

How to make friends and influence people



Ratings & Reviews:
ASO impact & leverage

Thomas Petit,
8fit

ASO
BARCAMP!

ASO BARCAMP!

Ratings & Reviews

ASO impact & leverage

Media & Technology Partner



Media Partners



Brought to you by:



@Thomasbcn



Thomas Petit

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Current 8fit
Previous Wuski.tv, Freelance, iceVault
Education Ecole de Management de Lyon

tusjuegos.com MyStarAutograph

HI DANCE



Edit profile

Thomasbcn

@Thomasbcn

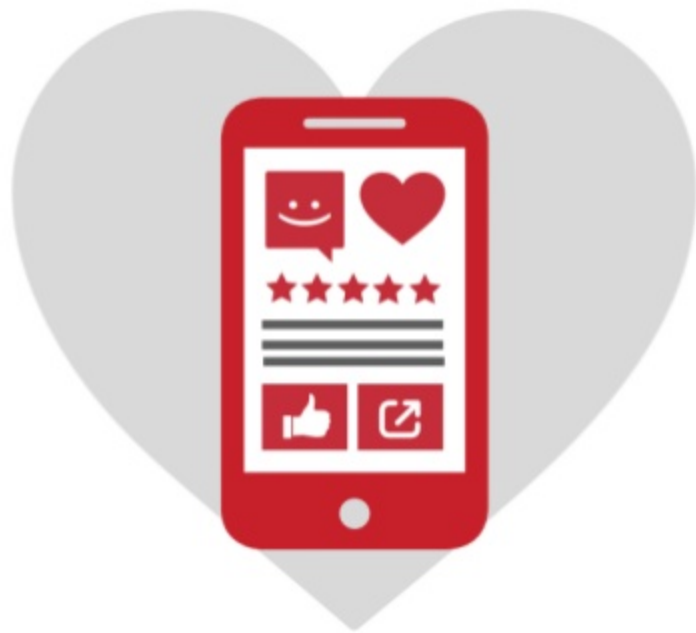
Startup Marketing, Mobile Growth - currently propelling
@8fit_app | AARRR, ASO, Games, Ecommerce, CRO,
Chartporn... Connect?

📍 Berlin / Barcelona 🔗 [linkedin.com/in/thomasbcn](https://www.linkedin.com/in/thomasbcn)

1,089 FOLLOWING

4,015 FOLLOWERS

“The secret is in the stars”



