



# APP STORE OPTIMIZATION

HOW TO INCREASE YOUR MOBILE PROFITABILITY



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# AGENDA

## App Store Optimization

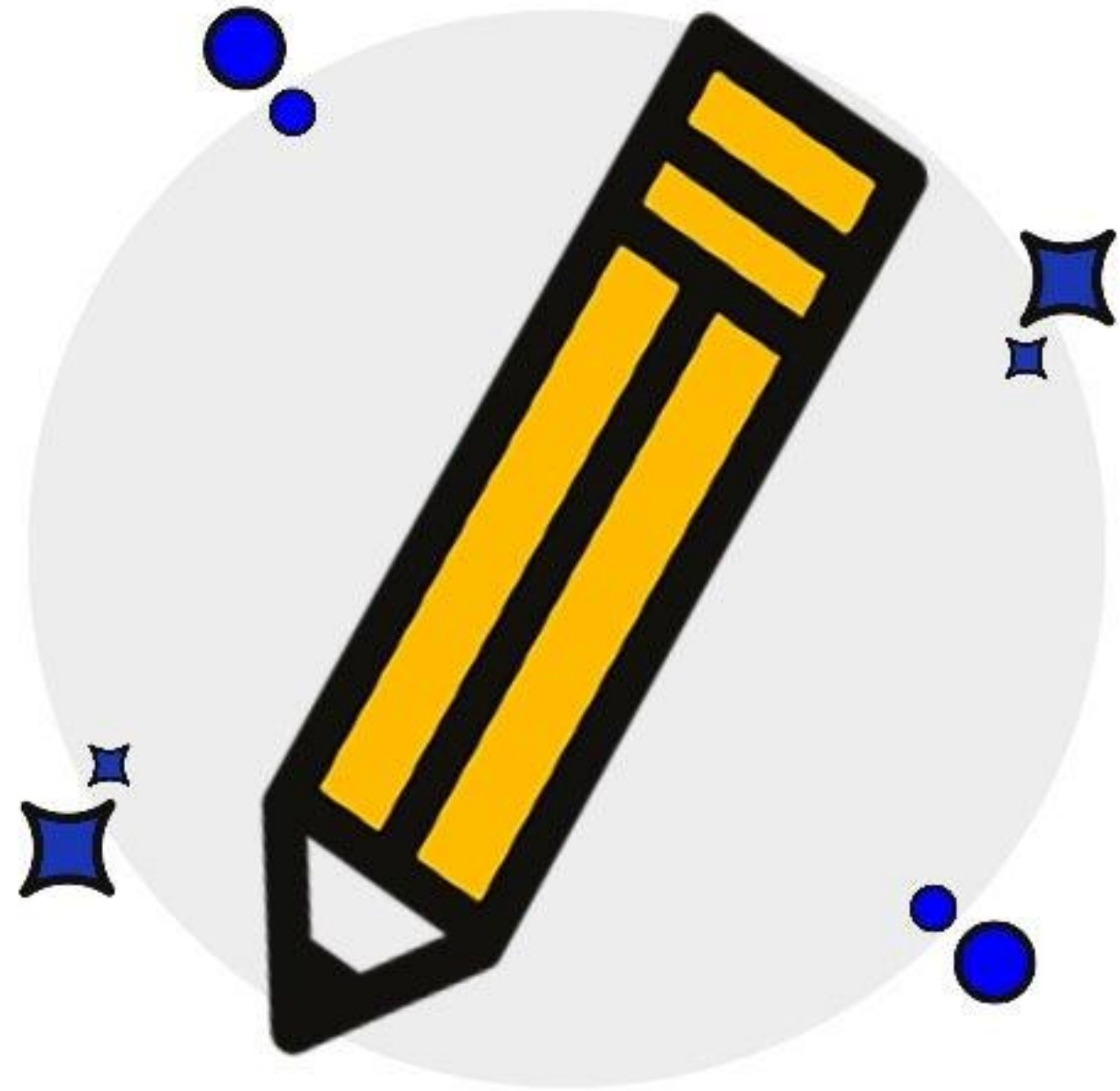


### ABOUT THE PRESENTATION

- Why App Store Optimization?
- What influences the search results
- Plan your launch
- Boost your App Store rankings



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## WHAT IS APP STORE OPTIMIZATION?

