

The art of promoting your iOS app

Filip Miłoszewski

Listonic



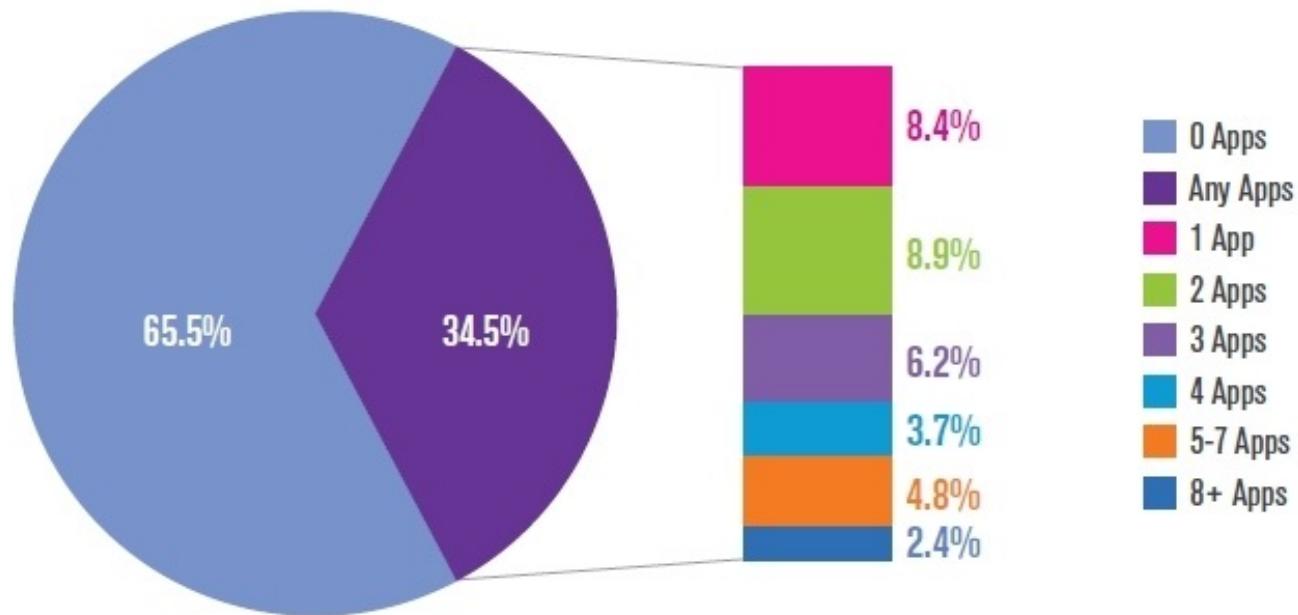
1.3 million

Apps available



Smartphone Users' Number of App Downloads Per Month

Source: comScore MobiLens, U.S., Age 18+, 3 Month Average Ending June 2014

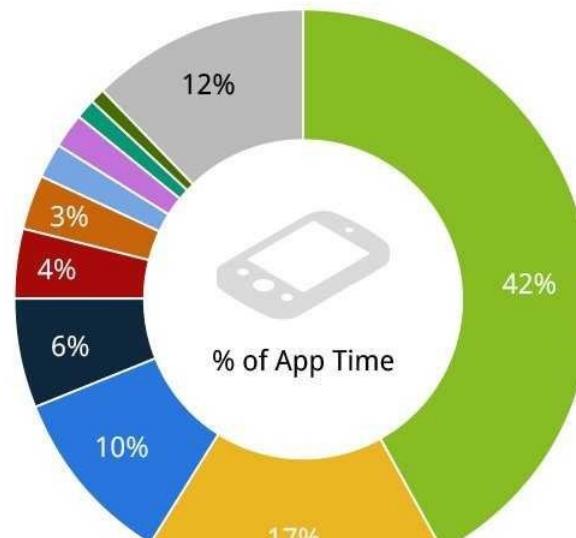


App Users Spend 75% Of All App Time With Their 4 Favorite Apps

% of total app time spent with most used apps in June 2014

Most Used Apps

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10
- #11+



Base: U.S. smartphone users aged 18+

BUSINESS INSIDER

Source: comScore



statista

Make remarkable apps!

@marco

Pre launch



The image shows a dark, rectangular overlay box centered over a photograph of a concert crowd. The crowd is filled with people raising their hands in the air, illuminated by stage lights against a dark background. The overlay box contains the LaunchRock logo at the top, followed by a promotional message about setting up a "Launching Soon" page. It includes a text input field for an email address and a green "GO" button. At the bottom, it says "powered by launchrock". A red "Learn More" button with a dropdown arrow is overlaid on the bottom center of the image.

launch**rock**

Set up a "Launching Soon" page in minutes. Collect interest, increase sharing and build your audience.

