

WHAT YOU NEED TO KNOW **ABOUT THE IMPACT OF IOS15 ON THE APP STORE**

**M&G
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PERFORMANCE**

INTRO

IOS 15 ANNOUNCEMENT

iOS 15 was first announced at the Worldwide Developer Conference, held virtually in June, with a promise of ASO-specific features including:

- Custom Product Page (CPP)
- Product Page Optimisation (PPO)

While the update has already gone live, Apple have delayed the rollout of these new features until later this year, giving brands a chance to build the assets needed for these pages and take full advantage of the opportunity.

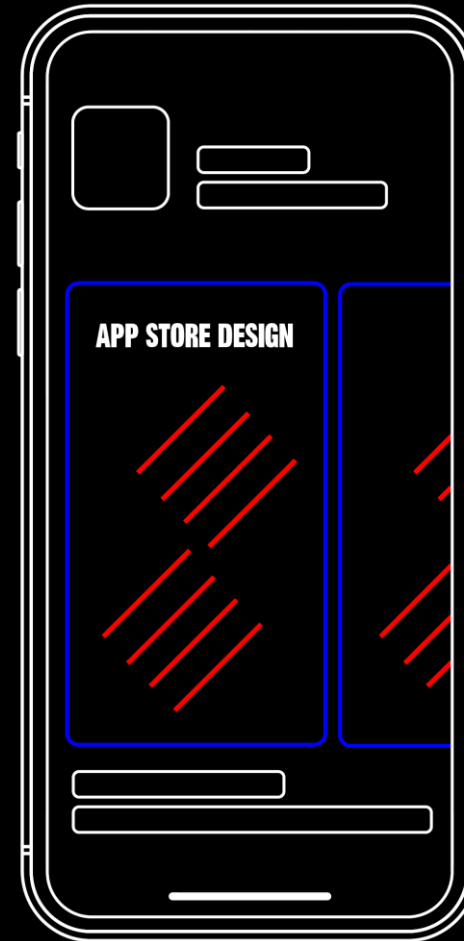
The iOS 15 update has been regarded as the biggest change to the Apple App Store since its first launch – revolutionising the way we think about mobile app growth.



PRODUCT PAGE OPTIMISATION

CURRENTLY, ALL PAID AND ORGANIC TRAFFIC GOES TO THE SAME DEFAULT PRODUCT PAGE ON THE APP STORE.

