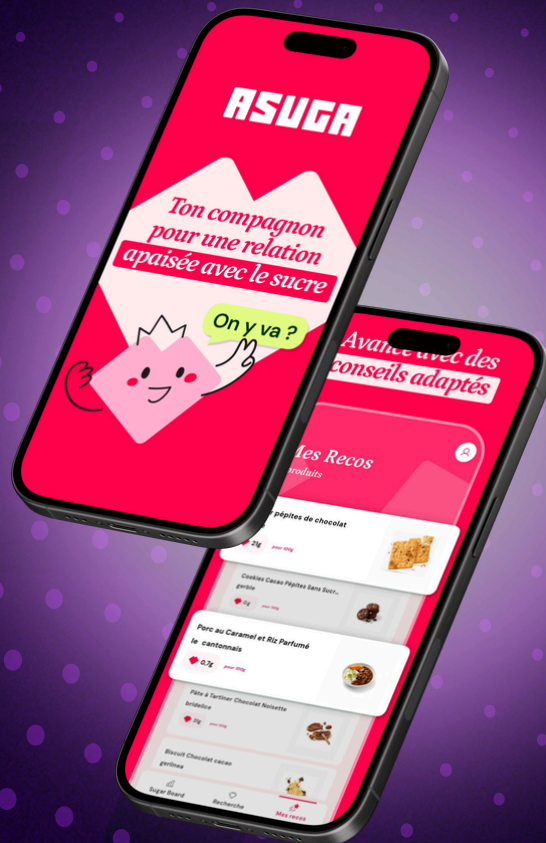


# App Launch Guide:

## How to maximize your growth from day 1



IN COLLABORATION WITH  **apptweak**

WHITE PAPER

# Introduction

## Launching an app today: a structural challenge

The mobile app market has never been more competitive. Every day, thousands of new apps are released on the stores, yet only a tiny fraction manage to reach a critical mass of users.

This reality cannot be explained by product quality alone. In many cases, apps fail not because they are bad, but because they are poorly launched.

Launch is often treated as a simple release, or at best as a one-off marketing “go-live.” In an ecosystem driven by algorithms (App Store, Google Play, Meta, TikTok), a launch is first and foremost an **accelerated learning process**, where every user signal matters.

An app is never “discovered by chance”: it is **pushed, tested, optimized, and iterated**.

This white paper aims **to provide a clear and actionable framework to maximize the chances of success when launching a mobile app**.

Based on our experience, we have identified the key factors that differentiate a high-performing launch from an underperforming one.

In practical you will discover:

- **The most common mistakes observed during app launches**
- **The fundamentals** to put in place even before acquiring your first users
- The most **effective acquisition strategies** today
- The **mechanisms** that turn a launch into sustainable growth



The goal is not to provide a theoretical checklist, **but a concrete, proven framework that can be directly applied.**



# *Summary*

## PART 1

**Why most apps underperform** p. 4

## PART 2

**Pre-Launch Foundations** p. 11

## PART 3

**ASO as a Performance Lever by AppTweak** p. 20

## PART 4

**Onboarding & Product Retention** p. 27

## PART 5

**Paid User Acquisition Strategy** p. 32

## PART 6

**ASO & Paid Synergy** p. 40

# ***PART 1***

## ***Why most apps underperform***



## PART 1

# Understanding the structural reasons behind failure

Before looking at best practices, it is essential to acknowledge a simple reality: **most mobile app launches underperform.**

This is not due to a lack of ambition or budget, but rather a mismatch between how apps are launched... and how the market actually works today.

Today, mobile is an ecosystem that is:

- **saturated**
- **driven by algorithms**
- **and deeply data-driven**

In this context, a successful launch depends less on the idea itself and more on the ability to quickly generate signals and iterate.

## 1.1. A saturated market where visibility is scarce

The first factor behind failure is structural: extreme competition. Today:

**2 million**  
apps on the App Store

**3 million**  
on Google Play

**Several thousand new apps**  
released every day

In this environment, visibility is not distributed evenly. The majority of downloads are captured by a small number of already established players.

### The reality of the mobile market

Metric	Order of magnitude
Number of apps (iOS)	~2M+
Number of apps (Android)	~3M+
Share of downloads captured by top apps	Majority
New apps per day	Several thousand

App stores rely on algorithms that favor:

- apps that generate volume
- apps that convert efficiently
- apps that retain users



**As a result, without strong initial performance, it becomes very difficult to gain visibility.**



### Key takeaway

From the launches we support, the challenge is not generating installs... but **generating enough high-quality signals quickly to enter the algorithmic loop.**

## 1.2 The myth of organic growth at launch

Many publishers still believe that an app can grow organically from the start. In reality, this approach is rarely viable. The market has made it clear: **in 2024, global mobile user acquisition spend rebounded by +5%, reaching \$65 billion (AppsFlyer, 2025).**

According to AppsFlyer, top-performing apps rely heavily on paid acquisition from the very first weeks to kickstart their growth. Organic growth does not come before growth, it is the result of it.

### Paid vs Organic at launch

Phase	Main growth driver
Launch	Paid acquisition
Growth phase	Paid + Organic
Maturity	Organic dominant

Paid acquisition plays several key roles:

- generating initial volume
- feeding algorithms
- quickly testing messaging
- identifying high-performing audiences



### Key Takeaway

An app that waits for organic growth learns slowly. **An app that activates paid acquisition learns faster and accelerates its entire growth cycle.**

## 1.3. A lack of usable data

The third critical factor is the lack of data. **Platforms such as Meta, Google, and TikTok rely on algorithms that require a minimum volume of conversions to operate efficiently.**

According to market data, **50 to 100 conversions per week are needed to stabilize a campaign.**

### Platform learning thresholds

Data volume	Impact
< 20 conversions/week	High instability
20 - 50	Limited learning
50 - 100+	Effective optimization

At launch, this threshold is rarely reached:

- low install volume
- limited in-app events
- sometimes incomplete tracking



As a result:

- inefficient algorithms
- high costs
- unstable performance



## Key takeaway

In a post-ATT environment, the question is no longer “how much traffic do I have,” but “**what is the quality of the signal I am sending to platforms.**”

This is further compounded by the complexity of iOS tracking:

- » consent rates often below 50%
- » partial data
- » reliance on probabilistic models

This is why having a properly structured tracking setup from the start is critical.