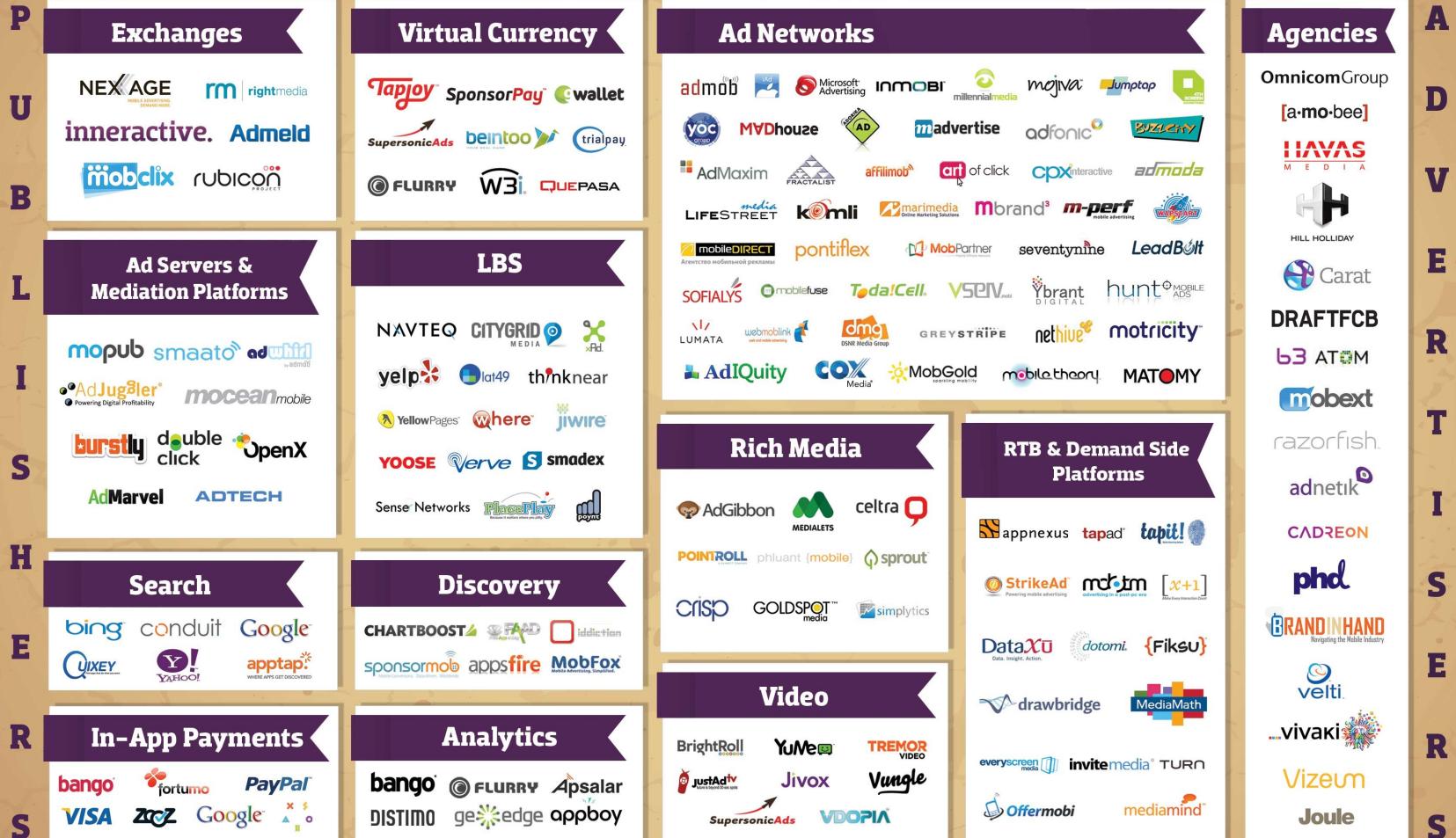
Enter your email below to start creating a page now:

