



From Xojo to Apple App Store Being Successful with an iOS App

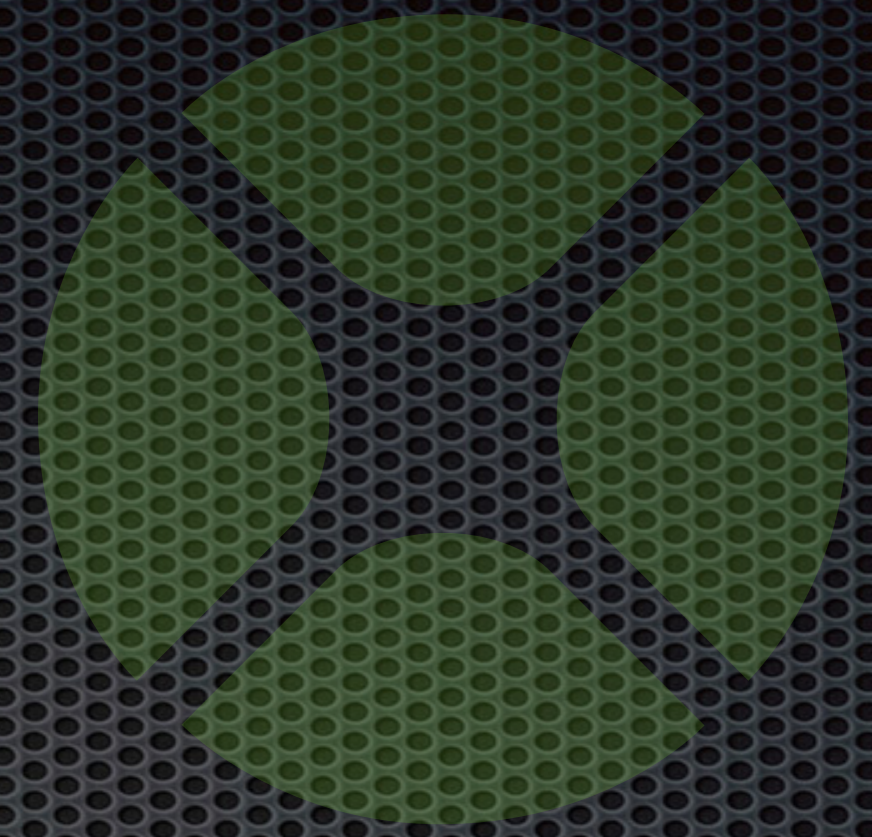
Jérémie Leroy
Xojo Developer - iOS & ASO Specialist



RATINGS & REVENUE

Optimising App Store ~~Downloads~~

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Quiz Time

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How many apps does the average US consumer have on their smartphone?

Quiz

How many apps does the average US consumer have on their smartphone?

A. 50-70

B. 70-90

C. 90-110

D. 110+

Quiz

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Time to First 500 Downloads



10 months



43 days



11 days



13 days



Sept. 16

Apr. 17

Jan. 18

Sept. 18

Time to First 500 Downloads



10 months

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11 days

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13 days

Sept. 18



3 days

Nov. 18



Secret Santa

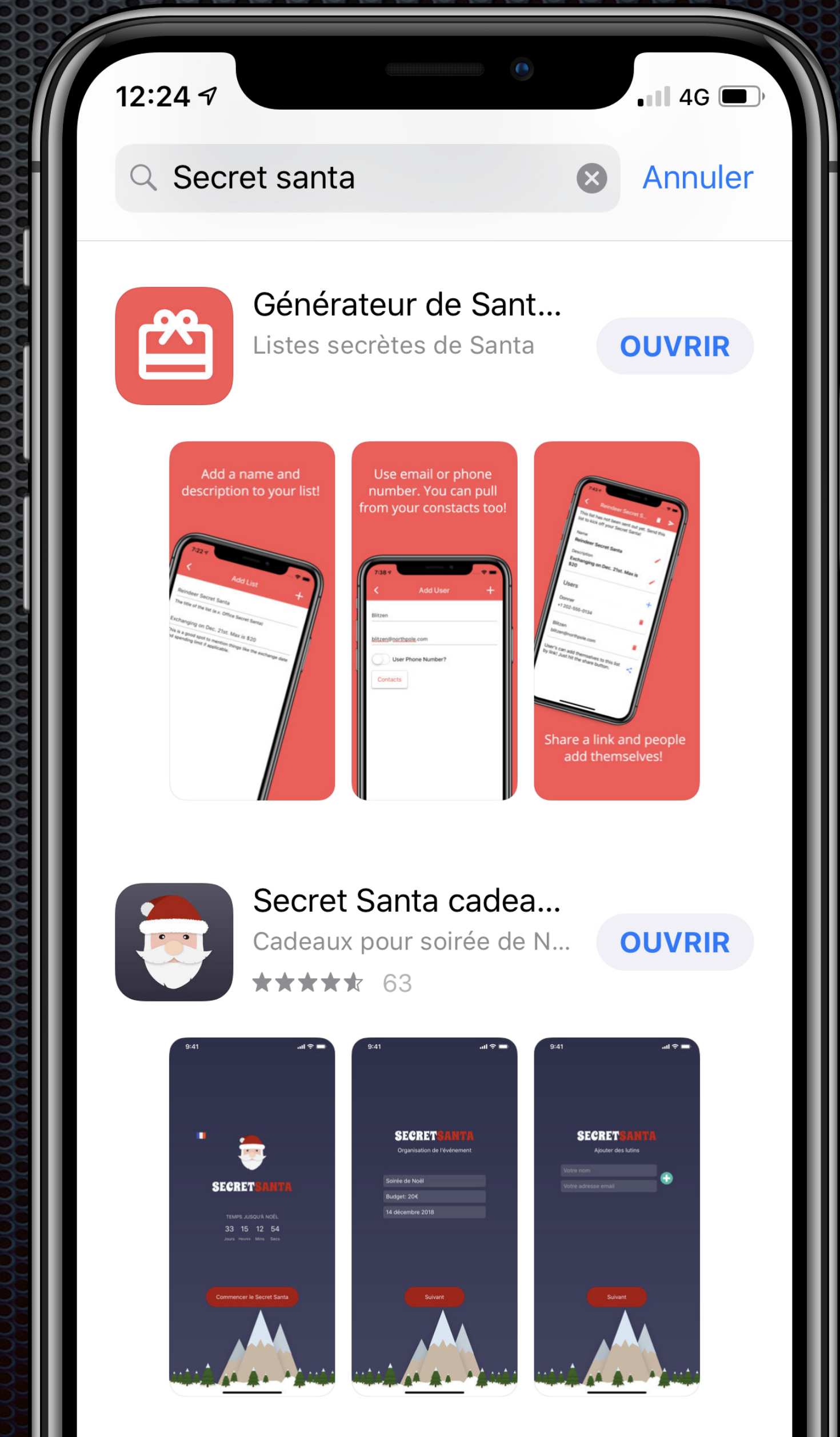
- No ads, nor press release
- Available in 5 languages
- Optimised keywords
- Localised screenshots
- Optimised ratings (without cheating)
- **12 000 downloads in 20 days**