ORGANIC

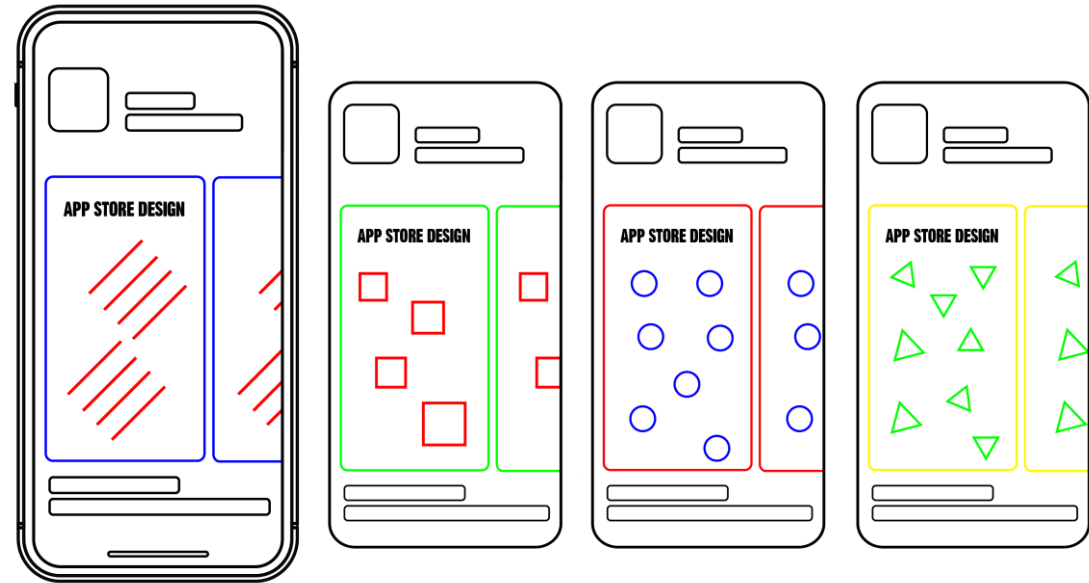


PAID

PRODUCT PAGE OPTIMISATION

WITH PPO, APPLE'S IN-HOUSE TESTING PLATFORM CAN OPTIMISE ORGANIC TRAFFIC TO BE DIRECTED TO THE DEFAULT PRODUCT PAGE AS WELL AS UP TO 3 VARIANTS OF THE PAGE, MEASURING CONVERSION RATE UPLIFT.

**BROWSE
OR
SEARCH**



THE THREE VARIANT PAGES CAN BE DIFFERENTIATED BY:

ICONS

APP PREVIEW VIDEO

SCREENSHOTS

PRODUCT PAGE OPTIMISATION



OPPORTUNITY

With Product Page Optimisation, ASO teams can continually A/B test the default product page alongside product page variants to ensure organic traffic is optimised and conversion rates are maximised.

TESTING

These variants can be A/B tested for in Apple's new in-house testing platform, allowing for the creative optimisation of organic traffic without the need for subscription to third-party testing platforms.

