What iOS 14 means for ASO
Product Page Changes

A new app details panel

A new, more prominent info panel design that is in line with Apple Arcade.
Product Page Changes

New privacy section

Privacy cards will display App Privacy information to users on the Product Page.
New updates to App Store Search

Editorial collections

Editorial lists now appear in search result pages.

Ranks #1 for ‘word games’, but will now appear as #3
New updates to App Store Search

Automatic type detection, and auto-complete

Apps and games that use to rank for mistyped brand names will no longer be able to capitalize on it.
App Clips

A new way for apps to gain contextual installs

With App Clips, apps will be able to invoke a functional snippet of their full app, supporting Apple Pay.
App Clips
Can be invoked in multiple ways

App Clip Codes
The best way for your users to discover your app clip. It’s visually beautiful and distinct, so when someone sees one, they’ll know there’s an app clip waiting for them. Each app clip code encodes a URL and incorporates an NFC tag, so the code can be tapped on or scanned by the camera. Tools for creating these new codes will be available later this year.

NFC Tags
Users can tap their iPhone on NFC tags that you place at specific locations to launch an app clip, even from the lock screen.

QR Codes
Place QR codes at specific locations to let users launch an app clip by scanning the code with the Barcode reader or the Camera app.

Safari App Banner
When your webpage is configured with a Smart App Banner for app clips, users can just tap to open it from there.

Links in Messages
When you enable sharing within your app clip, users can send it via iMessage, and the person who receives it can open it right from Messages.

Place Cards in Maps
When your app clip is associated with a specific location, you can register your app clip to appear on a place card in Maps so users can open it from there.

Recently Used App Clips
App clips don’t clutter the Home Screen, but recently used apps clips can be found and launched from the Recents category of the new App Library.
App Clips

Customize metadata

- Header image
- Title
- Subtitle
- Call to Action
Opt-in consent for tracking users

Required by all apps

Significant implications for performance marketing and measurement
Thank you