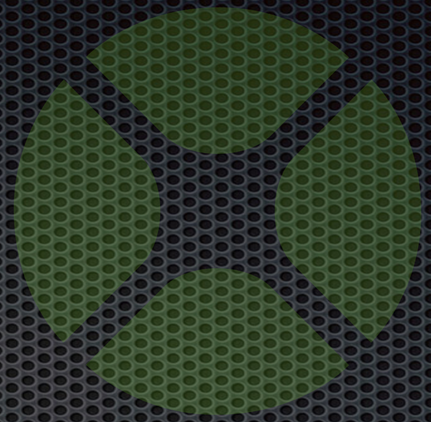
From Xojo to Apple App Store
Being Successful with an iOS App

Jérémie Leroy
Xojo Developer - iOS & ASO Specialist



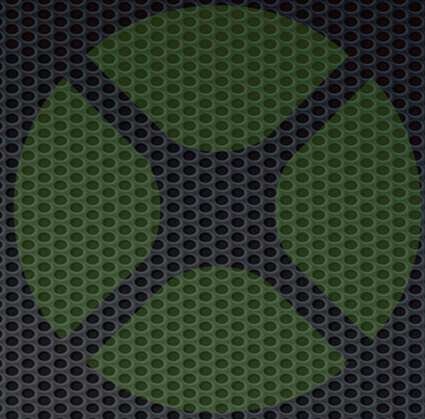
RATINGS & REVENUE

Optimising App Store ~~Downloads~~

Jérémie Leroy
Xojo Developer - iOS & ASO Specialist

Quiz Time

Quiz Time



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

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

