

# Marketing (1/2)– Apps, Web apps

## 1/ Android Store, Apple Store

- L'écosystème des *Store*
- Marketing du téléchargement

## 2/ Marketing mobile

- Stratégie
- Canaux et leviers
- Publicité et programmation

# L'écosystème des Store

Store Officiels



Store Alternatifs






> à 300 Store



# Nbre d'apps par Store en 2023 & Commissions / fees

Nbre Apps :                      3,5 millions                      1,8 millions                      460 000

App	Répartition			
		Google Play	iOS App Store	Amazon Appstore

Achat unique	Store	15% si moins de 1M\$ / an, Sinon, 30%	15% si moins de 1M\$ / an, sinon, 30%	20% si moins de 1M\$ / an sinon, 30%
	Développeur de l'App	85 à 70%	85 à 70%	80 à 70%
Abonnement	Store	15%	15%	
	Développeur de l'App	85%	85%	

**Commissions**

# App Store : la (presque) fin d'un monopole

Apple Fee Calculator

## Fee calculator

Estimate how the different models may apply to your business on iOS in the EU.

Do you sell digital goods and services in your iOS app or game? [Learn more >](#)

No

Yes

How much in annual sales do you expect your app or game to make per year through the App Store on iOS from digital goods and services sold in the EU?

Reference your 2023 data in Sales and Trends to help estimate this number. [Learn more >](#)

\$ 10,000,000

Are you a member of the [App Store Small Business Program](#)?

No

Yes

How many first annual installs do you expect your app or game to generate per year in the EU? [?](#)

Each app receives one million first annual installs per year at no cost. Reference your 2023 data in Sales and Trends to help estimate this number. [Learn more >](#)

10,000,000

Select an option

Selected  
App Store with alternative p... [v](#)

## Estimated monthly fees

App Store commission

**\$ 83,333**

App Store payment processing

**\$ 0**

Core Technology Fee

**\$ 407,609**

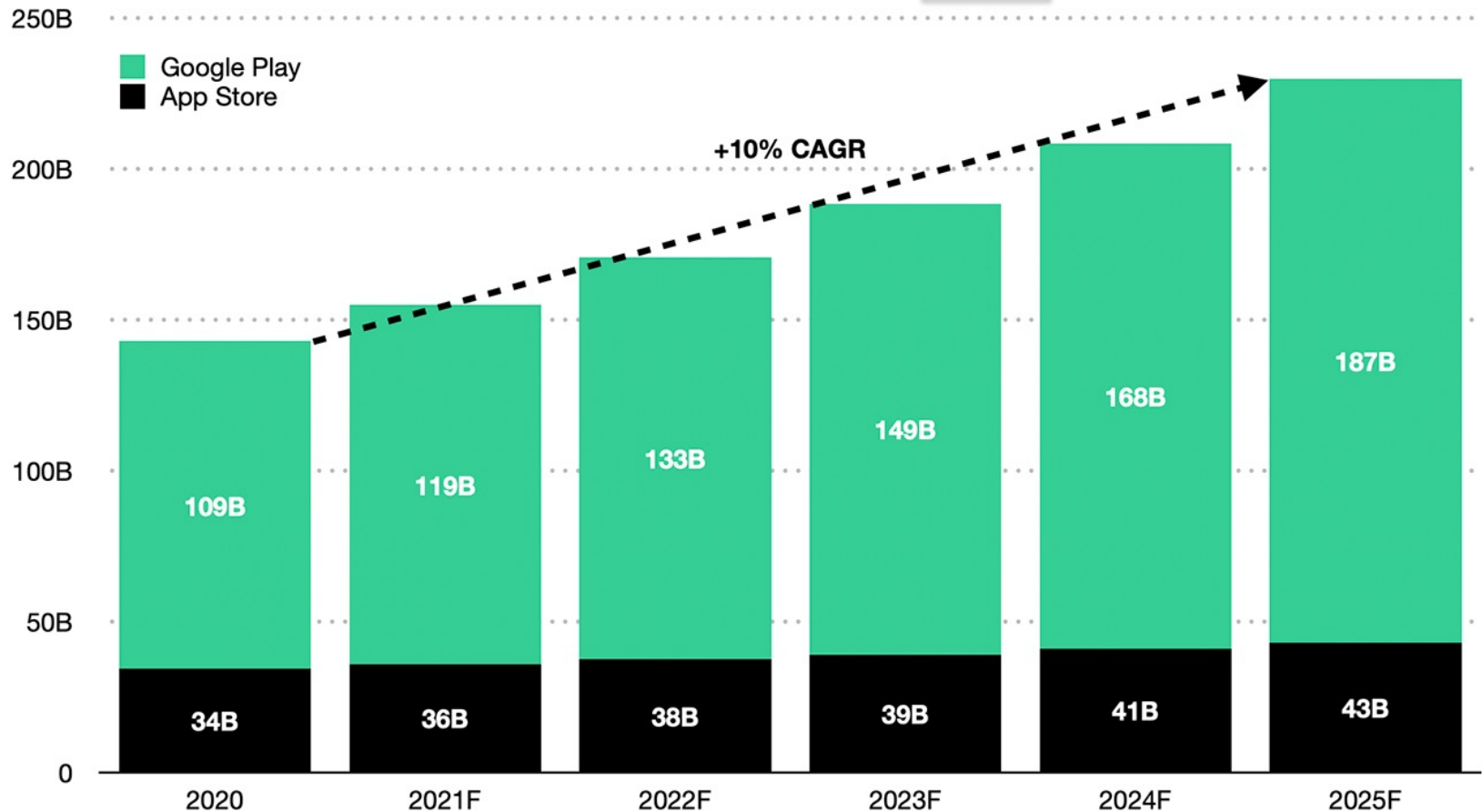
# Le modèle d'affaires des Apps

1. Gratuit sans publicité / *Free*
2. Gratuit avec publicité / *Free + Ads*
3. Gratuit avec achats intégrés / *Freemium*
4. Payant / *Premium*



