WHAT IS ASO?

Edition 17
App Store Optimization
Is Real!

Paid

The forgotten opportunity to optimize the only unoptimized step of your paid funnel is ASO. The user journey doesn't stop with a tap on an ad. The app store is a crucial part of converting paid installs. Fight ever-increasing cost per installs (CPIs), increase your return on ad spend (ROAS) and hit your targets.

Organic

85% of all installs are organics, give them the attention they deserve. We will drive which messages drive the highest conversions for Browse & Search traffic. We Implement a powerful organic user acquisition process that works. It's time to grow where growth is hard.

We'll surface winning creative variations for your app store page and reveal actionable insights you can strategize with.

We help folks like you increase app store conversion rates while paying less for every install. Sounds good, right?

Terminology

There are two types of users who visit the app store. How they got there is another discussion, but once they are there, the pedal hits the metal.
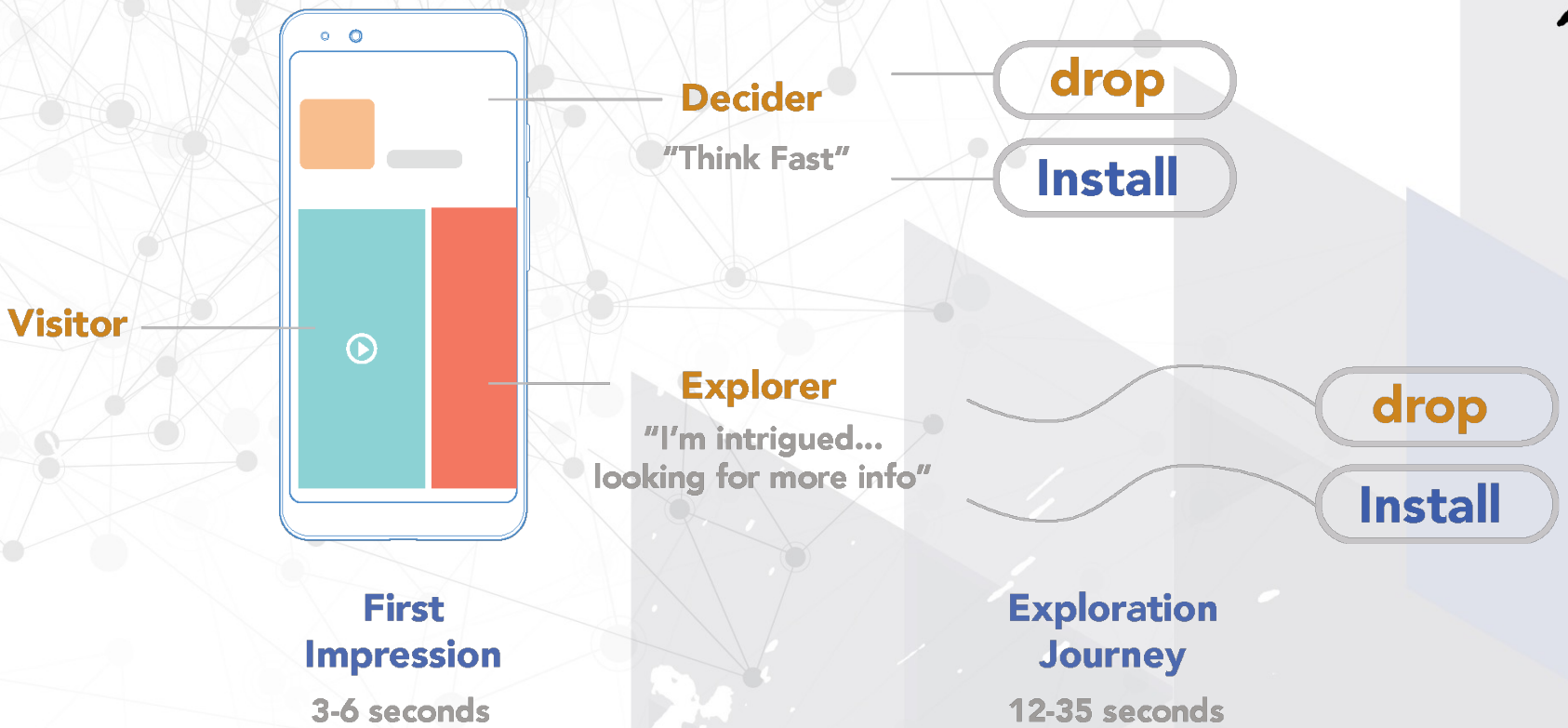
Deciders

The Deciders are visitors to the product page who make the decision to install or drop without ever engaging with the page. They are already informed. In other words, they are only exposed to creative assets that appear in the first impression, where they scan the assets with their eyes only. Their first and only action is to either tap the install button or to exit the page.

