10 Steps

to release your mobile app

Sergey Kanishchev
Director of marketing at ComboApp

- 12 years in marketing communications

- 2 years of business development at ComboApp, US based marketing consulting company

- Previous experience include marketing at leading TV channels, network agencies including Ogilvy & Mather, Lowe & Partners, DDB

Promoting mobile apps since 2010

Our Clients

Intel

Android Portfolio
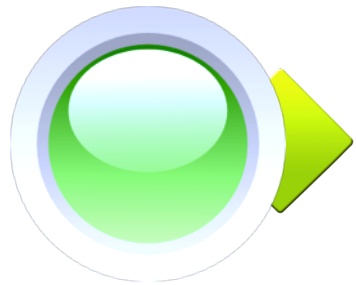
Freethought Labs

City of splendors

Infraware

Polaris office

Greysprings
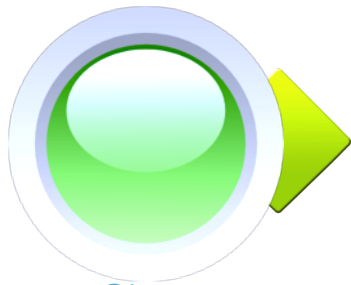
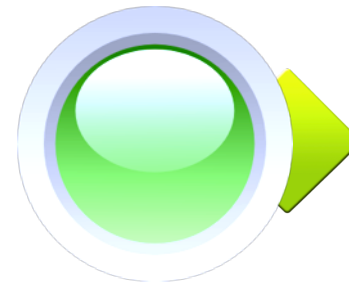GS Preschool Games

Viet Tran

Notes plus

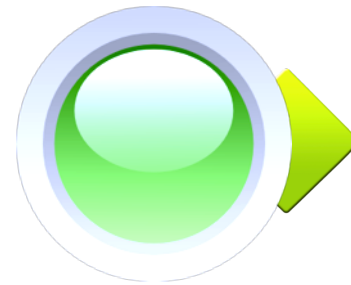# 10 Steps

Develop
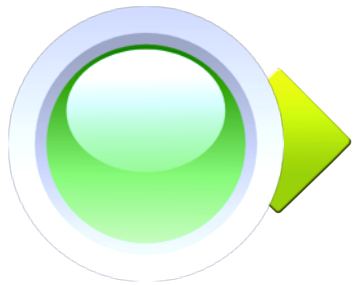a great product

Choose
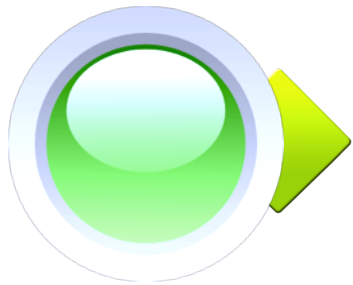monetization
model

Prepare for
launch

Optimize for
the App Store

Build your
community

10 Steps

App Store ranking

Public relations
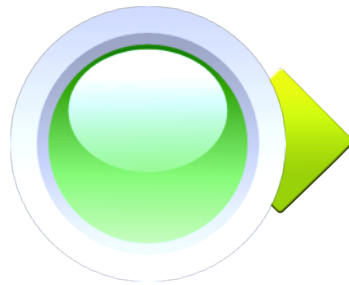
User acquisition
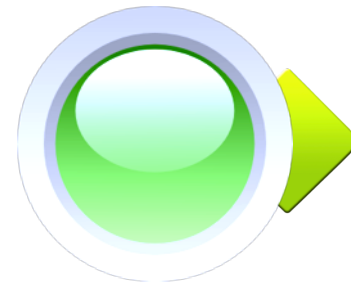
Engage users

Support

Great Product

Step 1. Plan and Develop a Great Product

Be sure that your app is interesting and desirable for your potential users.

Perform market analysis, study trends, profile of your prospective users, their habits and lifestyle.

Describe your audience in detail.

Be sure to stand out and offer unique and competitive features.

Find ways to validate your hypothesis.

Top Categories by Downloads
Apple App Store, Globally Aggregated, Feburary 2014
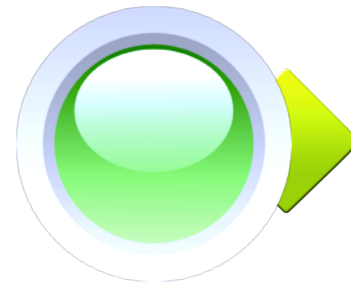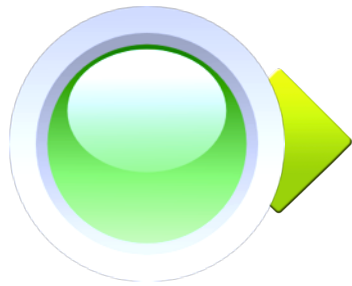
DISTIMO

Games · Entertainment · Photo & Video · Social Networking · Lifestyle · Utilities · Music · Education · Productivity

Games
Entertainment
Photo & Video
Social Networking
Lifestyle
Utilities
Other

30.9%
40.6%
8.2%
6.2%
5.0%
5.6%
5.2%
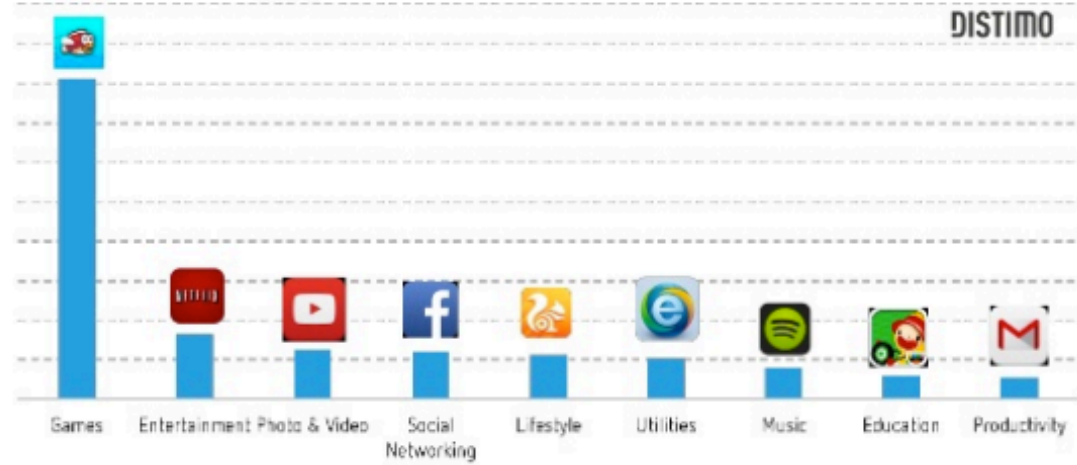
Top Categories by Device Installs
Google Play, Globally aggregated, February 2014
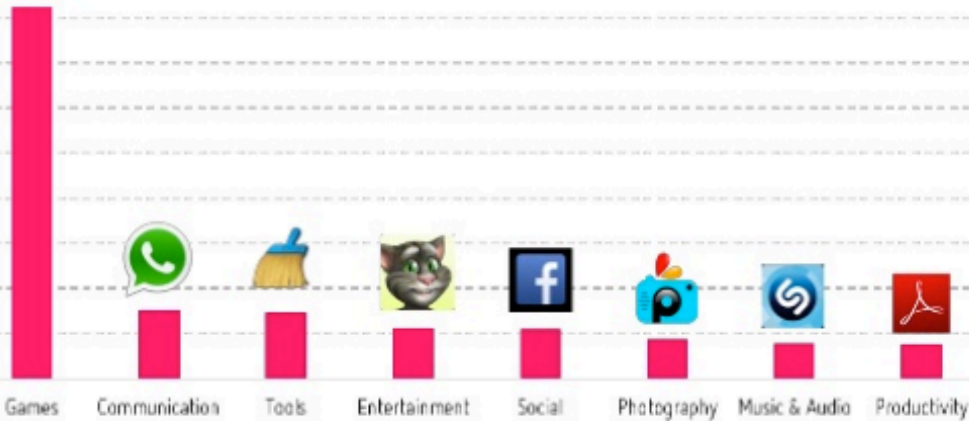
DISTIMO

