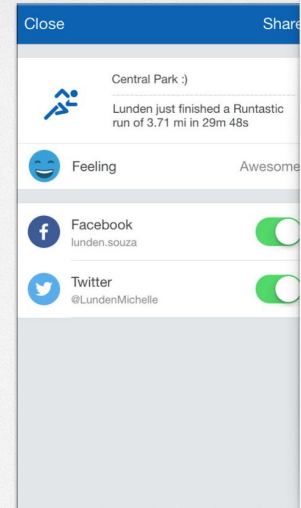
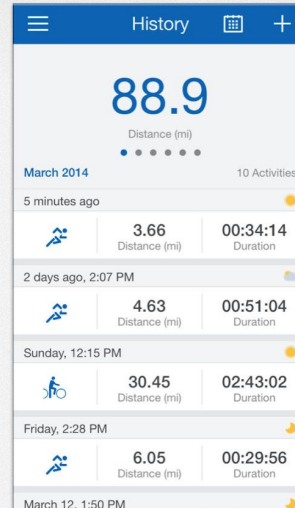
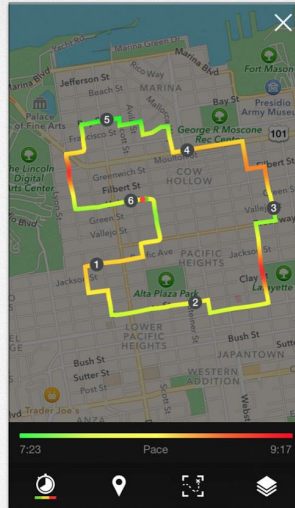
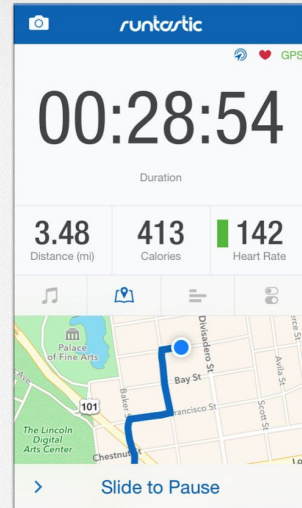
runtastic >

Details


Ratings and Reviews

Related

iPhone Screenshots



App Store Listing



adidas Running app by Runtastic - Fitness Tracker

Editors' Choice

Runtastic Health & Fitness

★★★★★ 955,643

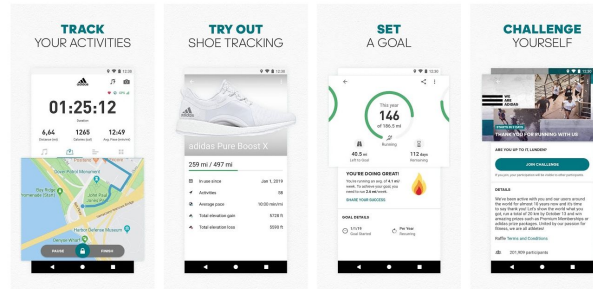
Everyone

Contains Ads · Offers in-app purchases

You don't have any devices.

Add to Wishlist

Install



Start tracking your workout & fitness training activities!

The adidas Running app by Runtastic allows you to map your activity's mileage, distance, time, speed, elevation, calories burned, and other stats.

THE FREE FEATURES OF YOUR NEW RUN AND MILE TRACKER APP

* Easy run tracking in real time with built-in GPS.

[READ MORE](#)

App Store Listing



Runtastic Running & Fitness

Editors' Choice Top Developer

Runtastic Health & Fitness

★★★★★ 693,699

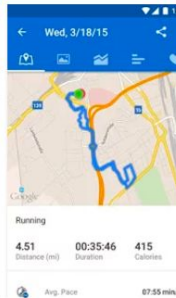
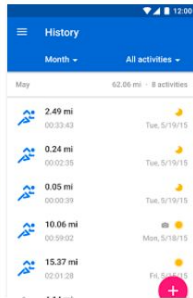
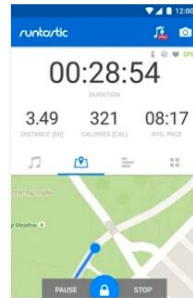
Everyone

Contains ads • Offers in-app purchases

This app is compatible with your device.