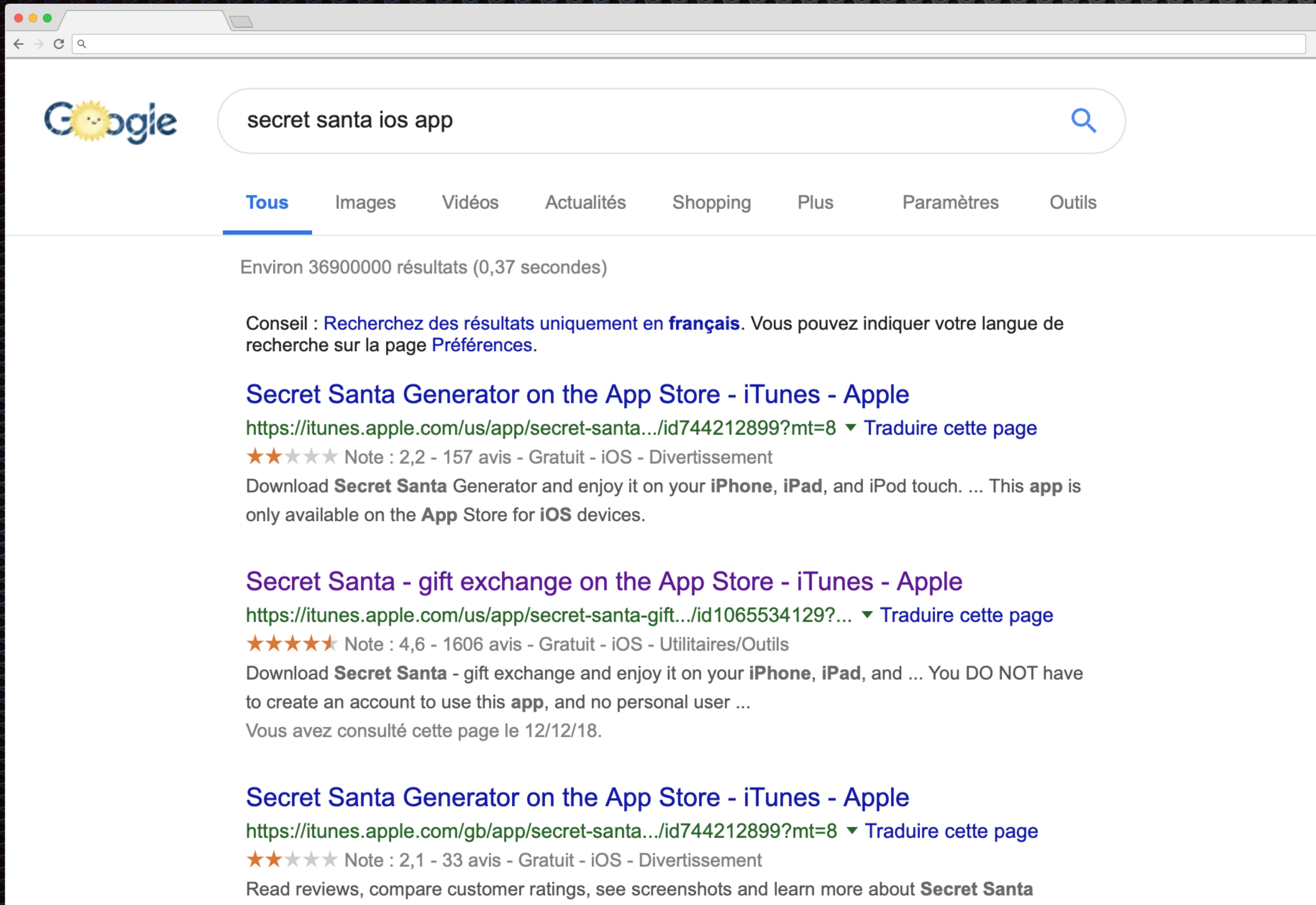
Optimising App Store Ratings

Optimise ratings

- Ratings can give your app a ranking boost
- Apps with better reviews get more downloads
- Also works on Google

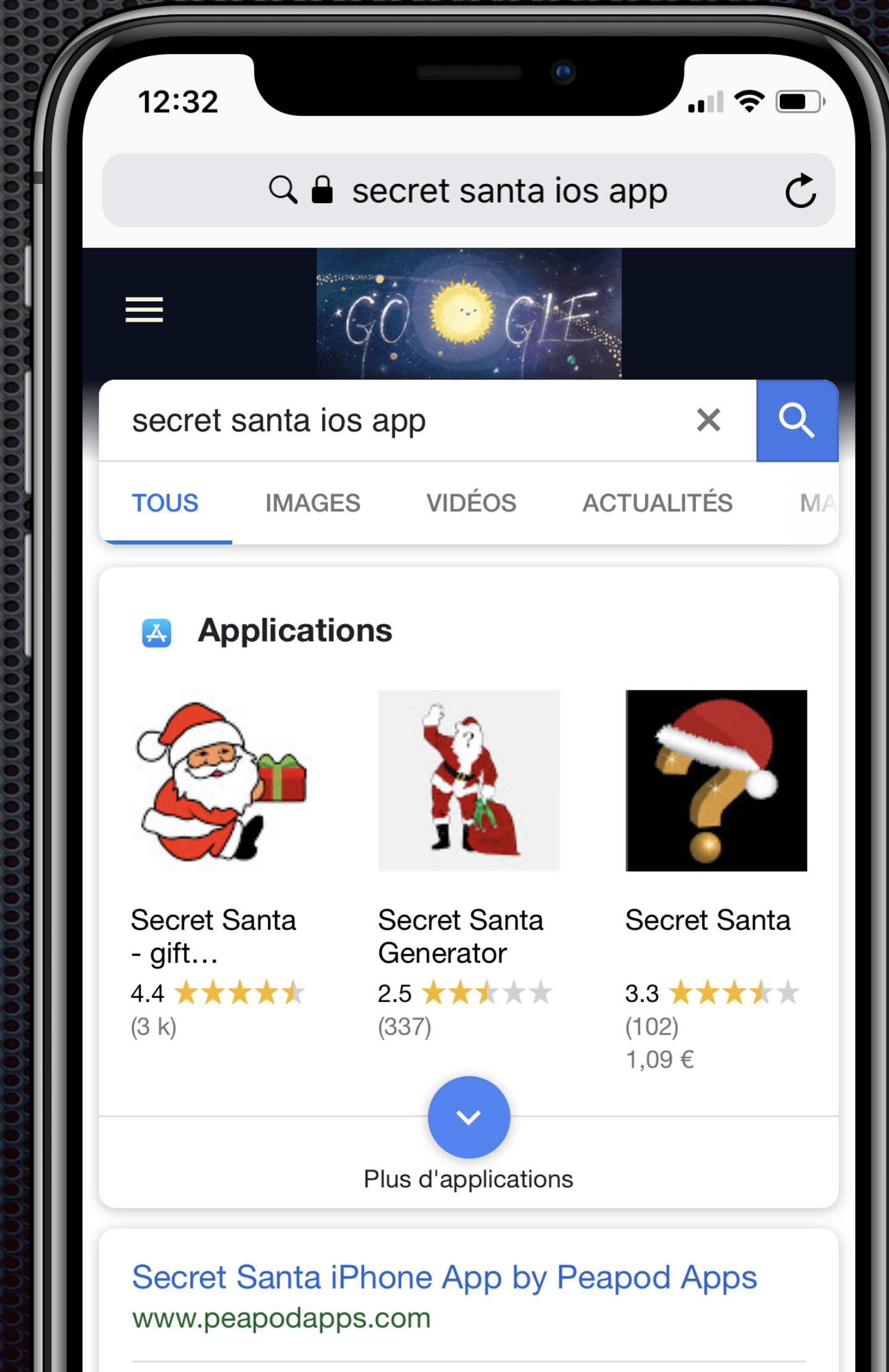


Optimise ratings



Google search results for "secret santa ios app". The search bar shows the query and a magnifying glass icon. Below the search bar are navigation tabs: Tous, Images, Vidéos, Actualités, Shopping, Plus, Paramètres, Outils. The results show approximately 36,900,000 results in 0.37 seconds. A tip suggests searching in French. Three results are visible:

- Secret Santa Generator on the App Store - iTunes - Apple**
<https://itunes.apple.com/us/app/secret-santa.../id744212899?mt=8> Traduire cette page
★★★☆☆ Note : 2,2 - 157 avis - Gratuit - iOS - Divertissement
Download **Secret Santa** Generator and enjoy it on your **iPhone**, **iPad**, and iPod touch. ... This **app** is only available on the **App** Store for **iOS** devices.
- Secret Santa - gift exchange on the App Store - iTunes - Apple**
<https://itunes.apple.com/us/app/secret-santa-gift.../id1065534129?...> Traduire cette page
★★★★★ Note : 4,6 - 1606 avis - Gratuit - iOS - Utilitaires/Outils
Download **Secret Santa** - gift exchange and enjoy it on your **iPhone**, **iPad**, and ... You DO NOT have to create an account to use this **app**, and no personal user ...
Vous avez consulté cette page le 12/12/18.
- Secret Santa Generator on the App Store - iTunes - Apple**
<https://itunes.apple.com/gb/app/secret-santa.../id744212899?mt=8> Traduire cette page
★★★☆☆ Note : 2,1 - 33 avis - Gratuit - iOS - Divertissement
Read reviews, compare customer ratings, see screenshots and learn more about **Secret Santa**



iPhone search results for "secret santa ios app". The search bar shows the query and a magnifying glass icon. Below the search bar are navigation tabs: TOUS, IMAGES, VIDÉOS, ACTUALITÉS, MA. The results show a section titled "Applications" with three app cards:

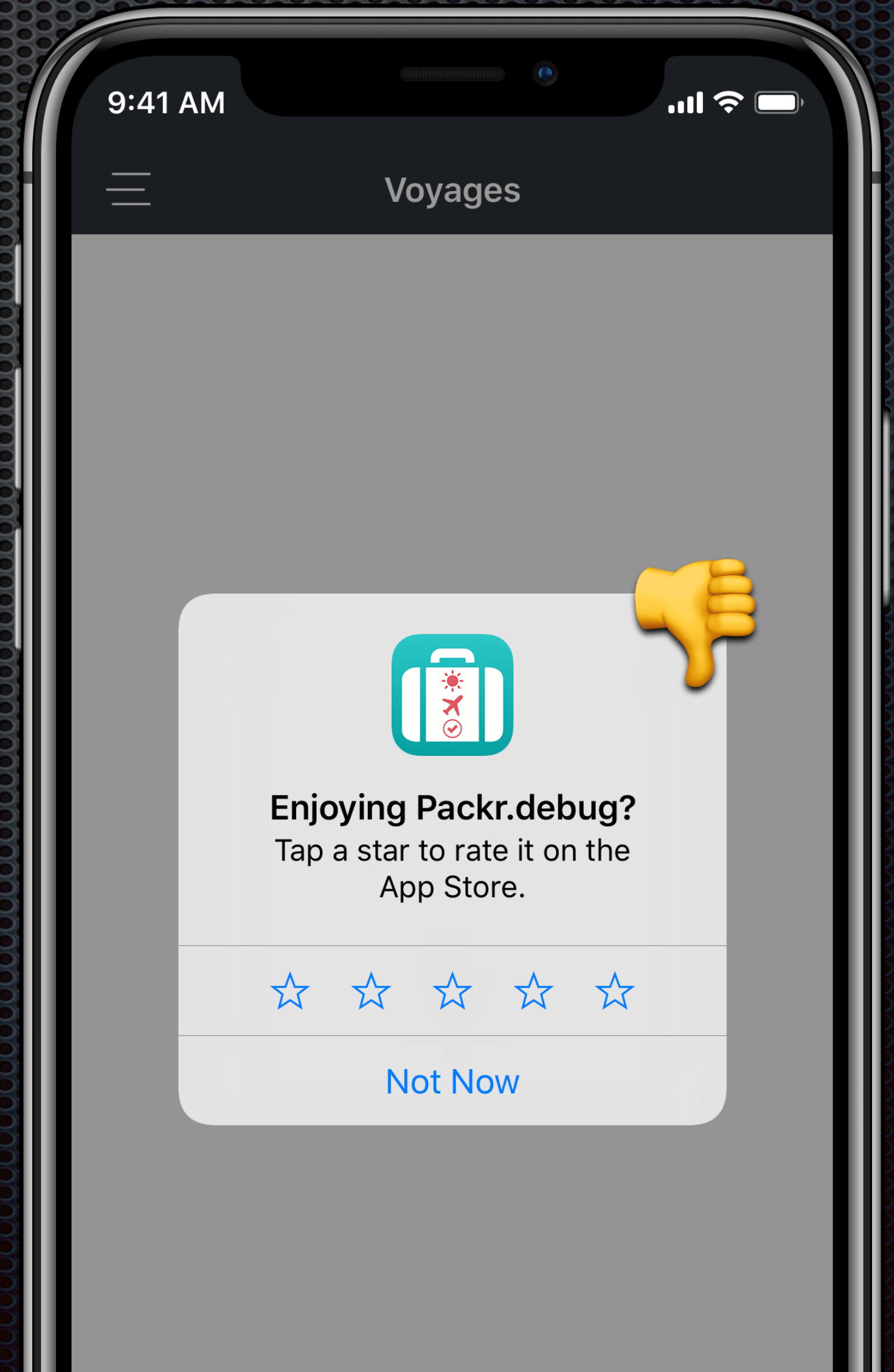
App Name	Rating	Reviews	Price
Secret Santa - gift...	4.4 ★★★★★	(3 k)	
Secret Santa Generator	2.5 ★★★☆☆	(337)	
Secret Santa	3.3 ★★★☆☆	(102)	1,09 €

Plus d'applications

Secret Santa iPhone App by Peapod Apps
www.peapodapps.com

Optimise ratings 🌟

- Ask for ratings
- Use the iRate class I host on **GitHub**
jkleroy/Xojo-iRate
- Ask for ratings at the right moment



Optimise ratings

- Ask for ratings
- Use the iRate class I host on **GitHub**
jkleroy/Xojo-iRate
- Ask for ratings at the right moment
- After a positive/completed action



