



Google  
**Developers**

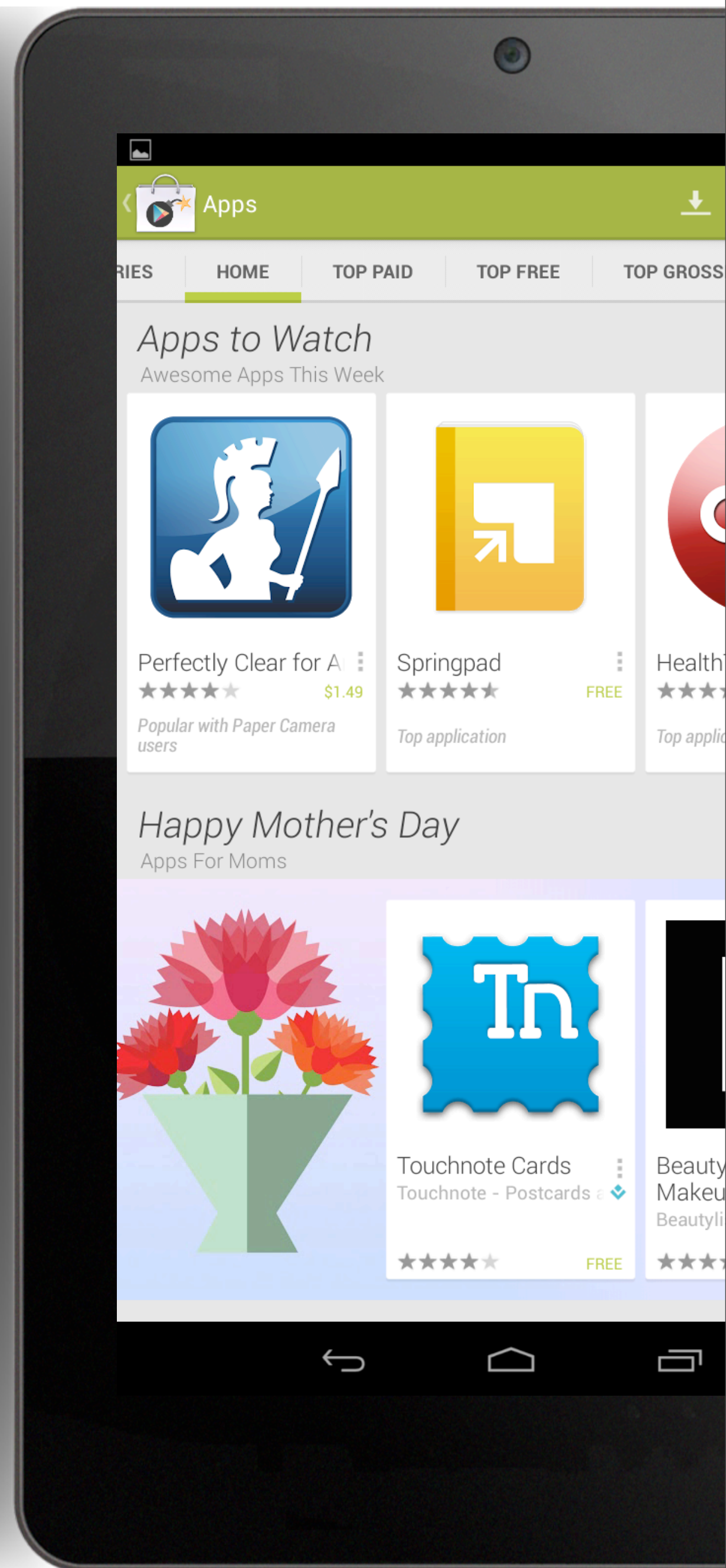