## 1.4. A launch vision that is still too “one-shot”

Many players still approach launch as a one-time event. Today, however, **a high-performing launch is first and foremost an intensive learning phase.**

### Two approaches to launch

Traditional approach	High-performance approach
One-time launch	Continuous testing phase
Few creatives	High testing volume
Limited iteration	Ongoing optimization
Slow decision-making	Data-drive decisions

Top-performing apps:

- test multiple messaging angles
- iterate quickly
- continuously adjust their funnel

Success does not come from a perfect strategy, but from the **ability to learn fast.**



### Key takeaway

Launch is not an end goal. **It is the starting point of an optimization process.**

## 1.5. Creatives: the primary performance driver today

**The final key factor is the underestimation of creative performance.**




In a saturated environment, capturing attention has become critical. On platforms like Meta and TikTok, a few seconds are enough to determine whether an ad succeeds or fails. According to Meta, **creatives can account for up to 70% of a campaign's performance.**

Third-party data confirms this: **the State of Ad Creatives in App Marketing report (AppsFlyer, 2024) shows that only 2% of creative variations capture 68% of marketing spend, while 90% of budgets are concentrated on just 10% of ads.** To identify these winning creatives, marketers need to test, on average, **more than 50 variations.**




In 2024, creative production increased by **+40%**, reaching **839 variations** per month for apps spending over **\$100K/month** (AppsFlyer, 2025).

### Evolution of performance drivers

#### Before

-  Targeting
-  Bidding
-  Technical Setup

#### Today

-  Creative
-  Data Signal
-  Creative Iteration

Yet many advertisers:

- ✘ produce too few creatives
- ✘ test too few angles
- ✘ iterate too slowly

In contrast, high-performing strategies rely on:

- ✔ a high volume of creatives
- ✔ continuous testing
- ✔ granular performance analysis



### Key takeaway

**The best-performing apps** are not always the best products. They are the ones that best translate their value into compelling messaging.

## Conclusion

Underperforming launches are not random.

They are the result of structural factors:

- **a saturated market**
- **an underestimated reliance on paid acquisition**
- **a lack of usable data**
- **no strong testing culture**
- **weak creative strategy**

The good news is that **these factors can be controlled**. But this requires adopting a structured approach from the very beginning, by building strong foundations even before activating your first campaigns.

# ***PART 2***

## ***Pre-Launch Foundations***



## PART 2

# Building the right foundations before any acquisition

A successful launch does not start the day when campaigns go live. It actually happens earlier, in the quality of the foundations you put in place.

Based on our experience, **a large part of an app's performance (or underperformance) is determined even before the first installs.**

Even a well-executed acquisition strategy cannot compensate for:

- **unclear positioning**
- **incomplete tracking**
- **or a poorly prepared product**



## Key takeaway

Apps that perform are not necessarily more aggressive at launch. **They are simply better prepared.**

## 2.1 Defining a clear and differentiated positioning

Many apps present themselves as broad, all-in-one solutions. The problem is that the more generic an app is, the harder it is to market.

### Positioning: impact on performance

Type of positioning	Impact
Broad / generic	High CPC, low conversion
Niche / targeted	Lower CPC, higher CVR
Clear problem-solution fit	Strong user engagement

A strong positioning is built on three elements:

- a clearly defined target audience
- a specific problem
- a clear value proposition

### Concrete example

❌ “All-in-one fitness app”

✅ “10-minute fitness program for busy young professionals”

*The second approach makes it easier to:*

- immediately understand the value
- project oneself into the usage
- drive conversion



### Key Takeaway

If your message speaks to everyone, **it will convince no one.**

## 2.2. Analyzing your market (stores & ads)

A launch is never built in isolation. It must rely on a deep understanding of its competitive environment. Analyzing the stores allows growth teams to understand market standards.

Apps are both:

- an acquisition channel
- a source of market intelligence

### What to analyze?

Element	Objective
➤ Top apps	🎯 Identify leaders and benchmarks
➤ Keywords	🎯 Understand user demand
➤ Screenshots	🎯 Analyze key messaging
➤ Ratings & reviews	🎯 Identify user expectations



The goal is not to copy, but to:

- **understand market standards**
- **identify differentiation opportunities**

### Analyzing ads: understanding what performs

Platforms like Meta and TikTok make it possible to observe:

- dominant marketing angles
- hooks being used
- high-performing creative formats



### Key Takeaway

The market already gives you the answers. **You just need to observe what scales... and understand why.**

A good practice is to:

- identify 5 to 10 direct competitors
- analyze their creatives
- categorize their messaging

### Example of competitive mapping

Marketing angle	Observed frequency	Opportunity
Time-saving	High	Standard
Cost savings	Medium	Opportunity
Personal transformation	Low	Differentiation

## 2.3 Defining your KPIs and performance model

### A launch without clear KPIs cannot be effectively managed

But beyond defining them, the key challenge is understanding how they connect with each other.

## Acquisition funnel

Stage	Key KPI	Lever
Impression → Click	CTR	Creative
Click → Install	CVR	Store page
Install → Activation	Activation rate	Onboarding
Activation → Revenue	ROAS	Product / pricing

A common mistake is focusing only on CPI. However, a low CPI combined with poor retention can lead to financial losses.



### Key Takeaway

The real question is not “what is my CPI?” but “**on which day does my ROAS reach break-even?**”


This tipping point is what separates a launch that burns budget from one that drives growth. **The value generated per user (LTV) remains the core metric: a low CPI with a low LTV is not a gain, it is a loss.**

**To go further, explore our framework to optimize your funnel and drive sustainable growth.**

# FULL FUNNEL

**The Operational Framework  
for Growth Teams**

[Download the white paper](#)



## Defining your objectives from day one

Some KPIs are essential to understand whether users are engaging with your app.

For instance:

- the **conversion rate** on store pages helps determine whether your value proposition is immediately clear.
- Retention on Day 1 and Day 7 is also a key indicator for identifying potential friction points.

## Benchmarks indicating strong launch performance

Note: these figures may vary depending on the industry. They represent averages.

20 - 40 %  
Store CVR

25-40 %  
Day 1 Retention

10 - 20 %  
Day 7 Retention

These metrics help validate both traffic quality and product relevance.

To provide additional context, according to **Business of Apps (2026)**, **more than 90% of users abandon an app before Day 30**. Reaching **25-40%** retention on Day 1 therefore places you significantly above market average (iOS: 23.9% – Android: 21%, source: AppsFlyer).

Retention is not just another metric, it is the most reliable signal of your product-market fit.

## 2.4 Setting up a robust tracking framework

Before launching your app, it is essential to implement reliable tracking.