# Téléchargements d'applications vs. Revenus par Store

Global App Store and Google Play **Installs** 2020-2025

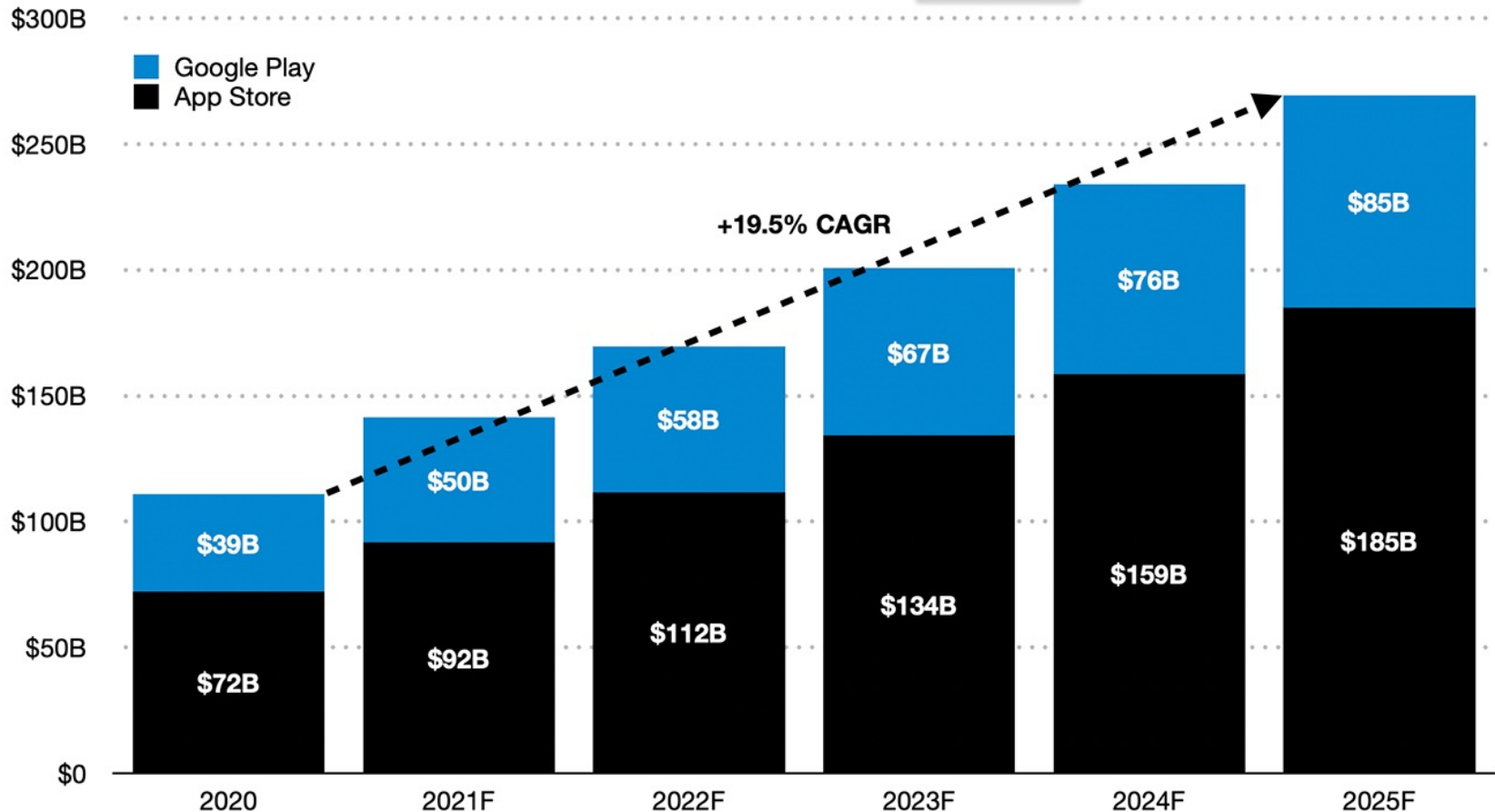


Does not reflect spending on third-party Android stores in China and elsewhere.

Source: Sensor Tower Store Intelligence

# Téléchargements d'applications vs. Revenus par *Store*

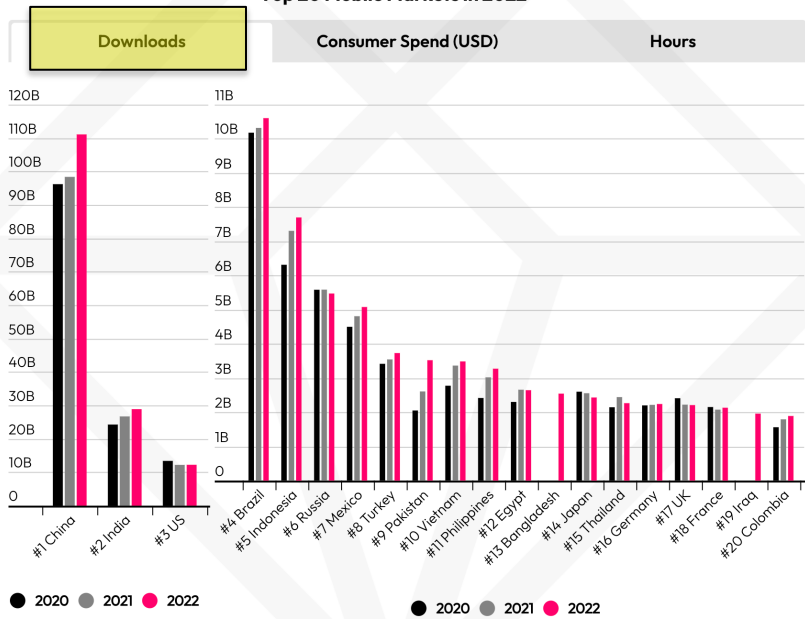
Global App Store and Google Play **Spending** 2020-2025



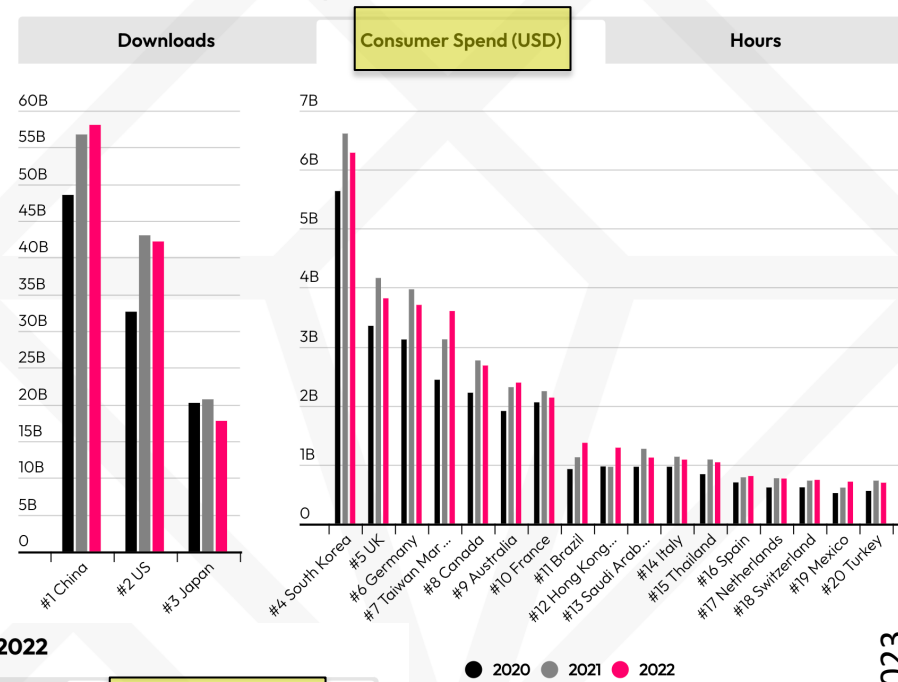
Does not reflect spending on third-party Android stores in China and elsewhere.

