VSCO & StoreMaven: Accelerating global growth with app store localization

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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

The importance of app store localization

The different levels of localization

Conducting Localized Research

Designing localized app store creatives

Testing localized designs

Analyzing test results
The importance of localization
Maximize localization potential

| **The mix of users** can differ significantly across markets |
| **Users in different markets** engage with your app differently |
| **The competitive landscape** varies by market |
| **Local consumer and cultural trends** differ by country |
| **The way users interact** with your app store page can differ by market |
How do you prioritize localization efforts?

- What are the business' priority markets?
- What markets have high volume or high potential for monetization?
- What markets are poised for high growth in your category?
- Which markets can serve as a proxy for other regions?
Different levels of localization: Translation
Different levels of localization: Scaled-up Culturalization
Different levels of localization: Full Culturalization
Conducting localized research
Developing a long-term, data-informed localization strategy
What questions are key for understanding a local market?

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<thead>
<tr>
<th>Question</th>
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<tbody>
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<td>Target Demographics</td>
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<tr>
<td>Local Culture</td>
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<tr>
<td>Local Competitive Landscape</td>
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<td>In-App Engagement</td>
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VSCO’s Localization Project in Japan

Local competitor design styles use soft and calm color palettes.

Japanese audience emphasizes aesthetics and beauty in the photo editing category.

Cherry blossom season is a significant seasonal event.
VSCO’s Localization Project in Sweden

- High in-app usage of professional tools for editing images.
- Clean and simplistic design styles.
- Quality and curation of image is very important.
Designing localized app store creatives
Where should you focus your efforts?

- **Video Session Duration**: 5-7 seconds
- **Video View Rate**: 40-60%
- **Gallery Scroll Rate**: 7-27%
- **Page Scroll Rate**: 15-35%
- **Decisive vs. Exploring users**: Varies
Creatively executing hypotheses into designs: Japan

Variation 1
- Beauty

Variation 2
- Color + Animations

Variation 3
- Professional iOS

Control
- Localization Masterclass
Creatively executing hypotheses into designs: **Sweden**

**Variation 1**
- Pro Features

**Variation 2**
- Localized Control

**Variation 3**
- Local Environment

**Control**
- Compare and contrast different looks
- Transform video with movie editing
- Emulate file with advanced presets
- Try new tricks and techniques
- Get curated by VSCO
Testing localized designs
Conducting an App Store Test

ANALYZING USER BEHAVIOR
- Conversion rate
- Page scroll
- Video watch rate
- Video watch duration
- Gallery scroll rate
- Gallery engagement duration
- Session duration
- Read description rate
Audience Testing Strategy

Prioritizing which users to optimize

- Paid subscription users vs. non-paying users
- Targeted lookalike audiences of each group
- Differing preferences and behavior
Analyzing test results
Conversion metrics in the Japan test

30.8% CVR Uplift

Winner

Control
User behavior in the Japan test

The Japanese audience tends to explore 30% more than US users.
Conversion metrics in the Sweden test

**Winner**
- Professional Editing
- Advanced Presets
- Emulate Film
- Explore Colors

**Control**
- Compare and contrast different looks
- Transform video with mobile editing
- Emulate film with advanced presets
- Try new tricks and techniques

23.2% Uplift
Takeaways

- Thorough and continuous market research is key
- Localize beyond translation to accelerate growth
- Analyze your users’ behavior, especially by audiences
- Make sure you understand the why
- Localization is an ongoing process
Thank you!

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

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

Matan Naim, App Store Marketing Consultant