### Tracking enables

- to measure performance
- optimize campaigns
- make informed decisions

### Without solid tracking

- it is impossible to identify high-performing levers
- platform optimization is limited
- decisions are based on incomplete data

## The role of the MMP

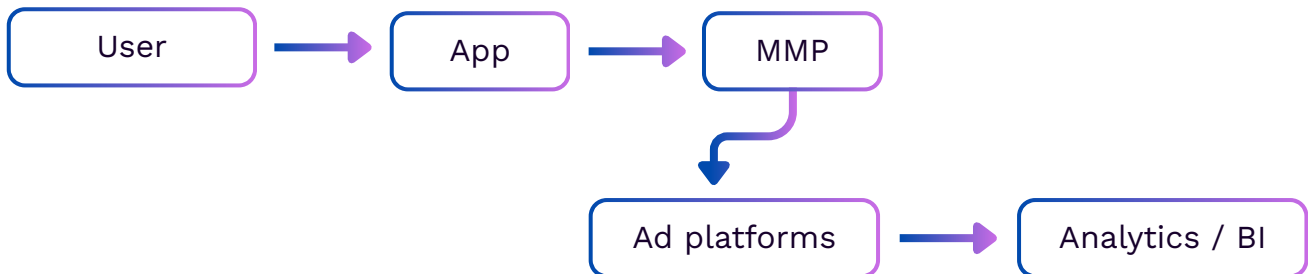
Integrating a Mobile Measurement Partner (MMP), such as AppsFlyer or Adjust, is essential.

It allows you to:

- centralize data
- attribute installs
- send events back to platforms (Meta, Google, TikTok)

It is the core layer of any acquisition strategy.

## Simplified architecture



## Structuring in-app events

Beyond installs, it is critical to track key user actions.

## Event typology

Type	Example	Objective
Early	Signup	Volume
Activation	First key action	Qualification
Revenue	Purchase	Profitability



The goal is **to optimize toward an event that is both frequent and closely tied to business value.**

## Deep linking : reducing friction

Deep linking allows users to be redirected to a specific page within the app. This leads to:

- ✓ a better user experience
- ✓ higher conversion rate
- ✓ a smoother user journey

## iOS: integrating SKAN constraints

With ATT, part of user-level data is no longer accessible.

SKAN integration has become essential, with:

- aggregated data
- limited events
- delayed reporting

## SKAN impact

Element	Consequence
Less data	More complex optimization
Delays	Slower learning

To go further: [explore our best practices for measuring campaign impact in a fragmented advertising environment](#)

## Configuring AEM on Meta

**Aggregated Event Measurement (AEM)** allows Meta to continue optimizing despite iOS constraints. However, it requires technical expertise, particularly in event prioritization and precise configuration.



### Key takeaway

**Performance** does not **depend** solely on campaigns, but **on the quality of the signal sent to platforms.**

## 2.5 Validating your foundations before launch

Before activating budgets, one step is often overlooked: validation.

### Pre-launch checklist

Element	Status
Clear positioning	<input type="checkbox"/>
Competitive analysis completed	<input type="checkbox"/>
KPIs defined	<input type="checkbox"/>
Tracking implemented	<input type="checkbox"/>
Events tested	<input type="checkbox"/>
Consistent store page	<input type="checkbox"/>

**This step helps avoid:**

- wasting budget
- biasing your data
- slowing down the learning phase



### Key takeaway

Every euro spent without solid foundations is a **euro that slows down your learning.**

## Conclusion

The pre-launch phase is often seen as a preparatory step. In reality, it is the foundation on which all future performance is built.

A successful launch does not rely solely on campaign execution, but on the quality of decisions made beforehand:

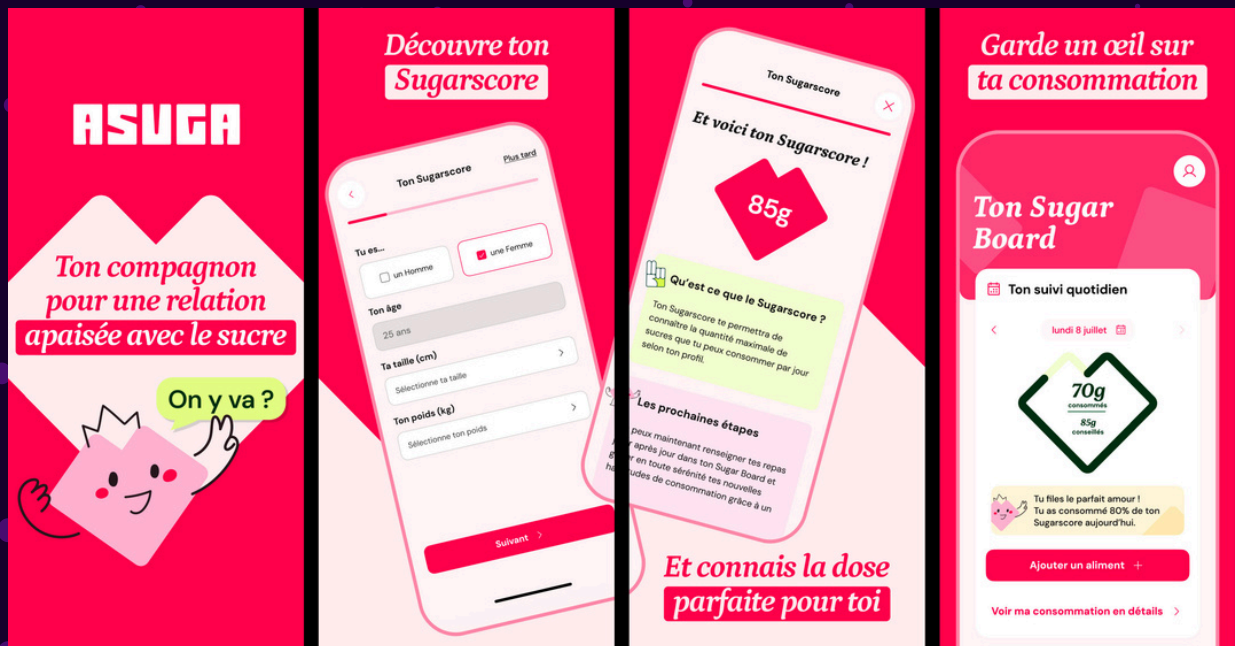
- **clear positioning**
- **strong market understanding**
- **well-defined KPIs**
- **reliable tracking**

These are the elements that enable you to fully leverage acquisition channels afterward.

# PART 3

apptweak

## ASO as a Performance Lever by AppTweak



**PART 3**

# ASO as a Performance Lever

A successful app launch does not only depend on how much traffic you generate. It also depends on whether users can find your app, understand its value, and feel confident enough to install it once they land on the store page.