A. 50-70

B. 70-90

C. 90-110 ✓

D. 110+

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

43 days

11 days

13 days

3 days

Sept. 16

Apr. 17

Jan. 18

Sept. 18

Nov. 18

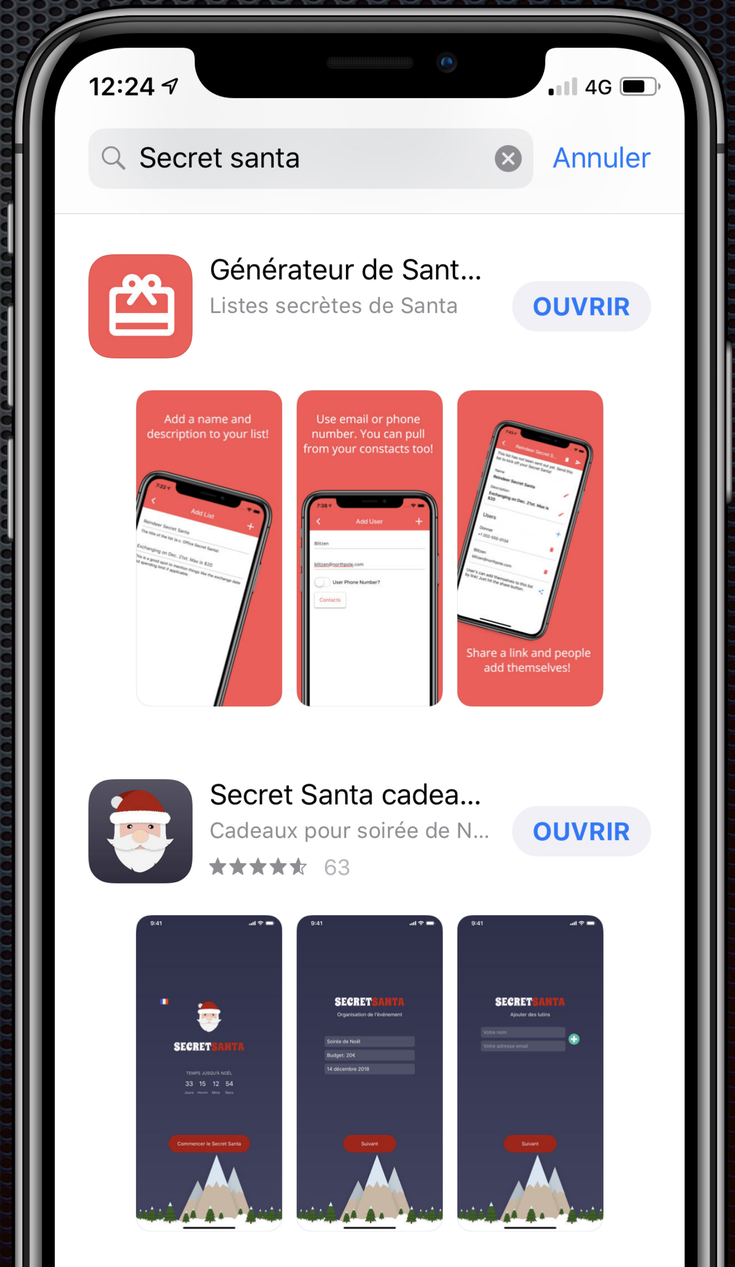
Secret Santa

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

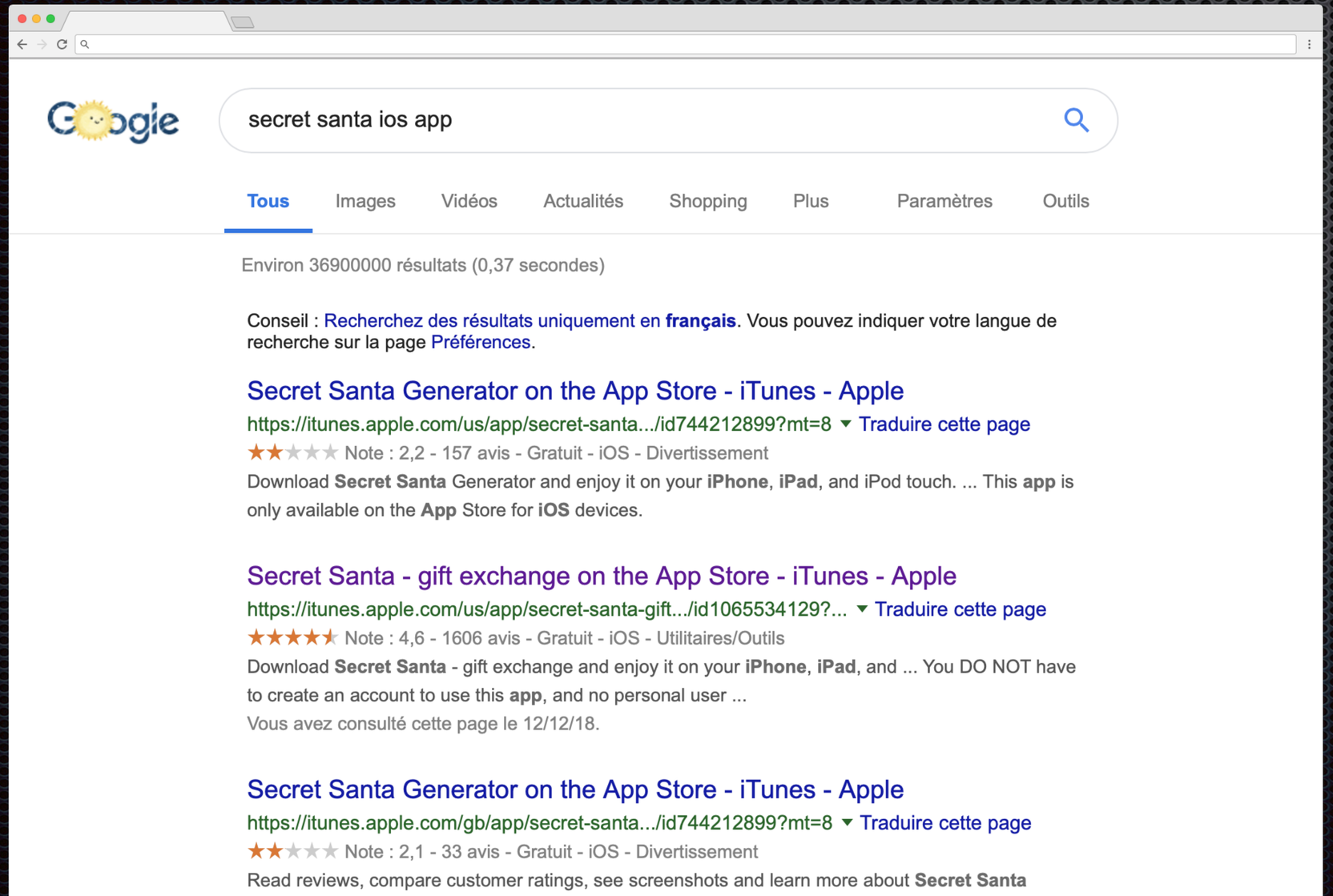
Optimising App Store Ratings

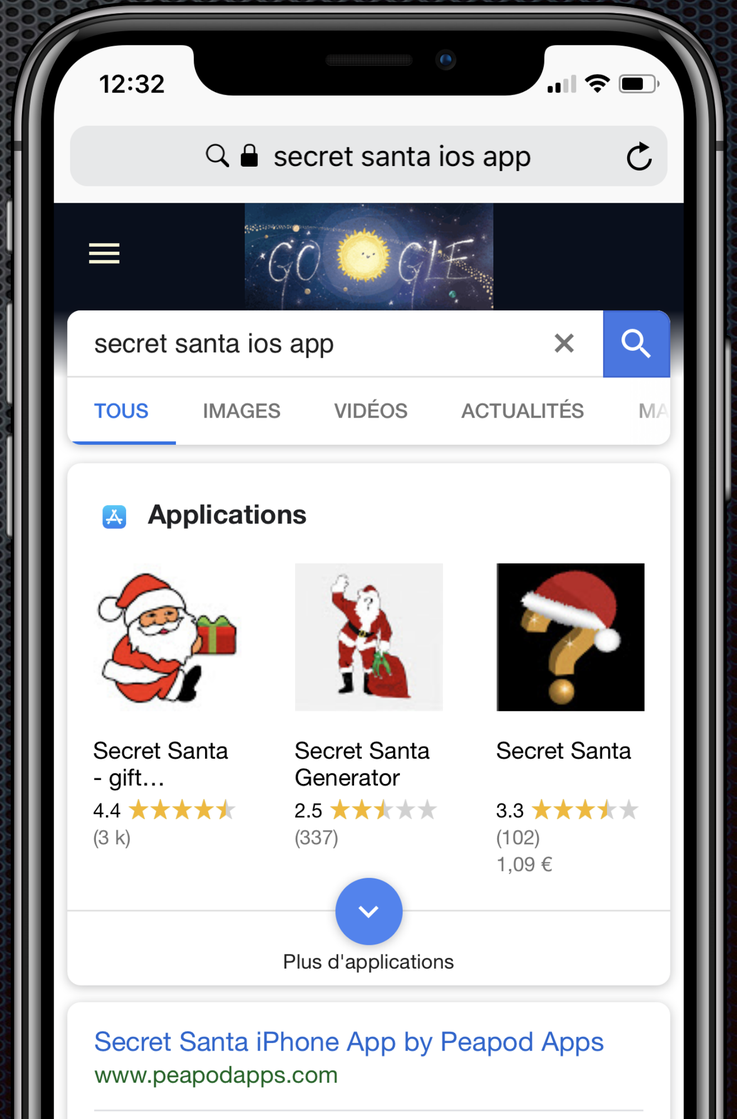
