iOS 15 Checklist

apptweak

Content

iOS 15 will be one of the most important updates for ASO experts since iOS 11. With this update, Apple will provide developers with more ways to make their app page more relevant and effective.

In this guide you will find:

- A detailed explanation of the new features that will have an impact on ASO

- Why these updates are such a big deal

- How these features are different from Google Play

- A step-by-step checklist on how to get ready
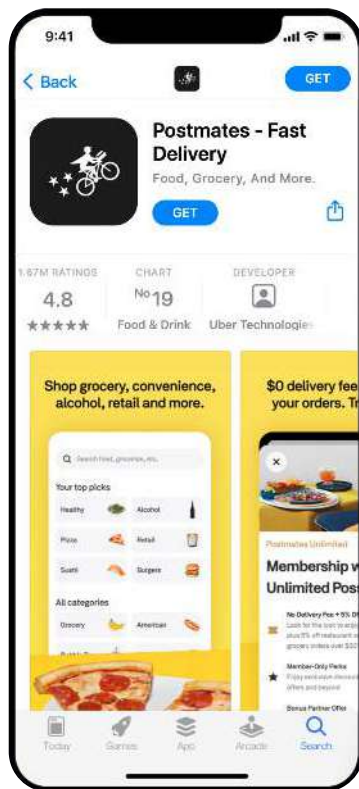
1. Custom Product Pages

What ?

App developers will be able to create up to **35 variations** of their app page.
Each variation (custom product page) can have unique preview videos, screenshots and promotional text.

Custom product pages will not be accessible directly from within the App Store (search results or top charts), instead, advertisers can drive traffic to these custom product pages via a unique url.

Why ?

Custom product pages are meant to showcase different features and content to **different user segments**. They will be used by advertising managers to better align the content of their advertising campaigns with the experience in the App Store.

By introducing custom product pages, Apple wants to give advertisers the right tools to make their app page more relevant and ultimately **improve conversion.**

A food delivery app that wants to advertise its new grocery delivery service can create a custom product page featuring the benefits of the new grocery delivery service over the benefits of the core product.

A music streaming app that wants to increase downloads can create advertising campaigns targeting a new user segment. To increase the relevance of the campaign they can create custom product pages featuring artists that are popular with the new target audience.

A game that wants to re-engage users can create a custom product page featuring new characters, a new story line or the latest features.

A restaurant booking app can create different custom product pages for each major country featuring the best local restaurants.

How ?
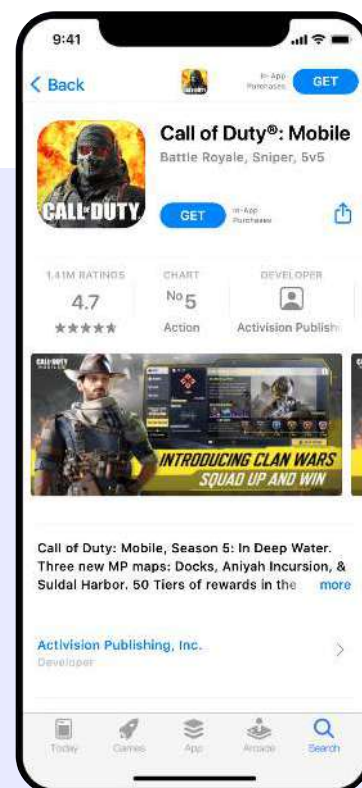
- App developers will be able to create custom product pages in **App Store Connect.**

- Custom product pages will be **fully localizable.**

- Custom product pages can be submitted for review independent of submitting a new version of your app.

- For each custom product page, advertisers will be able to view **impressions, downloads, conversion rate**, as well as retention data and revenue.

Custom product pages can be a very powerful feature and are creating a lot of buzz in the app world. However, at the moment advertisers like Facebook do not allow the option to add custom URLs when creating app campaigns. Nevertheless, advertisers can work with third-party ad networks, Apple Search Ads, influencers and other web links to offer a more relevant experience to their target audience.

How is this different from Google Play's custom store listings?

- Google Play's custom store listings allow for **more customization.** Aside from changing screenshots and videos, app developers can also customize the title, descriptions, icon and featured graphic.

