

Google Play

Ferramentas, Melhores práticas



Daniel Trócoli

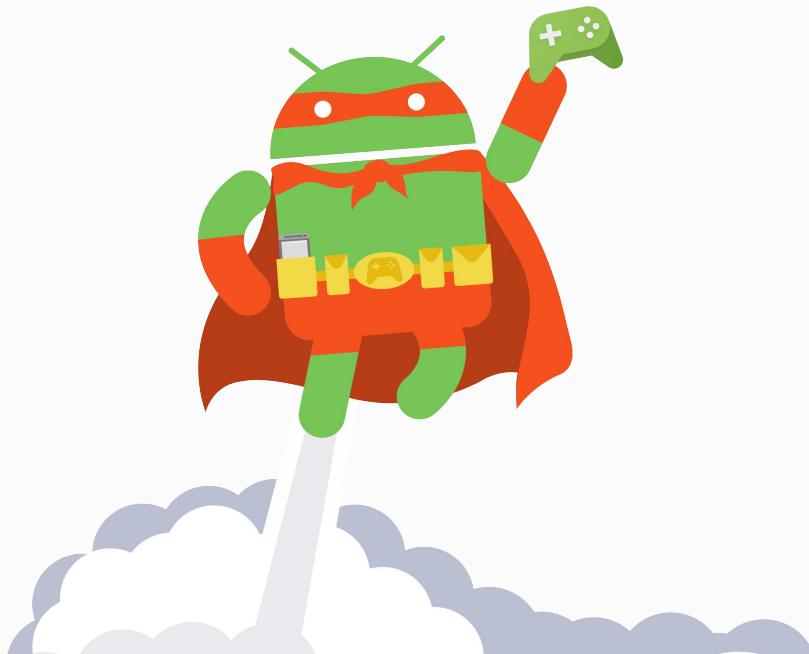
Partner Development Manager

Google Play Apps & Games





Hoje os heróis da história são vocês





E todo super herói
precisa de um cinto de
utilidades.

Android é o seu cinto de
utilidades





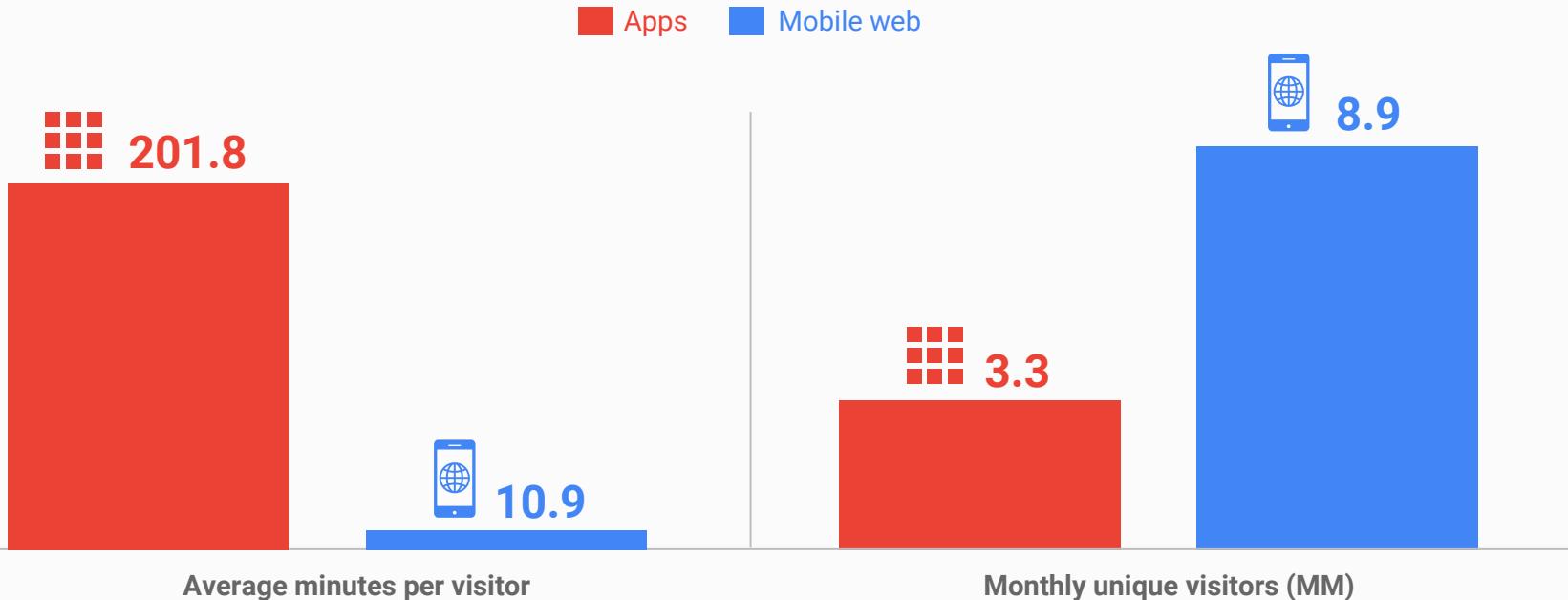


Defina sua estratégia para Apps,
não copie simplesmente a experiência do seu site para
diferentes dispositivos.



Apps tem engajamento mais alto, mas oferece menor alcance

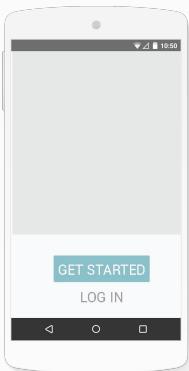
Top 1000 mobile apps vs. top 1000 mobile web properties



Source: comScore Mobile Metrix, U.S., Age 18+, June 2015

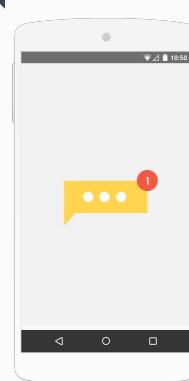


Evite



- Bookmark numa tela
- Experiência homogênea
- Reage ao usuário

Boas Práticas



- Parte da experiência do usuário
- Personalizado e ciente do contexto
- Antecipa as necessidades do usuário



Em 2015



Google Play

1 Bilhão+

Usuários ativos mensais



190+

países



\$7 Bilhões+

Pagos para desenvolvedores





O Google Play investe mais e mais em funcionalidades para auxiliar o developer

Localized graphics
Google Play Developer Console (Beta)

Reply to reviews
Optimization tips
Monetization reports
Play Games Services
App translation service
Beta testing & staged rollouts

History log
Email alerts
App Indexing
Security alerts
Publishing API
New game stats
Subscriptions features
Distribute to Android TV
Distribute to Android Wear

 Google Play Developer Console

Indie Corner
Cloud Test Lab
Player Analytics
Developer pages
Halt staged rollouts
Pre-registration pages
Store listing experiments
Universal app campaigns
Search ads in the Play Store
Opt-in to Designed for Families
User acquisition performance report
Content ratings & new review process

2012 (2H)

2013

2014

2015-2016



O que você pode fazer **hoje**



O que você pode fazer **hoje** e **GRÁTIS!**



Google Play te da suporte durante todo o ciclo de desenvolvimento do seu app



BUILD

- Material Design
- Building for Billions
- Alpha & Beta Testing
- Early Access
- Staged Rollout
- Awareness API

GROW

- Conversion Funnel
- Store Listing Experiments
- Universal App Campaigns

- Ratings & Review
- Notifications

EARN

- Local Payments
- Sub-dollar Pricing
- Subscriptions



Ferramentas Google Play: Build



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Dê vida ao seu app com Material Design

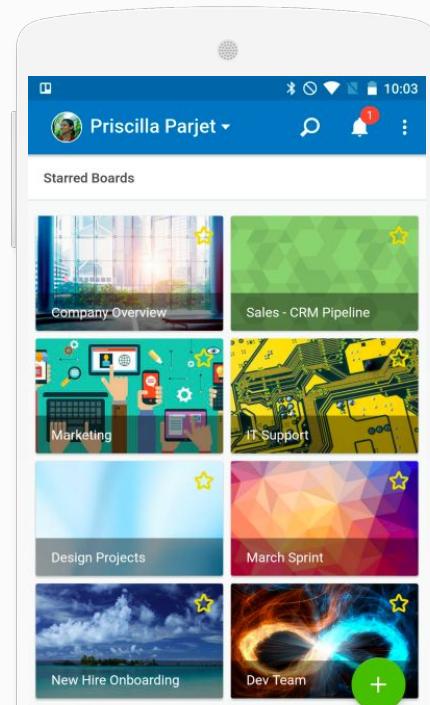
- Superfícies tangíveis e sombras
- Riqueza de imagens e cores ousadas
- Animação com significado
- Interações responsivas



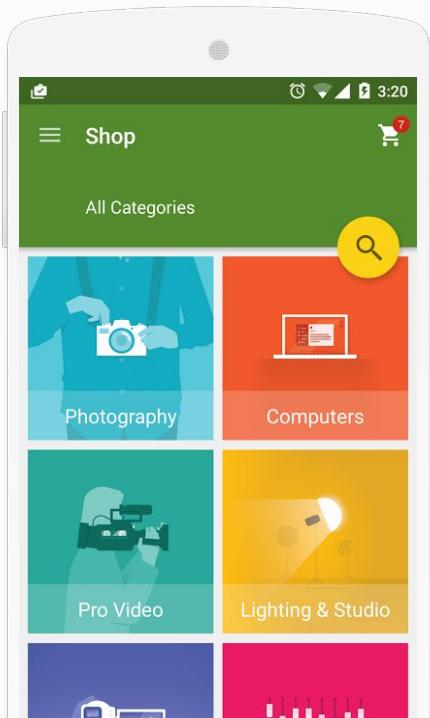


Apps com Material Design engajam mais

- **Fabric** teve 30% de aumento em registros e 200% de aumento em time spent no app
- **MusiXmatch** teve 2x mais active users e 2x av. time spent no app
- **Wego** teve 300% de aumento em retenção mensal de usuários e 35% de queda nas taxas de desinstalação



41%
activity per session
– Trello



5X
in-app orders
– B&H



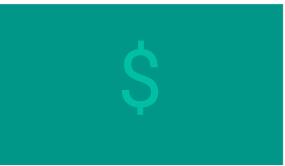


Building for Billions

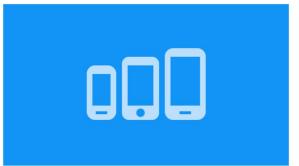
Desenvolva para o próximo bilhão de usuários



Connectivity



Data Cost



Capability

- Minimize o tamanho do APK
- Seja consciente do uso de rede de dados
- Trabalhe em conexões mais lentas e offline
- Reduza o uso de memória para dispositivos menos poderosos
- Teste nos dispositivos mais populares do mercado-alvo