Source: Sensor Tower Store Intelligence

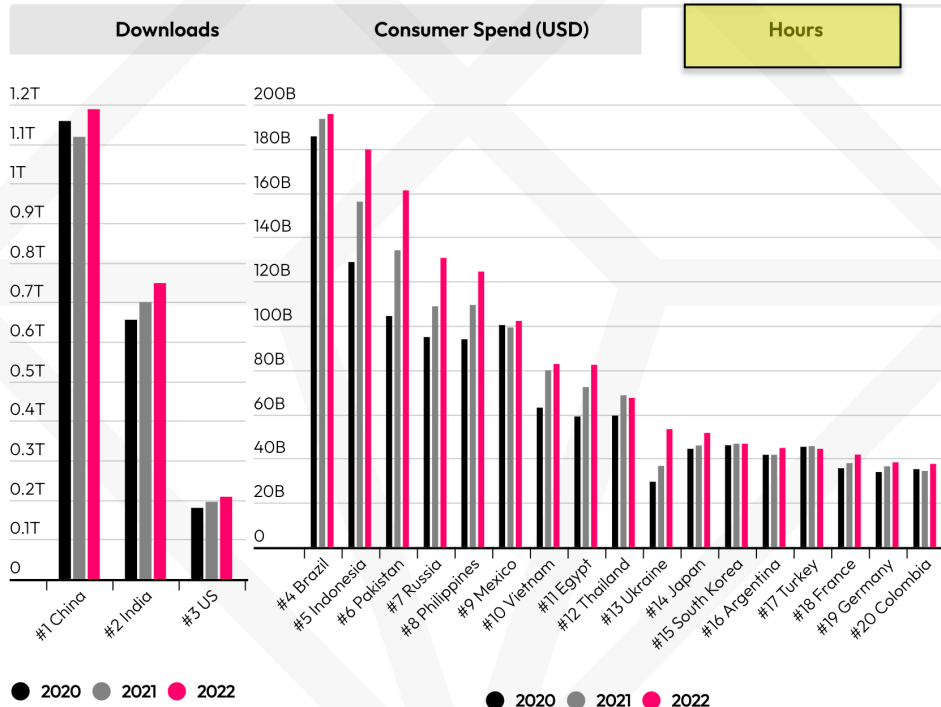
### Top 20 Mobile Markets in 2022



### Top 20 Mobile Markets in 2022



### Top 20 Mobile Markets in 2022





# Les applis les plus téléchargées dans le monde








TOP APPS & GAMES OF 2022

## 2022 Rankings by Market | Top Apps











Powered by data.ai's App IQ Taxonomy

< Worldwide >











### DOWNLOADS

1		Instagram	Media Sharing Networks (Social Media)
2		TikTok	Short Videos (Entertainment)
3		Facebook	Social Networks (Social Media)
4		WhatsApp Messenger	Communication (Social Media)
5		Snapchat	Media Sharing Networks (Social Media)
6		Telegram	Communication (Social Media)
7		CapCut	Video Editing (Photo & Video)
8		Facebook Messenger	Communication (Social Media)
9		WhatsApp Business	Business Communication (Business)
10		Spotify	Music & Audio (Entertainment)

### CONSUMER SPEND

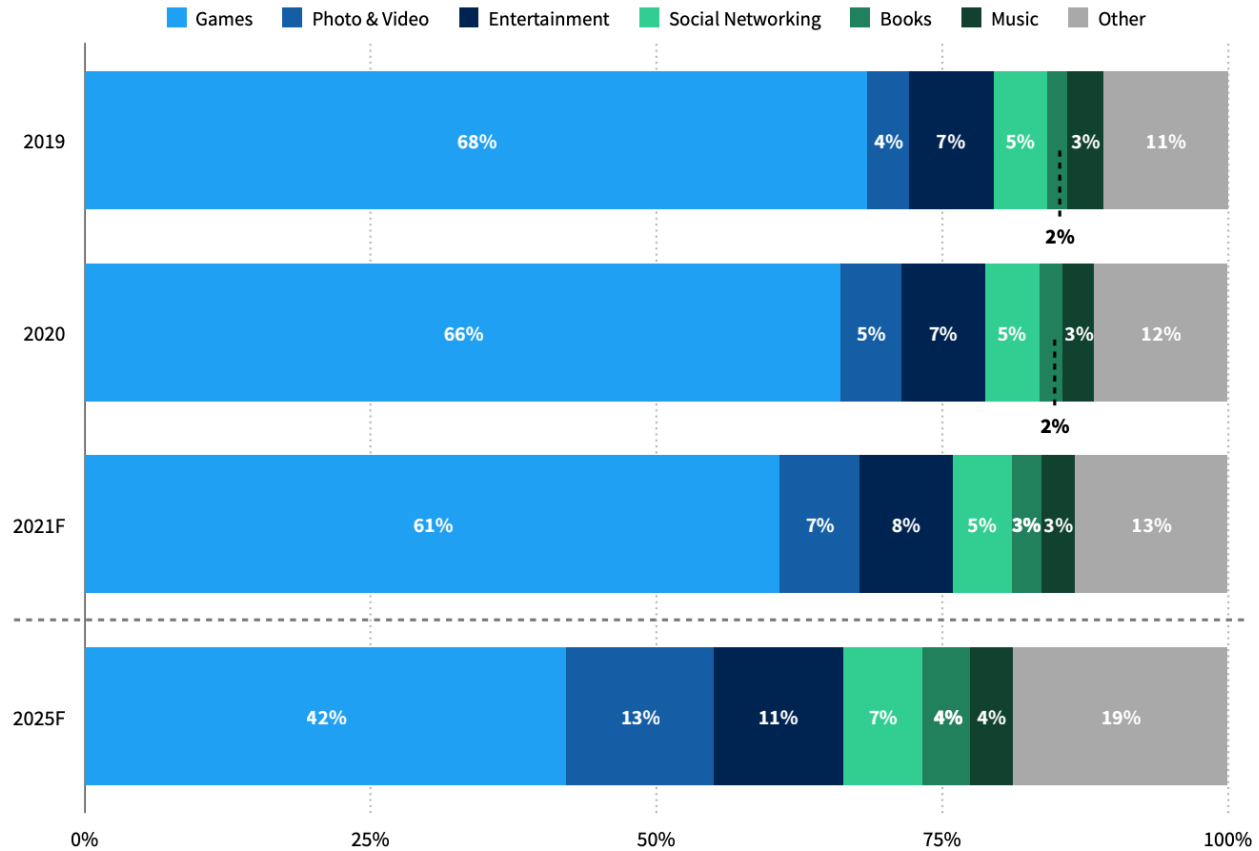
1		TikTok	Short Videos (Entertainment)
2		YouTube	Video Sharing (Entertainment)
3		Tinder	Dating (Social Media)
4		Disney+	OTT (Entertainment)
5		HBO Max	OTT (Entertainment)
6		Google One	File Management (Utility & Productivity)
7		piccoma	Comics (Books & Reference)
8		Bumble App	Dating (Social Media)
9		Tencent Video	OTT (Entertainment)
10		iQIYI	OTT (Entertainment)

### MONTHLY ACTIVE USERS

1		Facebook	Social Networks (Social Media)
2		WhatsApp Messenger	Communication (Social Media)
3		Instagram	Media Sharing Networks (Social Media)
4		Facebook Messenger	Communication (Social Media)
5		TikTok	Short Videos (Entertainment)
6		Telegram	Communication (Social Media)
7		Amazon	E-Commerce (B2C) (Shopping)
8		Twitter	MicroBlogging (Social Media)
9		Spotify	Music & Audio (Entertainment)
10		Netflix	OTT (Entertainment)

