



ASO Manager- Assignment

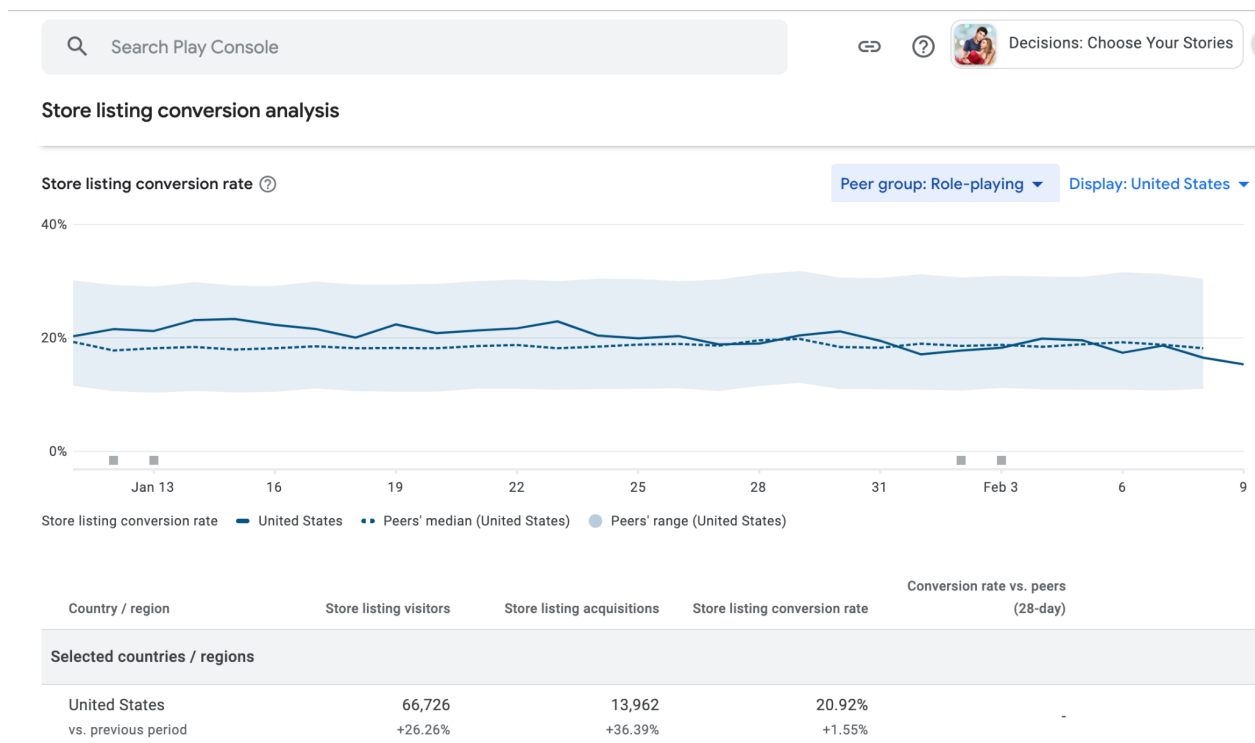
Intellectual Property Disclaimer

Games2win values IP above all else, and we do not use work submitted for hiring purposes in our actual product/content.

If you are more comfortable signing an NDA with us, please download [this](#) draft, fill it out, sign it, and send it to us for our signatures. Then, proceed with the assignment.

A: Conversion Analytics (Google Play)

