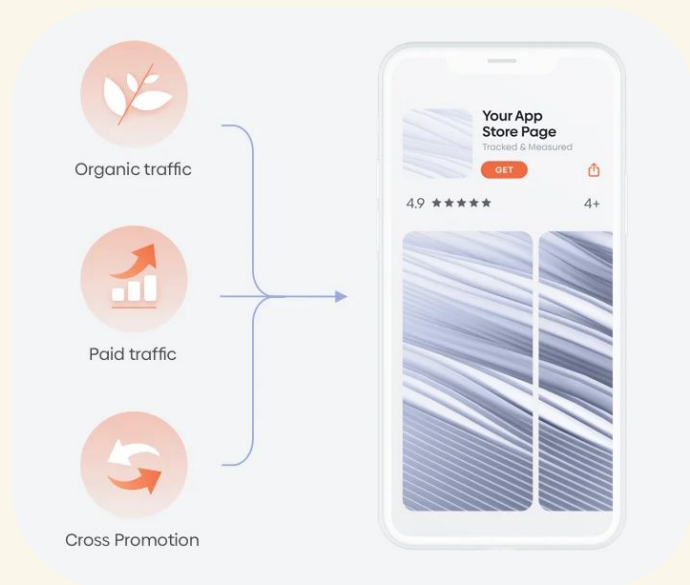
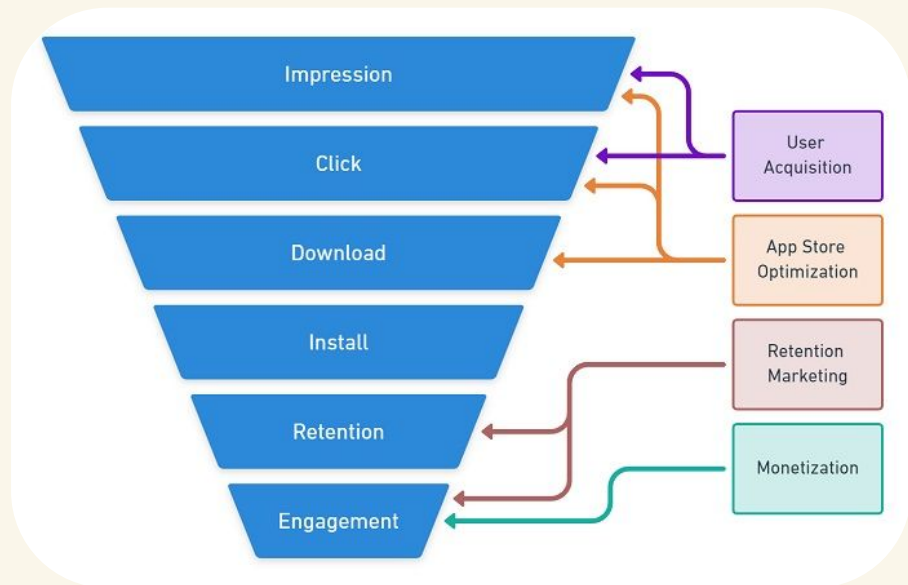




Discovery
Strategic ASO
Preview Version



2 facts that explain wider, indirect impact of ASO under the surface



UA pays to scale traffic, Retention (CRM) makes users active, and Monetization convinces them to spend, but... ASO makes UA *pay less*, CRM get users *active faster*, and Monetization get *more users to spend without even convincing them* ⇒ Good ASO = Profitable app marketing

All sources of traffic **land on the App & Play Store listings before users download**. No matter how good the marketing is, it's always **down to ASO** to make it work.
⇒ Bad ASO = Wasteful app marketing



ASO: Most get it wrong, even “experts”



Old understanding:
ASO is all about **keywords & visibility**.



Emerging understanding:
ASO is mainly about **conversion rate**.