Games · Communication · Tools · Entertainment · Social · Photography · Music & Audio · Productivity

Games
Communication
Tools
Entertainment
Social
Other

37.0%
41.2%
7.6%
7.2%
5.6%
5.4%
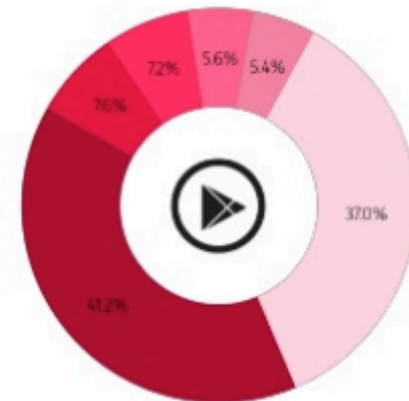
Step 1. Plan and Develop a Great Product

Download Volume for Apple App Store per Device
All countries – February 2014

DISTIMO

- iPad
- iPhone

Entertainment, Education, Utilities, Lifestyle, Kids, Photo & Video, Music, Productivity, Social Networking, Books, Travel, Business, Sports, Health & Fitness, Finance
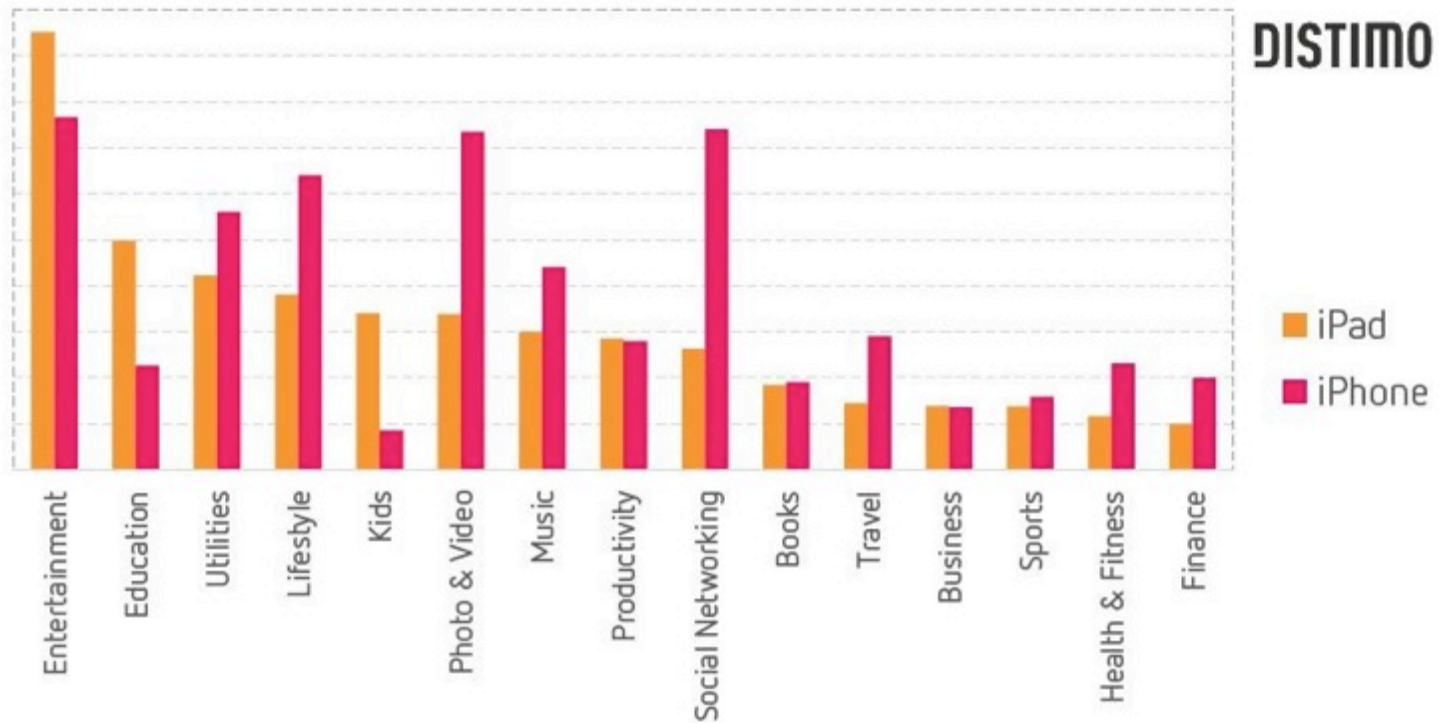
Step 1. Plan and Develop a Great Product

Revenue Distribution iOS
Apple App Store, Top Overall, Q4 2013

	Japan	South Korea	China	France	Germany	Australia	Canada	United Kingdom	United States	Russia
iPad	9%	19%	27%	37%	42%	47%	47%	48%	49%	54%
iPhone	91%	81%	73%	63%	58%	53%	53%	52%	51%	46%

■ iPad   ■ iPhone

DISTIMO
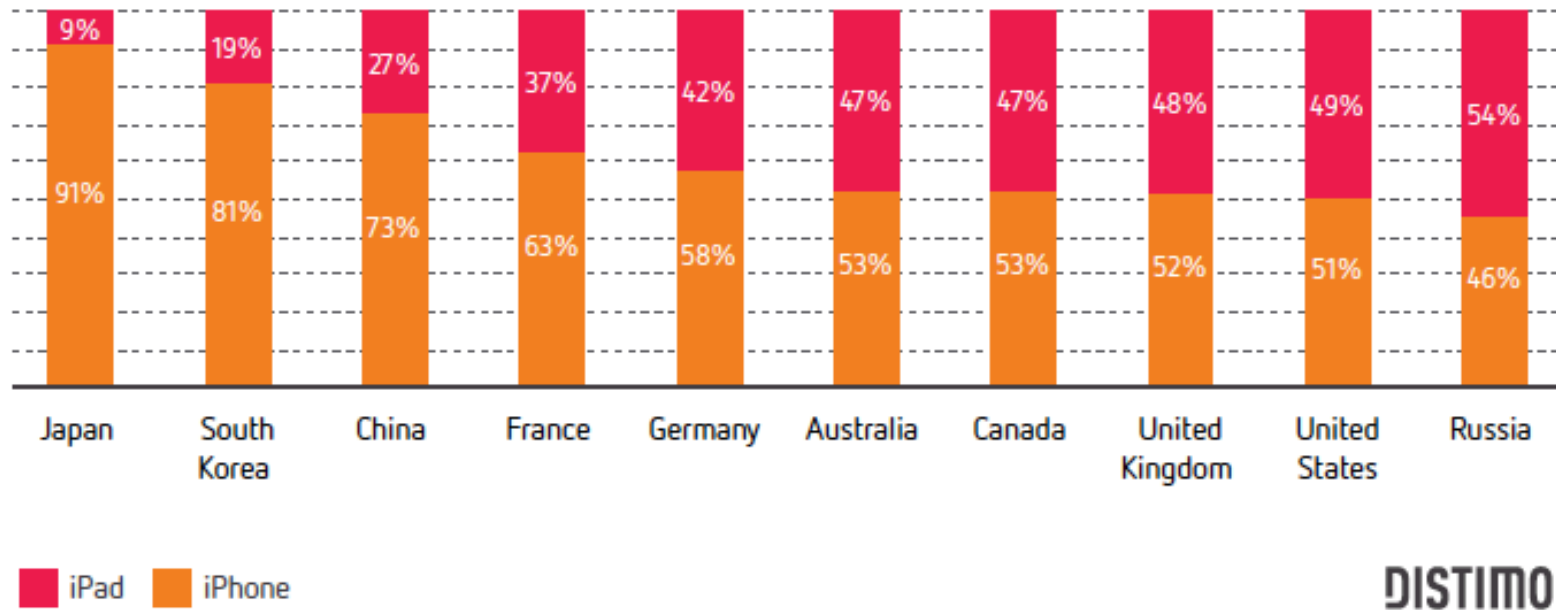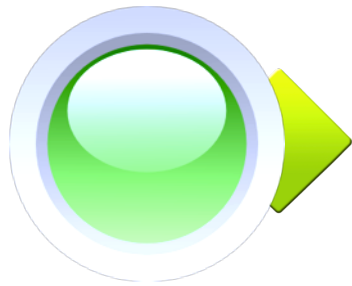
Monetization model