“APP STORE OPTIMIZATION IS THE PROCESS OF IMPROVING THE **VISIBILITY** OF A **MOBILE APP** (SUCH AS AN IPHONE, IPAD, ANDROID, OR WINDOWS PHONE APP) IN AN APP STORE (ITUNES FOR IOS OR GOOGLE PLAY FOR ANDROID)”





**WHY ASO?**



# WHY ASO?

## App Store Optimization



### WHY ASO?

With over 2 million apps in the major app stores, getting your app discovered is one of the biggest issues today.



\* Forrester: Consumer Technology Survey

\*\* TUNE: Understanding the relationship between organic and paid

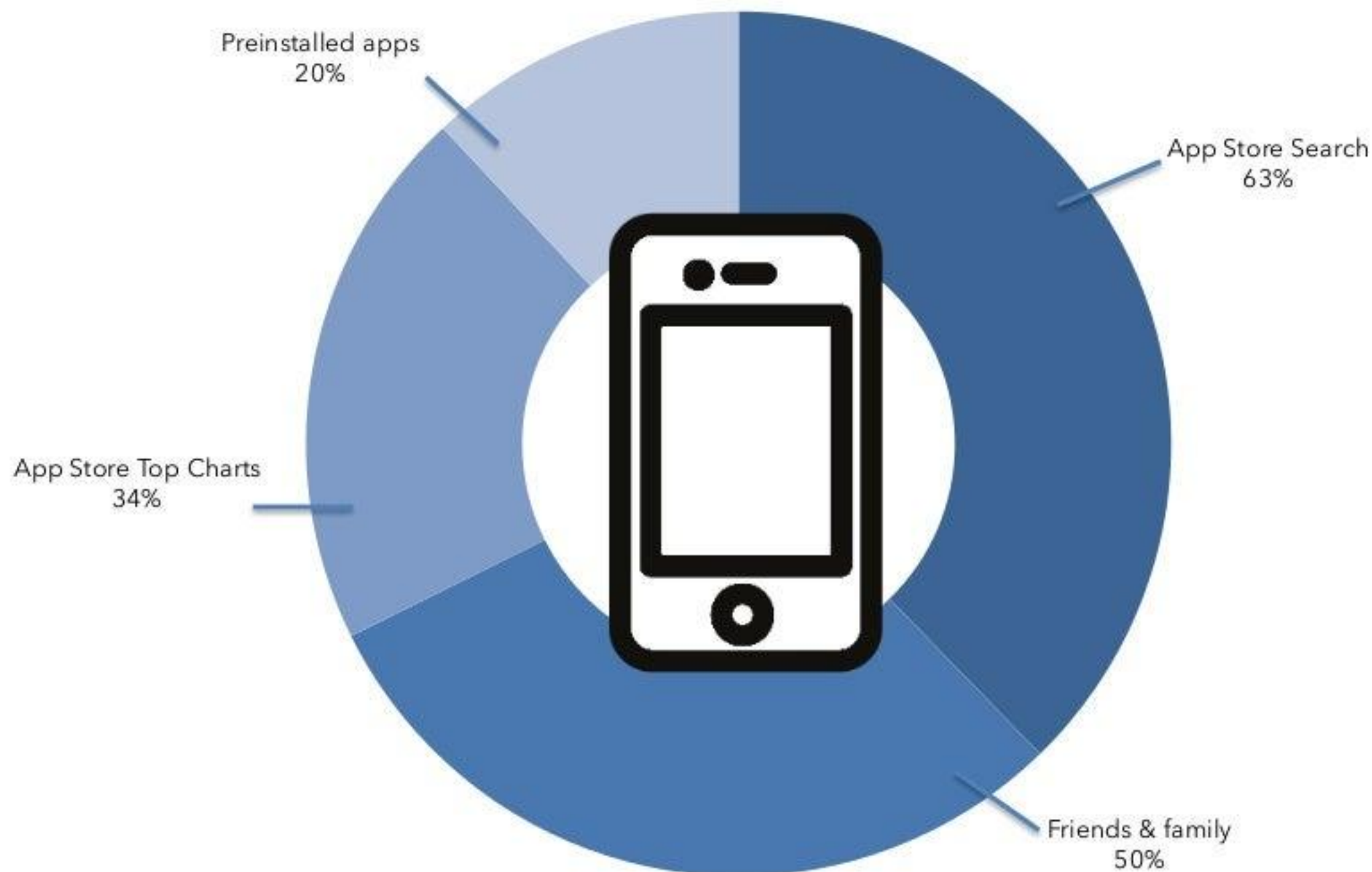


# WHY ASO?

## App Store Optimization



### % OF APP USERS WHO FIND APPS VIA EACH CHANNEL



\* Forrester: Consumer Technology Survey