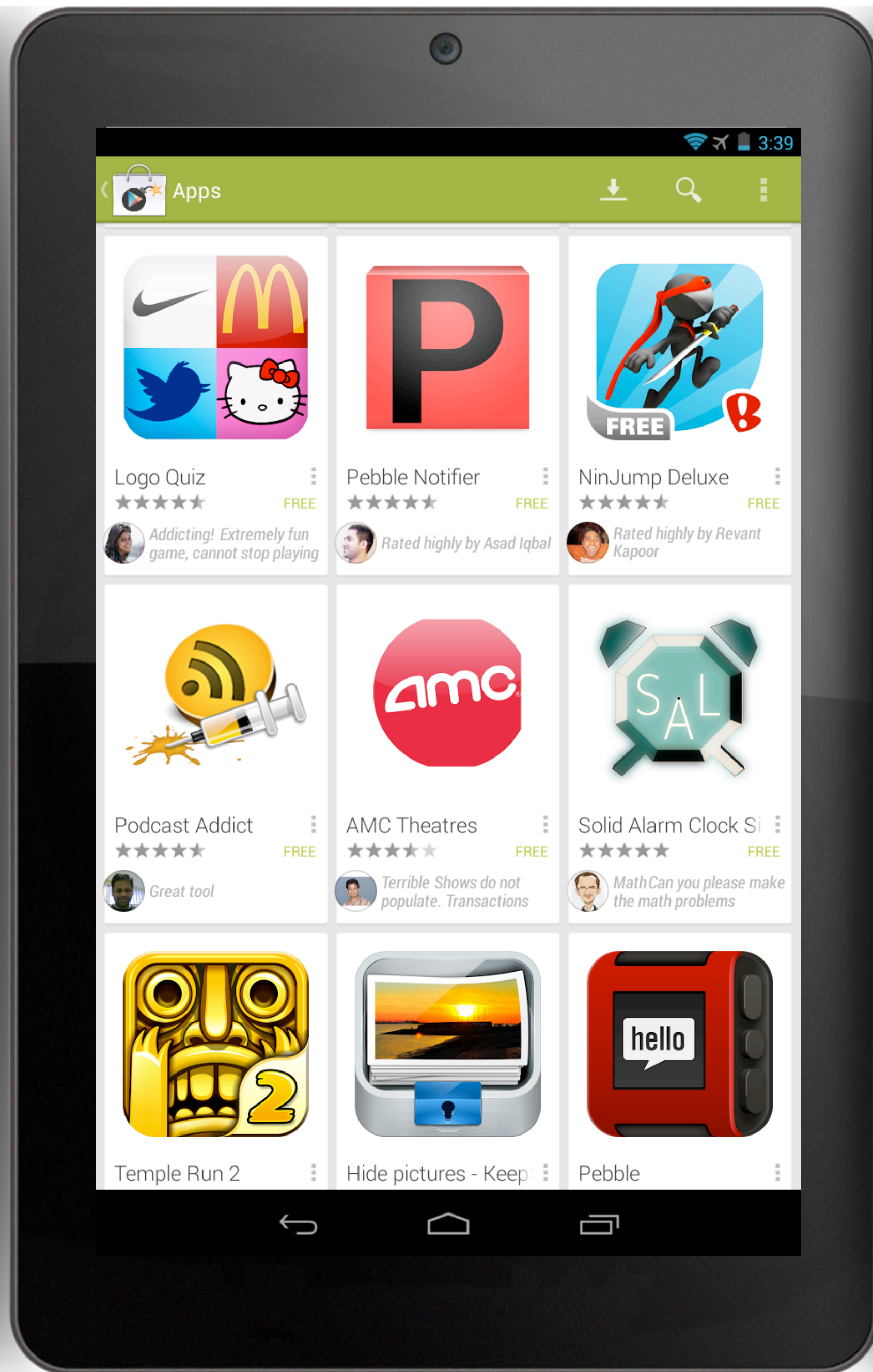
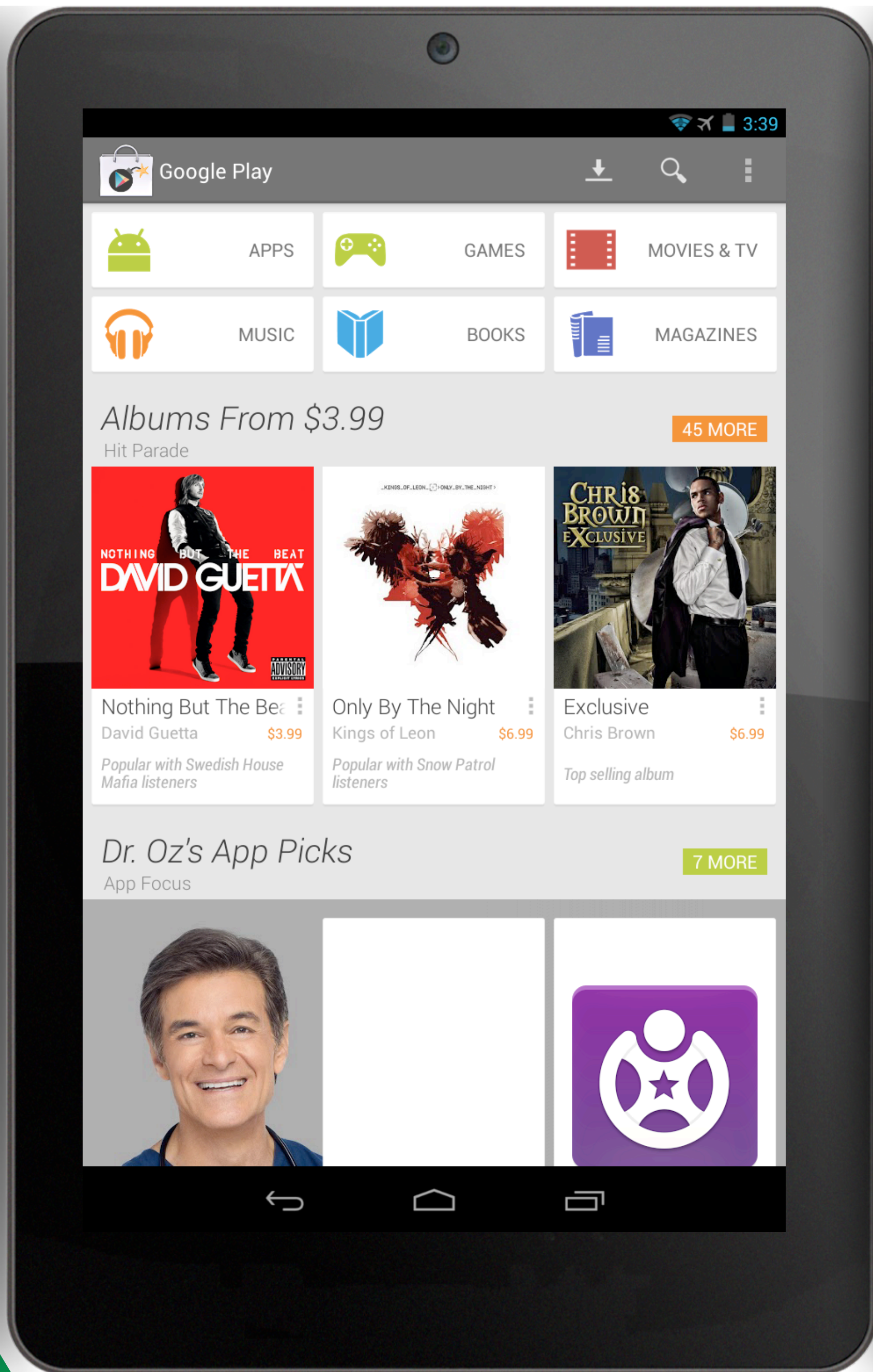


