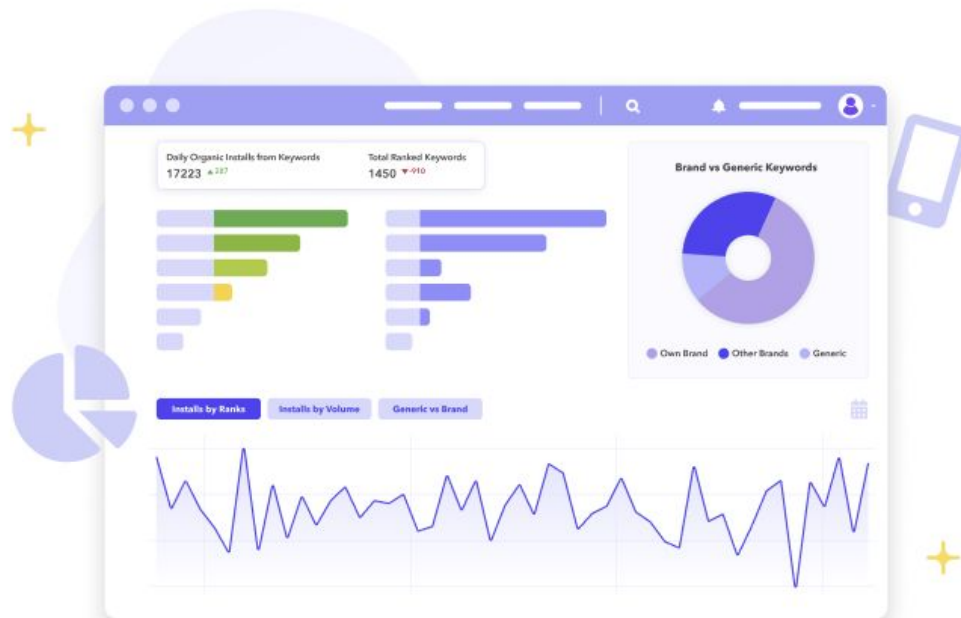


# How to Strengthen ASO and User-Acquisition Strategies for Post-IDFA Changes



AppTweak fuels growth for the world's most popular apps and games by providing actionable insights in a simple interface.



Everyday we strive to build the most **accurate**,  
**transparent**, and **easy-to-use** ASO tool.

# Recognized ASO Leader

- ASO pioneer launched in **2014**
- Trusted by **1,500+** mobile leaders in **70+** countries
- **42%** of top grossing apps rely on AppTweak
- **956.76%** growth over the last three years
- **50+** features released in the last 12 months
- **+3M** keywords tracked every day
- Provided **400+** keyword audits & recos to Enterprise clients
- **47** passionate team members (*we're hiring!*)
- **16** native languages spoken in-house
- **50%** of C-Level and almost **half of the team** are women
- **4** offices: San Francisco, Brussels, Bengaluru, Tokyo



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# About me



**Simon Thillay**  
Head of ASO

- Supporting mobile apps & games developers across various regions & app verticals
- +4 years experience in ASO
- Growth Marketing enthusiast
- Sports enthusiast 🚴🏂🏀🏆

# Today's Agenda

## 01 Introduction: Useful reminders

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- ASO in 2021
- App Tracking Transparency, SKAdNetwork & IDFA
- Change is already in motion

## 02 Why ASO is complementary and not a replacement for UA

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- The risks of switching to organic only traffic
- Focusing on Android audiences

## 03 Increasing Apple Search Ads efforts: building synergies with ASO

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- Leveraging the work of ASO teams to get started
- Synchronizing organic & paid keyword targeting
- Optimizing creatives for search ads contextualization & performance

## 04 Researching customer intent with ASO

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- The true value of search volume & keyword clustering
- Mining store reviews for hidden gems

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AppTweak: ASO Tool Driven by Data Science