Alpha, Beta e Staged Rollout



Open & Closed **Alpha / Beta** testing

- **Closed testing:** apenas usuários específicos podem entrar. Especifique um e-mail, Google group ou comunidade do Google+
- **Open testing:** Qualquer usuário pode se inscrever pela página do jogo no Google Play Store

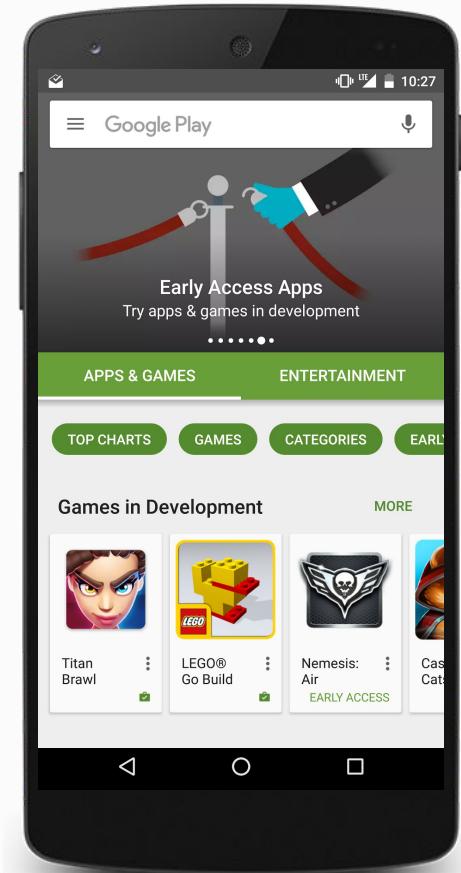
The screenshot shows the Google Play Developer Console interface for managing APKs. At the top, there are three tabs: PRODUCTION (Version 2), BETA TESTING (with a link to 'Set up Beta testing for your app'), and ALPHA TESTING (Version 4). To the right, there is a button labeled 'Advanced Mode'. Below these tabs, there is a section titled 'ALPHA CONFIGURATION' with a 'Upload new APK' button. Underneath, it shows the 'CURRENT APK' was published on May 16, 2013 at 1:36:44 PM. There are three main sections: 'Supported devices' (1397, with a 'See list' link), 'Excluded devices' (0, with a 'Manage excluded devices' link), and 'Alpha testers' (with a 'Manage list of testers' link). At the bottom, there is a table with columns: VERSION, UPLOADED ON, STATUS, and ACTIONS. The first row shows '4 (4.0)' as the version, 'May 16, 2013' as the upload date, 'in Alpha' as the status, and a 'Promote...' button in the actions column.

| VERSION | UPLOADED ON | STATUS | ACTIONS |
|---------|--------------|----------|--------------|
| 4 (4.0) | May 16, 2013 | in Alpha | Promote... ▾ |



Coleção Acesso Antecipado na Play Store

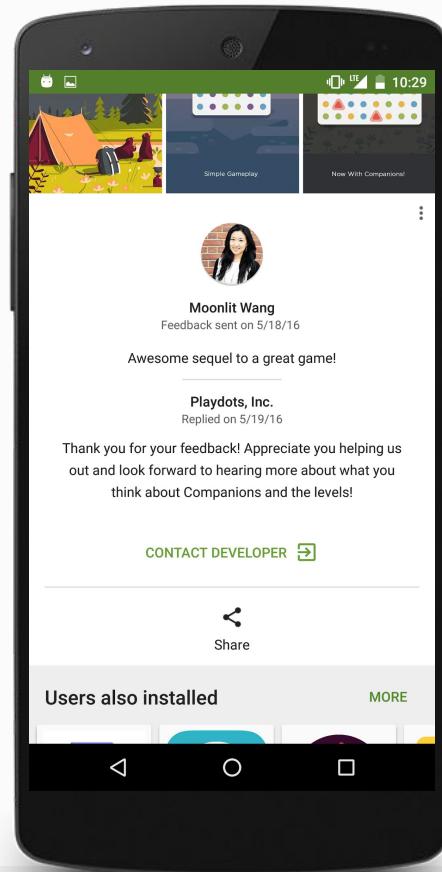
- Pensada para open beta
- Usuários instalam diretamente
- Ajuda na aquisição de beta testers





Feedback Privado

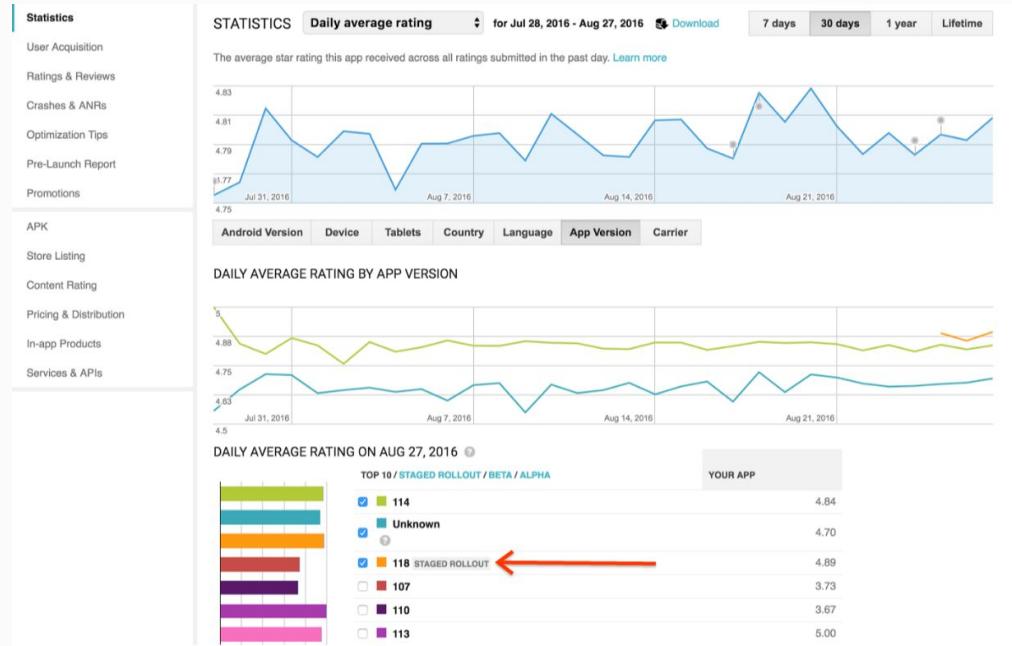
- Como os usuários de Alpha e Beta não podem deixar comentários ou dar notas no seu jogo, agora é possível enviar um feedback privado





Staged Rollout

- Você não precisa distribuir um update para 100% dos usuários
- É possível setar um % e acompanhar as métricas das versões de forma independente e parar o processo caso tenha sido introduzido algum bug.





Staged Rollout

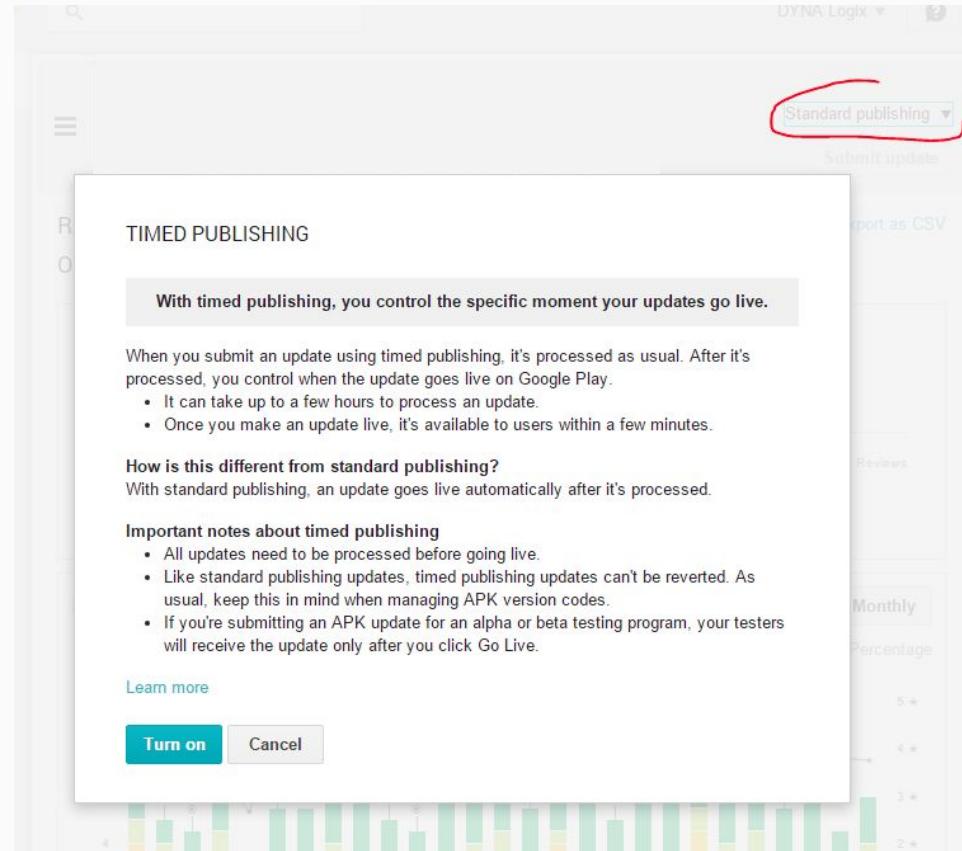
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- É possível setar um % e acompanhar as métricas das versões de forma independente e parar o processo caso tenha sido introduzido algum bug.

The screenshot shows the Google Play Developer Console interface. On the left, there's a sidebar with various tabs: Statistics, User Acquisition, Ratings & Reviews, Crashes & ANRs, Optimization Tips, Pre-Launch Report, Promotions, and APK. The APK tab is currently selected. The main content area is titled "APK". It displays three sections: "PRODUCTION" (Version 118), "BETA TESTING" (Set up Beta testing for your app), and "ALPHA TESTING" (Set up Alpha testing for your app). Below these is a "PRODUCTION CONFIGURATION" section with a button to "Upload new APK to Production". A red arrow points down to the "Staged Rollout" section, which shows "Supported devices" (11611) and "Excluded devices" (0). It also indicates that the configuration will be rolled out to 20% of the market and has a "Halt Staged Rollout" button. Further down, there's a table for "CURRENT APK" (published on Aug 25, 2016, 1:20:38 PM) with columns for VERSION, UPLOADED ON, STATUS, and ACTION. The table shows one entry: "118 (1.8.3)" uploaded on "Aug 25, 2016" with "in Prod (20%)". Below this is a "OLD CONFIGURATION" section with a "Show" link. At the bottom, there's a "OTHER APKS" section with a "Hide" link, showing two entries: "117 (1.8.2)" uploaded on "Aug 24, 2016" with "Unpublished" status and "Show details"; and "116 (1.8.1)" uploaded on "Aug 18, 2016" with "Unpublished" status and "Show details".



