



Impact of iOS 14 on your ASO Strategy

October 2020

A large, stylized number "14" in a multi-colored gradient (yellow, orange, red, purple, blue) is centered within a white rounded square. The square is set against a background of overlapping geometric shapes in orange and purple.

About AppTweak

AppTweak is an App Store Optimization (ASO) tool driven by data science for apps and games empowering app developers and marketers to improve their app store visibility and increase their organic downloads.



AppTweak data

2M+

tracked keywords daily

3M+

mobile applications

2 stores

Apple App Store and Google Play Store



Company growth

1491.66%

growth over the last three years

X2

n° of employees in one year

+3

new offices in San Francisco, Tokyo and Bangalore



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

Mobile Leaders Trust Us



UBER

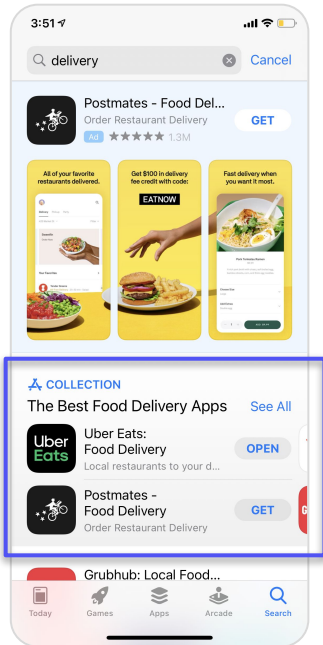


Booking.com



1. New in Search Results: Editorial Collections

Underneath Ad



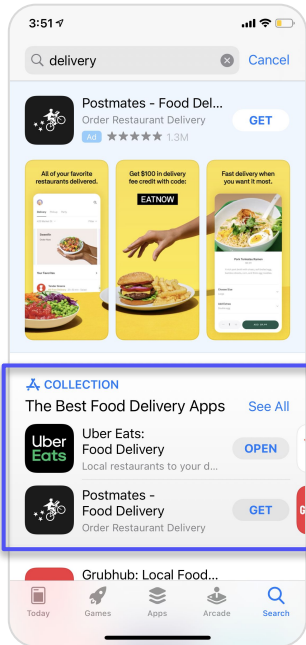
→ Horizontal Gallery displaying:

- app icon
- title
- subtitle
- 'get' button

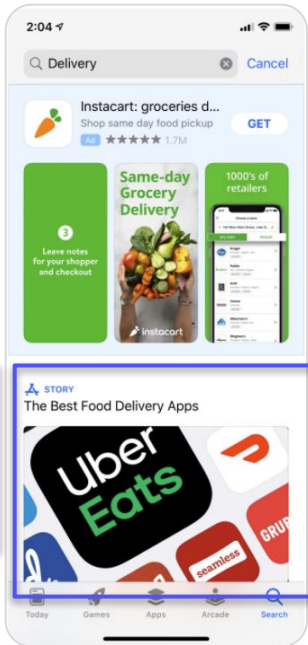
→ *Usually* appears underneath an ad, but above the first organic search results and for generic terms only.

