

**#ADDICT**  
MOBILE

**ASO Secrets**

**5 LESSONS**  
**TO OPTIMIZE YOUR**  
**CONVERSIONS**



E-BOOK WITH THE SUPPORT OF  **apptweak**

# INTRODUCTION

## Why ASO is crucial for your application

In a highly competitive environment, App Store Optimization (ASO) is an essential strategy for increasing app visibility and conversions. Indeed, **65% of app downloads** come from searches on the App Stores (source: Apple). An effective ASO strategy combines data analysis, optimized content creation and rigorous testing.

For example, a strategic redesign on Android enabled a mobile gaming app to increase its conversion rate on installation by **+3.25 pourcentage points** (Addict Mobile).

This guide will provide you with the keys to developing a high-performance ASO strategy and transforming your presence on the App Stores.

# LESSON N°1

DEFINE CLEAR OBJECTIVES



LESSON N°1

# DEFINE CLEAR OBJECTIVES

Before you start, it's essential to know what you want to achieve:

- Increased visibility
- Higher conversions
- Optimized Cost Per Acquisition (CPA).

Setting clear KPIs, such as **conversion rate on installation (CVR)**, helps structure your strategy and prioritize your actions.

A clear objective helps you stay on course in a competitive environment. For example, a mobile gaming application targeted a **+3.25pts increase in its CVR** on Android.



This KPI guided the strategic redesign of its visuals and texts to **maximize its appeal and user engagement.**

**Tip:** Make sure your objectives are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) to accurately assess your results.



# LESSON N°2

ANALYZE THE COMPETITION  
AND KEYWORDS



## LESSON N°2

# ANALYZE THE COMPETITION AND KEYWORDS

Competitive analysis is an essential step in identifying what works in the marketplace. Start by analyzing your competitors' visuals and texts:

- What elements are repeated?
- What aspects seem to attract attention?

Identify commonalities, but also seek to distinguish yourself through original approaches.

At the same time, conduct in-depth keyword research. Classify them by relevance, search volume and level of competition. A **study of at least 200 keywords** conducted for this same application optimized its titles and descriptions. Tests carried out with a new description underperformed. It was therefore necessary to **rebalance aspect and keywords** for better performance. This **approach boosted visibility and relevance** for store algorithms.

## ADDICTMOBILE\_SHORT-DESCRIPTION

🕒 Previous · Not applied · Custom store listing · US + KO

Variant	Audience	Retained installers (current)	Retained installers (scaled)	Performance (90% confidence interval)
• Current listing	50%	7,908	15,816	
Short description	Become a champs trainer. Win in this fun idle running & racing game.			
AM_JAN24	50%	7,646	15,292	-6.7% <span style="color: red;">■</span> +0.3%
Short description	Epic 3d idle game : build a champ to bike race, fun run, strategy & adventure			

**Practical tip:** Use tools like AppTweak, or Sensor Tower to find relevant keywords and track their performance.

**+20-30%**

of visibility increase  
with optimized  
keywords

Source: AppTweak

## SEARCH FOR RELEVANT KEYWORDS

No matter how big or famous your application, keyword research is **essential to a successful ASO strategy**. It helps you understand what your audience is looking for, uncover new opportunities for growth and stay competitive. Keyword research is much more than a technical step: it's **a strategic tool** that helps your app stand out in saturated app stores.

