

# The art of promoting your iOS app

Filip Miłoszewski

**Listonic**

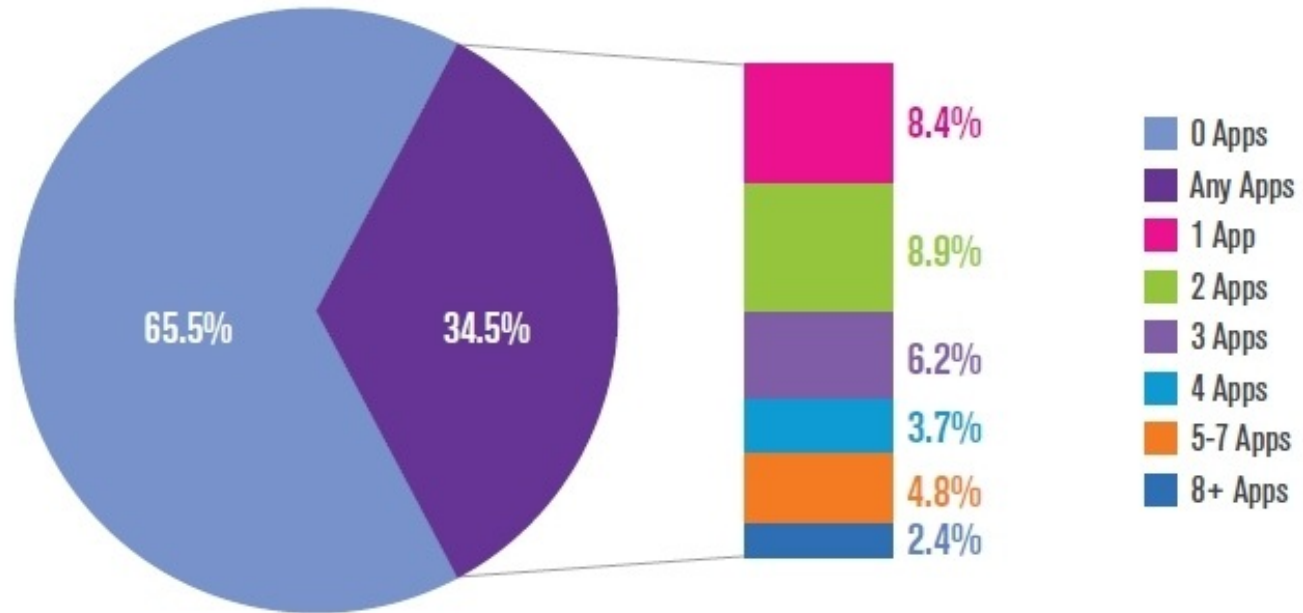
# 1.3 Million

Apps available



## Smartphone Users' Number of App Downloads Per Month

Source: comScore MobiLens, U.S., Age 18+, 3 Month Average Ending June 2014

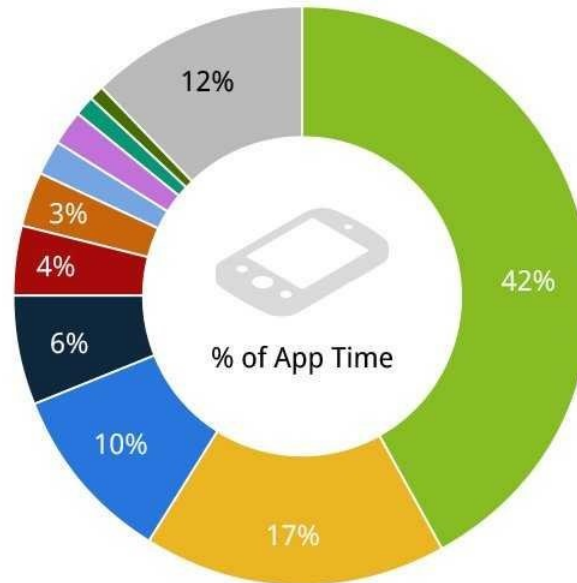


## App Users Spend 75% Of All App Time With Their 4 Favorite Apps

% of total app time spent with most used apps in June 2014

Most Used Apps

- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10
- #11+



Base: U.S. smartphone users aged 18+

The background of the image shows several sheets of paper with hand-drawn user interface wireframes. The sketches are in pencil and represent various mobile app screens, including lists, search bars, and navigation elements. Some screens have handwritten notes in Italian, such as 'Advent', 'Advent', and 'over'. The sketches are arranged in a slightly overlapping, vertical stack, suggesting a design process. The overall tone is professional yet creative, emphasizing the design phase of app development.