This is where **App Store Optimization (ASO) becomes a true performance lever.**

Search remains one of the most important discovery channels, with **Apple reporting** that almost 65% of App Store downloads happen after a keyword search.

For launch-stage apps, visibility and conversion therefore need to be treated as part of the same strategy, not separate activities.

## 3.1. ASO strategy before and during launch

Before launch, ASO should start with positioning. **The goal is not to target every possible keyword, but to understand the user intent your app is best positioned to capture.**

This means identifying the:

Core problem your app solves

Language users use to describe their problems

Real search competitors appearing for those queries

Markets where demand, competition, and localization effort make sense

Keyword research should go beyond search volume alone. A strong launch keyword framework balances :

- relevance
- competition
- user intent

As app stores become more semantic in how they interpret search queries, apps increasingly need to:

- align metadata
- visuals
- messaging

around the same use case or problem being solved.

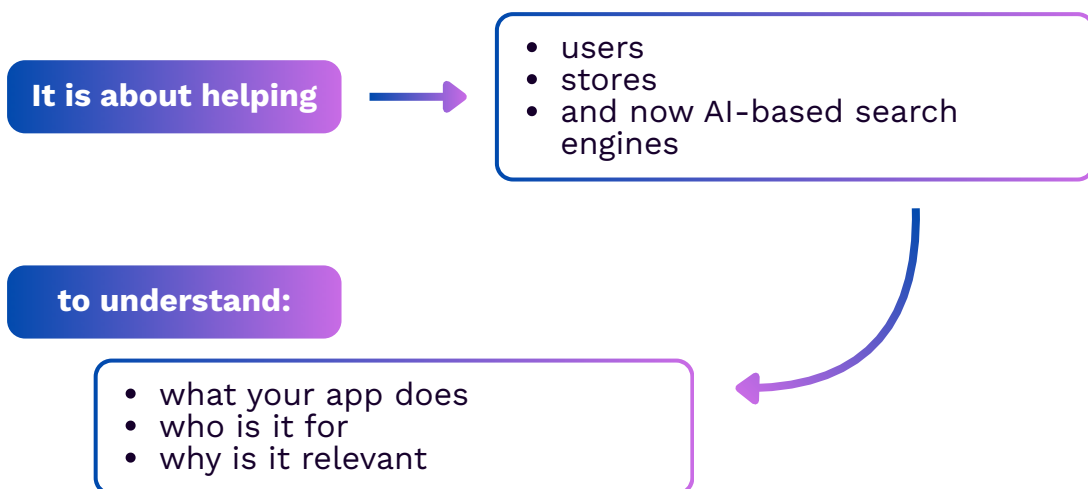
High-volume keywords may represent multiple user intents, **meaning visibility alone is not enough if the store page does not clearly match user expectations.**

The strongest ASO strategies group keywords by intent and use those insights to shape the entire store presence, from metadata to creative messaging.



### Key Takeaway

The strongest ASO strategies **group keywords by intent and use those insights to shape the entire store presence, from metadata to creative messaging.**



## 3.2 Store listing optimization

Once the keyword and positioning strategy is clear, **the store listing becomes the main conversion layer of the launch funnel**. Metadata should be adapted by platform.



### On the App Store:

- title
- subtitle
- keyword field

play a key role in search visibility.



### On Google Play:

- title
- short description
- long description

are indexed, making natural keyword integration especially important.

### App localization: Google Play vs. the App Store

Category	Google Play	The App Store
Metadata fields	Title, short description, long description; localized in 70+ languages	Title, subtitle, keywords, promo text, description
Keyword targeting	Keywords pulled from title / description (no dedicated field)	Dedicated keyword field per locale
Custom store listings	Yes, up to 50 per language / region	Not supported
Submission process	Faster, supports staged rollouts and updates without full review	Manual review for each submission, can slow iteration
Screenshot localization	Optional, but highly recommended, customizable per listing	Required per device size and language
Video previews	Portrait and landscape	Max. 3 videos per locale
Localization tools	Google Play Console, transition service integrations	App Store Connect, Xcode localization, Apple's native export/import tools

But metadata alone is not enough.

Users make quick decisions based on the first elements they see:

- **the icon**
- **screenshots**
- **preview video**
- **ratings**
- **reviews**

Visual assets should communicate the app's value immediately, using clear benefit-led messaging rather than generic feature lists.

### **La localization: a key challenge**

**Localization should also be considered early in the launch process.**

This does not mean simply translating keywords and screenshots. Search behavior, category expectations, and visual preferences vary by market.

So priority countries should have:

- localized metadata
- creatives tailored
- to local user expectations



#### **Key Takeaway**

A **store page should** not only be optimized for algorithms. It should **help users recognize**, within seconds, **that the app matches what they were searching for.**

## 3.3. Turning store traffic into installs

Every acquisition channel eventually leads users to the store page. Paid ads, influencer campaigns, PR, Apple Ads, organic search, and social content all depend on the same final step: convincing the user to install.

This is why **the store page must stay consistent with the acquisition message.**

### Example

If a campaign promotes “10-minute workouts for busy professionals,” the store page should immediately reinforce that same promise through:

- » screenshots
- » captions
- » product messaging

A mismatch between acquisition messaging and store presentation creates friction and reduces conversion.

### The crucial role of continuous testing

Testing should also be structured and continuous.

