March 23, 2021

#APSLondonWFH

app promotion summit LONDON (WFH)

Is it possible to acquire users with 0 marketing budget?

Anna Kochetkova

Head of ASO Consulting at

APPFOLLOW

Evgenia Kovalkova

Head of Growth at

welltory

App Management Platform for

- **App monitoring,**
- **Review processing,**
- **ASO**

80+ employees

from 10+ countries.

App Store, Google Play, Amazon

and more

70k+ companies

WARGAMING.NET LET'S BATTLE

DISCORD

TINKOFF

GameInsight

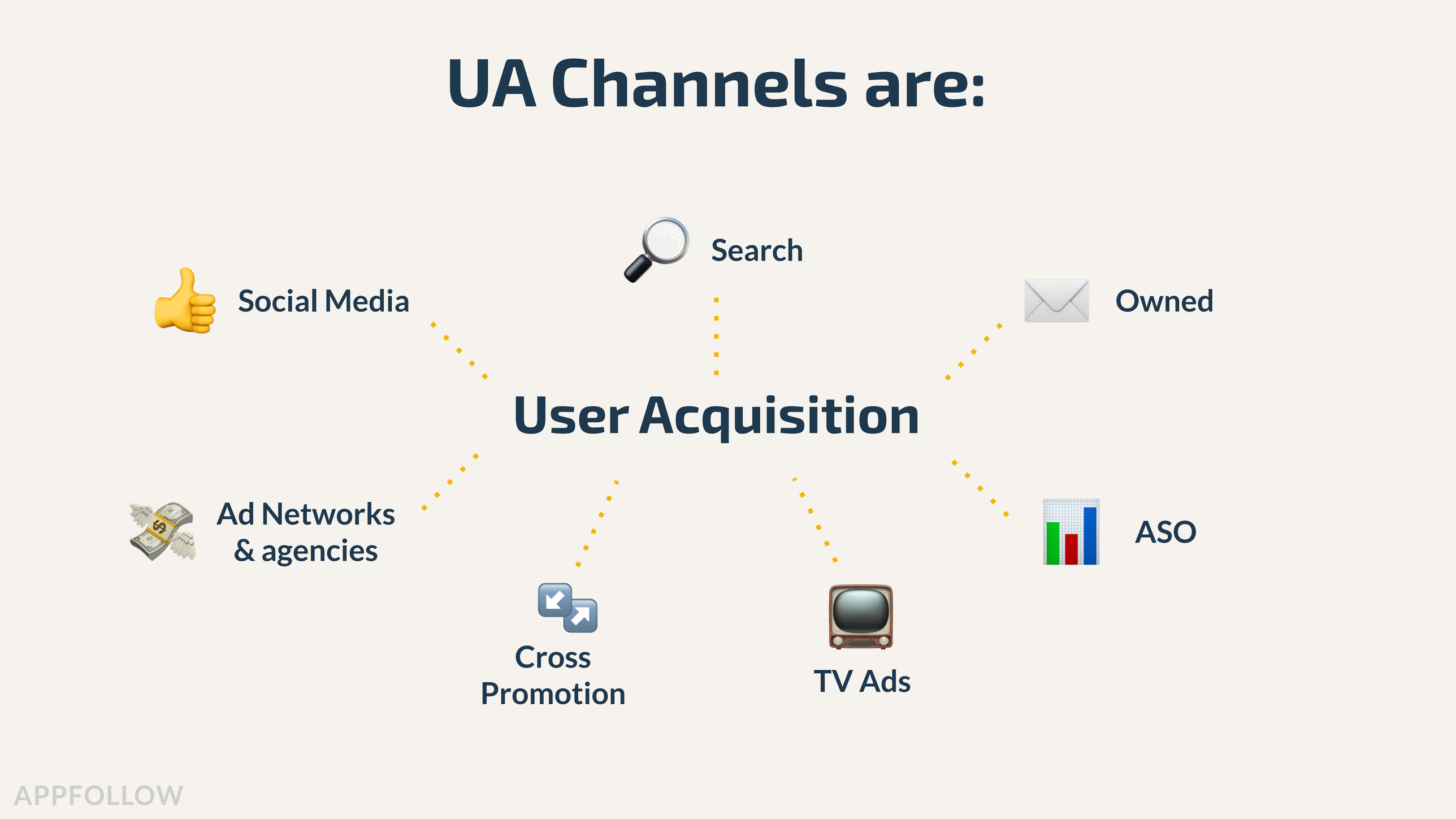
aviasales

miro

WHEELY

APPFOLLOW

UA Channels are:



ASO industry is changing

I do not believe in the ASO and will not invest in this area

Mobile industry intent is changing

ASO QUIZ:

Which from the following statements are true?

App Name in the App Store used to contain more than 100 characters

ASO QUIZ:

Which from the following statements are true? ✔️ True

App Name in the App Store used to contain up to 255 characters

Title:

Cheap Flights, Compare prices and airlines, search for low cost plane tickets — JetRadar

88 symbols

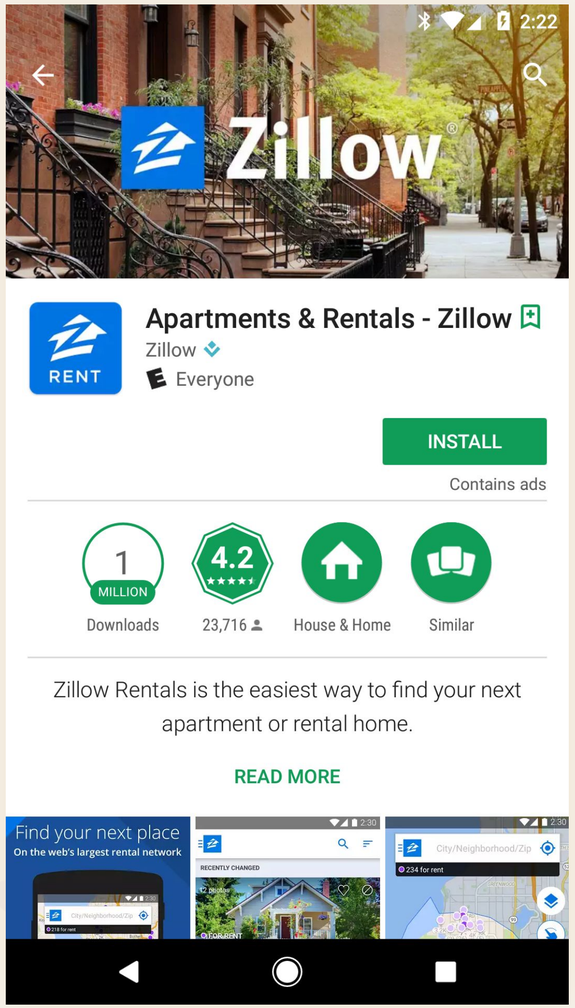
Cheap flights, compare prices and all american airlines: JetBlue, US Airways, Southwest, United; book best and cheapest plane tickets – JetRadar

144 symbols

ASO QUIZ:

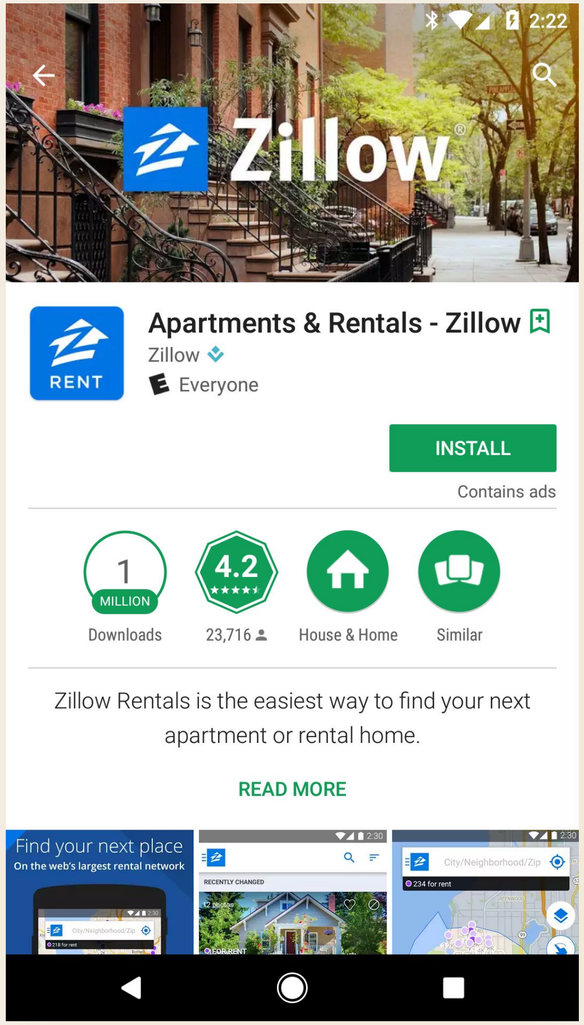
Which from the following statements are true?

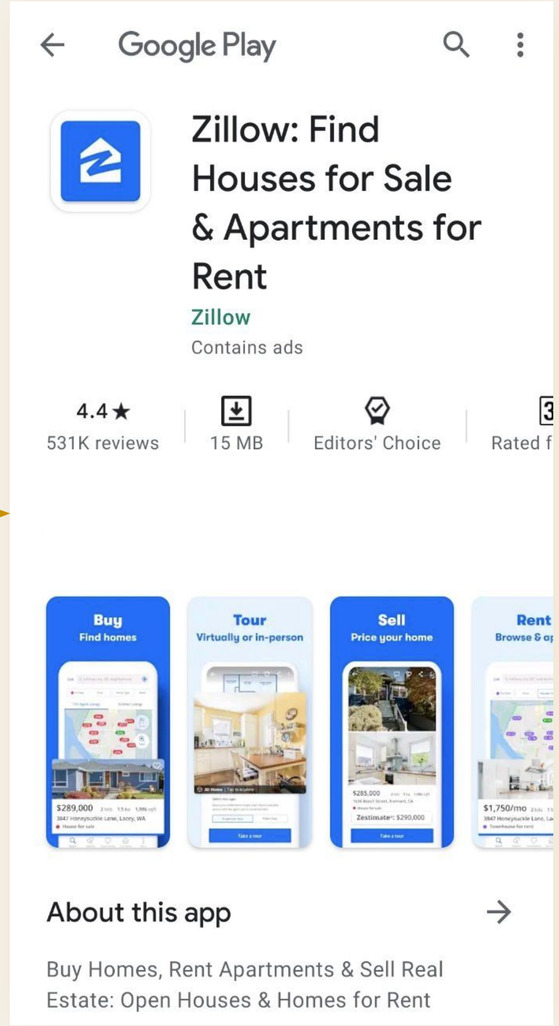
Are these screenshots of ‘Zillow’ and ‘Candy Crush’ app pages real?

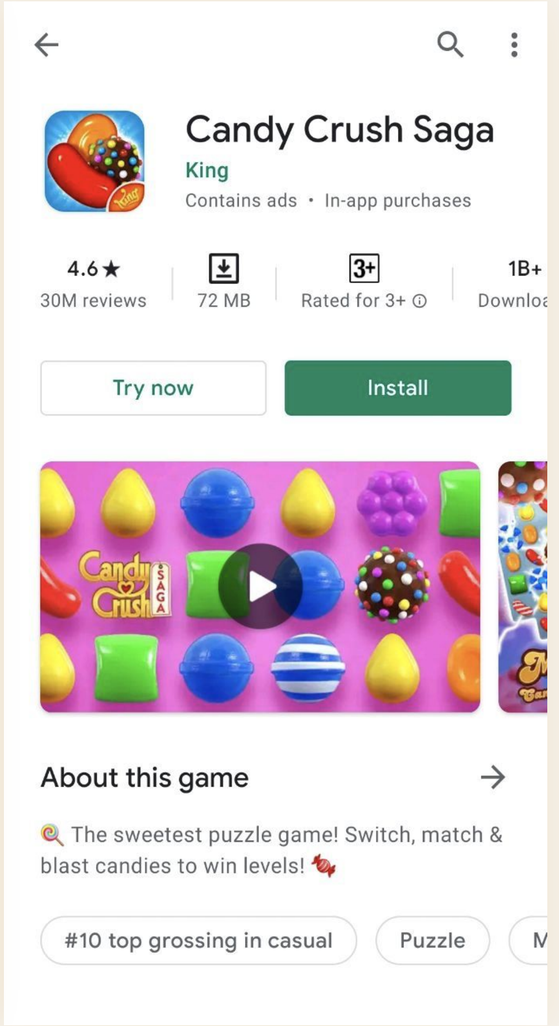


ASO QUIZ:

Which from the following statements are true? ✔️ True







ASO QUIZ:

Which from the following statements are true?

The App Store Keyword field for new TRAVEL APP X may look like this:

“booking, hotels, skyscanner, jet, radar, flight, hopper, priceline, omio, tickets”

ASO QUIZ:

Which from the following statements are true? ✔️ True

The App Store Keyword field for new TRAVEL APP X may look like this:

“booking, hotels, skyscanner, jet, radar, flight, hopper, priceline, omio, tickets”

ASO industry is changing

App Store

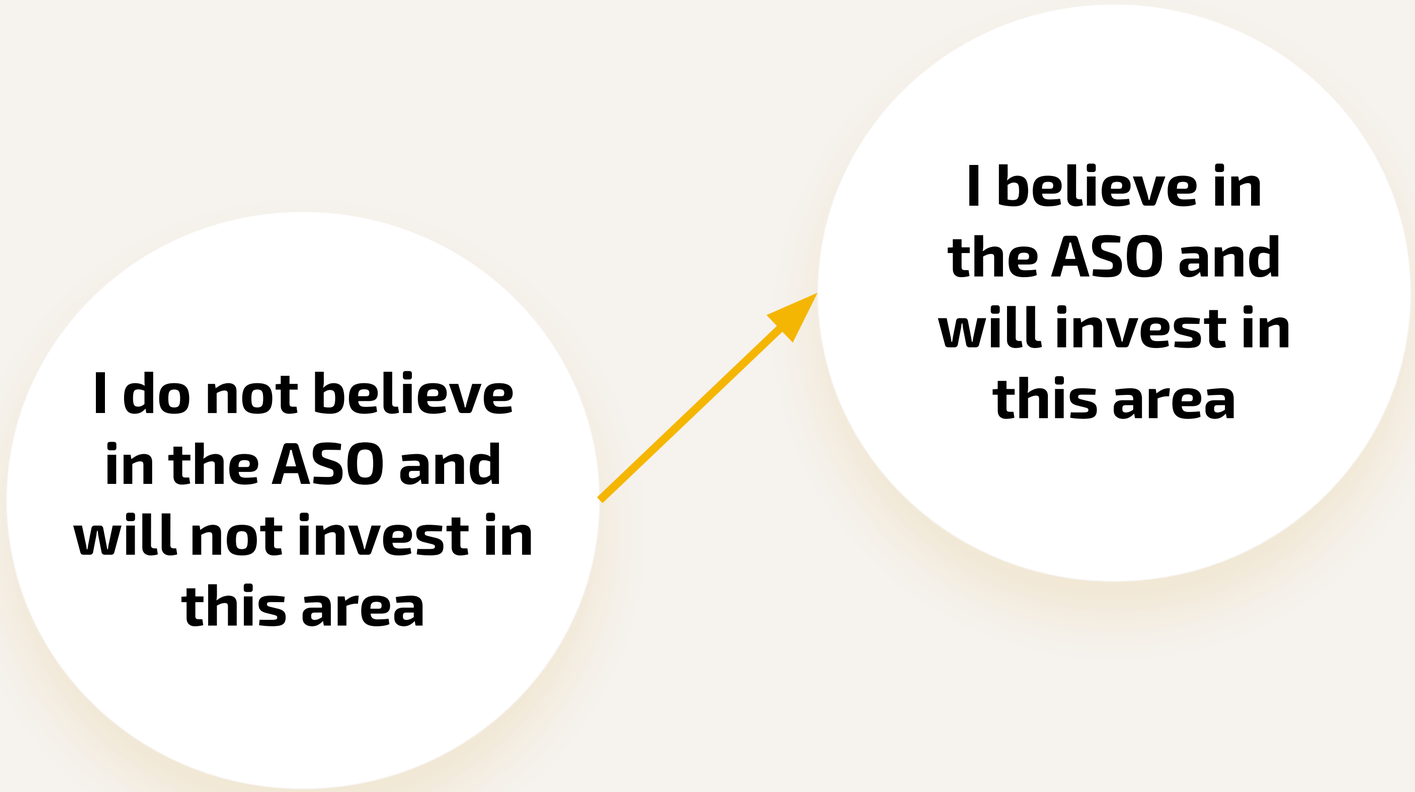
- Australian locale is not indexing global
- Arabian locale
- Subtitle
- Dark Mode
- Apple Search Ads keywords popularity