Agendamento de Publicação

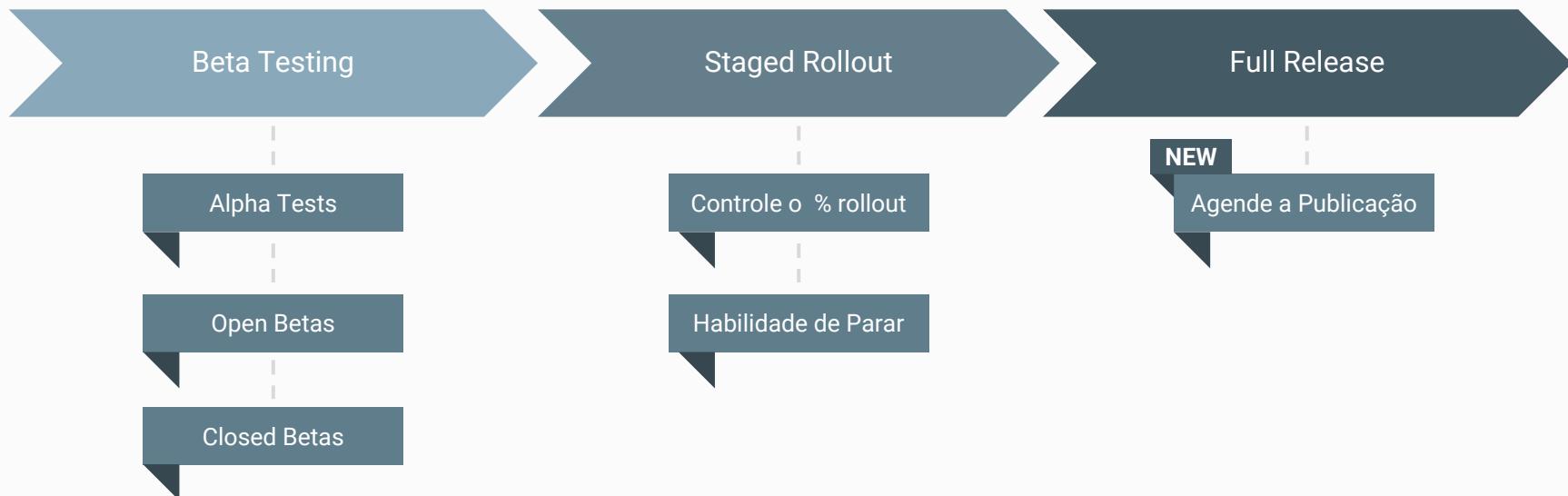
- É possível agendar um horário para a publicação do seu APK





Colete feedback e publique com segurança

80% dos mais bem sucedidos apps na Play usam alpha/beta testing e staged rollouts





Awareness API



Awareness API

- 7 signals including time, location, places, beacons, headphones, activity and weather.
- High quality data
- Power consumption and memory usage are automatically optimized to maximize battery life and memory capacity on your users' devices.



developers.google.com/awareness/



Ferramentas Google Play: Grow



BUILD

- Material Design
- Building for Billions
- Alpha & Beta Testing
- Early Access
- Staged Rollout
- Awareness API

GROW

- Conversion Funnel
- Store Listing Experiments
- Universal App Campaigns

EARN

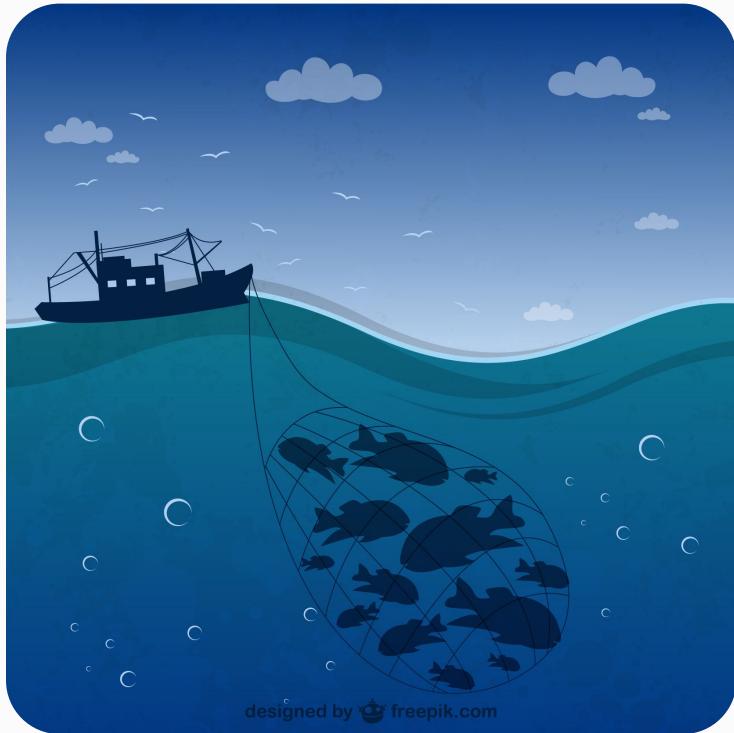
- Local Payments
- Sub-dollar Pricing
- Subscriptions



Aquisição de usuários



Orgânica



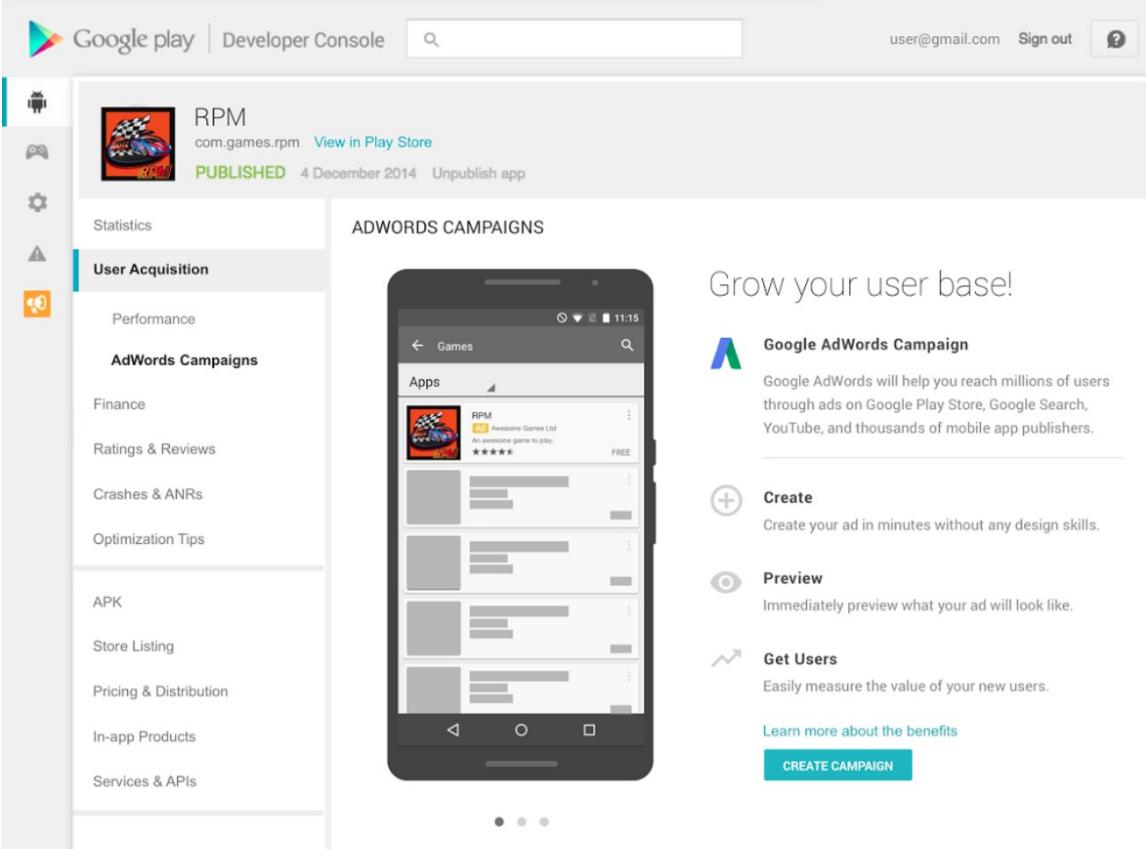
designed by freepik.com

Paga

VS.



Encontre a audiência correta com **Universal Apps Campaigns**



The screenshot shows the Google Play Developer Console interface. At the top, it displays the app 'RPM' (com.games.rpm) with its icon, status as 'PUBLISHED' on '4 December 2014', and a 'View in Play Store' link. On the left, a sidebar menu is open under the 'User Acquisition' tab, listing various metrics: Statistics, User Acquisition (selected), Performance, AdWords Campaigns (highlighted in blue), Finance, Ratings & Reviews, Crashes & ANRs, Optimization Tips, APK, Store Listing, Pricing & Distribution, In-app Products, and Services & APIs. To the right of the sidebar, there's a section titled 'ADWORDS CAMPAIGNS' which includes a smartphone icon showing a sample ad for the RPM app in the Google Play Store. Below this, there are four sections: 'Grow your user base!', 'Google AdWords Campaign', 'Create', 'Preview', 'Get Users', and a 'CREATE CAMPAIGN' button.

Grow your user base!

Google AdWords Campaign

Google AdWords will help you reach millions of users through ads on Google Play Store, Google Search, YouTube, and thousands of mobile app publishers.

Create

Create your ad in minutes without any design skills.

Preview

Immediately preview what your ad will look like.

Get Users

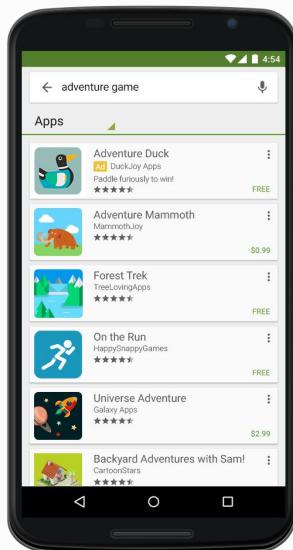
Easily measure the value of your new users.