 GO

powered by **laun**ch**rock**

Learn More ▾

Mobile Monetization Global Landscape



Networks

Cheap / Low value / High volume

High value / Consistent volume

Networks

Top Charts

LTV > CPI

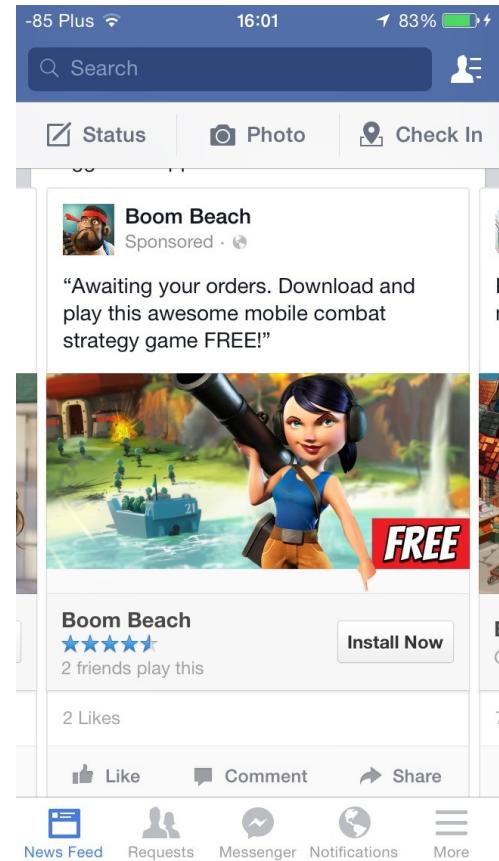
Clear target

Facebook Mobile App Installs Ads

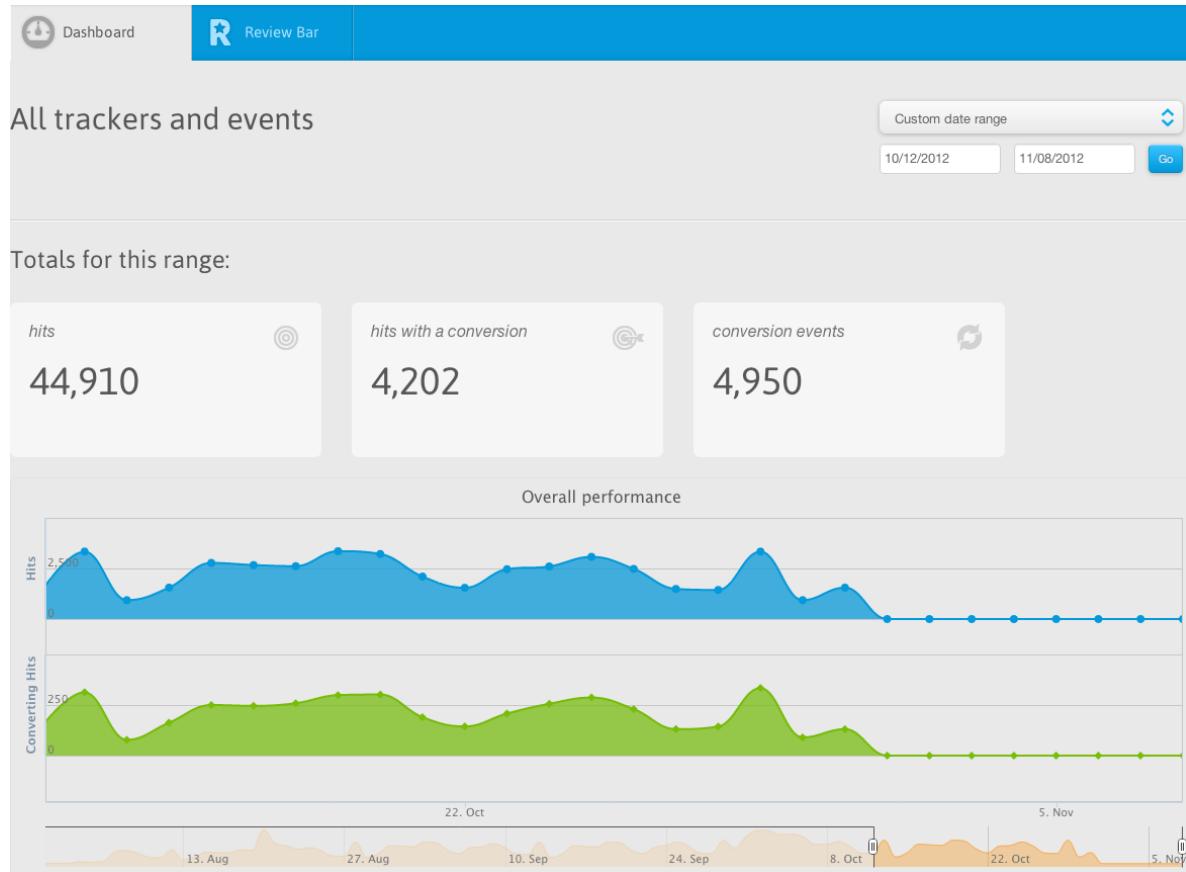
Facebook's mobile ad revenue accounts for more than 59% of its overall ad revenue (\$1.3bn in mobile advertising revenue)

