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NOKIA
Connecting People

Nokia Confidential

What makes a great app?

Great apps start with strong functionality, add device-focused utility, and finish with a great WP user experience

App Tier Characteristics	Great App Criteria
Does it delight? - Great apps compel frequent use, and feel as if they are an integrated part of Windows Phone	**WP Experience** – Great apps add: • WP platform features • Windows Phone design language • A wow factor
Does it do something interesting? - Good apps allow users to do new things and frequently enable creation and sharing not just consumption of content	**Utility** – Good apps add: • Originality • Stickiness • Visual Impact • Connected, device-centric
Does it work? - Average apps work as promised, include quality content and are easy to use	**Functionality** – Average apps offer: • Ease of use • Quality content & metadata • Core Functionality (Performance & Stability)

How can we get more app downloads?

App Store optimization

Primary Factors

- App Title
  - Keyword in app name worth 10%+ downloads
- App Description
  - First two lines as your best pitch
- Catching, clean, sleek icon

Secondary Factors

- Star Rating
- Reviews

App Store optimization

Former Icon

Actual icon

Before the launch

- Publish a closed beta first
- Focus groups
- Build the hype
  - Target the right influencers, let them try and fall in love with your app
  - Try to get blog posts ahead launch
  - Don’t understimate the power of social media pulse
  - Build your social media audience ahead launch

Before the launch

- **Study the competition**
  - See how users are responding to your competitions' apps
  - Track competitors' search keywords and define your strategy

How to choose keywords

Relevance	**The relationship between the keyword and your app.**
Search Volume	**Not public data.**
Difficulty	**Multiple factors: amount of competition, keyword popularity.**

Published

QA...

...passed

Stars never lie

GoalLive

Free ★★★★½ 88 reviews

Gratuites ★★★★½ 22 avis

Gratis ★★★★★ Opiniones: 12

Gratis ★★☆☆☆ 40 recensioni

US | France | Mexico | **Italy**

Rate My App

- Free Windows Phone Library provided by Nokia
- One line of code in your app
- It reminds the user to leave a feedback after a given # of app launches
- 2 steps user interaction:

Download the code here
http://developer.nokia.com/resources/library/Lumia/code-examples/rate-my-app.html

Rate My App effect: More Reviews = More Downloads

Rate My App

- DOES IT WORK?

App with a bug started getting bad reviews. The star rating collapsed from 4+ stars to 2 stars when the app was fixed and the Rate My App code included.

Apps business models

Free Apps

Free Apps with advertising

Free Apps with paid Subscription

Apps with In-App Purchases

T&B / IAP T&B

Paid Apps

I modelli di business

Make always clear for the user what they're purchasing and what's the price before they enter the Wallet app

Sebastiano Galazzo

Sebastiano Galazzo

Sebastiano Galazzo

Sebastiano Galazzo

Sebastiano Galazzo

Top 10 Countries Downloads

Top 10 Countries Revenue

DVLUP

CHALLENGES EVENTS LEADERBOARD REWARDS

Sign in to DVLUP

Username

Password

Sign In Forgot your password?

Or, Sign in with...

NOKIA

Not a DVLUP Member?

Register Now

REFERRAL
PARTNERS
BLOG
FAQ
FEEDBACK
CONTACT US
ABOUT US
TERMS & CONDITIONS
PRIVACY POLICY

XP ▼ ITALY▼

#1	jappit	87 Apps	23 Badges	62525 XP
#2	luigo89	35 Apps	23 Badges	53900 XP
#3	FrayxRulez	9 Apps	25 Badges	53125 XP
#4	capodarx	13 Apps	23 Badges	52450 XP
#5	frar	6 Apps	23 Badges	51675 XP
#6	Ronca	27 Apps	24 Badges	47950 XP
#7	No Else	8 Apps	20 Badges	47175 XP
#8	Luke2375	9 Apps	23 Badges	37750 XP
#9	Luca Alberti	5 Apps	18 Badges	36200 XP
#10	AdryJay	11 Apps	25 Badges	35450 XP
#11	Carmine	26 Apps	24 Badges	30750 XP
#12	DiAbLoxx83	17 Apps	25 Badges	30200 XP
#13	ProH4Ck	8 Apps	21 Badges	27500 XP
#14	myappfree	2 Apps	18 Badges	26150 XP
#15	Andrea Regoli	14 Apps	21 Badges	24100 XP
#16	debant	11 Apps	23 Badges	23525 XP
#17	MRK Software	16 Apps	19 Badges	22450 XP
#18	Daniele Tamborrino	10 Apps	15 Badges	21300 XP
#19	Shady91	3 Apps	15 Badges	21200 XP
#20	Westley	20 Apps	21 Badges	19600 XP
#21	ByteStorms	6 Apps	18 Badges	19225 XP
#22	Minder	9 Apps	19 Badges	18300 XP
#23	Remmo	6 Apps	22 Badges	18300 XP
#24	ste.rand	6 Apps	16 Badges	18300 XP

Campaign creation journey for devs - A simple process

DVLUP Campaign

Merchandising

- App Social Spotlight Global Slots
- App Social Spotlight Local Slots
- Windows Phone Store (Global & Local)
- Nokia Store (Global & local)

Marketing

- Twitter (Nokia US):
  - @NokiaUS Re-Tweet
  - @NokiaUS Tweet
- Facebook (Nokia US):
  - Featured in Apps tab
  - Hero banner in Apps Tab
- Nokia.com (Nokia US)
  - Featured on Apps Page

Advertising

- Ad Duplex Credits: Global
  - $50 Ad credit - ~16K impressions
  - $100 Ad credit - ~60K impressions
  - $500 Ad credit - ~500K impressions

Alessandro La Rosa

Alessandro La Rosa

Alessandro La Rosa about Advertising

- Ads are not evil
- Study your app and (beta!) users
  - User engagement is fundamental
  - Don’t force network connectivity
- Don’t break conventions
  - Apps ≠ Games
- Go global!
  - Hard to make a living out of locally relevant apps
- Cross-promote your apps
  - AdDuplex
- Always back-fill (AdRotator)
- Use remote configurations (beta groups, region filters)

Advertising networks

- pubCenter
  - Best paying network
  - Pays per impression
  - Supports Windows 8
- AdMob
  - Highest fill rate
  - Interstitial ads
  - Only WP8
  - Mediation still unavailable
- Inneractive
  - Multiple networks
  - Low eCPM

Some data

Month	Ad unit	Ad distribution	Impressions	Estimated Revenue	eCPM	Requests	Fill rate
10/1/2013	Guida TV Banner PubCenter	Mobile contextual	388,543	337.36	0.87	1,372,068	28.318 %
10/1/2013	TuttoIlCalcio Banner	Mobile contextual	1,353,100	649.57	0.48	3,693,845	36.631 %

Totals	Ad unit	Ad distribution	Impressions	Estimated Revenue	eCPM	Requests	Fill rate
Grand total			1,741,643	986.93	0.57	5,065,913	34.380 %
Averages			870,822	493.47			

- **First month with pubCenter: +500% revenue**
  - **I still use AdMob and InnerActive as 2° and 3° choices**
- **Constantly growing fill rate**
- **When you app climbs up rankings, ad networks reach you**
  - **Don’t believe them!**

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