Step 2. Choose a Revenue Model

User base

Maximizing average revenue per user (ARPU)

Monetization options

Free

Ads

Paid apps

Virtual goods / offers

Step 1. Plan and Develop a Great Product

Free Apps with IAP are still on the rise

Revenue share from free apps with IAP, Apple App Store, Unites States, January 2012 – January 2014
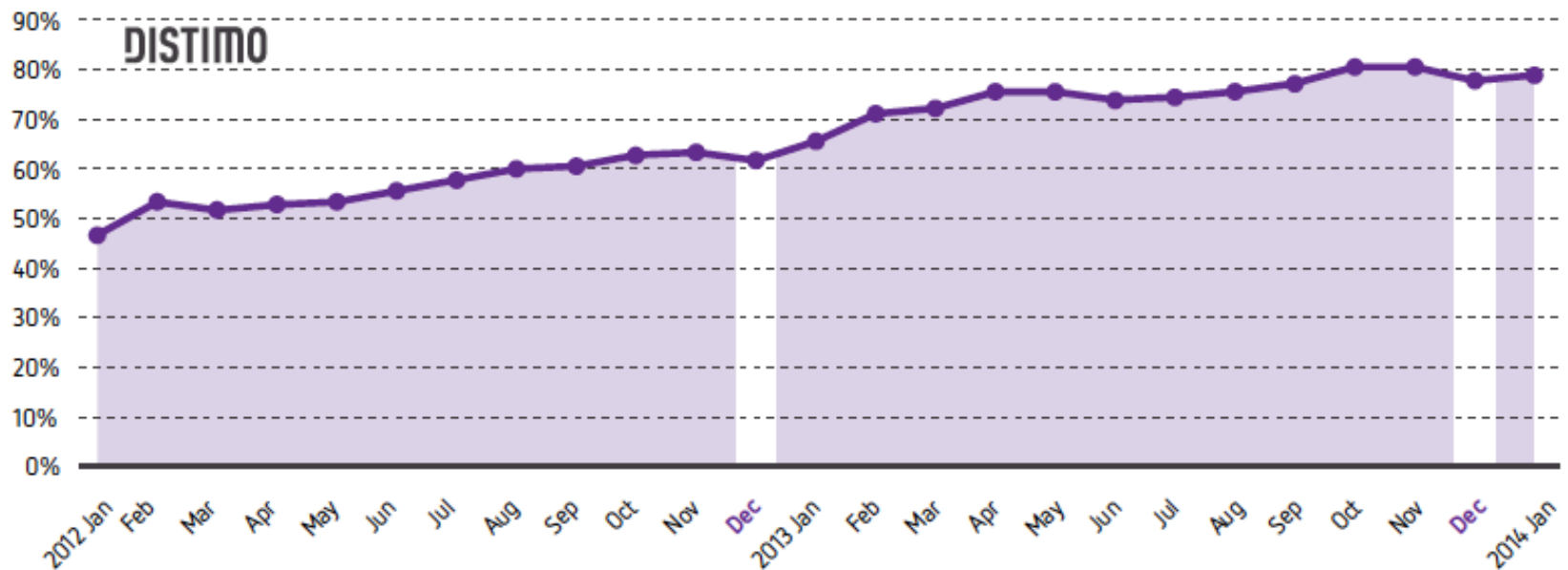
Step 2. Choose a Revenue Model

Business Model on the Apple App Store per Device
All countries – February 2014

iPhone

iPad

2,7%
12,4%
85%

2,7%
18,7%
78,6%

■ Free Apps with IAP   ■ Paid Apps without IAP   ■ Paid Apps with IAP

DISTIMO

Step 1. Plan and Develop a Great Product

Business Model by Category

Apple App Store, globally aggregated

DISTIMO

Category	Free Apps with IAP	Paid Apps without IAP	Paid Apps with IAP
All Games	90%	8%	
Social Networking	88%	5%	7%
Newsstand	99%		
Music	65%	31%	4%
Entertainment	68%	31%	
News	95%	5%	
Education	43%	56%	
Books	77%	22%	
Productivity	29%	70%	
Navigation	22%	55%	24%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
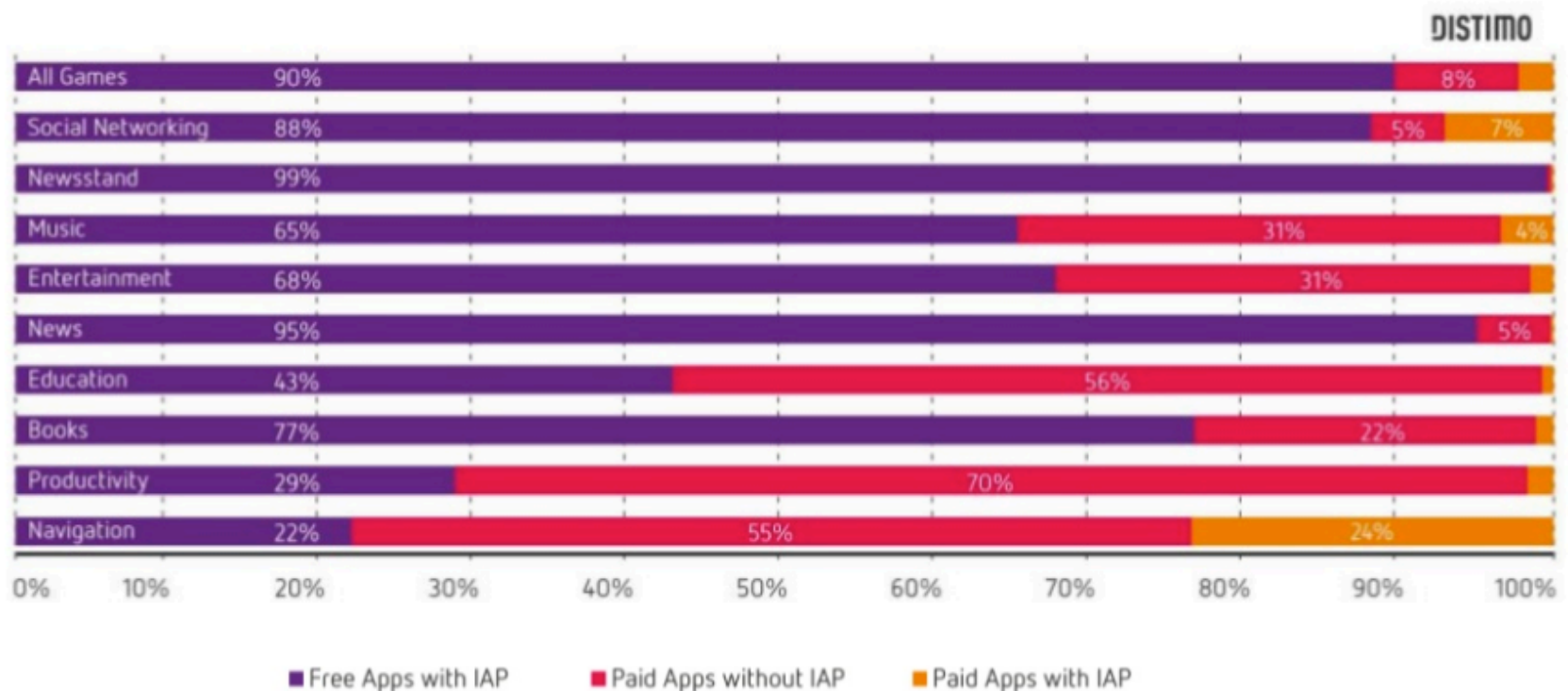
■ Free Apps with IAP   ■ Paid Apps without IAP   ■ Paid Apps with IAP