Optimise ratings ⭐

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



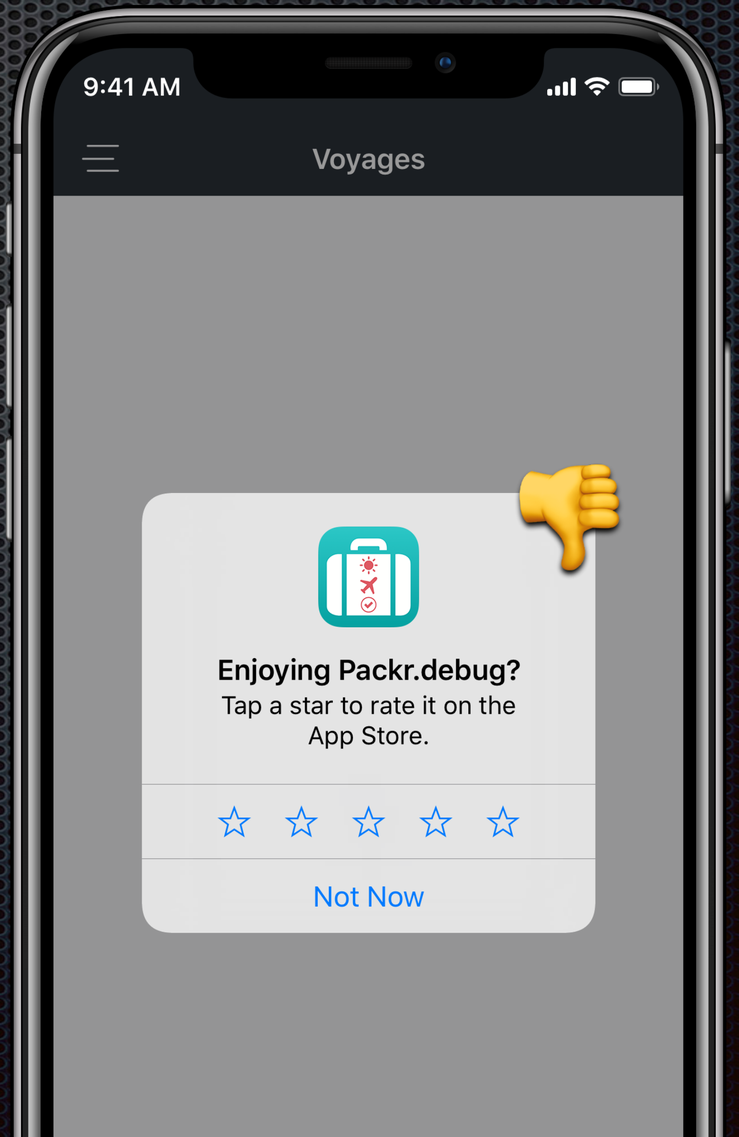
Optimise ratings ⭐





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

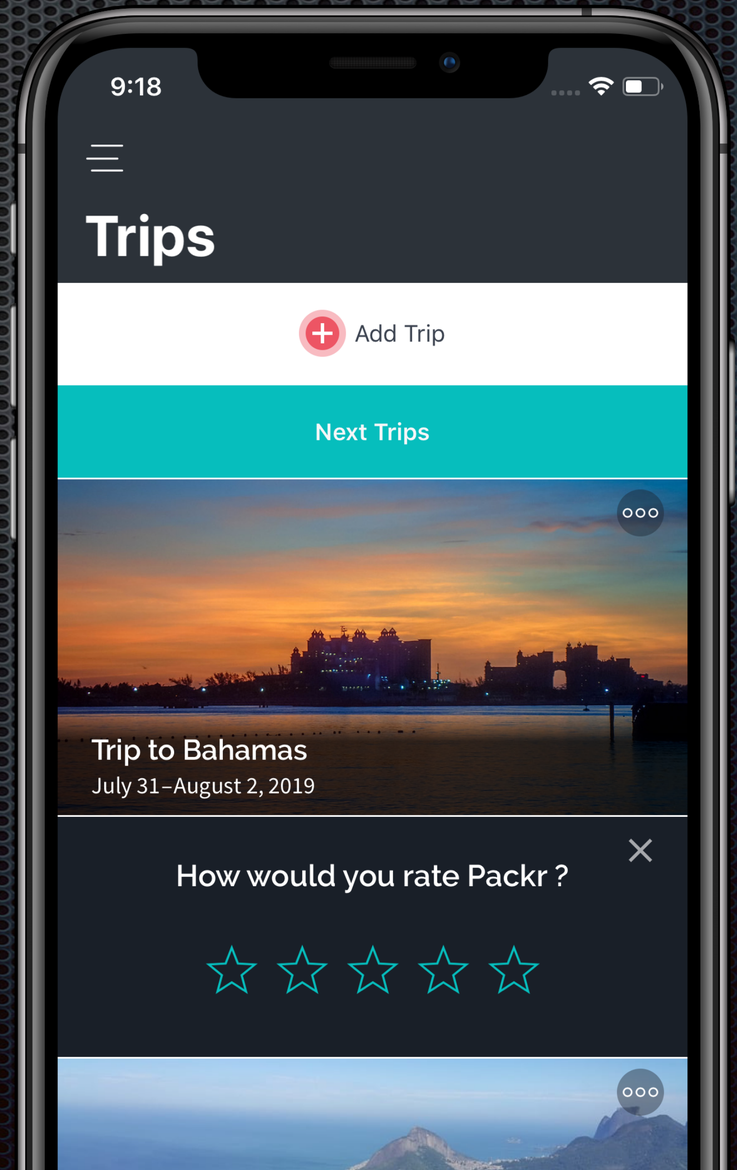
Optimising App Store Ratings

How to cheat? 👹

Optimise ratings ⭐

The gray area

Filter positive ratings

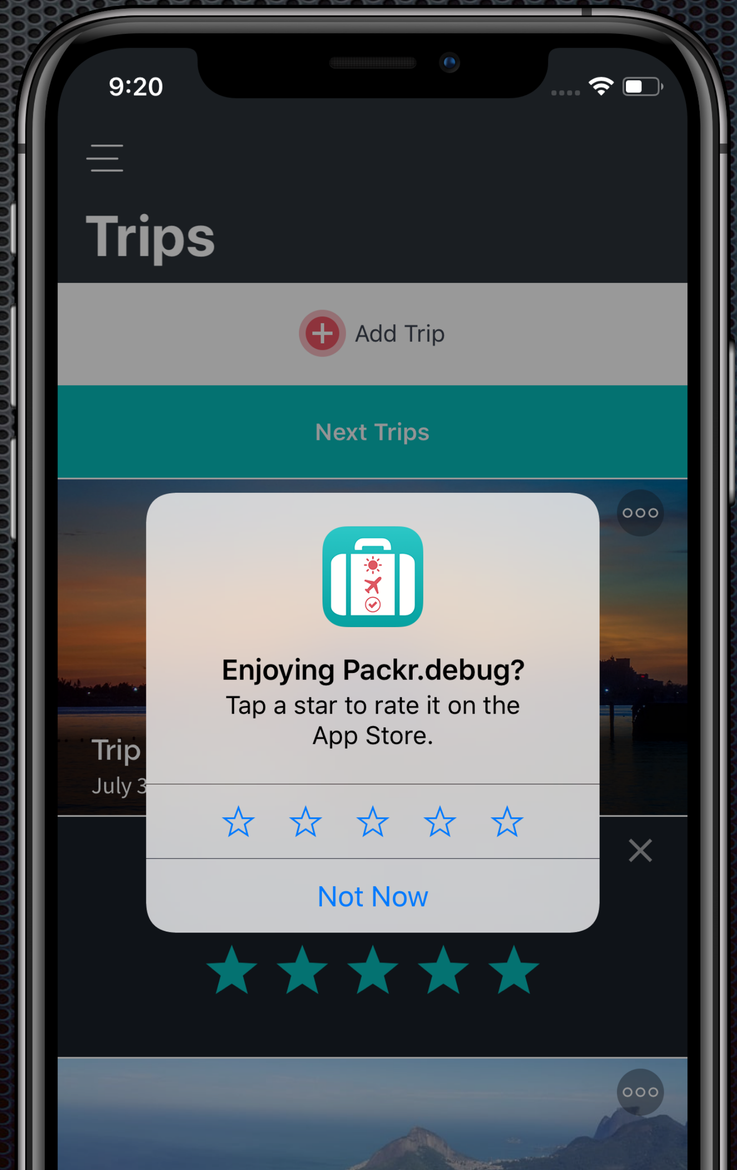


Optimise ratings ⭐⭐⭐⭐⭐