350 million app installs to date

Used by more than 60% of the top grossing apps

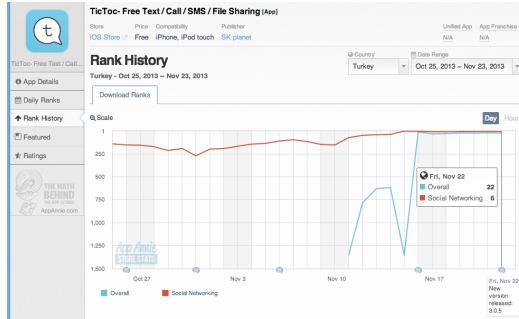
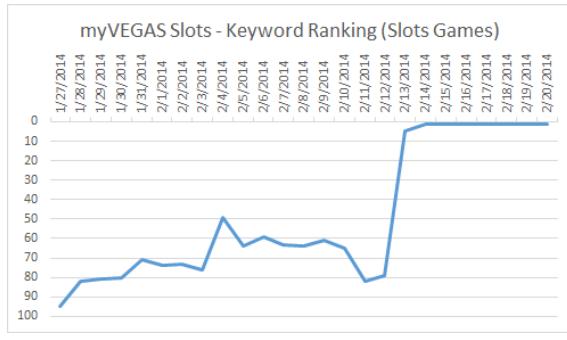


Analytics + Tracking Installs



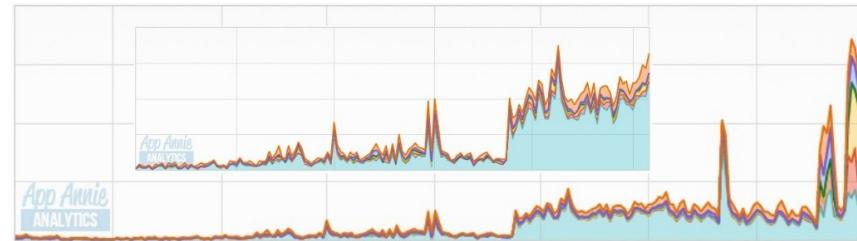
Onboarding links

ASO



Results

15x increase in organic downloads (iOS)
March to November 2013
ASO only



17 updates
2 big step changes

According to Forrester, 63% of apps are discovered through app store searches.