Learn more about the benefits

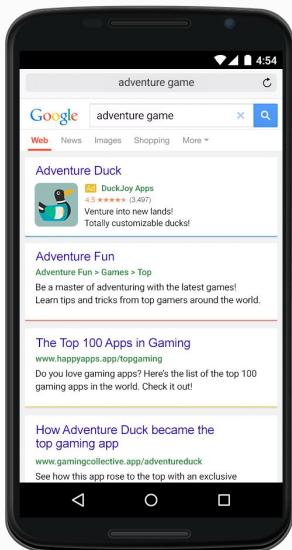
CREATE CAMPAIGN



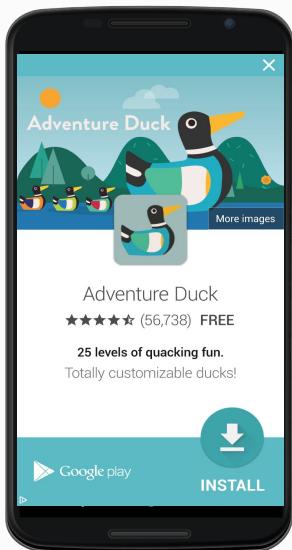
Como funciona



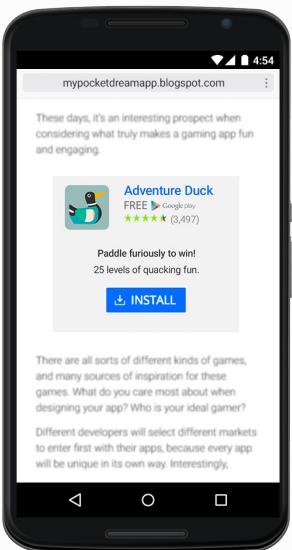
Discover
on Play



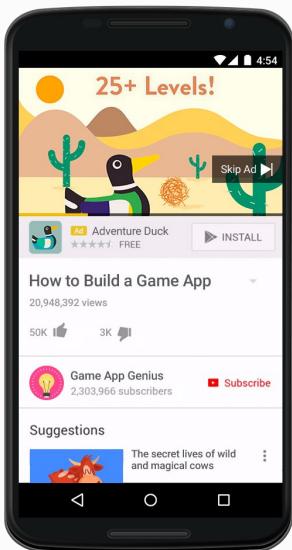
Search
on Google.com



Engage
with other Apps



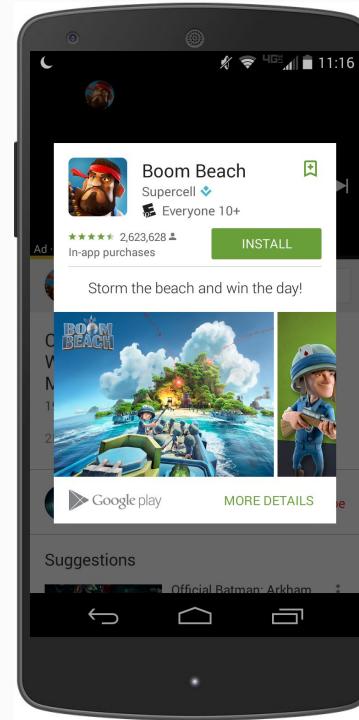
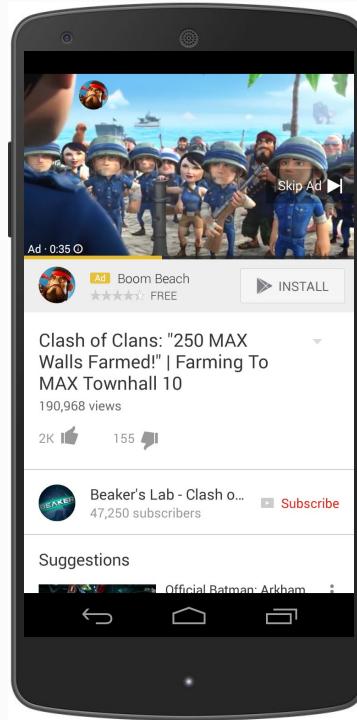
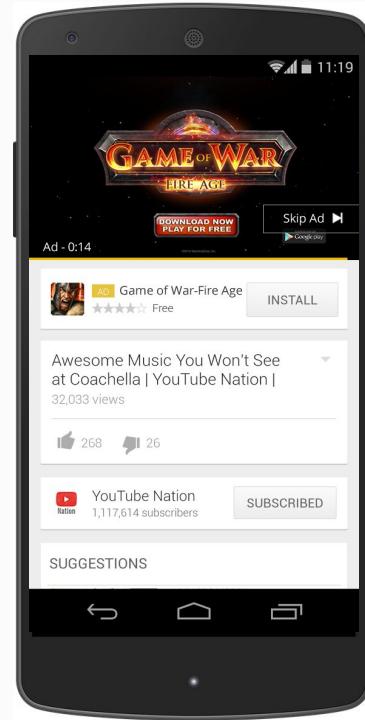
Surf
the Web



Watch
on YouTube



Forte correlação entre aquisição de usuários desde o início do jogo com crescimento sustentável





Conversion Funnel & Store Listing Experiments



IDEA

PROTOTYPE

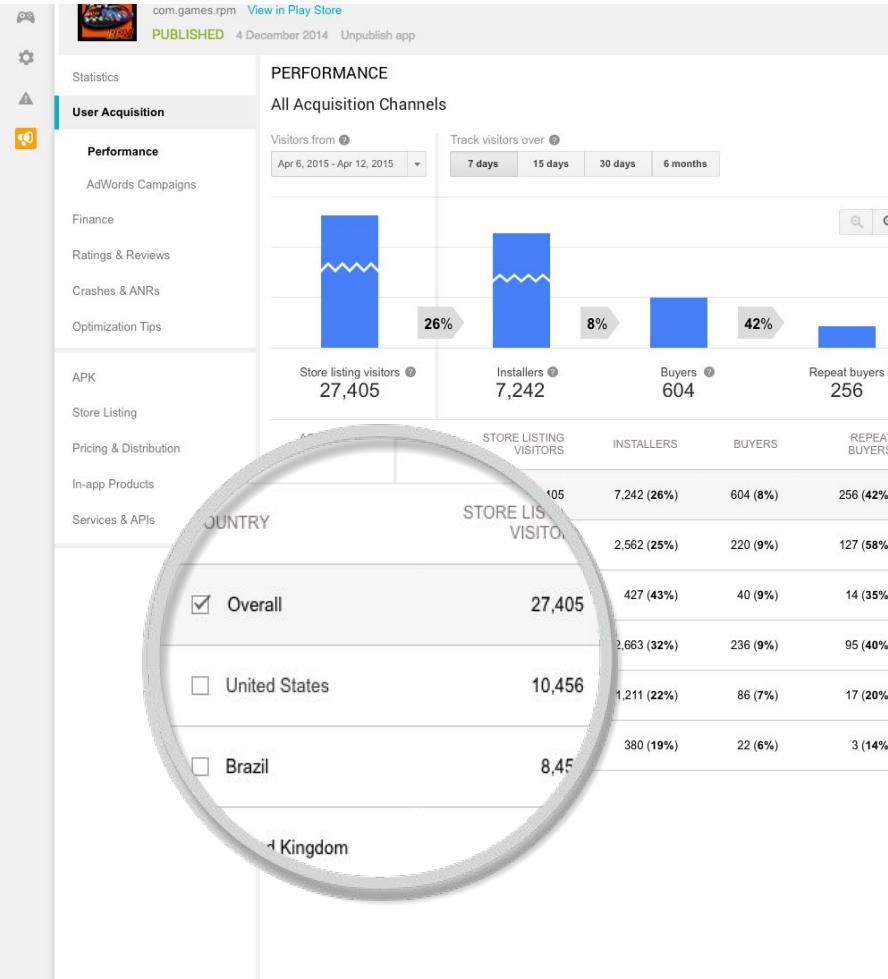
SOFT LAUNCH

LAUNCH

OPTIMIZE

Conversion funnel

- Visits → install → buyers → repeat buyers
- Rastreio de usuários por origem
 - Orgânico e Pago
- Quebra por país





IDEA

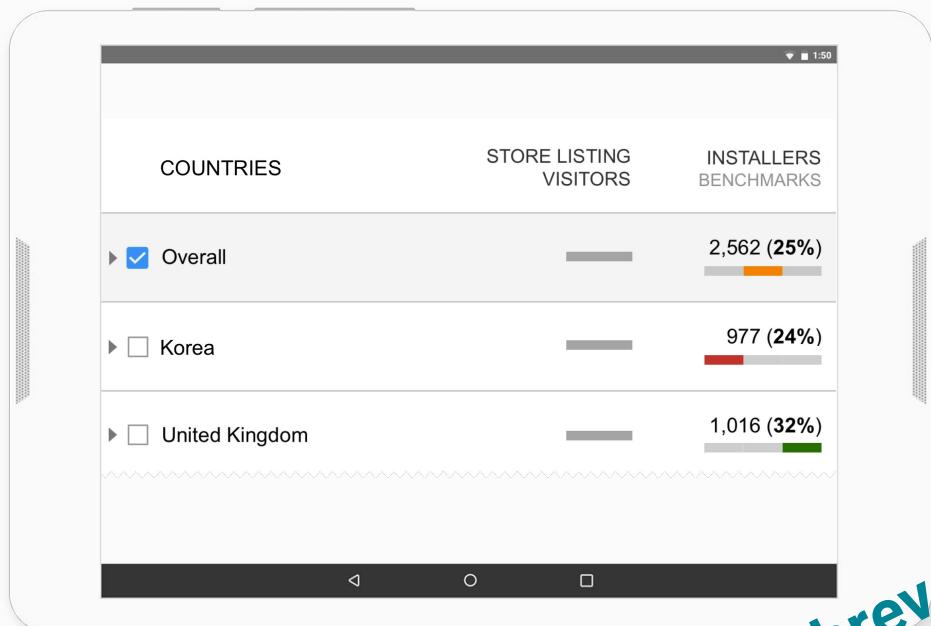
PROTOTYPE

SOFT
LAUNCH

LAUNCH

OPTIMIZE

Benchmarking de conversão por país



Em breve!





