Level Up: UA & ASO in 2020
Storemaven and Gameloft

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Agenda

- The problem of UA and ASO siloes
- Taking a holistic view of growth
- How UA helps ASO: Influencer campaign case study
- How ASO helps UA: creative optimization case study
The problem of siloes
The app stores are the gateway to all installs

All users, regardless of reason, source, and motivation, land on a single App Store or Google Play page.
Break the silos
What problems do silos create?

- Not leveraging first time install-driven campaigns
  - Ranking too low
- Not optimizing for paid traffic
  - Cost per Install too high

Insights

UA campaigns that drive high volumes of first-time installs drive higher ranking
A holistic view on mobile growth
Everything is connected

**Searching the app stores**
- Paid search ads
- Organic search results

**Browsing the app stores**
- Featuring
  - Personalized results
  - Category charts
  - Top charts
  - Related apps

**Redirecting from external links**
- Paid ads
- Mobile web links
How UA helps ASO
The true ROAS of UA spend

UA
More first-time installs

ASO
Higher keyword ranking

ASO
Branded search volume

ASO
Higher category ranking
Gameloft’s Influencer Campaign

- **30%** increase in the daily installs in Russia for the week of our campaign
- **32%** increase in the revenue from the in-game event
- Facebook: **105%** increase of the organic reach
- **>250%** ROI
- Sync between all departments
- **37%** increase in the average view count in YouTube
How ASO helps UA
Understanding what messages drive paid installs

First impression
3-6 seconds

Decisive
Drop
Install

Explorative
Exploration journey
12-35 seconds
Drop
Install
Gameloft’s Creative Testing for paid audiences

Google Play testing
Broad vs narrow audiences
Testing the first experience
Thank you!

Feel free to reach out to us at:

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