Step 1. Plan and Develop a Great Product

Business Model by Category
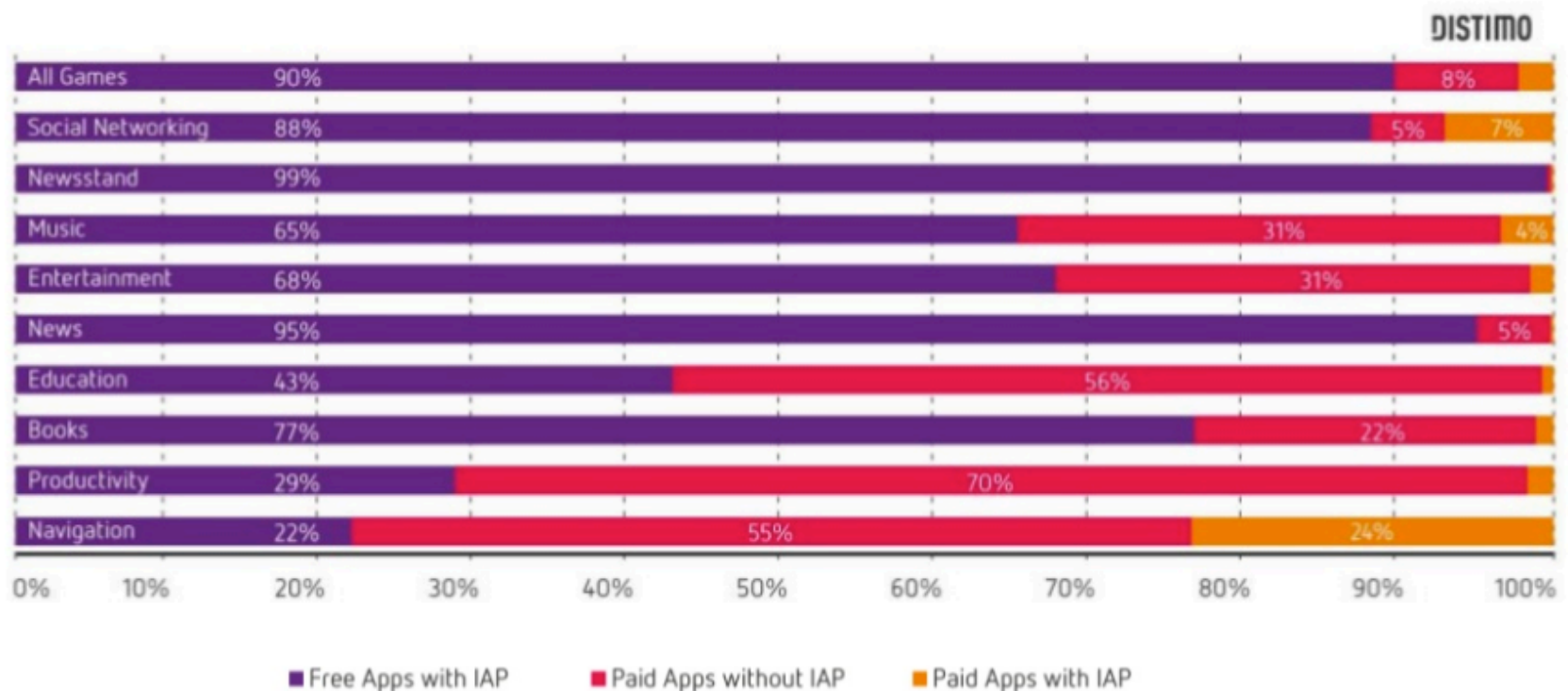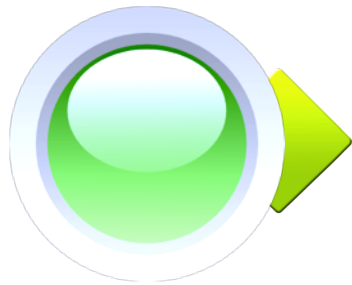Apple App Store, globally aggregated

DISTIMO

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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Free Apps with IAP   ■ Paid Apps without IAP   ■ Paid Apps with IAP

Prepare for launch

Step 3. Do the homework prepare for launch and support

Understanding User Behavior

Find the best solution to track the IAP events and the system of user behavior analysis that you're going to use for this purpose. Try to find all pros and cons to choose the platform wisely. Make sure this system works with your solution for tracking and attribution of media channels.

- Active users (DAU / MAU)
- Paying users
- Time to first payment
- Share of first purchases

Step 3. Do the homework prepare for launch and support
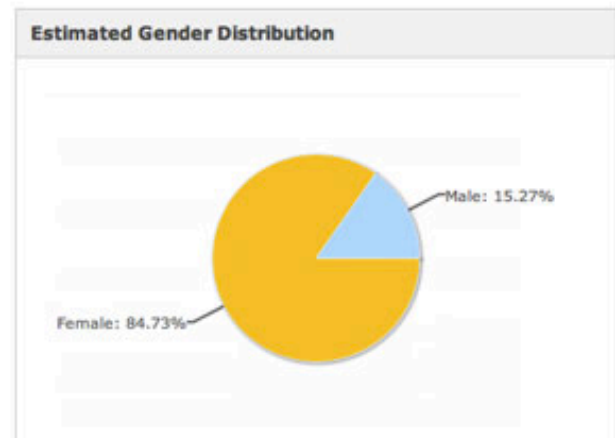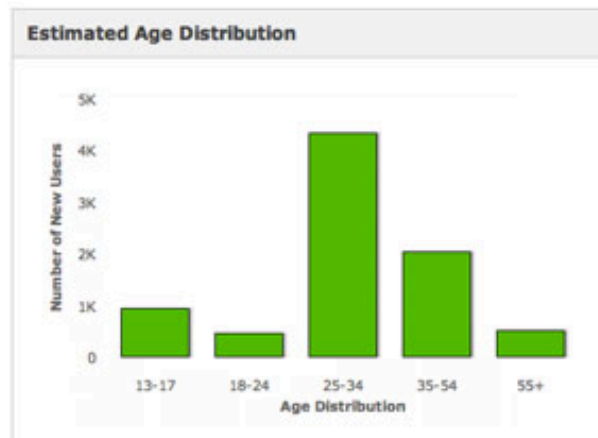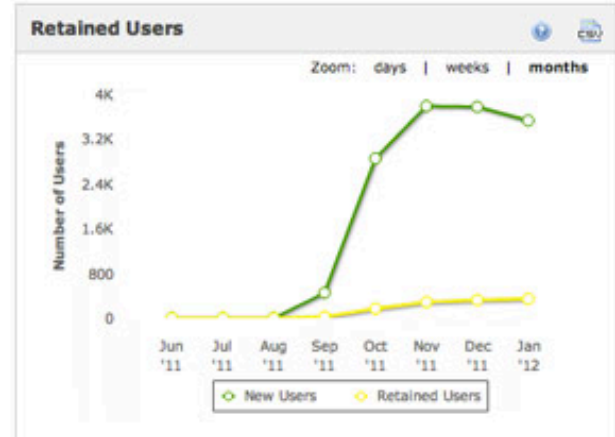

