App Radar

Overview of our Agency Services

We are excited about your interest to partner with our app marketing services. With our team of market-leading **app marketing experts**, **data analysts** & **designers**, we always strive to **achieve positive growth for your apps** with proven data-driven techniques and cross-functional skills. .

App Marketing has been our focus for years, we will make sure to meet your expectations.

TOP APP MARKETING COMPANIES
BusinessofApps
2022

TOP MOBILE & APP MARKETING COMPANY
Clutch
2023

APP STORE OPTIMIZATION
LEADER
BusinessofApps

BusinessofApps
TOP USER ACQUISITION COMPANIES
2020

www.appradar.com/app-marketing-services-and-agency

Our App Marketing Services

01 APP STORE OPTIMIZATION

ASO Metadata/Keyword Management

a. Full Service Mgmt (monthly, bi-monthly, quarterly)
b. One-Time Updates

ASO Creative Design or AB Testing

Design and AB Test App Store Creatives (Screenshots, Icon, Video, Feature Graphic)

a. One-Time Designs
b. Full Service AB Testing

02 PAID USER ACQUISITION

Full-Service Paid UA

Scale & test all potential paid UA channels like an external UA department

a. **Apple Search Ads**
b. **Google App Campaigns**
c. **Social Media Ads** (F.e. Meta, TikTok, Snap)
d. **DSPs** (F.e. IronSource, Unity, Moloco, etc.)

Paid UA Creatives

Book our paid UA services with/without creative production

03 PRODUCT OPTIMIZATION

Review Management &/or Strategy Development

a. Review management (review answering, templating, topic cluster etc)
b. Review Analysis, Strategy & Roll out

Monetization Optimization

Paywall Design & A/B Testing

Retention Optimization

Feedback on App features, onboarding etc.

04 APP GROWTH CONSULTING & COACHING

App Marketing Workshop(s)

App Growth Audit(s)

Analysis of your ASO/UA/Product Marketing with recommendations to improve

App Growth Consulting

App marketing sparring partner incl. tool license

App Store Launch

Strategy, Implementation & Roll-out

App Radar

App Marketing Workshop(s)

Build up internal knowledge.

Our App Marketing workshop is a **6 hours workshop** where we will **coach your team** on important **app marketing topics** and **define your next steps together**. Before the workshop takes place, our team will comprehensively research your app's current app marketing efforts to determine how to best move forward toward success. During this time, feel free to forward any questions you want to be answered in the workshop to us.

After the workshop is over, we will continue to support you and your team with further questions (up to a reasonable amount).

GOALS

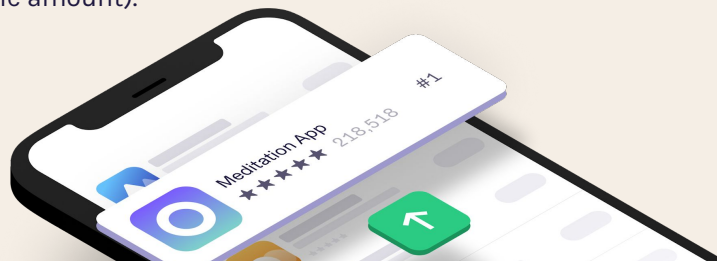**1.** Improve your team's performance
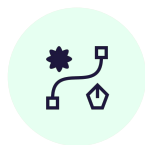
2. Build up internal app marketing know-how

3. Define your strategy and roadmap for next months

4. Set up an efficient app marketing process

App Radar

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

App Radar

App Growth Audit

Learn how to boost App Marketing performance for your app store listing(s), and Paid UA activities

The App Growth Audit gives a **comprehensive overview** of the **status and potential of your current app marketing activities.**. The goal is to provide valuable data insights, optimization suggestions, identify missed potential and define further steps for improvement to increase performance.