1. New in Search Results: Editorial Collections

iOS 14



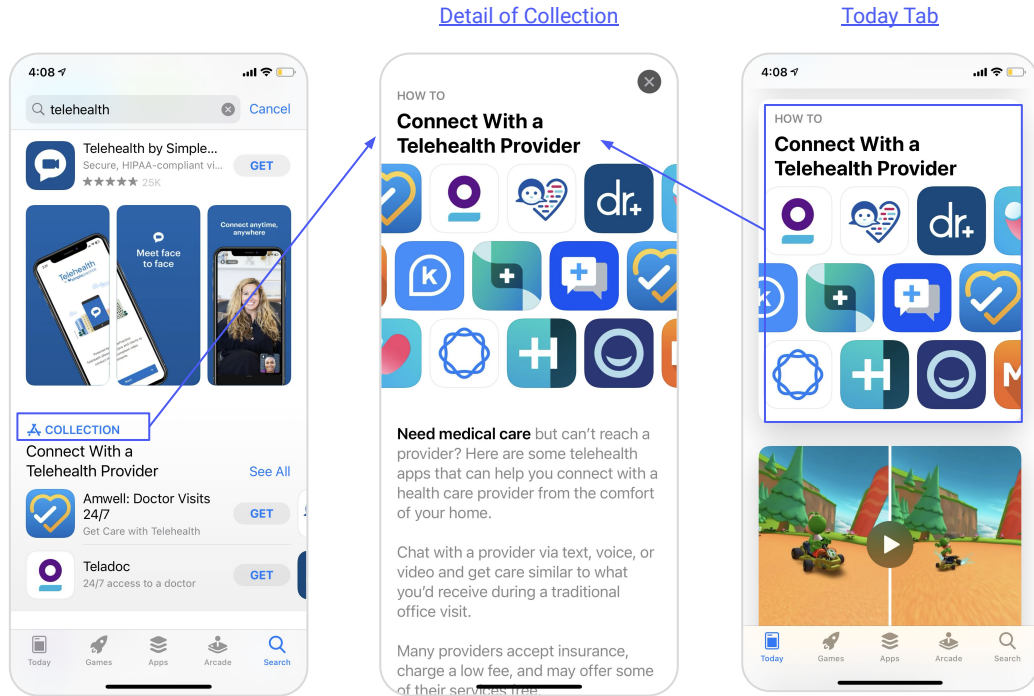
iOS 13



→ Before iOS 14, editorial content also appeared in the Search Results, but as a story, and users had to click through to see and download the apps listed.

→ **Impact on ASO:** The increased competition in the search results might lead to a lower conversion rate for the apps that rank organically in the top 5.

1. New in Search Results: Editorial Collections

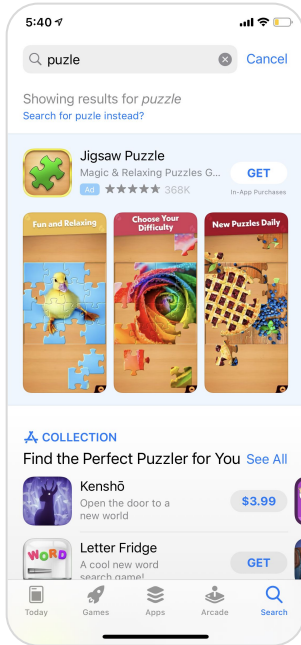
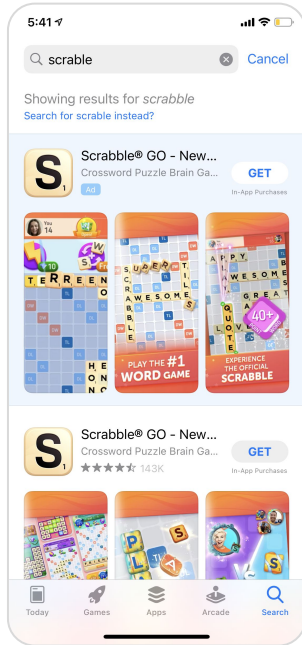


→ Collections are handpicked by Apple Editors and show also in the Today tab or Apps & Games tab.

→ To feature an app in a collection, editors look at:

- Quality with focus on new apps or apps with significant update
- Use of newest Apple features
- **Compelling app store product page**
- Positive reviews
- User experience & game play
- Narrative & story depth

1. New in Search Results: Auto-Correct

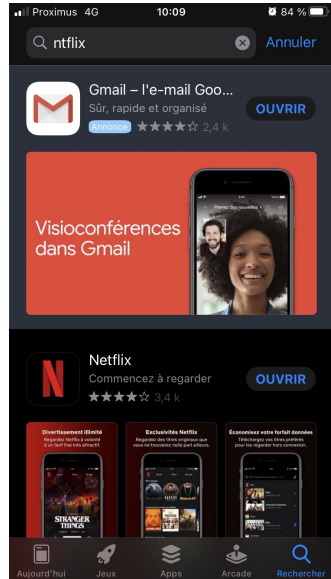
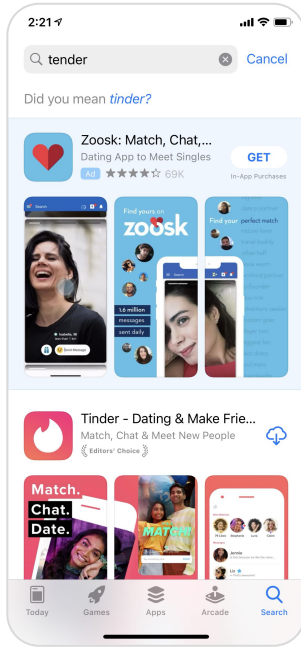


→ In most cases, Apple will automatically correct common misspellings in the search results.

→ **Impact on ASO:** As user adoption for iOS 14 increases we expect search volume for common spelling mistakes to decrease.

→ Marketers that were optimizing the keyword field to rank on misspellings of general terms or competitor names are advised to review whether or not Apple auto-corrects these and adjust their strategy if needed.