Google Play

- Dark Mode
- Tags
- Custom Store Listings
- Keywords statistics in the Console
- Google Natural Language

… and more to come

ASO industry is changing



Mobile industry intent is changing

ASO industry is changing

Mobile industry intent is changing

Evgenia Kovalkova

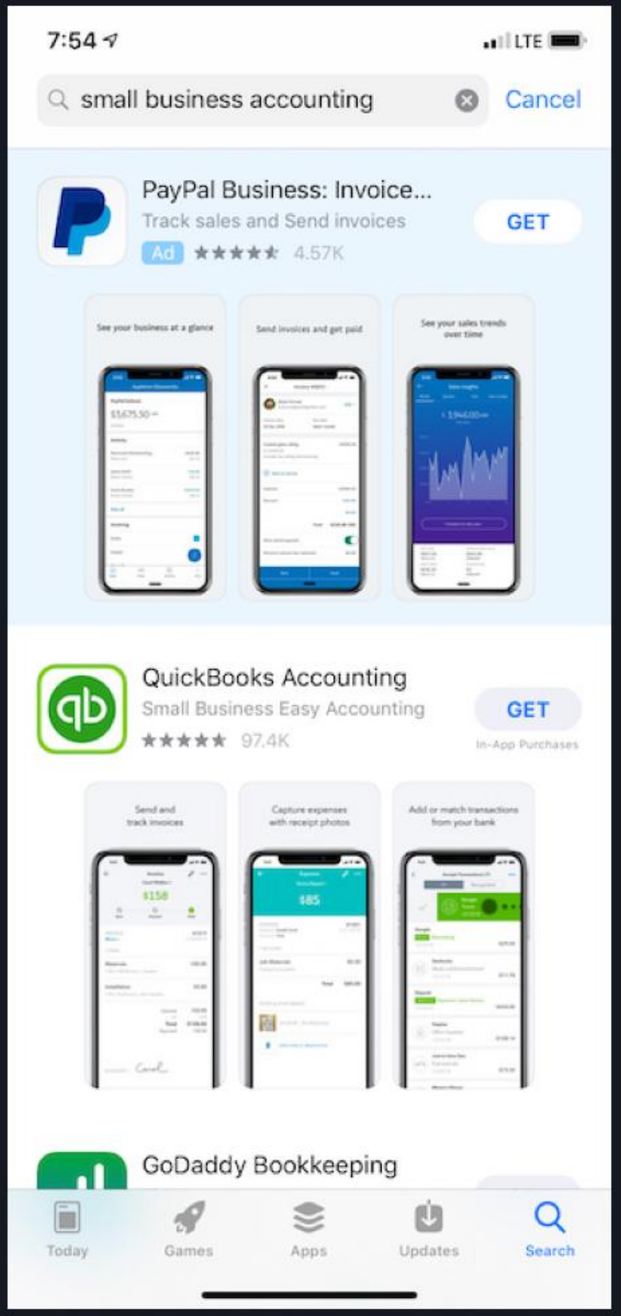
Head of Growth

welltory

Health coach app

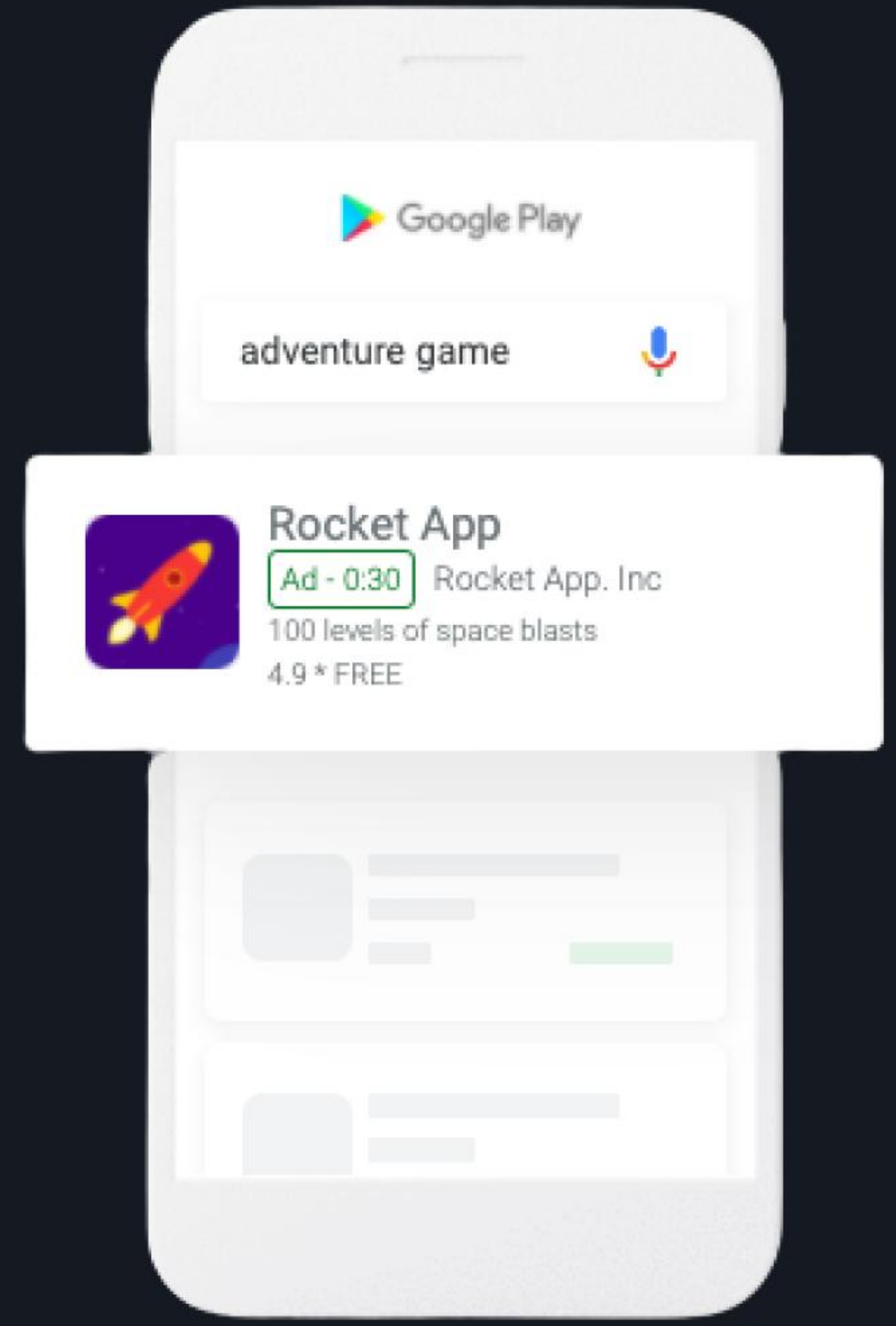
Improving keyword rank with Apple Search Ads

