App Annie Intelligence Premium
for ASO Managers
As the app space gets more crowded, it’s increasingly difficult to find and acquire quality users. As an ASO manager, you spend much of your day brainstorming keywords to get in front of the right audiences and grow organic downloads. Most of the time, you’re taking a shot in the dark and hoping for the best. App Annie can help get your app discovered by finding new, compelling keywords and optimizing your keyword strategy. In this tour, we will show you how to use App Annie to answer common challenges that ASO Managers face.

App Annie

Strengthen your ASO strategy with best practices for improving app discoverability
Use our Keywords report to assess your current keywords based on traffic, popularity, and difficulty.

For example, more than 90% of NerdWallet’s traffic is sourced from its branded keyword. By comparison, Credit Karma sourced 70% of its traffic from its branded keyword. There may be an opportunity to increase visibility and downloads from generic keywords.
Uncover

Discover opportunities to optimize

Which generic keyword should you prioritize? Sort your keywords by the search volume to difficulty index to surface those that are searched frequently and are easier to rank for.

“Credit score” is the top generic keyword based on this index. Additionally, NerdWallet ranks below top 10 and gets less than 1% of traffic from this keyword. If NerdWallet wants to increase visibility among users searching for “credit score”, it should consider improving its rank for the keyword.
Learn which apps rank for a keyword

Learn more about the keyword “credit score” by using our Keyword Search report. See which apps currently rank for it and assess how competitive and relevant those apps are.

Zillow and LifeLock ID are not personal finance apps yet rank above NerdWallet. This suggests NerdWallet may have a good chance of ranking above these apps by adding “credit score” to its app name or description.
How many additional downloads does an increase in rank for “credit score” lead to? To find out, analyze a competitor’s keyword rank and download trends.

Competitor A gradually increased its app rank for “credit score” from #9 to #3 starting February 3. Simultaneously, app downloads grew by 1.5x over the same period. This suggests Competitor A generated more downloads by increasing visibility among users searching for “credit score” apps.

Quantify

Measure the lift from an increase in keyword rank

Will I get a lift in downloads by boosting keyword rank?
Monitor

Track competitive keywords

ASO is an ongoing process. Use the Keyword Compare report to create competitive peer groups and continuously track their keywords against your own, as well as discover new ones.

The Mint app sourced 14% and 6% of its traffic from “finance” and “money management”, respectively. These keywords may also be good candidates to add to NerdWallet’s keyword strategy.
In summary, you uncovered an opportunity to drive more traffic from generic keywords and identified three generic keywords that can help boost NerdWallet’s discoverability. As an ASO manager, you could decide to add these keywords to your strategy and even estimate how it would impact your app’s downloads.

Enhance your app store presence with App Annie Intelligence. Get answers to your key ASO questions:

✓ What new keywords will get my app discovered?
✓ How many downloads do I need to achieve a top rank for a keyword?
✓ What features should I highlight in my app store assets?
✓ What screenshot design will drive people to download my app?
✓ How should I adapt my ASO strategy to a new market?
Thank You