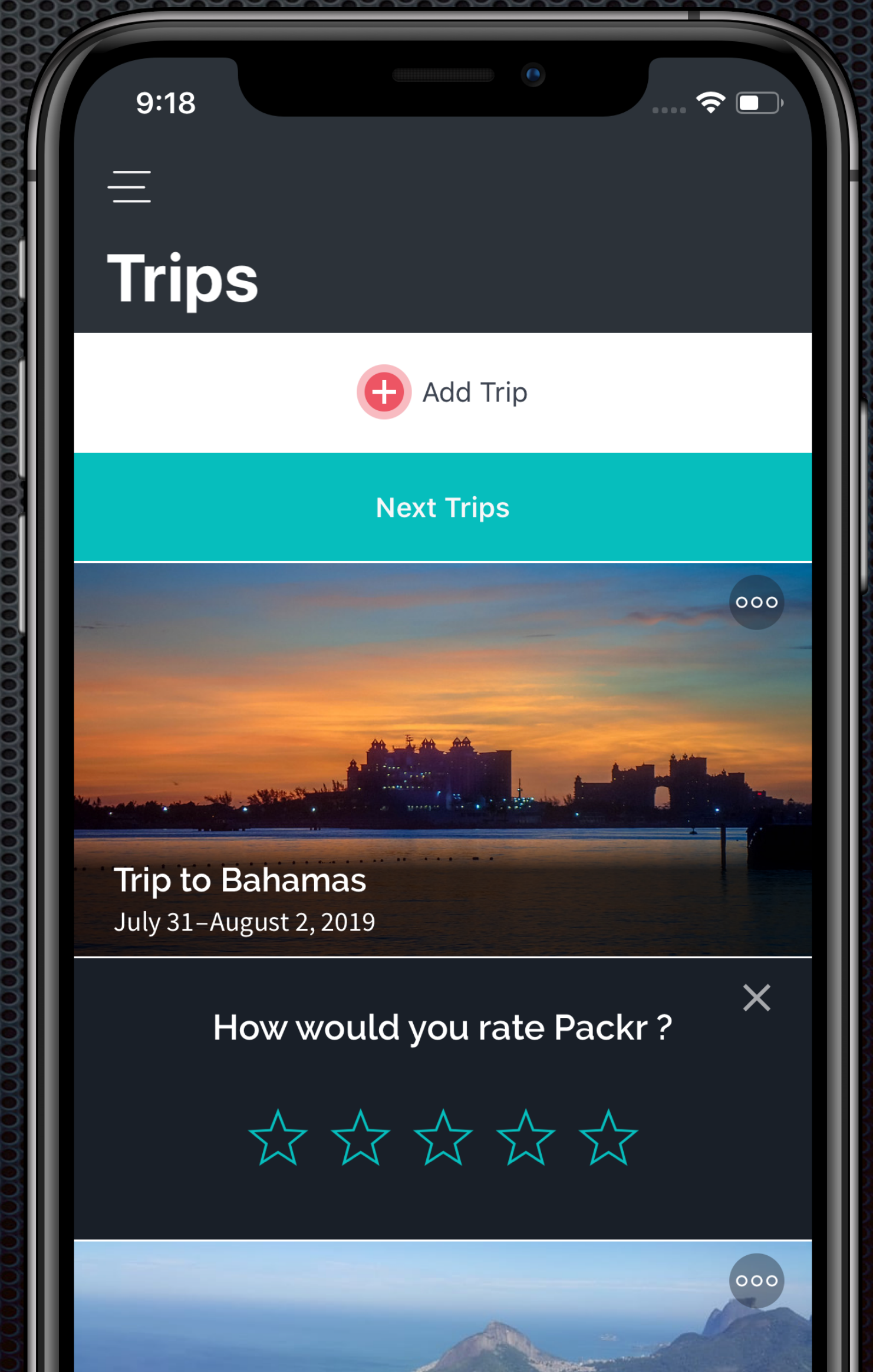
Optimising App Store Ratings

How to cheat? 🤖

Optimise ratings

The gray area

Filter positive ratings

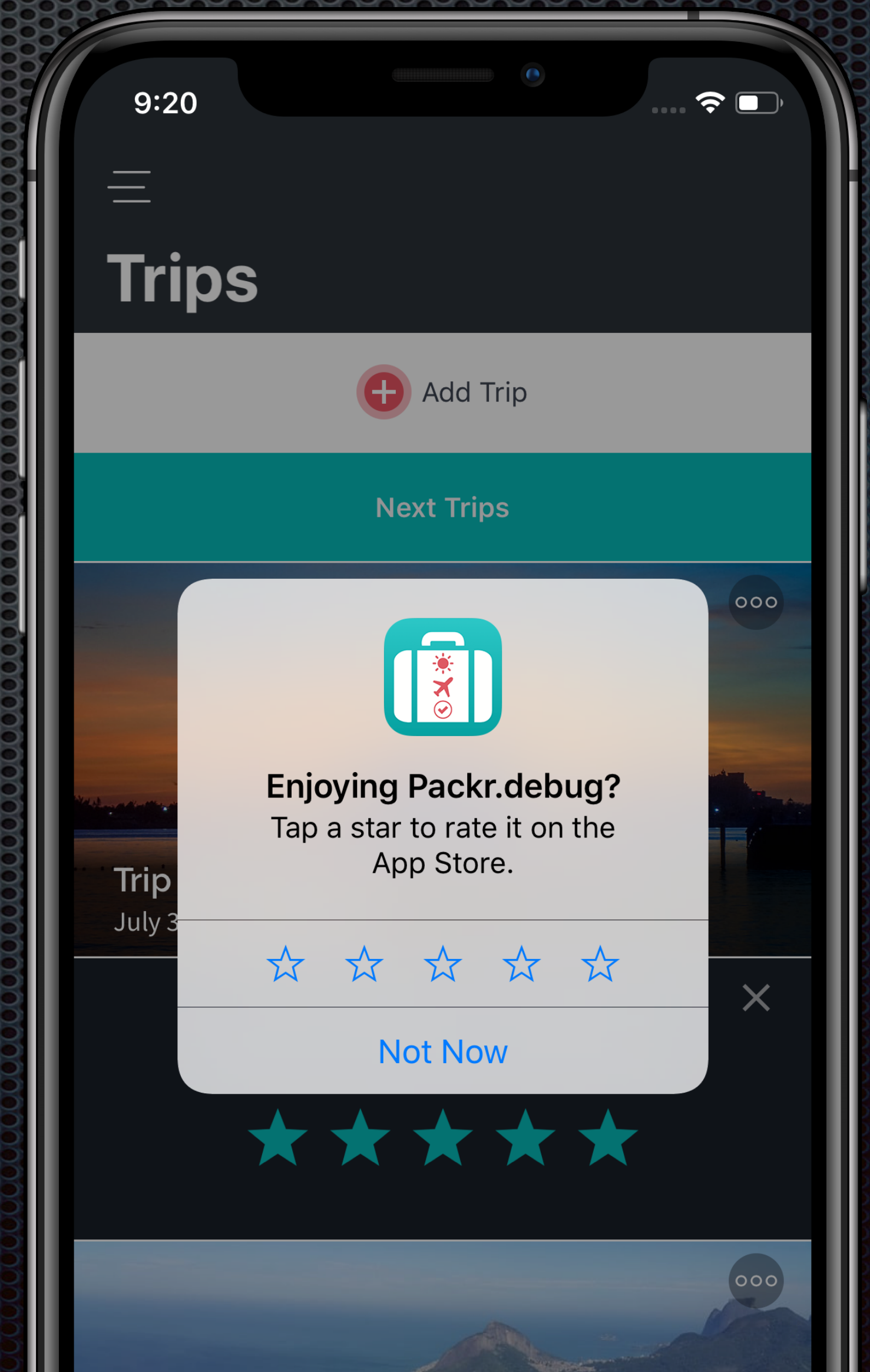


Optimise ratings

The gray area

Filter positive ratings

Real rating box for 4/5 stars



Optimise ratings

The gray area

Filter positive ratings

Real rating box for 4/5 stars

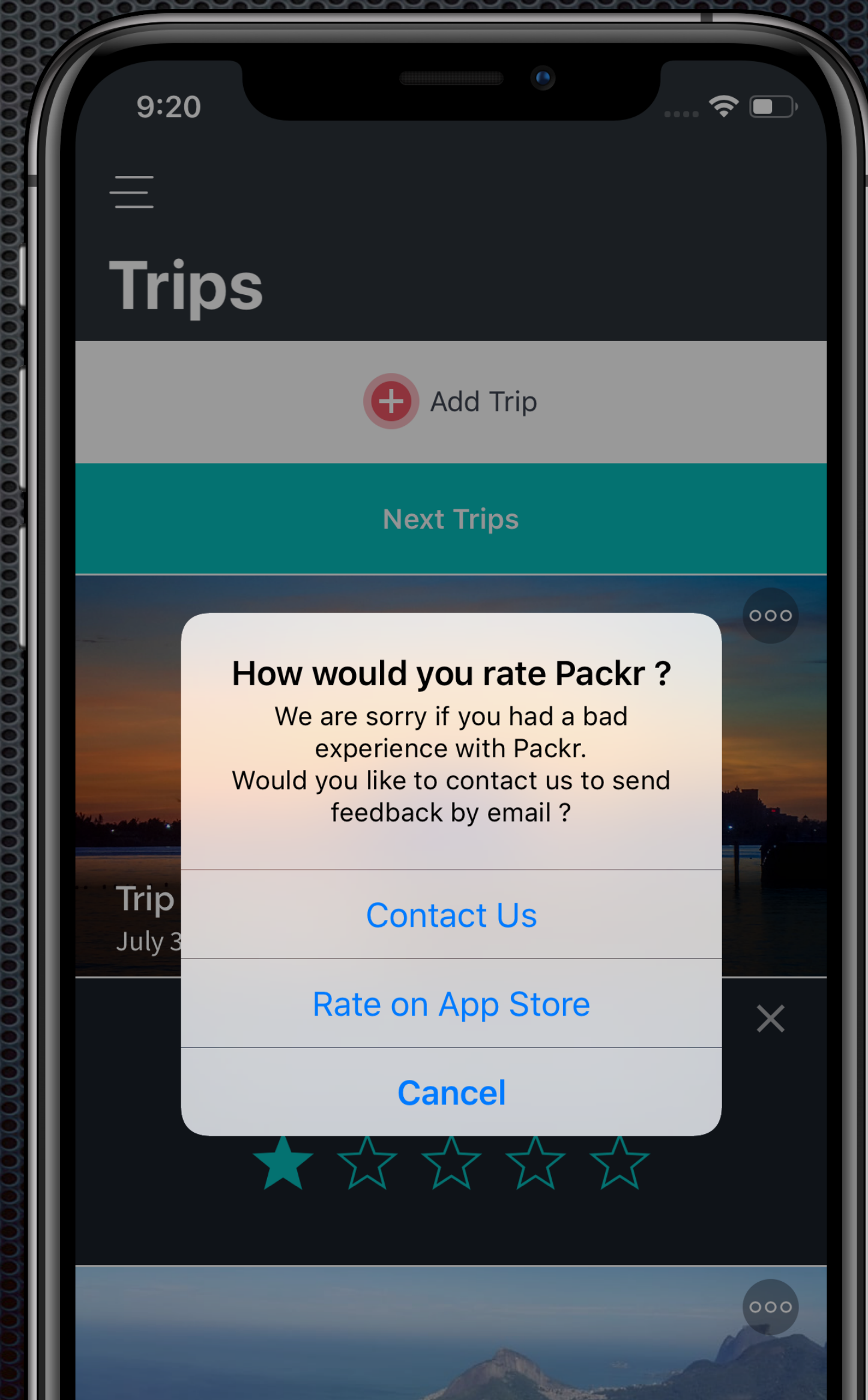
Filter negative ratings

Ask user to contact you

OR

Don't display anything

Forbidden by Apple



Optimiser ses notes

Pushing the limits

Studio Marmelapp: Pico App



Pico drinking game
Marmelapp

 iTunes

Downloads

100k

Mar 2019 Worldwide

Sensor Score

83

Visibility

52

Internationalization

48

 B-

Revenue

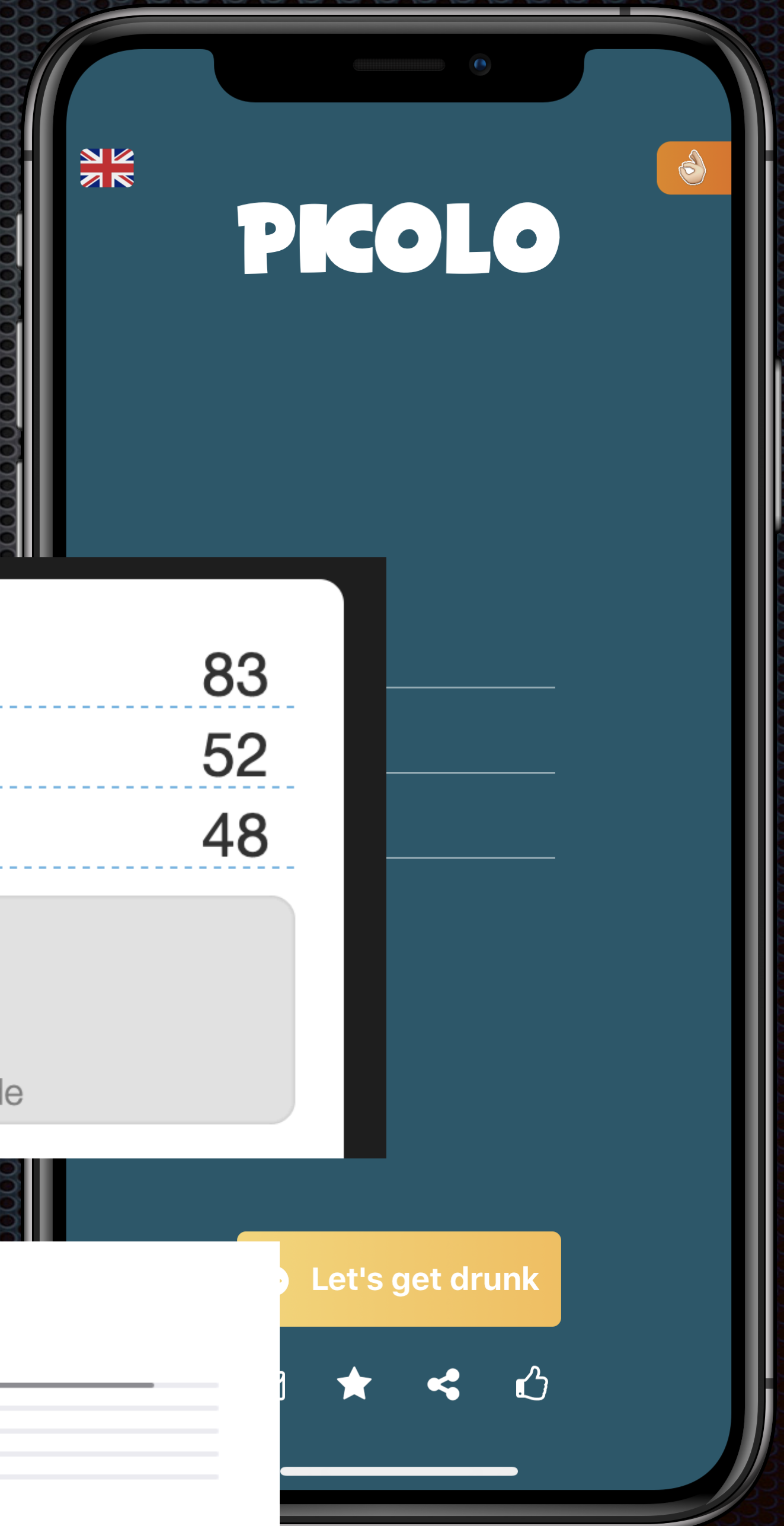
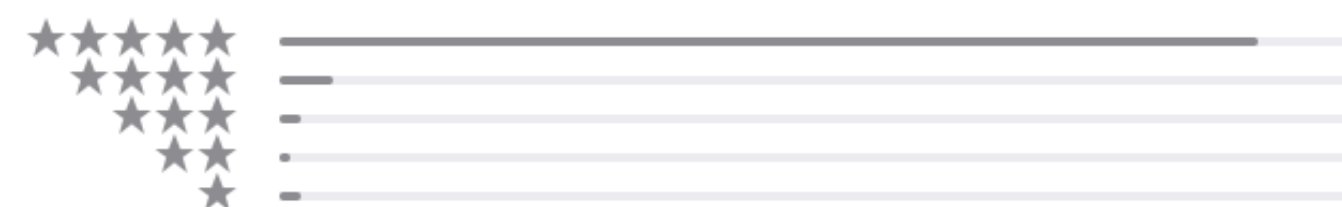
\$70k