Search Ads +

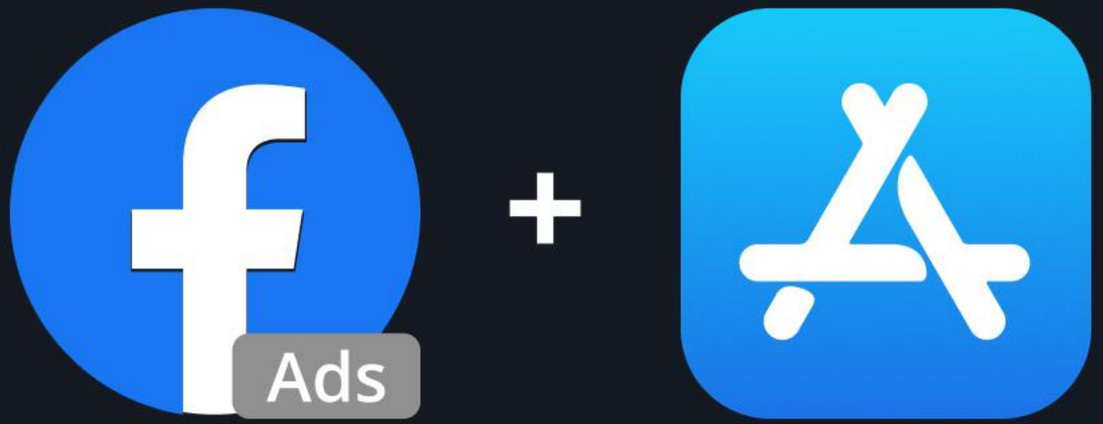


Improving keyword rank with Google Ads

Google Ads + Google Play

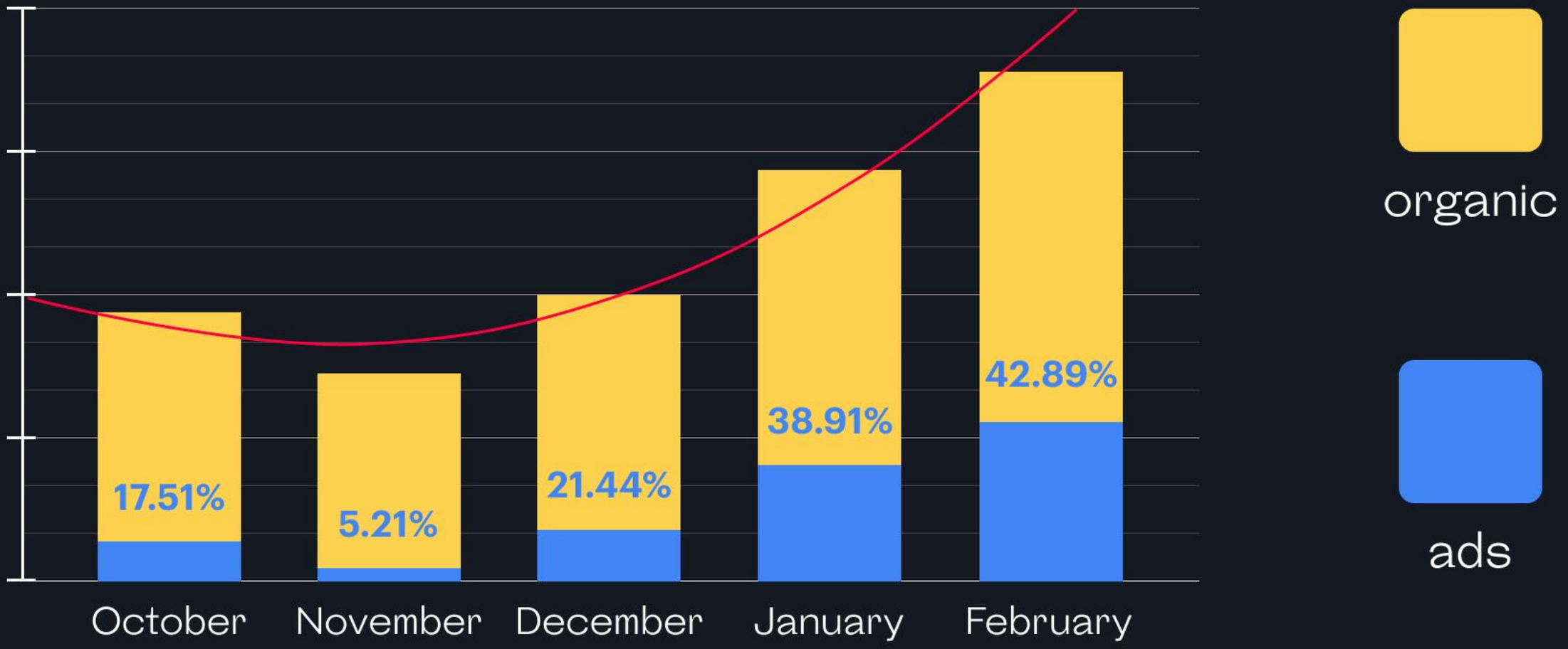


Facebook Ads, App Campaign for iOS users. October 2020 - February 2021, United States