# Getting Discovered on Google Play

Optimizing for Engagement

Ankit Jain

Head of Search & Discovery, Google Play



# Major Install Sources

Browse &  
Discovery

Charts

Personalized  
Recommendations

Related /  
Cross-Sell

Search

Categorical

Navigational

12%

users searching  
for apps daily

50%

users searching  
for apps weekly

6M+

unique phrases  
searched monthly



# Vision: Summary

“Personalized Play made Personal”

Search & Browse are main install sources

Bringing the Google to Play



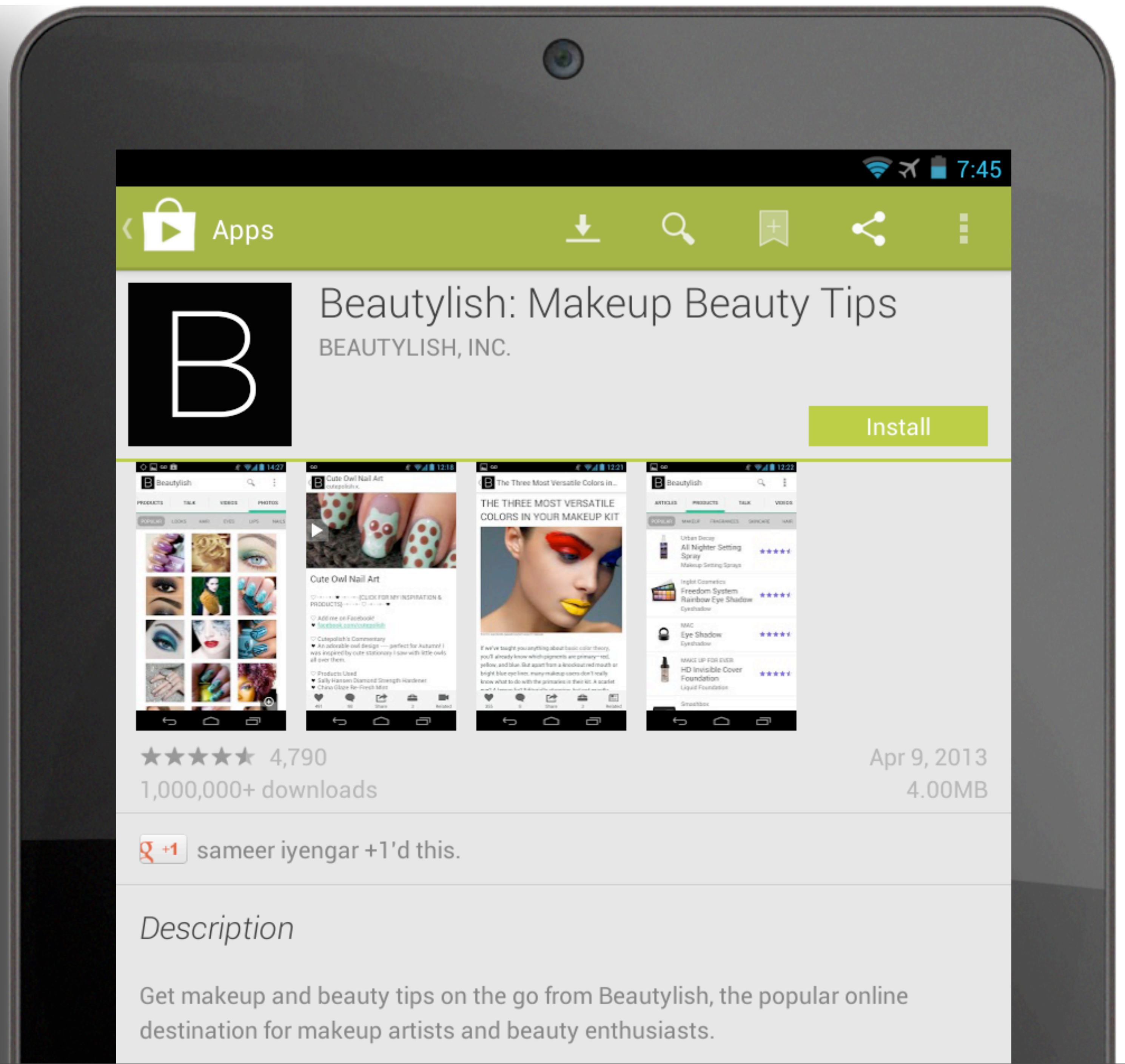