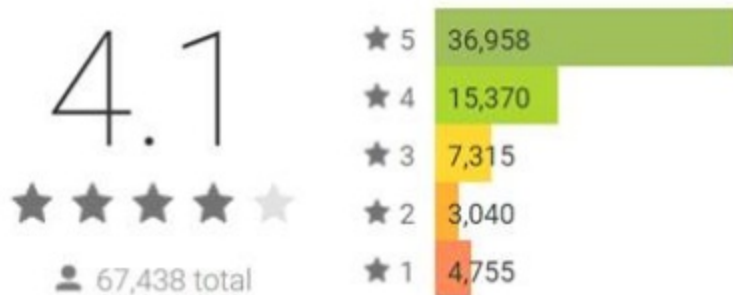
1. Why

2. How

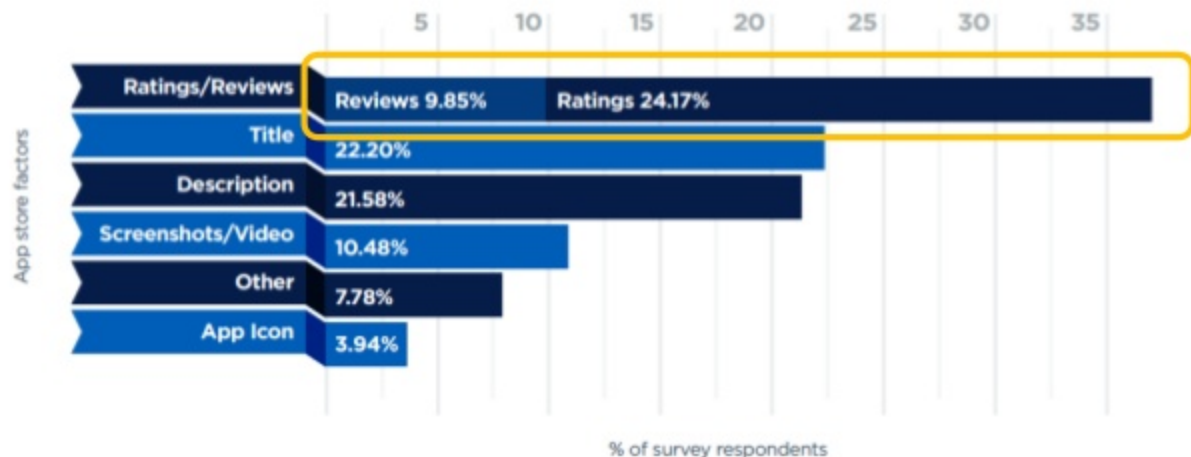
Huge impact on the 2 factors of ASO

User perception (CRO)

Ranking algorithm (SEO)



User perception



Conversion

80% of users viewing a listing don't install

59% check reviews before downloads

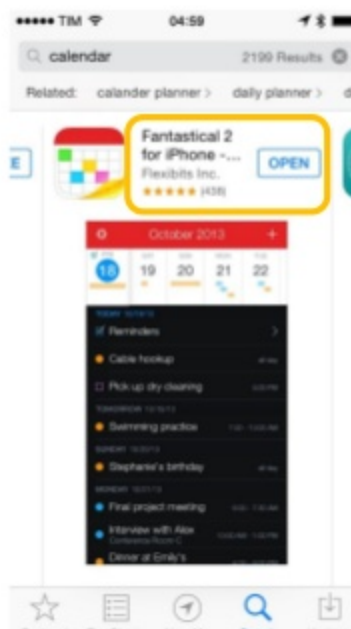
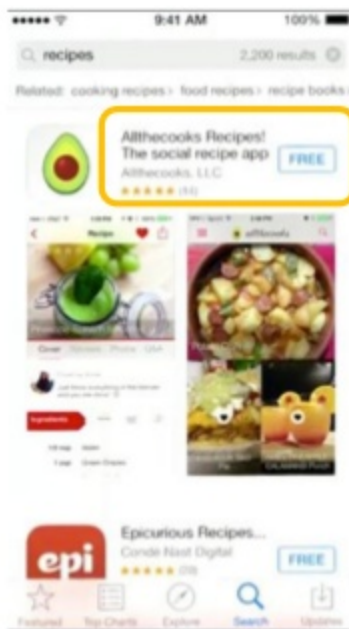
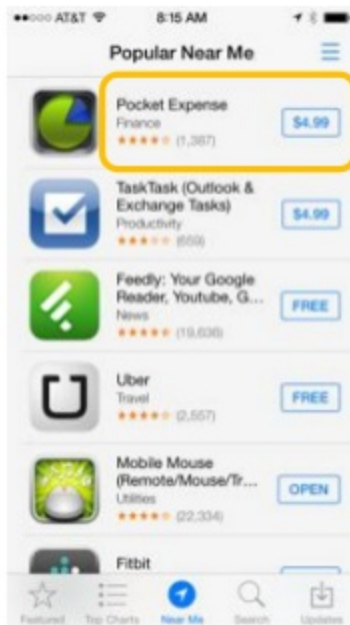
37% check reviews before IAP