IDEA

PROTOTYPE

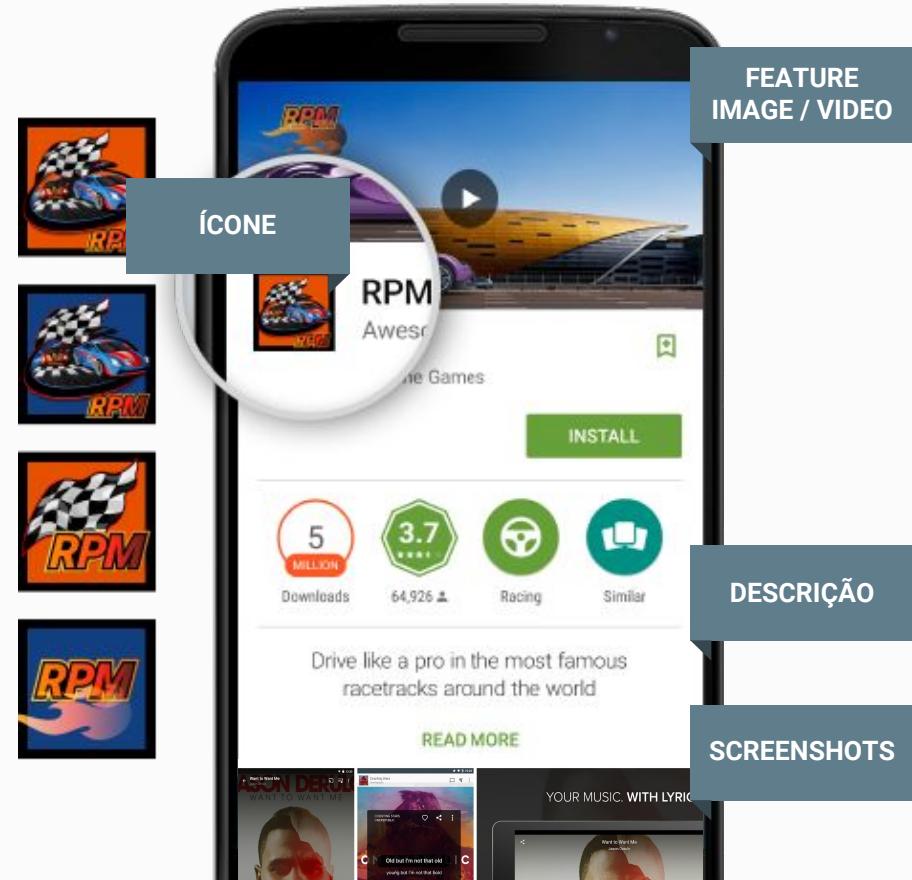
SOFT LAUNCH

LAUNCH

OPTIMIZE

Use **Store Listing Experiments** para melhorar a conversão

- Comece testando as áreas de maior visibilidade
- Faça um teste de cada vez
- Deixe o experimento rodar por até duas semanas
- Não seja tímido nos experimentos, mudanças muito sutis podem ser inconclusivas
- Crie uma hipótese para nortear os testes





IDEA

PROTOTYPE

SOFT LAUNCH

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OPTIMIZE

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IDEA

PROTOTYPE

SOFT
LAUNCH

LAUNCH

OPTIMIZE

Estes experimentos podem ser feitos continuamente para
maximizar impacto tanto em ícones



VS



Bushido Bear
by Spry Fox



IDEA

PROTOTYPE

SOFT LAUNCH

LAUNCH

OPTIMIZE

quanto Descrições

--- FAQs ---

What email providers can I use with Boomerang?

Boomerang works with Microsoft Exchange, Gmail, Google Apps accounts. We are working on support for Yahoo, and other providers, but for now, Boomerang is compatible with Gmail, Google Apps and MS Exchange accounts.

Can I use Boomerang with my Google Apps email address?

Absolutely, you can use Boomerang with Google Apps accounts. Just install the app and sign in with your Google Apps email address, and everything should work. If you have trouble, please email us and we will help you configure your Google Apps settings to work correctly with the app.

How is Boomerang different than the Gmail app or stock email app?

The Boomerang app is more powerful than the included Gmail and other email apps. It provides features that the Gmail app does not. Additional features :

- snooze email messages
- schedule messages to be sent later
- track responses to your emails

Is Boomerang localized for non-English languages?

Boomerang is currently localized in German, Spanish, French, Japanese, Korean, and Portuguese. Please visit <http://boomerangandroid.uservoice.com> and add any other languages!

--- Upcoming Features & Known Issues ---

- IMAP (Yahoo Mail, Rackspace, etc) support
- Offline support

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+16%



IDEA

PROTOTYPE

SOFT
LAUNCH

LAUNCH

OPTIMIZE

Game Screenshots





Ratings & Reviews



IDEA

PROTOTYPE

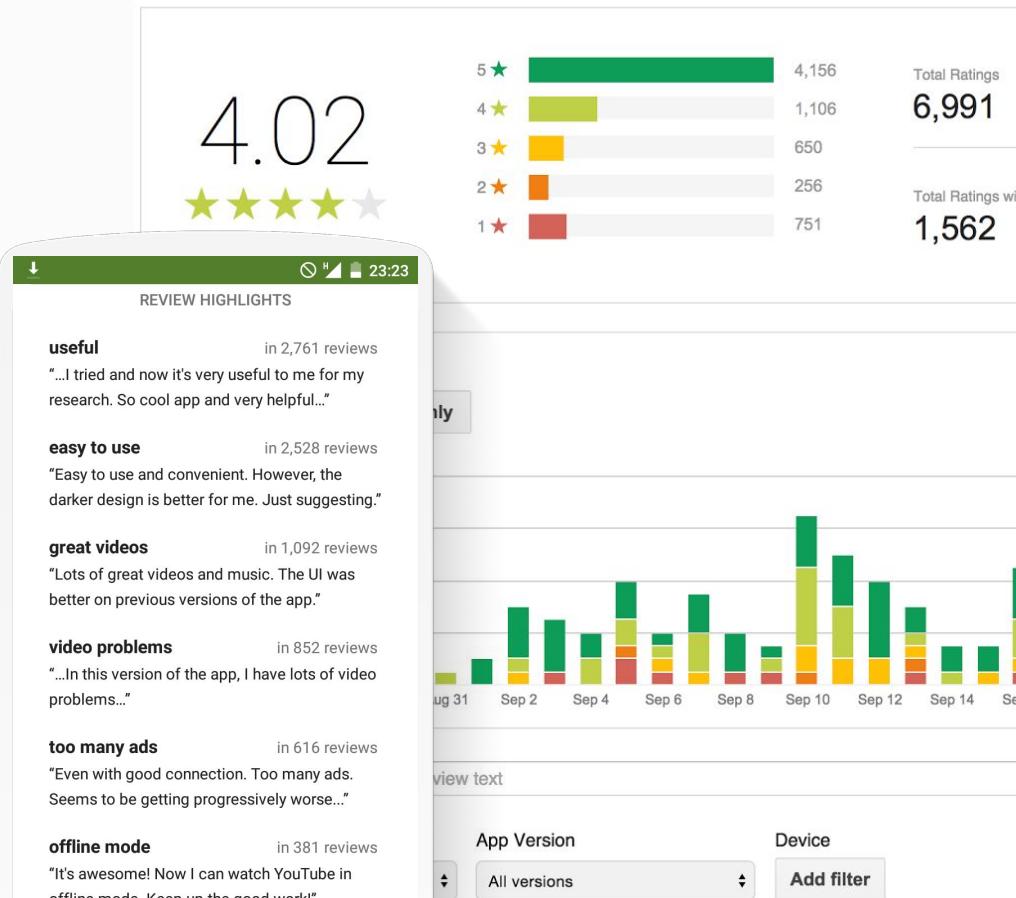
SOFT LAUNCH

LAUNCH

OPTIMIZE

Engaje seus jogadores com ratings e reviews

- Destaca temas comuns
- Ratings ao longo do tempo
- Metadata sobre dispositivos





IDEA

PROTOTYPE

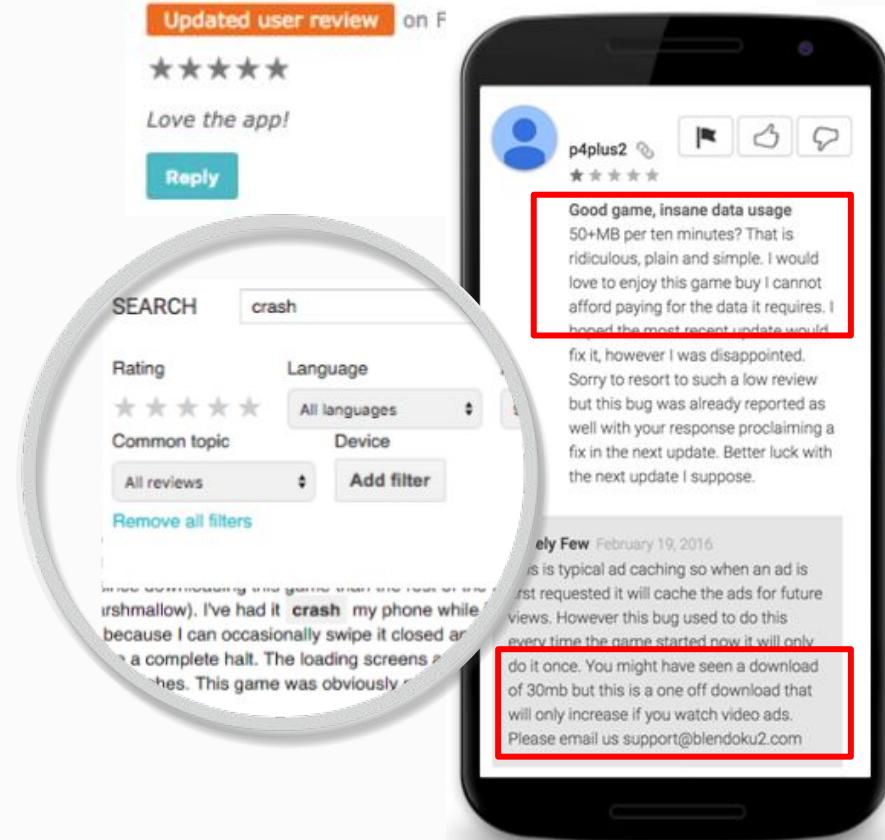
SOFT LAUNCH

LAUNCH

OPTIMIZE

Engaje seus jogadores com ratings e reviews

- Busca por temas
- Responda aos usuários
- Adicione o e-mail do time de suporte
- Usuários geralmente mudam notas depois de respostas
- Crie alertas para mudanças em # de crashes, installs, avg rating