Or book separate audits for your exact needs:
- App Store Optimization Audit
- Paid UA Audit
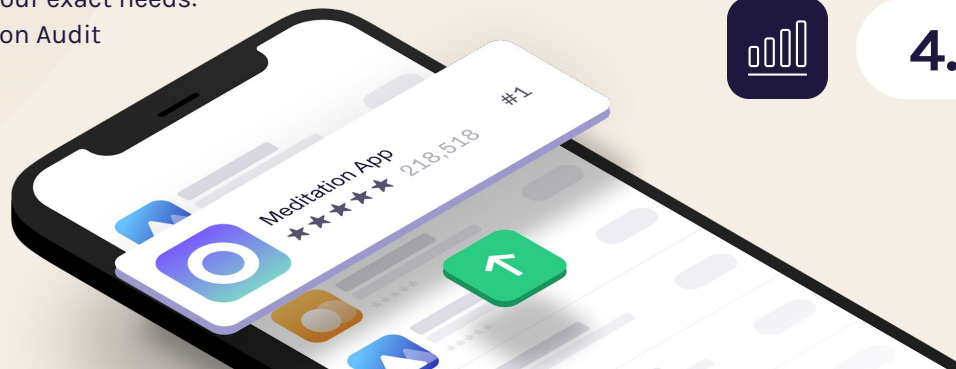
GOALS

1. Get a clear understanding how to increase performance
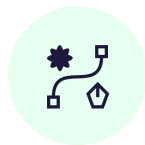
2. Build up internal know-how

3. Get recommendations for your overall app marketing activities

4. Improve performance after implementing suggestions

Meditation App 218,518 #1
★ ★ ★ ★

App Radar

App Growth Audit

STEP 1
Competitor Audit

- Researching a full list of competitors within the stores
- Gain a general overview of the market for your niche/type of app
- Detailed analysis of the 3 main competitors (Rankings, Creatives, Featurings, Paid Ads, Ratings & Reviews, DLs and Revenue, etc.)

STEP 2
ASO Audit

- Metadata/text & keyword analysis: app name/title, app subtitle/short description, keyword field/long description, Keyword usages, keyword density, keyword positioning
- Creatives analysis: Analysis of current creative assets (icon, screenshots, videos, feature graphic), conversion rate & A/B testing analysis
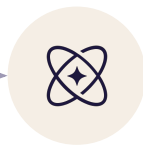
STEP 3
Paid UA Audit

- Analysis of campaign/performance, tracking and reporting
- Channel analysis (such as Meta, Google, etc.): Channel evaluation and media budget distribution, Campaign structure setup, Targeting, Bidding, Creative Testing & Ideas, Attribution and Tracking
- Identification of further potential channels to scale and recommendations
- Recommendations to increase performance of existing campaigns (f.e. campaign structure, bidding, targeting, media split, etc.)

STEP 4
Results

- Audit report
- Presentation and consultation call with one of our app marketing experts
- Recommendations for action & roadmap
- Optional:
  - Further recommendations on: ratings & reviews,
  - Monetization feedback
  - App retention audit

App Radar

App Growth Consulting

Combine internal and expert knowledge.

With the App Radar Agency Consulting you will enjoy **premium support** and **handling of all of your questions related to App Marketing** in a timely manner. **On a monthly basis**, you will also **receive high quality consulting calls** based on your needs and current situation, while we ongoingly communicate via Slack to give feedback and share knowledge about app marketing.

The consulting service includes an individual license for the App Radar tool with tailored limits.
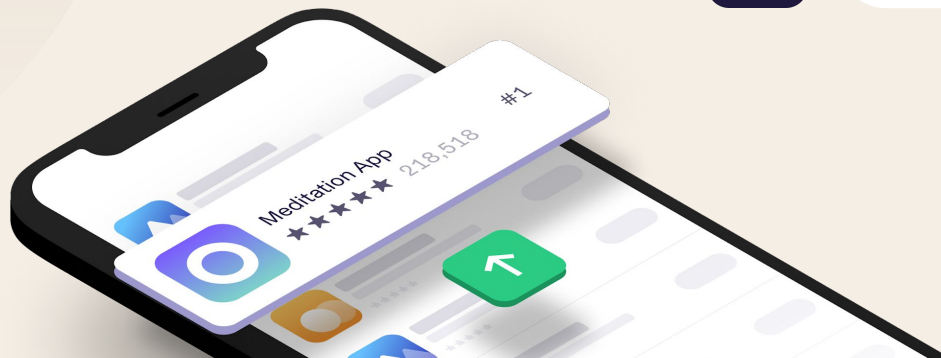
GOALS