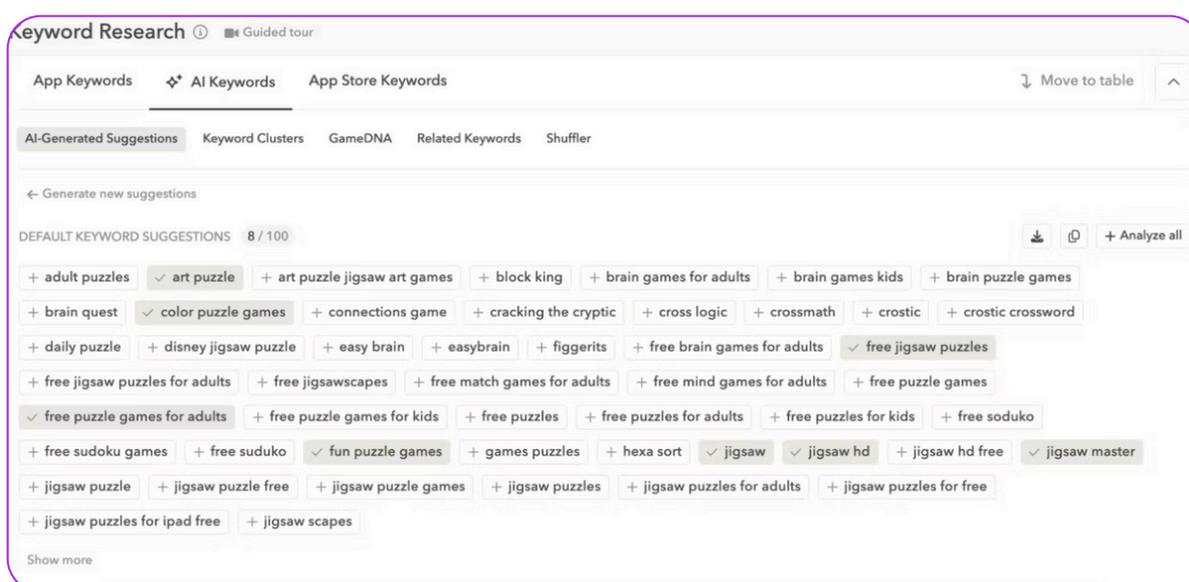


**Simon Thillay**

Head of ASO & Market Insights  
AppTweak

There are tools available for finding effective keywords. A rich keyword list would contain words relating to the app's features and benefits, as well as the problem it solves.

For example, [AppTweak](#)'s *Keyword Pickers* tool lets you explore relevant keywords in your market, those that are semantically connected to the app's main keywords, and even deepen the search with AI-generated suggestions.



Building a list of keywords is only the first step in your research. The next step is to **evaluate the relevance of your keywords and identify those that will maximize your application's visibility**. Prioritizing your keywords is essential, given the limited space available in metadata.

The first place to look for keyword relevance is **the list of search results**. If the applications listed share a similar objective to yours, the keyword is probably relevant.

AppTweak's *Relevancy Score* helps you **identify the keywords that best match your application's functionality**. Here, the Relevancy Score indicates that the keywords “indoor cycling” and “fitness buddy” are more relevant than “yoga” or “cardio” for the *Peloton* app.

Keywords	Vol.	Max. Reach	Diff.	Chance	Relevancy	Rank	Installs	
indoor cycling	24	785	3	91	96	3	17	Live Search
indoor walking app free	22	590	3	75	91	9	4	Live Search
fitness buddy	20	441	20	73	82	9	1	Live Search
cardio	33	2,517	2	73	72	28	0	Live Search
gym	49	23,080	19	61	67	92	0	Live Search
workouts	34	3,129	16	64	64	23	3	Live Search
fitness	60	104,297	30	50	55	22	57	Live Search
training	35	3,582	13	67	55	117	0	Live Search
yoga	49	23,061	0	73	42	73	0	Live Search



# LESSON N°3

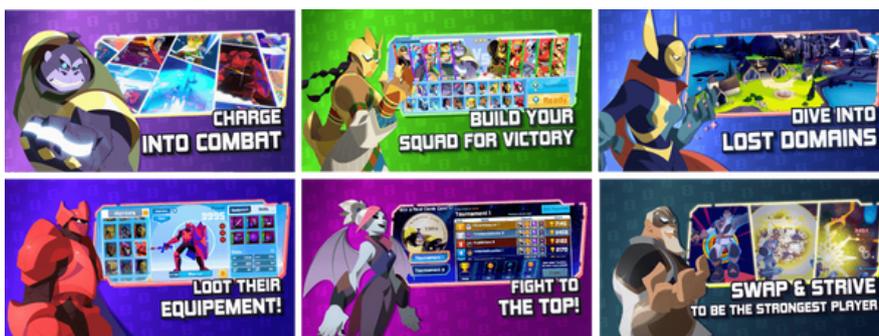
CREATE ATTRACTIVE VISUAL  
AND TEXTUAL CONTENT