Add to Wishlist

Install



Reach your fitness goals & boost your running training with the free Runtastic GPS Running & Fitness app. Let us be your go-to fitness tracker (distance, time, speed, elevation, calories burned...) - for activities like running, jogging & biking. It's the best running app, walking app & running trainer for all your running routes - even marathon training! And, this runner app is fully optimized for Android Wear. Let Runtastic (the best running app & walking app) be your run tracker, activity tracker & fitness tracker. There are no other running apps like Runtastic! We're your ideal running distance tracker for

Similar

See more



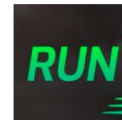
Runtastic PRO Run
Runtastic

★★★★★ \$4.99



Runkeeper - GPS Tr
FitnessKeeper Inc.

★★★★★ FREE



Running Distance Tr
Fitness22

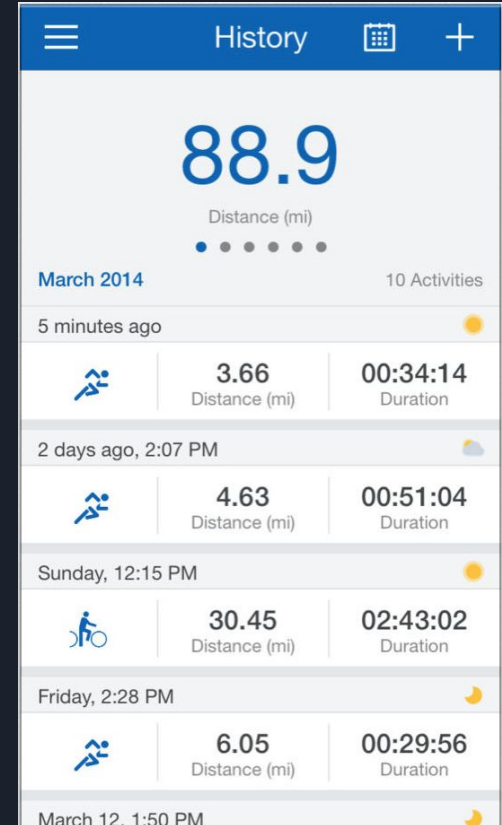
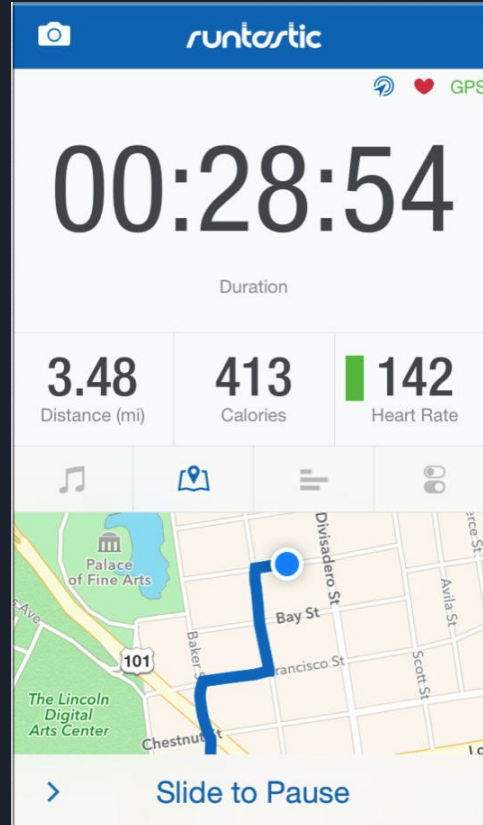
★★★★★ FREE

Appropriate Icon



Quality Interface

- Largest info is the most important info
- Labels laid out nice and large
- Map view
- Gestures
- UITableView with custom UITableViewCells





Great Description

Description

Download the new Runtastic & reach your health and fitness goals with our 4.5+ rated tracking app!