1. Guided App Radar account setup & premium support
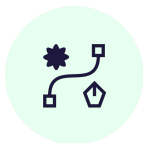
2. Monthly App Marketing training

3. Continuous feedback on your app marketing

4. Improve internal know-how for App Marketing

App Radar

App Growth Consulting & App Radar Tool 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/)
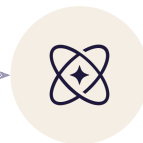
STEP 3
Monthly training & optimization calls
(1-2 calls per month)

- General ASO/paid UA training
- Feedback on current ASO/paid UA activities
- Hands-on help with ASO updates & paid UA activities during calls
- Talk to experts on other specific topics (topics like monetization, review management, etc.)

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)

App Radar

ASO Metadata/Keyword Optimization

Get your text metadata optimized and localized by ASO Experts in an ongoing growth cycle

To improve your app store listings, an ASO expert will **prepare metadata* updates to your current app store listing and optimize it to increase organic downloads.** Changes will be done in your ASO tool account for **full transparency** & will be pushed live to the stores directly from us after your approval. You will have **continuous communication** (e.g. shared Slack channel). With the Full-Service Management you will have **monthly calls to get insights** on the changes **KPI reporting** and **further recommendations** for app marketing in general.

We offer:

- Full-Service ASO Management
- One-Time ASO update
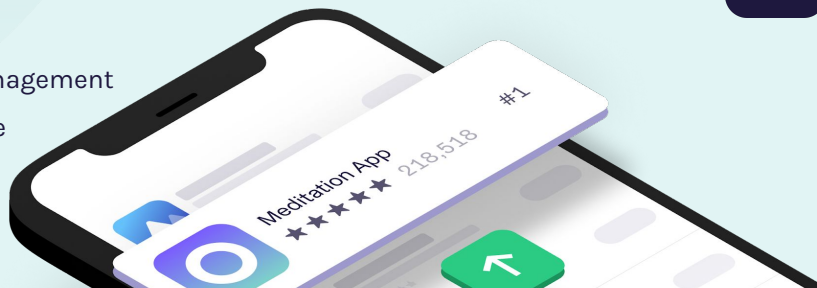
GOALS

1. Save on internal resources

2. Regular optimization of your app store listings

3. Improve your current keyword rankings & app store rankings

4. Increase organic app installs/downloads and conversion rates

Meditation App
★★★★★
218.518
#1

*Metadata = All text fields that have an ASO influence
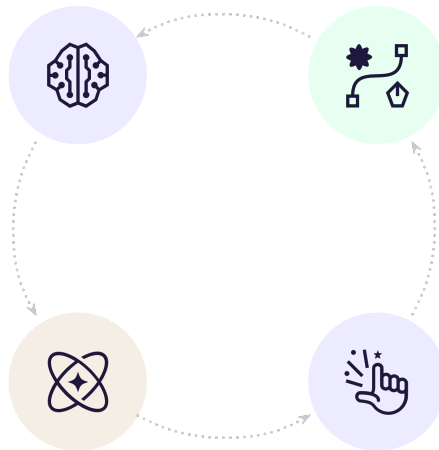
App Radar

Full-Service App Store Optimization Management

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 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 (available for over 80 languages)
 - 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

*Service cycle: Monthly, Bi-Monthly, Quarterly

App Radar

One-Time ASO Update: Metadata/Keywords
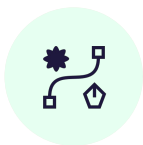
STEP 1
ASO Basics

- Quickly learn about ASO basics to understand the process of conducting a metadata/keyword optimization

STEP 2
Metadata update/optimization

- Reformulation and keyword optimization of apps metadata for Apple App Store (title, subtitle, keywords) and Google Play Store (name, short & long description) for the selected market
- Optimization of description based on keyword density
- We provide native translation in over 80 languages & optimization of texts
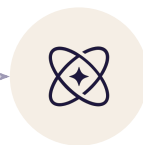
STEP 3
Roadmap for further optimization

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

STEP 4
Report & Further steps

- Presentation of results & discussion of further steps

App Radar

ASO Conversion Rate Optimization - Creatives

Stand out with visuals that convert.