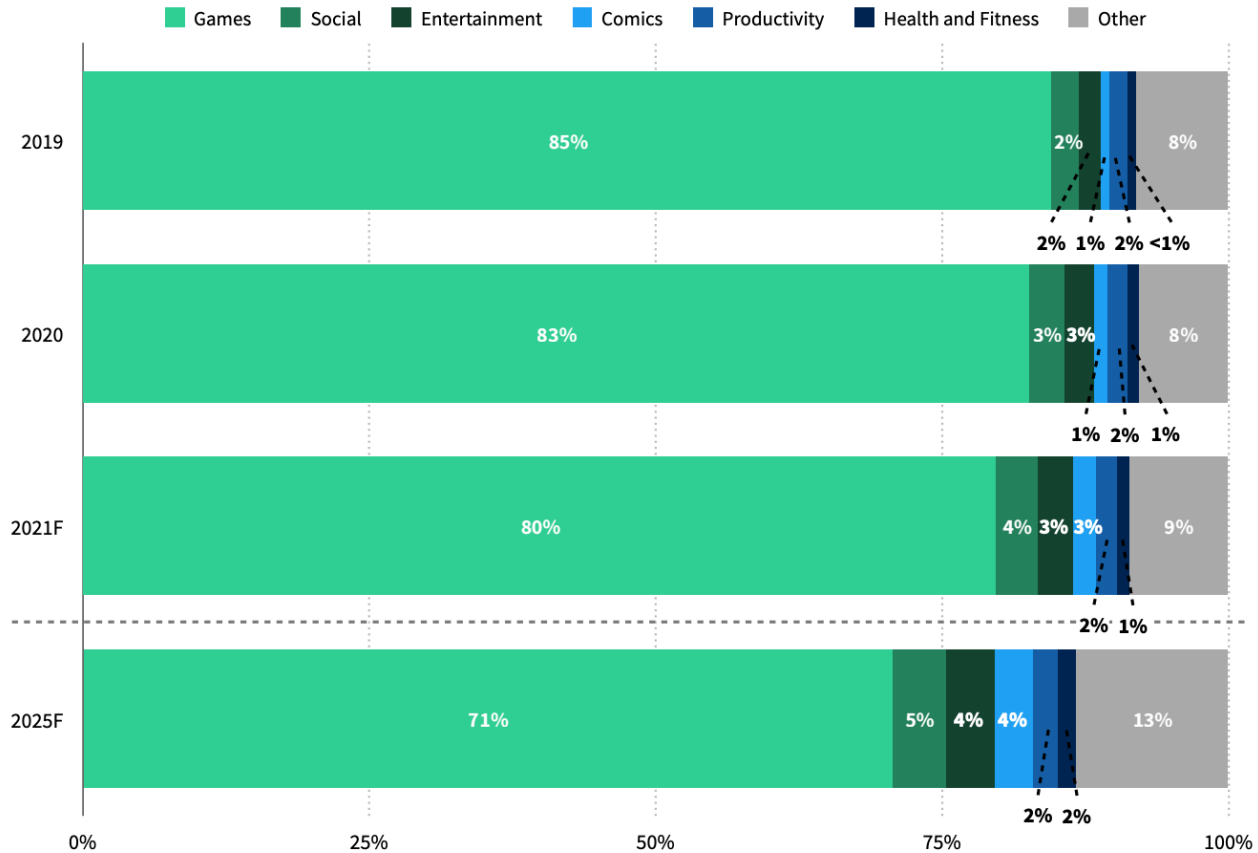
# App Store Revenue Share by category

*Projected consumer spending for top categories*



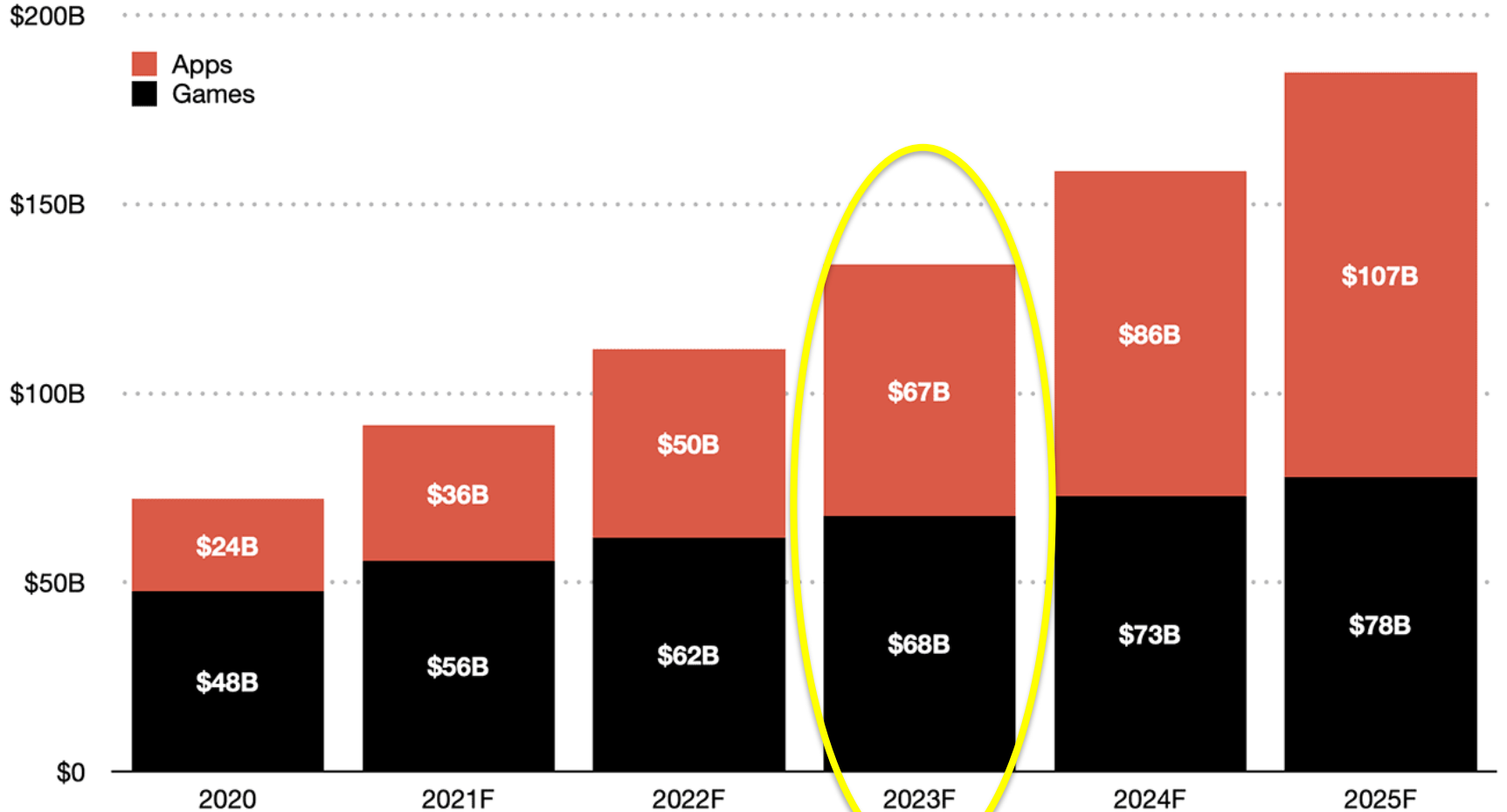
# Google play Revenue Share by category

*Projected consumer spending for top categories*



# Apple

## Global Spending in Apps and Games on Apple's App Store



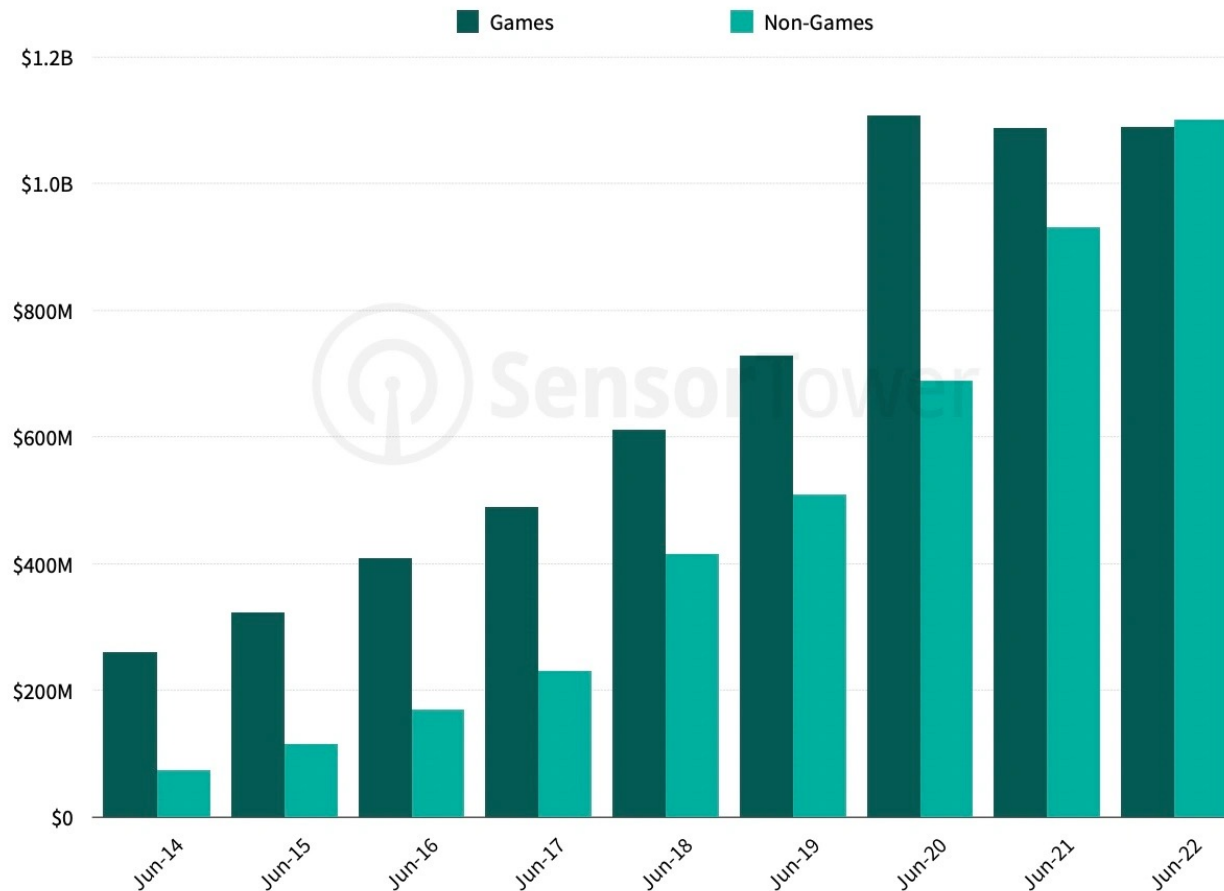
Does not reflect spending on third-party Android stores in China and elsewhere.

