

Overview of our Services

We are excited about your interest to partner with our app store marketing services. With a team consisting of market-leading **developers, data-scientists and mobile-marketing experts** dedicated to app store marketing for more than 7 years, we are sure to be high quality partners for you.





Our App Marketing Services

GET FEEDBACK



App Marketing **Workshop(s)***



UA Audit:
Channels, Campaigns, Creatives*



ASO Audit:
Metadata, Creatives*



Consulting incl. Software
License **

OUTSOURCE ASO



ASO Update:
Metadata/Keywords*



Creative Update:
Screenshots, Icon, Video*



Full-Service ASO:
Keywords/Metadata**



Full-Service AB Testing:
Creatives**



App Store Launch:
Strategy/Implementation*

OUTSOURCE UA



Full-Service UA:
All possible channels**



Full-Service ASA:
Apple Search Ads**



Full-Service ASA:
Google App Campaigns**

App Marketing Workshop(s)

Build up internal knowledge.

This is a 4 hours workshop that is focused on **app store optimization (ASO)**, **app store advertising (ASA)** or on **general app marketing**. We will teach you important app marketing tactics and define your next steps together. We will research about your current app marketing efforts beforehand and you'll be able to forward us any questions you want to be answered in the workshop. After the workshop, we will still be here to support your team for further questions.



GOALS



1. Improve your team's performance



2. Build up internal app marketing know-how

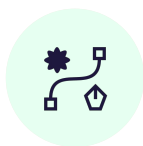


3. Define your strategy and roadmap for next months



4. Set up an efficient app marketing process

App Marketing Workshop(s)



STEP 1

Analysis of the market

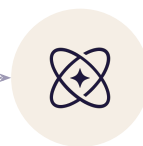
- Current state of your app/company
- Current app market trends
- App niche and industry benchmarks



STEP 2

Building knowledge

- App marketing framework
- App store marketing
- Organic user acquisition vs. paid user acquisition
- App Store Optimization (ASO): Definition, impact factors, how to improve, processes
- App Store Advertising (ASA): Definition, optimal campaign structure & practical tips



STEP 3

Optional topics

- User acquisition funnel and important KPIs
- Tracking & measurement partners
- App monetization & user lifetime value (LTV)
- App maintenance



STEP 4

Your app marketing plan

- Q&A
- Definition of roadmap and goals
- Recommendations for action
- Next steps
- Optional: Hands-on ASO with your app or setting up your first app store advertising campaign

User Acquisition Audit

Get your user acquisition examined.

The UA Audit gives an overview of the status and potential of your current user acquisition activities, including your app store listings. The goal is to provide valuable **data insights, optimization suggestions and define further steps** for improvement to increase performance.



GOALS



1. Get a clear understanding how to increase performance



2. Build up internal know-how

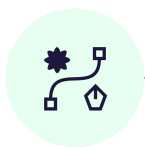


3. Get recommendations for your overall UA activities



4. Increase growth after implementing suggestions

User Acquisition Audit



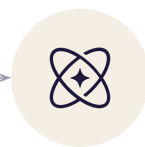
STEP 1 Performance analysis

- Analysis of campaign/performance tracking and reporting



STEP 2 Channel analysis

- Channel evaluation and media budget distribution
- Channel analysis for all online performance channels (such as Facebook, Google, etc.)
 - Campaign structure setup
 - Targeting, bidding
 - Creative testing & ideas



STEP 3 Growth potential

- Identification of further potential channels to scale
- Recommendations to increase performance of existing campaigns
- Combination and evaluation of organic traffic vs. paid traffic



STEP 4 Results

- UA Audit report
- Presentation and consultation call with one of our experts
- Recommendations for action & roadmap

App Store Optimization Audit

Get your app store listing checked.

The ASO Audit gives an overview of the current status and future potential of your current app store listings. The goal is to provide valuable **data insights**, **optimization suggestions** and define further steps for improvement to increase performance.