## Useful reminders

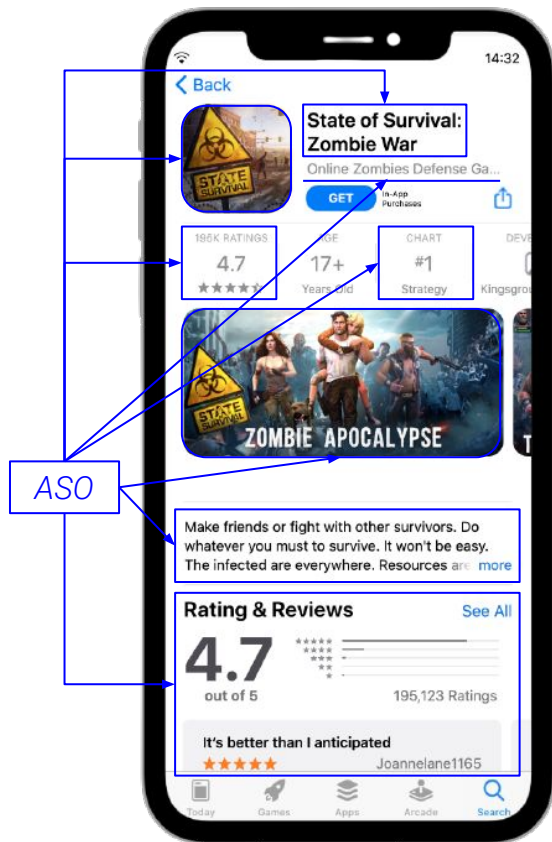
# ASO in 2021

ASO (**App Store Optimization**) is the process of **improving an app's visibility** in app stores (Apple App Store  and Google Play ) **throughout its lifetime**, and **maximize its appeal to users** with the objective to **increase app downloads**.

→ It starts with **optimizing metadata** (title, subtitle, description, keyword field, category, developer name, product ID, tags) ...

→ ... but it also involves optimizing **store creatives** ...

→ ... and extends to **improving reviews & ratings**, monitoring **product metrics** and **support inorganic traffic**



# App Tracking Transparency, SKAdNetwork and IDFA

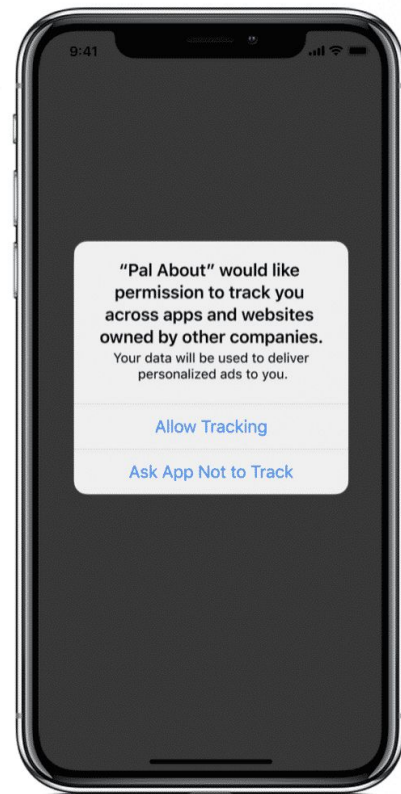
The App Tracking Transparency framework **requires all developers to acquire consent to track users** or access their device's advertising identifier. It is expected to become **mandatory in "early spring" 2021**, after the release of **iOS 14.5**.

→ Access to user IDFA, which most ad networks used to rely on, is expected to drop below 50%.\*

→ Apple is developing its own privacy-friendly attribution solution: SKAdNetwork, but optimization on post install events is limited, and retargeting and deep-linking are not available.

⇒ **Individual ad targeting is over**, and ROAS measurement is evolving from a deterministic to a probabilistic approach. **Context** is the new key.