Make  
remarkable  
apps!

@marco

# Pre launch

**la**unchrock

Set up a "Launching Soon" page  
in minutes. Collect interest, increase  
sharing and build your audience.

*Enter your email below to start creating a page now:*

GO

powered by **la**unchrock

Learn More ▾

# Mobile Monetization Global Landscape

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## Exchanges



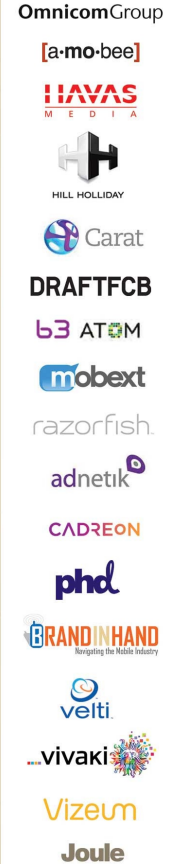
## Virtual Currency



## Ad Networks



## Agencies



## Ad Servers & Mediation Platforms



## LBS



## Rich Media



## RTB & Demand Side Platforms



## Search



## Discovery



## Video



## In-App Payments



## Analytics



# Networks

Cheap / Low value / High volume

High value / Consistent volume



# Networks

Top Charts

$LTV > CPI$

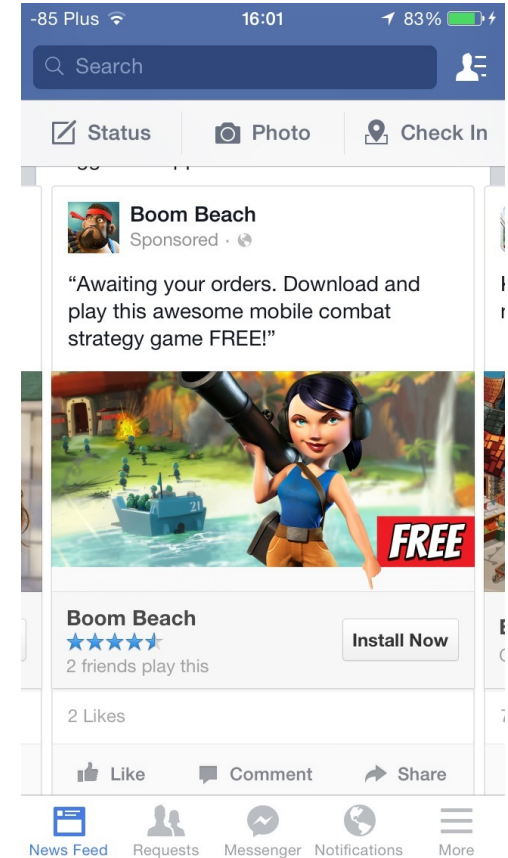
Clear target

# Facebook Mobile App Installs Ads

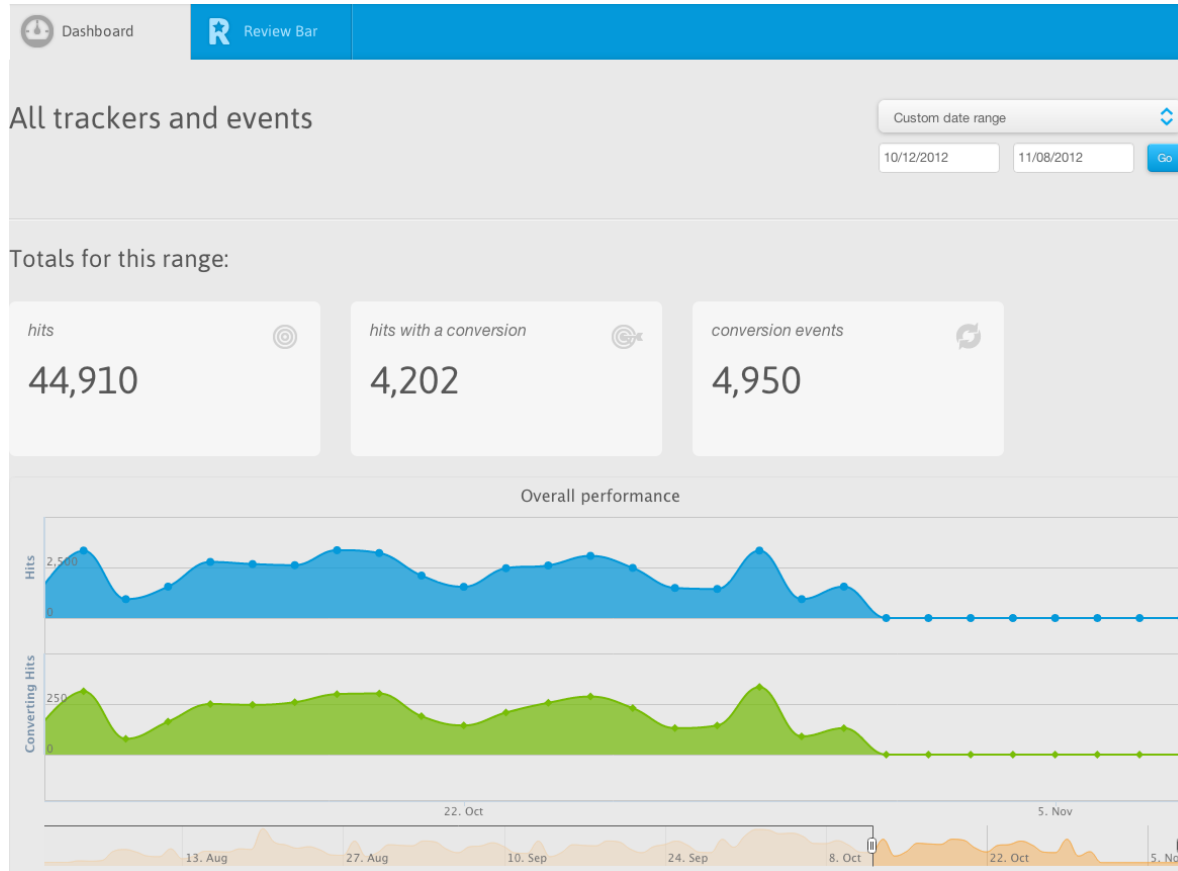
Facebook's mobile ad revenue accounts for more than 59% of its overall ad revenue (\$1.3bn in mobile advertising revenue)