GOALS



1. Get a clear understanding how to increase performance



2. Build up internal app store optimization knowledge

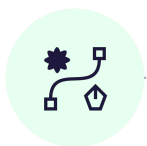


3. Get recommendations for your app store listing(s)



4. Increase organic app installs/downloads and conversion rates

App Store Optimization Audit



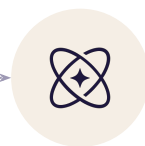
STEP 1 Introduction

- ASO basics
- Impact factors on ASO
- About App Radar



STEP 2 Your ASO analysis

- Metadata analysis for Apple App Store (title, subtitle, keyword field) and for Google Play Store (name, short description, long description)
- Keyword analysis (usage, density, positioning)
- Creatives analysis (icon, screenshots, videos, conversion rate and A/B testing)
- Optional: advanced CVR analysis & A/B test analysis



STEP 3 Competitor ASO analysis

- General overview of competitors & takeaways for ASO
- Detailed analysis of 2-5 main competitors (revenues, downloads, creatives, metadata, reviews, update frequency) for your main market



STEP 4 Results

- ASO Audit report
- Presentation and consultation call with one of our app marketing experts
- Recommendations for action & roadmap
- Optional further recommendations on: ratings & reviews, advertising, monetization

Consulting & Software License

Combine internal and expert knowledge.

The App Radar Tool & Consulting License provides you with the highest possible license of the App Radar software and individual limits. You will have **premium support** and **handling of all of your questions** for what we'll set up a shared communication channel (e.g. Slack). Additionally, you will receive monthly consulting calls based on your needs and current situation.



GOALS



1. Build up internal know-how for ASO



2. Ensure an efficient ASO process

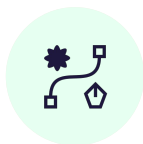


3. Optimization of your app store listing and app store advertising



4. Increase conversion rates and app installs/downloads

Consulting & Software License



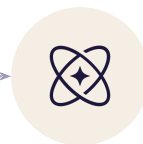
STEP 1 Account setup

- Agreeing on individual quotas for apps, keywords, competitors, reviews and team members
- Guided App Radar account setup



STEP 2 Access to online tool

- Manage your apps for Apple App Store and Google Play Store
- Track and analyze keywords and competitors
- Answer reviews
- Unlimited historical data
- Multiple team members
- Easy workflow with Dashboard, CSV export, conversion rate analysis, review templates etc.
- Access to all features (full list: <https://appradar.com/pricing/>)



STEP 3 Monthly training & optimization calls

- General ASO training
- Feedback on current ASO activities
- Ongoing hands-on help with ASO updates & ASA activities
- General app marketing consulting & input



STEP 4 Additional benefits

- Premium support (within one business day)
- Personalized frequency of data aggregation (if needed)
- Continuous communication in chat groups (e.g. Slack)

ASO Updates: Metadata/Keywords

Improve your rankings with experts.

For the ASO Keyword Update, a senior ASO expert of App Radar will prepare an update to your current app store listing to increase performance. The update will be created within the App Radar tool and is therefore **fully transparent** for you and your team. We will present you the update over a call and can also **roll out the changes to app stores** instead of you to save more time.



GOALS



1. Build up internal app store optimization knowledge

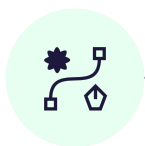


2. Get your app store listing updated and optimized



3. Increase organic app installs/downloads and conversion rates

ASO Updates: Metadata/Keywords



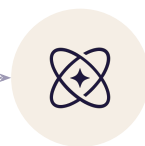
STEP 1 ASO Basics

- Learn quickly about the ASO basics to get on the same understanding of ASO for the update



STEP 2 Metadata update/optimization

- Rewriting and optimizing for Apple App Store (title, subtitle, keywords) and Google Play Store (name, short & long description)
- Optimization of description based on keyword density
- Native translation & optimization of texts



STEP 3 Future optimization

- What to do after our update?
- Implementation of new metadata (push)
- Definition of roadmap for ASO



STEP 4 Further steps

- Presentation of results & discussion of further steps

ASO Updates: Creatives

Stand out with beautiful visuals that convert.

