Study Jam 2: Analyze and explore opportunities

Optimizing your store listing with experiments

The Play Console's store listing experiments feature helps developers identify the most effective combination of graphics and text for their app's store listing to maximize installs.

Experiment types

Default graphics: Default graphics experiments allow you to test graphic assets on a large audience segment, providing valuable data-driven insights. However, they exclude users with language-specific store listings.

Localized: Localized experiments allow developers to test different graphics, descriptions, or a combination of both on a portion of users browsing their app store listing in a specific language to deliver a personalized experience for local markets.

Price experiments: Price experiments enable developers to test different price points for their apps and in-app products in various markets, adjusting for purchasing power to optimize revenue and reach a wider audience.

Setting up a store listing experiment

Step 1 - Details: Name your experiment by selecting your store listing and choosing the type of experiment that you want to run.

Step 2 - Experiment goals: Setting 1 - Variants: Select the number of variants you would like to test; Setting 2 - Experimental audience: Select the number of variants you would like to test.

Step 3 - Variant configuration: Select the attributes to test. It is best to test one attribute at a time to identify which changes drive your success. Load the store listing elements required for your experiment type. Then, to begin your experiment, click Start experiment.

Step 4 - Audience selection: The audience percentage setting allows developers to control the proportion of store listing visitors exposed to experimental variants, with options for equal distribution or reduced exposure for riskier changes, before starting the experiment or saving it as a draft.

Step 5 - Review results: To apply a variant that outperformed your app's current version, select Apply Winner. To keep your current version, select Keep. If your experiment results in a tie, choose Stop experiment.

Exploring overall acquisition performance with store analysis

Store analysis reports offer valuable insights into user acquisition trends, marketing impact, and optimization opportunities to help developers understand their app's performance and improve its store listing.

Sections of the store analysis reports

All user acquisitions by type - This chart shows acquisitions from all surfaces on Google Play. This includes acquisitions from promotional content across home pages, store listings, and top charts.

Acquisitions from store listing visitors only - This chart shows acquisitions from your store listings only. Once you've configured the report, you'll see a time-series view of store listing visitors, acquisitions, and conversion rate for your chosen dimension values.

How Google measures your app performance: Types of traffic source data

Acquisitions are broken down by traffic source, which is where the user came from before they visited your app's store listing.

1) Google Play search: This category includes users who discover an app through various search methods, Google Play Store search results, Google Play Store auto-complete, and Google ads shown in search results.

2) Ads and referrals: This category includes users who arrive at an app's store listing by clicking on external links outside of the Google Play Store, such as ads or other referral sources. These links can be tracked using UTM tags or Google Ads app campaigns.

3) Google Play explore: This includes users who found your app from Google Play but not from searching or from Google ads shown on the store outside of search results.

Metrics on the Google Play Console

Metrics provide crucial insights into the effectiveness of various aspects of an app or game, such as store listing, marketing, performance, and user support. They enable developers to make informed decisions that drive success on the Google Play Store.

Types of metrics available on the Google Play Console

Acquisition and growth metrics: Includes store listing visitors, installs, updates, and losses, such as uninstalls and de-activations.

Engagement metrics: Engagement metrics include how regularly users open your app.

Monetization metrics: Monetization metrics provide insights into an app's revenue generation, including gross revenue, purchase frequency, conversion rate, and average purchase value, helping developers understand the financial performance of their app or game.

Quality metrics: Quality metrics track crashes, average, and total ratings.

Key insights

App statistics: The Google Play Console provides app statistics under the App Statistics tab on the Statistics page, offering essential insights into an app's performance. For example, the 'Installed audience' metric reveals the total number of users with the app installed on at least one of their devices.

Compare to peers: The Google Play Console allows developers to compare their app's performance to similar apps in the "Compare to peers" tab on the Statistics page. This feature provides relative performance data, normalized for scale, enabling comparisons with other apps within peer groups based on factors like category and region.

References

Convert more visits to installs with store listing experiments

Create custom store listings to target specific user segments

Custom store listing pages

Decision-making with the Google Play Console

Run price experiments to optimize in-app product prices

Run A/B tests on your store listing

Use the Play Console app to track app performance

View app statistics

Google Play Academy

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