ASO Creative Design/Update: An ASO expert of App Radar **will prepare an update to your current app store creatives** (can be: icon, screenshots, feature graphic or videos) together with an in-house designer or your design team **to increase conversion rates**.

Full-Service A/B Testing: Includes 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**. The design can be done in-house at App Radar or in cooperation with your design team.

View our ASO Creative Examples

GOALS

1. Get recommendations for new creatives for your app store listing

2. Get creatives designed by experts

3. Ongoingly increase organic app installs/downloads and conversion rates

App Radar

Full-Service App Store Creatives AB Testing

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
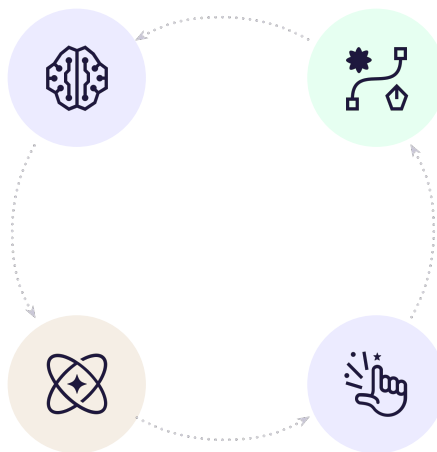
Reporting

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

Regular AB testing

- Regular creative design/feedback (1 new design or redesign each month)
- Creatives can be:
  - Phone screenshots (tablets will only be rolled-out, not tested)
  - Icons
  - Feature Graphic
- Video (depending on the effort taken/agreed there can be some extra charge for elaborate video production)
- Running AB tests within Google Play Console and (soon) App Store Connect
- Regular analysis and roll-out of test winners
- Localization tests
- 2 feedback rounds (if needed) for each round

App Radar

ASO Update: Creatives Update / Creation
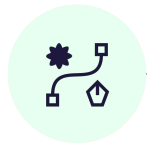
STEP 1
Analysis of current status

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

STEP 2
Creation of new assets

- Screenshot design update for 6 new phone screenshots for selected languages
- Optional: Tablet screenshots
- Icon design - choose how many variants
- Preview video creation for selected languages
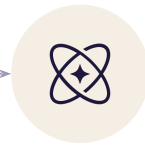
STEP 3
Review process

- Two feedback loops on suggested creatives

STEP 4
Launch of new creatives

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

App Radar

App Store Launch

Launch with confidence.

For the launch of a new app, it is important to start with an optimized app store listing. To have the best possible app store listing for the launch, ASO experts will analyze the market and competitors to **formulate a clear strategy for your app**.

After discussing the strategy we will **help you with the launch roll-out** and also implement paid UA strategies to gain traction for the app (if needed).

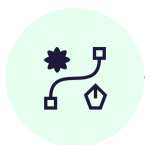### GOALS

1. Ensure a successful launch

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

3. Ensure positive brand awareness

App Radar

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)
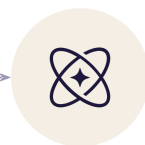
STEP 3
Pre-Launch workshop

- 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
- Post-Launch Call after 3 months of the launch to evaluate ASO performance and discuss further recommendations and next steps

App Radar

Full-Service Paid User Acquisition (Paid 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 etc). 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.**

- Book our full-service Paid UA for **all potential channels or individual channels** as a stand-alone service
- As an additional service, we can also takeover your **creative asset design** needs
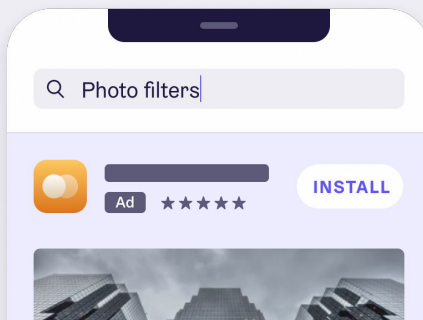
GOALS