- As of now, Google Play only allows up to 5 custom store listings. Apple announced app developers will be able to create up to **35** custom product pages.

- Apple's custom product pages will be accessible only from outside of the app store via a unique URL. Google's custom store listings, on the other hand, are accessible from within the store. They are shown to users based on their location (country) or install state.

- Google allows running A/B testing experiments on custom store listings. For now, Apple does not provide this option.

Custom Product Page Checklist

☐ Consider the rich content and **engaging features** your app has to offer and how you can highlight them.

☐ **Conduct user research** to identify user segments and their main motivations for installing your game.

☐ **Prioritize** and **determine** which segments and channels are least receptive to your default product page creatives.

☐ Organize regular syncs with **all marketing teams** to flag initiatives that require a custom product page.

☐ **Set goals** and have a **clear objective** in mind before creating custom product pages.

☐ Prioritize **asset productions** based on design costs including localization and scalability.

2. Product Page Optimization
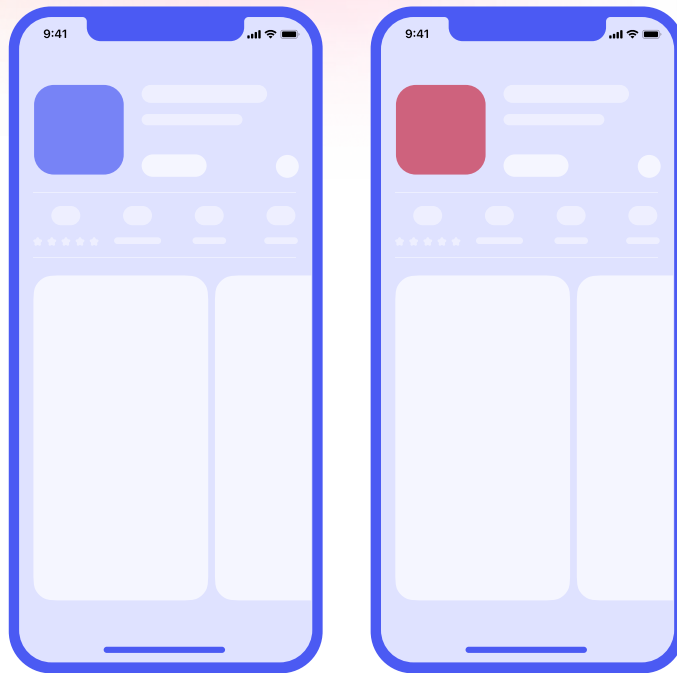
What ?

Apple will finally release an **A/B testing feature**, allowing app developers to create up to three different treatments of their default app page to test app icons, screenshots and preview videos.

Why ?

Product page optimization is meant to help app developers make their default app page more effective by testing which message resonates best with their target audience.

Whereas custom product pages are meant to improve conversion for advertising campaigns outside of the store, product page optimization aims to improve the experience of organic traffic (users who land on your default product page through App Store search or browse).

How ?

- For each test, app developers will be able to create up to three different treatments in App Store Connect.

- Product page optimization will be available in all locales, meaning app developers will be able to create tests for localized app pages. The different treatments will only be shown to users in that locale.

- When testing different icons, the icons (including all the different sizes) need to be added in the app's binary.

- All treatments need to be submitted for review. Treatments that include only screenshots or preview videos can be submitted for review independent of app updates. Treatments that contain different icons need to be submitted with an app update as icons need to be added to the app's binary.

- Tests can run for up to 90 days.

- App developers can choose which percentage of their audience will receive the treatments over the default app page.

- To monitor the performance of the different treatments, Apple will provide data on impressions, downloads, conversion and improvement in App Analytics.

- If a certain treatment converts better, app developers will be able to apply the treatment to the app's default page.

How is this different from the Google Play experiments ?

- With Google Play's experiments, app developers can aside from icons, screenshots and videos, also test different short descriptions and long descriptions.

- App developers can run up to 5 experiments simultaneously on Google Play, allowing them to create different experiments in different locales. For now, it is unsure how many tests app developers will be able to conduct on the App Store.