# Focus on the Good

Anatomy of Good App Metadata

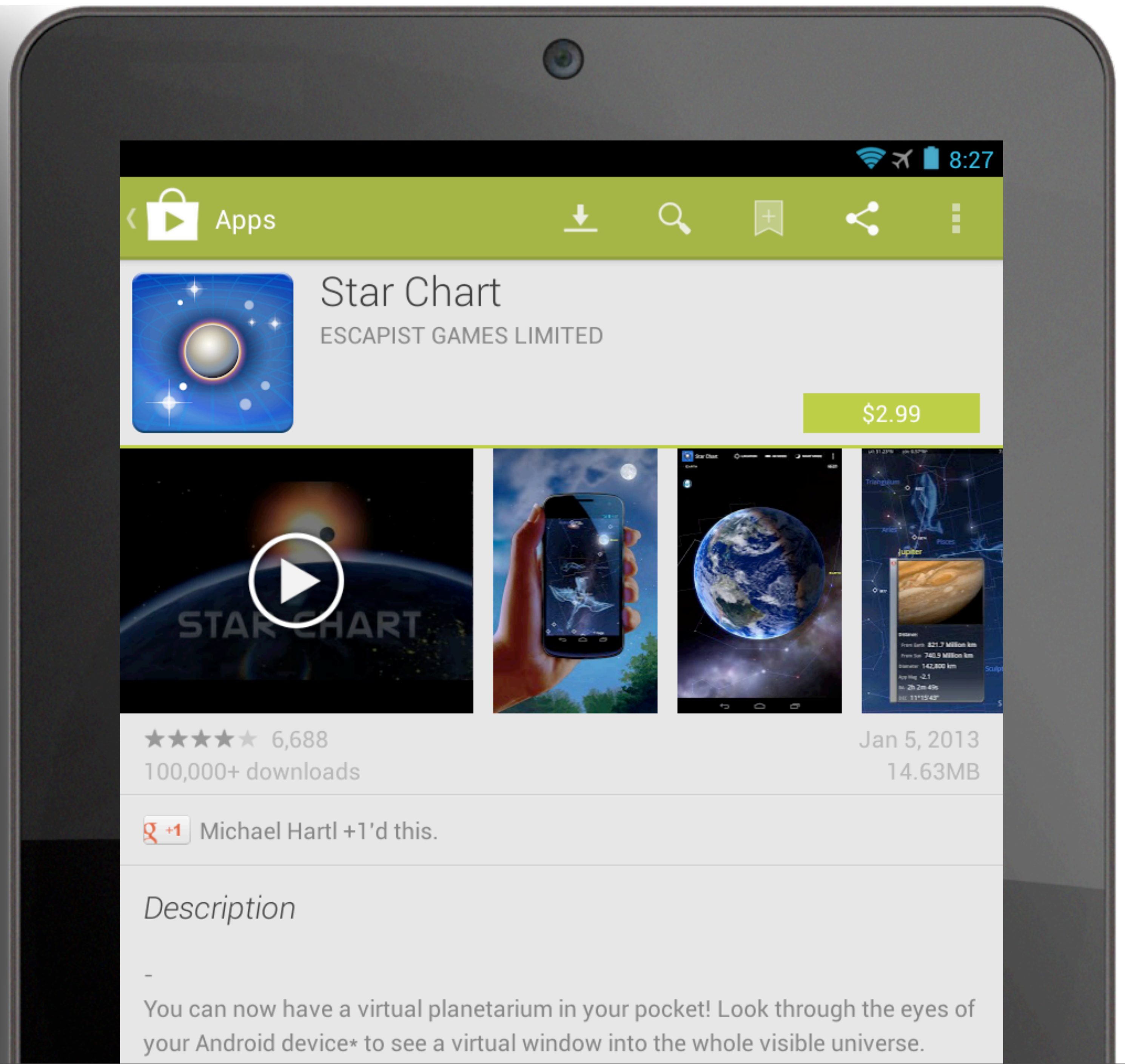
# Short & Clear Title

- Uniqueness & Creativity encouraged



# Functional & Vivid Description

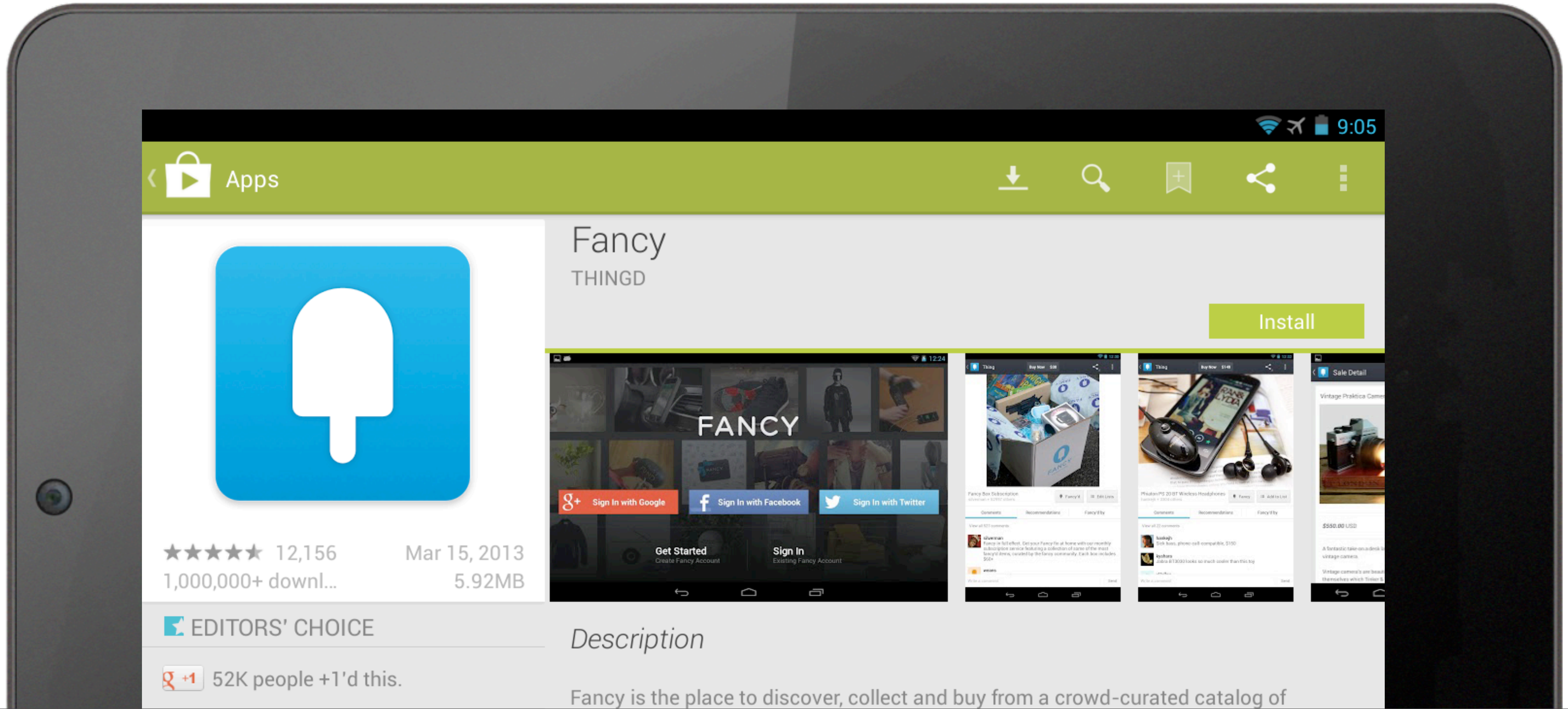
- Main Message First
- Think like your User