1. New in Search Results: Auto-Correct

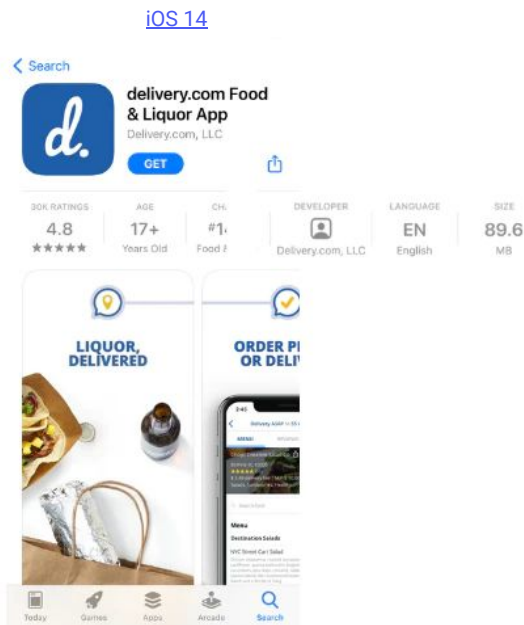
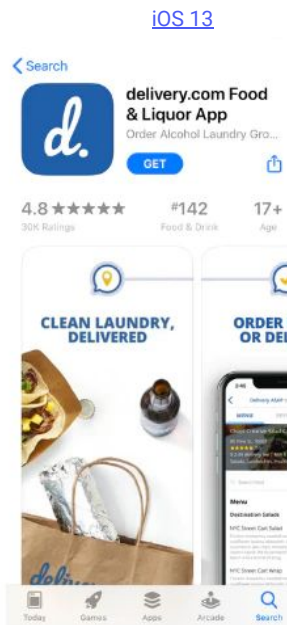


→ Apple does not seem to have implemented this in all countries or languages yet.

→ Countries where it does not apply yet:

- Italy
- Belgium
- Finland
- Pakistan
- *and possibly other countries ...*

2. New Information Panel on the Detail Page

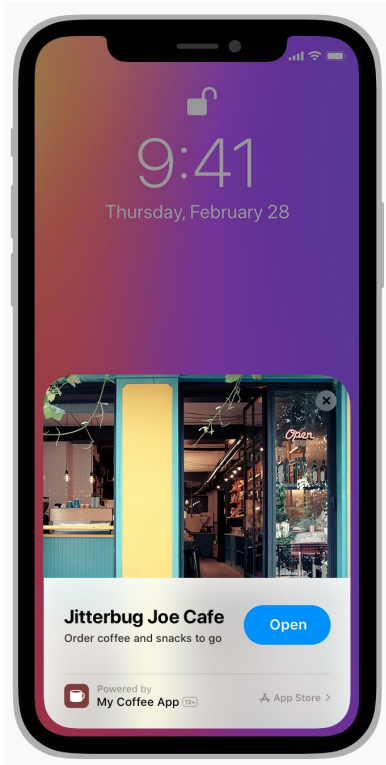


→ More prominent, pushing creatives slightly further down.

→ Includes Developer name & app size

→ Overall, the design seems more similar to Google Play's material redesign and puts more focus on information developers have little control over.

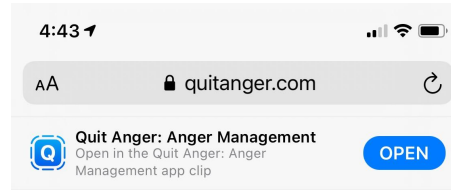
3. App Clips



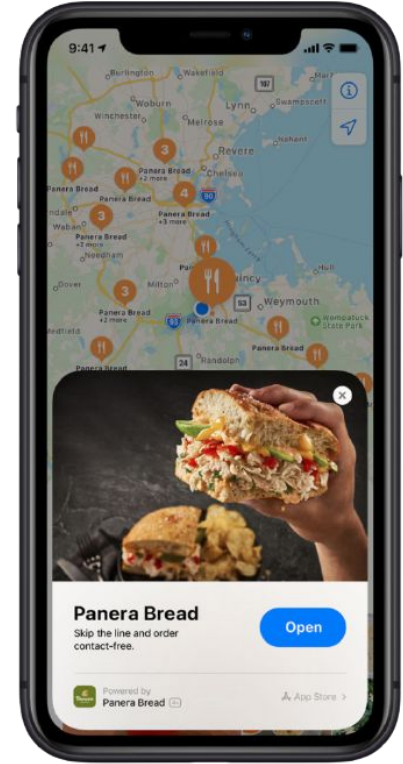
→ Allows people to use an app without installing it.