\*\* TUNE: Understanding the relationship between organic and paid





# WHY ASO?

## App Store Optimization



"63% OF APPS ARE  
DISCOVERED THROUGH  
APP STORE SEARCHES"\*

\* Forrester: Consumer Technology Survey

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IF YOU'RE NOT USING **ASO** TO INCREASE APP'S  
SEARCH RANKINGS, YOU'RE MISSING OUT ON THE  
LARGEST DISCOVERY CHANNEL AVAILABLE  
TO YOUR APP.



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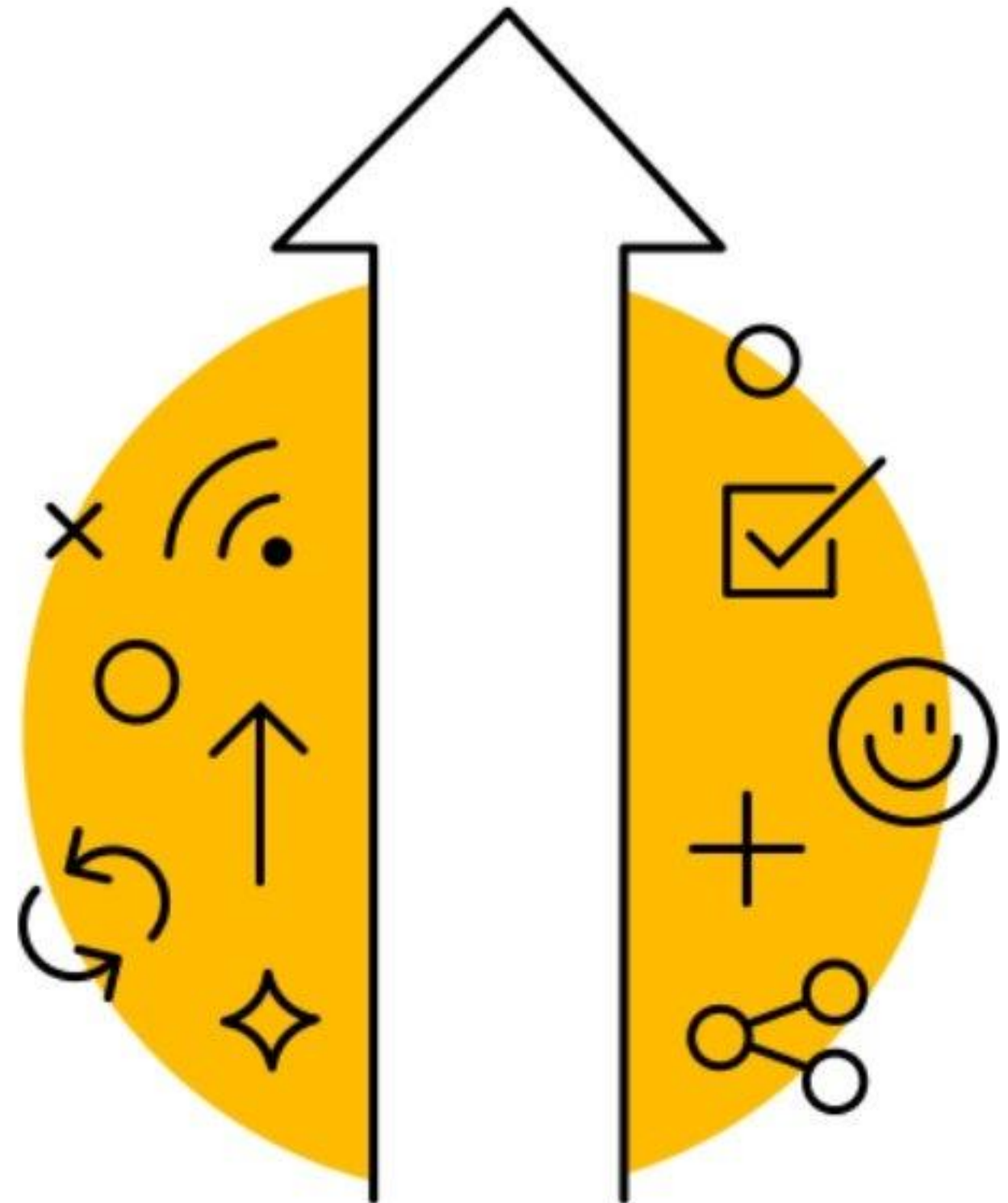
# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## MAIN FACTORS