Explorers

The Explorers are visitors to the product page who choose to explore the creative assets beyond the first impression. They likely discovered the product page when searching for a competitor. They are less informed. They will take a number of journeys; horizontally through the screenshot gallery or vertically, in order to learn more.
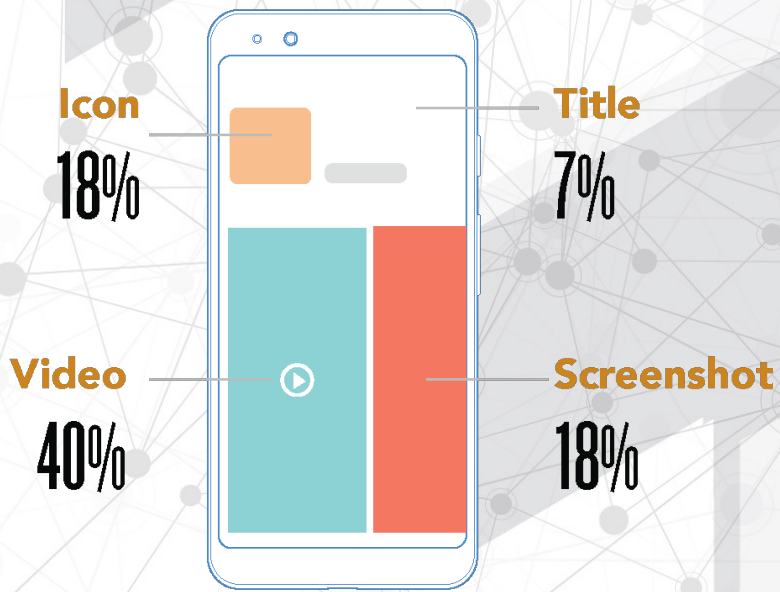
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Mapping it Out

The User Journey in the App Store

Decider

"Think Fast"

drop

Install

Visitor

Explorer

"I'm intrigued...
looking for more info"

drop

Install

**First
Impression**

3-6 seconds

**Exploration
Journey**

12-35 seconds

Hangtime

Conversion rate lift potential per asset

App Store

Icon
18%

Title
7%

Video
40%

Screenshot
18%

Google Play

Icon
11%

Title
8%

Video
24%

Screenshot
113%

Description
8%
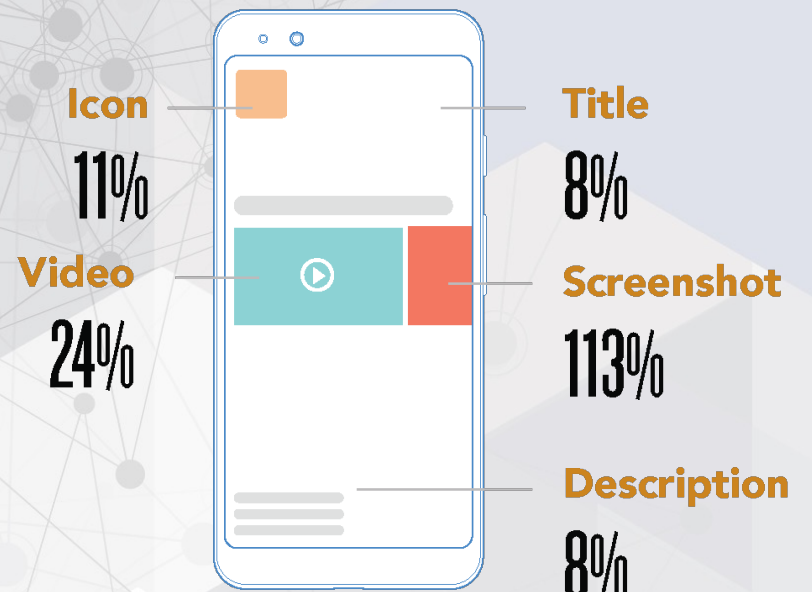
Source: StoreMaven

The User Journey in the App Store
We have seen an interesting trend over time in the app stores. The use of video. Video drives decisive behavior and landscape orientations drive more decisions than portrait orientations. Landscape images are consumed more easily than smaller portrait screenshots and can quickly communicate a strong value proposition that enables decision-making.

When users see an auto-playing video, they immediately consume more content even without explicitly asking for it. The extra information provides enough background for them to make an informed decision about to whether to install or to drop.

Users in the app store hate to read.
We will focus on making the short preview clear and descriptive.

Optimizing the entire text for human readers is by far the least effective way to spend your time. Benefit driven graphics in video is far more effective. Users only watch 5-6 seconds of video on average. We will make sure that what is communicated in this time demonstrates the value proposition.

Lastly, Reviews. The potential impact of reviews and descriptions on conversion rate is negligible, hence they are the low hanging fruit when it comes to conversion rate optimization.

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design + **content** + **tech**

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