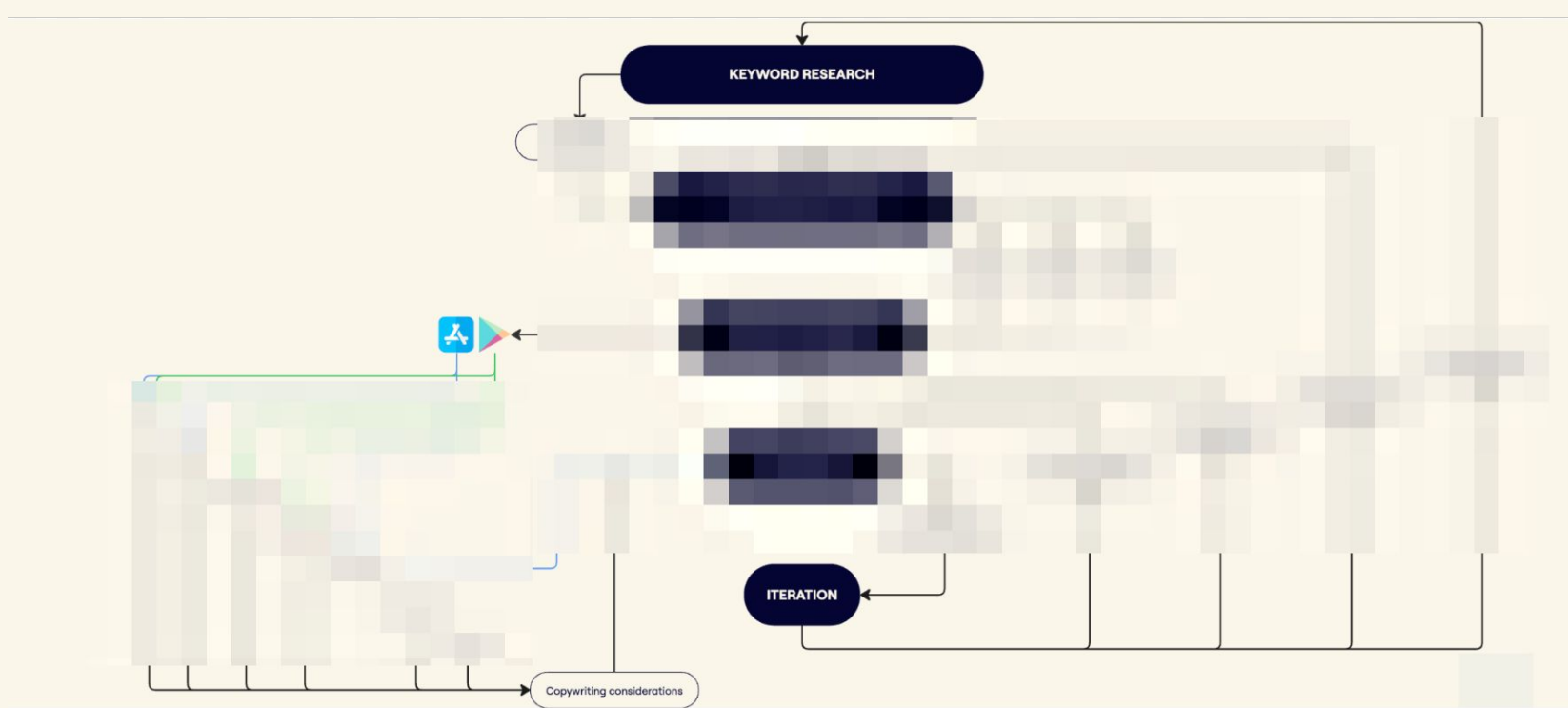


Effective understanding:
Address everything, everywhere,
across all touchpoints in the mobile
ecosystem,



Strategic ASO is:

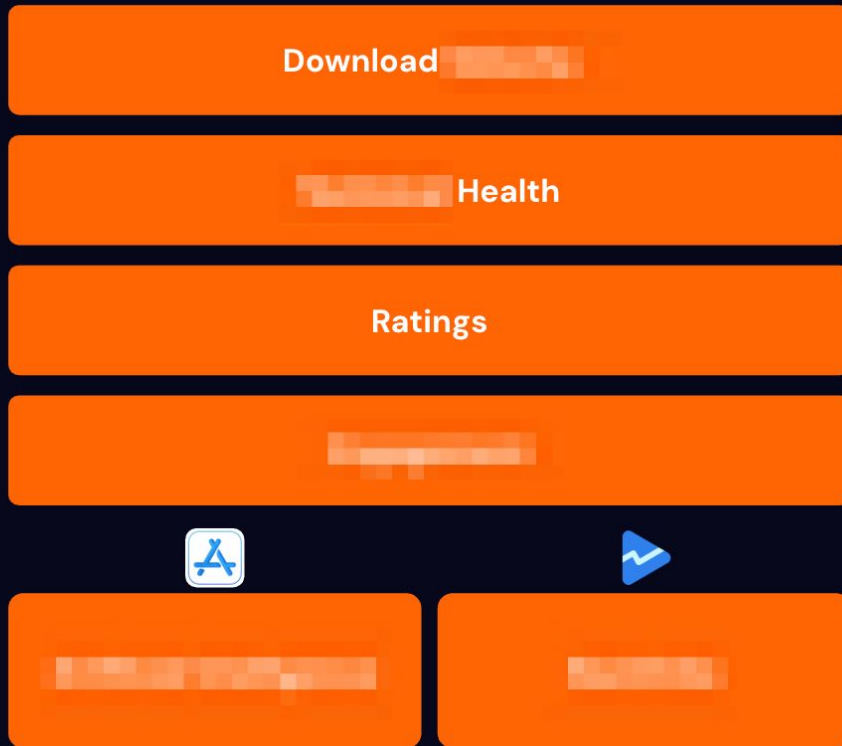
A **system that presents your app** to its
to **download** it, with
money in it.



Search Discoverability: The Appkitekt ASO keyword optimization process



There are many ranking factors - Focus on top 5 most vital ones first



Search is not all. Browse plays a role, too! For example:

Apple & Google go through similar criteria to **select** apps they feature.

All revolve around **user experience**, and

It rarely **causes a huge traffic boost**.