EVALUATE CHANNELS WITH FLURRY ANALYTICS
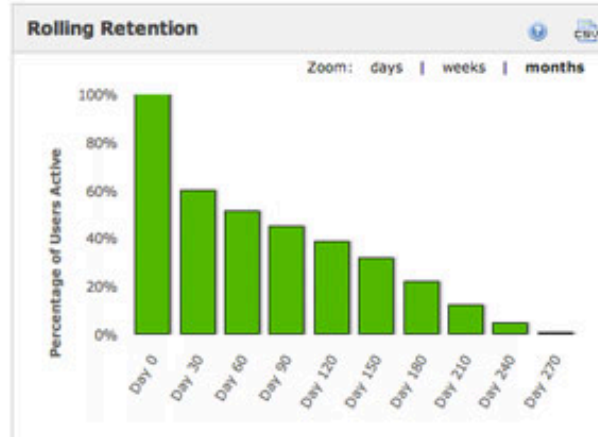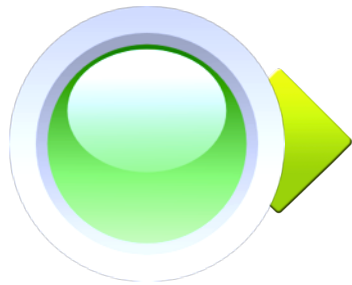
Optimize for the App Store

Step 4. Optimize for the App Store

Name

Should be simple- yet different from your
competitors. It's recommended to choose a
short descriptive name with keywords.

Duolingo – Learn Languages for Free

Step 4. Optimize for the App Store

Icon

This is very important.
General tips: Don't use words in icon.
Keep it simple.
Design with detail.
The design of an icon should be
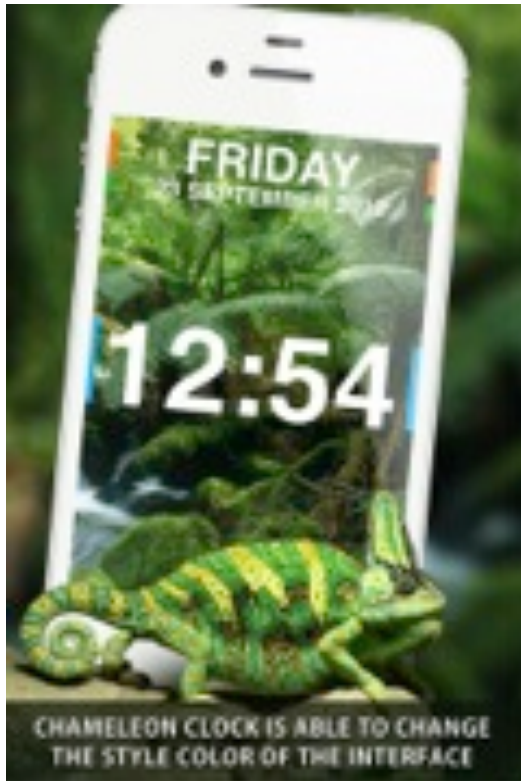consistent with the design of the app.

Step 4. Optimize for the App Store

Screenshots

Use all available screenshots. The most important screen should go first.

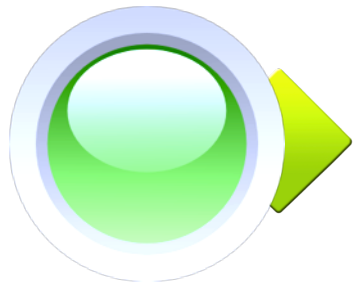# Step 4. Optimize for the App Store

Step 4. Optimize for the App Store

Keywords Set

Use only relevant words. Don't repeat keywords.
Choose keywords that will help you achieve a high
ranking in the app store.

Build your community

Step 5. Start Community Building Before Launch

- Online video

- E-mail

- Document sharing

- Q&A sites

- Forums

- Blogs

Understand the ranking algorithm

Step 6. App Store Ranking

Old formula: # of installs over the last 7 days

Evolved formula: # of installs of last 24 hours + Stars (ratings)

Step 6. App Store Ranking

of installs over the last 4 days (weighed)   **80%**

+ # of installs over the last 4 hours (weighed)

+ stars (ratings) + $$$ SALES   **20%**

R = 8* todays installs

+ 5* yesterday's installs

+ 5* the day before yesterday's installs

+ 3* the day before yesterday's installs

The same formula for last 4 hours

Step 6. App Store Ranking

Average App Store Rank By Rating

Step 6. App Store Ranking

Google Play Ranking algorithm

- Downloads number - Based on a total number of downloads at specific period of time.

- App quality

- Uninstalls

- Number and quality of ratings and comments

- Keyword density and relevance in the apps metadata

- Social 'proof' - How many times the app gets +1s on G+ or Likes/Shares on Facebook and so on.

- Number of backlinks - Make sure you include links to an app's page on Google Play to as many relevant pages as possible.
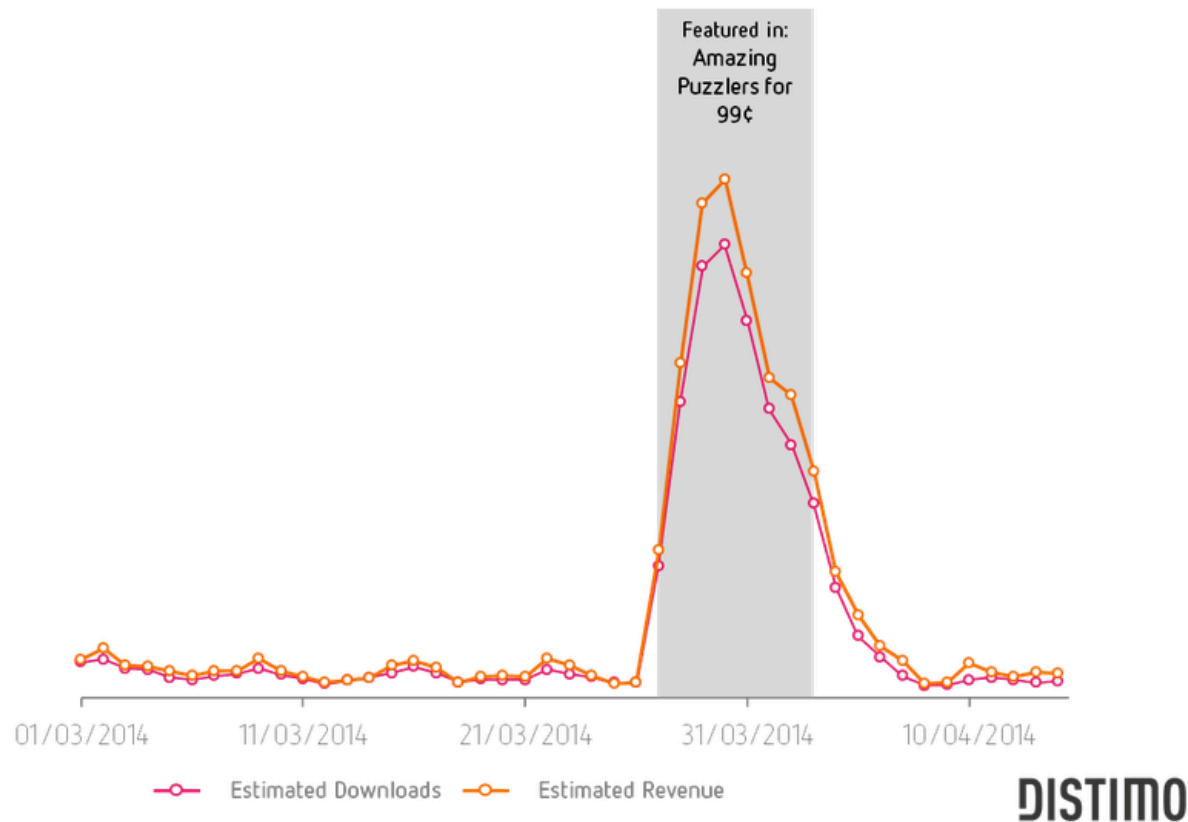
Step 6. App Store Ranking