Source: Sensor Tower Store Intelligence

# Aux Etats-Unis en 2022

## Spend in Non-Games Passes Games on the U.S. App Store

*U.S. App Store Mobile App Consumer Spending for Games vs. Non-Games in June Each Year*

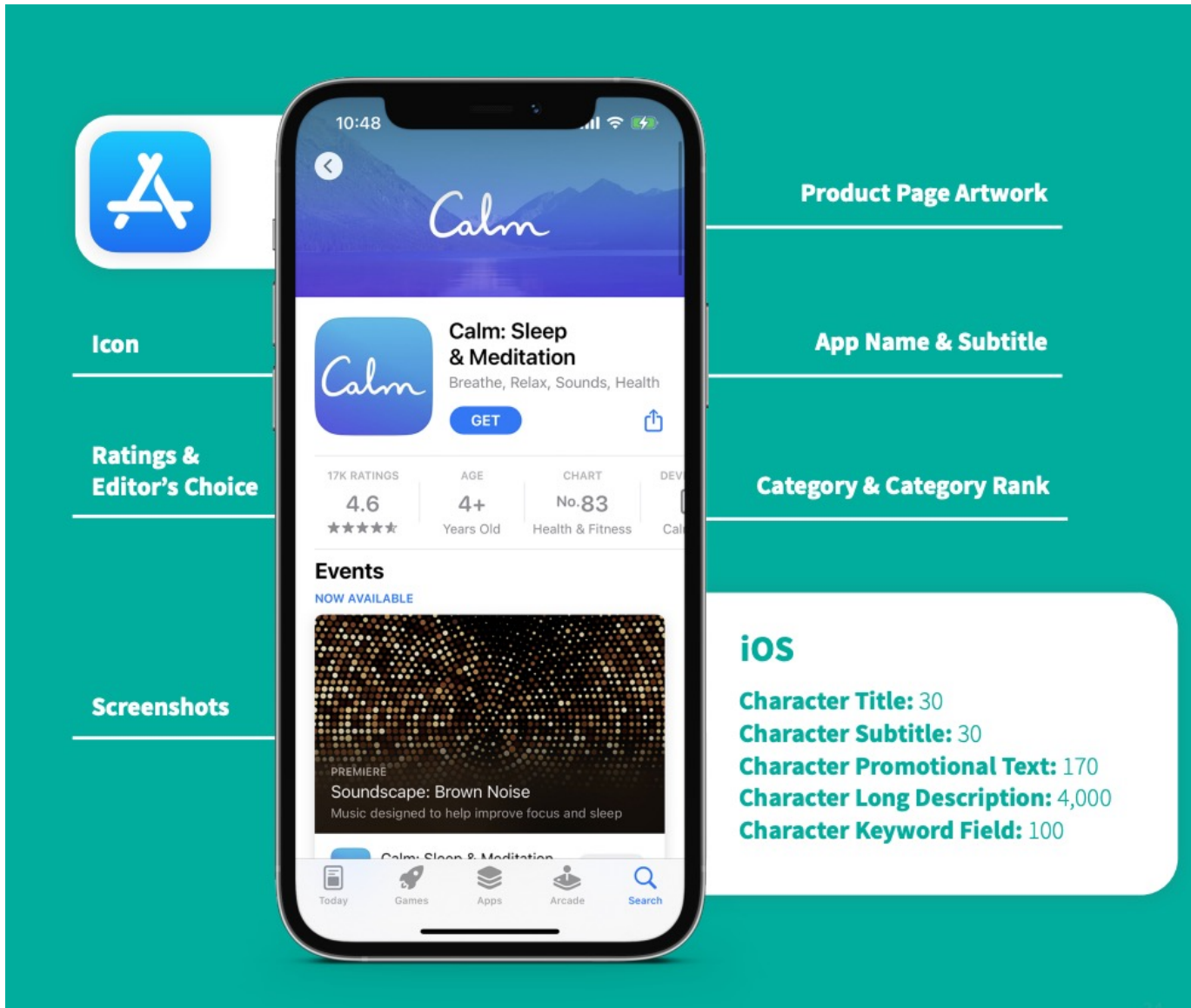


# App Store Optimization





# App Store Optimization



The image shows a smartphone displaying the App Store page for the 'Calm' app. The page features the app's icon, name, subtitle, ratings, and a promotional event. Callouts on the left and right sides of the phone identify key optimization elements.

**Icon**

**Ratings & Editor's Choice**

**Screenshots**

**Product Page Artwork**

**App Name & Subtitle**

**Category & Category Rank**

**iOS**

- Character Title:** 30
- Character Subtitle:** 30
- Character Promotional Text:** 170
- Character Long Description:** 4,000
- Character Keyword Field:** 100

The screenshot on the phone shows the following details:

- Time: 10:48
- App Name: Calm
- App Name & Subtitle: Calm: Sleep & Meditation
- Subtitle: Breathe, Relax, Sounds, Health
- GET button
- 17K RATINGS: 4.6 (5 stars)
- AGE: 4+ Years Old
- CHART: No. 83 (Health & Fitness)
- DEV: Calm
- Events: NOW AVAILABLE
- PROMOTIONAL TEXT: PREMIERE Soundscape: Brown Noise. Music designed to help improve focus and sleep.
- Bottom navigation: Today, Games, Apps, Arcade, Search

# Le référencement sur l'App Store

- **Description**

## What's New

Sept 22, 2014

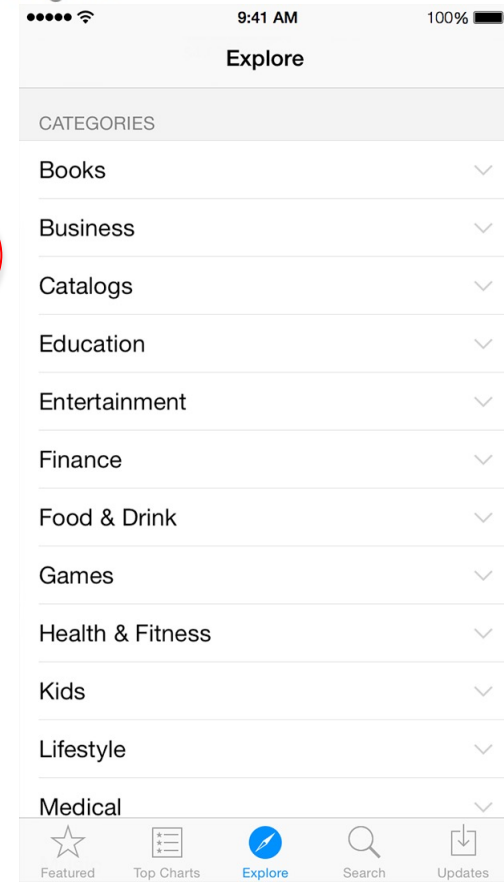
Explorers, this is our biggest update ever!