Product Page Optimization Checklist

☐ Research best practices within your category.
Tip: use **AppTweak's Timeline feature** to spy on competitors' A/B tests.

☐ Define **different hypotheses** and identify your goals.

☐ If already using Google Play Experiments, consider which hypotheses are most likely to deliver different results based on **player differences.**

☐ **Plan tests carefully** and only test one hypothesis at the same time to get the most accurate results.

☐ Align your **test calendar** with the release schedule, since a new version of the app needs to be released when you want to test icons.

☐ Validate your testing protocol with **all stakeholders.**

☐ Prioritize **asset productions** based on design costs including localization and scalability.

AppTweak features to help you get ready for iOS 15

Spy on your competitors A/B tests

Product page optimization is not available yet on iOS but has been around for a while on Google Play. **AppTweak** has unique insights about your competitor's A/B testing strategy on Google Play that you can use to inform your strategy on iOS.
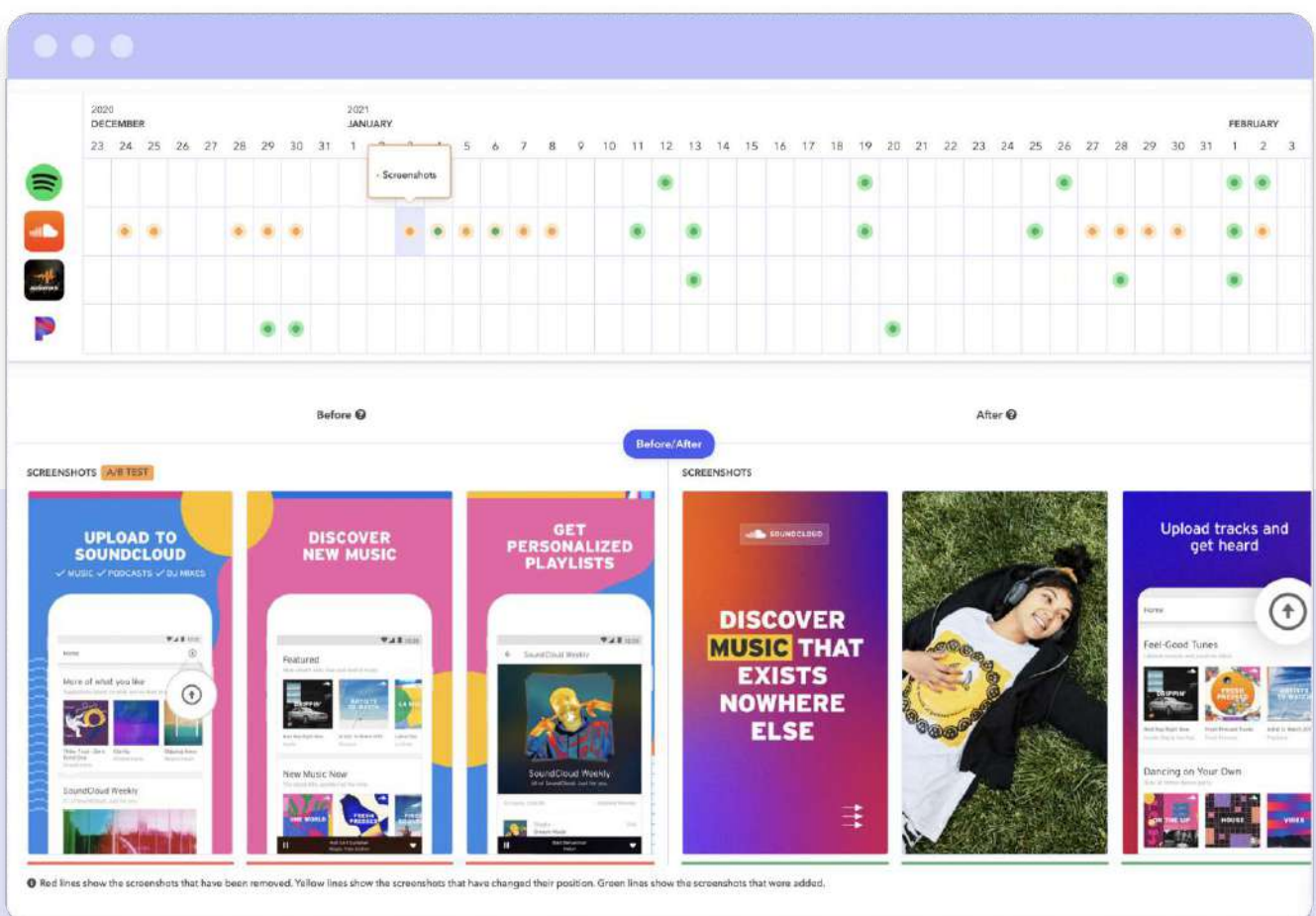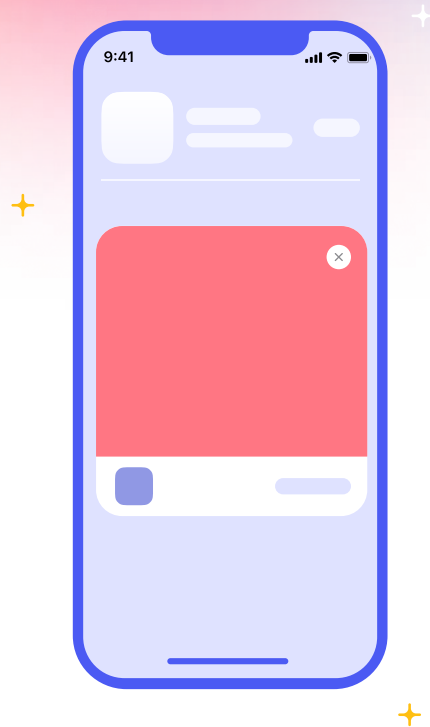