350 million app installs to date

Used by more than 60% of the top grossing apps

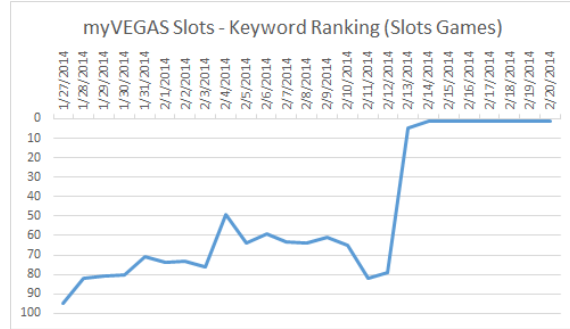


# Analytics + Tracking Installs



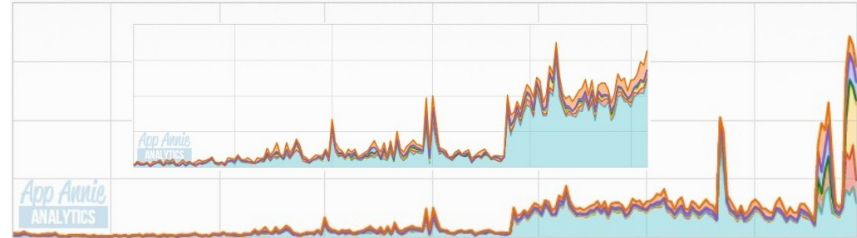
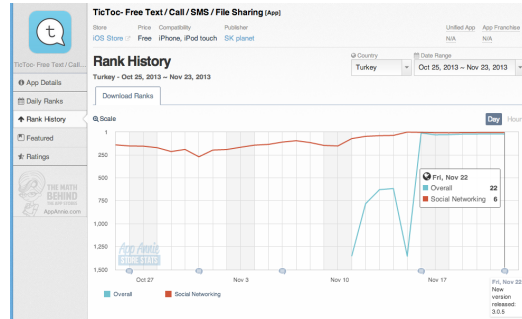
Onboarding links

# ASO



## Results

15x increase in organic downloads (iOS)  
March to November 2013  
ASO only



17 updates  
2 big step changes

According to Forrester, 63% of apps are discovered through app store searches.

# ASO Cheat Sheet

[bit.ly/aso-cheat-sheet](https://bit.ly/aso-cheat-sheet)