SIGNIFICANT GROWTH WHILE BEING FEATURED
Estimated Revenue and Downloads
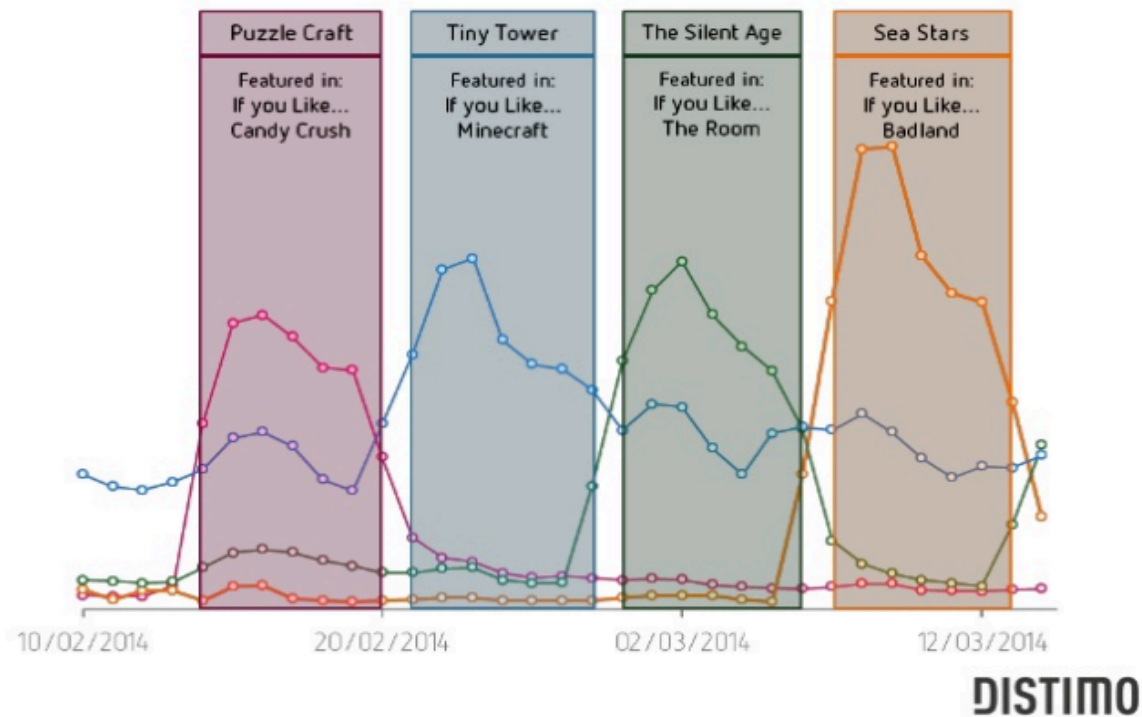Shark Dash by Gameloft, U.S., the Apple App Store

Featured in:
Amazing
Puzzlers for
99¢

01/03/2014   11/03/2014   21/03/2014   31/03/2014   10/04/2014

—○— Estimated Downloads   —○— Estimated Revenue

DISTIMO

Step 6. App Store Ranking

'IF YOU LIKE…' CATEGORIES BOOST DOWNLOADS
Estimated Downloads per App, U.S., the Apple App Store

Puzzle Craft — Featured in: If you Like… Candy Crush

Tiny Tower — Featured in: If you Like… Minecraft

The Silent Age — Featured in: If you Like… The Room

Sea Stars — Featured in: If you Like… Badland

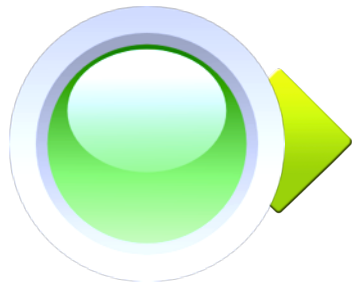10/02/2014 — 20/02/2014 — 02/03/2014 — 12/03/2014

DISTIMO
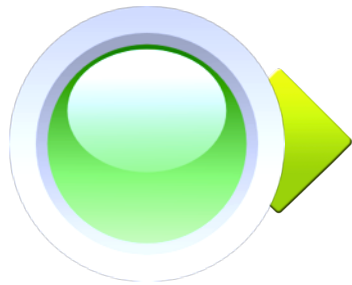
Public relations

Step 7. Become a PR Expert

- Press Release
- Pitching Bloggers
- Video Reviews
- Related Communities
- App Store / Google Play reviews

Blog/Press coverage 1

Blog/Press coverage 2

Blog/Press coverage 3

Promo campaign boost

Fact: around 60% of all installs are initiated by search
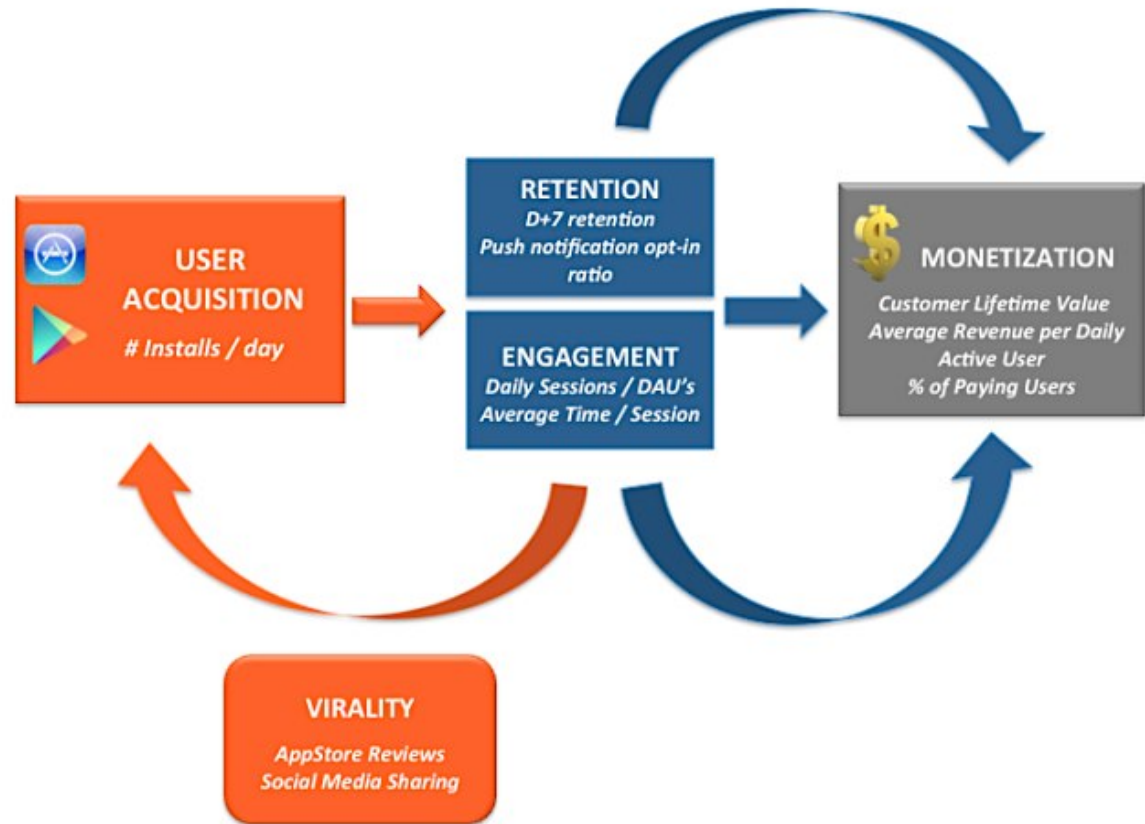
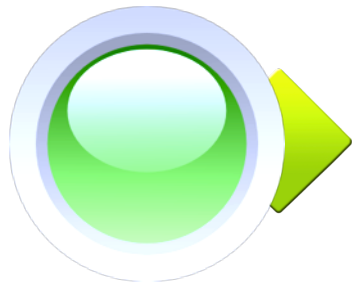Manage user acquisition