Metadata Timeline

Find out when competitors are running A/B tests and for how long.

A/B Test Variants

See all the different variants competitors are testing.
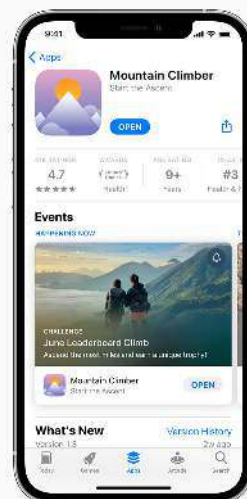
3. In-App Events

What ?

App developers will be able to create event cards to promote timely in-app events directly within the App Store.

Each event card will appear across the App Store and include an event name, short description and image or video.

Users can tap through to an event details page which contains more information about the event, including details on whether or not an in-app purchase or subscription is required to participate. From this page, users can also opt-in to receive notifications when the event starts and share the event with others.


Event Card on Product Page   Event Details

Why ?

In-app events are a means for app developers to offer new and timely content to promote their app or game and increase engagement amongst current users.

Event cards will appear:

- On the **app product page** above the screenshots for users who already have the app installed and below for others.

- **In the search results**, instead of the screenshots for users who have already downloaded the app. For users searching for the specific events, the event card will appear in the search results, alongside the app.

- In editorial and curated collections on the **Today, Games** and **Apps tabs.**