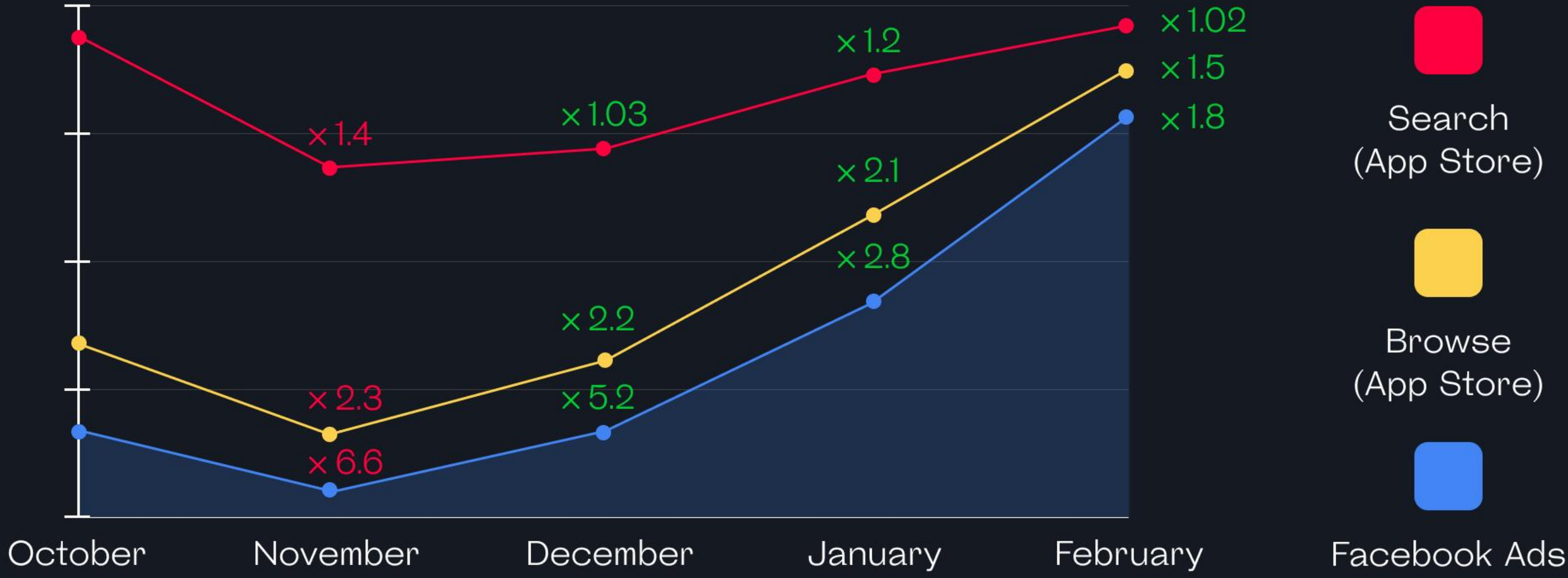


welltory

Share of installs from ads compared to organic traffic



Impact of changes in paid install volumes on organic traffic



Key takeaway

- For new publishers: Ads is a quick way to build a user base and get results for ASO fast
- For current publishers: Paid installs can improve your organic traffic
- Experiment, track impact and don't forget about ROAS

