Creative Optimization: Getting the App Store & Google Play right

Amy Hilman, App Store Marketing Lead, StoreMaven
Danny Spyra, Director of Product Marketing, Yahoo Finance
The leading companies in mobile trust StoreMaven with their app stores’ marketing strategies

"StoreMaven provides us with valuable resources and tools to help build and execute our growth strategy and increase app install conversion."

Maria Waters | Head of Conversion Optimization at Zynga
Agenda

How to develop an app store creative marketing strategy

How to adapt your marketing strategy by platform

How to strategize your app store page for different audiences

How to localize your app store pages

How to rethink your app store positioning in times of crisis
Developing an App Store Creative Marketing Strategy
Why is Creative Optimization important?

- Conversion Rates
- Daily Installs
- Keywords Ranking
- Browse Installs
- CPI
- Charts Ranking
- Search CVR

Creatives Update
Creatives play a part throughout the user’s journey
Developing a long-term, data-informed strategy
Adapting your marketing strategy by platform
<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>User type</td>
</tr>
<tr>
<td>Page Layout</td>
</tr>
<tr>
<td>User Journey</td>
</tr>
<tr>
<td>Competitors</td>
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<tr>
<td>Guidelines</td>
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</tbody>
</table>
How do users interact with an App Store page?

- **Video View Rate**: 60% - 95%
- **Video Session Duration**: 5-7 seconds
- **Decisive Users Vs. Explorative**: Varies
- **Gallery Scroll Rate**: 7-27%
- **Page Scroll Rate**: 15-35%
How do users interact with a Google Play page?

- **Video Watch Rate**: 5-10%
- **Video Session Duration**: 8-10 seconds
- **Gallery Scroll**: 3-15%
- **Page Scroll Rate**: 15-30%
- **Decisive Users Vs. Explorative**: Varies
Different creatives per platform
iOS Test

Social Proof
55.77% CVR

Lifestyle
54.07% CVR

Features
53.75% CVR

Control
Closed due to underperformance
iOS Test

The Social Proof variation performed well due to its ability to prompt higher user engagement and conversion among those engaged users.
Google Play Test

Lifestyle
49.45% CVR

Control
48.72% CVR

Features
48.72% CVR

Social Proof
Closed due to underperformance
Strategizing your app’s page for different audiences
Reconciling different users’ preferences

- Group A
- Group B
- Group C

Demographics

Behavior / Preferences

Source

App Use Case / Post-install Engagement Behavior
How Yahoo Finance Approached Audience Testing

- The lifestyle image prompted a stronger reaction among the 18-34 group.
- Visualization in general works better across both age segmentations.

<table>
<thead>
<tr>
<th>Age</th>
<th>Crypto CVR</th>
<th>Lifestyle CVR</th>
<th>Control CVR</th>
<th>Conf.</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>8.22%</td>
<td>11.54%</td>
<td>8.23%</td>
<td>95%</td>
</tr>
<tr>
<td>35-44</td>
<td>9.14%</td>
<td>8.27%</td>
<td>8.51%</td>
<td>62%</td>
</tr>
</tbody>
</table>
How Yahoo Finance Approached Audience Testing

- Users targeted by competitor keywords were much more sensitive to the social proof messaging.

<table>
<thead>
<tr>
<th></th>
<th>Competitors</th>
<th>LAL</th>
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</thead>
<tbody>
<tr>
<td>Social Proof CVR</td>
<td>54.78%</td>
<td>56.84%</td>
</tr>
<tr>
<td>Lifestyle CVR</td>
<td>51.96%</td>
<td>56.33%</td>
</tr>
<tr>
<td>Features CVR</td>
<td>51.75%</td>
<td>56.06%</td>
</tr>
</tbody>
</table>
Localizing your app store page
Localizing your app store positioning

- Adjust your marketing strategy by market

- More than just translation

- Customize to users’ preferences and use cases

- Leverage brand/global presence while localizing
## Reconciling different users’ preferences

<table>
<thead>
<tr>
<th>Region</th>
<th>Investment</th>
<th>Lifestyle CVR</th>
<th>Control CVR</th>
<th>Crypto</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>Closed due to underperformance</td>
<td>9.95%</td>
<td>8.8%</td>
<td>9.66%</td>
</tr>
<tr>
<td>Canada</td>
<td>Closed due to underperformance</td>
<td>32.62%</td>
<td>30.85%</td>
<td>31.37%</td>
</tr>
<tr>
<td>UK</td>
<td>10.5%</td>
<td>9.4%</td>
<td>9.0%</td>
<td>8.8%</td>
</tr>
</tbody>
</table>
Aligning your app store with your brand
Consider brand cohesion on the page

Consistency with mobile marketing funnel

Cohesive design style across portfolio of apps

Emphasizing unique qualities of each app
Reinforcing and strengthening your brand in the app store
Rethinking your app store strategy during crisis
Updated Features

- Yahoo Finance introduced a new tab dedicated to COVID-19 updates and updated that users can both opt to see it or hide it.
- What’s New section addresses relevant news (especially prominent for lapsed users).
Shift in positioning to emphasize remote and online
Contactless services - Doordash

Closer Look Video

Screenshot Gallery

#1 Food Ordering App

Restaurants still open for delivery and pickup

Contactless delivery by default
Customer service-oriented and Flexible
Focus on passing the time

Cookie Jam Blast

Cookie Jam Blast™ New Match 3 Game | Swap Candy
Jam City, Inc.
In-app purchases

4.5 ★
241K reviews
9M+
Downloads

Install

About this game
Bored at home? Have a blast matching cookies & candy in fun match 3 games!
Takeaways

<table>
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<tr>
<th>Define your conversion and mobile growth objectives</th>
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<tbody>
<tr>
<td>Conduct research, develop a testing strategy, formulate hypotheses</td>
</tr>
<tr>
<td>Analyze your users’ preferences and behavior</td>
</tr>
<tr>
<td>Adapt your strategy according to app updates, shifts in target audience, platform changes, industry events and trends</td>
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</tbody>
</table>
Thank you!

Want to discuss how to get started with your app store creative marketing strategy?

We’d love to chat. Reach out to amy@storemaven.com

Amy Hilman, App Store Marketing Team Lead