**AppTweak’s ASO trends & benchmark report** revealed that:

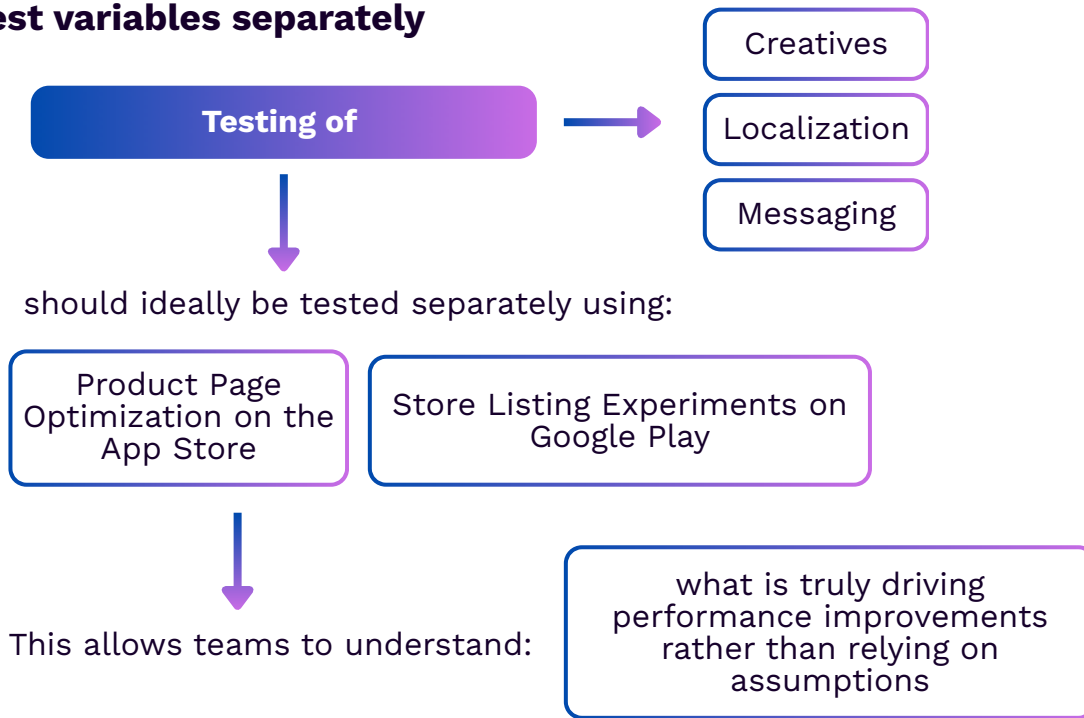
**49%**

of top apps on the App Store updated their screenshots two or more times in the past year

This highlights how frequently leading apps iterate on:

- » store messaging
- » creatives
- » Their store presence

## Test variables separately



## Conversion is not enough

Performance should be evaluated beyond conversion rate alone.

The following elements also influence:

- quality perception
- algorithmic visibility
- user trust



Including:

- ratings
- reviews
- retention
- user feedback

AppTweak data shows that around **90% of apps featured on the App Store** maintain ratings of 4.0 or above, highlighting the strong connection between trust signals and visibility.



### Key Takeaway

AppTweak recommends building an intent-informed **ASO strategy** that connects:

- **metadata**
- **creatives**
- **localization**
- **acquisition messaging**

into a consistent discovery experience.

# ***PART 4***

## ***Onboarding & Product Retention***



## PART 4

# Turning installs into active users

Acquiring a user is one thing. Retaining them is another.

Yet most apps significantly underinvest in what happens after the install. This is where long-term value is actually created.

The numbers are clear: on average, an app loses **77% of its active users within the first 3 days after installation (Business of Apps, 2026)**. By Day 30, more than 90% have already churned.

This is not an acquisition issue, it is a product experience issue.

## 4.1. Onboarding: first impressions matter

Onboarding is the moment when users decide, consciously or not, whether your app is worth their time.

An effective onboarding should:

- ✔ demonstrate the app's value within 60 seconds
- ✔ minimize friction (no more than 3 steps before the first key action)
- ✔ guide users to the “aha moment”, when they clearly experience the app's value
- ✔ collect permissions (notifications, tracking) at the right moment, not all at once upon opening

### Why is onboarding so important?

- The first few minutes of use often determine whether a user will return or not.
- An onboarding process that is too long, too complex, or too intrusive can lead to immediate abandonment.

On the other hand, a simple, value-oriented user journey allows you to:

- Increase activation
- Improve retention
- Strengthen engagement from the very first moments

The goal is not to explain every single feature of the app. **The goal is to lead the user, as quickly as possible, to understand why this app is useful to them**

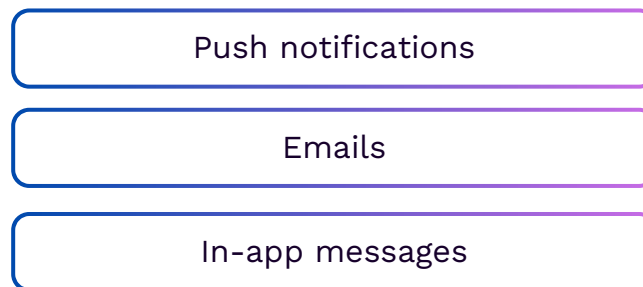


### Key Takeaway

The faster a user experiences the value of your product, **the higher your chances of retaining them.**

## 4.2. Re-engagement levers

Retention does not rely solely on the product, it must be actively managed through re-engagement tools such as:



These tools help you stay connected with users post-install and drive them back to the app.

### The impact of push notifications

Data shows that users who receive at least one push notification within the first 90 days are **3 times more likely to remain active in the long term** (data.ai, State of Mobile 2024).

However, the effectiveness of notifications highly depends on:

- right timing
- message relevance
- user context

**Timing and relevance are critical: a generic notification sent too early can accelerate churn instead of reducing it.**

## Re-engagement Best Practices

The most effective re-engagement campaigns rely on:

- Advanced user segmentation
- Personalized messaging
- Behavioral triggers
- Controlled frequency

The goal is not to flood users with requests.

The goal is to offer the right action, to the right person, at the right time.

## Build a long lasting relationship with users

The best products don't just acquire users.

They build an ongoing relationship with them.

This is achieved through:

- Personalized user journeys
- Contextual reminders
- Relevant content
- Features that foster usage habits

The more naturally the app integrates into the user's daily life, the higher their retention will be.



### Key Takeaway

An acquisition strategy without a retention plan is like filling a leaking bucket. The cost of reacquiring a lost user is always higher than retaining one. **Investing in the post-install experience is not optional, it is a condition for profitability.**

# Conclusion

Acquisition is only the first step of growth. **True value is created after the install**, when the user discovers the product's value, adopts it, uses it regularly, and ultimately becomes a loyal user.

To maximize this value, top-performing apps invest just as much in **onboarding, retention, and re-engagement as they do in acquisition itself**.

A successful launch isn't just about generating installs, **it's about turning those installs into active, long-term users**.

# ***PART 5***

## ***Paid User Acquisition Strategy***







## PART 5

## 5.1. Structuring a smart launch

An effective acquisition strategy does not start with massive scaling, but with a validation phase.

This is the core purpose of a soft launch: **test, learn, and optimize before investing at scale.**

A soft launch serves several objectives:

-  validate product-market fit
-  analyze key KPIs (retention, CPI, monetization)
-  identify optimization levers
-  limit financial risks

### The 4 pillars analyzed during a soft launch

Pillar	Objective
UX & Bugs	Fix friction points
Acquisition	Measure CPI and scalability
Retention	Asses product potential
Monetization	Test profitability

As we have observed across our clients, retention remains the most structuring KPI: strong acquisition cannot compensate for a product that fails to retain its users.