Mar 2019 Worldwide

Ratings and Reviews

4.8 out of 5

22.4K Ratings



Optimiser ses notes ★

Pushing the limits

Studio Marmelapp: Picolo App



Jérémie, rate the Picolo App 5★ on
the App Store or down two drinks

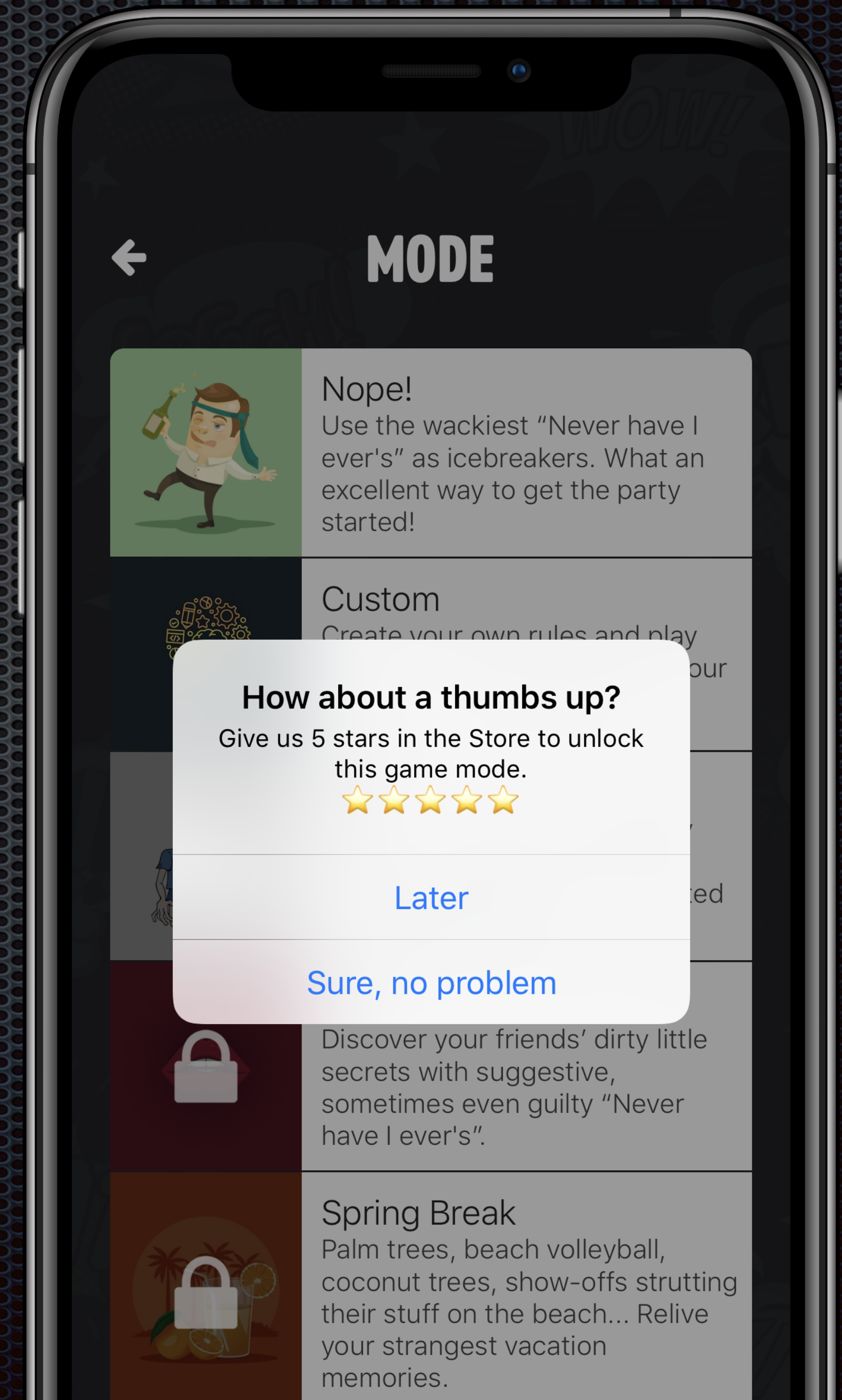
Optimiser ses notes ★

Pushing the limits

Studio Marmelapp: NeverMind App

Forced to rate to unlock a feature

Forbidden by Apple



Optimising App Store Ratings

How to cheat? 🤖 Without being discovered!

Optimising App Store Revenue

Freemium

- Free to download
- Many more downloads (100-1000x)
- Many more ratings

Higher Revenue 

Paid Apps

- 1 download = 1 purchase

Optimising App Store Revenue

Paid conversion rate

$\text{Purchases} / \text{Downloads} = X\%$

Goal > 10%

App Store average

1-2%

Optimising App Store Revenue 💰

Paid conversion rate

$\text{Purchases} / \text{Downloads} = X\%$

Goal > 10%

App Store average

1-2%

Average Revenue Per User

(ARPU)