For the ASO Creative Update, a senior ASO expert of App Radar will prepare an update to your current app store creatives (can be icon, screenshot or videos) to increase performance. That means, we will analyse best practices and your competitors together **with a designer** to make an initial suggestion for your review. After your feedback, we will design new creatives and set up **A/B tests together**.

GOALS



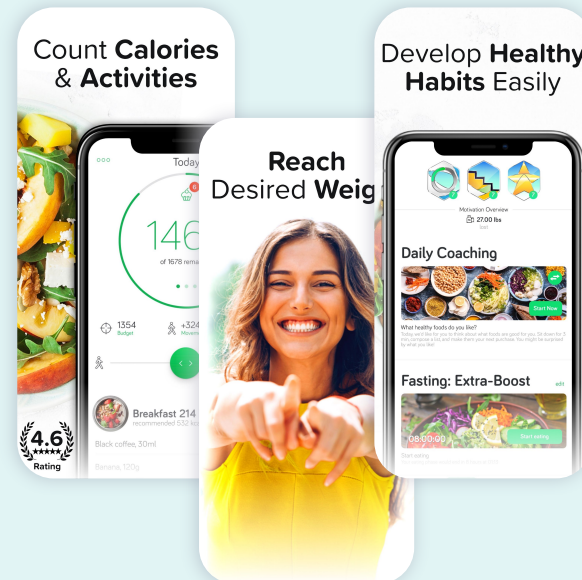
1. Get new creatives for your app store listing



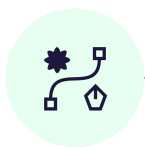
2. Gain know-how about A/B testing



3. Increase organic app installs/downloads and conversion rates



ASO Updates: Creatives



STEP 1

Analysis of current status

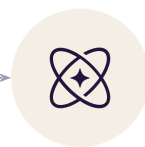
- Initial competitor screenshot analysis (3 main competitors)
- Feedback on current creative assets (and previous tests)
- Recommendations call & preparation



STEP 2

Creation of new assets

- ASO screenshot design
- ASO icon design
- ASO preview video creation



STEP 3

Review process

- Two feedback loops on suggested creatives



STEP 4

Launch of new creatives

- Implementation & rollout of new creatives
- Help with A/B tests

Full-Service ASO: Keywords/Metadata

Outsource your app store optimization.

A senior ASO expert will prepare monthly ASO updates to your current app store listings and continuously optimize it to **increase keyword rankings & organic downloads**. Changes will be done in your App Radar tool account for **full transparency** and will be pushed live to the stores directly from us after your approval. You will have continuous communication (e.g. shared Slack channel) and monthly calls to get insights as well as further recommendations.



GOALS



1. Save on internal resources



2. Ensure an efficient ASO process



3. Continuous optimization of your app store listings



4. Increase organic app installs/downloads and conversion rates

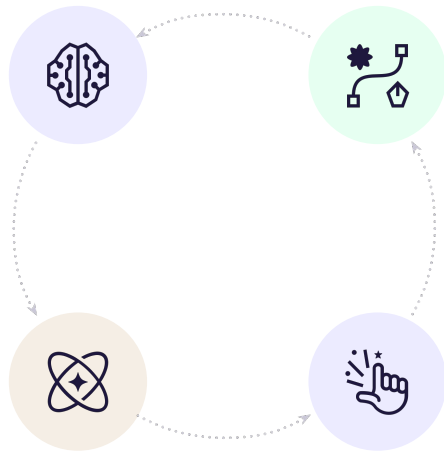
Full-Service ASO: Keyword/Metadata

Initial analysis & strategy

- 3 main competitors, revenues, downloads, creatives, metadata
- Feedback on your store creatives (icon, screenshot, video)
- Feedback on paid user acquisition activities in combination with ASO
- Further recommendations to increase performance