- We've added 7-day weather forecasting with real-time condition updates
- We fixed a bug that caused the app to crash when recording new ...[more](#)

- **Keywords**

hiking, trail, park, al, nature,  
yosemite walking, biking, path, forest,  
tree, woods, dirt, green, yellowstone

- **Categories**



# Le référencement sur les stores



## Listing details

Language  
[add language](#)

| \*English (en) |  
Star sign (\*) indicates the default language.

Title (English)

Hello Mono for Androi

28 characters (30 max)

Description (English)

This is a Hello World type application developed using Mono For Android

71 characters (4000 max)

Recent Changes (English)  
[\[Learn More\]](#)

0 characters (500 max)

Promo Text (English)

0 characters (80 max)

Application Type

Applications ▾

Category

Education ▾



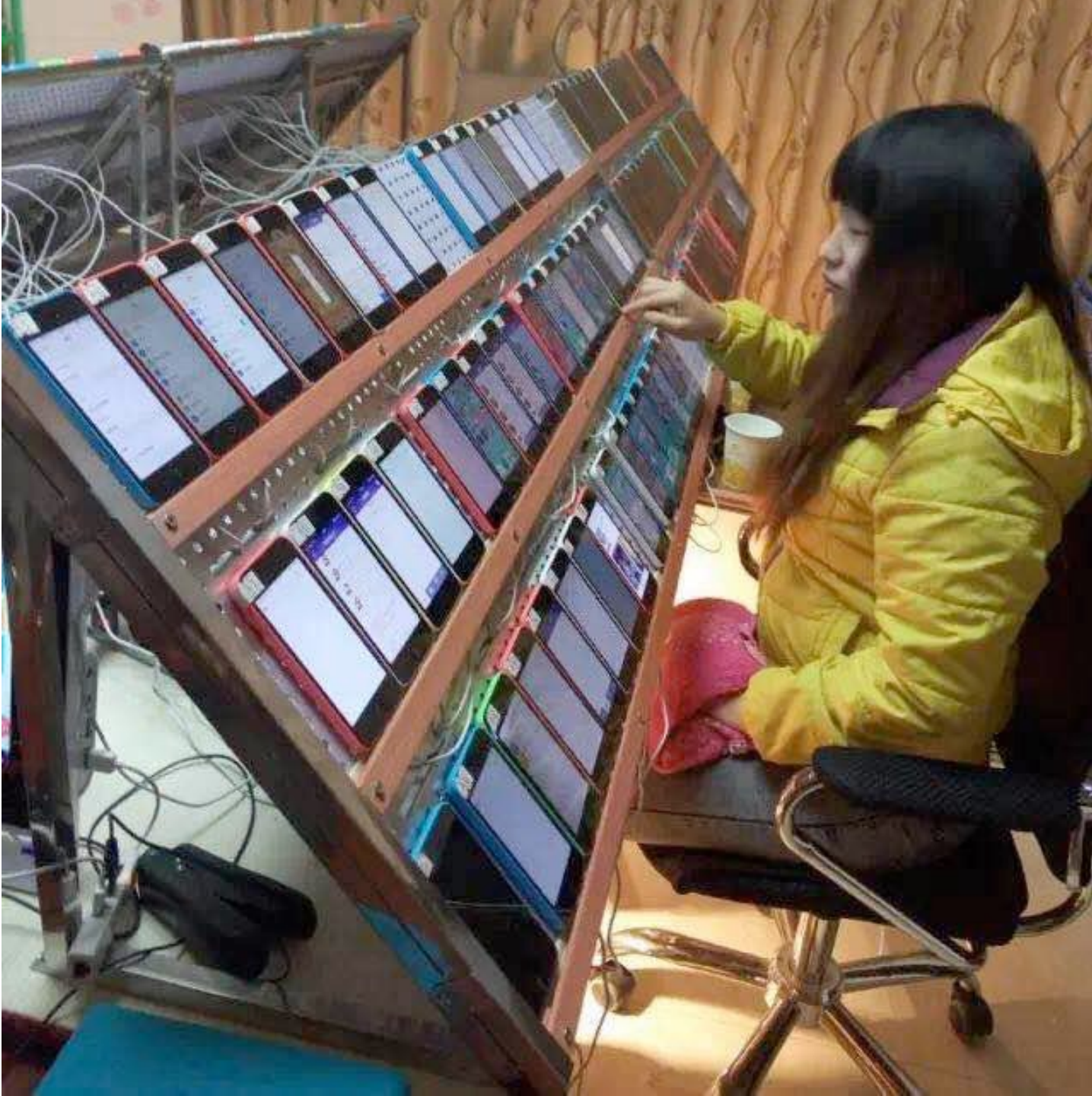
# Le classement des applications

- **Le nombre de téléchargements**
- Le nombre d'étoiles / d'avis
- Le temps passé à utiliser l'appli
- Le nombre d'ouvertures (le taux d'inactivité)
- Le taux de désinstallation

$$\text{Jour } J = J * 8 + (J-1) * 5 + (J-2) * 5 + (J-3) * 2$$



# Fake or not fake ?



<https://www.techinasia.com/viral-photo-china-shows-manipulate-app-store-rankings-hard/>

# Le classement des applications

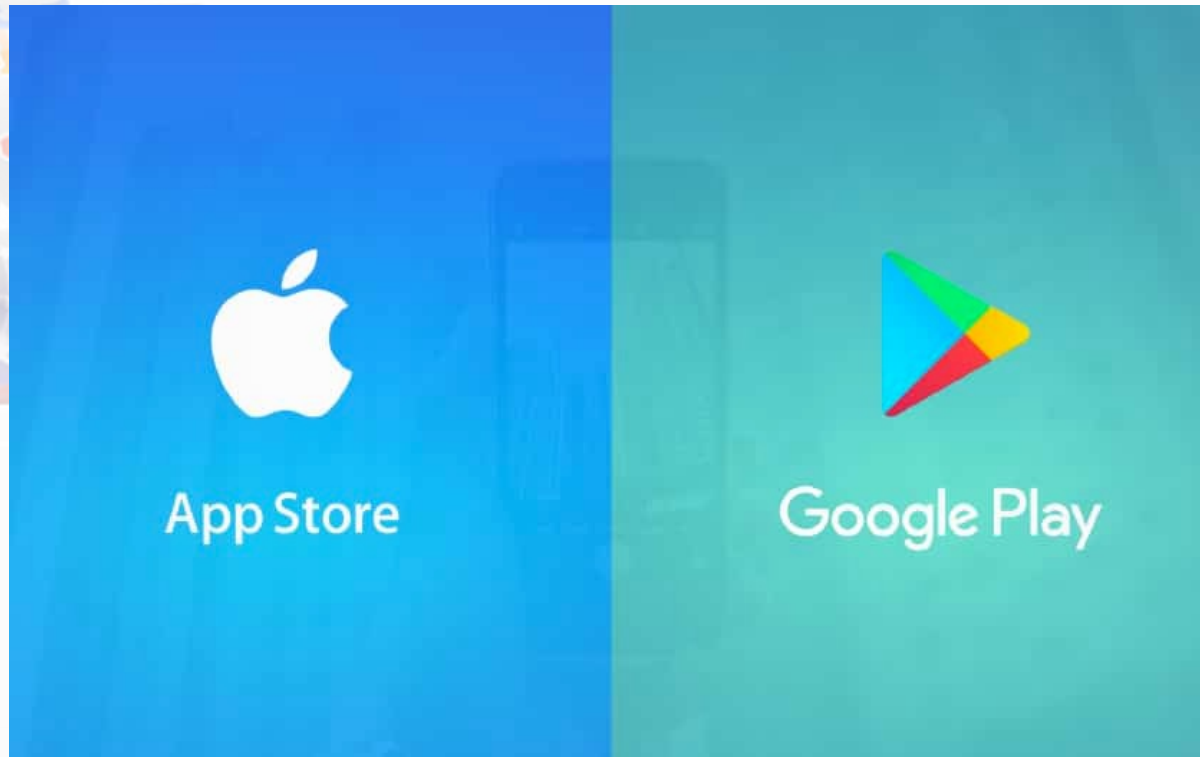


- Le nombre de personnes ayant noté l'application **ET** la note globale
- Le taux d'installation **ET** le taux de désinstallation
- Le taux de croissance des téléchargements sur 30 jours
- Les statistiques sur l'usage