UA and ASO should go in hand in hand

AppFollow case of ‘Doorman Story’ by AppQuantum

UA and ASO should go in hand in hand

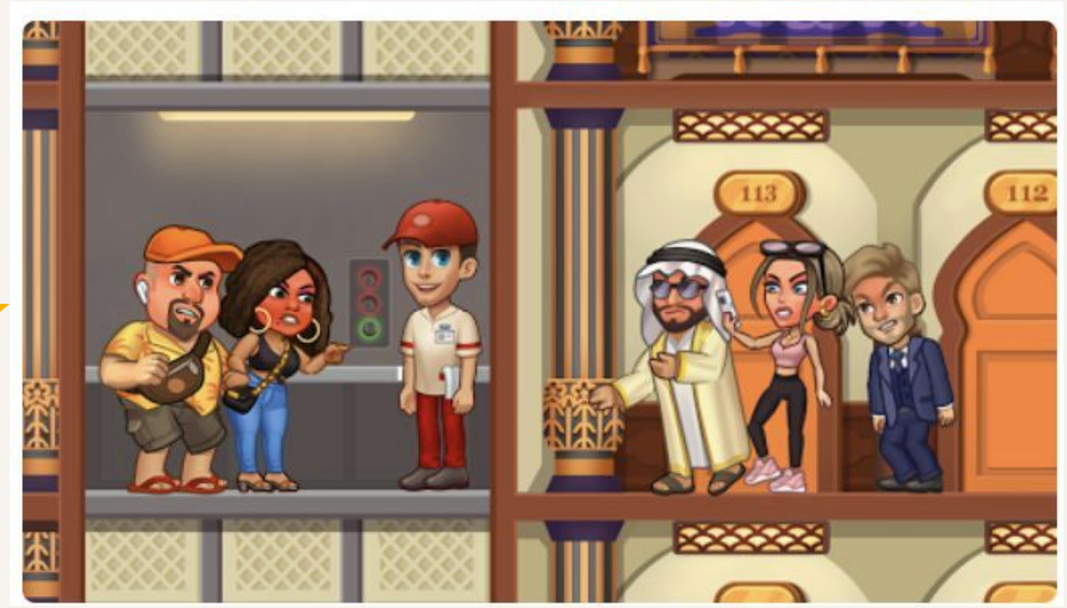
DOORMAN STORY

AppFollow case of Doorman Story by AppQuantum

UA and ASO should go in hand in hand

+ 13,5% according to A/B test

in the US region



DOORMAN STORY

AppFollow case of Doorman Story by AppQuantum

APPFOLLOW

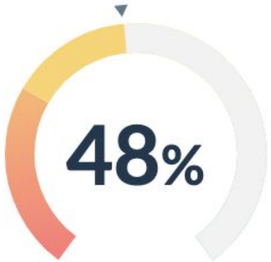
Go Viral

- Lot’s of growth areas in terms of ASO

  BUT

- 13.2m installs

Store Performance Index



+1%