\* Sources: Phiture & Adikteev study of consent



# Privacy is already in motion

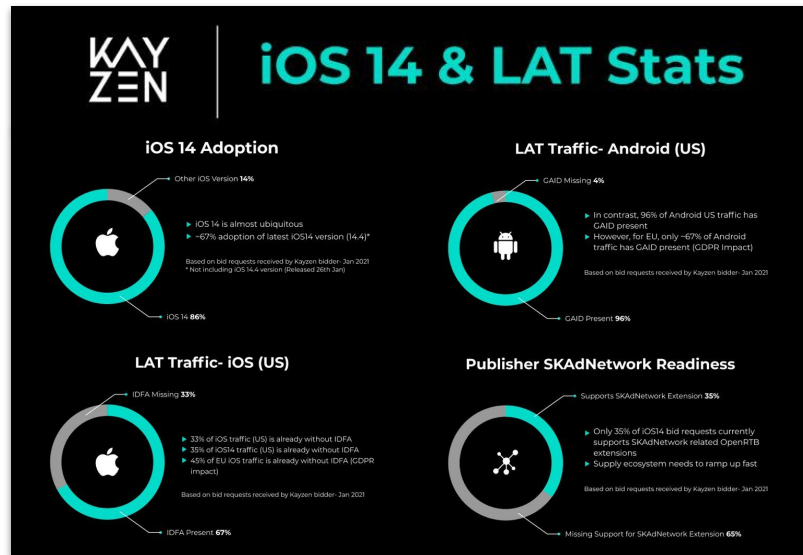
While iOS 14.5 is not yet released, **access to IDFA has already started decreasing** with the adoption of iOS 14. As a reminder, with iOS 14 LAT-on has already become a default for new devices (and iOS13 LAT-on users). Furthermore, once ATT is rolled-out, LAT-on users cannot be prompted to accept tracking.

→ 33% of all iOS traffic in the US is already without IDFA

→ 45% of all iOS traffic in the EU is already without IDFA (GDPR impact)

→ only 35% of iOS14 bid requests currently support SKAdNetwork related OpenRTB extensions

Thanks @Claire Rozain for sharing this study from Kaizen 🙌



@garjoh\_canuck

# Digital Marketers

IDFA

IOS14.5

The background features a light blue gradient with several wavy, horizontal lines in a slightly darker shade of blue. Scattered across the upper half are various geometric shapes: a yellow diamond, a blue square, a yellow square, and a blue diamond, some of which are outlined in a thin blue line. There are also small grey plus signs on either side of the main text.

Why ASO is complementary and  
not a replacement for UA

# The risks of switching to organic only traffic

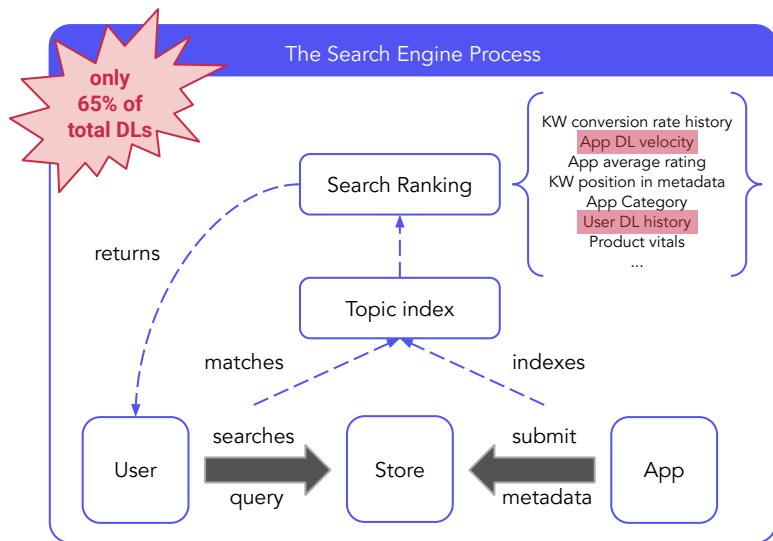
In the early days following Apple's announcements around privacy, some marketers asked the question of **temporarily turning off iOS User Acquisition**.

→ Pros:

- Decreased costs and higher LTV per user (LTV of organic users can be **3-5X** that of paid users).
- No cannibalization.