**Critère n°1 : Le nombre d'utilisateurs actifs**

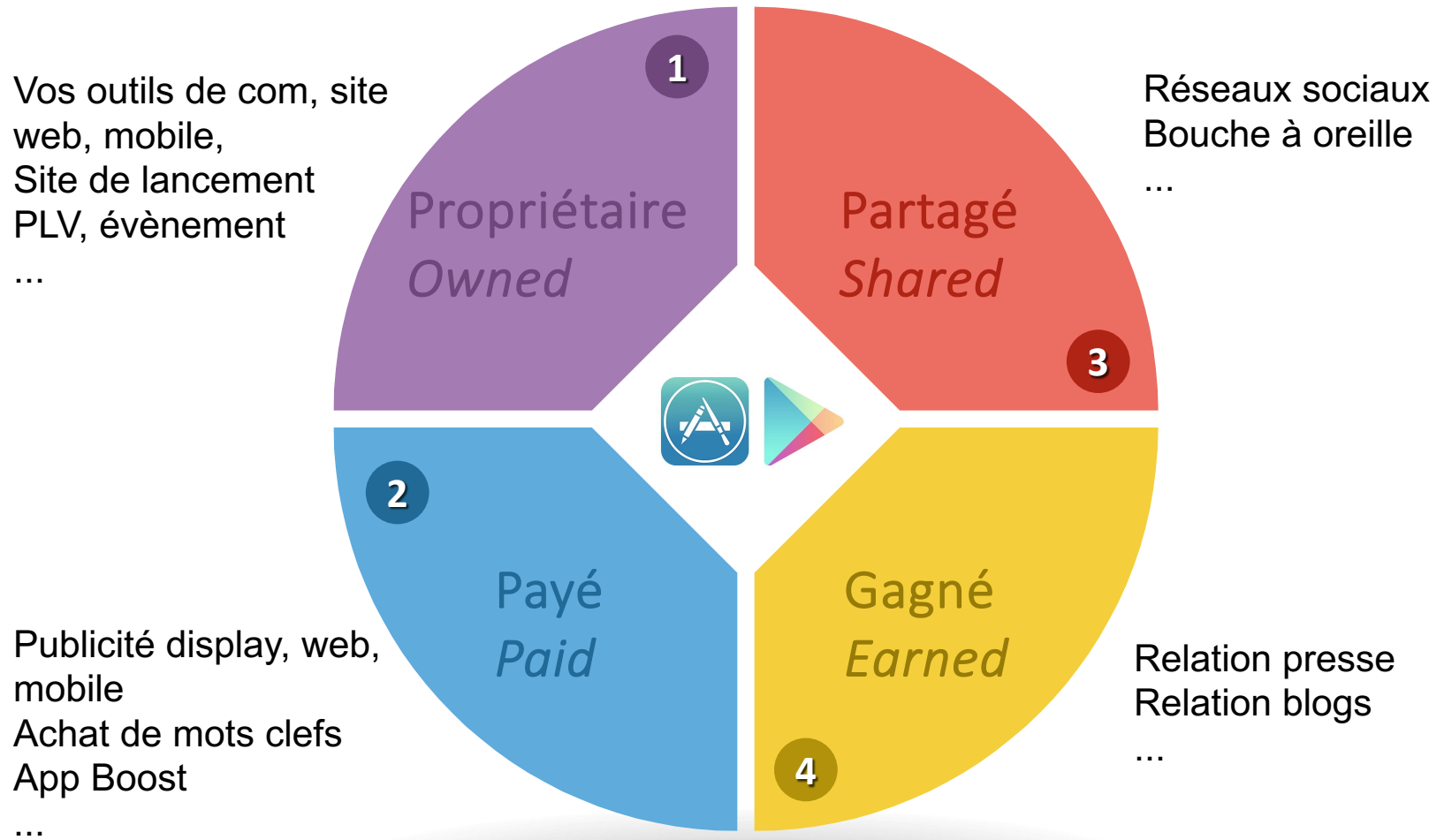


# L'écosystème des *Store*



**Le marketing du téléchargement**

# Faire télécharger son application

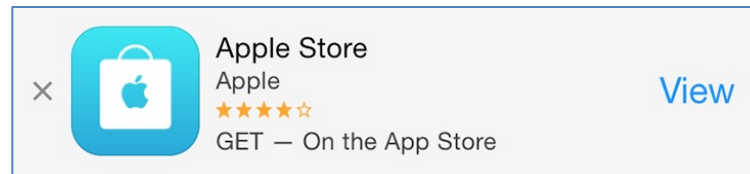


## Faire télécharger son appli

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- Votre site web + Smart App Banner

```
<meta name="apple-itunes-app" content="app-id=myAppStoreID">
```



- Page dédiée sur le site web



- Vidéo de promotion

## Faire télécharger son appli

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- Vos espaces publicitaires sur votre site web
- Vos mailings / newsletters
- Vos pages de réseaux sociaux (Twitter, FB, Google, instagram mais aussi LinkedIn)
- Vos signatures de mail
- En interne, dans l'entreprise, en magasin sur la vitrine,
- Vos PLV sur salon et événement
- ...

# Faire télécharger son appli

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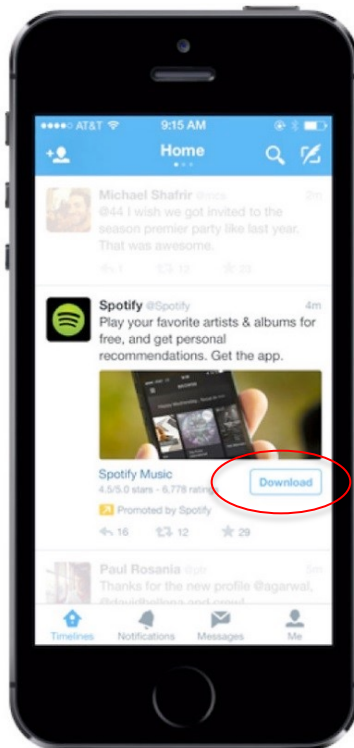
- Publicité display, web, mobile
- Achat de mots clefs, mobile
- App Install – *Facebook, Google, Twitter*
- Campagne SMS
  
- Campagne media – *flyer, affichage, opération spéciale, presse écrite, etc.*
- ...