1. Save on internal resources

2. Setup & regular optimization of your advertising campaigns

3. Increase paid installs and achieve profitable ad-spend (ROAS)

View our Paid UA Creative Examples

Photo filters

Ad ★★★★★   INSTALL

Meta CERTIFIED Marketing Science Professional

TikTok: Marketing Partners

Snapchat Partners

Google Partner PREMIER 2023
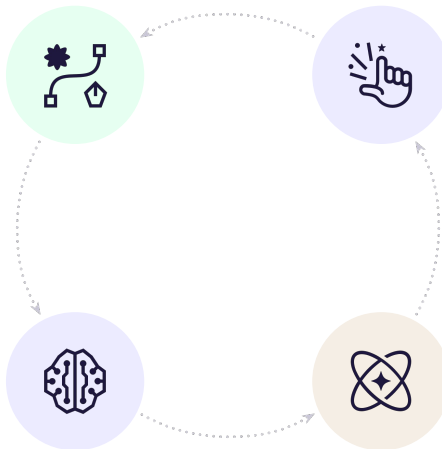
Search Ads Partner

App Radar

Full-Service: Paid User Acquisition (Paid UA)

Briefing

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

Reporting

- Weekly reporting via Slack
- Monthly reporting and discussion of results

Analysis

- Current campaigns: Structure, Bidding, Tracking, Targeting, etc.
- Competitor ads
- KPIs measurement, tracking and reporting
- Creatives and creative AB testing for ads

Ad management

- Ad-campaign setup
- Continuous optimization of:
  - Bidding
  - Targeting
  - Campaign structure
  - Creatives & AB Testing
  - Scaling (new countries, channels)
- Optional Creative services:
  1. Feedback on ad creatives
  2. Creatives design for ad assets

App Radar

Monetization Optimization: Paywall A/B Testing

Improve your subscription & IAP conversion rates.

For Monetization AB Testing, App Radar experts will first **assess your current paywalls** to match it against industry best practices and compare it with competitors paywalls. Based on the insight, we will **create a roadmap of tests to improve activation conversions**. After setting up the testing roadmap, they'll be **executed and reported by our team every month**. The goal is to provide valuable data insights, optimization suggestions and define further steps to **boost your user LTV**.

A

B

Monthly
XX $

Yearly
XX $

SUBSCRIBE

Monthly
XX $

Yearly
XX $

SUBSCRIBE

GOALS

1. Define areas of improvement

2. Build up systematic optimization hypotheses
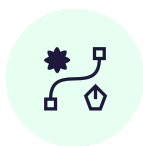
3. Gain Know-how to improve your LTV and ARPPU

4. Improve your subscription & IAP conversions

App Radar

Monetization: Paywall A/B Testing
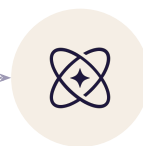
STEP 1
Initial Analysis & Testing

- Current state of your app/company
- Competitor Analysis: Price, Paywall Design, Placement
- App niche and industry benchmarks

STEP 2
Testing Roadmap & Setup

- Prioritizing and setting up the sequence of AB testing
- Defining locales for testing
- Creating testing timeline
- Paywall Design & Implementation

STEP 3
Regular A/B Testing

- Regular monetization testing (1 test per month)
- Tests can be:
- Prices (IAP or Subscription)
- Paywall Design
- Paywall Placement
- Running AB tests within Purchasely (3rd party tool)
- Regular analysis and roll-out of test winners

STEP 4
Reporting & Optimization

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

App Radar

Retention Optimization

Get your app tested by App Marketing Experts.