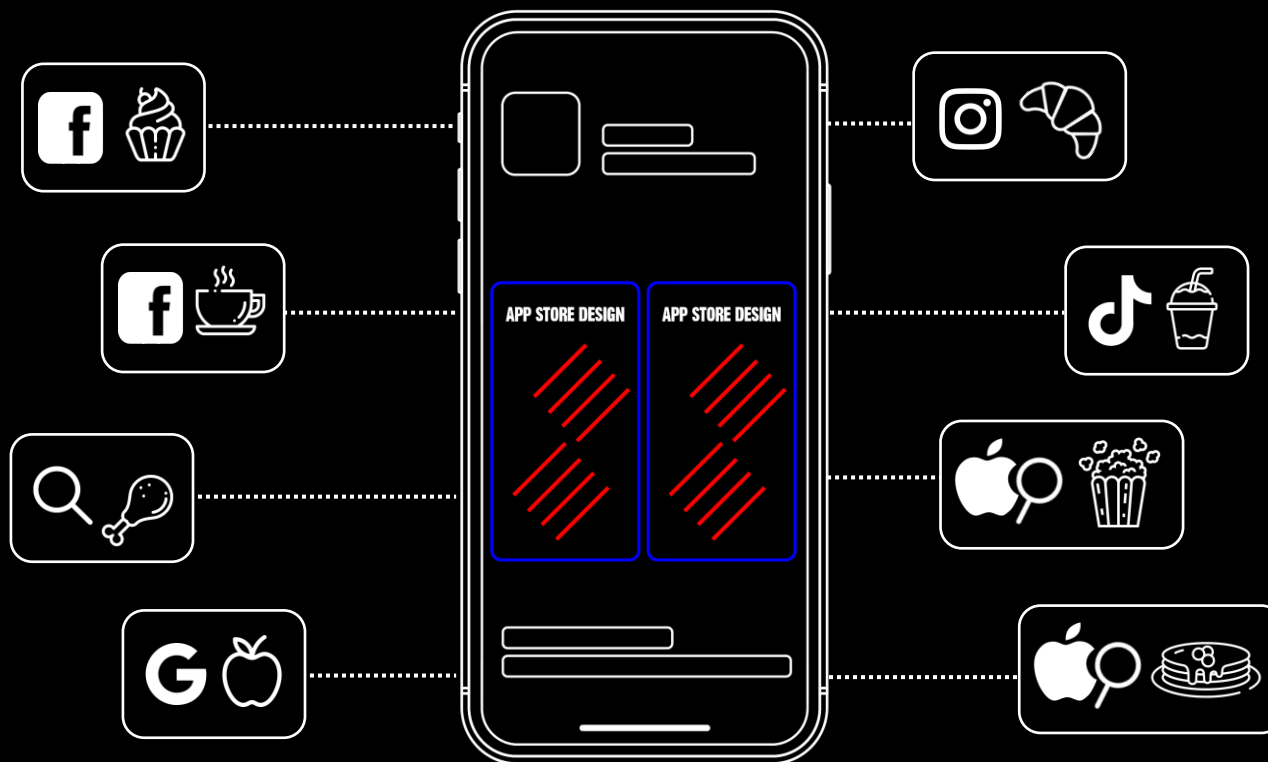
CHALLENGES

If Apple's testing platform is similar to Google Plays', then Apple's test results may not include the statistical insights that external testing platforms provide, which are essential for supporting future testing ideas. This may discredit the cost-savings from not needing to subscribe to third-party platforms.

CUSTOM PRODUCT PAGE

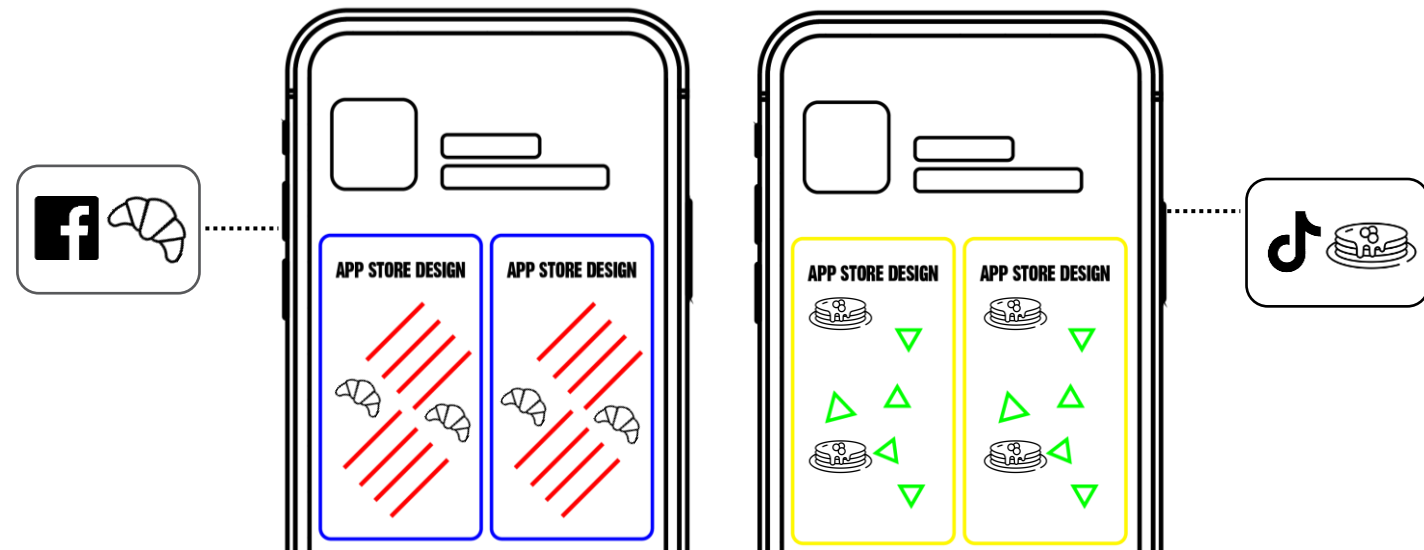
CURRENTLY, ALL PAID TRAFFIC FROM USER ACQUISITION GOES TO THE SAME SINGLE PAGE STORE.

The 'one size fits all policy' of sending paid traffic to one store page leads to drop off rates as high as 70-90% [stormaven], as those who click through to the landing page were not seeing similar messaging on the storefront as the ad.