$\text{Revenue} / \text{Downloads} = \X

Goal > \$0.10

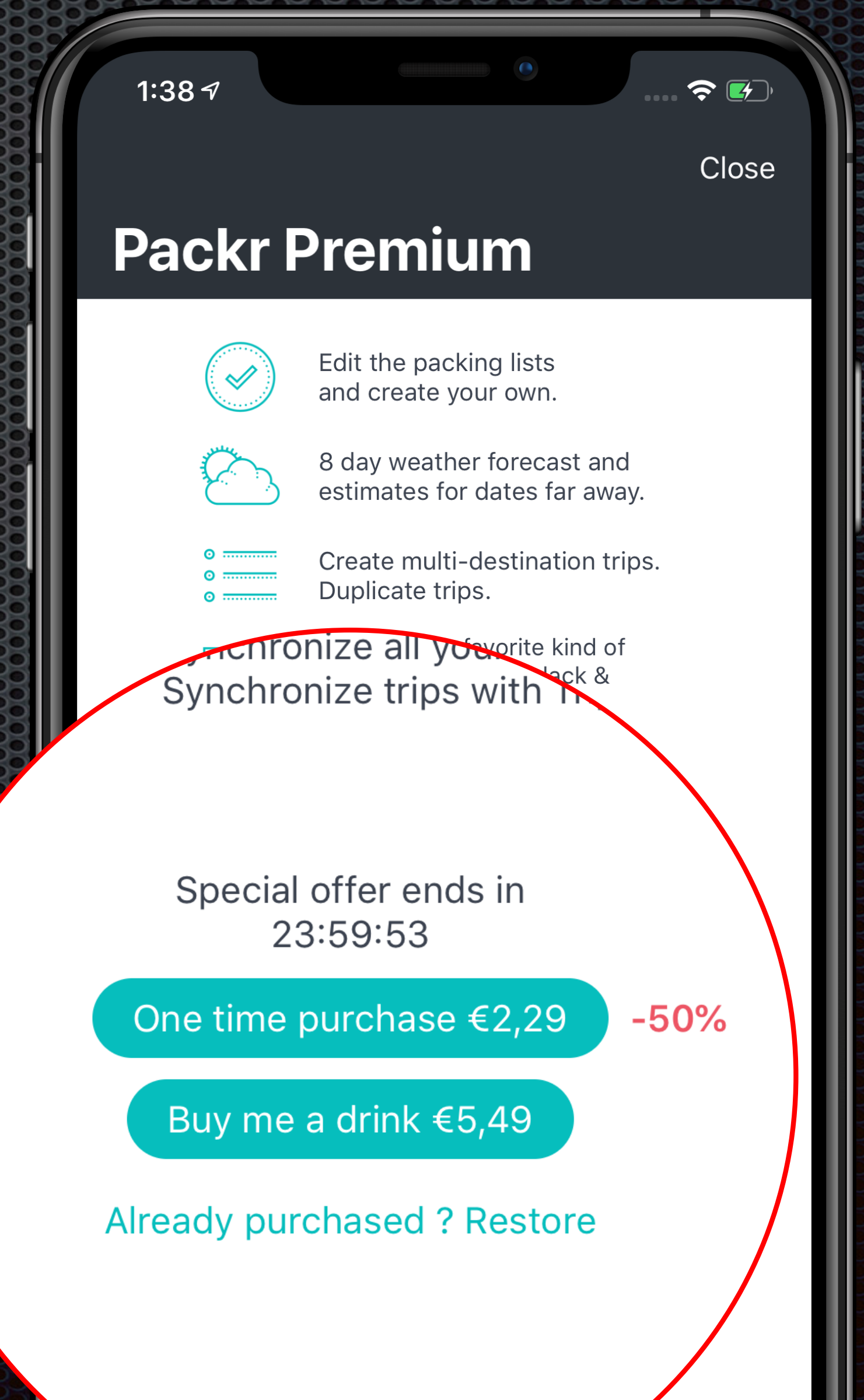
App Store Range

\$0 - \$30

Optimising App Store Revenue

Best practice

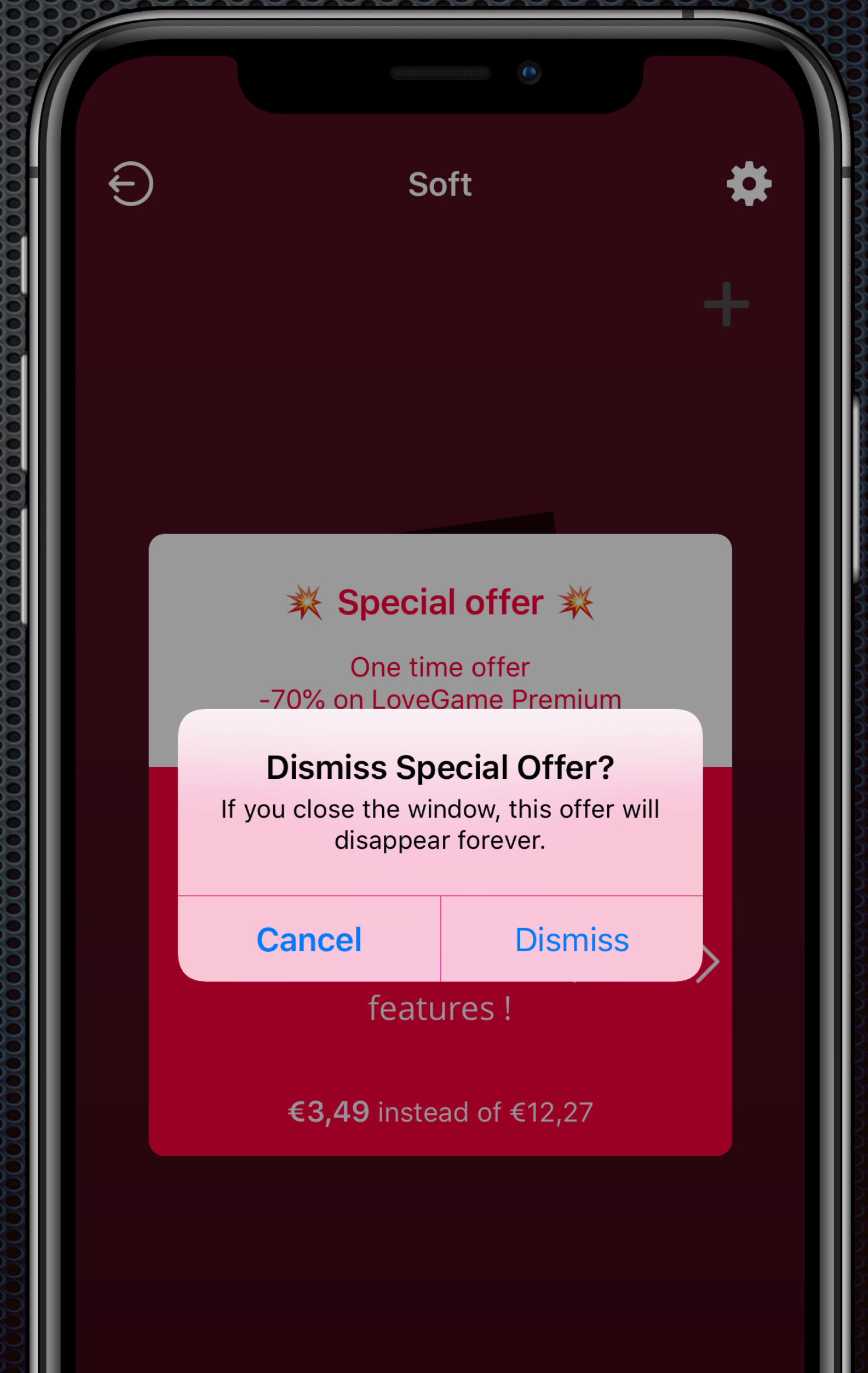
- Premium should offer several features
- Display a time-limited offer



Optimising App Store Revenue 💰

Best practices

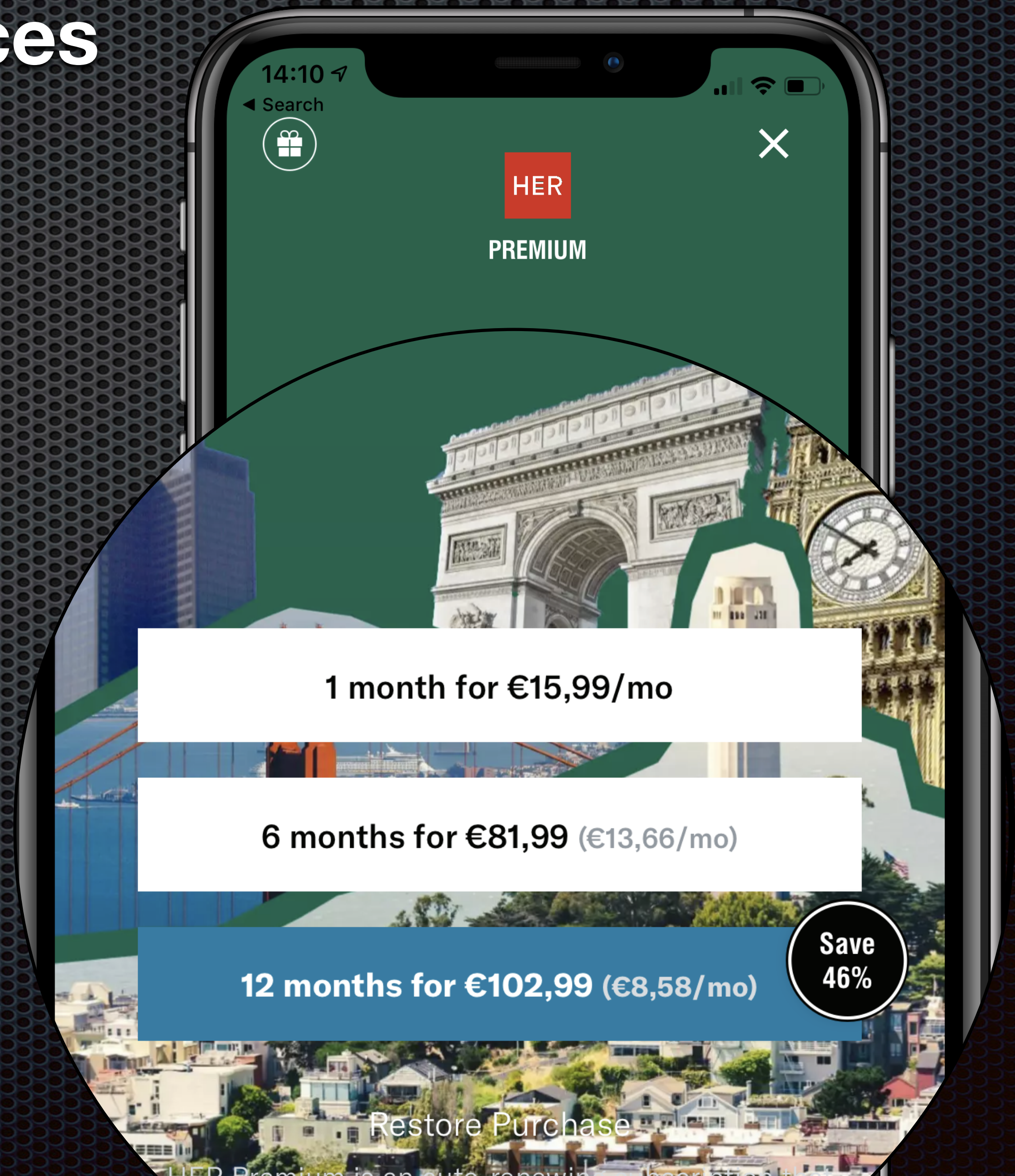
- Premium should offer several features
- Display a time-limited offer
- Display one-time special offers
 - Opening the app
 - Sent by a notification
 - At a precise moment in the flow