→ Cons:

- Losses in organic visibility
- Dependency on brand traffic
- Performance potential limited by market saturation



**Share of Generic KWs in top 500 keywords**

23.4%	28.6%	30%	24.6%	23.2%

# The risks of switching to organic only traffic

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### WARNING

⚠ Not all categories and markets have the same ceiling ⚠

#### Top free Music Apps - Google Play

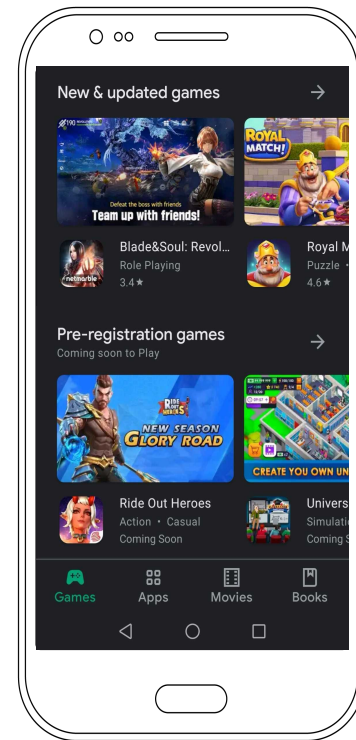
Rank	App	Rating	App Power
1	MYT Müzik - Bedav... Lyubomir Hristov	★★★★★	100
2	Müzik Çalar - MP3 ... InShot Inc.	★★★★★	99
3	Spotify: Müzik, pod... Spotify Ltd.	★★★★★	98
4	Şarkı Evreni - Beda... Şarkı Evreni Ltd.	★★★★★	97
5	Shazam Apple, Inc.	★★★★★	96

Rank	App	Rating	App Power
1	Spotify: Listen to p... Spotify Ltd.	★★★★★	99
2	YouTube Music - St... Google LLC	★★★★★	97
3	Pandora - Streamin... Pandora	★★★★★	96
4	SoundCloud - Play ... SoundCloud	★★★★★	97
5	Amazon Music: Str... Amazon Mobile LLC	★★★★★	96

# Focusing on Android audiences

Another drastic measure that was discussed at the time ATT was announced was to shift UA budgets to Android. Consider the impact and synergies with ASO before doing so:

- Overall **retention is a key factor for category & keyword rankings** and can therefore suffer from the impact of additional UA.
- Organic traffic behaves differently on Android (Explore > Search), with **different featuring opportunities** particularly around an algorithmically **customized homepage which can be influenced by both ASO & UACs**.
- Undervalued functionalities such as **custom store listings** can enable marketers to relay **country-specific offers and messages**.



The background features a light blue gradient with several wavy, horizontal lines in a slightly darker shade of blue. Scattered across the upper half are various geometric shapes: a yellow diamond, a blue square, a yellow square, and a blue diamond, some of which are outlined in a thin yellow or blue line. Two small grey plus signs are positioned on either side of the main text.

+ Increasing Apple Search Ads efforts:  
building synergies with ASO +

## Leveraging the work of ASO teams to get started

As Apple Ads benefit from a relative exemption to ATT, many developers are considering increasing the share of search ads in their total ad spend. When getting started with search ads, rely on the work of your ASO team and data they've already accumulated:

→ **ASO keyword volume** data is based on ASA and can help **identify which terms to target in various relevant keyword clusters.**

→ Keyword ranking history can help **assess which keywords are more or less likely to perform.**

→ Most **ASO tools** keep track of keyword already being targeted in ASA, giving you the opportunity to **find low hanging fruits**.