- TITLE
- DOWNLOADS
  - VOLUME
  - VELOCITY
- UNINSTALLS  
(ONLY GOOGLE PLAY)
- RATINGS AND REVIEWS



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# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## WHY IS APP TITLE SO IMPORTANT?

A title is one of the first things people look for and notice when scrolling through search results.

In terms of rankings, apps rank higher in search for terms used in their title, as each word is parsed and used as a keyword.

FOR BRANDS, A TITLE PROVIDES AN UNIQUE OPPORTUNITY TO GO BEYOND THEIR BRAND NAME TO GIVE FURTHER EXPLANATION OF THEIR APP. THIS IS ESPECIALLY IMPORTANT IF THE APP YOU'RE MARKETING IS AN EXTENSION OF YOUR BRAND RATHER THAN AN ALREADY ESTABLISHED PRODUCT.



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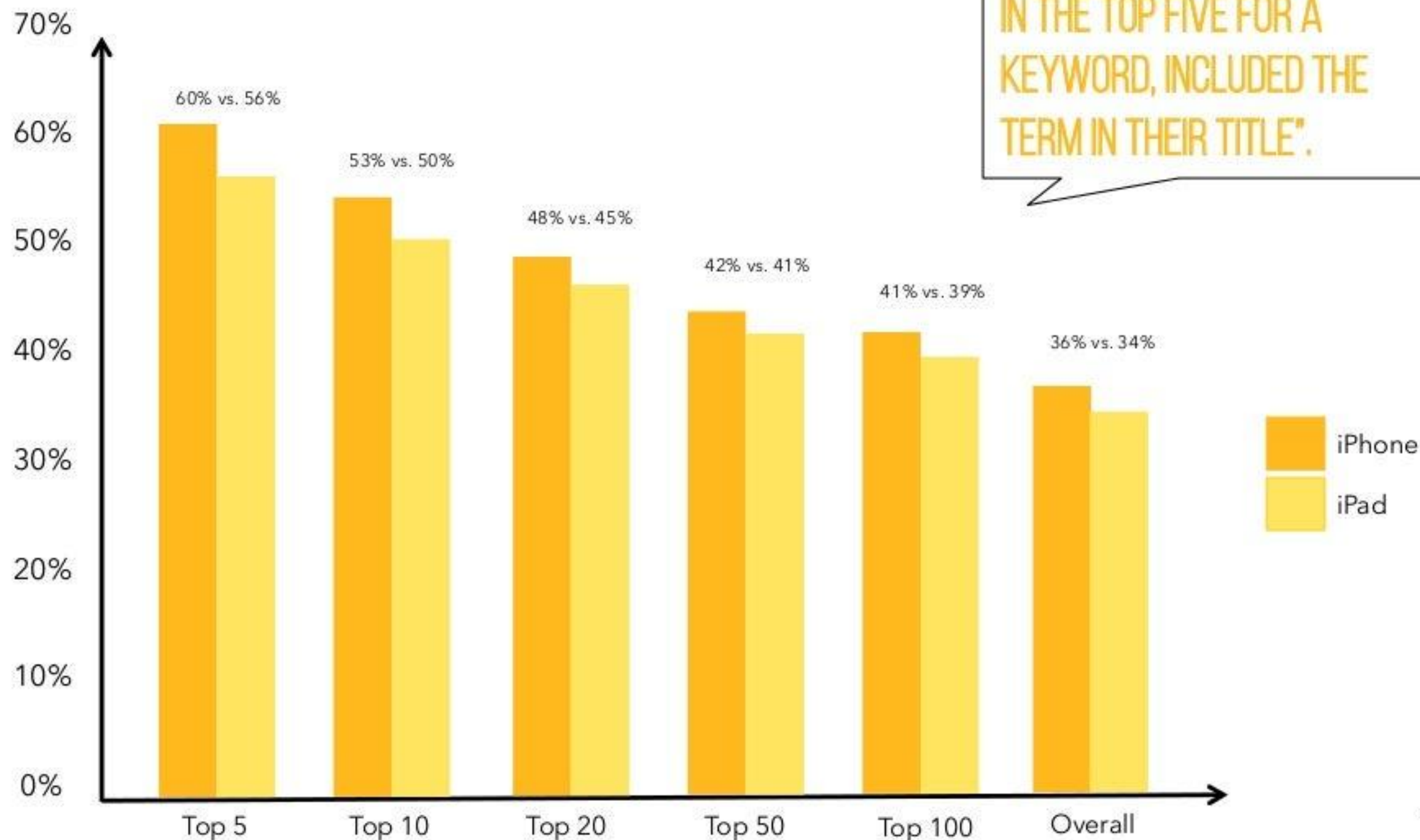