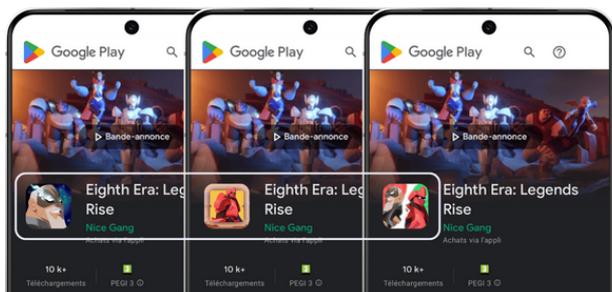
### LESSON N°3

# CREATE ATTRACTIVE VISUAL AND TEXTUAL CONTENT

Visuals are often the first point of contact between the user and your application. **Create screenshots and presentation videos** that showcase your strengths. Respect the differences between platforms: for example, Android and iOS users have different design expectations.



When it comes to textual content, **strategically integrate keywords into your titles, short and long descriptions**. However, **don't sacrifice engagement for optimization**: captivating text is essential to convert visitors into users.



Thanks to this new ASO, store conversions have increased by a factor of

**x2**

**Practical tips:** Test several versions of your visuals and texts. User preferences can vary between markets and stores.

Apple's custom product pages and Google Play's custom store listings are excellent opportunities to customize visuals for certain keywords and audience segments.

# LESSON N°4

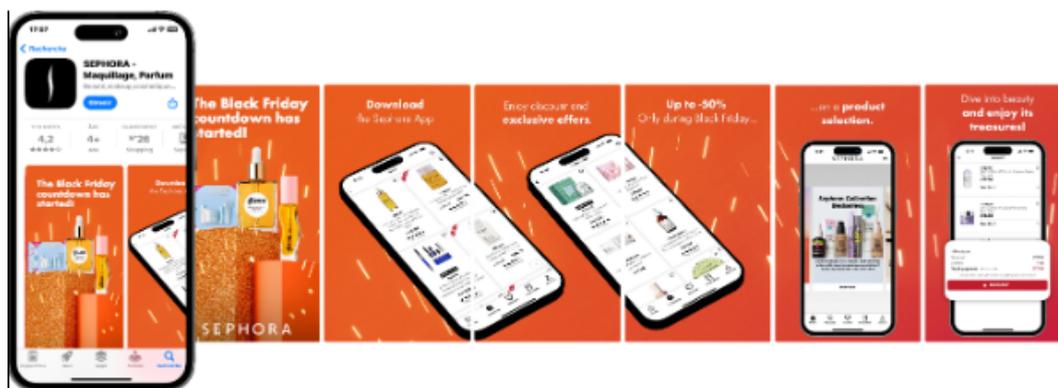
SYSTEMATICALLY TEST  
WITH A/B TESTS



## LESSON N°4

# SYSTEMATICALLY TEST WITH A/B TESTS

A/B tests are essential to validate your strategic choices. **Test visuals, titles, descriptions and even screenshots** in order to determine what resonates best with your target audience.



### Case Study

Two series of visuals (Series 1 and Series 2) were tested on Android and iOS. The results showed a preference for Series 1 on Android (+3.25pts CVR) but underperformance on iOS (-1.12pts), demonstrating the importance of adapting each element to the platform.



**Practical tip:** Test several versions of your visuals and texts. User preferences can vary according to market and store.

# LESSON N°5

ITERATE AND  
ADAPT CONSTANTLY



LESSON N°5

# ITERATE AND ADAPT CONSTANTLY

ASO is not a single task, but an **ongoing process**. Each test provides lessons for adjusting your visuals, content or strategies.



Translate your descriptions to target different markets and adapt your approaches to new trends or user behaviors.

**Practical tip:** Schedule regular revisions of your product page and keep an eye on user feedback to adjust quickly.

Our teams can help you with your ASO!

Contact us!