Search   Recommendations   Editorial

How ?
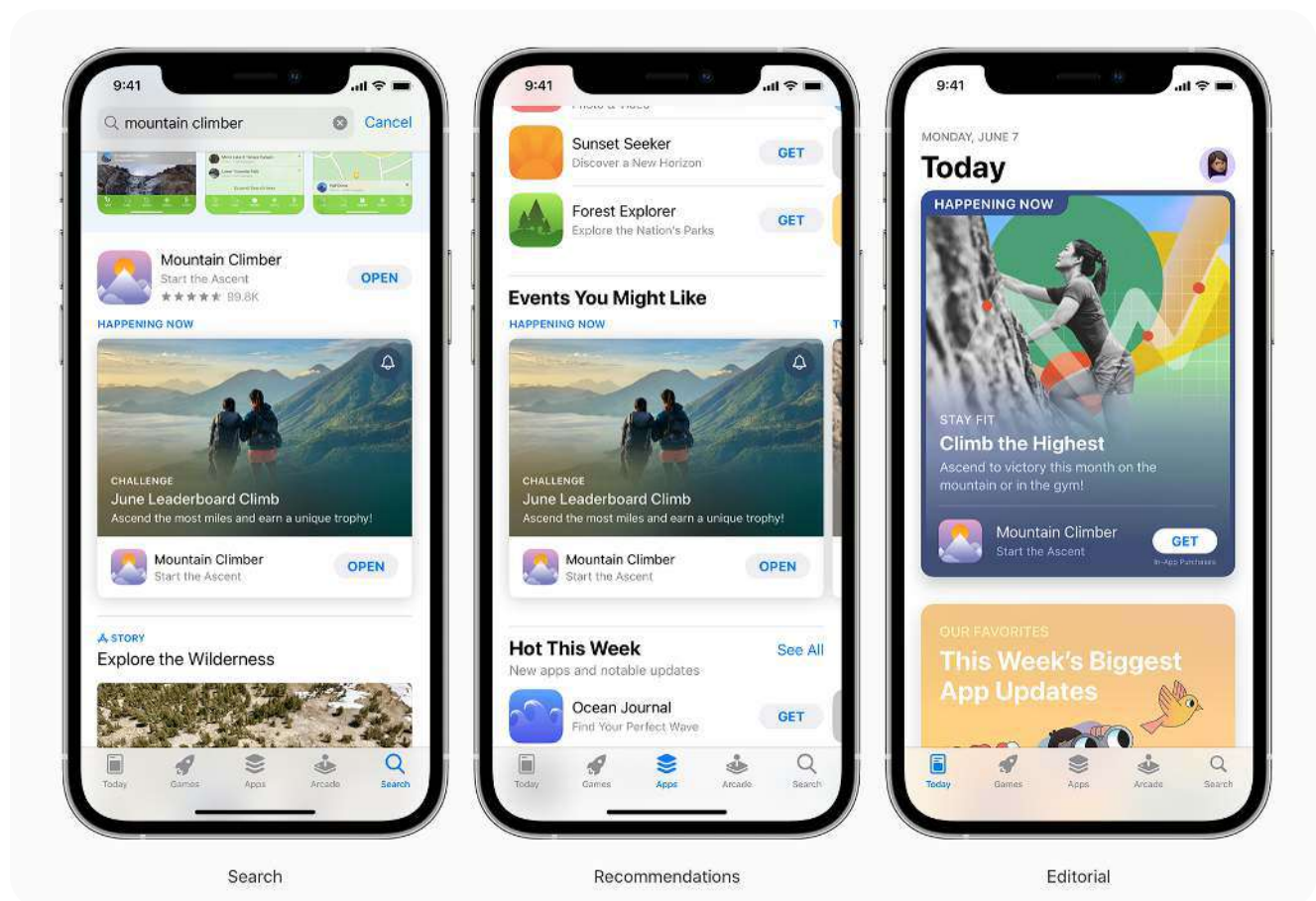
- App developers will be able to create event cards and event pages in App Store Connect. They will have to provide event metadata (name, short description, image or video and a long description for the event details page) as well as event details such as a start and end date, the date the event needs to appear on the App Store, the regions for which the event is available, the cost and a deep link to direct users to the right place in the app.

- Because users will be able to search for specific events in the Search tab, keywords used in the app name will be indexed. It is unsure yet whether keywords used in the short description will be indexed.

- Upcoming events that are featured in the Today Tab can also appear in the new iOS 15 App Store Widget.

- App developers can create up to 10 events but only 5 events may be published on the App Store at the same time.

- Events can last anywhere from 15 minutes up to 31 days and can be promoted for 14 days prior to the start date.

- Events need to be submitted for review, independent of a new app version.

- App developers will be able to measure event performance in App Analytics.

In-App Events Checklist

☐ **Cross-reference** your list of upcoming LiveOps against the event types announced by Apple.

☐ Sync with **product teams** on new feature and content releases.

☐ Conduct **keyword research** on your various event topics to prepare the metadata for the event cards.

☐ **Remember to register events** more than 2 weeks before their start date so you can build anticipation ahead of the event.