Optimising App Store Revenue

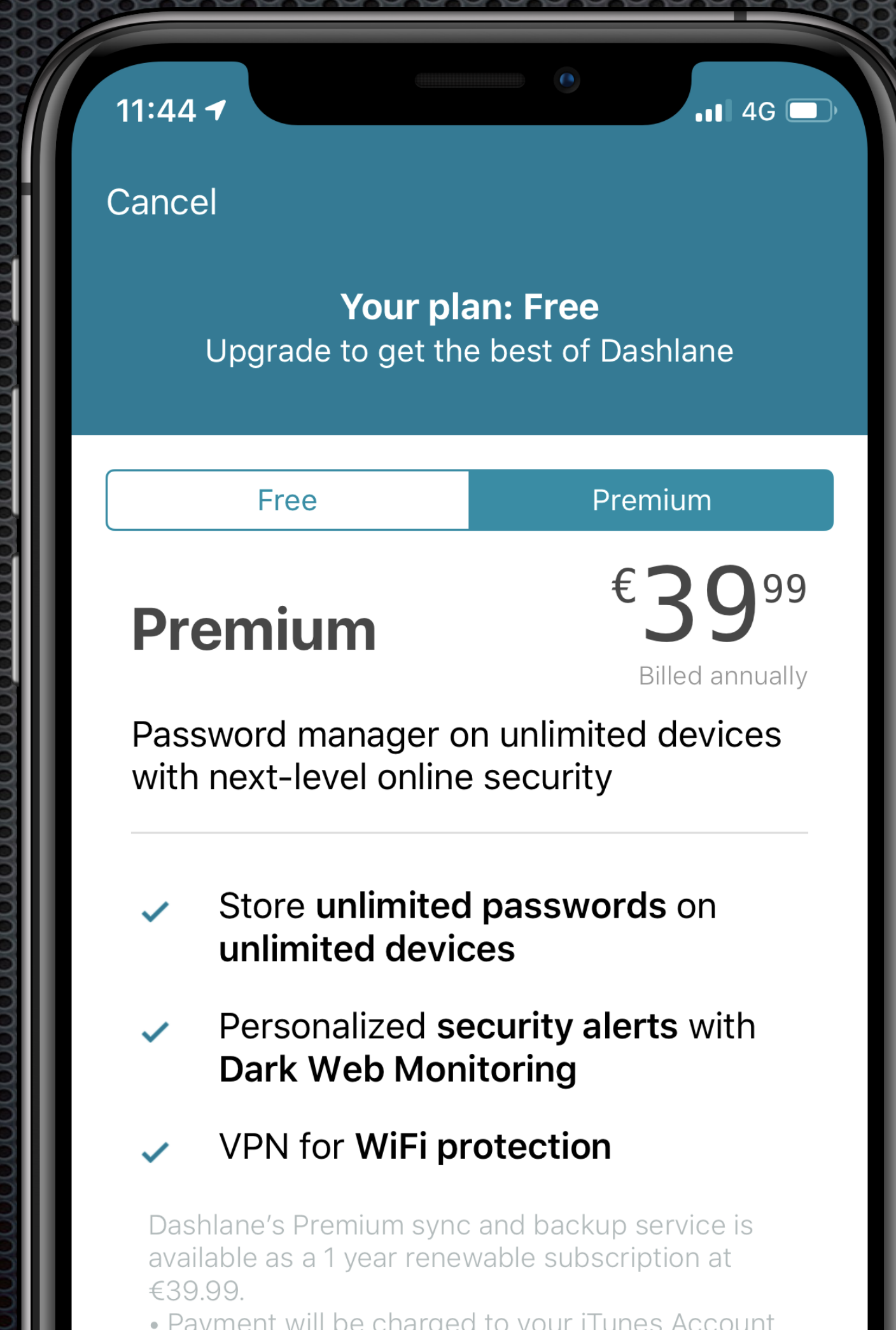
Subscriptions best practices

- Offer several prices and options



Optimising App Store Revenue

Subscriptions best practices

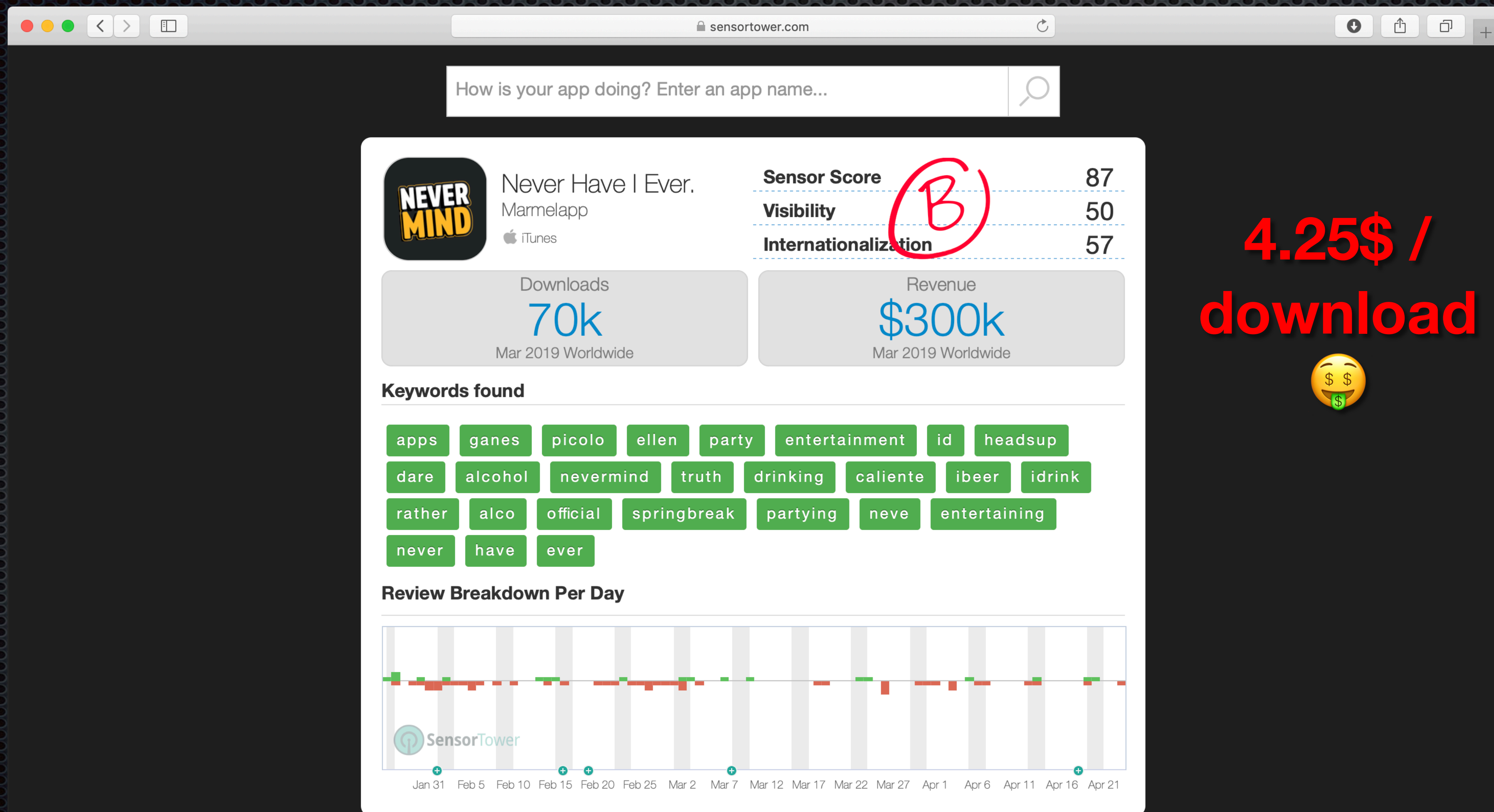


Optimising App Store Revenue

How to cheat ? 🍀

Optimising App Store Revenue

Pushing the limits

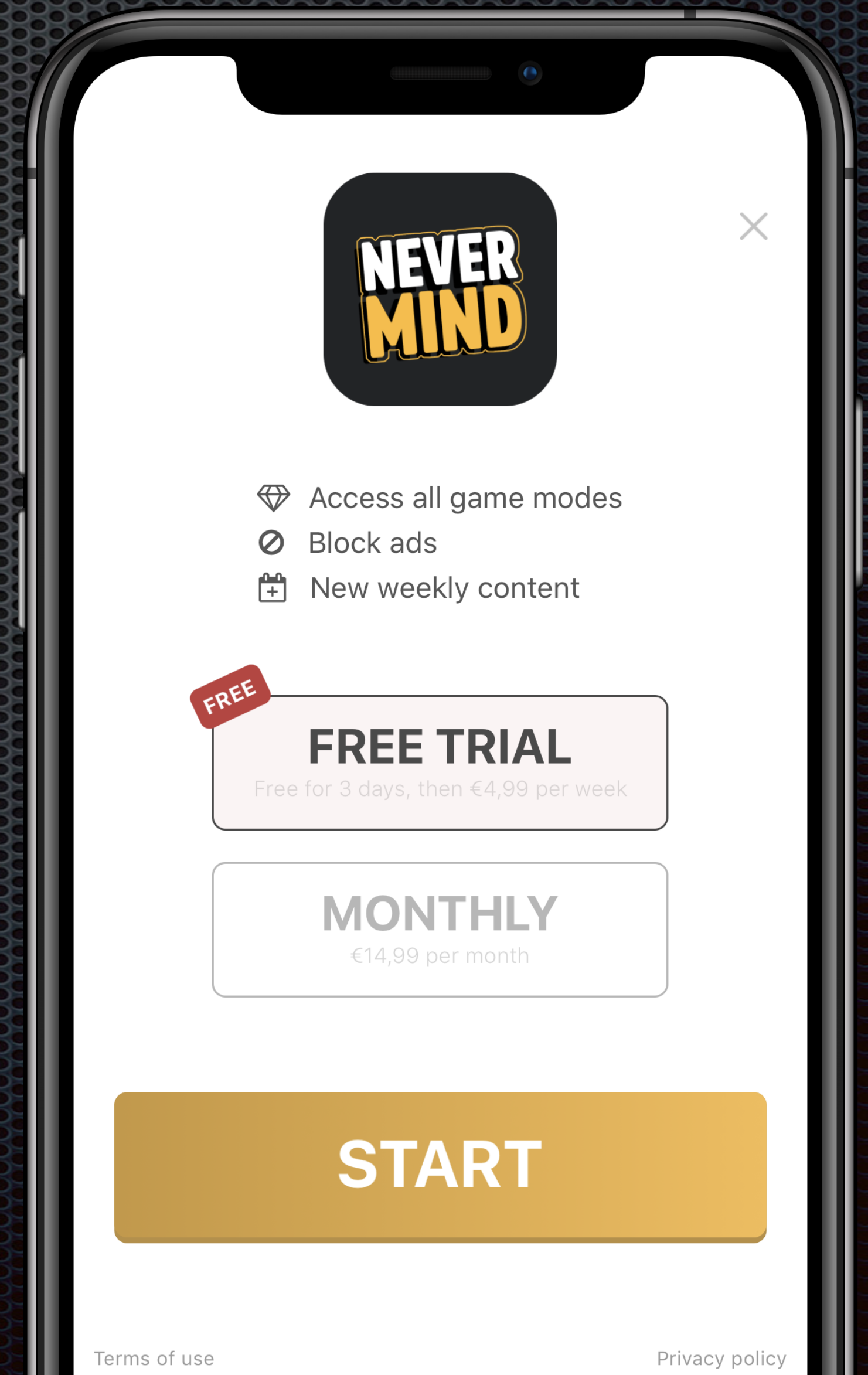


Optimising App Store Revenue 💰

Pushing the limits

- Displayed as free
- Price in almost transparent font
- Terms in a foreign language
- The close button fades-in slowly
- \$4.99 weekly
= \$259 yearly 😱