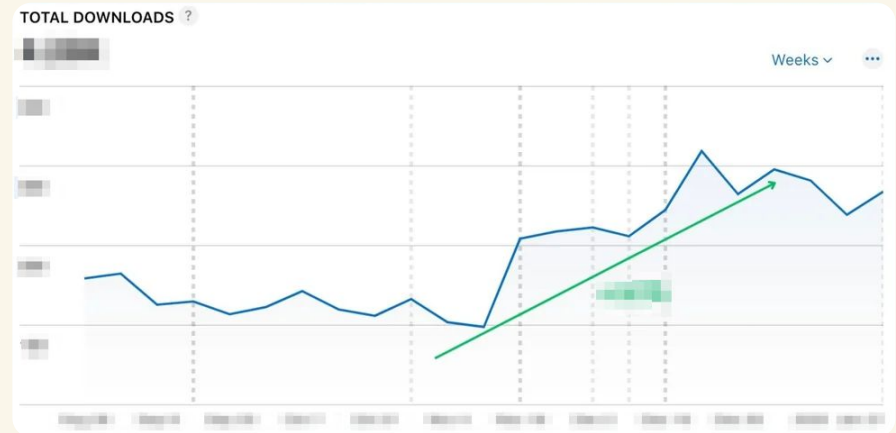
Also, since featured recommendations are contextualized with **themselves**, selected apps also receive **users**.

→ If Apple & Google **feature** an app, they must be

⇒ Potential to **boost downloads**, too



	Good	Great
 Core value		✓ Fun, useful, or both
 User experience	Easy to use	✓ Delightful to use
 Technical quality	Works well on users' devices	✓ Makes the most of users' devices
 Privacy and security	Safe	✓ Designed for safety





Some audiences are outside the app stores. These 4 elements can help you capture them:

1. Landing page, on both desktop and mobile Web
2. Content marketing
3. Digital PR (Organic link-building)
4. Web-to-App smart banners





For example:

1. Landing page, on both desktop and mobile Web
2. Content marketing
3. Digital PR (Organic link-building)
 - App & Play Store URLs are ranking factors
 - The more backlinks from other Websites pointing at them, the stronger the factors
 - iOS: App ranks higher in both Desktop & Mobile Web search
 - Android: App ranks higher in Google Play search
4. Web-to-App smart banners

All you need to do is either search for the product in the search bar or scan the product's barcode to find what price it would be from other retailers. It could literally be a case of walking two minutes down the road to another store and getting it for half the price.

What we like most about Idealo: It makes you feel really smug knowing you're always paying the lowest price going... unless it goes on sale the next day, of course.

Get Idealo >

[idealo.co.uk/services/useful-tools/idealo-app](https://www.idealo.co.uk/services/useful-tools/idealo-app)

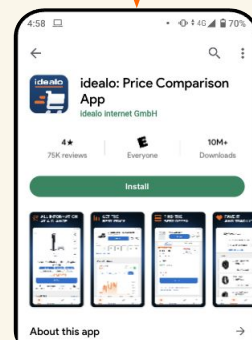
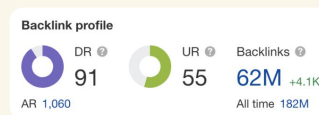
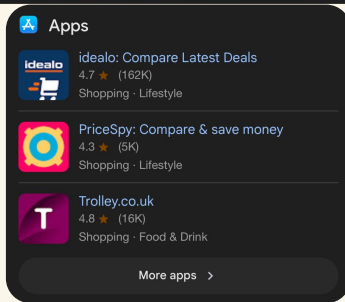
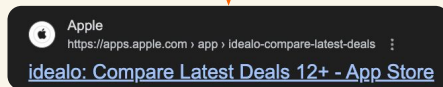
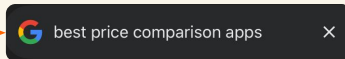
Barcode scanner: Compare prices online in stores too

Are you in the store and want to know if you could get a product cheaper online?

Simply scan the barcode on the packaging with the [Idealo app](#). The app automatically shows you online prices for the same product at Idealo.

