

Four Ways Your App Can Stay Above the Competition with App Annie





Stay on top

So you've been asked to handle improving the popularity of an app at your company. Each day, your app numbers fluctuate and with so many countries, stores and categories, there is an infinite number of reports to run. Each time you give your boss a report, he asks for another report. Ultimately, you and your boss both want the same thing: you want to discover the trends of your app and your competitors' apps and make smarter decisions to move ahead.

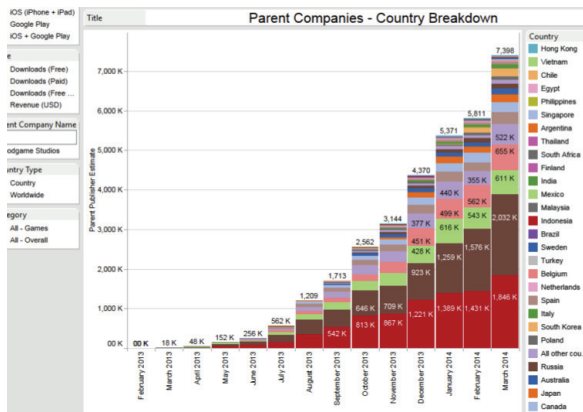
To stay competitive in the global app economy, you must have a clear understanding of what's going on around you. Strategy requires looking at all of the alternatives, options and routes and making decisions based on the fewest tradeoffs. Data can tell a story and increase your awareness of all of the alternatives. In this whitepaper, we'll review some of the key ideas for you to consider when developing your app strategy and how data can drive smarter decisions, so you'll be competitive in the market.

Find the geographic opportunity

It's only natural to gain your first few downloads in the country of your business or organization. Attracting customers in different regions – even if those regions are less important or smaller than your home country – has a number of benefits. First off, some countries offer less competition, so you're able to quickly climb to the top charts and become front and center with your potential customers. Second, are the people located outside of your home country, who have preferences towards one category and will adopt your app. These people can impact your target market. By taking a look at each country to understand the competition and your current rank, you'll be able to focus your development and acquisition efforts so you're able to grow fast. Third, you need to find your corner of the world where there is revenue to take and little or no competition.

After you've identified your next target country, now you must decide if you should localize or not. Do not think localization is the same thing as translation. Localization can be frightening because it's a huge investment for your team. Localization involves more than just translation — but a keen understanding of the region and culture. If done properly, pinpointing each country and crafting a localization strategy can expand your current app brand and increase ROI.


Four Ways Your App Can Stay Above the Competition With App Annie



This snapshot from App Annie Intelligence shows how many downloads an app acquires, month over month. Countries are stacked against each other to show the absolute download metrics in addition to the relative numbers.

To find your geographic opportunity, use App Annie Intelligence to run visualization reports for your country marketshare and isolate countries outside of your HQ country. First, visualize the data by country and see how each country stacks up against each other. Next, you're able to see the breakdown of countries and quickly discern each country's proportion of the total market. For example, if you have localization resources for Vietnam, The Philippines and Japan, you can easily select these three countries, view their market share in comparison to each other and better understand which country should be the focus of your localization efforts. Additionally, with App Annie Intelligence, you are able to track how other apps from the outside of countries were able to penetrate into different markets.

Optimize keywords to increase search rankings

Google Play	160 results
 KIM KARDASHIAN: HOLLYW... Glu	=
Star Salon – Kim Kardashian Girl Games - Vasco Games	=
Flappy Girl Kim Kardashian Viper games	▲1
Kim Kardashian wallpapers KonstSoft	▲1
Kim Kardashian – Videos, Pics RadTap Apps	▲2
Kim Kardashian Soundboard Hollywood Celebrity Ringtone...	▲2
Kim Kardashian Blog and News JeffreySean	▲3
Flying Kim Kardashian Cyrus abhishek malpani	▲3
Kim Kardashian Vol.1 PREVIEW NexStudios.jp	▲3
Kim Kardashian Vol.3 Preview NexStudios.jp	▲3

As people start to search directly in the app stores for specific apps within, it becomes increasingly important to ensure that your app has a high ranking within the App stores. According to Forrester Research, more than 63% of apps are found via searching in the app store¹.

Here is a list of keyword rankings and results over the course of 90 days for the specific branded term "Kim Kardashian."