Step 8. Manage User Acquisition

User acquisition in CPI CPM/ CPC models

Using Facebook to acquire users

Target high performing media

Measure all app marketing efforts

USER ACQUISITION
Installs / day

RETENTION
D+7 retention
Push notification opt-in ratio

ENGAGEMENT
Daily Sessions / DAU's
Average Time / Session

MONETIZATION
Customer Lifetime Value
Average Revenue per Daily Active User
% of Paying Users

VIRALITY
AppStore Reviews
Social Media Sharing

Drive user engagement

Step 9. Engage Users with Promotions
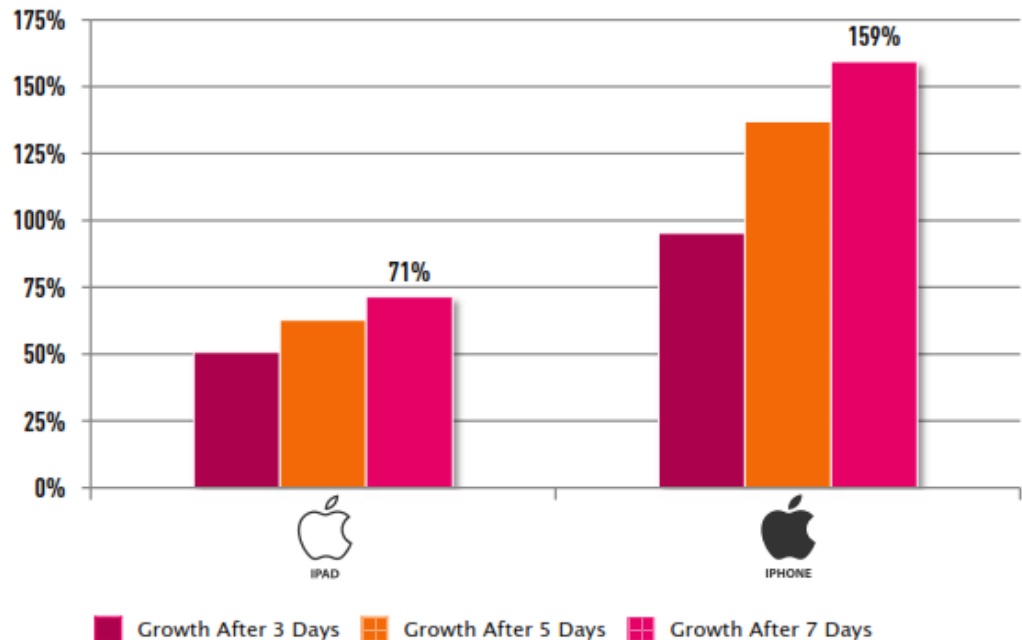
Featured position in the app store

Using push notifications to deliver your message

Price drops both for the app and in-app goods

Cross promotion with friendly publishers

Price Drops Positively Affect Revenue
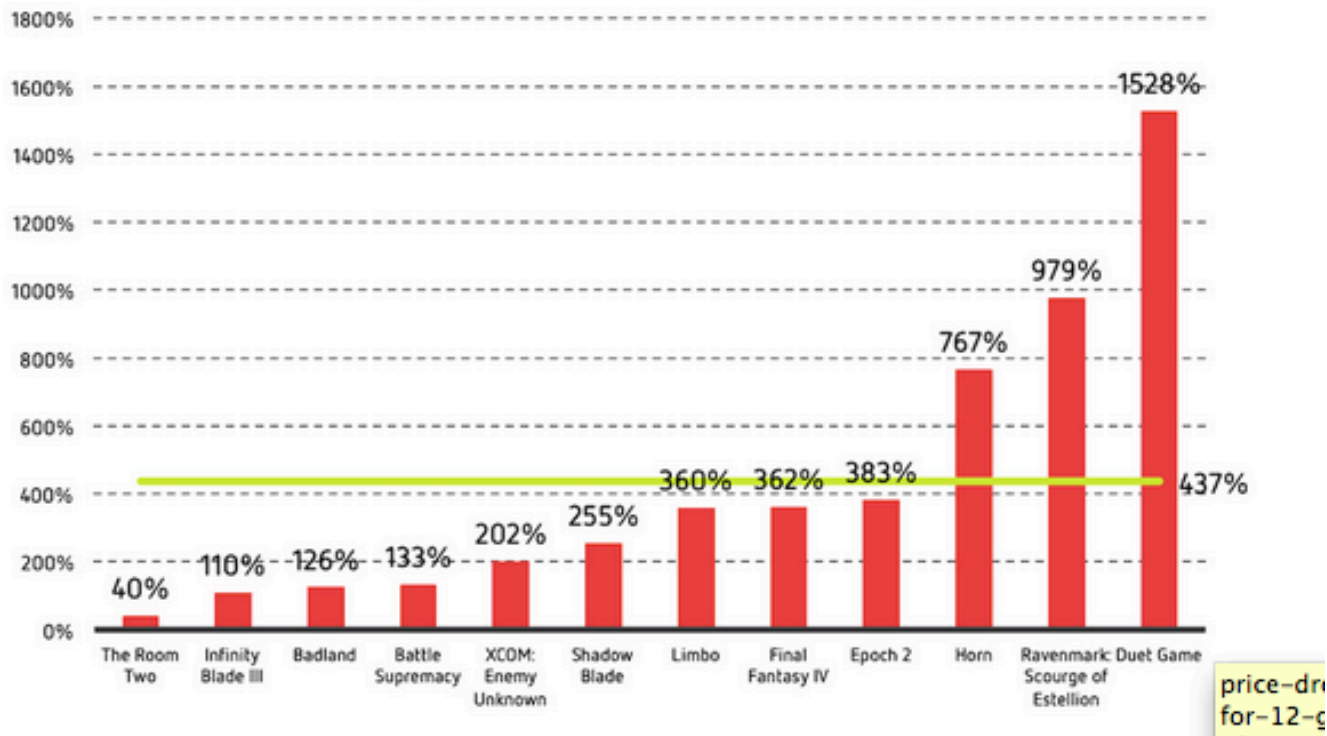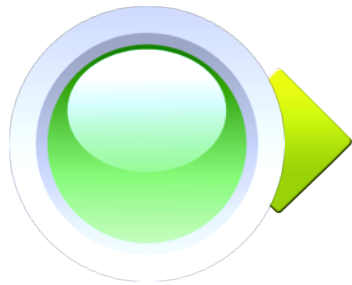Growth in Cumulative Revenue after Three, Five and Seven Days

Legend:
- Growth After 3 Days
- Growth After 5 Days
- Growth After 7 Days

IPAD: 71%
IPHONE: 159%

Step 9. Engage Users with Promotions

Price Drop and Feature on App Store for 12 Games Grow Revenue an Average of 437%

Apple App Store, Average Total Gobal Revenue Growth After 7 Days

Chart values by game:
- The Room Two: 40%
- Infinity Blade III: 110%
- Badland: 126%
- Battle Supremacy: 133%
- XCOM: Enemy Unknown: 202%
- Shadow Blade: 255%
- Limbo: 360%
- Final Fantasy IV: 362%
- Epoch 2: 383%
- Horn: 767%
- Ravenmark: Scourge of Estellion: 979%
- Duet Game: 1528%

Average line: 437%

price-dr...
for-12-g...