ASO Cheat Sheet

bit.ly/aso-cheat-sheet



Testing icons



+ screenshots

Reviews

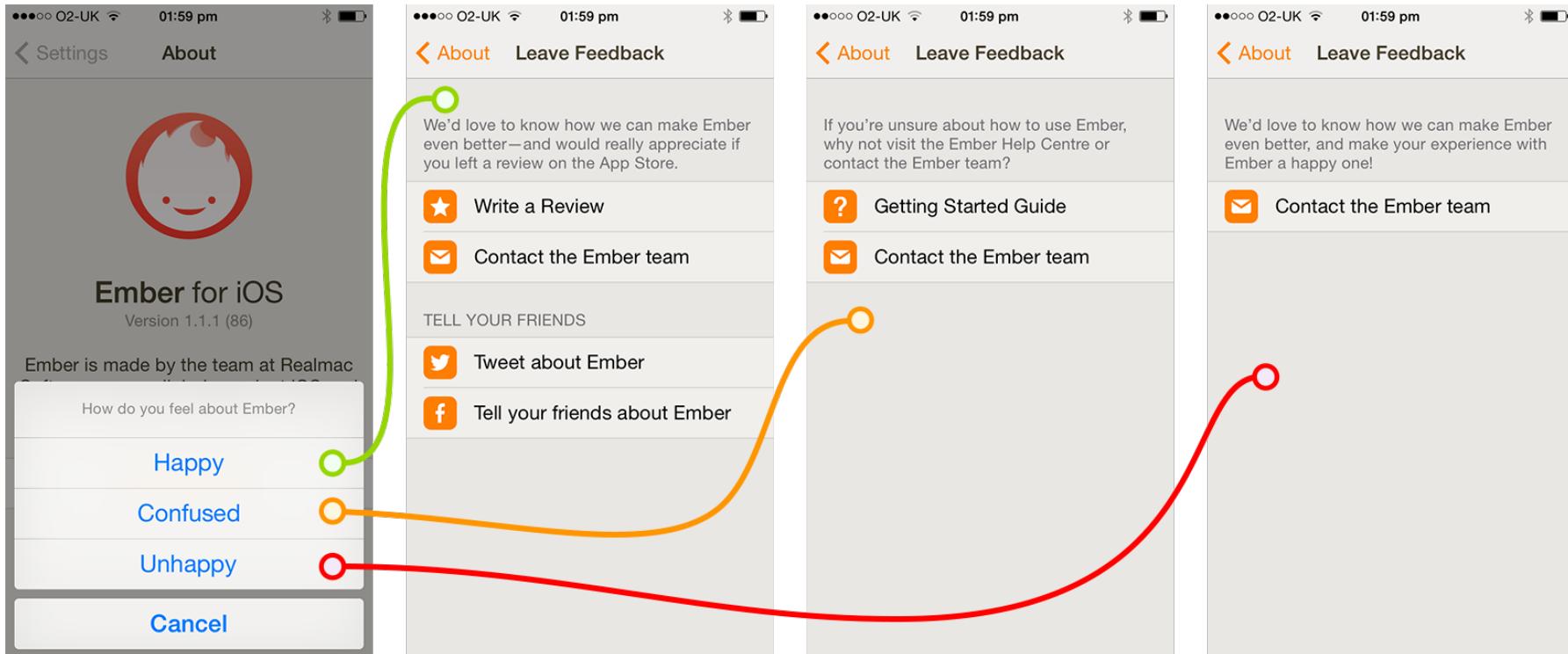
Read and Act on your Reviews

"My friends who use Facebook for iPhone"

Choose your moment

5 reviews minimum

Prompting for App Reviews

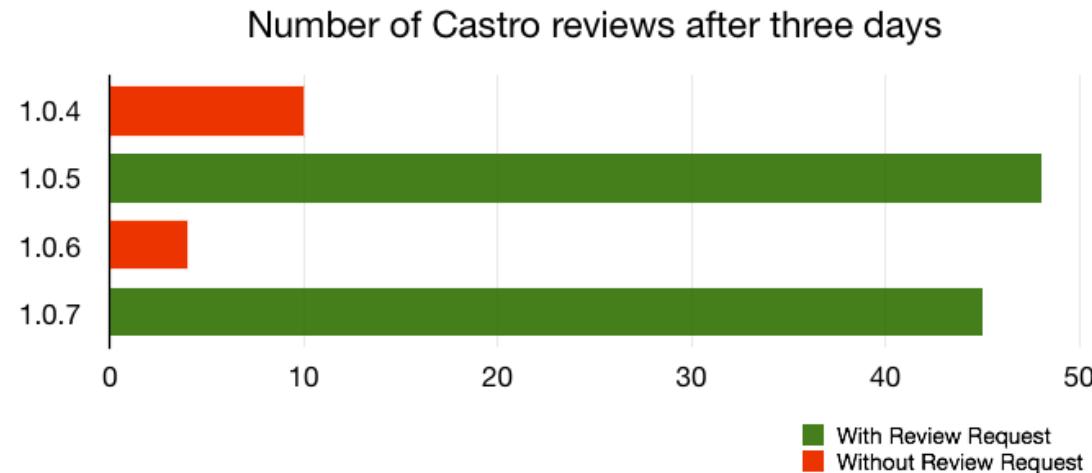


More -> <http://dancounsell.com/articles/prompting-for-app-reviews>

What's new

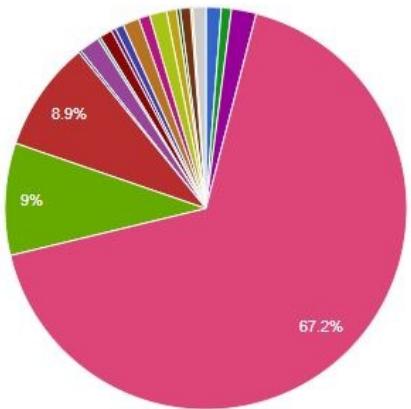
„If you like Castro, please take the time to give us a nice review: it really helps.”
[Castro](#)

„We don't feel comfortable interrupting your game experience to ask for reviews, but if you are feeling generous with your time please take a moment and let us know what you think of the game ^__^” [Threes](#)