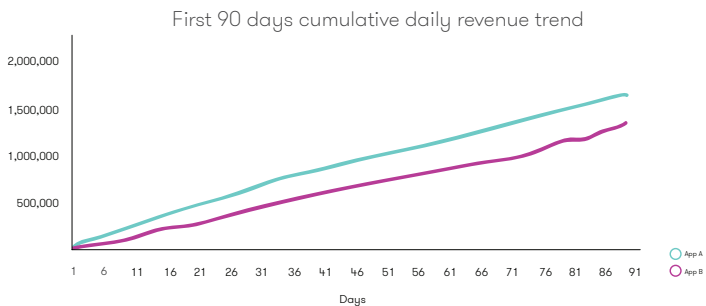
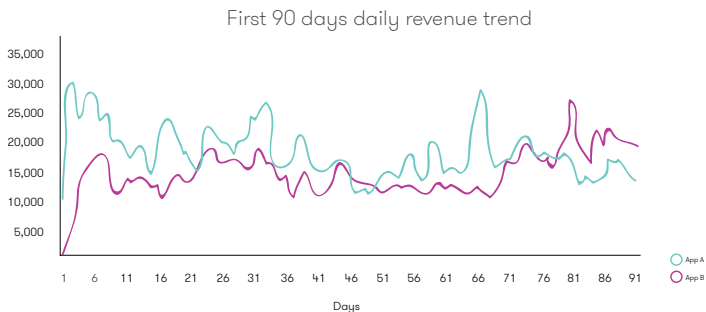
It's important to keep track of two sets of keywords. The first group is branded keywords. For this group, you want to monitor your territory so your users are served your app on search. These users already know about your brand and want to find your app, first. The second group of keywords are terms related to your app. These are the terms which will be used to acquire new users. By selecting the top 10-20 keywords specifically for your app's category, which are currently driving downloads from the store for each country of importance, you can monitor how your app is ranking for each keyword phrase and optimize your app description in order to rank higher.

¹<http://techcrunch.com/2013/04/17/forrester-app-discovery-report/>

Launch control using App Annie

Press, word of mouth and positive reviews all complement the initial launch. When you launch a new app into the app stores you're worried about only one thing — the most number of downloads in the shortest amount of time. But behind the curtain of the app stores, what is contributing to your downloads?

First, you'll want to do some benchmarking. By comparing the first 90 days of your app to the first 90 days of another app, you'll be able to make a refined comparison to the competition and benchmark your launch. Second, set some team goals. If you examine the culmative revenue of a similar app you'll be able to see the revenue growing over time. This is helpful in determining team goals because you will be able to understand what revenue was reached at multiple points in the launch process by a similar app. Third, determine how many downloads it will take to get to number 1. Being number 1 in an app store is similar to free marketing, once you get there. But you'll need to spend some money on advertising in order to get there. With App Annie Intelligence, you're able to better understand how large your advertising budget needs to be.



In first of these two graphs we are showing how daily revenue changes per day for two different apps. This will allow your team to create benchmarking options. In the second graph, we are showing how cumulative revenue compares for two different apps over 90 days. This graph is helpful in determining realistic team goals based on previous launches.

Be more than a one hit wonder

Is success getting to number 1 then dropping off the charts within one week? The app store has been designed for enduring user engagement. When developing an app, it's important to look at the long term. You want to have your app become an addiction. Your app should be the go-to when a user picks up his or her phone. That means focusing first on the long-term lifecycle and not only on the launch. Burn out too quickly and your boom quickly turns into a disappointing bust. Analyzing downloads and revenue history by category or country gives you the necessary insight in order to plan and anticipate beyond the first 90 days.

“Mojang made over \$1M from Minecraft – Pocket Edition on Christmas day alone.”

Benchmark dates to your competition

The app lifecycle will always include a launch. Other key dates might include days when your app (or your competitor's app) have been featured in an app store. This way you can see how your increase in downloads — and potential company revenue — has affected each player differently.

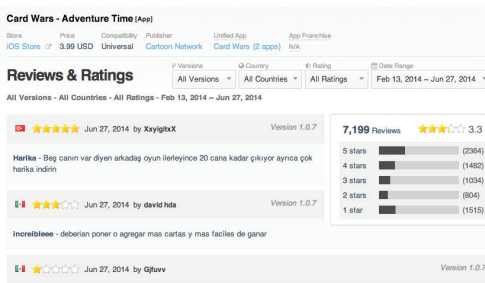
Learn how seasonality affects your downloads

The time of year is going to affect the performance of an app. For example, the month of December leads to a general increase in app downloads because of the rush for new phones during the Christmas season. For example, Mojang made over \$1M from Minecraft - Pocket Edition on Christmas day alone ². The differences between launching a game in December and June is markedly different – so don't expect to have a major rush in June as you do in December. Comparing downloads and trends over time by category will allow you to understand how seasonality affects your space and therefore how to anticipate for peaks and valleys.