ASO updates

- Regular monthly ASO updates. Rewriting and keyword-optimization of:
 - Title/Name
 - Subtitle (Apple App Store)
 - Keywords (Apple App Store)
 - Short description & long description (Google Play)
 - Keyword optimization of description based on keyword density
 - Native translation & optimization
 - Implementation of new metadata (push to stores) handled by us



Expert support

- Included: App Radar individual business license
- App Radar expert on hand (reachable on every workday with an appropriate reaction time) to support you and your team's needs

Reporting

- Monthly reporting of KPIs and recommendations for further action

Full Service AB Testing: Creatives

Continuously improve your conversion rates.

Systematic testing of creatives is an essential part of ASO to continuously **improve your conversion rates**. For the Full Service AB Testing, App Radar experts will first analyse best practices and your competitors to then suggest a plan for your AB testing. After setting up the testing roadmap, they'll be executed by our team **every month**.

GOALS



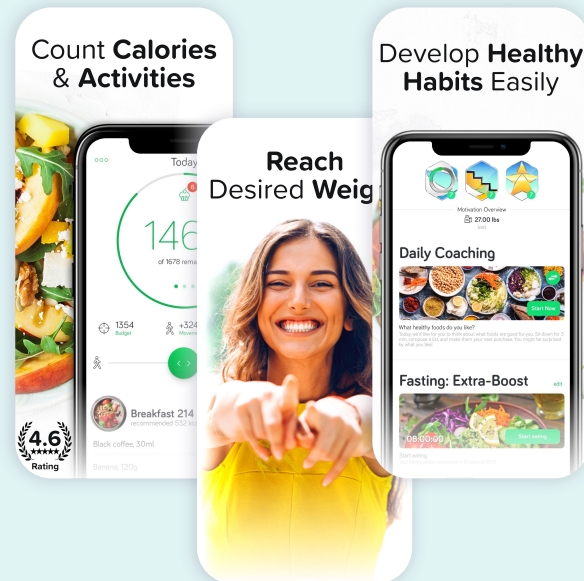
1. Implement regular testing process



2. Gain continuous learnings from AB testing



3. Increase organic app installs/downloads and **conversion rates**



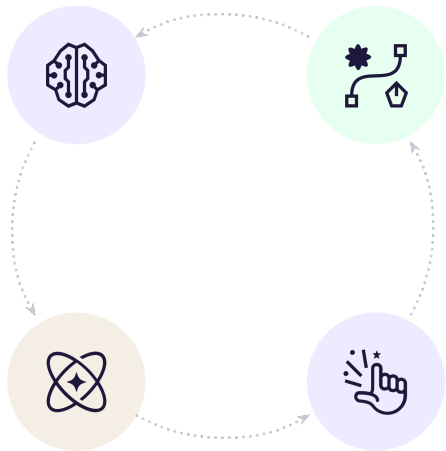
Full Service AB Testing: Creatives

Initial analysis & strategy

- Competitor screenshot analysis (3 main competitors)
- Feedback on current creative assets (and previous tests)
- Recommendations call & preparation

Setup of testing roadmap

- Prioritizing and setting up the sequence of AB testing
- Defining locales for testing
- Creating testing timeline



Reporting

- Documentation of winning elements for further optimization
- Monthly (or more frequent) reporting, incl. future recommendations

Regular AB testing

- Running AB tests within Google Play Console and (soon) App Store Connect
- Regular analysis and roll-out of test winners
- Localization tests
- Regular feedback and/or redesign of creatives

App Store Launch

Launch with confidence.

For the launch of a new app, it is also important to start with an optimized app store listing. Therefore **we analyze the market & competitors** in the beginning, **set up a clear strategy and create your ASO metadata** to have the best possible app store listing for the launch.



GOALS



1.

Gain as much traction to app installs as possible for the launch



2.

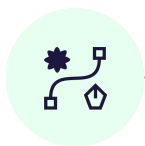
Achieve a high conversion rate (especially for paid advertising)



3.