# Synchronizing paid & organic keyword targeting

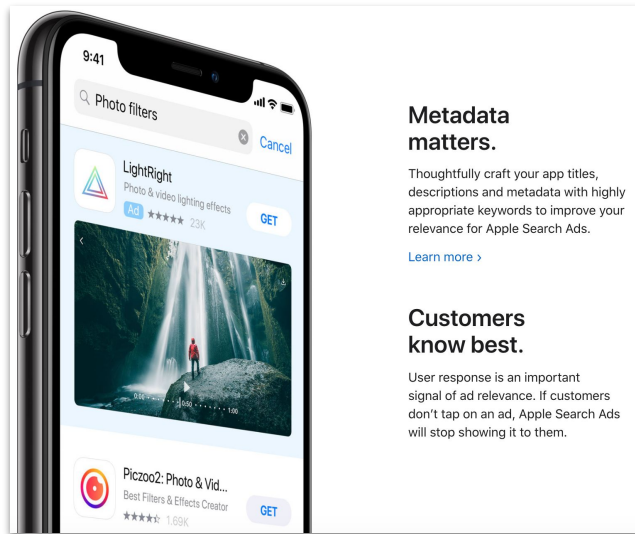
Keep an open channel between ASO and ASA for optimizing both their performances:

→ **Update your app's metadata & optimize creatives to** directly **impact** your Search Ads **CPI** and **ROAS**.

According to [Apple](#): "Your app's relevance to the user's search query, among other factors, determines if your ad is the one shown."

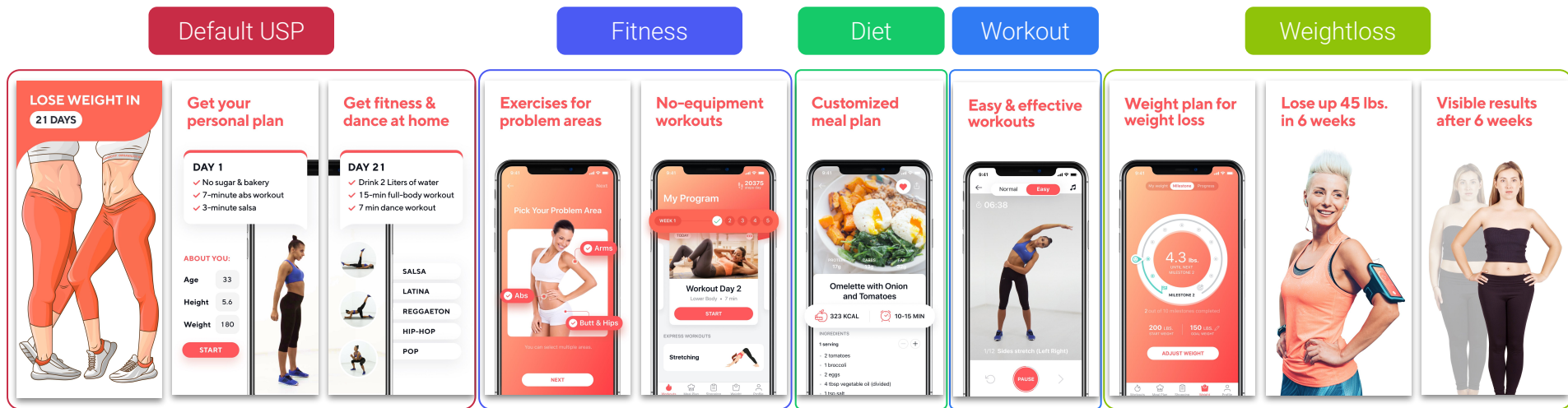
*Pro tip: although it is not a ranking factor for organic search results, ASO practitioners believe the iOS long description is a relevance factor for ASA.*

→ Use ASA data to provide your ASO team with **keyword-level conversion rate measurement** and consider allocating a fraction of your **ASA budget to test new keywords** and **increase your organic relevance**.



# Optimizing creatives for search ads contextualization & performance

When running ASA campaigns, use **creative sets** to maximize your app's conversion rate by rotating creatives in your store gallery to **display the 3 most relevant cards for the adgroup in search results**.



⇒ Design your set of screenshots to make cards rotation seamless and show multiple value propositions.