Our App Retention Optimization service is designed to help app developers and startups improve the quality of their apps. We offer comprehensive funnel testing and analysis that includes check of onboarding and user journey until activation with the goal of improving the conversion rates and user retention rates. Let us help you save resources while improving your app's user experience.
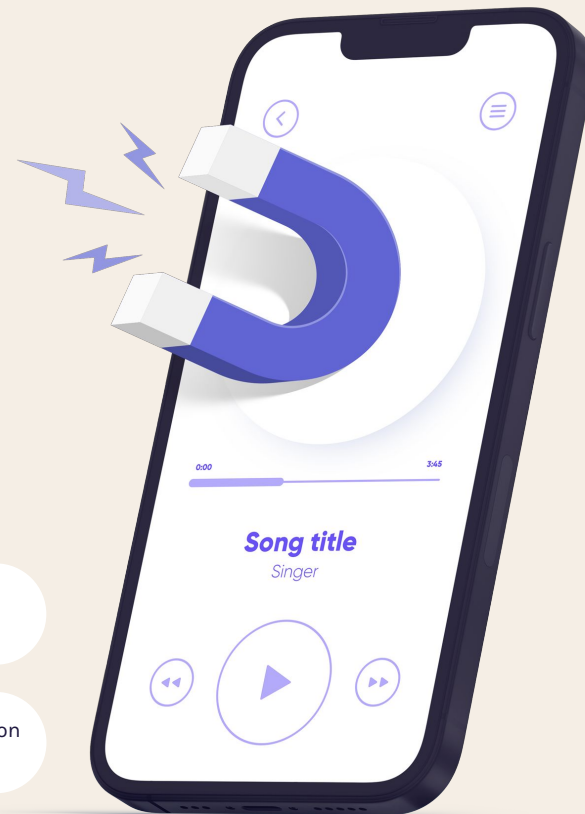
GOALS

1. Save on internal resources

2. Identify potential conversion-killers
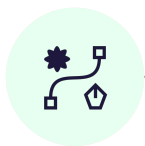
3. Prioritize your apps improvements

4. Improve your app's retention & performance

Song title
Singer

0:00   3:45

App Radar

Retention Optimization

**STEP 1**
Research & Analysis

- Conduct an in-depth analysis of your app's performance and user journey
- Analyze your competitors and identify best practices
- Identify areas for improvement in onboarding conversion and retention rates.

STEP 2
Testing & Monitoring

- Continuously test and monitor your app's performance and user experience
- Provide analysis and recommendations for improvement
- Identify and address any potential issues before they impact user activation & retention
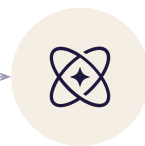
STEP 3
Recommendations & Implementation

- Provide actionable recommendations to improve your app's user experience
- Help you implement changes and optimizations to your app
- Provide guidance on best practices for user activation & retention

STEP 4
Reporting & Analysis

- Provide a detailed report on your app's performance.
- Identify opportunities for further improvement and optimization

App Radar

Review Management

Build a solid foundation for review management

At App Radar, we take App Reviews & Ratings Management seriously. Our team will **promptly respond to reviews in the local language of your users** on Google Play Store and Apple App Store, ensuring their satisfaction. Additionally, we provide **monthly reports** with **actionable recommendations for app improvements**, creating **new review templates**, and more. Let us help you **maintain a positive image** and **enhance your users' experience** through effective reviews and ratings management.

GOALS
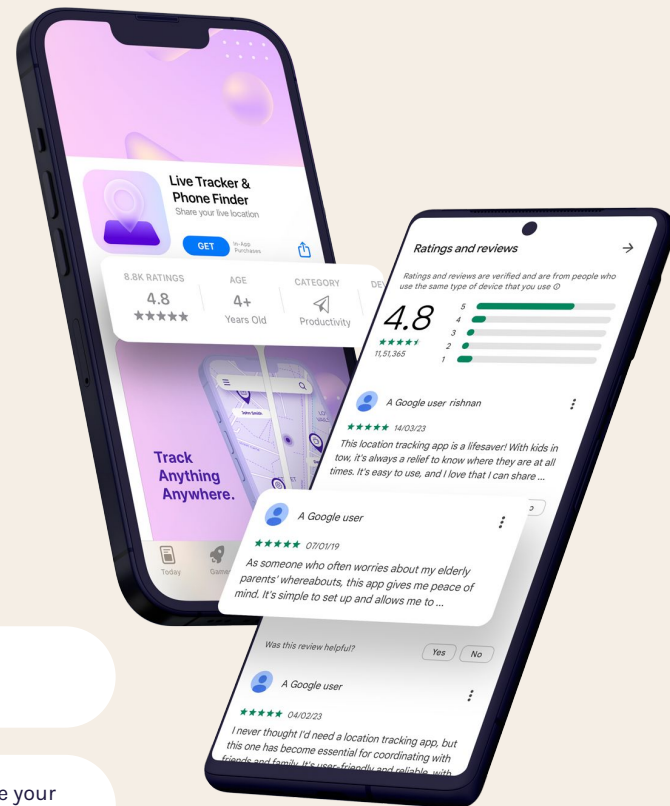
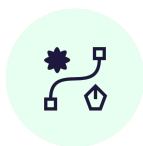**1.** Save on internal resources