Ensure positive brand awareness

App Store Launch



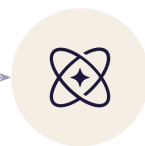
STEP 1 Analysis & Strategy

- Keywords (creating opportunity list based on search volume and difficulty for the app)
- Creatives analysis (screenshots, icon, video), incl best practices, recommendations and feedback on current (planned) creatives
- Competitor analysis (metadata, detailed creatives, downloads, IAP revenue and keywords)
- User acquisition (input on planned paid marketing activities after the launch)
- Launch Strategy



STEP 2 Preparation

- Creation of metadata for Apple App Store (title, subtitle, keywords) and Google Play Store (name, short & long description)
- Optimization of description based on keyword density
- Native translation & optimization of texts
- Optional: Creation of creative assets (design)



STEP 3 Pre-Launch workshop

- Launch preparation in App Radar tool (full transparency)
- Presentation & discussion
- Hands-on: Launch roadmap & further planning of app store marketing activities



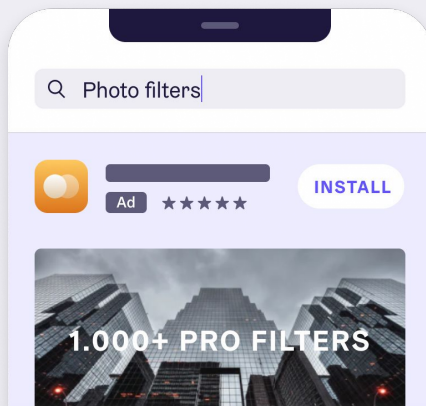
STEP 4 Post-launch call

- Reporting call (approx one month after launch)
- Feedback round
- Discussion of next steps, including paid marketing activities

Full-Service: User Acquisition (UA)

Excel in the **full scope** of paid online advertising.

This monthly service brings valuable traffic to your app through different UA channels (e.g. Facebook, Snap, TikTok, Google App Campaigns, Apple Search Ads). The campaigns are **optimized regularly** to increase performance with the goal of achieving a positive advertising ROI for you. We will also help you with the campaign **tracking of your MMP**.



GOALS



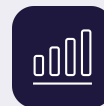
1. Save on internal resources



2. Get a low Cost per Install (CPI) and positive Return on Ad Spend (ROAS)



3. Boost organic keyword rankings with advertising



4. Increase paid app installs/downloads

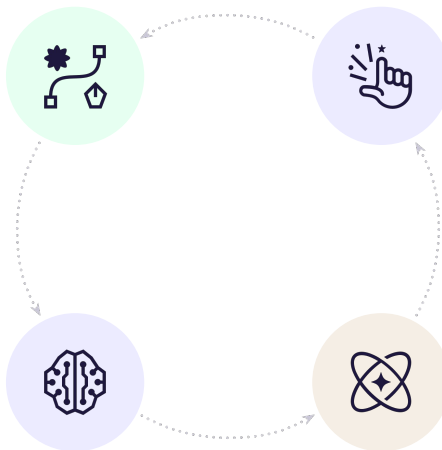
Full Service: User Acquisition (UA)

Briefing

- Check attribution setup and campaign linking/tracking
- Create a media plan
- Check ASO in regards to UA

Analysis

- Ongoing analysis of current campaigns and competitor ads
- Ongoing analysis of KPIs and AB testing
- Ongoing feedback on creatives



Reporting

- Monthly reporting and discussion of results

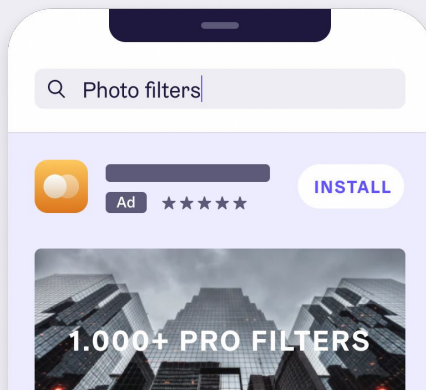
Ad management

- Ad-campaign setup
- Continuous optimization of:
 - Bidding
 - Targeting
 - Campaign structure
 - Creatives & AB Testing
 - Scaling (new countries, channels)

Full-Service ASA: Apple Search Ads

Outsource your app store advertising.