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

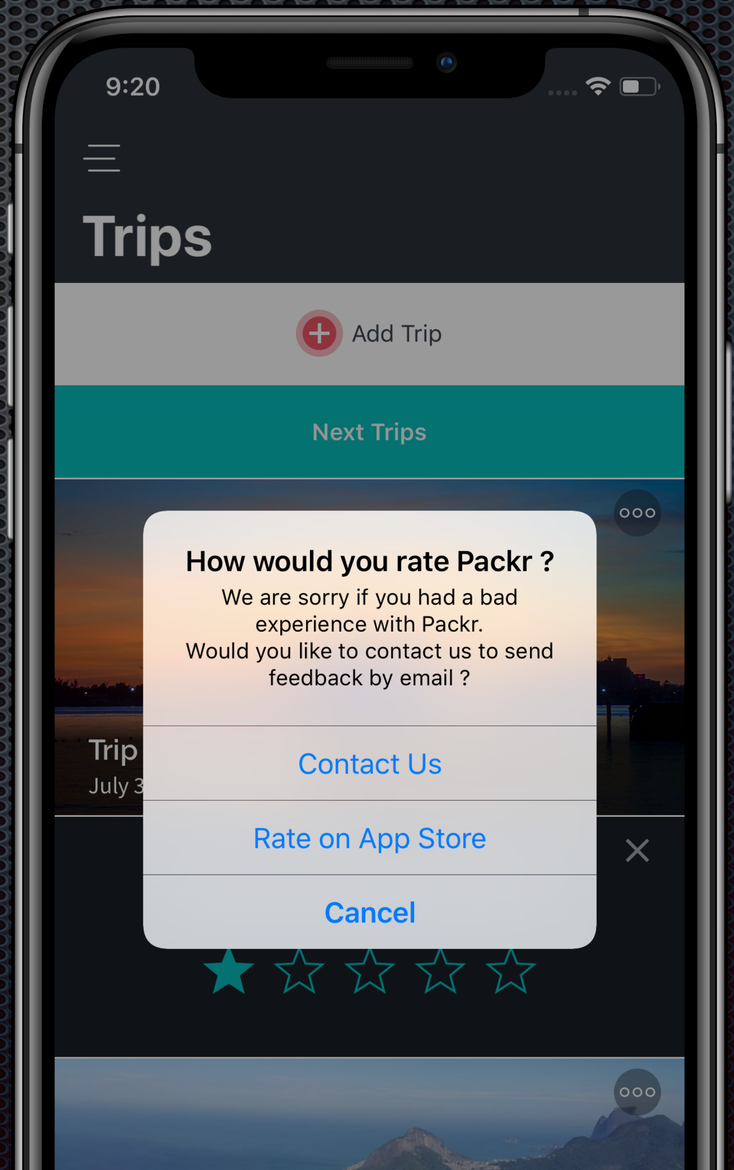
Filter negative ratings

Ask user to contact you

OR

Don’t display anything

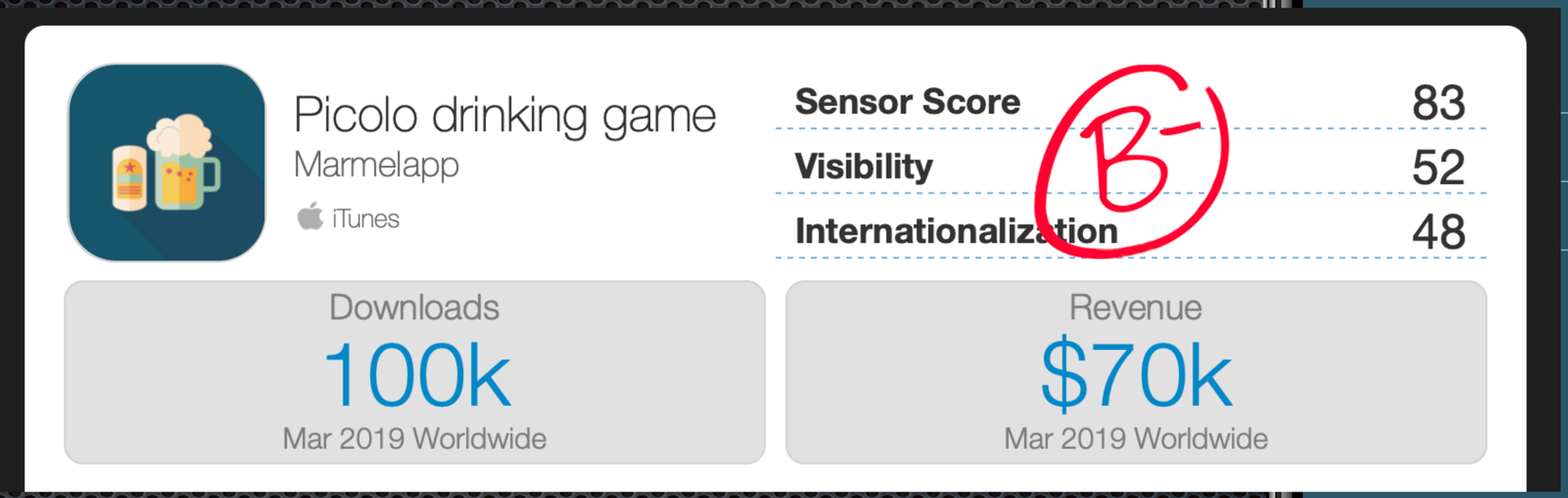
Forbidden by Apple

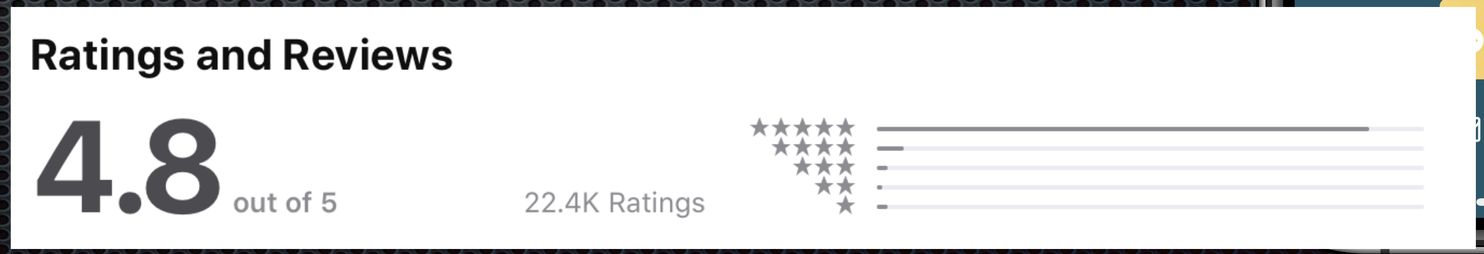


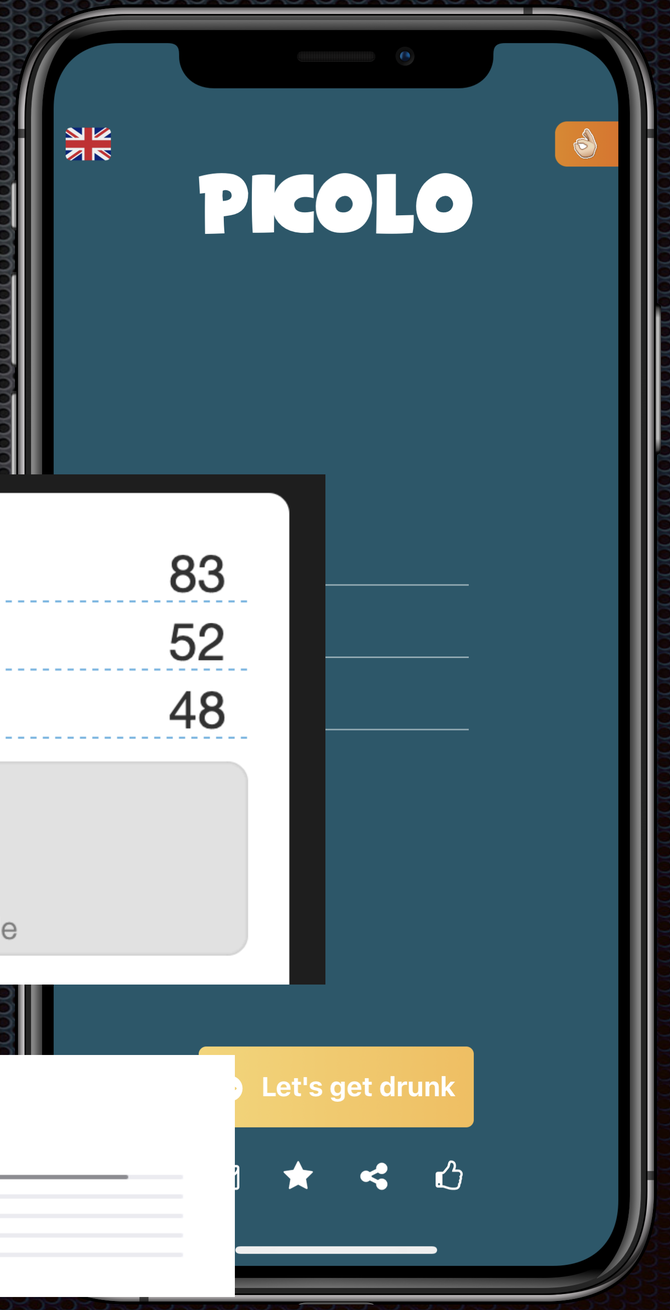
Optimiser ses notes ⭐

Pushing the limits

Studio Marmelapp: Picolo App



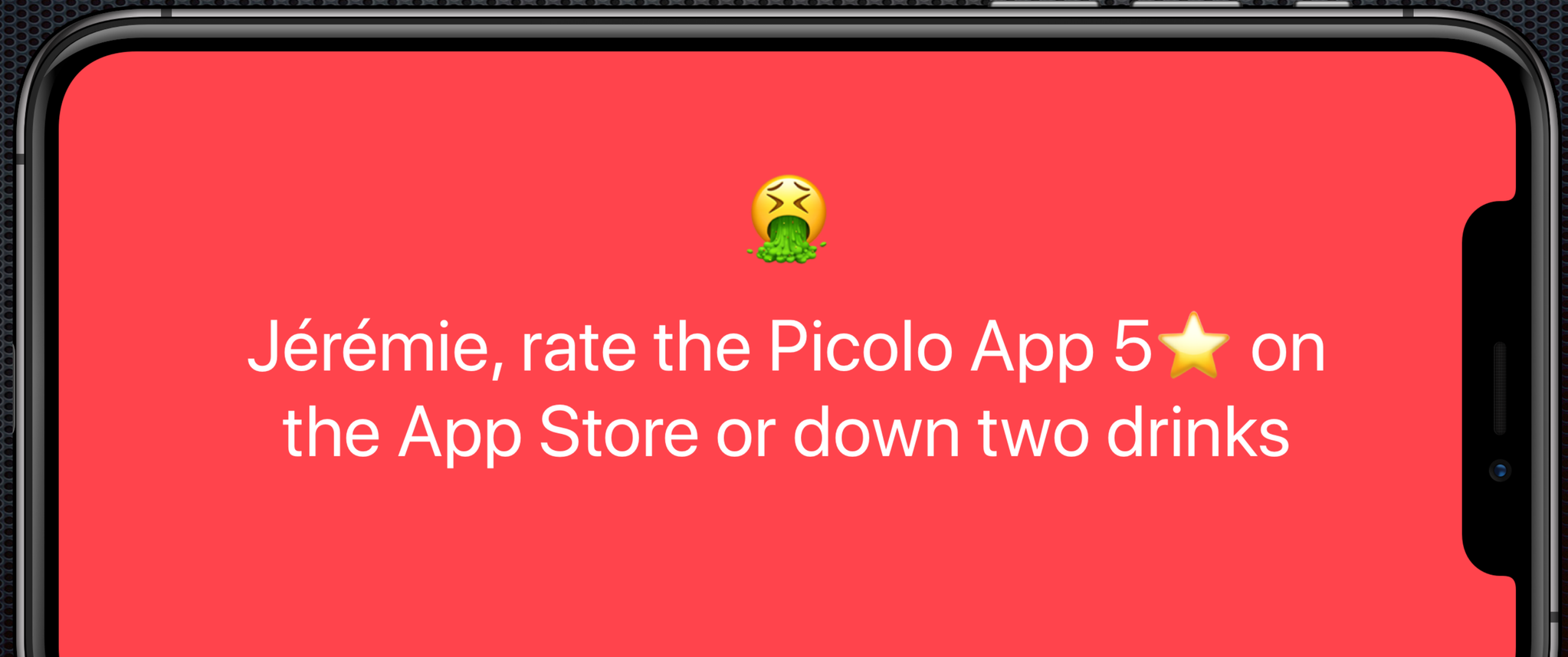