Support & run operations

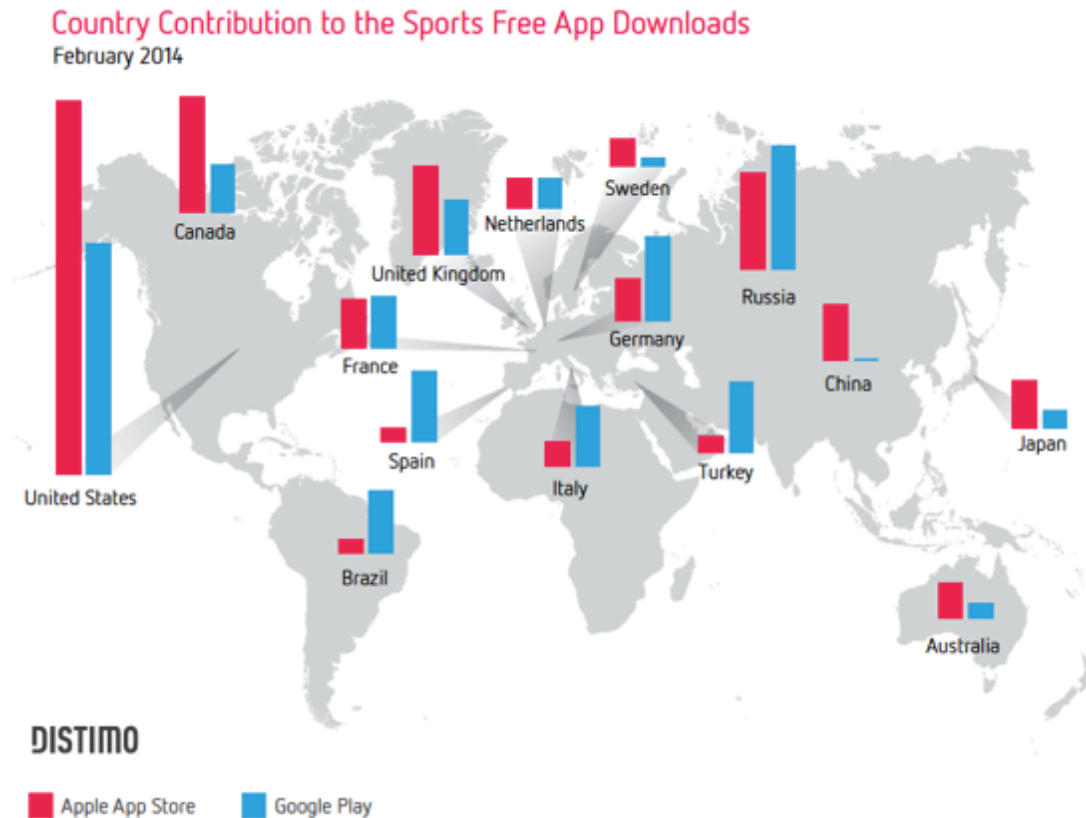# Step 10. Maintain Your Support & Optimize Operations

- Make updates on a schedule and repeat your message

- Refresh the design according to new important updates.

- Link updates to major events and holidays: Superbowl, Christmas, Halloween, etc.

- Study the feedback from your users and connect with them

- Measure important app usage metrics and make changes to improve them
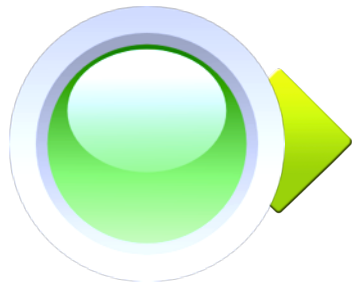
- Explore new markets and localize accordingly

Revenue Spike During the Holiday Season
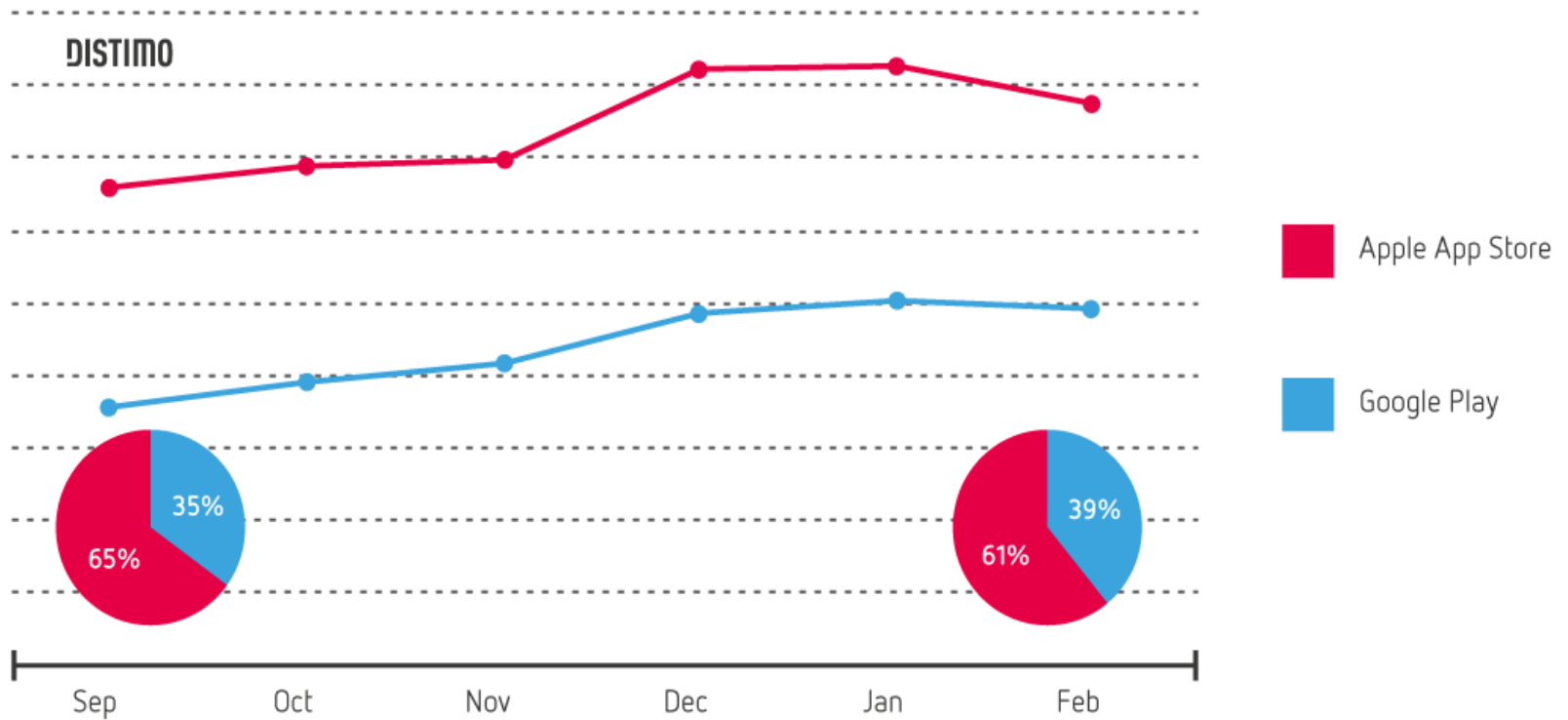
Revenue Spike During the Holiday Season

In 2014, the Winter Olympics had a substantial impact on the app market: the sports category generated 11 percent more device installs via Google Play and 41 percent more downloads via the iOS App Store in February compared to January 2014.

Country Contribution to the Sports Free App Downloads
February 2014

Thank you!