IDEA

PROTOTYPE

SOFT LAUNCH

LAUNCH

OPTIMIZE

Entenda a opinião dos usuários com **tópicos** e **benchmarks**





IDEA

PROTOTYPE

SOFT LAUNCH

LAUNCH

OPTIMIZE

Entenda a opinião dos usuários com **tópicos** e **benchmarks**





IDEA

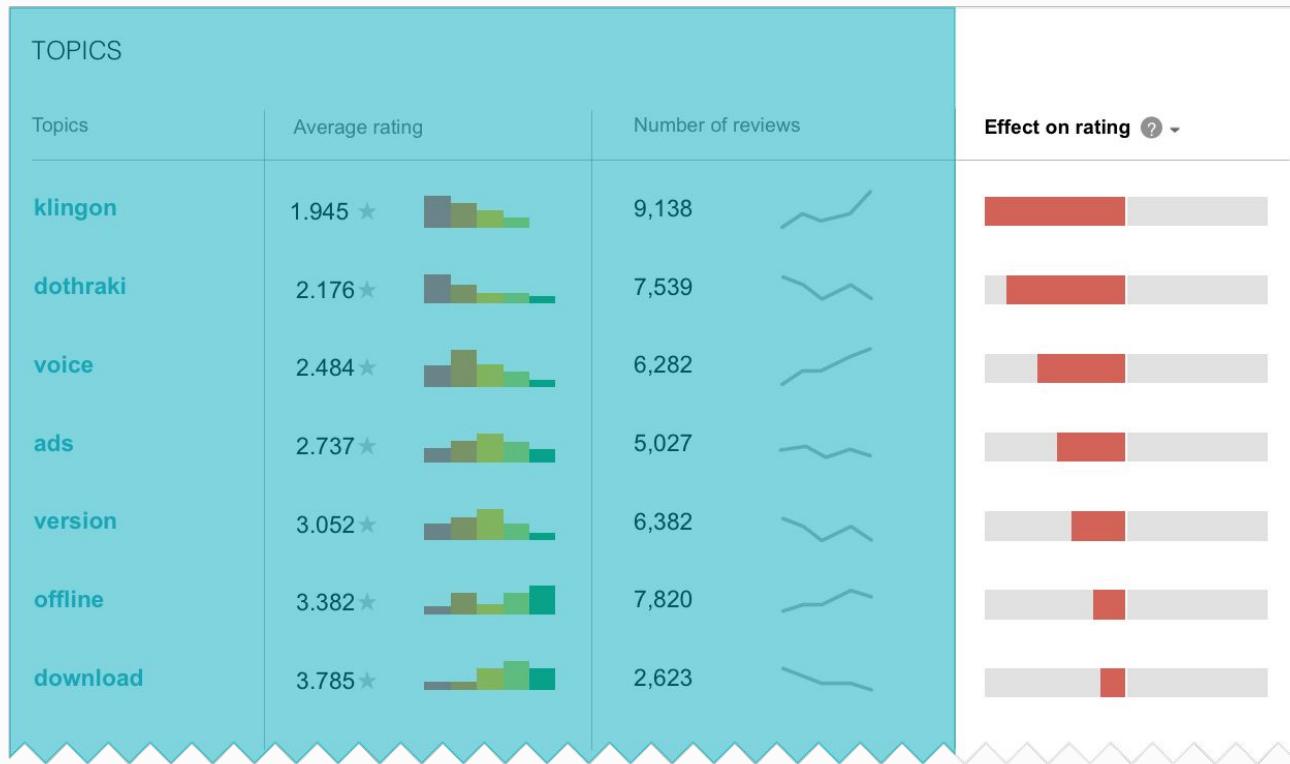
PROTOTYPE

SOFT LAUNCH

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IDEA

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SOFT LAUNCH

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| BENCHMARKS | | Average rating | Rating vs peers | Number of reviews | Number vs peers | Effect on rating |
|----------------|---|----------------|-----------------|-------------------|-----------------|------------------|
| Common topics | ? | | | | | |
| Design | ? | 4.821★ | +0.148★ | 80 | 0.54 x | |
| Profile | ? | 1.450★ | -0.279★ | 29 | 0.78 x | |
| Resource usage | ? | 3.433★ | +0.077★ | 42 | 1.08 x | |
| Speed | ? | 3.650★ | -0.485★ | 885 | 3.22 x | |
| Stability | ? | 1.540★ | -0.710★ | 1476 | 1.92 x | |
| Uninstalls | ? | 1.638★ | -0.009★ | 105 | 1.78 x | |
| Update | ? | 2.318★ | -0.568★ | 734 | 2.29 x | |
| Usability | ? | 4.786★ | +0.167★ | 1016 | 1.28 x | |



IDEA

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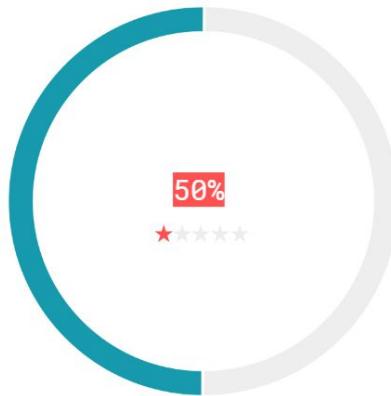
SOFT
LAUNCH

LAUNCH

OPTIMIZE

Entenda a opinião dos usuários com **tópicos** e **benchmarks**

Stability & bugs



When leaving a 1 star review, 50% of the time the user mentions the app stability and bugs

Speed, design & usability



When leaving a 5 star review, 60% of the time the user mentions the speed, design or usability





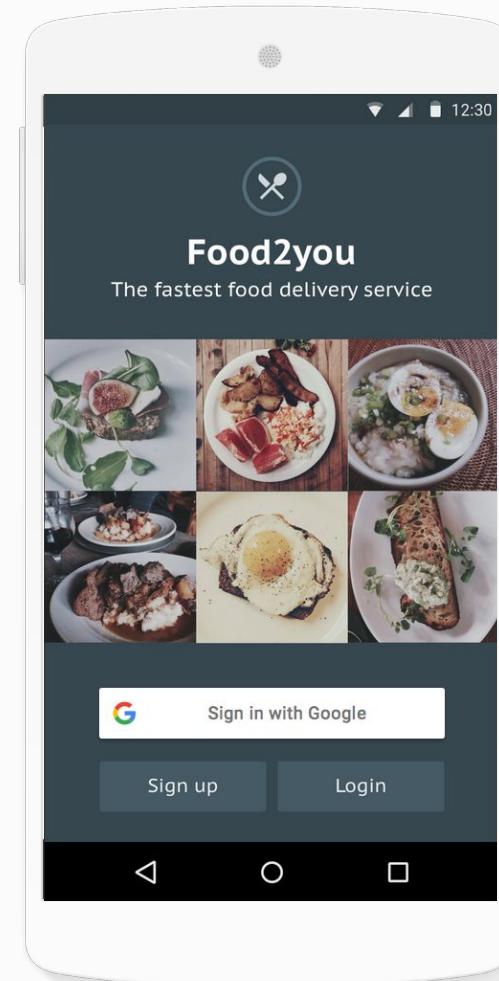
Google Sign-in & Smartlock



APPS

Reduza a fricção para se cadastrar e personalizar com o rápido e seguro Google Sign-In

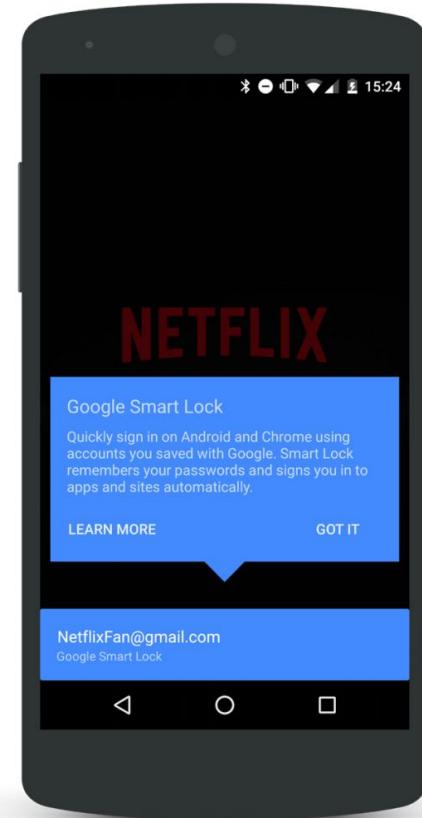
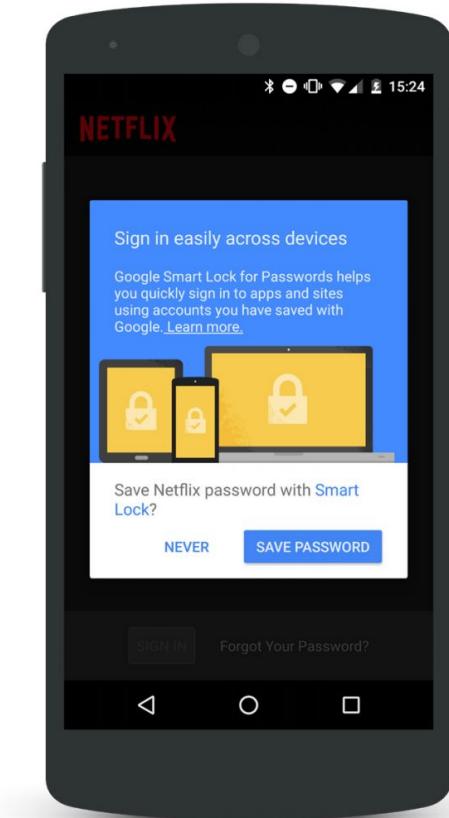
<https://developers.google.com/identity/>