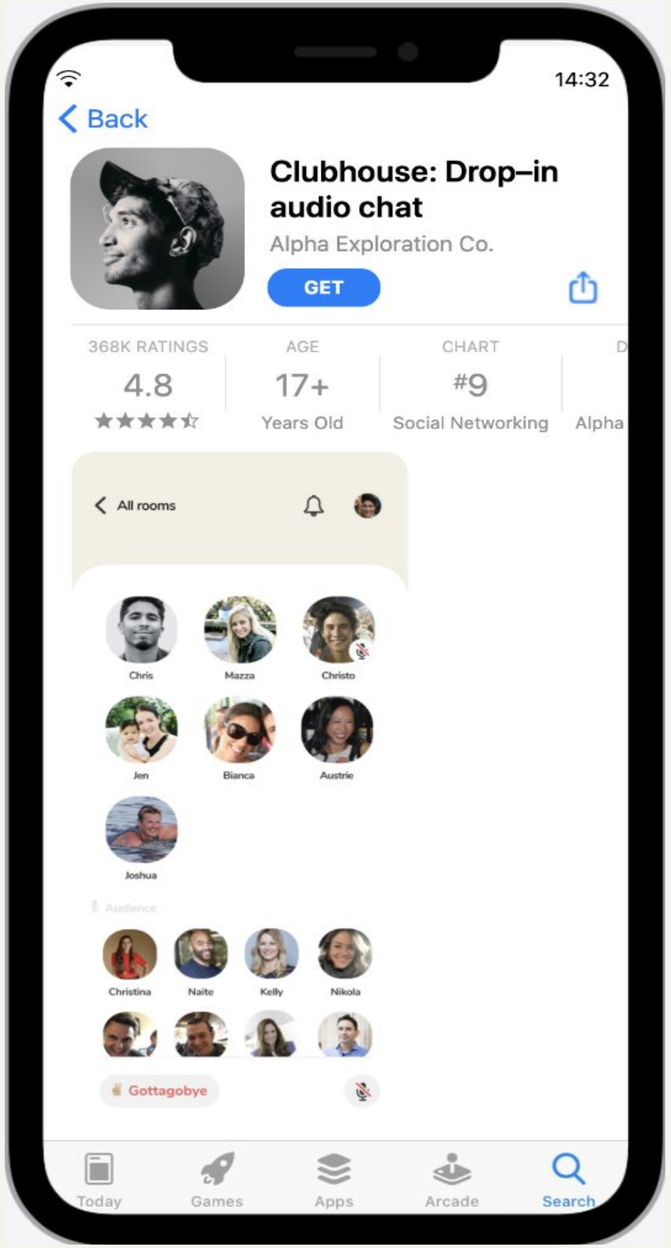
compared to Mar 2, 2021

54%

Median Category Score

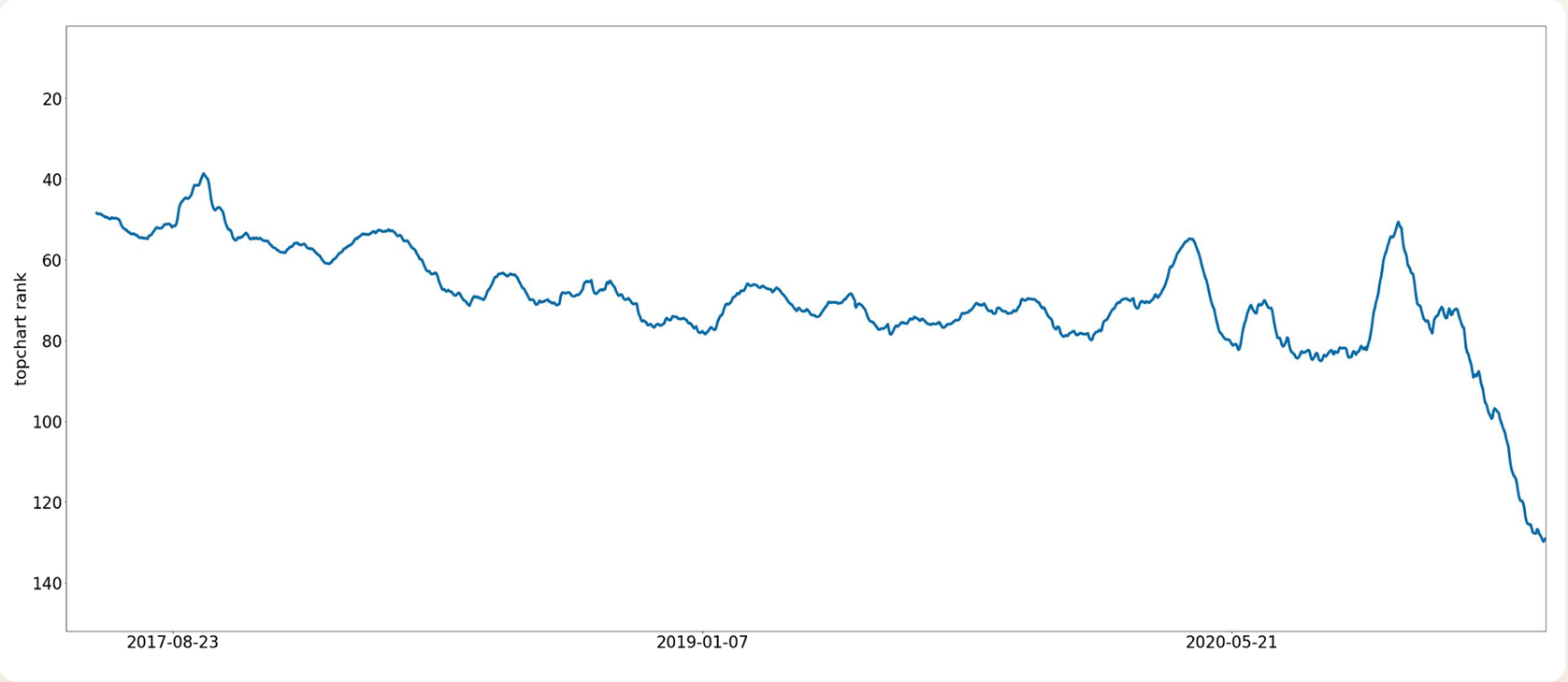
40%

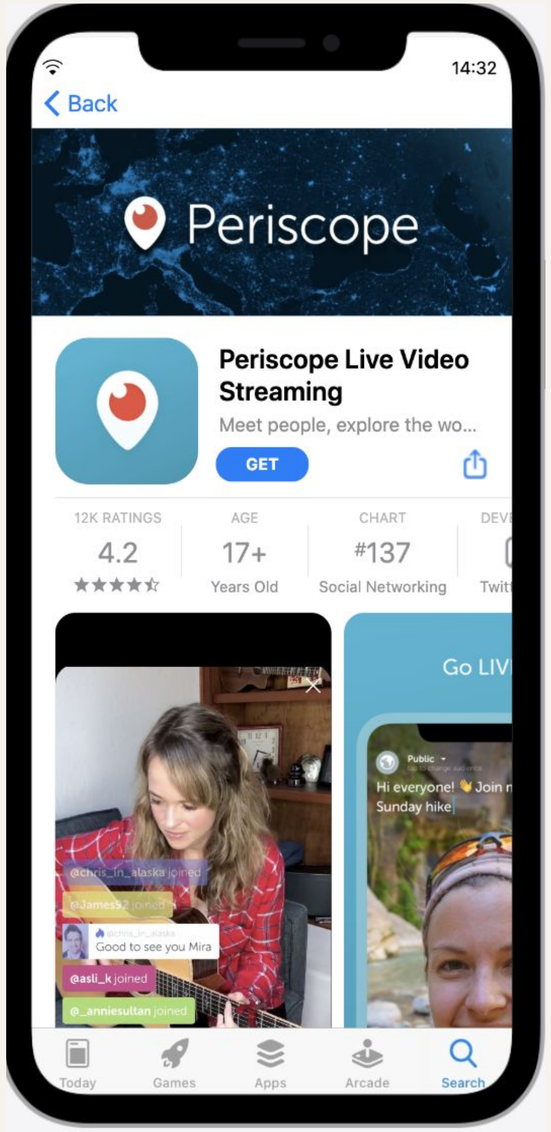
Search Performance Index



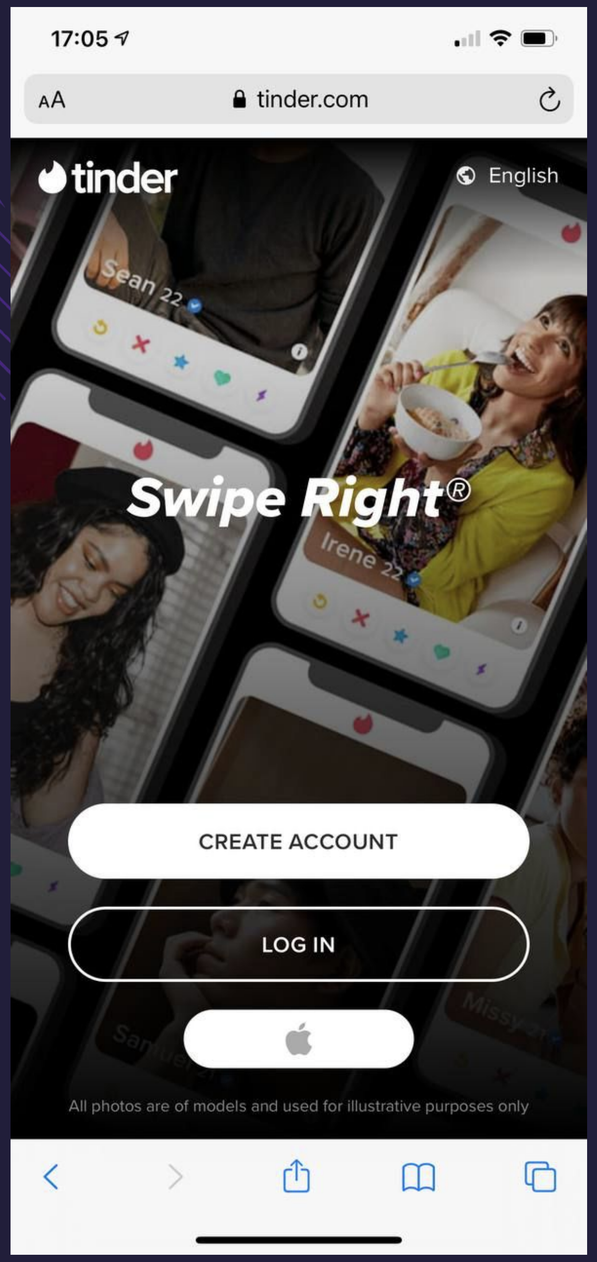
APPFOLLOW

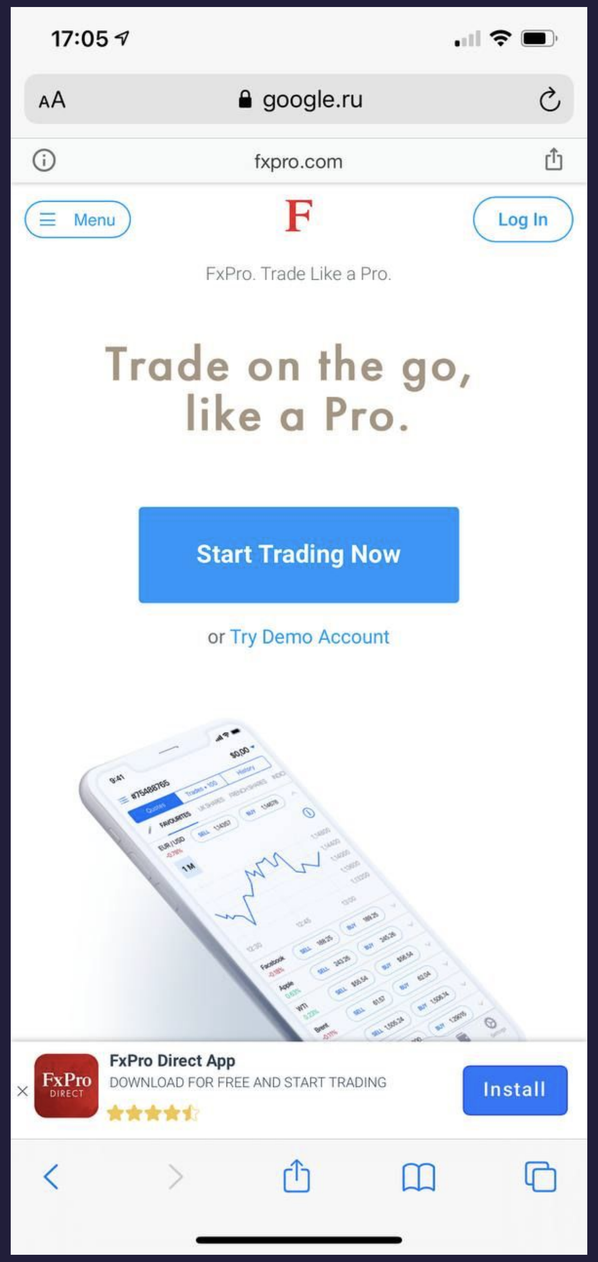
Viral today, keep going on for tomorrow

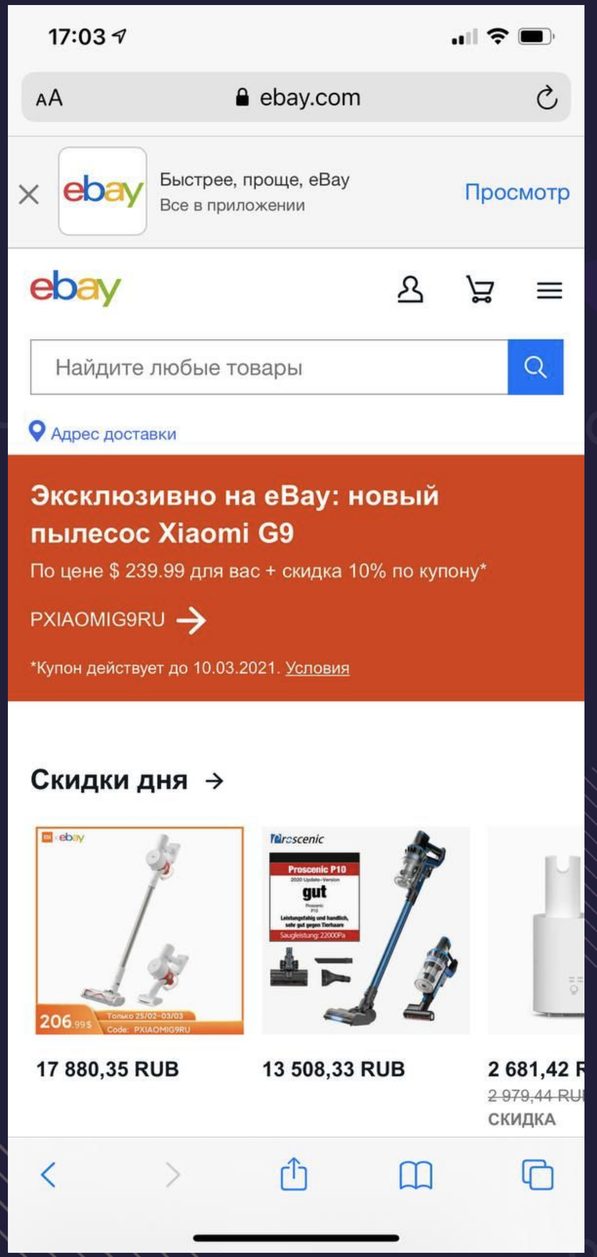




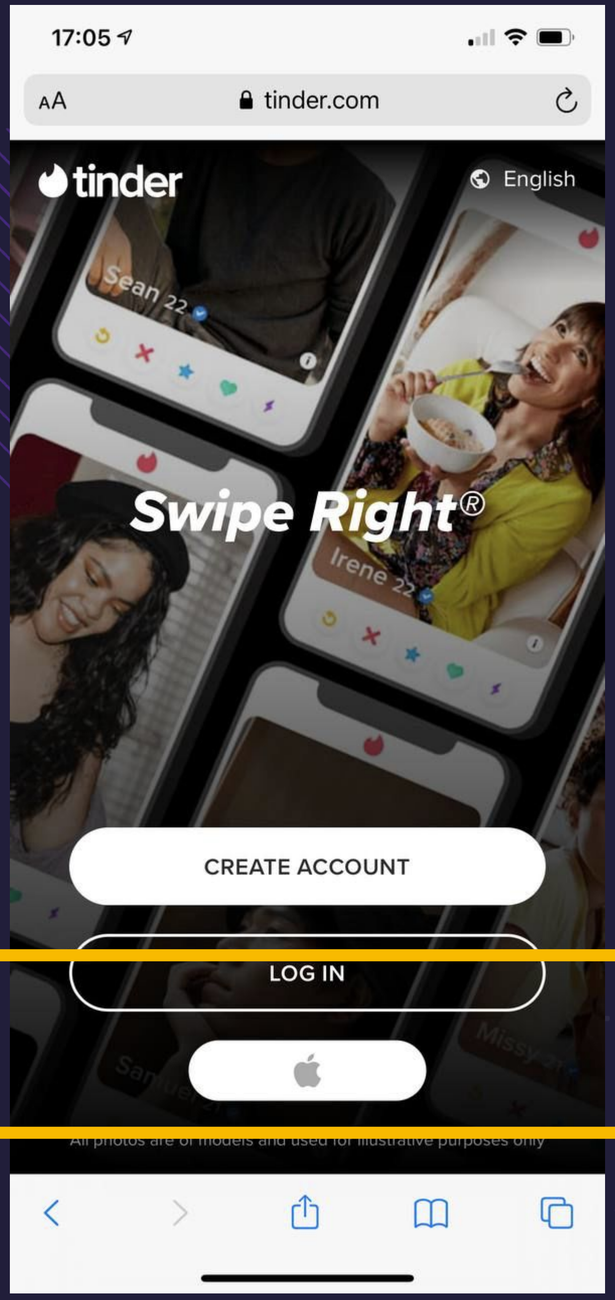
APPFOLLOW


17:05
AA
tinder.com
tinder
English
Swipe Right®
CREATE ACCOUNT
LOG IN
All photos are of models and used for illustrative purposes only