<https://apps.apple.com/gb/app/idealo-compare-latest-deals/id454415640>

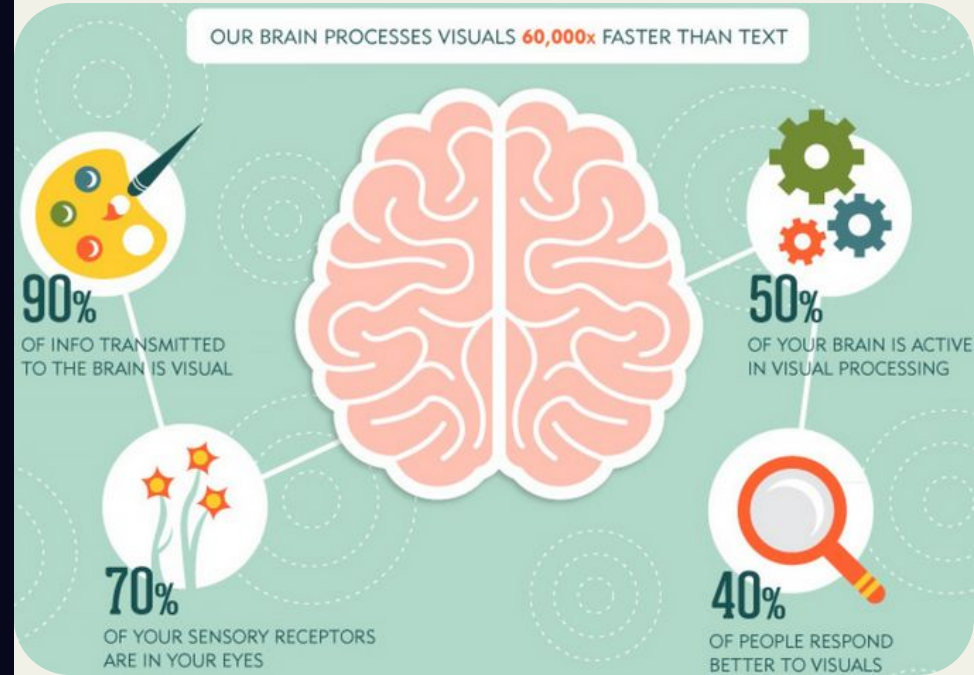
<https://play.google.com/store/apps/details?id=de.idealo.android>



About this app
Find the real deals with the Idealo app and save money every...



Conversion Driver: Visuals - which grab attention





Visual assets to optimize - iOS

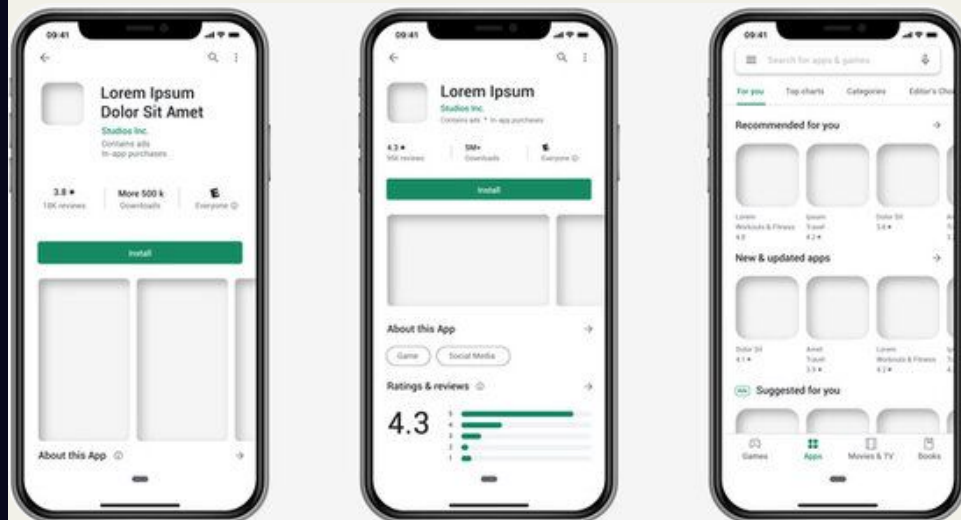
1. Icon
2. Screenshots
3. Videos
4. Product page artwork





Visual assets to optimize - Android

1. Icon
2. Screenshots
3. Video
4. Feature graphic





Where to get inspirations

- S
- D
- F
- M
- C
- I
- V

Clay: Contacts + CRM | Clay Engineering | Productivity

Categories

- Business
- Education
- Entertainment
- Finance
- Food & Drink
- Health & Fitness
- Lifestyle
- Music
- Navigation
- News
- Photo & Video
- Productivity
- Reference
- Shopping
- Social Networking
- Travel
- Utilities

Everybody in one place. Automatically updated.

Never miss important relationship updates

"After 10 years of searching, Clay is the best personal CRM by far." - *Adaptive* (The New York Times)

Search across your entire network

Better together, organize your people

The first AI navigator for your entire network

"Can't recommend Clay enough. It's software in sympathy."

"Clay has been the most valuable app on my phone after Messages."

Clay by Anthropic | Anthropic PBC | Productivity

Break down complex ideas

Build thorough research articles

Track information to its source

Speed up your coding process

Make your writing sharper

DMV prep app | 7 million downloads | 180,000+ reviews | 95.2% user rating

Get your DMV test done in no time

Car CDL & Motorcycle

600+ exam-like questions

Experience Crypto in Color

Discover new tokens

Explore & Search NFTs

Swap and bridge

Joyfull productivity across all of your devices

Create an event in 2 sec

Agnes + Dennis

Widgets for events, todos, BDs and much more

Amie cares about your well-being

Parenting knowledge & key support

Boost your parenting IQ

Daily Program

Interactive simulator

Optimal responses for kids' development



**Conversion Driver: Texts - which
add context**



Without context, what does this mean?