33% check reviews before updating

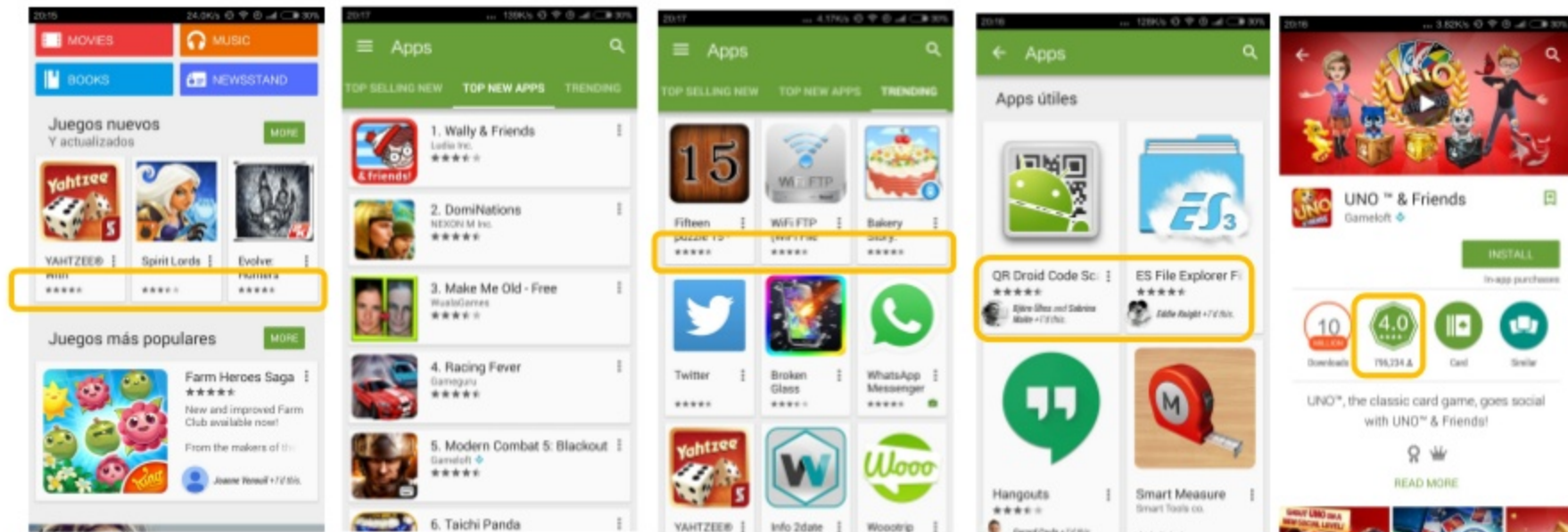
Little/no influence for only 8%

TUNE

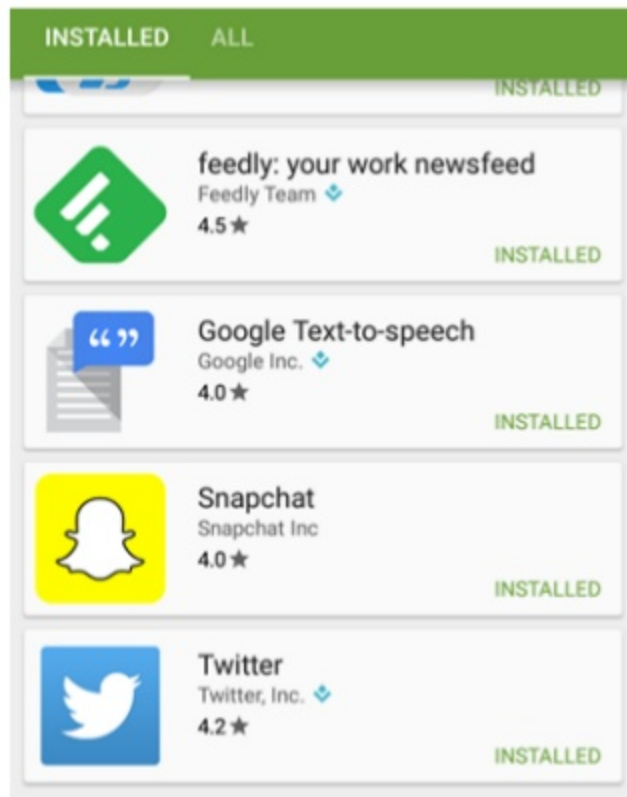
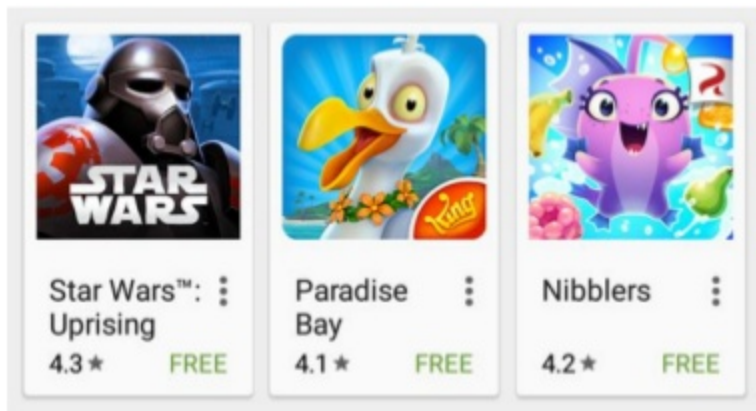
iOS snippet