# WHAT INFLUENCES APP RANKINGS

## App Store Optimization



### % OF APPS WITH THE KEYWORD IN THE APP TITLE

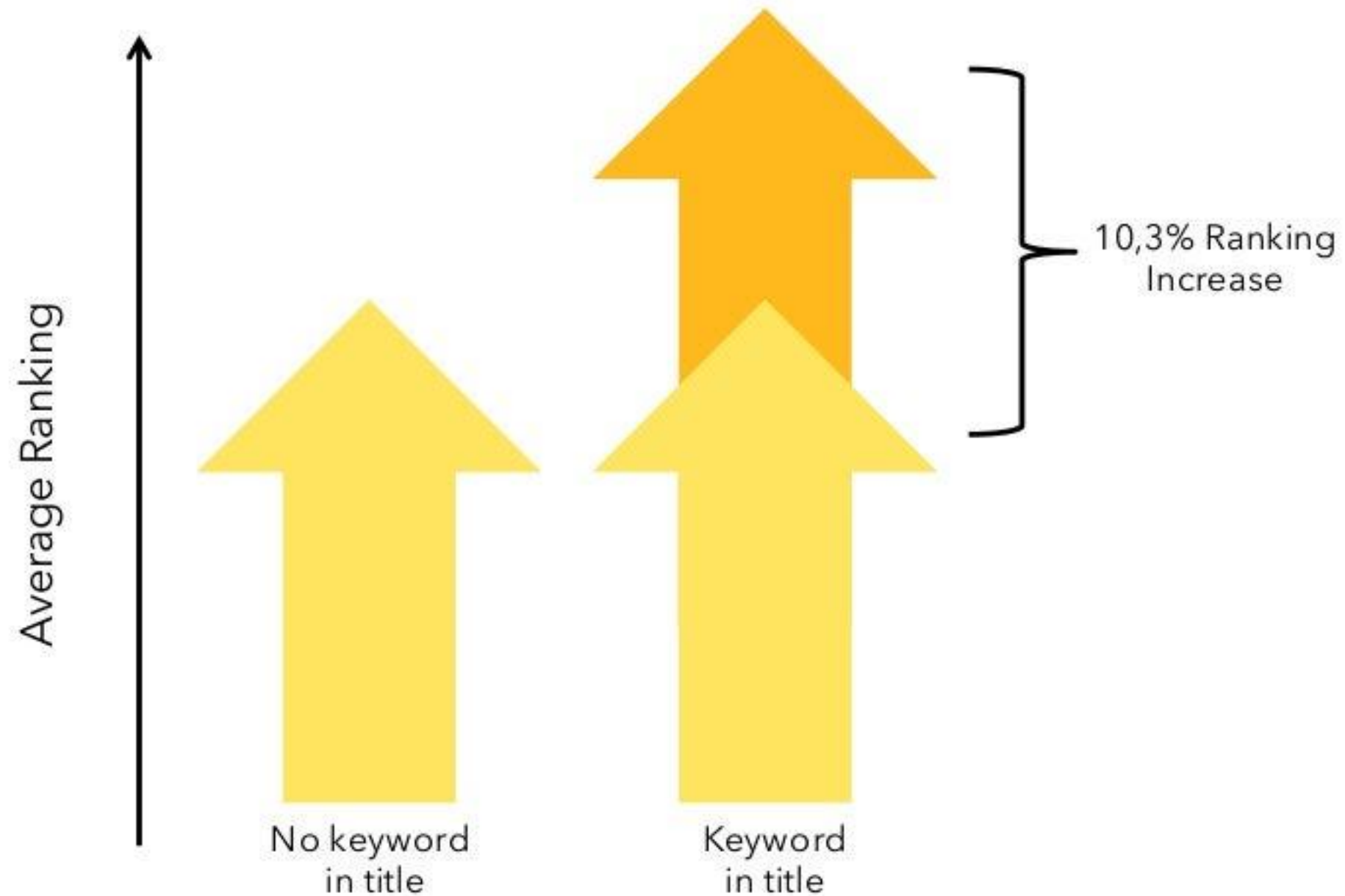


# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## KEY WORDS IN THE TITLE: WORTH IT?



TUNE: % of Apps with the Keyword in the App Title





# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## WHY ARE APP RANKINGS AND RATINGS IMPORTANT?

Based on ratings and reviews, a potential customer will often decide, whether or not to download the app.

From the beginning of the published app lifecycle ratings play an immediate role impacting search rankings, customer decision making and brand reputation.

WHAT CAN YOU DO TO IMPROVE YOUR RATINGS AND REVIEWS? WELL, SOMETIMES THE BEST WAY TO GET SOMETHING IS TO ASK FOR IT. HOWEVER, DO NOT PROMPT THE FIRST TIME A CUSTOMER LAUNCHES AN APP – NOBODY WILL GIVE YOU AN ACCURATE RATING BEFORE HAVING THE TIME TO RESEARCH THE APP AND ITS FUNCTIONALITIES.



