App Store Optimization
Dave Lloyd

The leading industry event by digital marketers for digital marketers
About the Speaker

15 years in Search & Digital Marketing

Global team delivering Organic, Site Search, & App Store Optimization strategies for all Adobe products

1. Deliver industry best practices

2. Drive KPI-focused results

3. Showcase Adobe solutions

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Global app trends

Global Smartphone OS

App Downloads by Store Q2 2015

App Revenue by Store Q2 2015

App Usage by Store (US)

App Usage by Store (Global)

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App Indexing and Google Now on Tap

Android – 2 years in market

iTunes – May 2015

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Adobe’s universe of 90 apps

6 iOS categories, 25 iPhone apps, 41 iPad apps, 2 Apple Watch apps, 22 Google Play apps
Challenges & Solutions

**Challenges**

**Strategy**
- App strategy not consistent with brand strategy & plans

**App Quality**
- Poor app quality
- Incorporate Ratings & Reviews feedback

**Optimization & Governance**
- Just launch & optimize later
- Poor keywords, images, and descriptions

**Results**
- Inconsistent data
- KPIs not agreed upon

**Solutions**

**Strategy**
- Clear mobile brand story
- Best-in-class marketing practices
- Guide app launch & EOL strategy
- Media investment for Paid installs

**App Quality**
- Educate on app best practices
- Provide app developers Ratings & Reviews feedback

**Optimization & Governance**
- ASO & marketing performance
- Process improvements

**Data & Results**
- Agree on success metrics
- Create & deliver KPI scorecard

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App Portfolio Management

Best Practices

- Clean, visually unique icons
- Clear value differentiation for apps that compete in category
- Consistent Category definition for app placement

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App Ranking Factors

Search Factors
1. App Category (keyword)
2. App Publisher (keyword)
3. App Title
4. Ratings (quantity)
5. Ratings (score)
6. Keywords (visible only in iTunes CMS)
7. Download quantity
8. Download velocity
9. App uninstalls
10. External links *

Conversion Factors
1. Description
2. Reviews
3. Images
4. Preview video *

* = Google Play only
Apple iTunes vs. Google Play

- Keyword Field
- Description has no rank impact
- Up to 5 images

- No Keyword Field
- Description impacts rank
- Up to 8 images
- Social and +1 signals
- External linking
Keyword Research

Gather
- Product & Marketing teams
- Review competitors

Ideate
- Generate KW ideas
- Evaluate volume, opportunity, and relevance

Decide
- Review & reduce
- Select keywords

Keyword Research Tools
- BrightEdge Data Cube
- Google Keyword Planner
- Ubersuggest.org
- Keywordtool.io
- App-specific tools

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iTunes keyword property

- Brand Terms & Phrases for highest search relevance
- Keywords aligned with Product & Marketing teams
- 100 character keyword limit
- Ordered in priority to support localization

image, art, graphic, convert, pattern, *photoshop*, *illustrator*, design, inspire, *creative cloud*, layer, contour
• Compelling first sentence
• UVP – Unique Value Proposition
• Authoritative 3rd party reviews (if you have them)
• Features & Benefits
Image improvement

Highlight compelling features and those unique to your app
Ratings & Reviews

- Check your low Ratings
- Identify patterns in Reviews comments
- Share feedback with product dev team
Localization process

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- Translation vs. Localization (context & culture)
- Keyword localization should be per geo
Enterprise tools to use

**Value of Tools**
- Global visibility
- Keywords
- Competition
- Trends
- KPI Analysis
- Integration with iTunes Store data

- **App Annie**
  - Comprehensive data

- **SearchMan**
  - Strong visual reporting

- **SensorTower**
  - Reviews aggregation & analysis

- **appcodes**
  - Easy data extraction

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# Ranking & Competitor Quantity

Keyword ranking and competitor quantity

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<th>Results</th>
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Ratings & Reviews

Quantity of 1-5 Ratings and verbatim Review comments

By Country, Rating #, and App Version

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Visibility Score

Overall discoverability estimates keyword volume multiplied by keyword rank
Download Volume & Velocity

Average of 800 daily downloads

1400 daily downloads

App update

Download trends by country

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<th>Country</th>
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The Near & Far Future

Near Future (6 months)
- Mobile App usage will soon overtake Mobile Web usage
- Google’s Now on Tap indexes app content frequently
- Wearable Technology
- Anonymous app usage (Whisper and Kik)
- Personalized & geo-targeted push notifications (e.g. Beacon)

Far Future
- Internet of Things market will sell more than PC, tablet, and phone markets combined
- Apple Car Play and Google Android Auto are both in development
- Apple acquired Metaio, an Augmented Reality startup
- Google's I/O conference included Cardboard, a mobile Virtual Reality platform
- Google led a $500 million investment in Magic Leap, an AR company
- Facebook's Oculus Rift debuted the VR film Henry
- Microsoft HoloLens is now a fully untethered holographic computer
Practical Takeaways

**Strategy**
- Align to brand strategy
- User experience across platforms
- More resources put toward apps
- Agree on media plan and budget

**App Quality**
- Educate on app best practices
- Review in-app user experience
- Improve Ratings & Reviews feedback loop with app developers

**Optimization**
- Update keywords
- **Control**: App Name, Keywords, Title, Category, Description, Images, Video
- **Influence**: Ratings, Reviews, Download Velocity

**Data & Results**
- Align on success metrics
- Create & deliver KPI scorecard
- Focus on in-app customer engagement

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