→ People can launch app clips by:

- Scanning QR codes or NFC tags
- Safari App Banner configured on a web page
- In Apple Maps
- Shared via iMessage

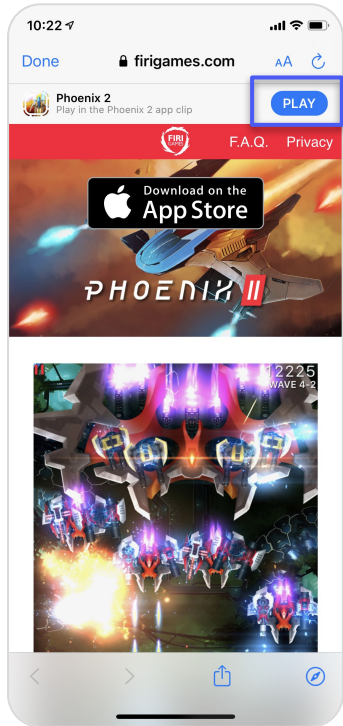


→ Available to apps requiring account creations and/or payment if they use Sign in with Apple and Apple Pay.

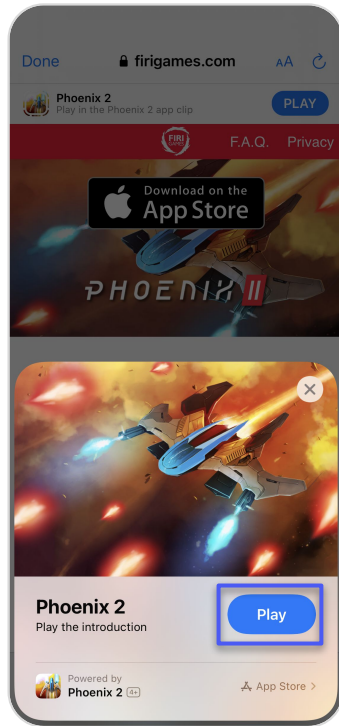


3. App Clips

Webpage



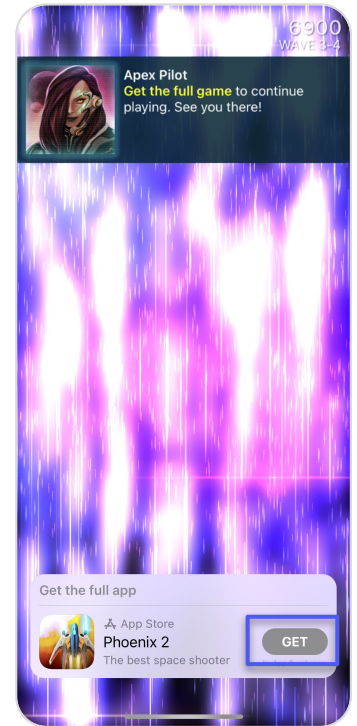
Open App Clip



Play without downloading



Prompt to download app



3. App Clips



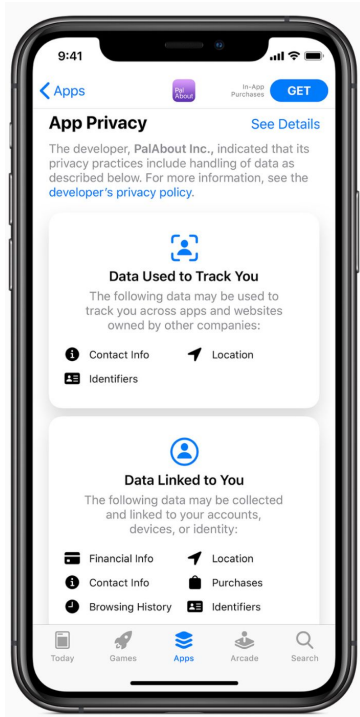
→ You can design different app clips for different features.

→ Supports notifications for 8 hours after the user has launched the app clip.

→ Encourage the user to download your app once they have completed a task and without having to go to the App Store.

→ **Impact on ASO**: Because Apple intends to feature apps using the latest features we expect increased visibility in the Today Tab for early adopters.

4. Privacy Transparency



→ New section on app details page with summary of privacy practices for more transparency.

→ State all data the developer and third party partners collect and how it's used.

→ Not yet released but Apple indicated all developers will be required to provide such informations before the end of 2020.

Thank You



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