



SWVE

BLUEPRINTS

How To Boost Your App Store Rating



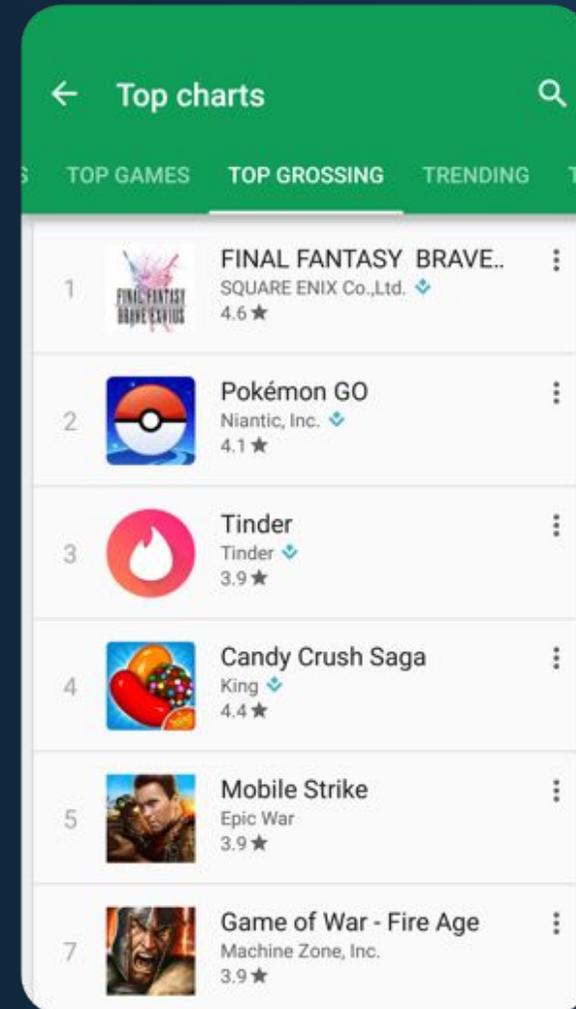
# Your App Store Rating Matters

Does your rating matter? Yes.

Research tells us that an increase in App Store rating from 3 to 4 can lead to a 340% increase in acquisition levels.

Ratings influence how apps are ranked in App Store charts. More obviously, a user is less likely to download an app with a low rating.

Delivering the best possible rating is absolutely vital for your app.





# Who Leaves Reviews?

If you don't take control of your ratings process, you are simply asking users at random to broadcast their opinion.

That's like taking a random customer out of a store and putting them in a TV advert.

The first step in increasing ratings is asking the right people to leave a review. And only them.

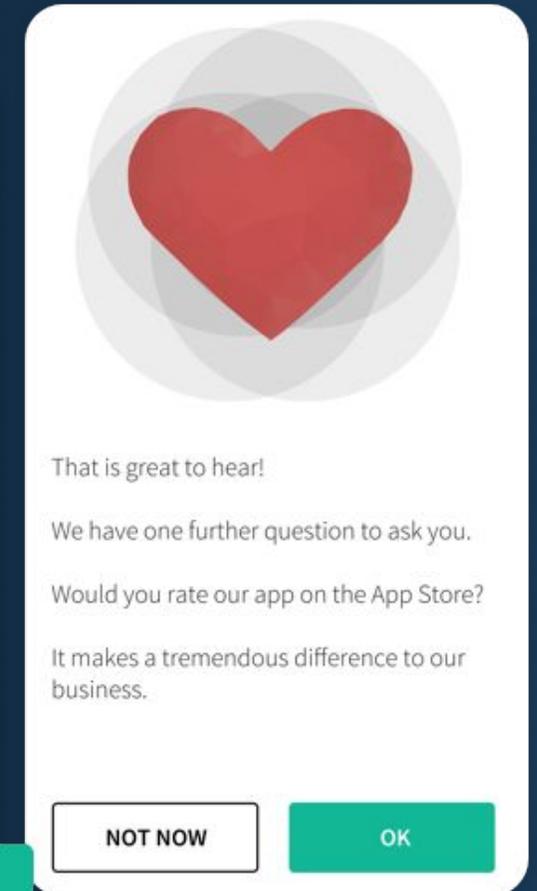
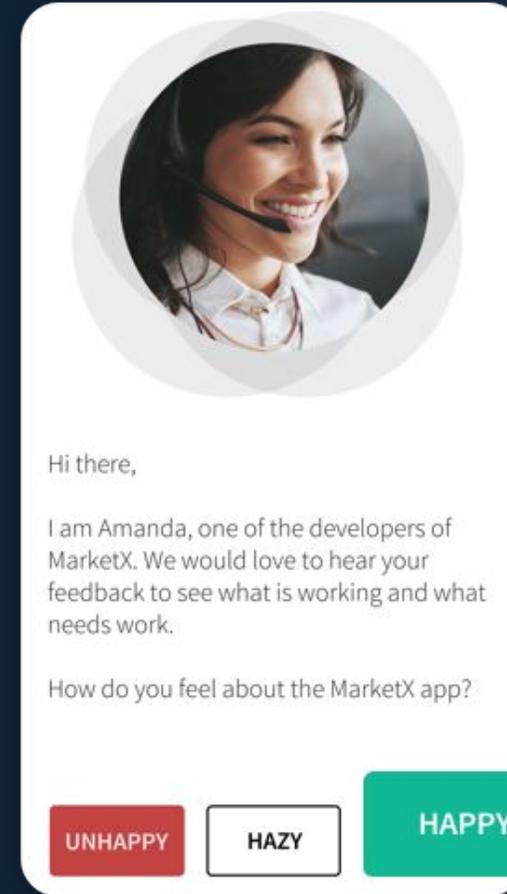