Text assets to optimize - iOS

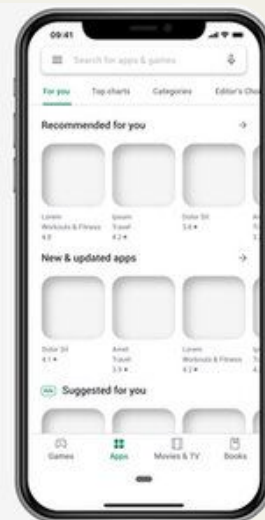
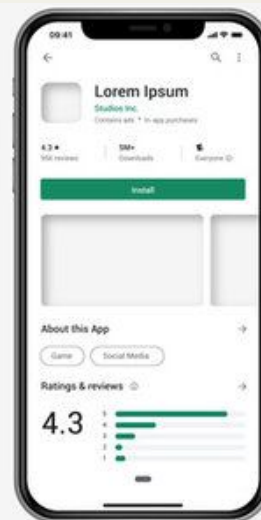
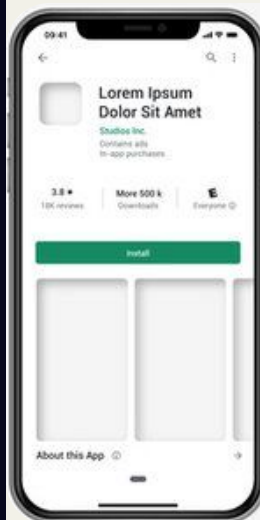
1. Title
2. Subtitle
3. Long description
4. Promotional text
5. Release notes





Text assets to optimize - Android

1. Title
2. Short description
3. Long description
4. Release notes



The secret of copywriting

Write to sell **feelings**, not products.

Learn from [Apple](#).



	Sells happiness, not drinks.
	Sells creativity, not computers.
Supreme	Sells scarcity, not clothes.
	Sells thrills, not cameras.
<i>Dove</i>	Sells self-love, not beauty.
	Sells status, not bags.
	Sells stories, not shoes.
Jeep	Sells adventure, not cars.
TIFFANY & CO.	Sells love, not diamonds.
	Sells freedom, not motorcycles.



iPad

Delightfully capable.
Surprisingly affordable.

From \$329



[Learn more >](#)



iPad mini

Small in size.
Big on capability.

From \$399



[Learn more >](#)

iPhone SE

**Lots to love.
Less to spend.**

iPhone SE packs the most powerful chip into the most popular size iPhone at the most affordable price. It's just what you've been waiting for.

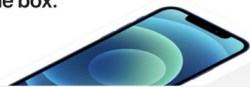
**Towering performance.
Minus the tower.**

Big news. Mini news.

Apple WATCH SE

**Heavy on features.
Light on price.**

We reduced our carbon footprint. By thinking inside the box.

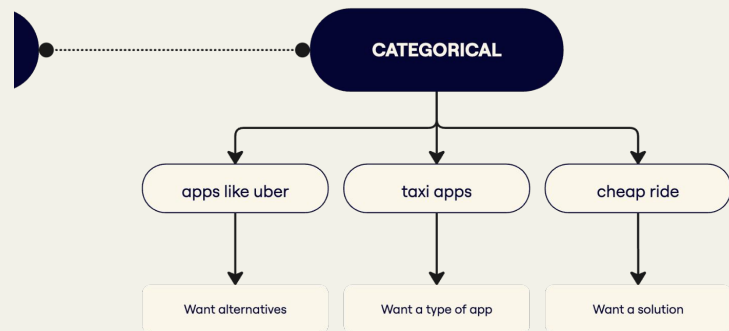


*Your home theater.
Home optional.*



Keywords are a Conversion Driver, too!

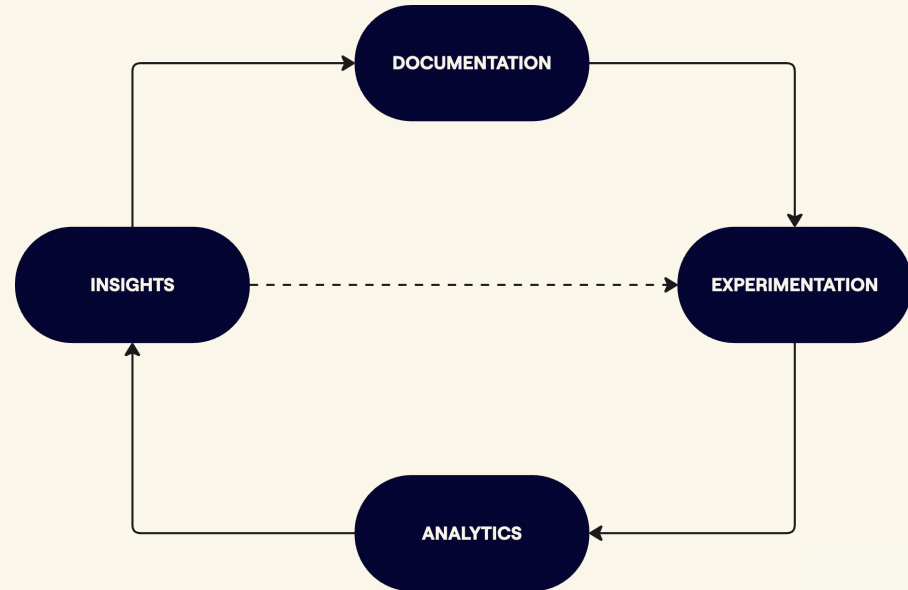
- → Users are open to explore options as they search for certain categories of apps:
 - Alternatives to the apps they want to avoid
 - General types of apps
 - Specific solutions delivered through apps
- Since they're open, they can be convinced
- If your app contains evidence that
 , it can convince them





