



PocketWhale

WHY YOUR APP STORE LANDING PAGE SHOULD BE TESTED, TESTED AND TESTED

As a consulting and marketing agency for mobile games, we are in touch with game developers to discuss topics such as game mechanics improvements, user acquisition, and AppStore Optimization.

When discussing App Store Optimization with our partners, we are often surprised to find out that:

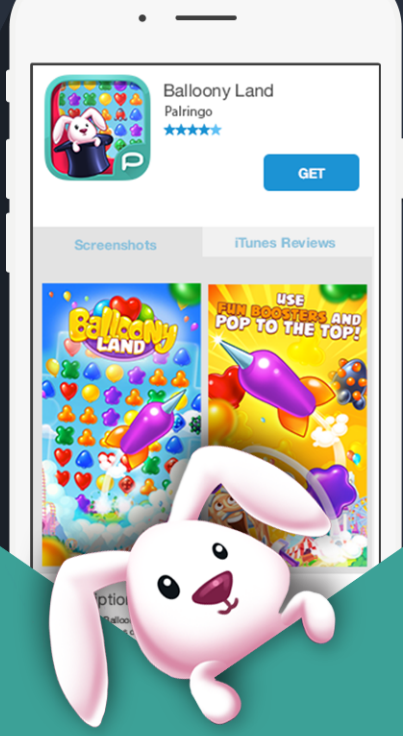
- Most developers spend time and money on optimizing keywords, while paying low attention to the app icon and screenshots.
- Very few developers test the performance of app icons & screenshots against real users.

Store landing page optimization is essential when doing paid user acquisition as it directly impacts:

- The level of installs you will get from users that landed on your App Store page.
- The amount of clicks you will get from the charts and featured page.

BALLOONY LAND

CASE STUDY



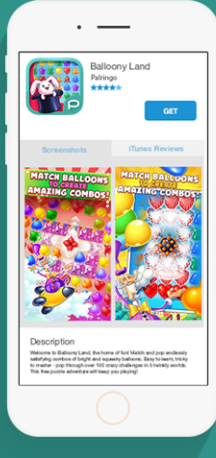
1.

ICON DESIGNING AND A/B TEST

Over 20 icons designed, we selected 3 to A/B test

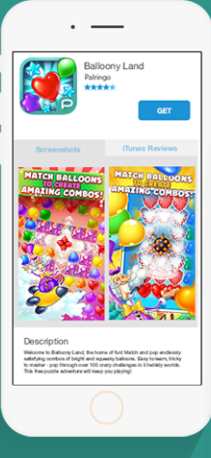


ICON 1



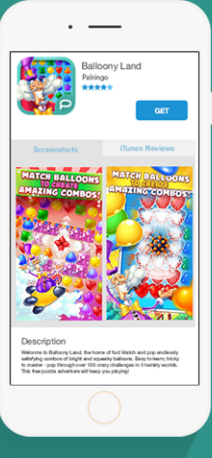
CVR: 7.03%
526 SAMPLES

ICON 2



CVR: 6.16%
584 SAMPLES

ICON 3



CVR: 6.11%
524 SAMPLES

2.

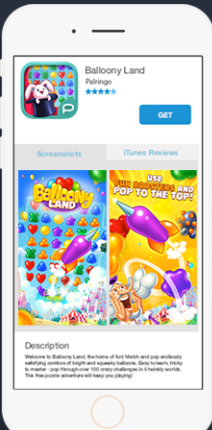
A/B TEST ITERATION WITH NEW SCREENSHOTS

We decided to improve the screenshots and focused only on the first two as this is what most users pay attention at when landing on the App Store page.

We created 4 new App Store landing page variations using the previous winning icon as a control group and 3 icons in each additional variation coupled with the new screenshots.

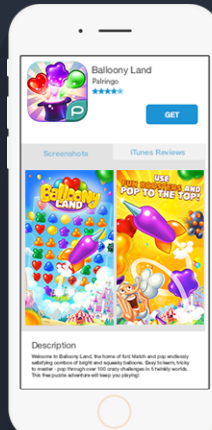


ICON 1



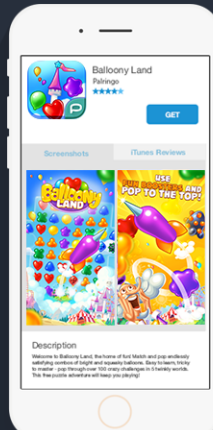
CVR: 40.21%
97 SAMPLES

ICON 2



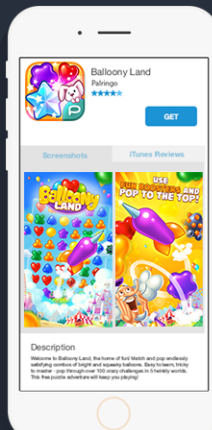
CVR: 40.17%
117 SAMPLES

ICON 3



CVR: 36.26%
91 SAMPLES

ICON 4



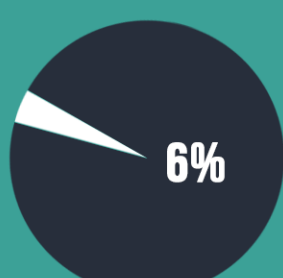
CVR: 31.53%
111 SAMPLES

RESULTS

We used a tool that emulate the AppStore page and allow for monitoring users behavior.

BEFORE

the new screenshots

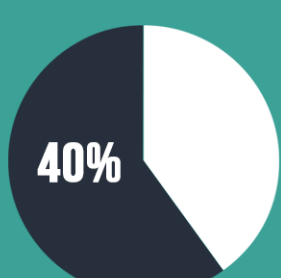


6%

We drove 1,500 users from Facebook to our landing pages and received deceiving results as only 6% showed an intention to install the app.

AFTER

the new screenshots



40%

The impact of the screenshots was astonishing: 40% of the users we drove from Facebook showed an intention to install the app across all variations.

■ The Amount of users who showed an intention to install the app



In the case of Balloony Land we managed to lower the cost of acquiring a paid user by 7 times with our App Store page optimization.



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www.pocketwhale.com