# Establish Who Loves Your App

There's a simple way to establish who loves your app - *ask them*.

A simple in-app message delivered at the appropriate moment asks users how they are enjoying the app.

The users who leave a positive response are then directed to the App Store to leave a review through a deeplink.



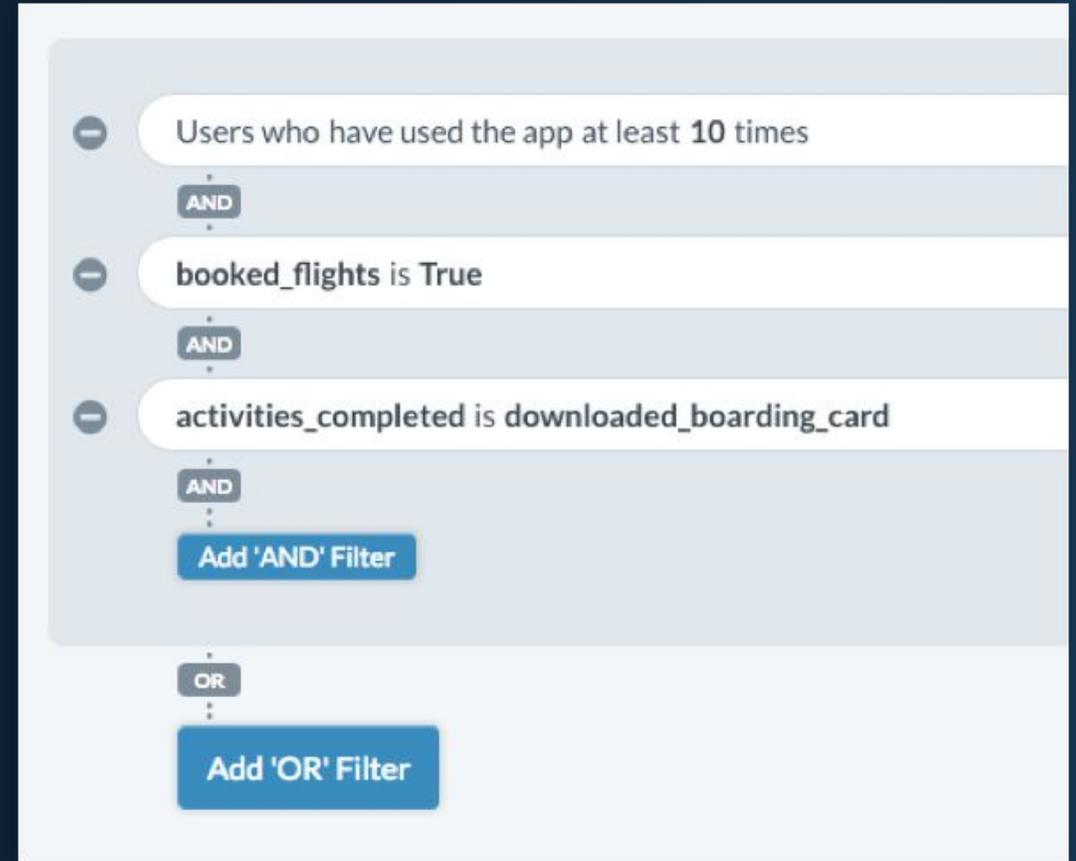


# Only Target The Right Users

First define what a disappearing user means to your business. Who is a disappearing user?