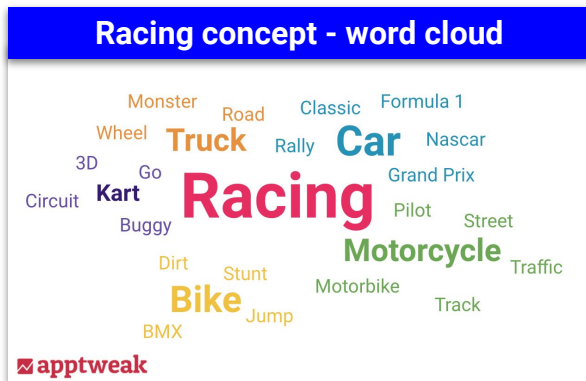
The background features a light blue gradient with stylized wavy lines at the bottom. Scattered throughout are various geometric shapes: a yellow diamond, a blue square, a yellow square, and a blue diamond, some of which are outlined. There are also small grey plus signs.

## Researching customer intent with ASO

# Using search volume as proxy for customer intent & messaging accuracy measurement

Do not pass on volume install as a signal to inform your product & marketing strategy:

- **Compare marketability** of different concepts by researching search metrics across multiple keyword clusters.
- Keyword volume, search auto-suggestions and search rankings can help assess **customer intent**, especially for words which can be used for different meanings.
- Rely on **A/B testing and volume** to adapt your **messaging** to your users' language: some words have widely different volumes in different countries that share the same language.



Keyword data comparison		
	Beat	Drum
Volume	47	39
Total Installs	11k	5.8k
Difficulty	59	20

# Mine user reviews for customer intent research

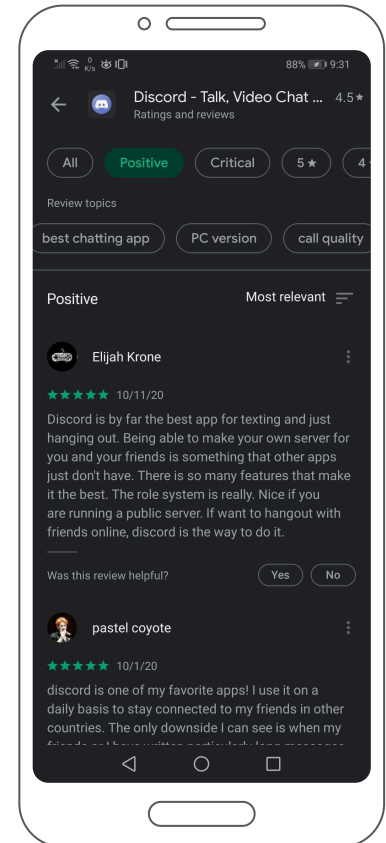
→ **Reviews** often show what customers expect from your game.

→ Conducting a **sentiment analysis** over yours or your competitors reviews tells you which features customers value most, and whether your app is a reliable solution to their need.

*Pro tip: Google Play often displays algorithmically generated "review topics" for apps and games with a high enough number of reviews.*

Keyword	Avg. rating	Sentiment	N° Reviews	N° Occurrences
awesome	4.77	<div><div></div></div>	35	39
best	4.73	<div><div></div></div>	70	84
perfect	4.68	<div><div></div></div>	25	29
favorite	4.57	<div><div></div></div>	14	14
fun	4.54	<div><div></div></div>	24	25
cool	4.54	<div><div></div></div>	28	35
play games	4.50	<div><div></div></div>	12	12
nice	4.50	<div><div></div></div>	28	28
stream	4.47	<div><div></div></div>	17	18

Keyword	Avg. rating	Sentiment	N° Reviews	N° Occurrences
logged	1.87	<div><div></div></div>	15	24
stupid	2.00	<div><div></div></div>	16	19
register	2.00	<div><div></div></div>	14	18
log	2.13	<div><div></div></div>	38	50
verification	2.33	<div><div></div></div>	18	27
new update	2.36	<div><div></div></div>	11	17
email	2.42	<div><div></div></div>	55	73
literally	2.48	<div><div></div></div>	31	35
account	2.49	<div><div></div></div>	102	161



A collection of decorative geometric shapes including yellow and blue squares, diamonds, and plus signs scattered across the slide.

Q&A: Ask your questions  
in the chat!

Thank you !



**Simon Thillay**  
Head of ASO

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coupon code **APS-20**