# Testing icons



+ screenshots

# Reviews

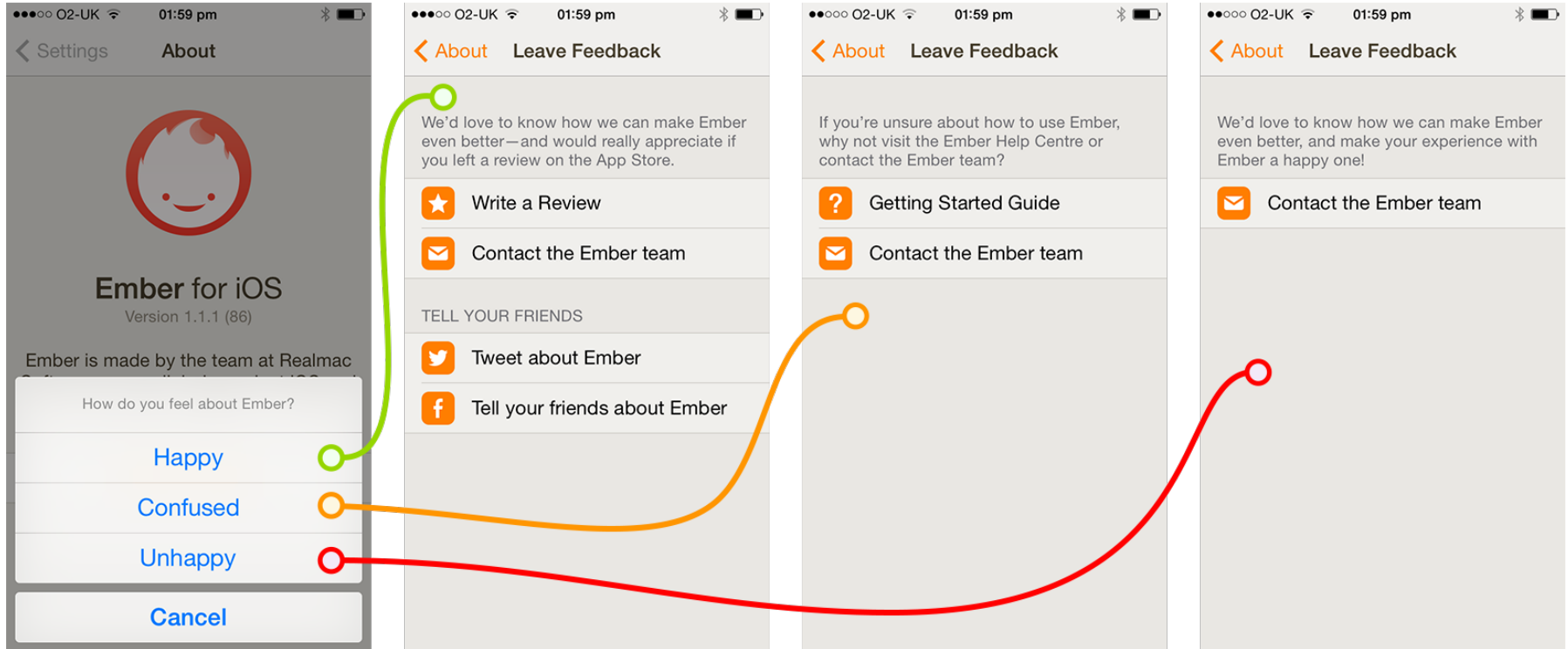
Read and Act on your Reviews

"My friends who use Facebook for iPhone"

Choose your moment

5 reviews minimum

# Prompting for App Reviews



More -> <http://dancounsell.com/articles/prompting-for-app-reviews>

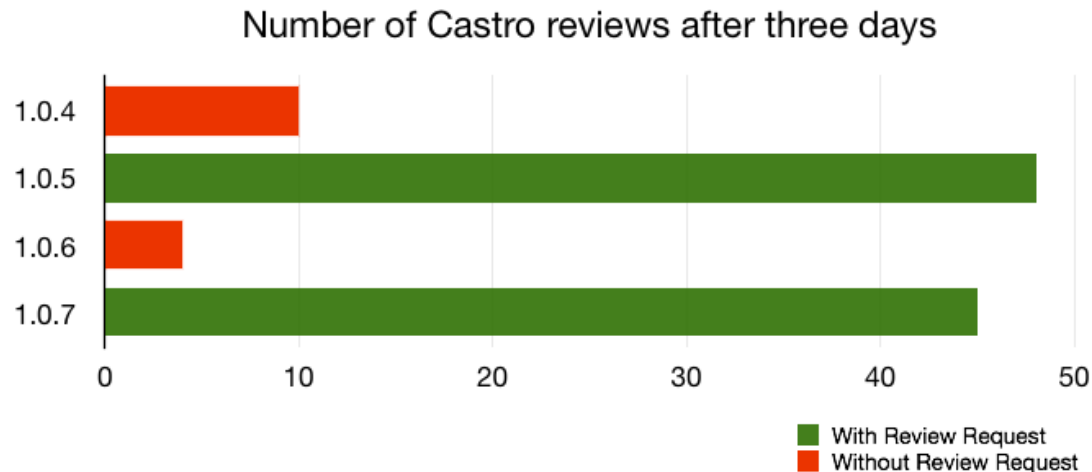


# What's new

„If you like Castro, please take the time to give us a nice review: it really helps.”

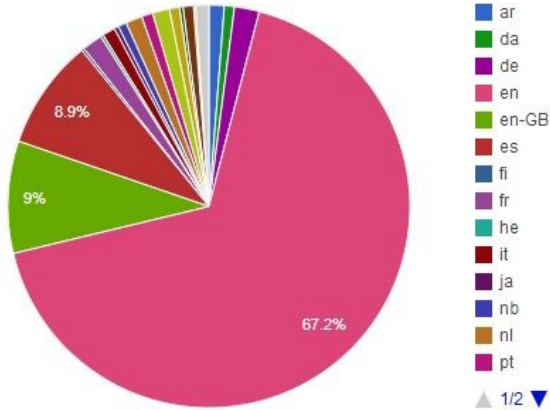
Castro

„We don't feel comfortable interrupting your game experience to ask for reviews, but if you are feeling generous with your time please take a moment and let us know what you think of the game ^\_\_^” Threes