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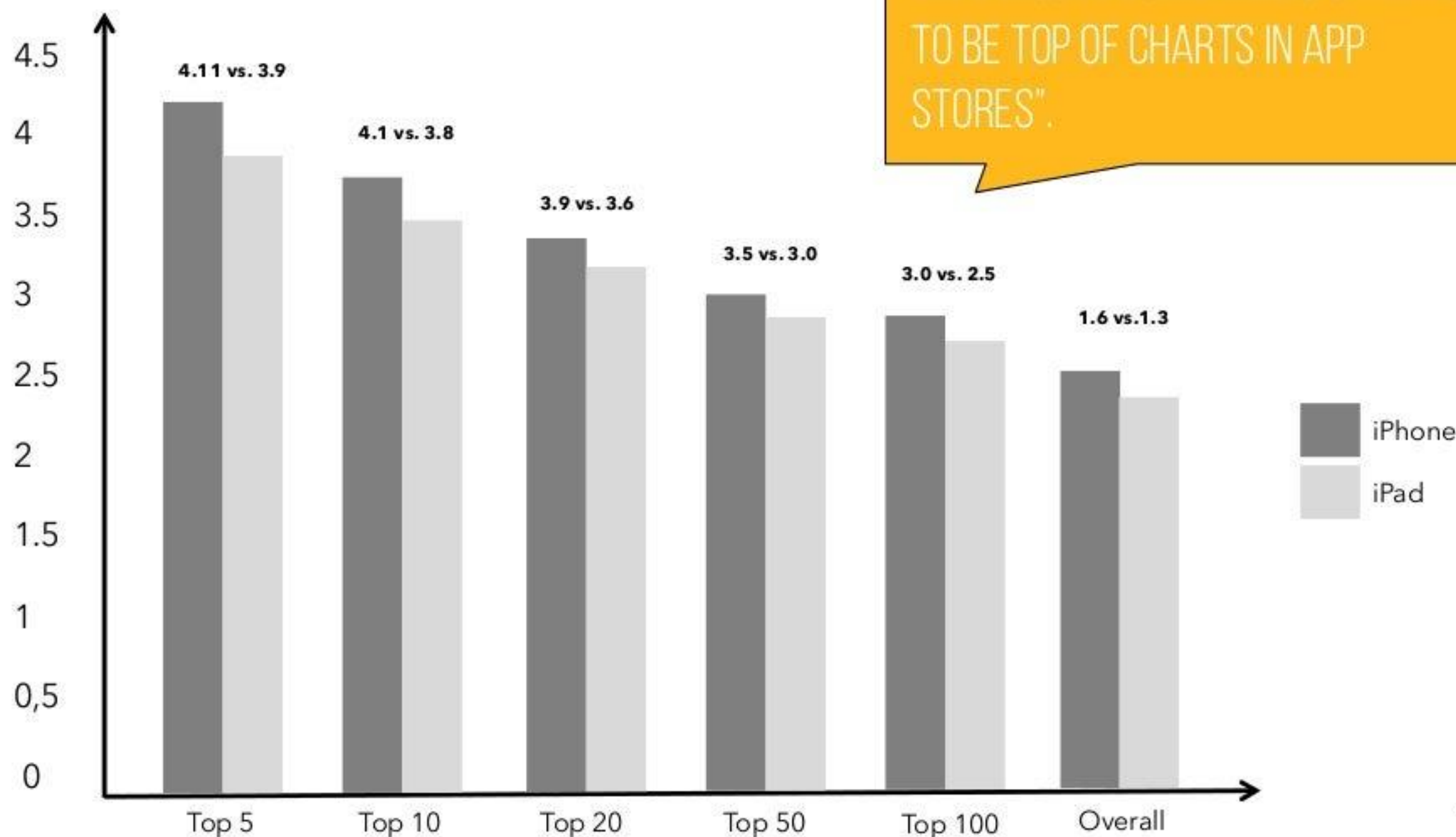


# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## APP RATING BY RANKING



TUNE: % of Apps with the Keyword in the App Title





# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## WHY ARE APP UPDATES IMPORTANT?

Naturally, updating is a sign of action, improvement and often addition of new features that improve or advance the app usage experience.

App Stores are focused on apps that represent freshness and continue to deliver value to the users and there is no better indication for continuous improvement and development than app update releases.

MAKE SURE TO CONTINUOUSLY OBTAIN FEEDBACK FROM YOUR APP USERS ON THE APP PERFORMANCE. EVERY PIECE OF FEEDBACK WHETHER IT IS PRAISE OR CRITICISM DRIVES YOUR BUSINESS FORWARD.



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# WHAT INFLUENCES APP RANKINGS

App Store Optimization



## APP UPDATE FREQUENCY IN LAST 90 DAYS



TOP 5 APPS ARE ON  
AVERAGE UPDATED 1.5  
TIMES EVERY 3 MONTH







**GET ONE AND MORE  
WILL FOLLOW**



# ORGANIC AND PAID

## App Store Optimization



## CORRELATION BETWEEN ORGANIC AND PAID INSTALLS?

Consumers spend more and more time on mobile devices and within apps, which implicates that organizations also are increasing their app marketing efforts.

Due to this development, it is becoming important for brands to clearly understand the implications of their ad spend and the relationship between paid and organic marketing.



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APPS THAT HAVE THE CAPABILITY TO ONLY RELY ON  
ORGANIC INSTALLS ARE OUTLIERS AND NOT THE NORM.  
**FOR THE OTHER 99,9% OF APPS,** HAVING A STRATEGIC  
MIX BETWEEN PAID AND ORGANIC MARKETING  
EFFORTS IS VITAL TO SUCCESS.



# ORGANIC AND PAID

## App Store Optimization



## ORGANIC AND PAID INSTALLS

FOR EVERY PAID INSTALL AN APP RECEIVES, IT CAN EXPECT TO ALSO ACQUIRE ADDITIONAL 1.5 ORGANIC INSTALLS\*\*



\* TUNE: Understanding the relationship between organic and paid