In this image we've created a segment of active subscribers who:

- pay \$125 a month
- who have used the app a lot ( >50 times)
- but haven't been seen in 21 days

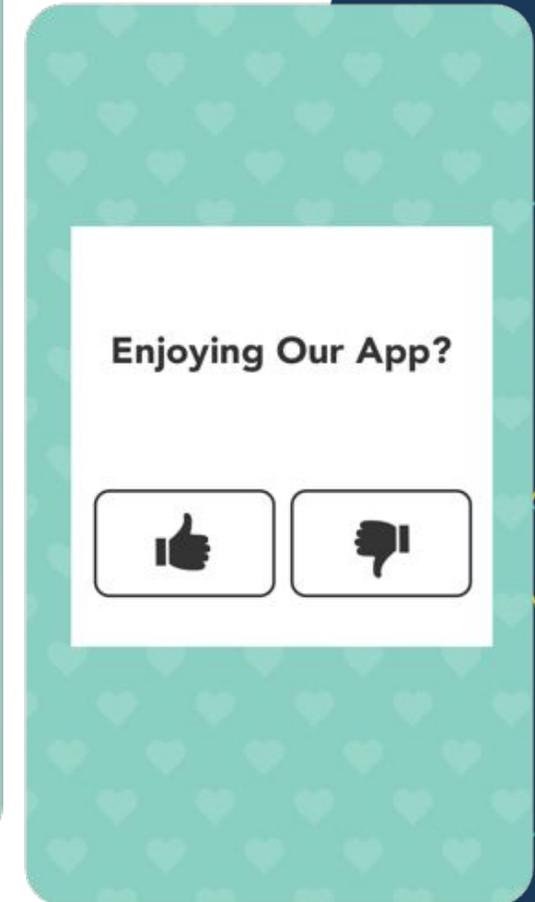




# Display At The Right Time

Users are more likely to agree to leaving a review after they have completed a significant event in the app.

If you're a flight booking app, ask after someone books a flight. If you're a dating app, ask for a review when a user pairs with another.



# Find Out What Went Wrong

If a user is having a bad experience, do not ask them to leave an App Store review.

Instead, take this as an opportunity to find out what went wrong using Swrve's in-app surveys.

Often the best insights come from people who are struggling with your app.



Hi there,

I am Amanda, one of the developers of MarketX. We would love to hear your feedback to see what is working and what needs work.

How do you feel about the MarketX app?

**UNHAPPY**   HAZY   **HAPPY**



Sorry to hear that you are unhappy.

**What is your number 1 problem with the app?**

The app crashes

The app is slow

The app is hard to navigate ✓

I do not like the content in the app

Making a purchase is difficult

**LEAVE FEEDBACK**

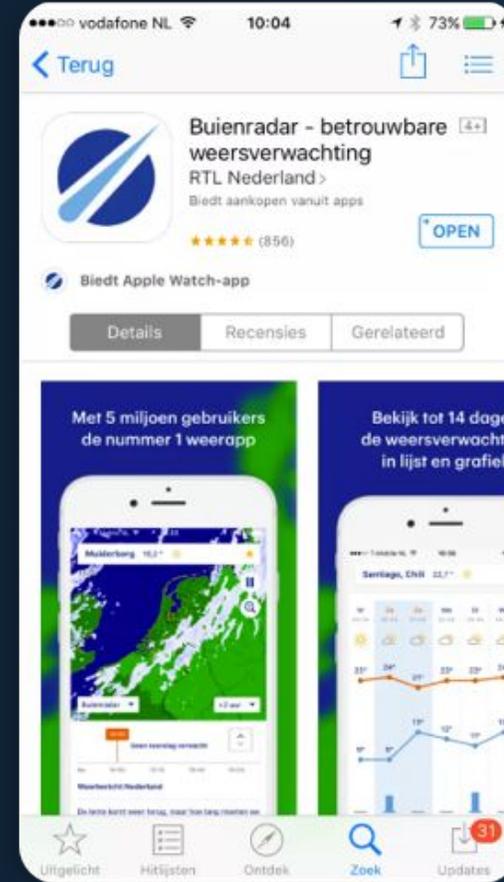


# Case Study

Buienradar, the leading Dutch weather app, use Swrve.

They only ask users with the latest app version, who have used the app at least 10 times, and looked at the 14 day forecast, to leave a review.

The success speaks for itself - they got over 800 App Store reviews, averaging 4.5 stars.





# A/B Test Multiple Variants

Like all of your mobile campaigns, you should be testing to see which variants are more successful.

Think in terms of message tone, appearance, audience and trigger.