Allowed by Apple ??



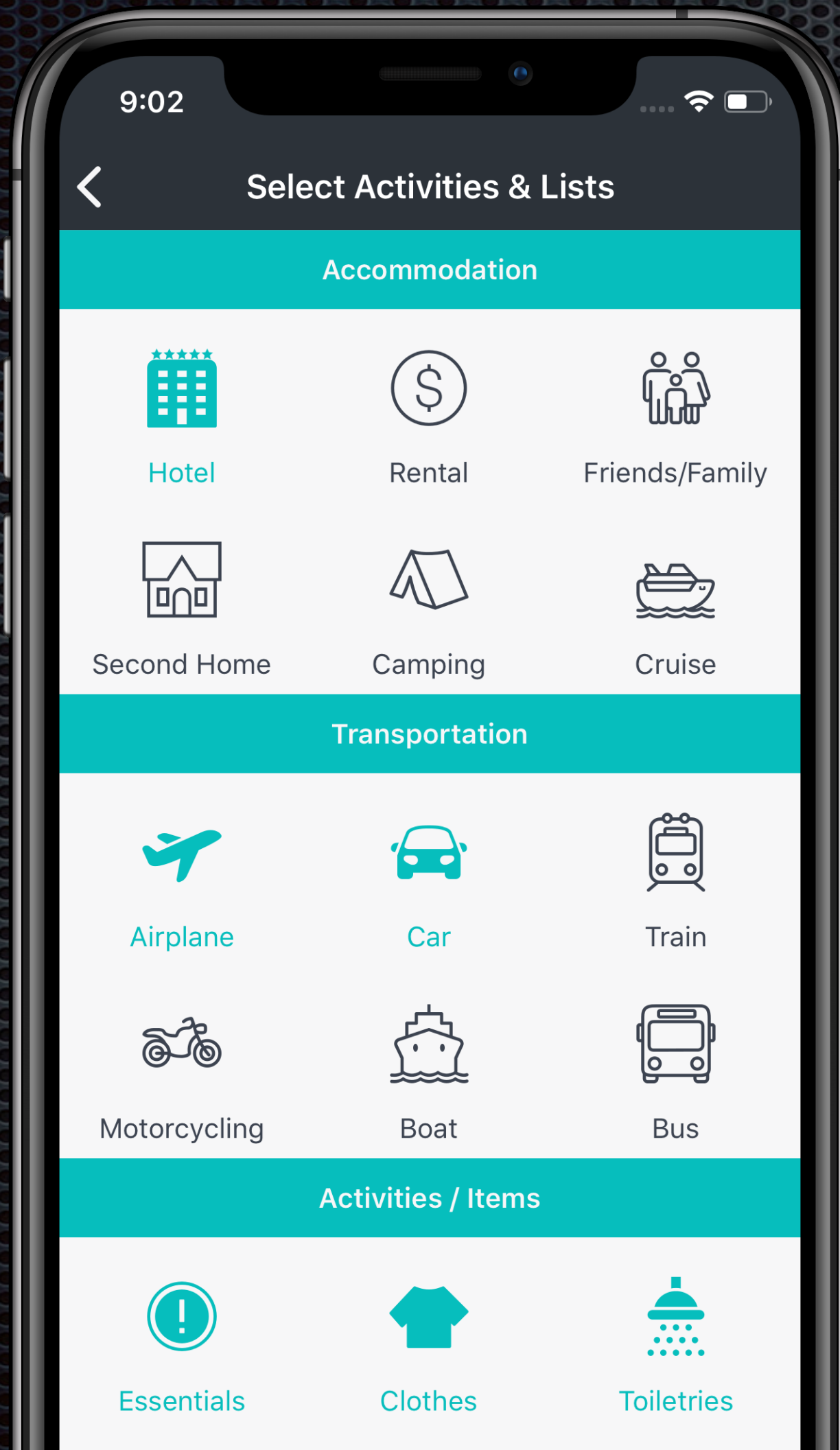
What is the next step ?

A/B Testing

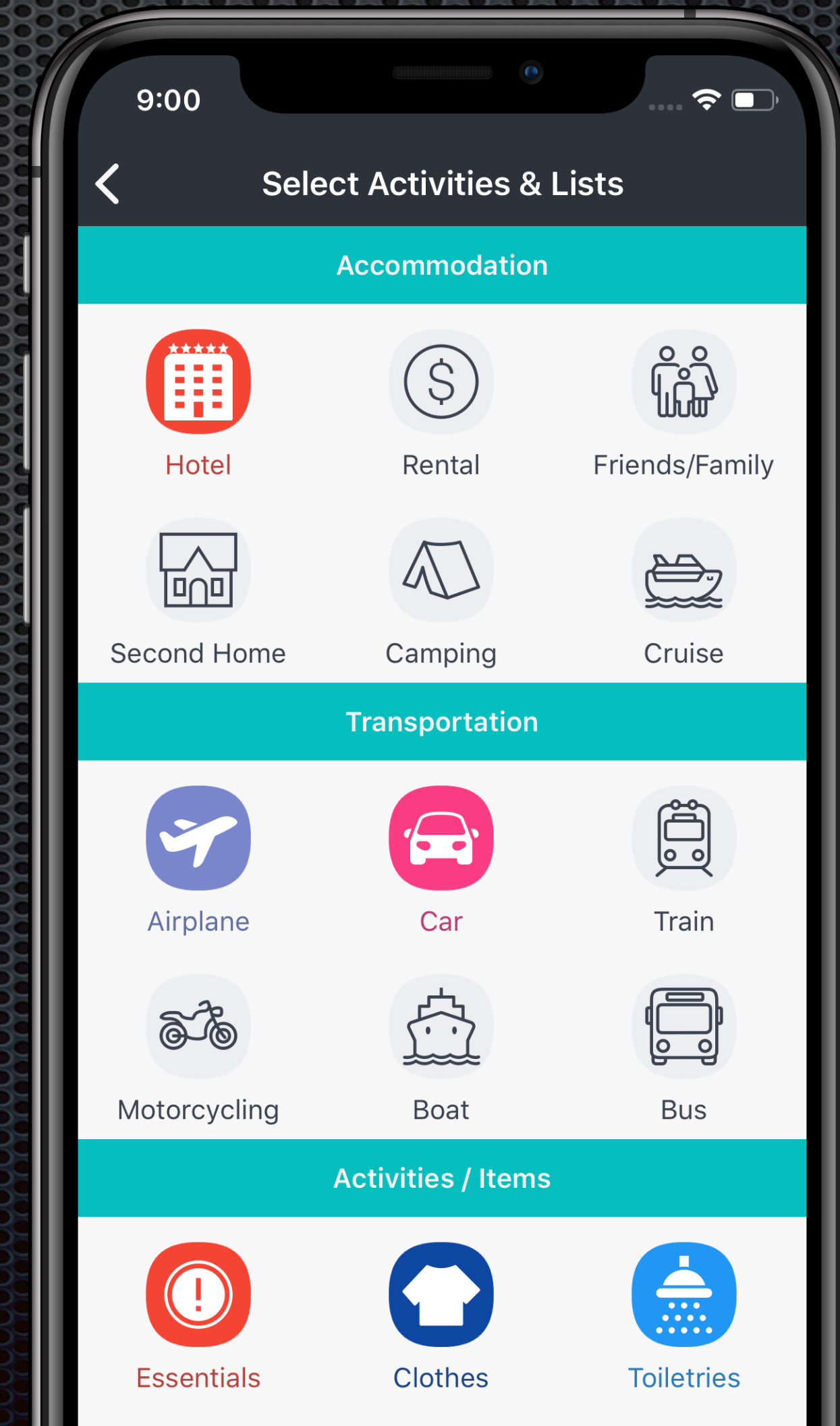
A/B Testing



Packr



20% better
conversion rate
in China



Thank you for your attention

contact@jeremielerooy.com

GitHub /jkleroy

Q & A

Jérémie Leroy

contact@jeremieleroy.com

GitHub /jkleroy

Give feedback on this session in the XDC app!

See you at the conference in Köln !