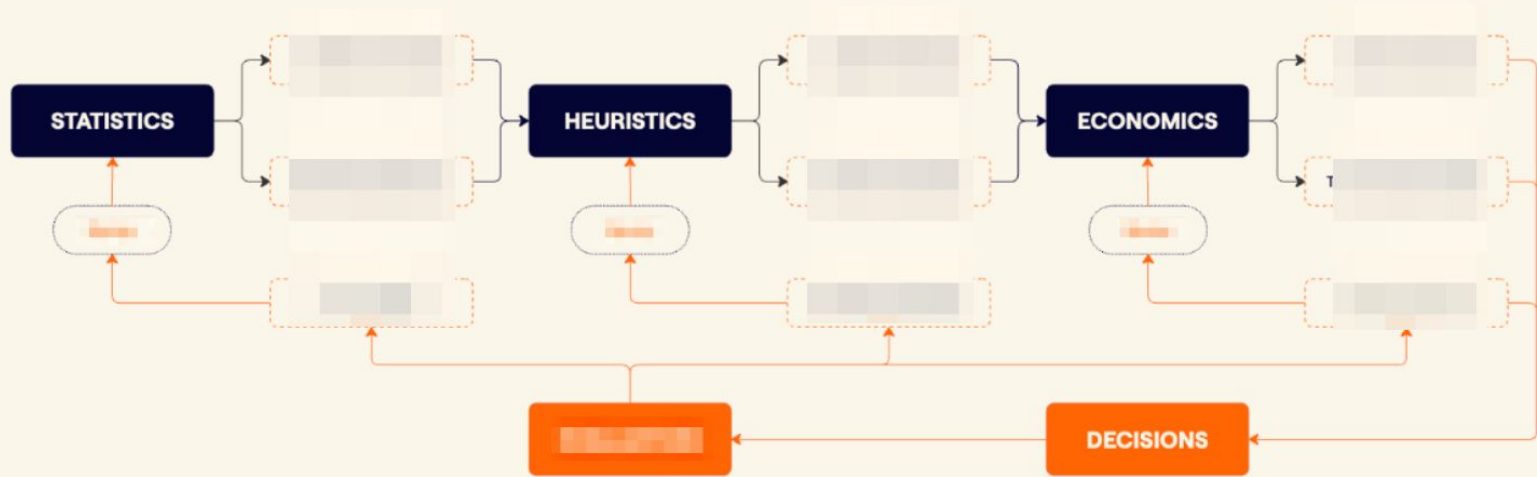
The 4 pillars of ASO CRO

1. Insights
2. Experimentation
3. Analytics
4. Documentation





You can't just test and run. Have to make decisions wisely.



1. Use statistics to a decision
2. Use heuristics to risk to take
3. Use economics time
 - a. ;
 - b. pair
4. Based on 3 layers, make a decision, right or wrong?
 - a. Right: profit & loss
 - b. Wrong:



Powerful factors influencing both discoverability & conversion



App quality



Platform configurations



Marketing effectiveness

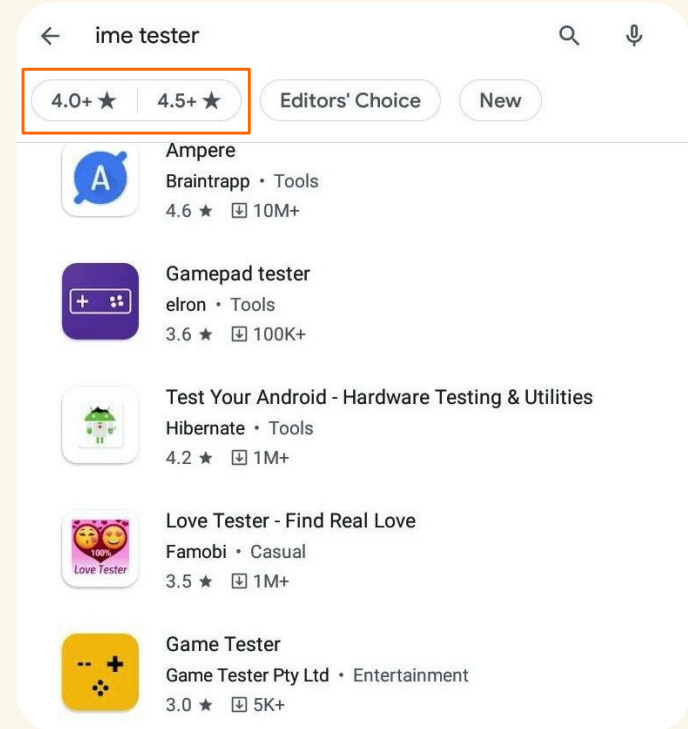


App quality example: User sentiment

User sentiment revolves around app ratings & user reviews.