APPS

Facilite a vida do usuário com o Smartlock

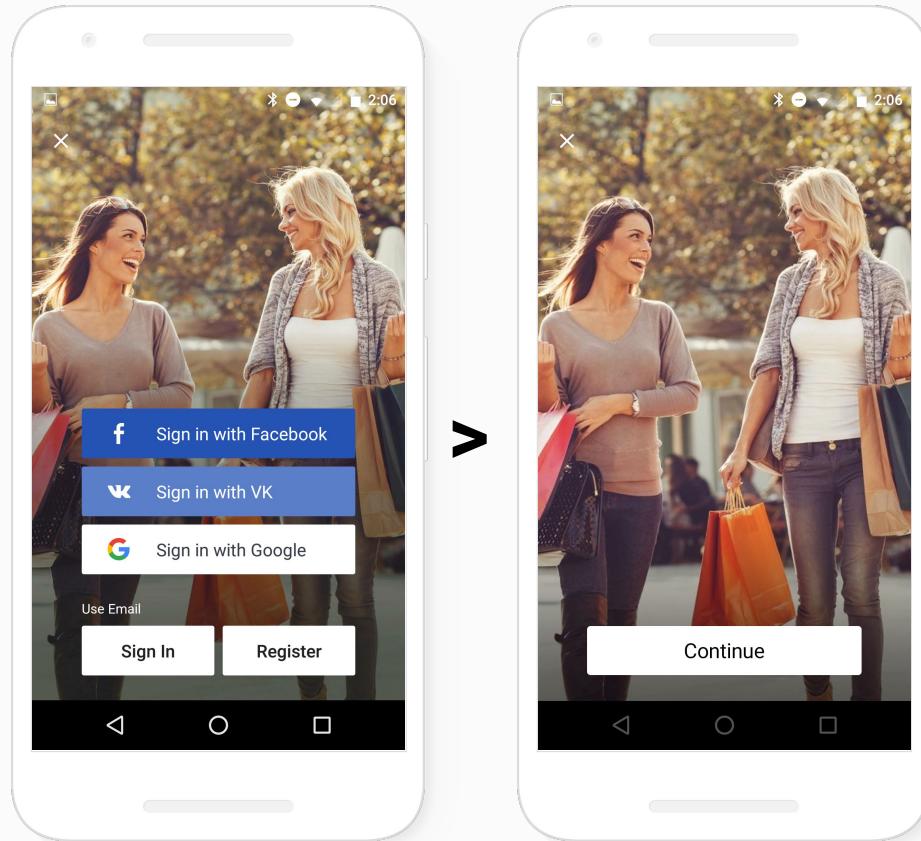


<https://developers.google.com/identity/>



APPS

Visão para o futuro



<https://developers.google.com/identity/>

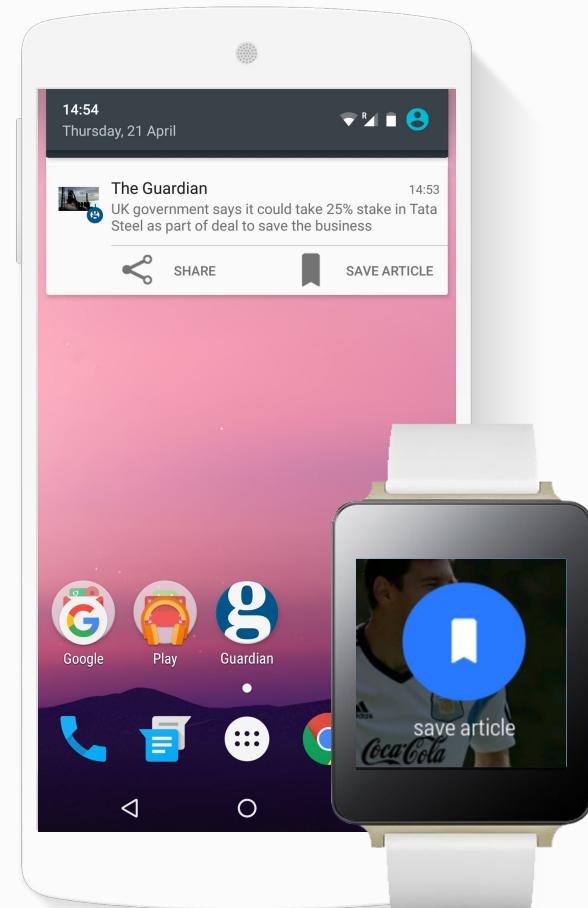


Notifications & Rich Notifications



Use notificações ricas para trazer o usuário de volta para o app

- Inclua ações em relação ao conteúdo
- Link para a parte certa do seus app
- Empilhe notificações similares e não faça SPAM
- Não trate todos os usuários da mesma forma
- Teste, teste, teste





Ferramentas Google Play: Earn



BUILD

Material Design
Building for Billions
Alpha & Beta Testing
Early Access
Staged Rollout
Awareness API

GROW

Conversion Funnel
Store Listing Experiments
Universal App Campaigns
Ratings & Review
Notifications

EARN

Local Payments
Sub-dollar Pricing
Subscriptions



Preços adequados para América Latina



~~R\$ 2,50~~
R\$ 0,99



~~CLP \$500~~
CLP \$200



~~COP\$ 2000~~
COP\$ 800



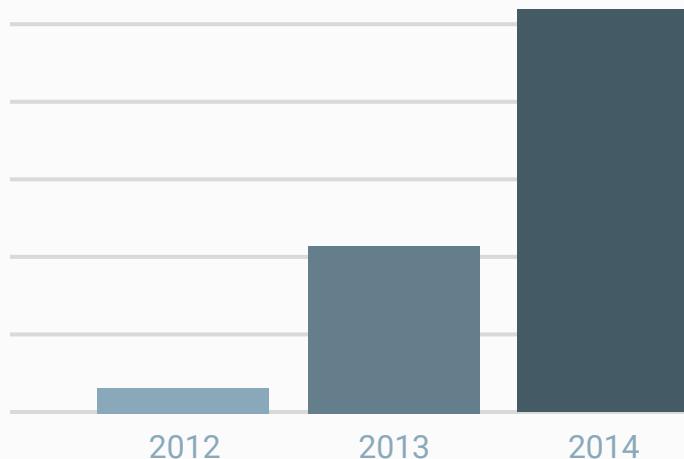
~~MXN\$ 9.90~~
MXN\$ 5.00



~~S/. 3.00~~
S/. 0.99

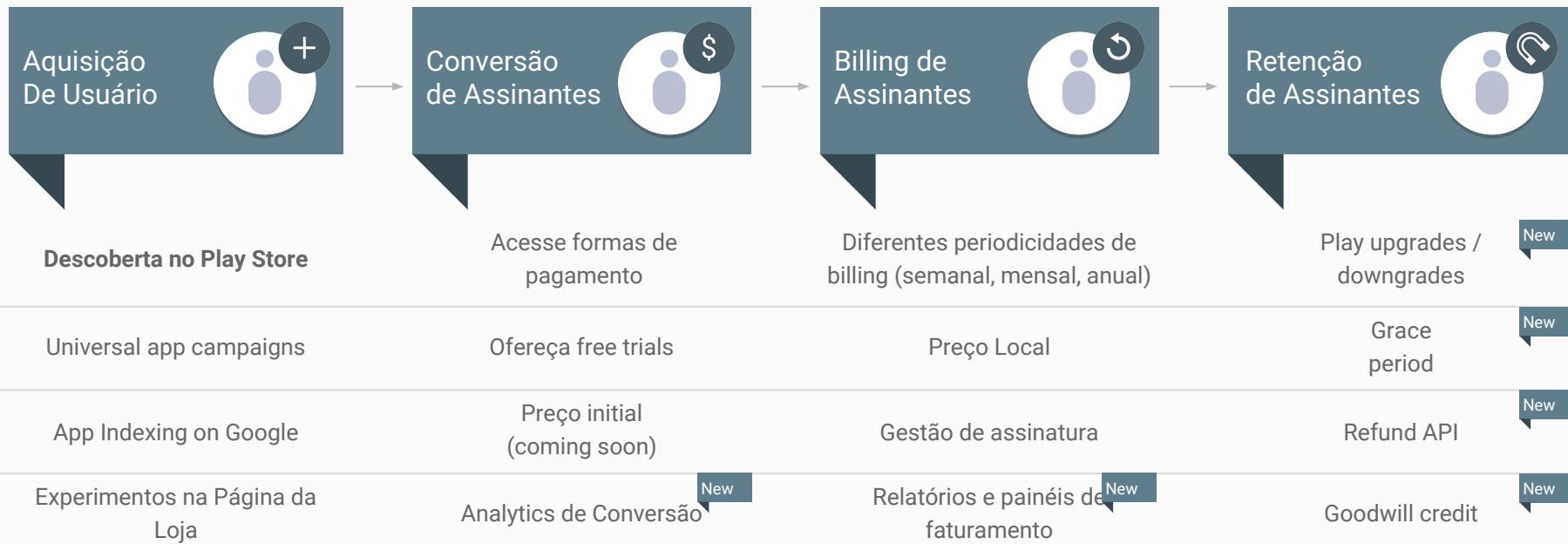
Assinaturas são o modelo que mais cresce no Google Play