We will continuously bring valuable traffic to your app through app store advertising campaigns. These campaigns will be optimized regularly to increase performance over time with the goal of achieving a positive advertising ROI for you.



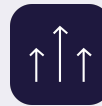
GOALS



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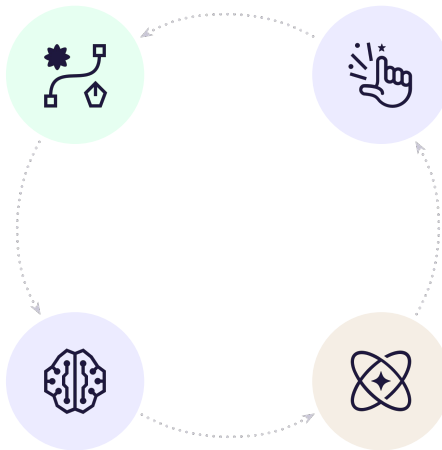
Full Service ASA: Apple Search Ads

Briefing

- Check attribution setup and campaign linking/tracking

Analysis

- Ongoing analysis of current campaigns and competitor ads (share of voice)
- Ongoing keyword research and recommendations
- Ongoing feedback on creatives



Reporting

- Monthly reporting and discussion of results

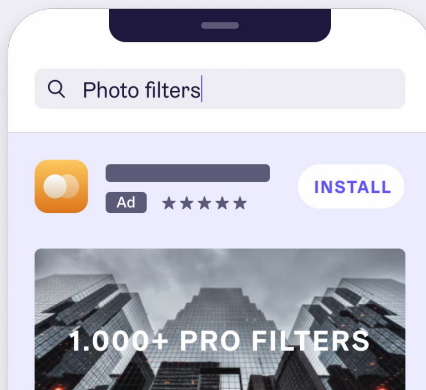
Ad management

- Ad-campaign setup
- Continuous optimization of:
 - Bidding
 - Targeting
 - Campaign structure
 - Keywords
 - Scaling (new countries)

Full-Service ASA: Google App Campaigns

Outsource your app store advertising.

We will continuously bring valuable traffic to your app through app store advertising campaigns. These campaigns will be optimized regularly to **increase performance** over time with the goal of achieving a positive advertising ROI for you.



GOALS



1. Save on internal resources



2. Get a low Cost per Install (CPI) and positive Return on Ad Spend (ROAS)



3. Boost organic keyword rankings with advertising



4. Increase paid app installs/downloads

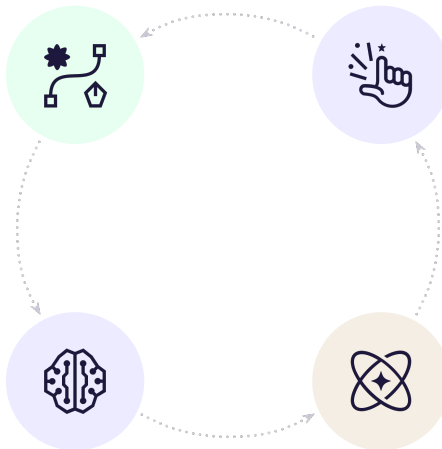
Full Service ASA: Google App Campaigns

Briefing

- Check attribution setup and campaign linking/tracking

Analysis

- Ongoing analysis of current campaigns and competitor ads (share of voice)
- Ongoing keyword research and recommendations
- Ongoing feedback on creatives



Reporting

- Monthly reporting and discussion of results

Ad management

- Ad-campaign setup
- Continuous optimization of:
 - Bidding
 - Targeting
 - Campaign structure
 - Creatives (texts, feedback on visuals)
 - Scaling (new countries)



We're looking forward to working with you!