CUSTOM PRODUCT PAGE

WITH CUSTOM PRODUCT PAGES, EACH CHANNEL CAN HAVE A DIFFERENT LANDING PAGE



MOBILE MARKETERS CAN NOW SEND EACH PAID TRAFFIC FUNNEL TO **1 OF 35**
DIFFERENT CPPS PER LOCALISATION, DIFFERENTIATED BY:

PROMOTIONAL TEXT

APP PREVIEW VIDEO

SCREENSHOT

CUSTOM PRODUCT PAGE



OPPORTUNITY

With Custom Product Pages (CPPs), ASO and UA teams can tailor messaging seen on ads to that seen on the CPP - optimising paid traffic by ensuring those users with intent click through and proceed to download.

TESTING

CPPs cannot be A/B tested for in Apple's new in-house testing platform. This means creative optimisation of CPPs will require subscription to third-party testing platforms.

CHALLENGES

Continual management of all 35 CPPs per localisation can be a resource-intensive process.

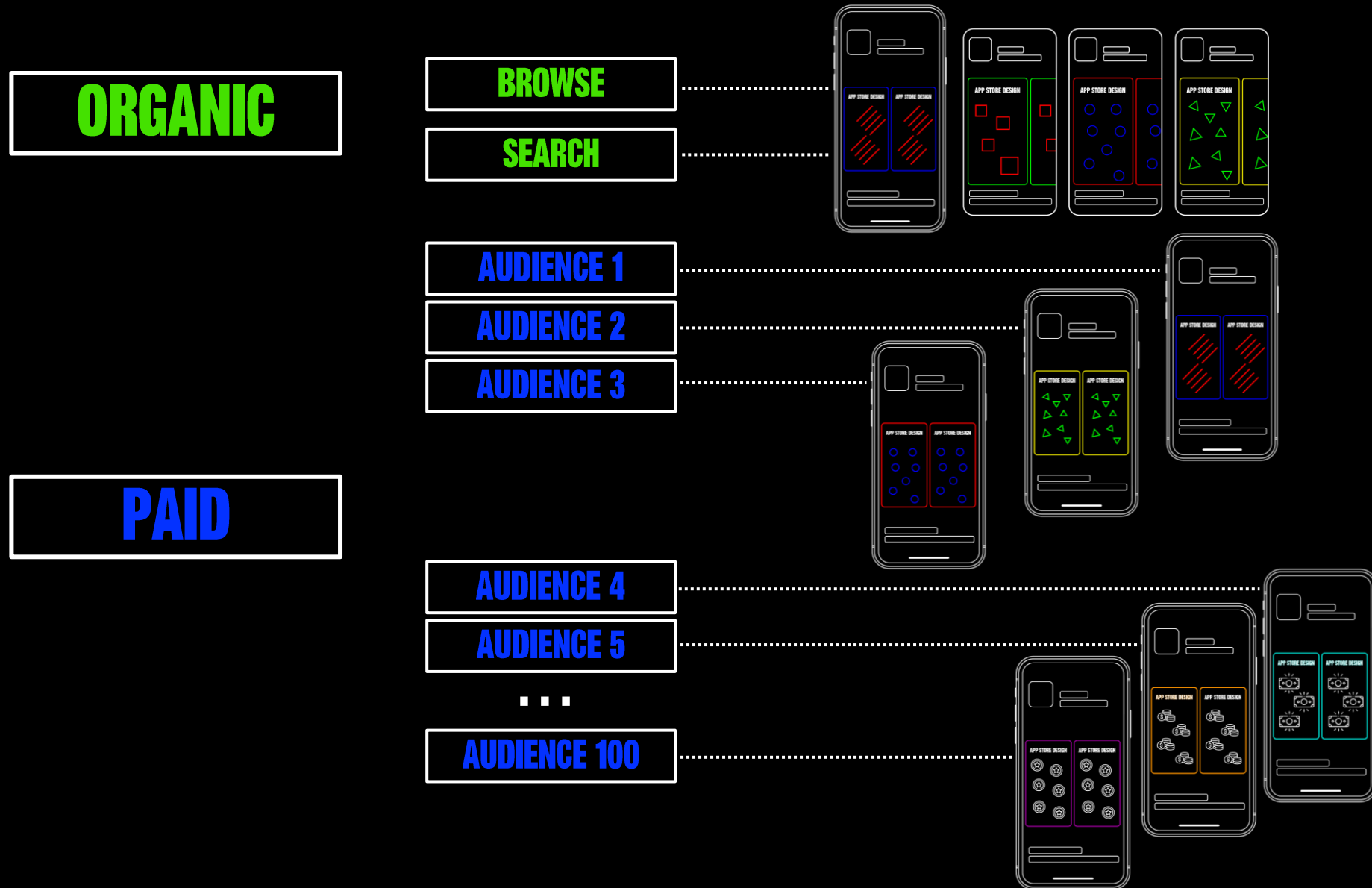
IOS15 IS GOING

**ONE
STOREFRONT
FOR ORGANIC
TRAFFIC**

TO RESULT IN

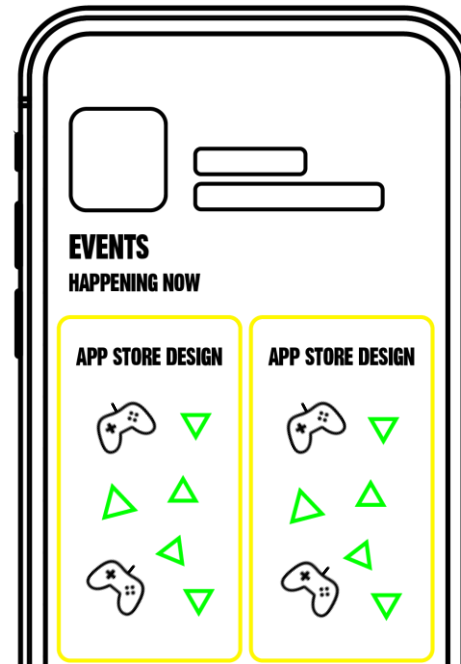
**ONE
STOREFRONT
FOR PAID
TRAFFIC**

THE NEW USER JOURNEY ON THE APP STORE



INTRODUCING IN-APP EVENTS

APPS AND GAMES WILL BE ABLE TO SCHEDULE IN-APP EVENTS WHICH APPEAR AS CARDS ON YOUR APP STORE PAGE, IN SEARCH RESULTS AND IN EDITORIAL PLACEMENTS.



YOU'LL BE ABLE TO PUBLISH FIVE EVENTS WHICH CAN BE CUSTOMIZED BY:

REGION

TIME

DATE

IN-APP EVENTS



OPPORTUNITY

You can have up to ten approved events in App Store Connect at a time, but up to five events may be published on the App Store at a time. An in-app event can last up to 31 days and be promoted up to 14 days before its start date and you'll be able to submit events for review independent of a new app version.

POTENTIAL

There's a chance to re-engage lapsed users with a new type of content. This is a chance to ensure your current users to continue to use your app. With this added engagement opportunities, it could even improve an app's discoverability.

CHALLENGES

This isn't going to be suitable for every app and may just be for the likes of fitness, entertainment, and games. Staying on top of the events and being consistent can also present its own challenges.



LAUREN PARK

GLOBAL HEAD OF ASO

“ The changes announced with iOS 15 are going to be a **huge opportunity for brands** across both organic and paid channels. Developers will now be able to **iterate and improve on their default storefront** through A/B testing, having a real impact on conversion rates as well as **improving the delivery and efficiencies of paid campaigns**.

The biggest change, however, will come when Custom Product Pages (CPPs) are released, as **brands will now be able to direct users to one of 35 unique storefronts** (per market) to create a more **seamless user journey** from the creative that customers see at the ad level right down to the storefront itself.

This is something brands have always been able to do on the web, and it's exciting to see how **Apple are paving the way to creating a more personalised experience for app users**. Despite the delay to CPPs, brands should be getting ahead with planning out their own CPPs, **ensuring paid and organic teams are sharing insights** to fully maximise this opportunity. ”



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