### Key Takeaway

A soft launch is not optional. **It is a filter that determines whether your app is ready to scale or not.**

## A key challenge: avoiding “burning” your audience

One of the main risks during a launch is **exposing your app too early to your core market.**

A product that is not fully optimized can:

- ⚠️ damage its reputation
- ⚠️ impact future performance
- ⚠️ reduce its monetization potential

This is why choosing test markets is strategic.

For example:

- some low-CPI countries are used to test UX
- others, closer to target markets, are used to evaluate profitability

High-potential markets (such as the United States) are often reserved for the global launch to maximize long-term value.



### Key Takeaway

A well-executed soft launch **maximizes insights while minimizing risks.**

### Going further

A soft launch is a complex topic that requires a structured approach:

- country selection
- testing strategy
- KPI analysis
- iteration roadmap

## SOFT LAUNCH: THE KEYS TO A SUCCESSFUL LAUNCH

[Download the white paper](#)



## 5.2. Channel strategy: choosing the right levers

A high-performing acquisition strategy relies on a combination of platforms, each playing a specific role within the funnel.

### Role of the main acquisition platforms

Platform	Primary role	Strengths	Use case
Meta (Facebook / Instagram)	Testing & Scaling	Volume, targeting, powerful algorithms	Test marketing angles, scale quickly
Google App Campaigns	Volume & reach	Multi-inventory (Search, YouTube, Display)	Generate large-scale volume
TikTok	Discovery & engagement	UGC, virality, high attention	Test creative hooks, reach new audiences
Apple Search Ads	Intent capture	High-intent traffic, strong conversion	Capture users actively searching
Ad Networks (Unity, AppLovin...)	Reach extension	Gaming inventory, diversification	Complement volume and scale



### Key Takeaways

The most effective strategies do not rely on a single channel, but on a **smart combination of complementary levers.**

## 5.3 Creative strategy: the core of performance

Today, creative is the main driver of differentiation.  
In a saturated environment, capturing attention is the first challenge.

### Why creatives have become central

On platforms like Meta and TikTok:

- users are exposed to hundreds of pieces of content
- decisions are made within seconds

Creative directly impacts:

- » CTR
- » CPI
- » user quality

### Creative impact

Element	Influence
Hook	Decision to keep watching
Message	Understanding the value proposition
Format	Engagement

### Adopting a volume and iteration mindset

High-performing strategies rely on:

- » a high volume of creatives
- » continuous testing
- » rapid iteration

## High-performing creative approach

Traditional approach	High-performance approach
3-5 creatives	15-30 creatives
Few variations	Multiple tests
Slow iteration	Fast iteration

### Types of creatives to test

- UGC (highly effective today)
- product demonstrations
- storytelling
- short-form / snackable content



### Key Takeaway

Performance does not come from a single “good creative,” **but from a system built on continuous production and testing.**

## 5.4 Post-Launch Optimization & Scaling

Once the first results are in, the focus shifts to scaling.

### When to scale?

Three conditions must be met:

- reliable tracking
- high-performing creatives identified
- stable KPIs

Without these: scaling simply means amplifying inefficiencies.

## Progressive scaling

Scaling must be controlled:

- gradual budget increases (20–30%)
- geographic expansion
- duplication of top-performing campaigns

## Scaling logic

Step	Action
Validation	Identify what works
Consolidation	Stabilize performance
Expansion	Increase budgets and markets

## Continuous optimization

Even during the scaling phase:

- creatives must be continuously refreshed
- campaigns must be optimized
- signals must be closely analyzed

Performance is never guaranteed.



### Key Takeaway

**Scaling** is not a final step. It **is optimization at a larger scale.**

# Conclusion

Paid acquisition is an extremely powerful lever, provided it is properly structured.

A successful launch relies on:

- **a well-controlled testing phase**
- **a multi-channel strategy**
- **a strong creative approach**
- **and the ability to scale progressively**

These are the elements that turn a launch into sustainable and profitable growth.

***PART 6***  
***ASO & Paid Synergy***



## PART 6

## Creating a growth loop between ASO and Paid

A common mistake is to treat ASO and paid acquisition as separate levers. In reality, they are deeply interconnected and must work together.

- **Paid generates traffic and signals**
- **ASO converts that traffic into installs**

### Two levers, two objectives

Lever	Objectives
Paid (Ads)	Capture attention, drive clicks
ASO (Store)	Reassure, convert

As we previously discussed, ad creatives and store page visuals don't share the exact same role.

Ads must:

- Capture attention instantly
- Stop the scroll
- Spark curiosity

Store pages must:

- Reassure
- Confirm the value proposition
- Convince the user to install the app



### Key takeaway

Attracting and converting are two different steps. **The same visuals are not always the most effective for both.**

## Aligning or differentiating creatives?

Contrary to popular belief, **striving for perfect consistency between ads and store page visuals is not always the best strategy.**

Why? Because the exposure contexts are completely different.

## Advertising: An Interruption Context

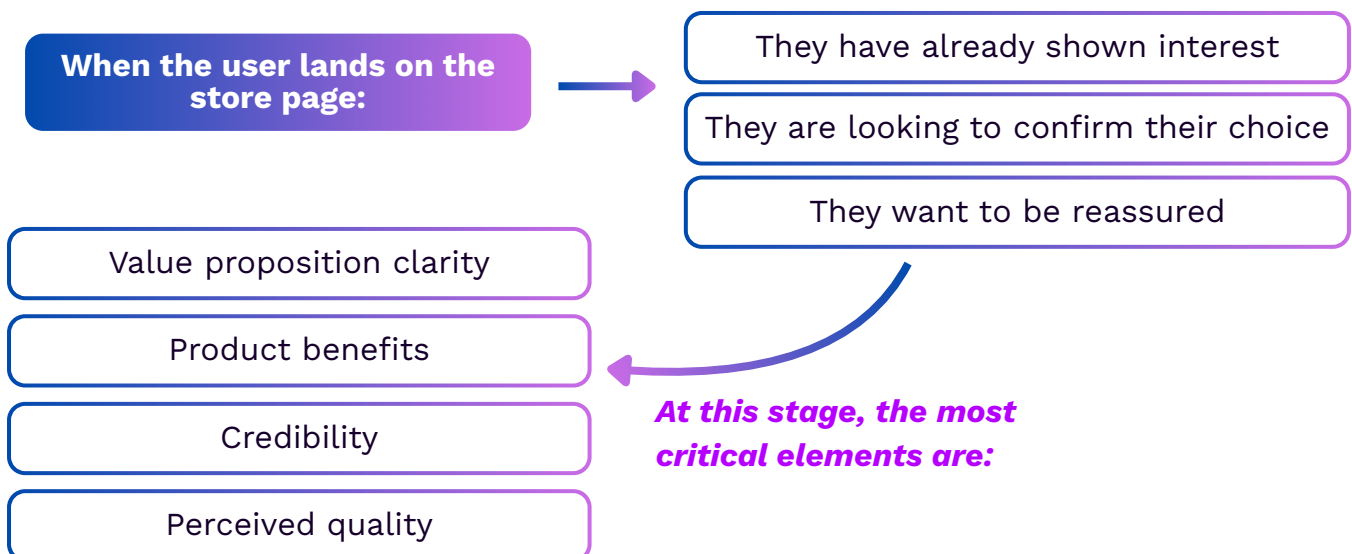
In an advertising environment:

- The user is not actively searching for your app
- They discover your product passively
- Your goal is to grab their attention

The levers that work best are often:

- Social proof
- Humor
- Urgency
- Curiosity
- Emotion

## The Store Page: A Validation Context



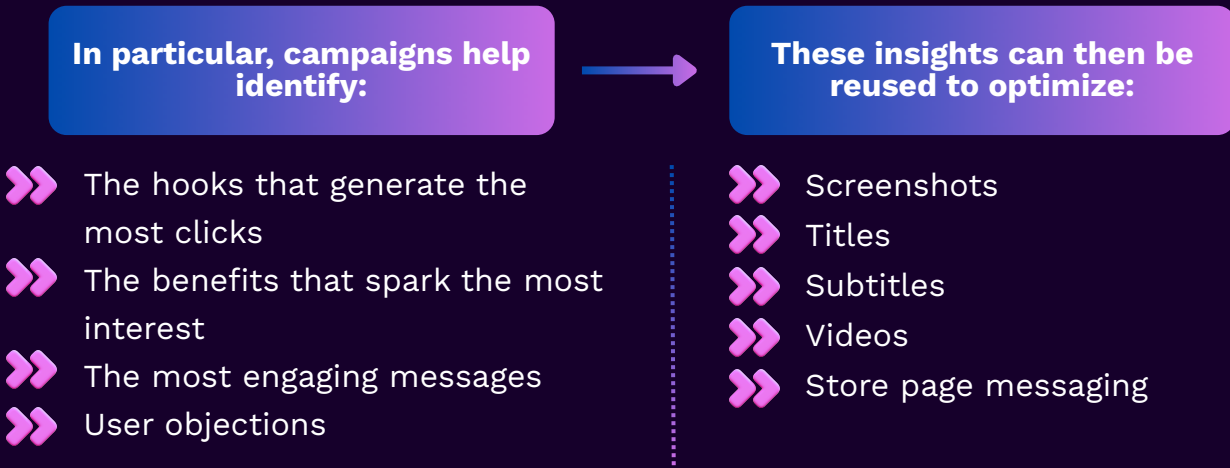
### For example:

A humor-based ad can generate a massive amount of clicks. But once on the store page, the user will primarily want to understand:

- **What the app does**
- **Who it is for**
- **Why it is useful**

## Using UA learnings to improve ASO

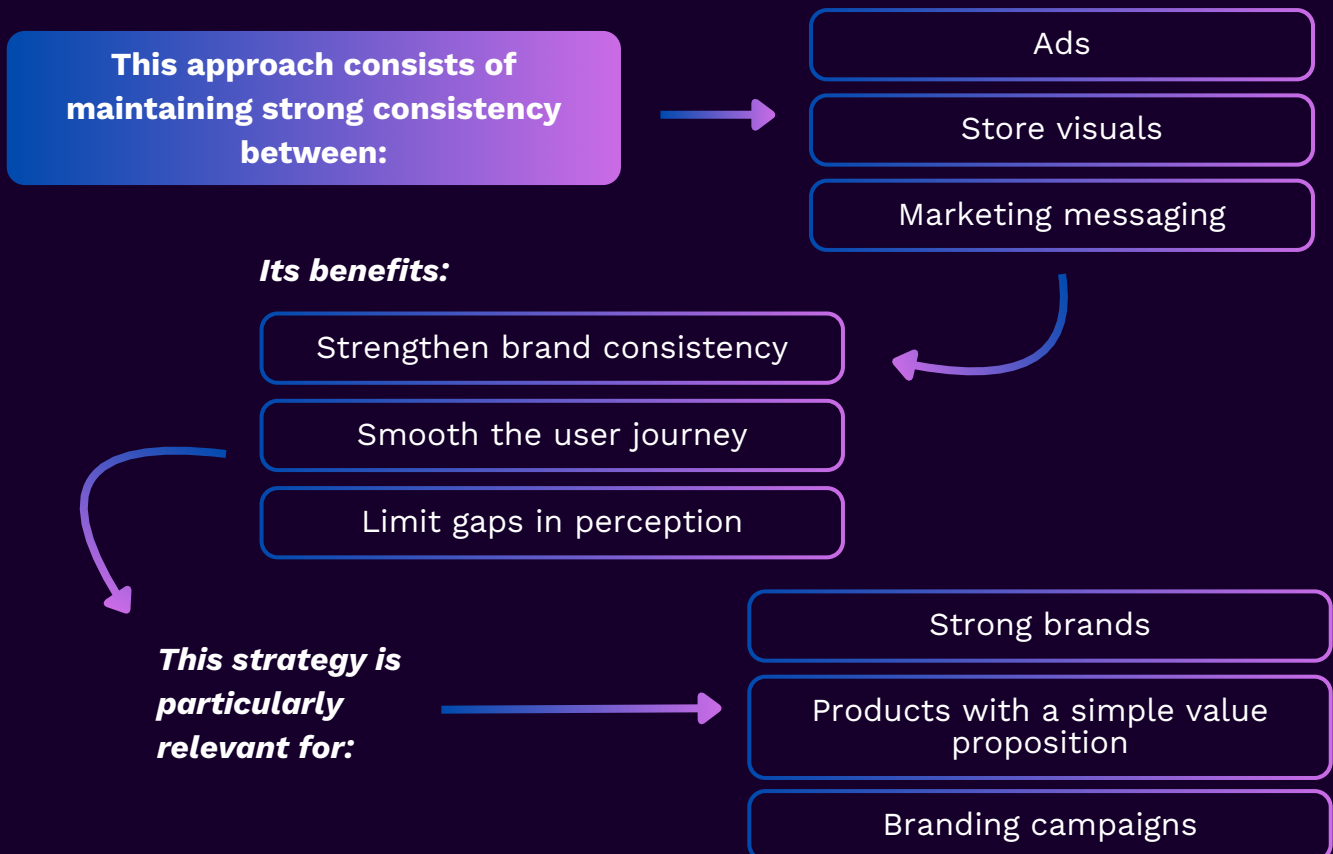
Even if the messaging shouldn't always be identical, data from paid campaigns represents an extremely valuable source of information for ASO.