Optimiser ses notes ⭐

Pushing the limits

Studio Marmelapp: Picolo App



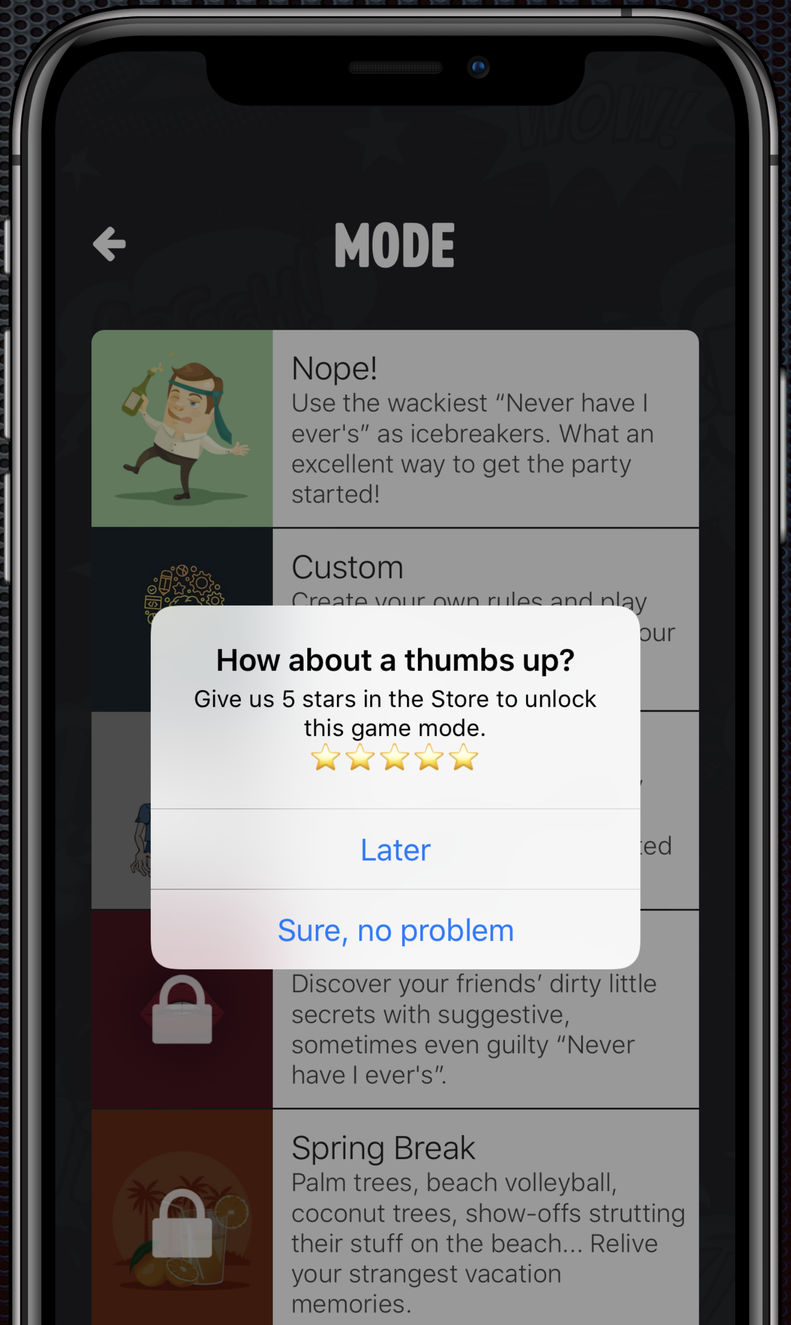
Optimiser ses notes ⭐

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

Purchases / Downloads = X%

Goal > 10%

App Store average

1-2%

Optimising App Store Revenue 💰

Paid conversion rate

Purchases / Downloads = X%

Goal > 10%

App Store average

1-2%

Average Revenue Per User

(ARPU)