- **Ratings:**
 - Ranking factor*
 - Featuring factor
 - Represents app quality

Users can also filter search results with 4.0 or 4.5* or higher, hiding all apps rated worse

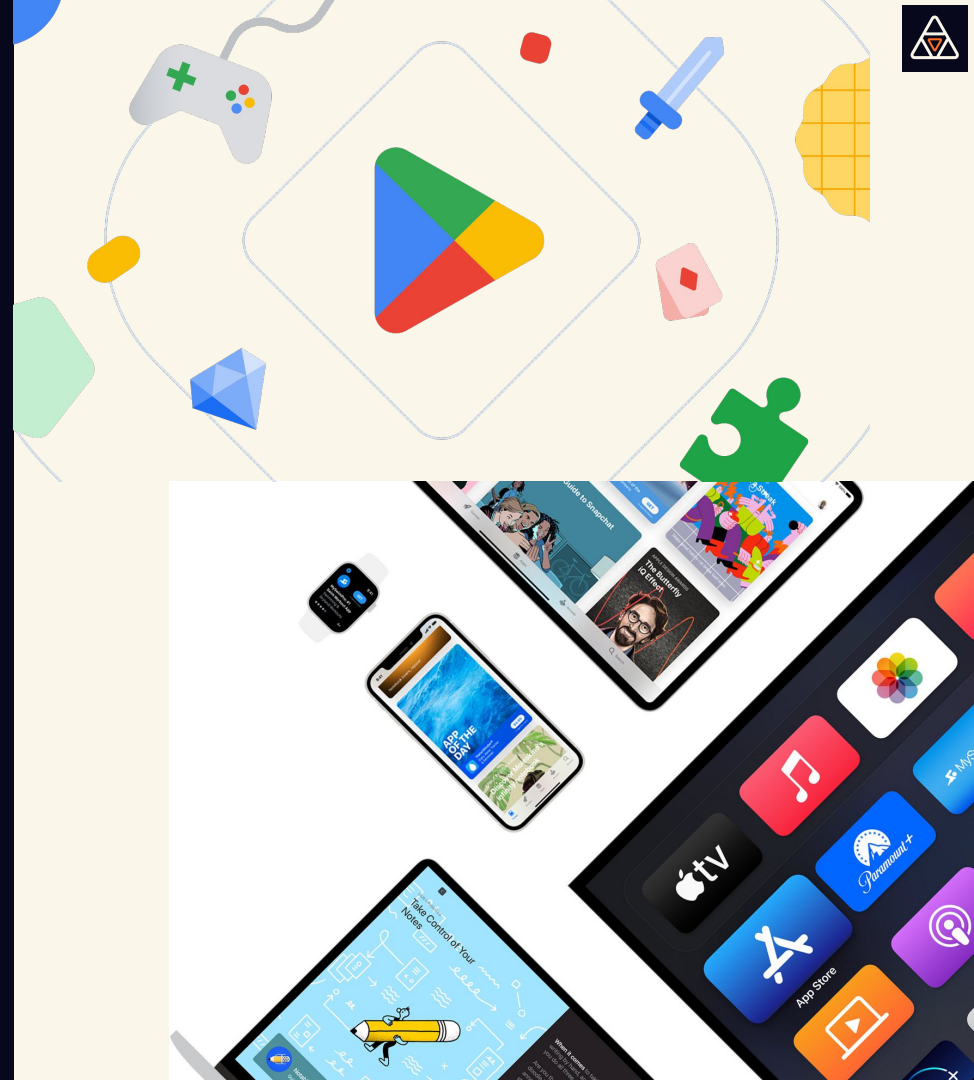


Platform configurations example:

App extensions

There are 5 ways to be discovered through elements other than the app itself:

- In-App Purchases (iOS)
- In-App Events (iOS)
- Promotional Content (Android)
- App bundles
- Sneak peek



