

# Optimizing Your App for User Acquisition

## *The Digital Marketer's Five-Point Checklist*



### **Focus on Foundation**

Your app store page will be the face of your app, and therefore, the details should be engaging and compelling. Focus on title, detailed images, and descriptive copy that utilizes target market keywords.

### **Consider a Soft Launch**

Due to their key insights pertaining to pricing metrics, soft launches should be considered before jumping into any primary market. Focus on a comparable region with a comparable target market, and attempt a launch in order to evaluate and improve.



### **Optimize Organic Channels**

Organic channels such as social media and email are cost effective ways to attract new users and should be considered a standard operating procedure of every publisher's acquisition plan in the digital age. Focus on burst campaigns for volume and sustained campaigns for long-term ROI.

### **Select Appropriate Ad Formats**

Ad format selection is likely to depend on target market and specific long-term/short-term goals. This means focusing on user quality output rather than purely on click through rates and engagement. Banner ads, while easy to scale, lack the ROI driven engagement of native. Remember that every format has its benefits and its price. Pick the one that is best for you.



### **Optimize for Scale**

Test campaigns are highly advisable as a means of facilitating optimization. Always A/B test your ad creatives and CTAs, and only use those which offer optimal performance. By thoroughly testing and optimizing your user acquisition strategy, user acquisition will be easier to scale, even if dependent on native ads.