Revenue / Downloads = $X

Goal > $0.10

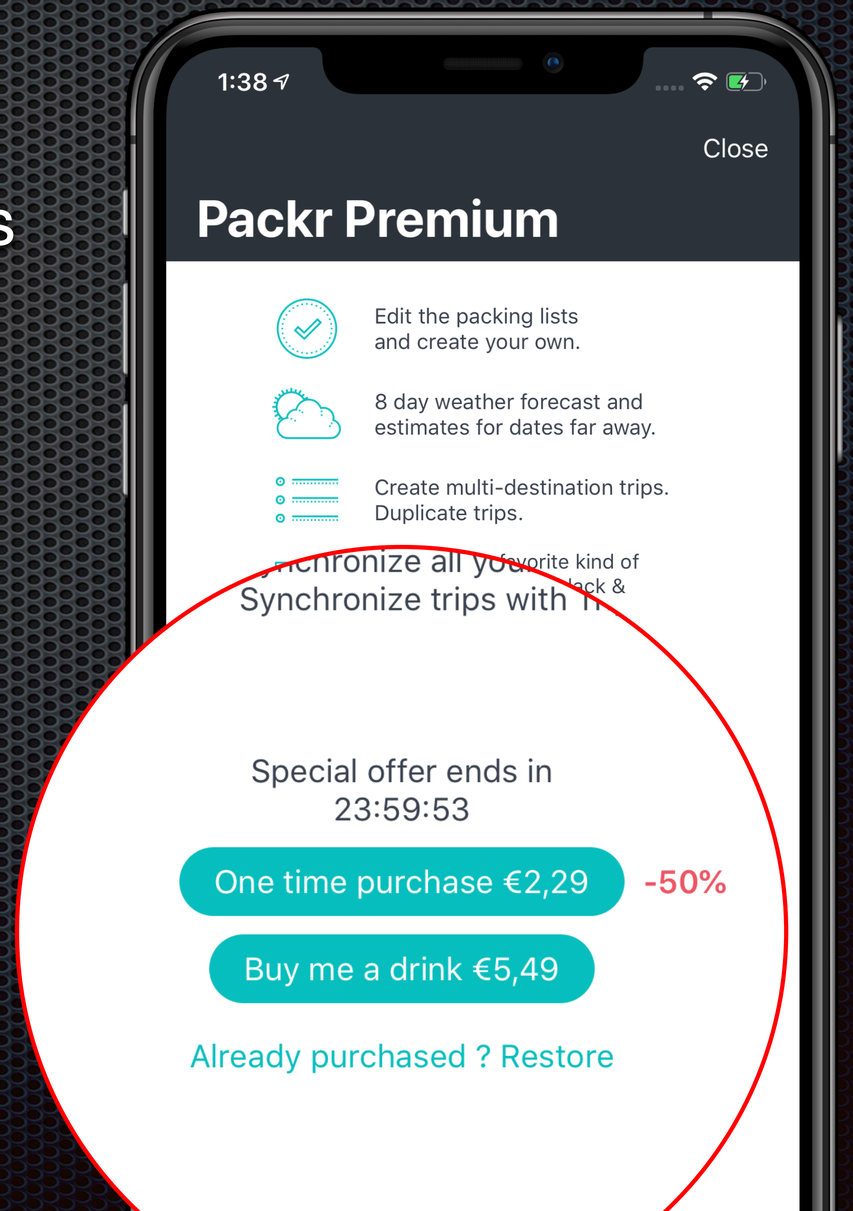
App Store Range

$0 - $30

Optimising App Store Revenue 💰

Best practice

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

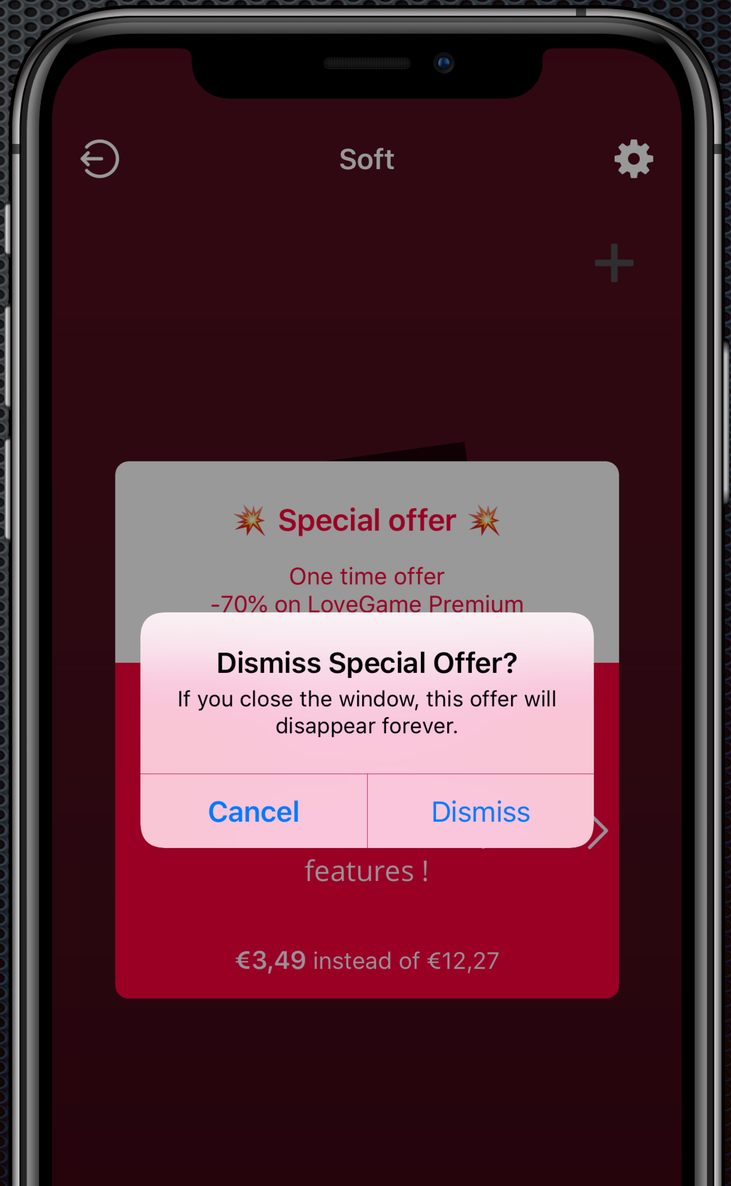


Optimising App Store Revenue 💰

Best practices

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

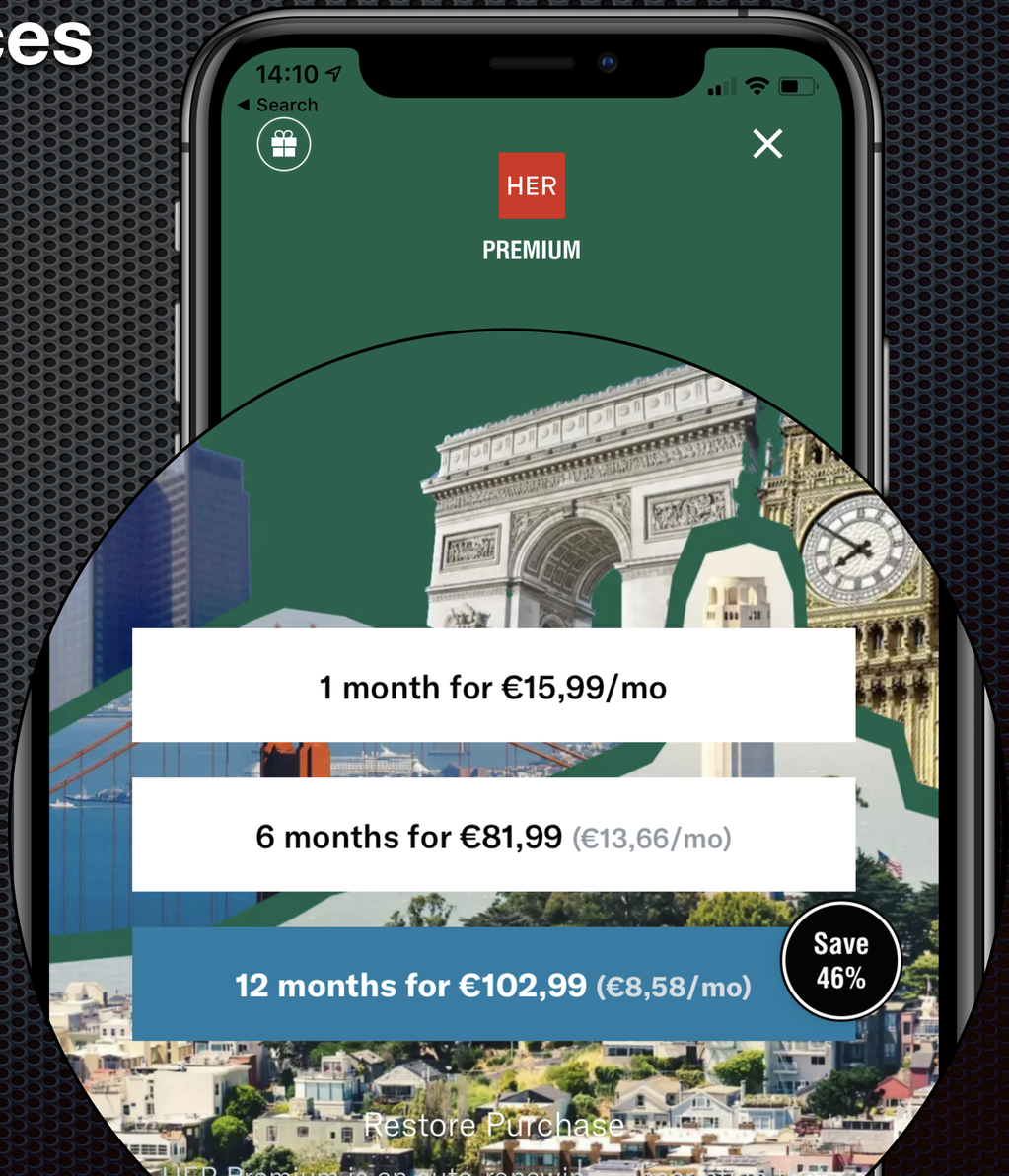
- Display one-time special offers
  - Opening the app
  - Sent by a notification
  - At a precise moment in the flow