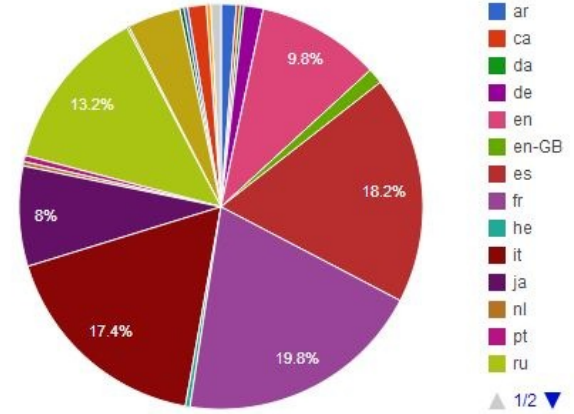


# App localizaton

Languages



Languages



## Localizaton keywords

Keywords Localized In Spanish Will Be Indexed In The US Store (50% of the time)

*App Store Search Suggest*  
*Google Adwords Keyword Tool (GKWT)*  
*Xyo.net, SensorTower*

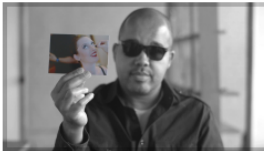
Don't forget

Smart app banners

App size under 100MB

Great video

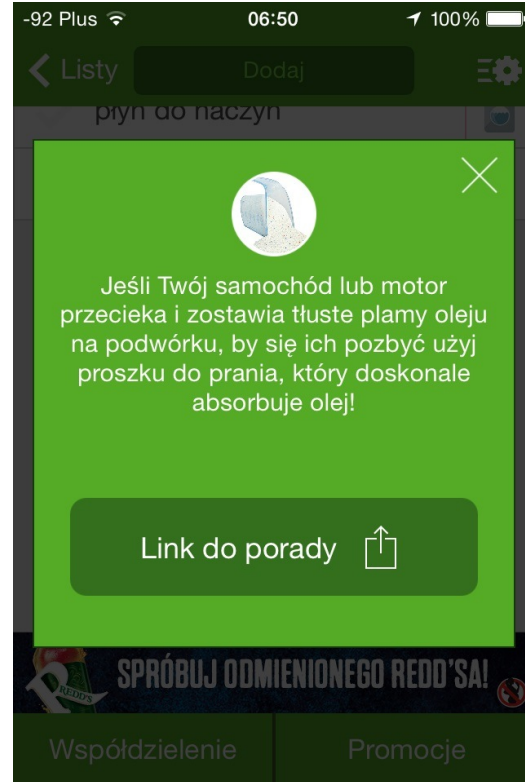
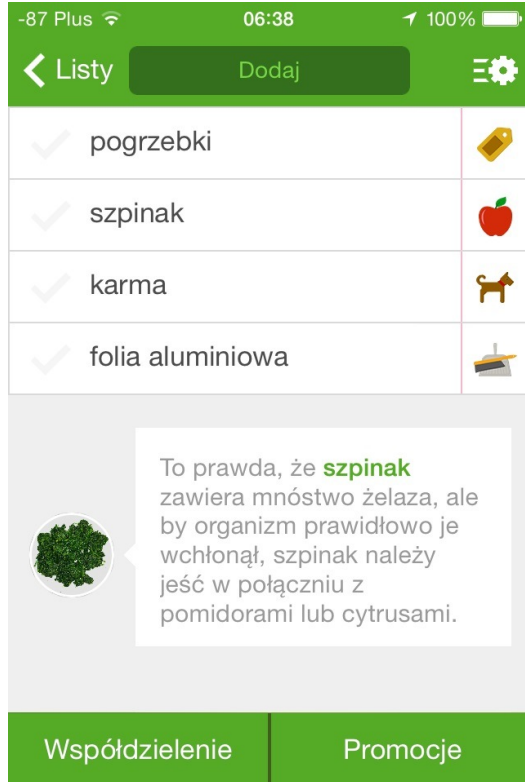
# Really Great Video



“If your product doesn’t have a compelling story that is easy for people who use it to explain to people who don’t, your growth will stall.”

Josh Elman (Twitter)

# Case Listonic



Make  
most of  
your  
groceries

# Thank you

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The logo for Listonic, featuring the word "Listonic" in a bold, white, sans-serif font with a black outline, set against a green speech bubble background.

**Listonic**