Android snippet



New Android snippet?



UNDERSTANDING ONLINE STAR RATINGS:

★★★★★ [HAS ONLY ONE REVIEW]

★★★★☆ EXCELLENT

★★★★☆ OK

★★★★☆
★★★★☆
★★★★☆
★★★★☆
★★★★☆

CRAP

★★★★☆

★★★☆☆

★★★☆☆

Ranking algorithm

*“Rating volume is perhaps the **best indicator of ranks**, with a **29–40% correlation**”, Alex Walz, Moz/Apptentive*

*“Ratings are more **heavily weighted** in **Google Play's** algorithm”*

“The higher an app is rated, the less its rank it likely to move in a 24-hour period”

*“The effect of reviews is **more important than global downloads** to improve keyword ranking” @francescgo*

Ranking algorithm: officially since 2013

*“Reviews and ratings are a **very strong signal** for us”
Ankit Jain, Google Play*



The lines track three groups of apps from the top 200: low ratings (under 3), medium ratings (3 to 3.99), and high ratings (4 and up). The Y axis shows the average app store rank for all apps in that group.

Bad rating?



Current Version:

★★ 270 Ratings

All Versions:

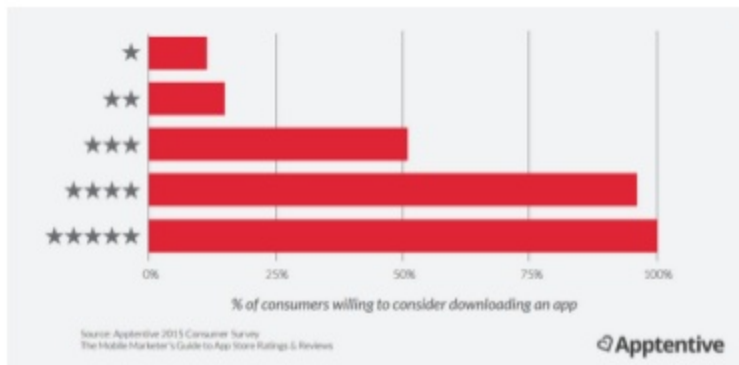
★★★ 296482 Ratings



2 Apps among top100

Can you guess which?

Ratings Impact



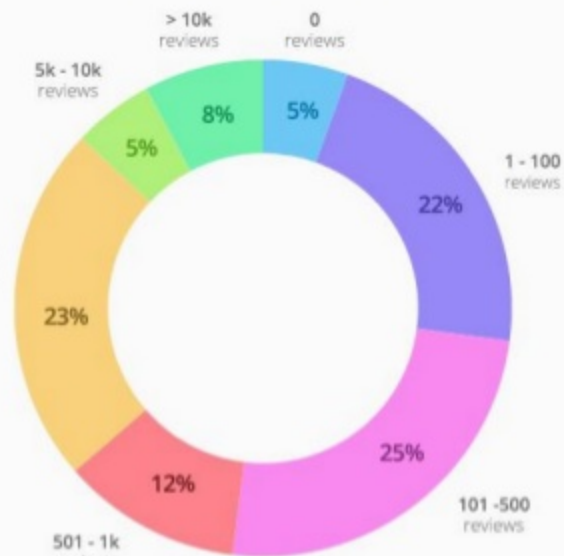
Jumping from...	To...	Is Expected to Increase App Store Conversion by...
★	★★	30%
★	★★★	340%
★	★★★★	730%
★	★★★★★	770%
★★	★★★	280%
★★	★★★★	540%
★★	★★★★★	570%
★★★	★★★★	89%
★★★★	★★★★★	97%
★★★★★	★★★★★	4%