Optimising App Store Revenue 💰

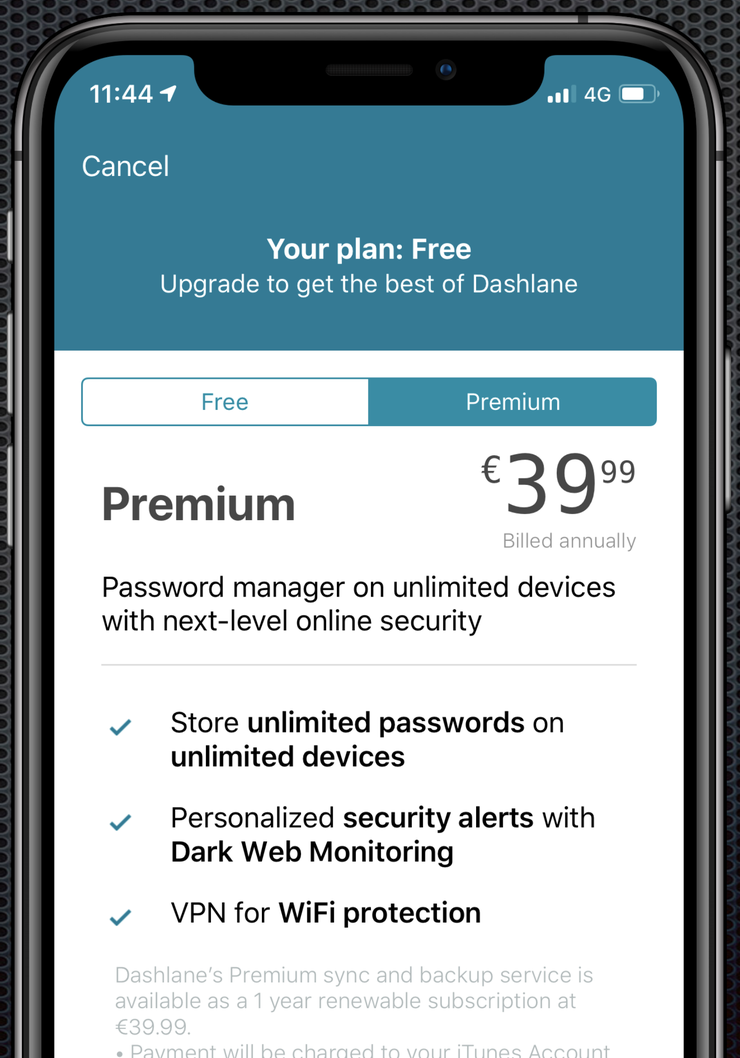
Subscriptions best practices

- Offer several prices and options



Optimising App Store Revenue 💰

Subscriptions best practices

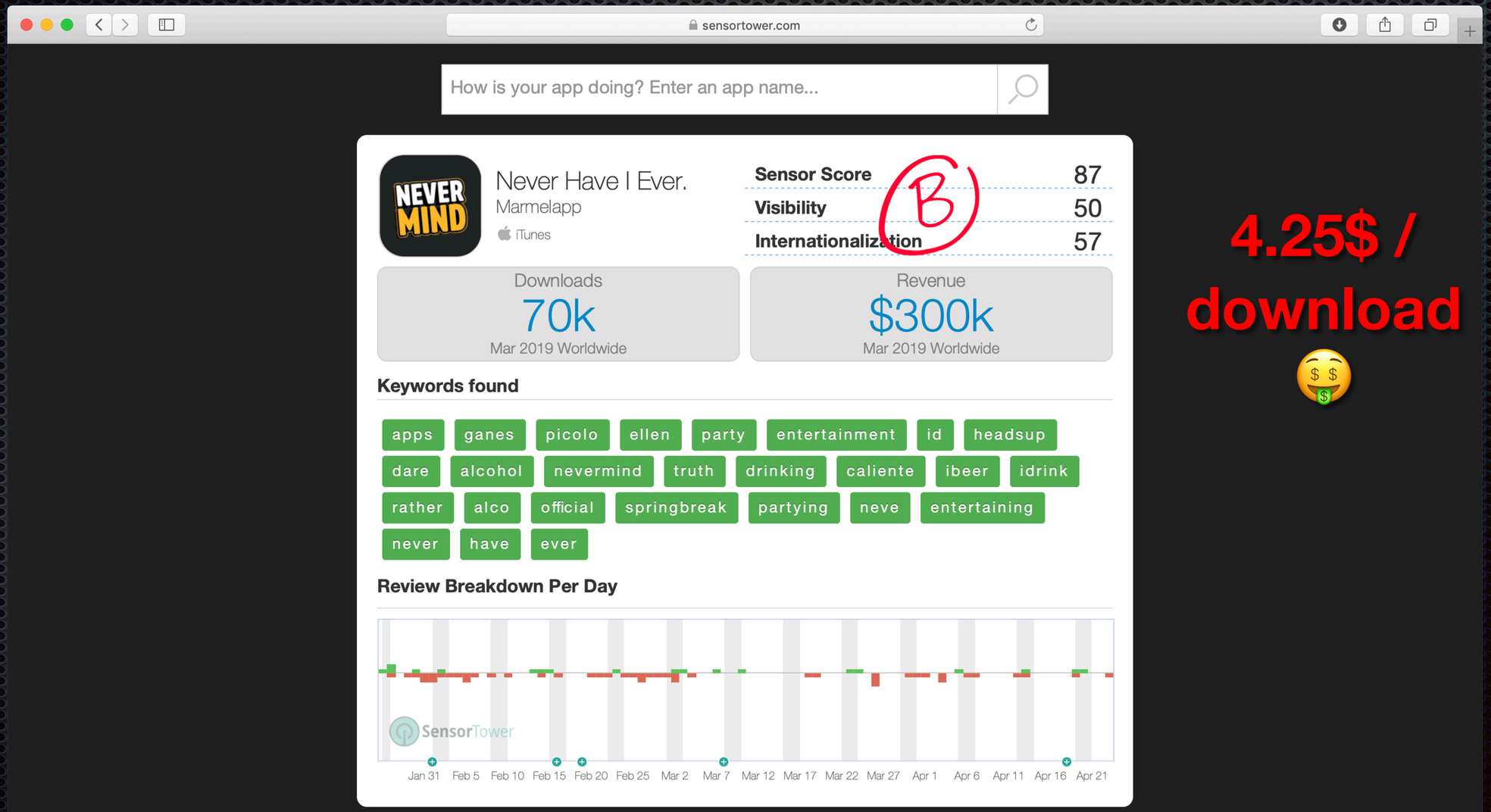


Optimising App Store Revenue

How to cheat ? 👹

Optimising App Store Revenue 💰

Pushing the limits



4.25$ / download

🤑

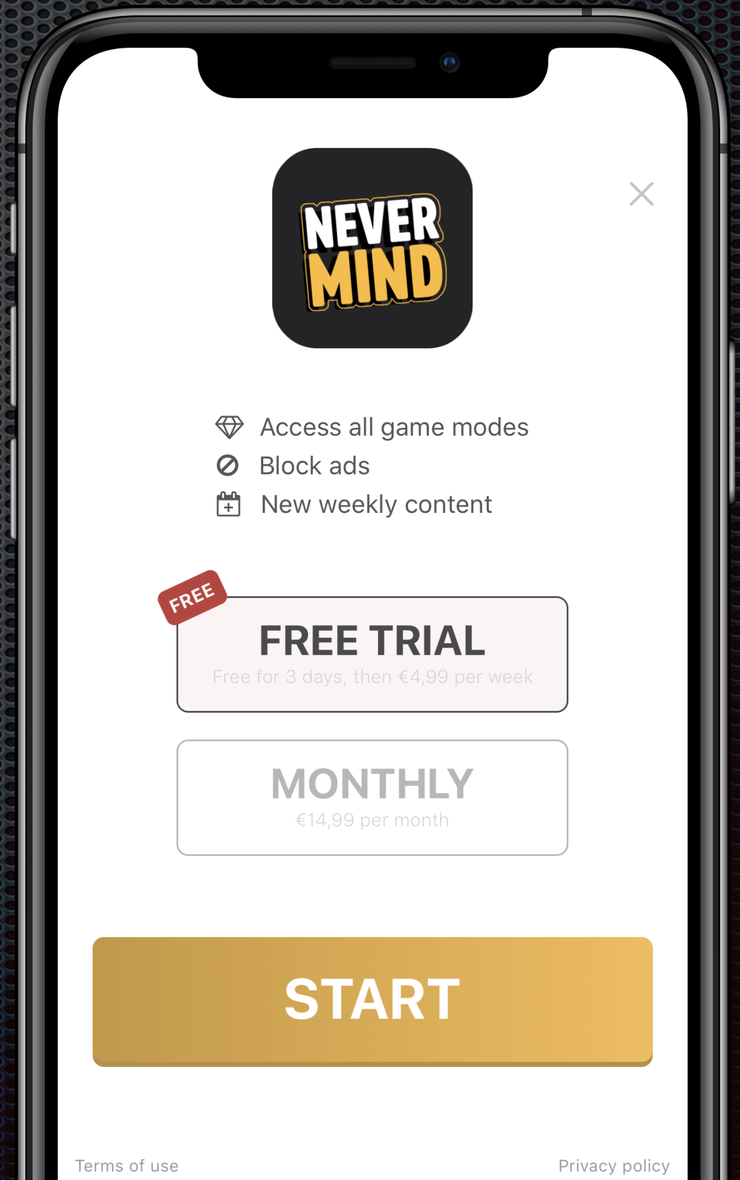