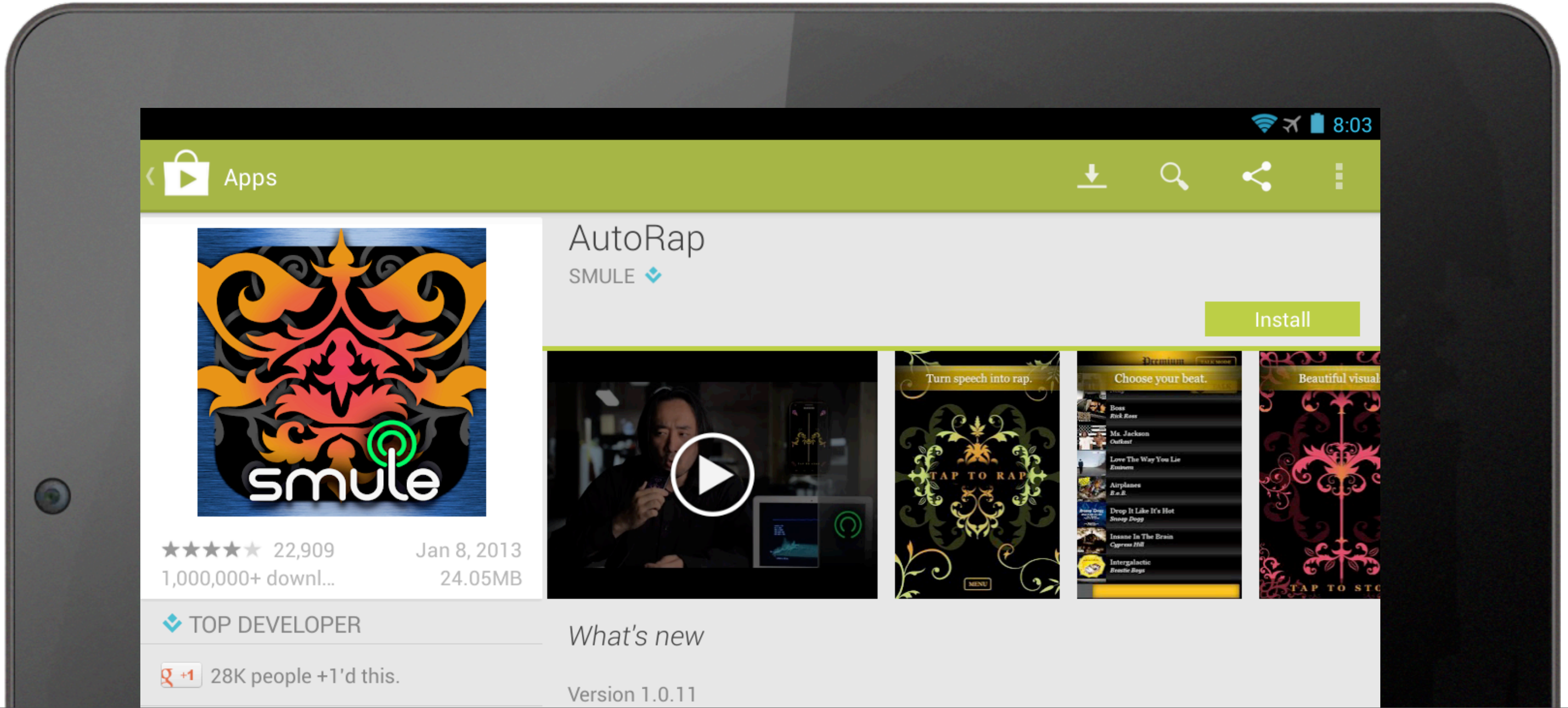
# Real Screenshots

Users actually check this

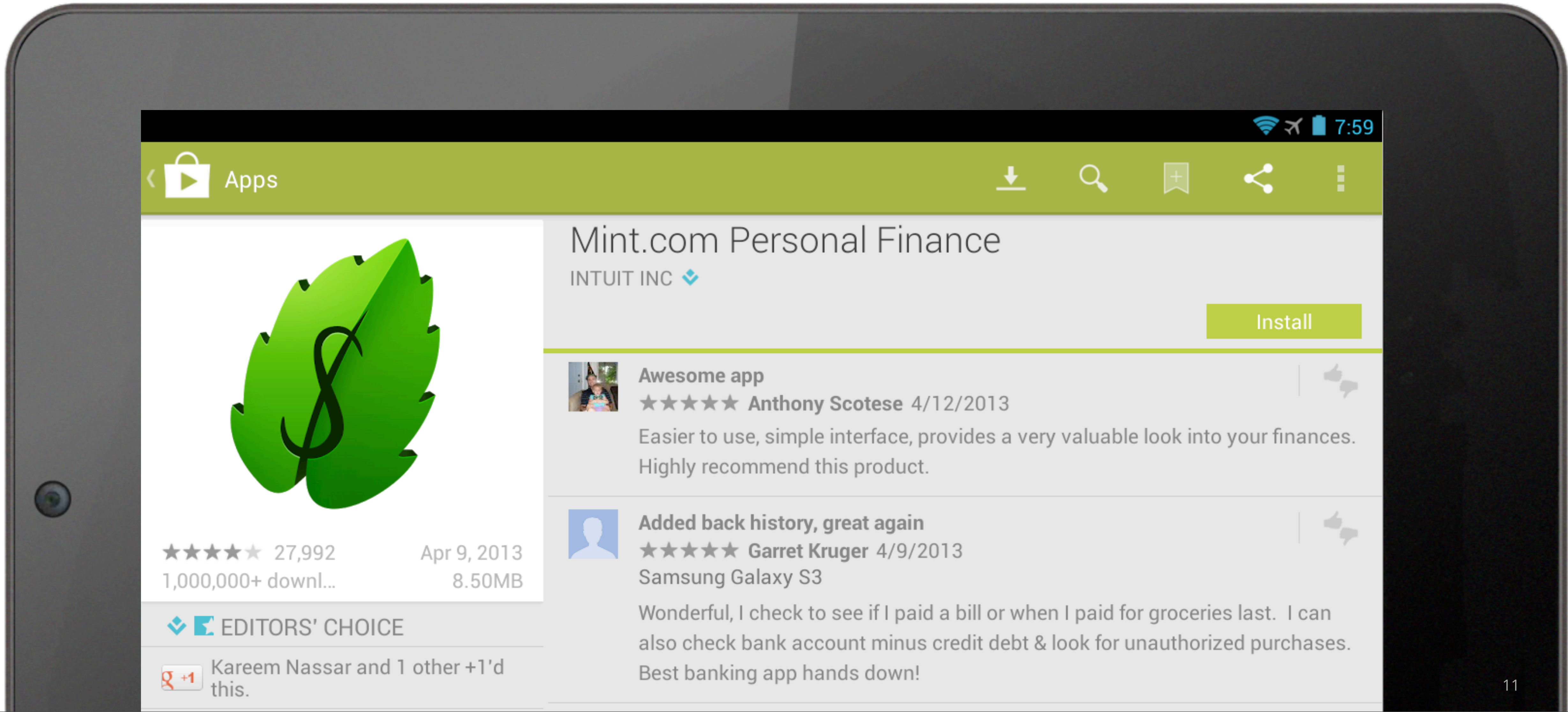


# Video Previews

The dark horse



# Reviews & Ratings




<  Apps



7:59




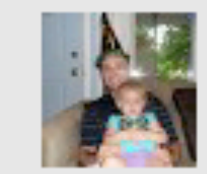
Mint.com Personal Finance  
INTUIT INC 

Install

★★★★★ 27,992  
1,000,000+ downl...  
Apr 9, 2013  
8.50MB

 EDITORS' CHOICE

 Kareem Nassar and 1 other +1'd this.



**Awesome app**  
★★★★★ Anthony Scotese 4/12/2013



Easier to use, simple interface, provides a very valuable look into your finances. Highly recommend this product.