Payé / Paid

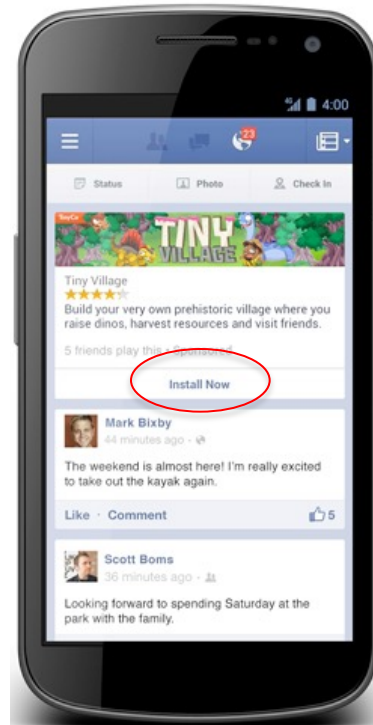
# Faire télécharger son application

## Apps Install

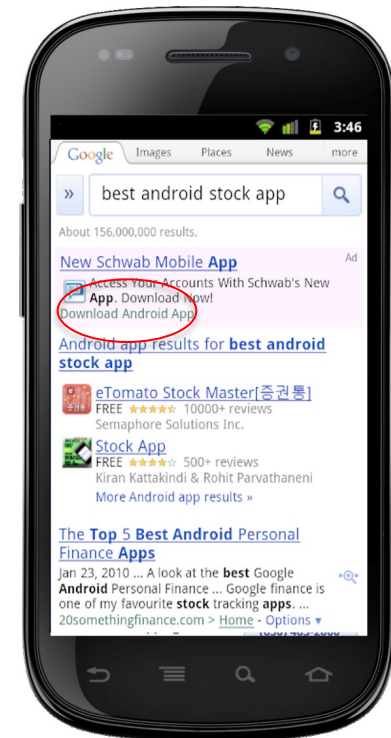
Twitter



Facebook



Google





# Faire télécharger son appli

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- Relation presse, presse écrite
- Blogs spécialisés suivant la thématique de votre appli et blog généraliste spécialisé en Appli (iphon.fr, Frandroid etc.)
- Concours d'applications mobiles

# Faire télécharger son appli

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- Changer l'image de couverture de votre page Facebook – Twitter – LinkedIn – Pinterest etc.
- Intégrer des Twitter cards > App Cards sur votre site
- Solliciter vos fans, twittos, contact pour promouvoir votre application
- Organiser un jeu concours
- ...

# Facebook/Twitter... App Cards



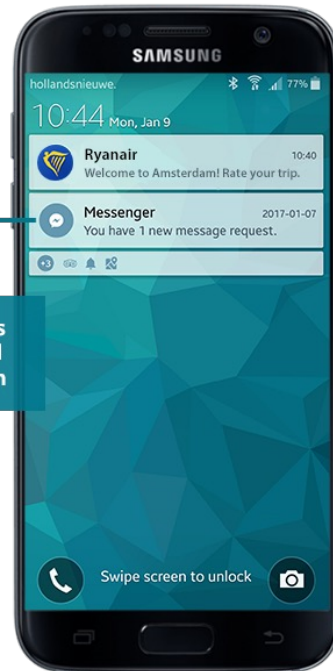
# Réengager l'utilisateur

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## Notification push

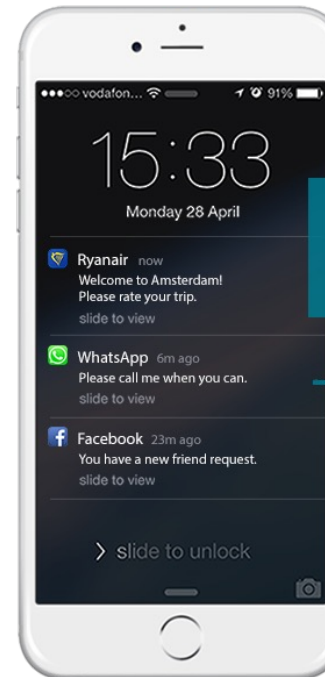
### Lock Screen

Android



Notifications remain until taking action

iOS



Notifications disappear after unlocking the device

# Le tracking

## Tracking via Switch

Cookie



## Tracking via identifier

~~UDID (IMEI)~~

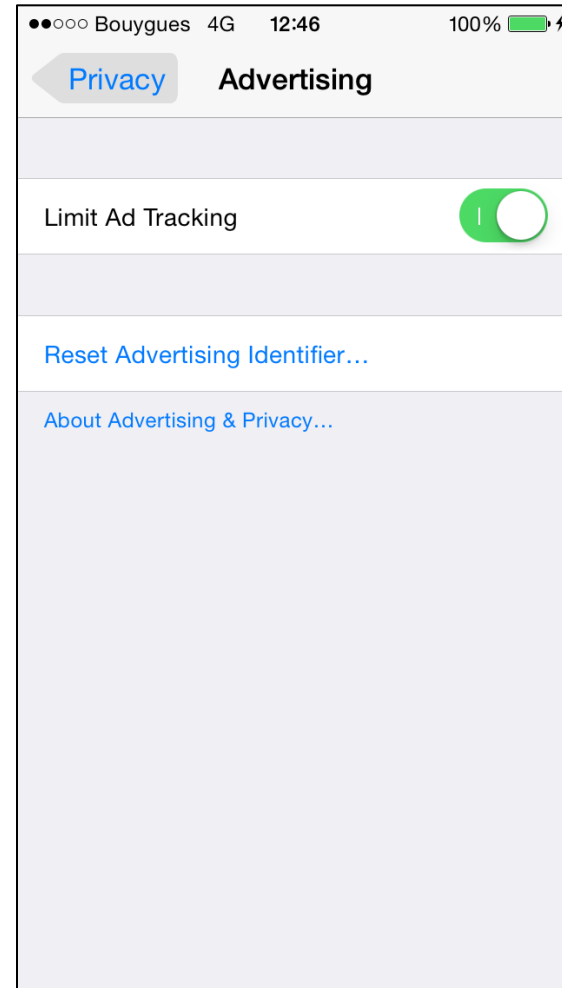
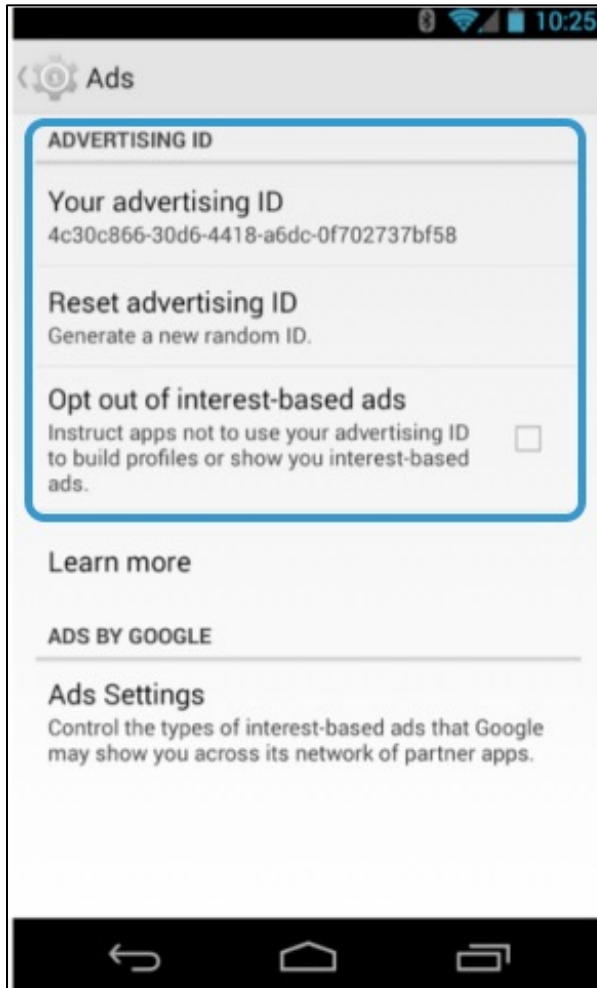
~~MAC ADDRESS~~

IDFA (Apple)

AdID (Google)



# Google and Apple Ads





# Métrique et suivi des Apps

- Téléchargements
- Customer Acquisition Cost (CAC)
- Taux de lancement
- % d'utilisateurs actifs
- % d'utilisateurs qui génèrent des revenus
- Délai jusqu'à la génération de revenus
- Revenu moyen par utilisateur
- Taux d'évaluation
- Viralité
- Churn
- Customer Lifetime Value (CLV)

ORGANIC INSTALLS

1M

1.2M

1.4M

1.6M

PAID INSTALLS

TUNE

# Tracking *in app* – Suivi de performance