Optimising App Store Revenue 💰

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 ??

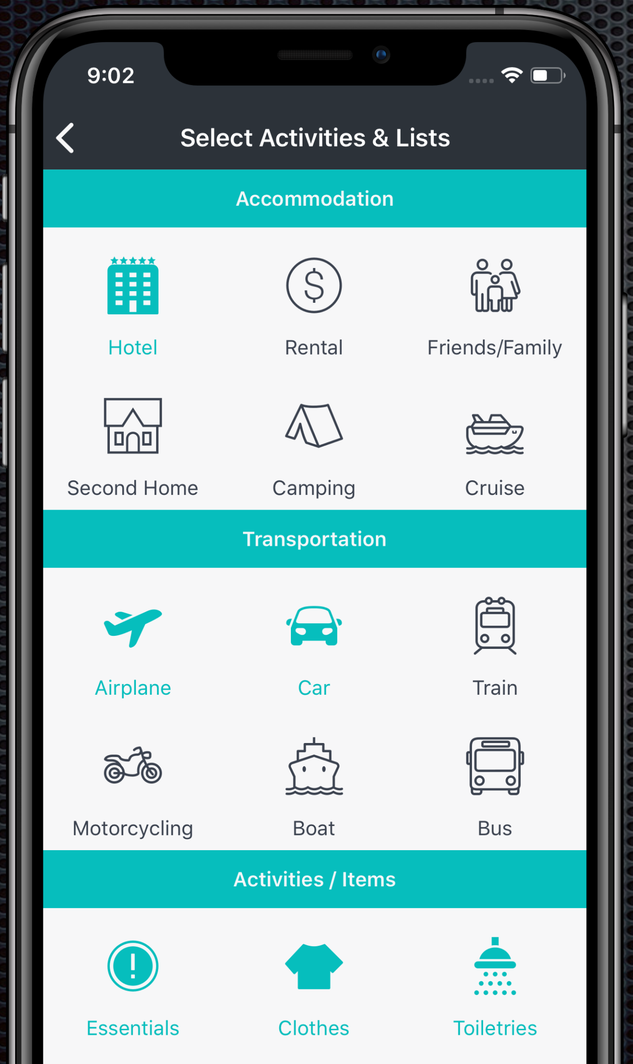


What is the next step ?

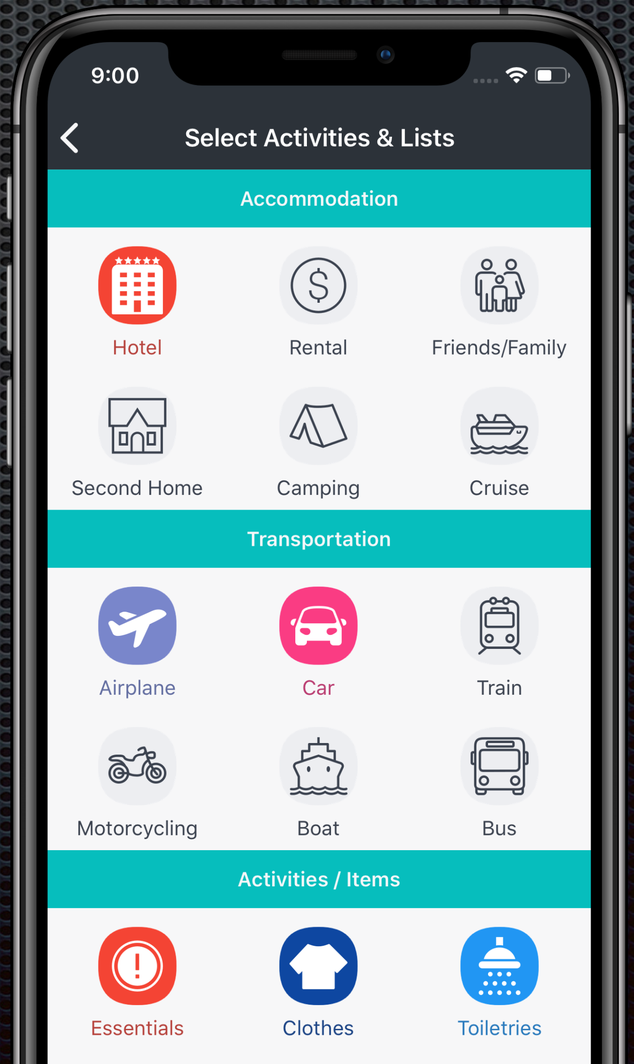
A|B Testing

A|B Testing

Packr



20% better conversion rate in China

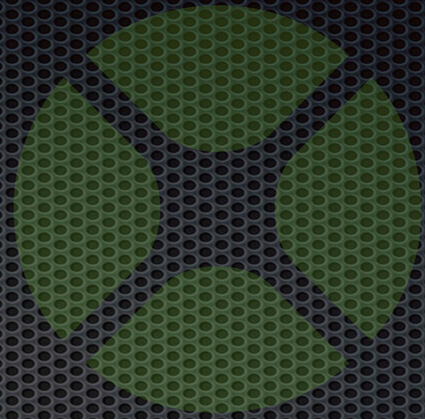


Thank you for your attention

contact@jeremieleroy.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 !