The Runtastic PRO app tracks (time, distance, speed, elevation change, calories & more) sports and fitness activities – such as running, jogging, biking & walking – utilizing GPS technology to help you build healthy lifestyle habits and reach exercise goals! What's more? Runtastic has recently been revamped to enhance your user experience! Take Runtastic...

[More ▼](#)



Great Description?

Start tracking your workout & fitness training activities!

The adidas Running app by Runtastic allows you to map your activity's mileage, distance, time, speed, elevation, calories burned, and other stats.

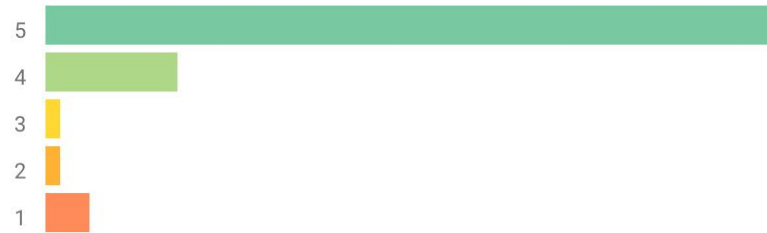
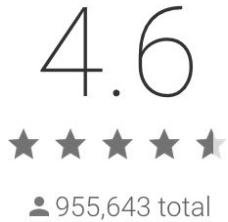
THE FREE FEATURES OF YOUR NEW RUN AND MILE TRACKER APP

- * **Easy run tracking** in real time with built-in GPS.
- * Monitor your running statistics to **analyze your exercise and training patterns**. Whether you're jogging or running for weight loss, a beginner looking to improve your running technique and habit, or even a pro looking to compete in a 5k, 10k, or marathon run, tracking & knowing your progress is step one!
- * Customize the app **dashboard** to your needs.
- * Get training guidance and audio feedback from the customizable **Voice Coach** - your companion for guidance and motivation.
- * **LIVE Tracking & Cheering**: Let your friends know that you are out and about — receive custom cheers to motivate you to go even further!
- * Whether you want to aim for distance, duration or frequency, your fitness milestones and **personal goals** are all about you. You can even choose whether to have a daily, weekly, monthly or yearly goal. Training for something specific? Set your personal goal for a target date of your choice! Does not matter if it's for running, walking, hiking, cycling, or exercising. Tell us your goal and we'll help you reach them!
- * Are you up for a **challenge**? We will help you maximize your motivation with targeted challenges.
- * Only thing that's missing? A good shoe of course: **Track kms or miles for your running shoes** & we'll let you know when it's time to get a new pair!

Reviews

REVIEWS

 Review Policy



Caleb Nymeyer

★★★★★ January 24, 2020



6

A rock solid activity tracker - I've been using Runtastic for a long time and it always surprises me how high quality everything seems. I use it most commonly out hiking or biking. It's really cool to see a map of your route, your pace and a lot more stats that most people won't care too much about....

[Full Review](#)

Reviews



J. Scott Elblein

★★★★★ January 31, 2020



1

Good app with the exceptions of no Fitbit integration (really man?) And the gps is weak. All my other similar apps have no problem, but this one can't figure out that I'm doing laps around a track in my gym, Waukegan Field House (in case it helps debugging), and as a result can't calculate anything ...

Full Review

Runtastic February 6, 2020

Hi there! Have you already submitted your problem to our Support Team? If not, please submit a ticket to us at <https://help.runtastic.com/hc/en-us/requests/new>. We look forward to helping you resolve this issue.