Paid thus becomes an experimental laboratory for ASO.

## Two alternative approaches

### 1. Alignment



## Two alternative approaches

### 2. Differentiation:

This approach consists of **adapting the message according to the funnel stage.**

Ads primarily aim to:

- Capture attention
- Generate clicks

The store page primarily aims to:

- Reassure
- Convert

This approach is often more effective when:

- The value proposition is complex
- Multiple motivations for installation coexist
- The top-performing ad messages are not the most convincing at the moment of conversion

### The most effective strategies rely on a balance:

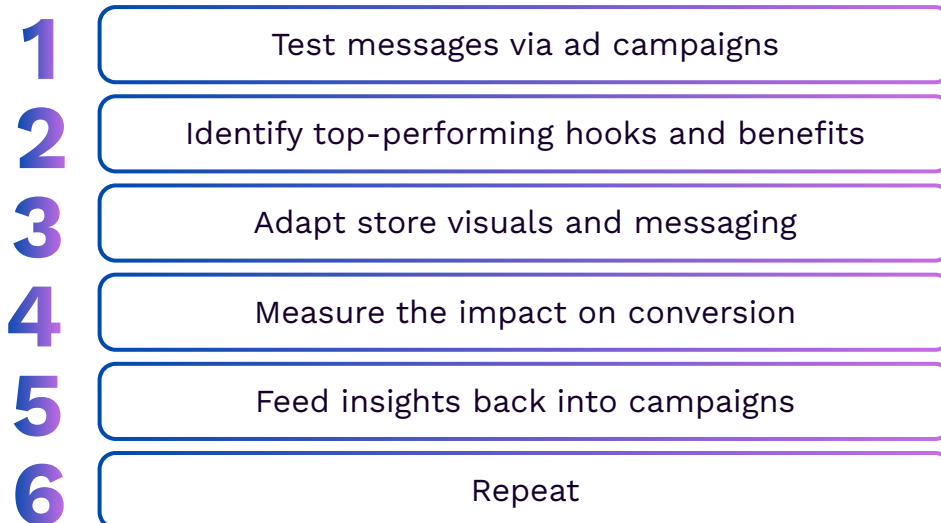
The top-performing strategies generally **don't choose between alignment and differentiation. They seek a balance between the two.**

In practice:

- use paid to test marketing angles
- use ASO to maximize conversion
- continuously share insights between both

This approach creates a permanent learning loop.

### ASO & Paid Learning Loop



→ **Each channel feeds the other.**



## Key takeaway

The **best strategies** do not choose between **ASO** and **Paid**. They **create a continuous learning loop** between the two.

## Going further

The relationship between **ad creatives** and **store visuals** is a **key performance driver**, but also a **complex topic**.

To go further, explore our full analysis:

## *APP STORE VISUALS VS ADS: SHOULD YOU ALIGN OR DIFFERENTIATE?*

[Read the article](#)



## Conclusion

Launching a mobile app today is no longer just a simple “go-live.”

It is a structured process, where every decision, from initial positioning to early campaigns, directly impacts the growth trajectory.

In an ecosystem driven by algorithms and competition, success does not rely solely on product quality, **but on the ability to**

- **generate signals**
- **learn quickly**
- **continuously iterate.**

The apps that perform are not those that avoid mistakes, but those that

- identify them early
- fix them quickly
- learn from them.



### Key Takeaway

A successful launch is not an end goal. **It is the starting point of a sustainable growth system.**

# Addict Mobile

Addict Mobile is an international performance marketing agency offering a full-service approach, from campaign management to creative production, with in-house technologies to deliver services. With over 12 years of expertise, the agency has supported more than +650 apps and +180 games in launching performance-driven campaigns across all sources and formats.

Le Monde

fubo<sup>TV</sup>

SEPHORA

orange<sup>TM</sup>

SUPERCELL

FRUITZ

Lime

COYOTE

Lalalab.

Taptap Send

Bonjour  
RATP

DECATHLON

LG

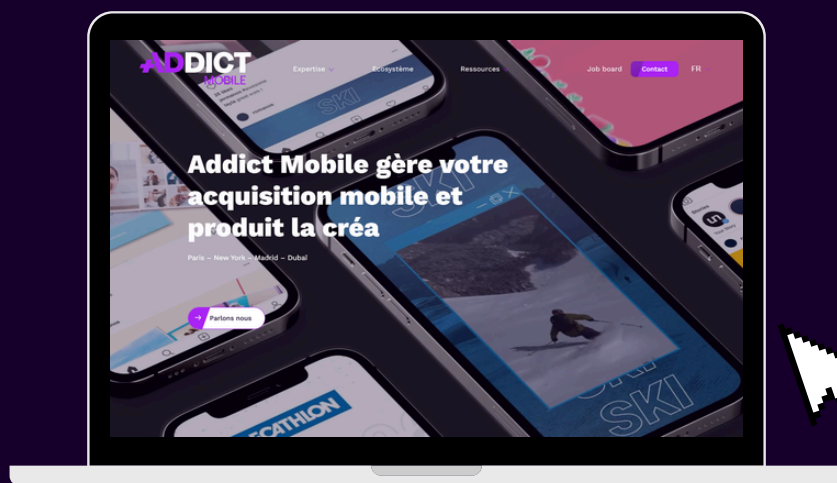
BESOC CER

Western Union

[Get in touch!](#)

**Visit our website:**

<https://addict-mobile.com/en/>



**ADDICT**  
MOBILE

# Sources & References

**This white paper is based on the following studies and reports:**

- AppsFlyer — State of Ad Creatives in App Marketing (2024): impact of creatives, spend concentration (2% of creatives = 68% of budget), required testing volume (50+ variations).
- AppsFlyer — Top 5 App Marketing Data Trends (2025): global UA market at \$65B, +40% increase in creative production, market rebound in 2024.
- AppsFlyer — State of eCommerce App Marketing (2024): post-install behavior, first purchase at Day 3.6 on average, 75% of remarketing conversions occur within the first week.
- Business of Apps — App Retention Rates (2026): over 90% of users churn before Day 30, retention benchmarks by category.
- data.ai — State of Mobile (2024): global trends in downloads, time spent, and revenue, impact of push notifications on retention.
- Adjust — Mobile App Benchmarks (2024): session duration (6.5–28.6 minutes depending on category), industry retention benchmarks.