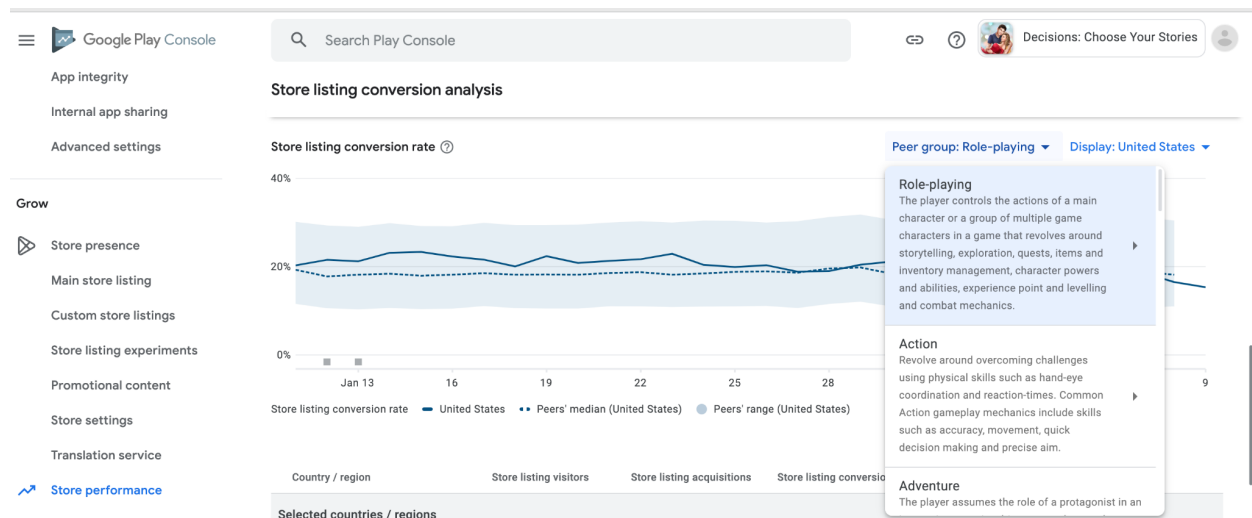
Consider this live data of our top game “Decisions” on Google Play - [Link to game](#)



Questions:

1. What is your view of store listing rate? Which range do you optimise for?
2. How have you improved the conversion rate of your games and what range did you achieve?
3. Do you have experience in directing the art and creative of icons, screenshots and videos? If YES, what have you learned? (Important - the question is “directing”. We don’t expect you to DO the art.)
 - a. Please provide a google slide presentation detailing your approach to research, analyse and change a game icon and screenshot. You can research Decision Games’ competitors for the same.

B: Peer Groups



Question:

4. What is your view of ‘peer groups’ on Google Play? Do you use customised peer groups or standard peer groups? Explain your choice

C: Events

Questions:

5. What has been your experience with EVENTS on the Play Store and the App store? Please elaborate with best practices, what worked, what didn't! Please be as detailed as possible. This is a CRITICAL question for us.

If you want, you can also look up some of the LIVE events we have of our top games and give us feedback

Game Name (Android)	Android link	Game Name (iTunes)	iTunes link
Fashion Stylist: Dress Up Game	https://play.google.com/store/apps/details?id=air.com.games2win.internationalfashionstylist	Dress Up Fashion Design Studio	https://apps.apple.com/in/app/dress-up-fashion-design-studio/id1318625606
Super Wedding Fashion Stylist	https://play.google.com/store/search?q=super+wedding+stylist&c=apps	Super Wedding Fashion Stylist	https://apps.apple.com/in/app/super-wedding-fashion-stylist/id1489155544

D: Organic ranking

Driving Academy Simulator Game has been one of most popular and success Car Parking Driving School in the USA on the App Store (iTunes) - [Link](#)

However, since the past many months, “Car Parking Driving School” ([link](#)) has beaten us to become the top game for ranks on many organic search terms, starting with the most important keyword on USA iTunes search - “Car Games”

Question:

6. Can you determine / have a theory on why this happened? Play the games, check the page listings, screenshots, icons, descriptions, use ASO tools (if you need help with tools and access, please ask us).

Tell us what you would recommend us to do to reclaim our top spot again? (It could be ALL the changes you can think of. Don't hold back)

E: PNS

Question

7. Does PNS work? What is your PNS strategy for both stores? What tools do you use to measure performance. What is the best response you've recorded? (If you don't use PNS/ don't have exposure, just mention it).

F : UA and Organic Rankings

Question:

8. How do you ensure that Organic conversions improve over time with UA increasing? Does UA help improve Organic volume, if so, could you list down some of your own experiences regarding the same?

This assignment has 8 questions. Make sure you attempt them all and answer them one below the other (Make a "Copy" of this sheet and answer). If you need any assistance with the assignment I would request you to kindly reach out to hr@games2win.com.