App localization

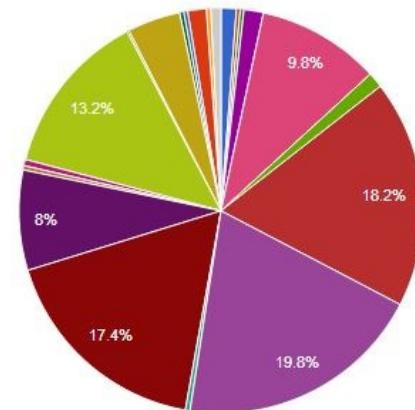
Languages



- ar
- ca
- da
- de
- en
- en-GB
- es
- fi
- fr
- he
- it
- ja
- nb
- nl
- pt

▲ 1/2 ▼

Languages



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Localization keywords

Keywords Localized In Spanish Will Be
Indexed In The US Store (50% of the time)

*App Store Search Suggest
Google Adwords Keyword Tool (GKWT)
Xyo.net, SensorTower*

Don't forget

Smart app banners

App size under 100MB

Great video

Really Great Video

coin



Osmo



Skylock



GROUPON



Wello



TRUECar.



MARKFORGE3D



1Password



grid



ROBINHOOD



BREAKING NEWS



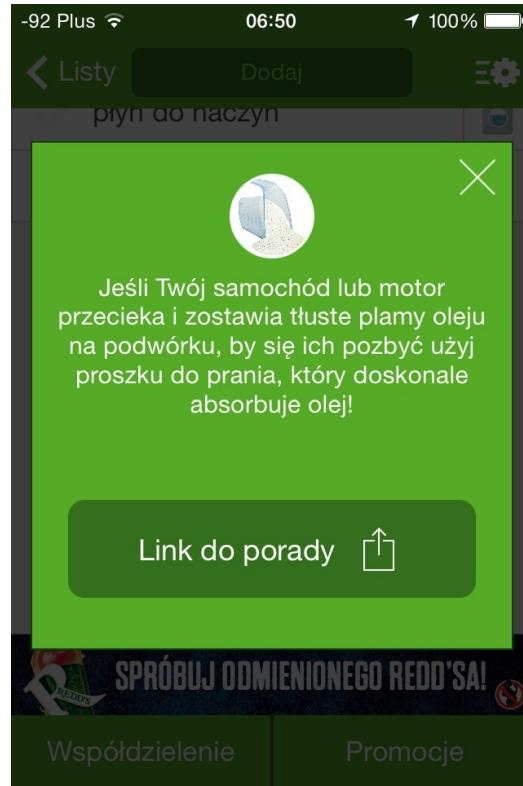
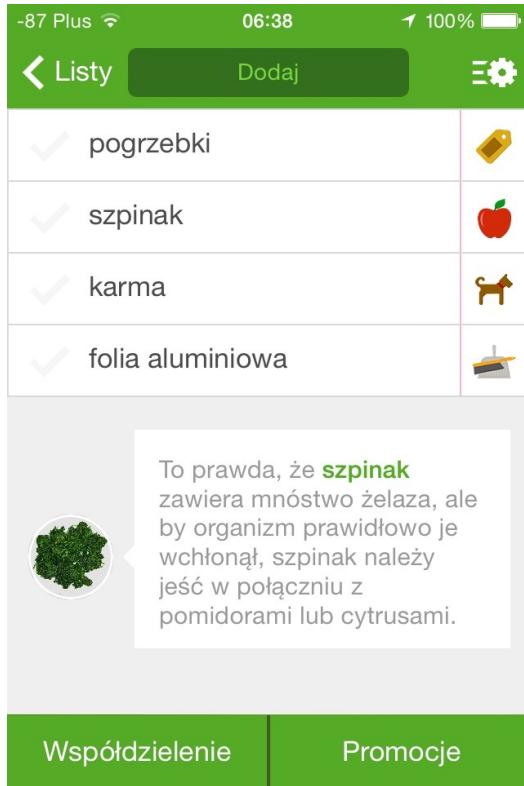
K N O C K



“If your product doesn’t have a compelling story that is easy for people who use it to explain to people who don’t, your growth will stall.”

Josh Elman (Twitter)

Case Listonic



Make
most of
your
groceries

Thank you

Filip Miłoszewski

fmiloszewski@listonic.com

@milof

The logo for Listonic, featuring the word "Listonic" in a bold, white, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance. The background is a solid green color with a subtle texture.