Source: Apptentive 2015 Consumer Survey
The Mobile Marketer's Guide to Ratings & Reviews

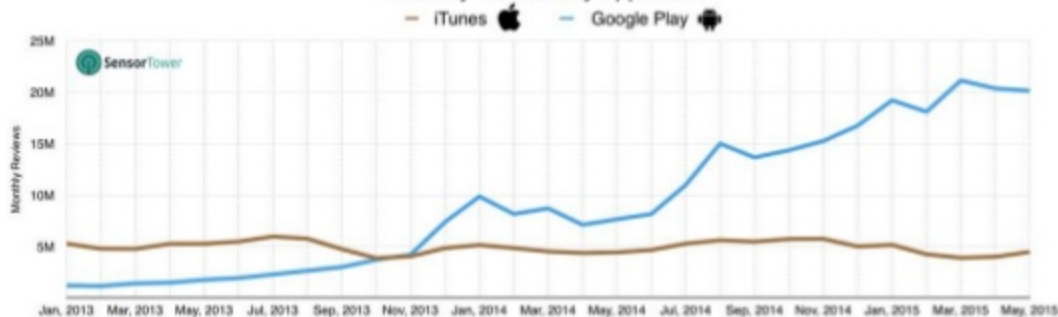
Apptentive

Ratings & Reviews figures

How many reviews do iOS developers have?



Monthly Reviews by App Store

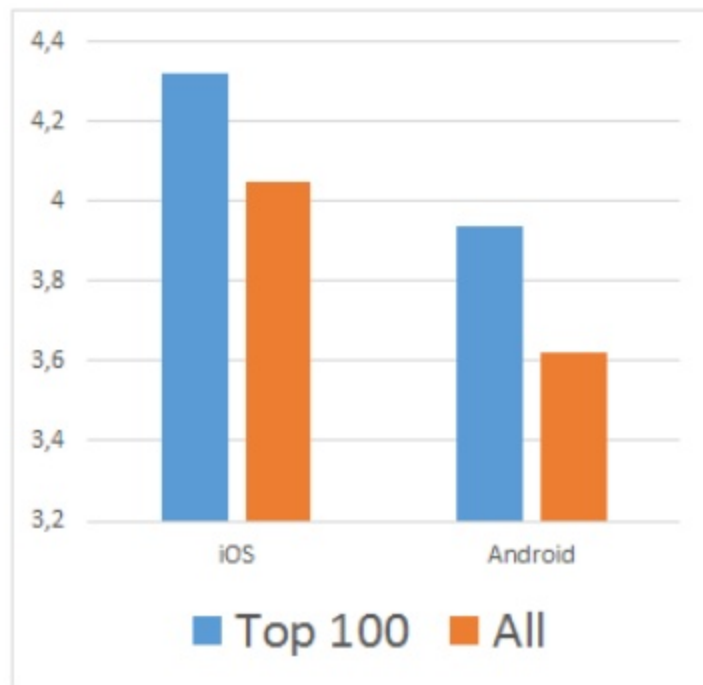


App market: winner takes all

1% devs, 53% of reviews
0,1% 23%

(2013 from 70m reviews)