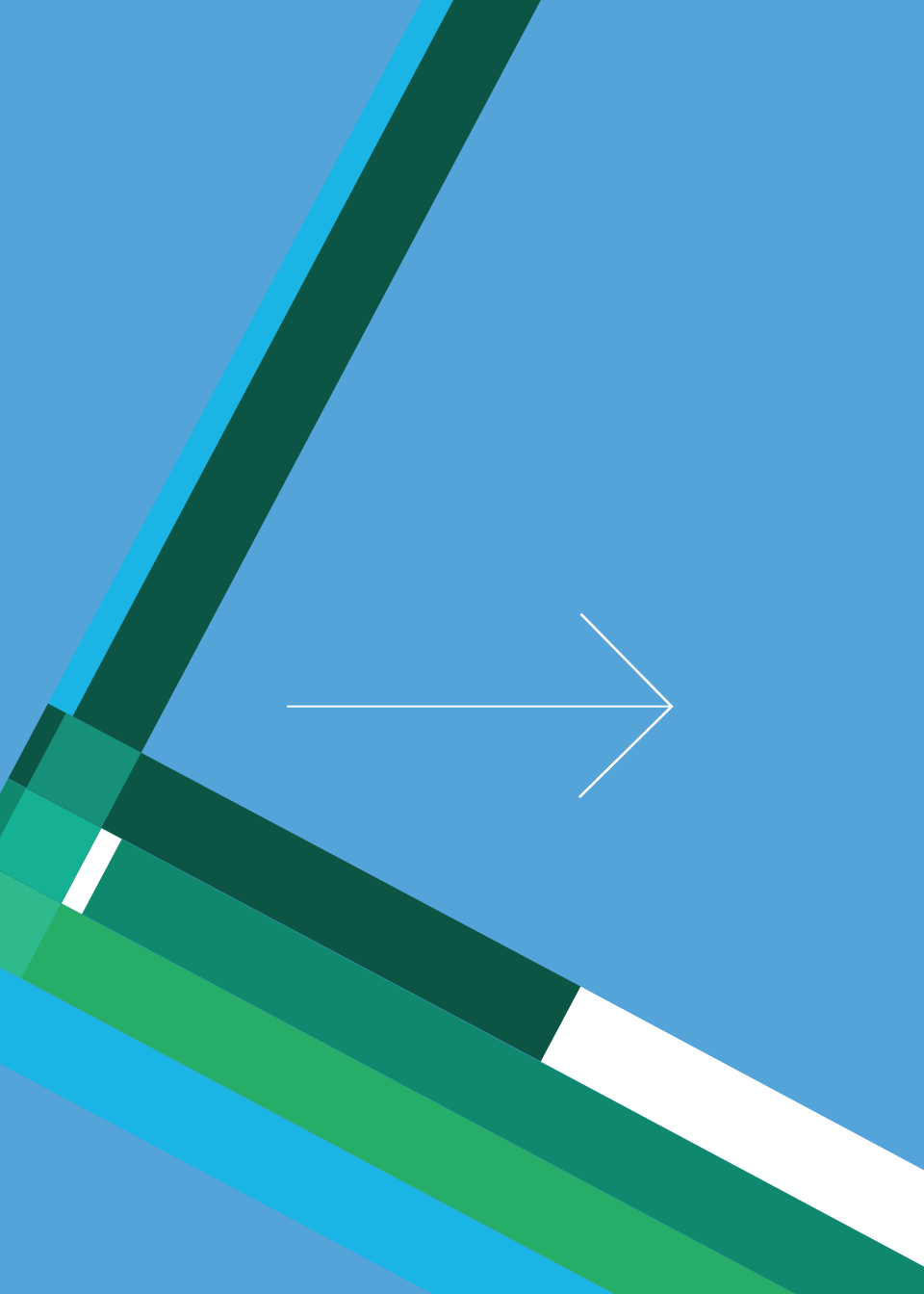
Understand your users via reviews and ratings

Following your app launch, it is important to review each version, the ratings and the reviews across all countries and

dates. Reading, ingesting and analyzing reviews allows you to decipher your user's opinions, create targeted marketing campaigns in region and deliver more 5 star reviews.



² <http://blog.appannie.com/app-annie-index-games-december-2013/>



Contact

23 Geary Street, San Francisco, CA 94108
www.appannie.com | sales@appannie.com