READ ALL REVIEWS



Reviews

Not Helpful

What a DUMB IDEA ★★☆☆☆

by WESTERN BS – Mar 28, 2014

It was a great app; NOW thanks to the Upgrade???? REALLY!!!! I have to log in every time I open the app. How dumb and inconvenient is that??? ANSWER... VERY!!!! And don't bother trying to edit or erase an activity from the app. You will have to go to your laptop or tablet to get that done. It seems that every time some egg head decides they want to make something better for us they actually do the opposite. And social sharing; ... [More ▼](#)

3 out of 3 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

Helpful

Everything I need in a running app ★★☆☆☆

by Nanvdand – Mar 30, 2014

Although I like this app I am getting very tired if the pop ups for various reasons or my settings getting changed when auto updates happen. I run outside. I live in California. It is sunny here. It is very difficult to read an iPhone in the sun. All I want to do is start my run. I don't want to have to find a shady place to try and figure out why this app won't let me start my run. Please knock it off or I will find a different running app.

1 out of 1 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern



Reviews

Really not helpful

SUUUUUCKS LIKE CRAAAAP ★★★★★

by Gdxbudch – Dec 15, 2011

Do NOT GET THIS SUCKY APP

Reviews



Call of Duty: Black Op...

Games

Activision Publishing, Inc.

Updated Jan 02, 2014

 Game Center

\$6.99 BUY 

LAGGG!!!! ★★★★★

Feb 15, 2013

The game lags like crazy on my ipod 4th, it will randomly exit the game, the sound is messed up, and when i have an automatic gun it will only shoot one bullet at a time i will hold down my finger and it only shoots one. Pls fix it

[Report a Concern >](#)



Facebook

Social Networking

Facebook, Inc.

Updated Mar 17, 2014

FREE 

SORT BUTTON!!!! ★★★★★

Nov 12, 2012

where did it go it randomly picks different posts to show! i know yall just do this to make us go on the computer where there is more adds, but fix this and i will give a good rating. IF ANYONE ELSE READS THIS GIVE A BAD RATING SO THEY WILL FIX THEIR APP.

[Report a Concern >](#)



In App Purchases

Don't limit what people can spend on your app.

\$4.99 Buy

▼

Offers In-App Purchases

★★★★☆ (59)

Rating: 4+

TOP IN-APP PURCHASES

1.	Story Running Bundle 1	\$2.99
2.	The Carrier of Truth	\$0.99
3.	Toward the Finish Line	\$0.99
4.	runtastic Training Plan	\$21.99
5.	Journey of Iomluath	\$0.99
6.	The Globerunner	\$0.99
7.	runtastic Training Plan	\$26.99
8.	runtastic Training Plan	\$19.99
9.	runtastic Training Plan	\$10.99
10.	runtastic Training Plan	\$9.99



Update Text

Use the update text as an opportunity to promote. Don't just don't say "Fixed bugs."

What's New in Version 5.0 Posted Mar 27, 2014

Take the new Runtastic out for a run and enjoy our improved app design and navigation, optimized features & new functionality.

- A fresh, easy-to-use Runtastic: Completely new app structure & design
- Post-activity improvements: New automatic sync and hydration features

...



Update Text

WHAT'S NEW

Do you switch the sport types you track regularly? Well, it's even easier now with the new search function in the Activity Setup screen. No more scrolling, just more time for fitness!

ADDITIONAL INFORMATION

Updated

February 11, 2020

Size

Varies with device

Installs

50,000,000+

Current Version

Varies with device

Requires Android

Varies with device

Content Rating

Everyone

[Learn More](#)

Interactive Elements

Shares Location, Digital
Purchases

In-app Products

\$0.10 - \$59.99 per item

Permissions

[View details](#)

Report

[Flag as inappropriate](#)

Offered By

Runtastic

Developer


[Visit website](#)

support.android@runtastic.com

[Privacy Policy](#)

Pluskaufstrasse 7 4061

Pasching AUSTRIA



Tracking Sales and Downloads

App Analytics

[AppAnnie](#)

Firebase

Crashlytics