2.5x
growth





Integre com o Google Play Billing para reduzir a fricção



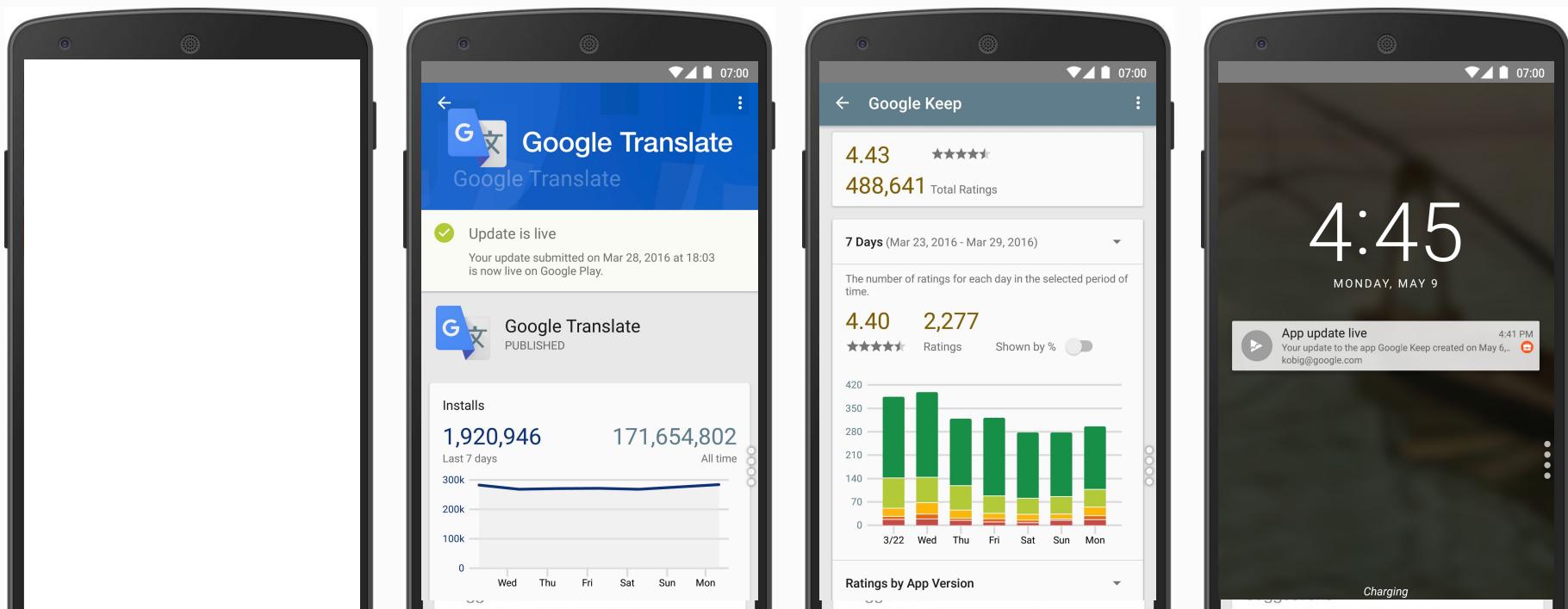
FUNCIONALIDADES PLAY BILLING



Novidades



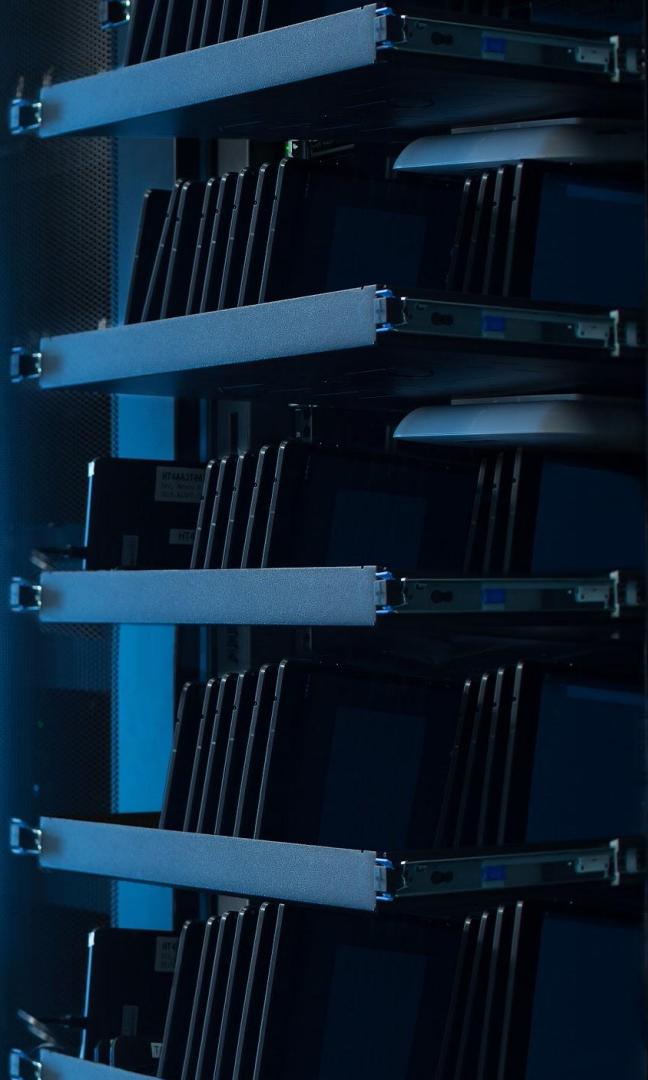
Developer Console app





Firebase Test Lab for Android

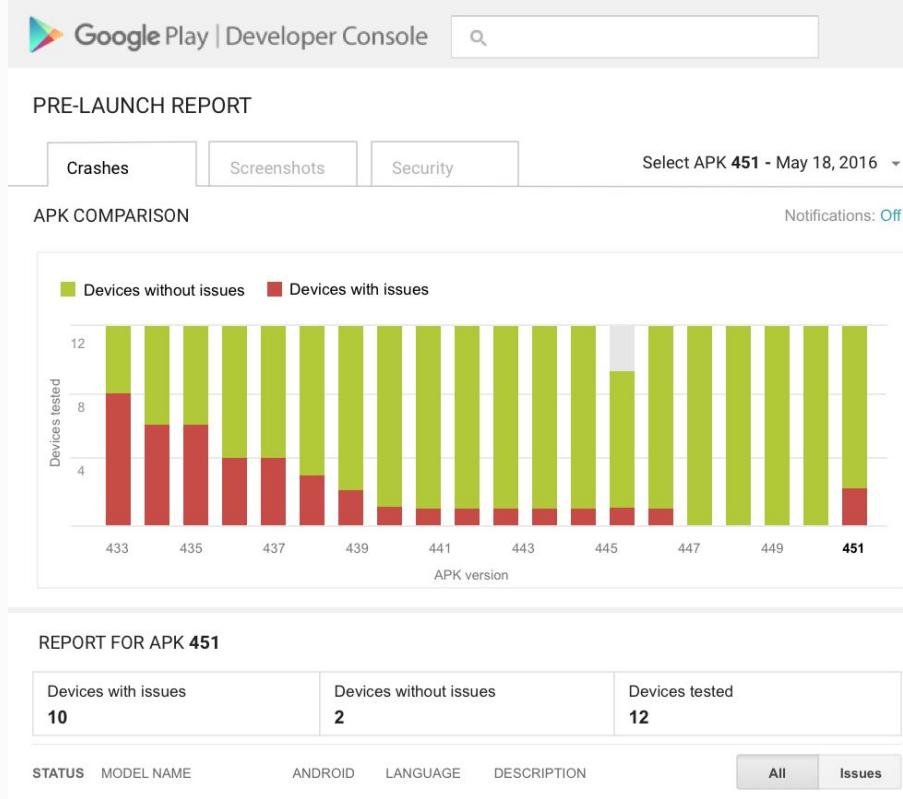
- 1,000,000+ tests performed
- Full Firebase Test Lab for custom scripts and robust app crawling from Android Studio or Firebase console





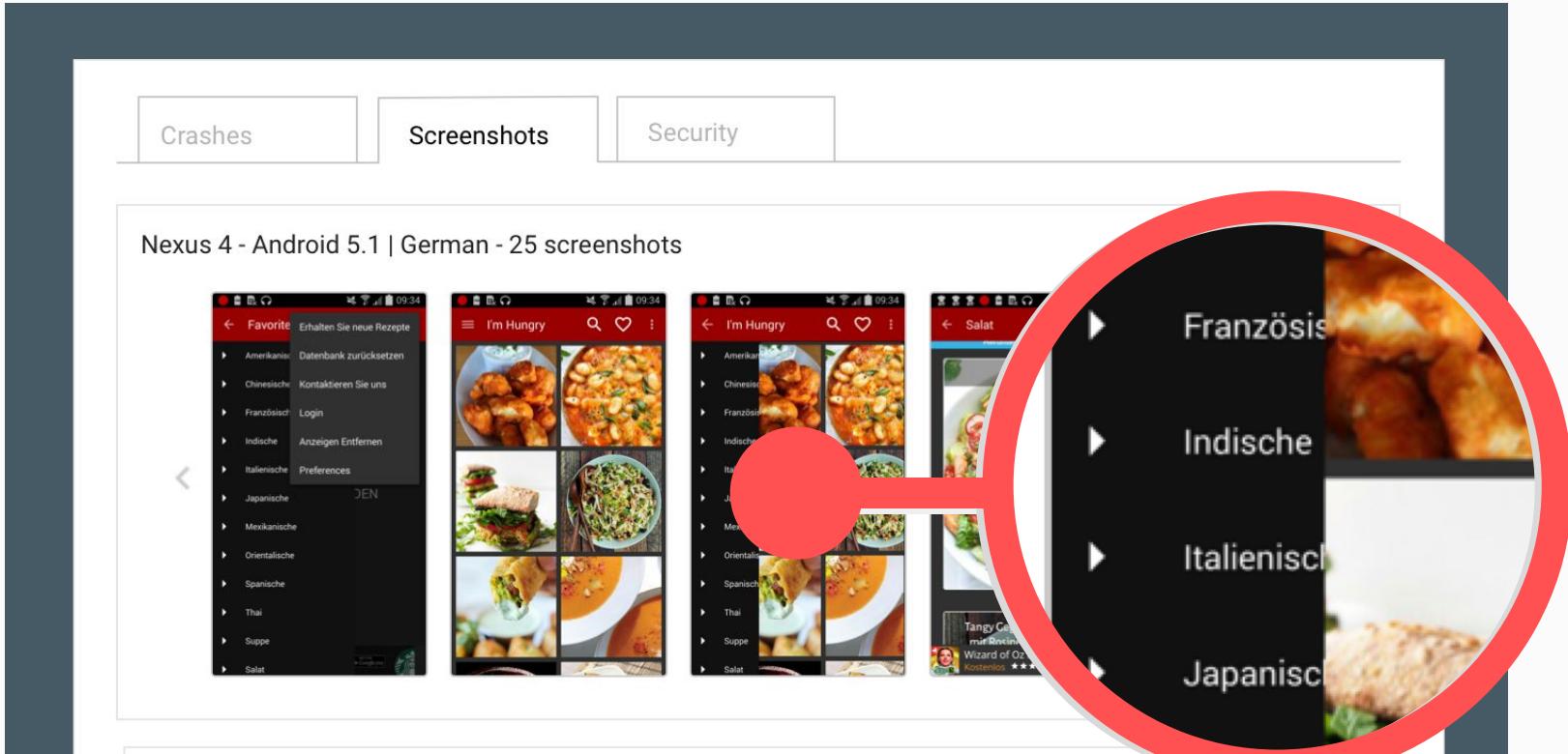
Pre-launch reports

mostra os
problemas
encontrados em seu
app em uma vasta
gama de devices





Launch screenshots - Veja como seu app fica em outras línguas, tamanhos de tela e versões de Android





Android Instant Apps

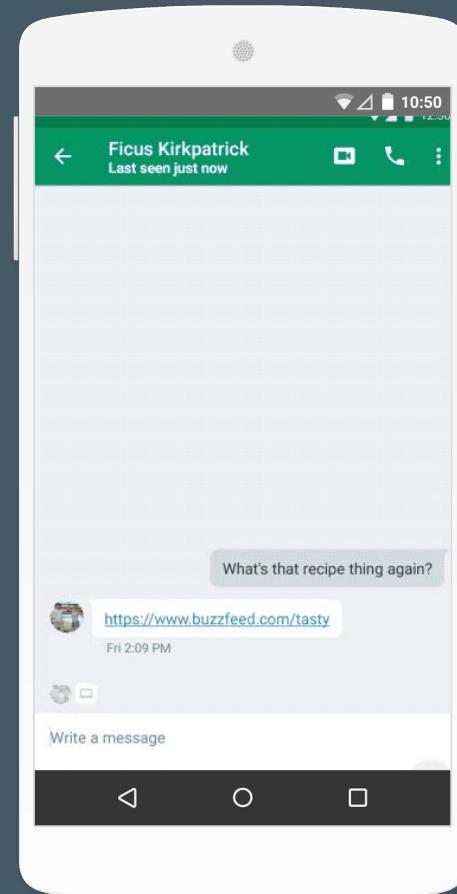
One-tap access to apps, no installation

Upgrade to existing app

Compatible with Jelly Bean and up

Rolling out during the year

g.co/instantapps





Fique atualizado! E obrigado!



Baixe o app
g.co/play/developerguide



Receba
e-mails
g.co/play/developeremails



Inspire-se
g.co/play/developerstories



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