17:05
AA
google.ru
fxpro.com
Menu
Log In
FxPro. Trade Like a Pro.
Trade on the go, like a Pro.
Start Trading Now
or Try Demo Account
FxPro Direct App
DOWNLOAD FOR FREE AND START TRADING
Install


17:03
AA
ebay.com
Быстрее, проще, eBay
Все в приложении
Просмотр
Найдите любые товары
Адрес доставки
Эксклюзивно на eBay: новый пылесос Xiaomi G9
По цене $ 239.99 для вас + скидка 10% по купону*
PXIAOMIG9RU
*Купон действует до 10.03.2021. Условия
Скидки дня
17 880,35 RUB
13 508,33 RUB
2 681,42 R
СКИДКА

APPFOLLOW


17:05
AA
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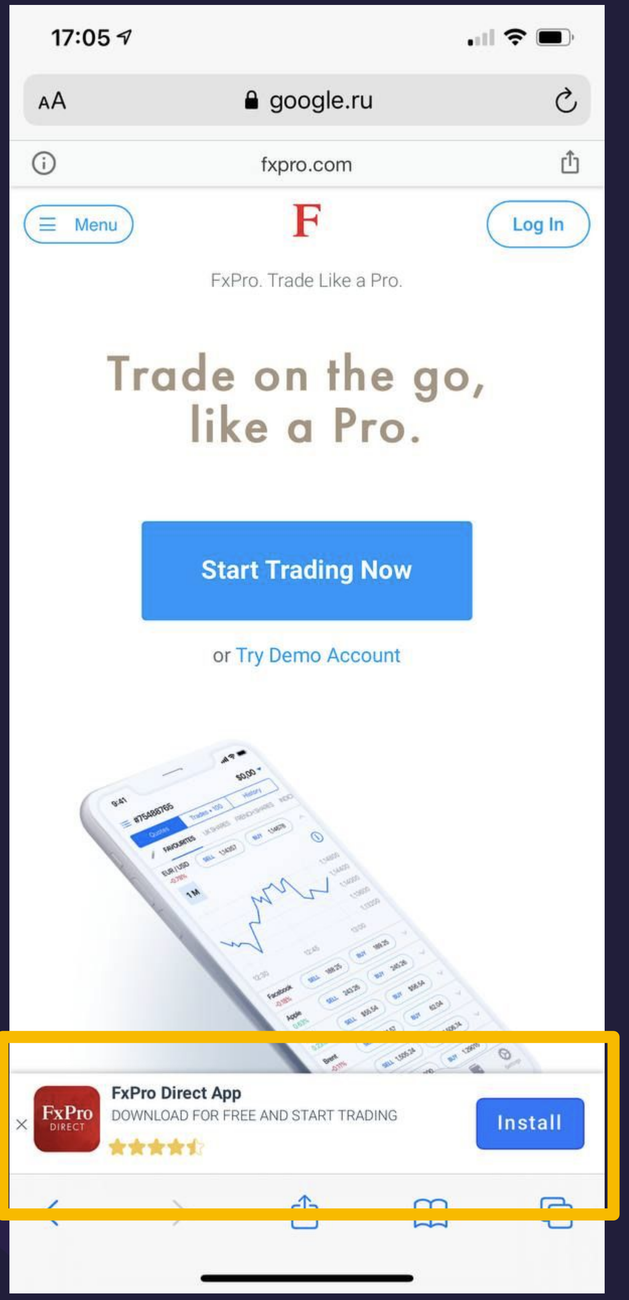
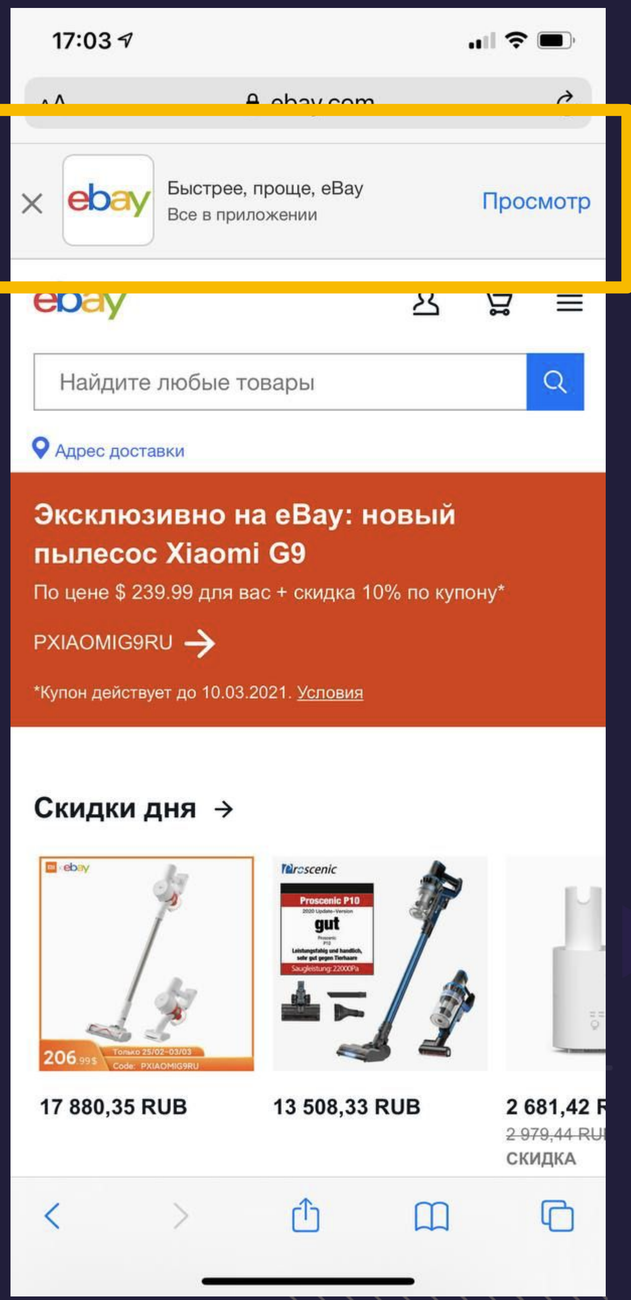

17:05
AA
google.ru
fxpro.com
Menu
Log In
FxPro. Trade Like a Pro.
Trade on the go, like a Pro.
Start Trading Now
or Try Demo Account
FxPro Direct App
DOWNLOAD FOR FREE AND START TRADING
Install


17:03
Быстрее, проще, eBay
Все в приложении
Просмотр
Найдите любые товары
Адрес доставки
Эксклюзивно на eBay: новый пылесос Xiaomi G9
По цене $ 239.99 для вас + скидка 10% по купону*
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*Купон действует до 10.03.2021. Условия
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17 880,35 RUB
13 508,33 RUB
2 681,42 R
СКИДКА

WEB-TO-APP

Key Takeaways:

1. ASO is a powerful part of app marketing, but not the only key to success
2. Combining all UA methods and measuring the whole funnel results is a win strategy

Invest your resources in the smart way

There is no 0 marketing approach *anymore*

Thanks for watching!

Any questions?

Feel free to drop us a line at aso@appfollow.io