2. Identify user pain-points & answer reviews professionally.

3. Prioritize your apps improvements

4. Maintain & Improve your app's image.

App Radar

Review Management

STEP 1
Initial Analysis & Testing

- Internal App Testing (Getting familiar and giving general feedback)
- Topic Cluster Creation for Reviews
- Creation of review templates based on your feedback

STEP 2
Review & Ratings Analysis

- General feedback and trends
- Build clusters/Topics for game improvements/troubleshooting (bugs, features, etc.)
- Visual analysis and report of Ratings & Reviews
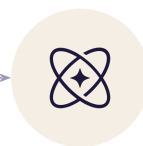
STEP 3
Review Management

- Creation of review templates in the local language including important Keywords to boost ASO rankings
- Answering to all current reviews using the aligned templates
- Regular creation of new templates for new topics appearing
- Communication with your team in case of specific reviews
- Recommendations for development and ongoing product feedback

STEP 4
Reporting & Analysis

- Provide a detailed report the performance of review management
- Identify opportunities for further product improvement and optimization
- OPTIONAL SERVICES:
  - Answering Past Reviews
  - Monthly Reporting
  - Review retainer of up to 500 reviews answered per month

Testimonials

Clemens Rumpf
DIRECTOR OF MARKETING
CHATTERBUG

"They help us to spend our money smartly by focusing on areas that work best for us. They meet deadlines and budgets through a responsive approach to ensure a solid project management experience. The team also praises their unmatched passion and transparency."

Barbara Ulrich
ASO & UA MANAGER
ADIDAS RUNNING

"App Radar Agency's Slack communication has been effective, and the team maintains an efficient workflow. Their resources are highly insightful and deliver great results, impressing the firm."

Volkan Özen
CO-FOUNDER
CRATOONZ

"They understood our needs and were a great, hardworking team. They increased the organic search traffic and installs. The team delivered on time and were responsive, flexible, and communicative. Also, they kept monthly meetings and clear communication via emails and phone calls."

Paula Bentancur
HEAD OF MARKETING
IRONHIDE GAME STUDIO

"With the workshops, presentations and hands-on advice I could get from App Radar. I also learned a lot and could optimize further Titles myself. This led to an additional growth for other games!"

MARTIN GRANIG
CO-FOUNDER
MONKEE GMBH

"They were highly supportive of finding solutions in case we needed some special support. They executed regular communication that led to a productive and efficient workflow. App Radar Agency had competent team members who were experts in their fields."

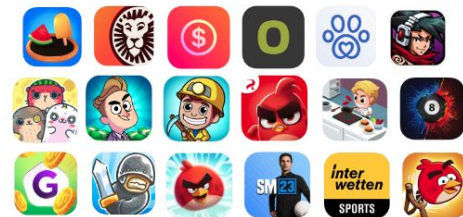**NICOLAI BOENIG**
COMMUNICATIONS MANAGER
COCOLOGICS/PROCAMERA

"Their network of experts worldwide, which allows them to provide tailored services, has stood out in the workflow. They've executed a seamless workflow and communicated well. Their ability to deliver tailored services is impressive."

Let's make your app more **successful.**

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Some of our success stories

FROM APP LAUNCH TO TOP 10 IN 6 MONTHS

HOW WE 3XD INSTALLS FOR THE BIGGEST TOWER DEFENSE GAME

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We're looking forward to working with you!