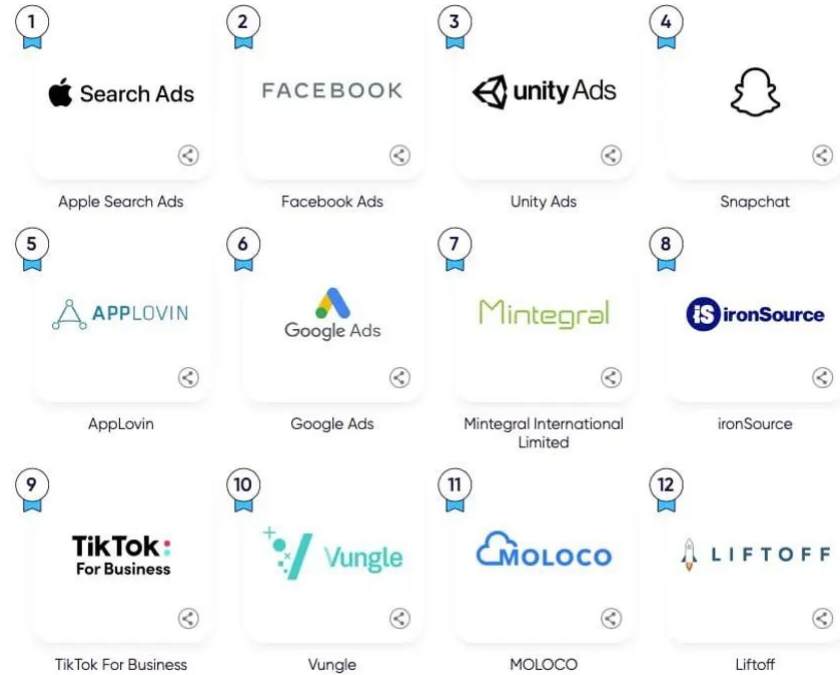


Marketing effectiveness example: Performance marketing

- Ad **targeting** & **creative** affect the app & the ASO
→ Can influence depending on
- depends on ad measurement, so
the use of performance marketing will
→ More ad networks = more **complex** to

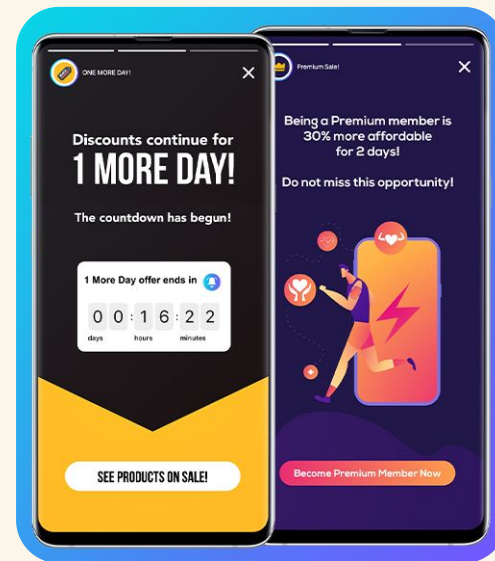
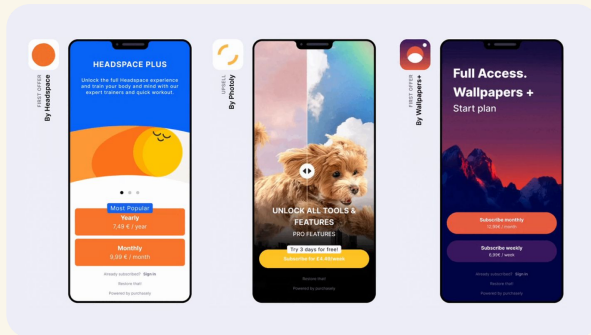
⇒ , to interpret
data more accurately

⇒ Get help from data analysts & scientists to deal with , and





Now, even strong ASO isn't enough to make money - it needs 3 more factors



Monetization model:

→ Choose the right one, or mix multiple

Paywall strategy:

→ Build a strong strategy

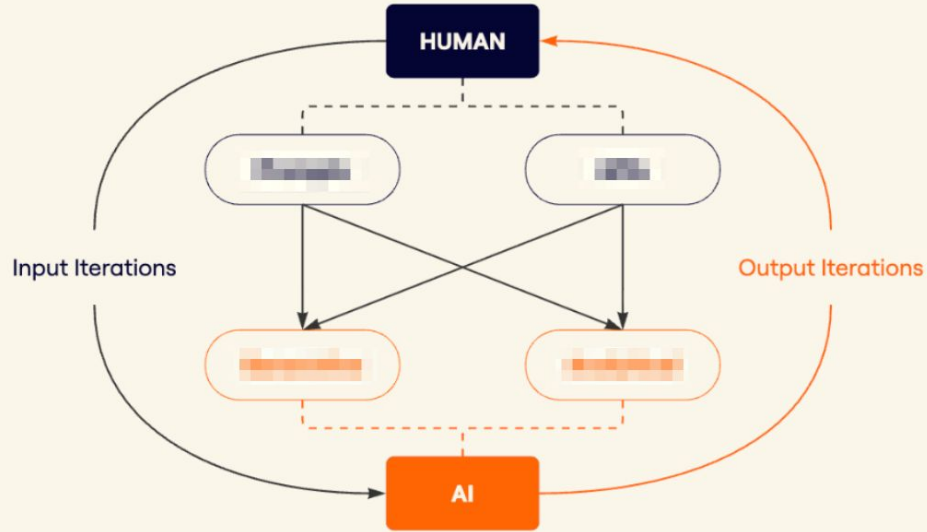
Sales promotions:

→ Make sure both connect well to turn new users into new payers

Remember: Let AI enhance the system, not lead it. Let humans lead.



Automation



- Rely on **human creativity & needs**

-
-
-

- **Don't overthink**

. Just get started then **iterate to improve** later.



There are 3 types of ASO strategies



Evergreen:

Ongoing optimization to sustain growth.



Seasonal:

Short-term boosts that take advantage of external events.



Product GTM:

Mid-term boosts that take advantage of a new product launch.



**Want to learn more?
Contact us.**



APPKITEKT