Ratings average



Ratings & Reviews: % of users

Hotel Tonight

4m Downloads
6000 Reviews

0.15% of users
Left a Review

Twinkl

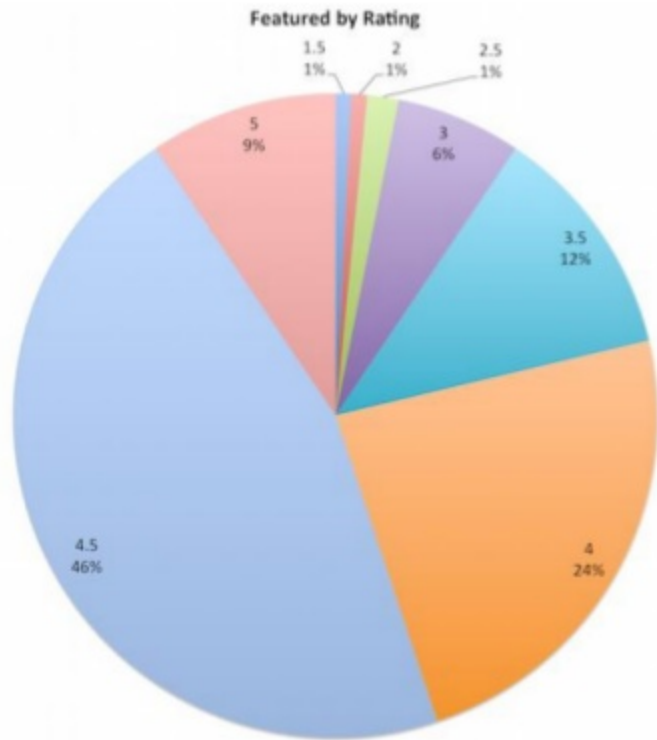
18000 Downloads
19 Reviews

0.1% of users
Left a Review



0,5%

Apple/Google Featuring



Thomasbcn
@Thomasbcn

Featured Apps on iOS:
80% not new
61% free
60% games
20% under 4 star (WTF!)

Problems with App Store reviews

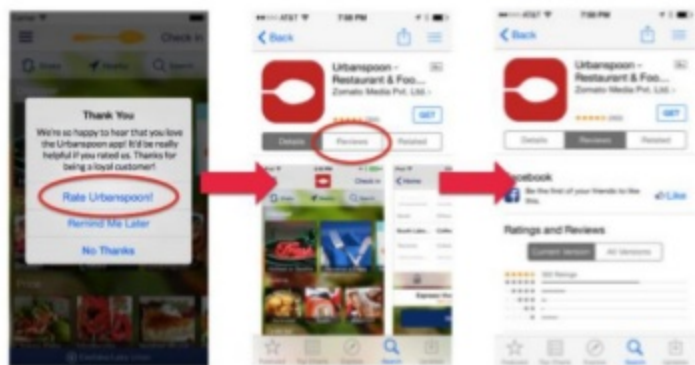
Users are radical

52% post only positive
5% post only negative



THE PROBLEM WITH
AVERAGING STAR RATINGS

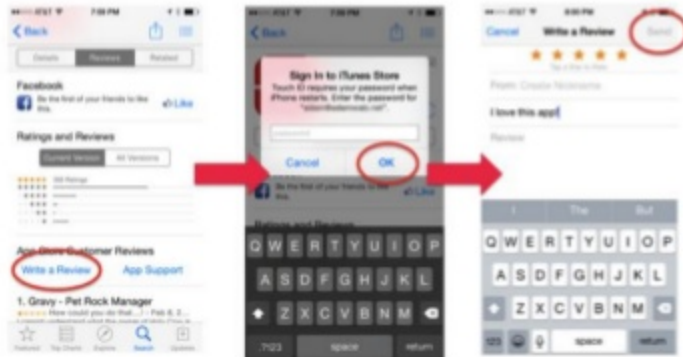
Review process is painful



Step 1: Trigger the rating prompt and opt to rate the app

Step 2: Wait as the app store launches with the app's landing page loaded. Navigate to reviews.

Step 3: Load the Reviews page and scroll down.



Step 4: Select 'Write a Review'

Step 5: Sign in to the App Store

Step 6: Rate the app, write a review (optional) and hit post

5m 7s
Average Session
Length