**Added back history, great again**  
★★★★★ Garret Kruger 4/9/2013  
Samsung Galaxy S3

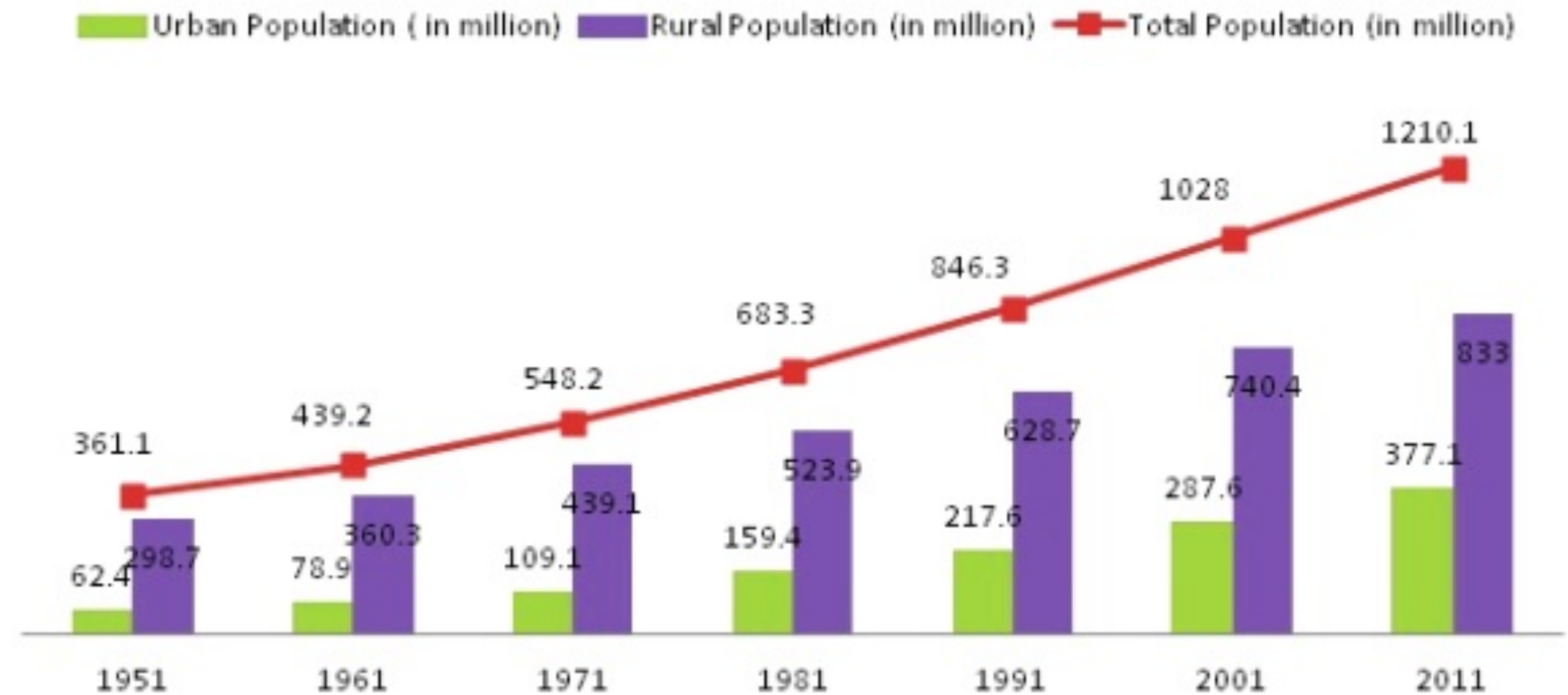


Wonderful, I check to see if I paid a bill or when I paid for groceries last. I can also check bank account minus credit debt & look for unauthorized purchases. Best banking app hands down!

# Reaching your Target Audience



## Growth of Urban Population Since 1951-2011 in India



# Good App Metadata: Summary

**Creative Yet Clear Message**  
(Title & Description)

**Mimic Real Experience**  
(Screenshots & Video Preview)

**Know Your Audience**





# Discovery Features in the Store

How this good metadata manifests itself

# Statistics

Installs

Uninstalls

Long  
Installs

Engagement



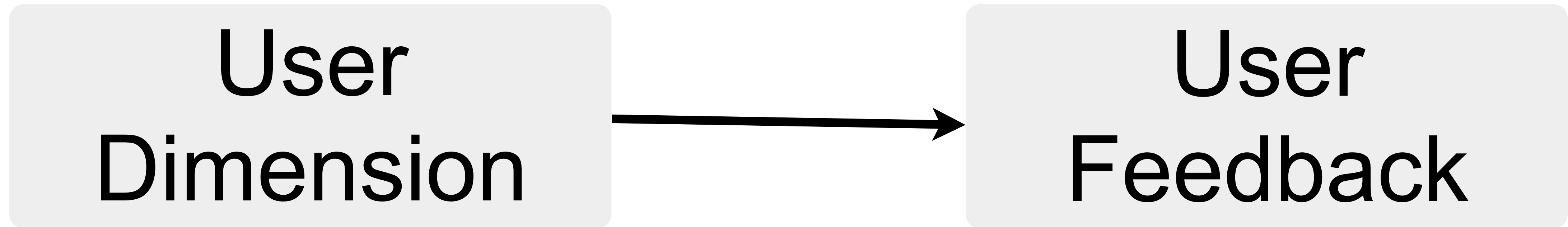
“For query [Q], I’m #3 even though the applications ranked above mine have fewer installs and a lower rating. Why?”

A Common Question

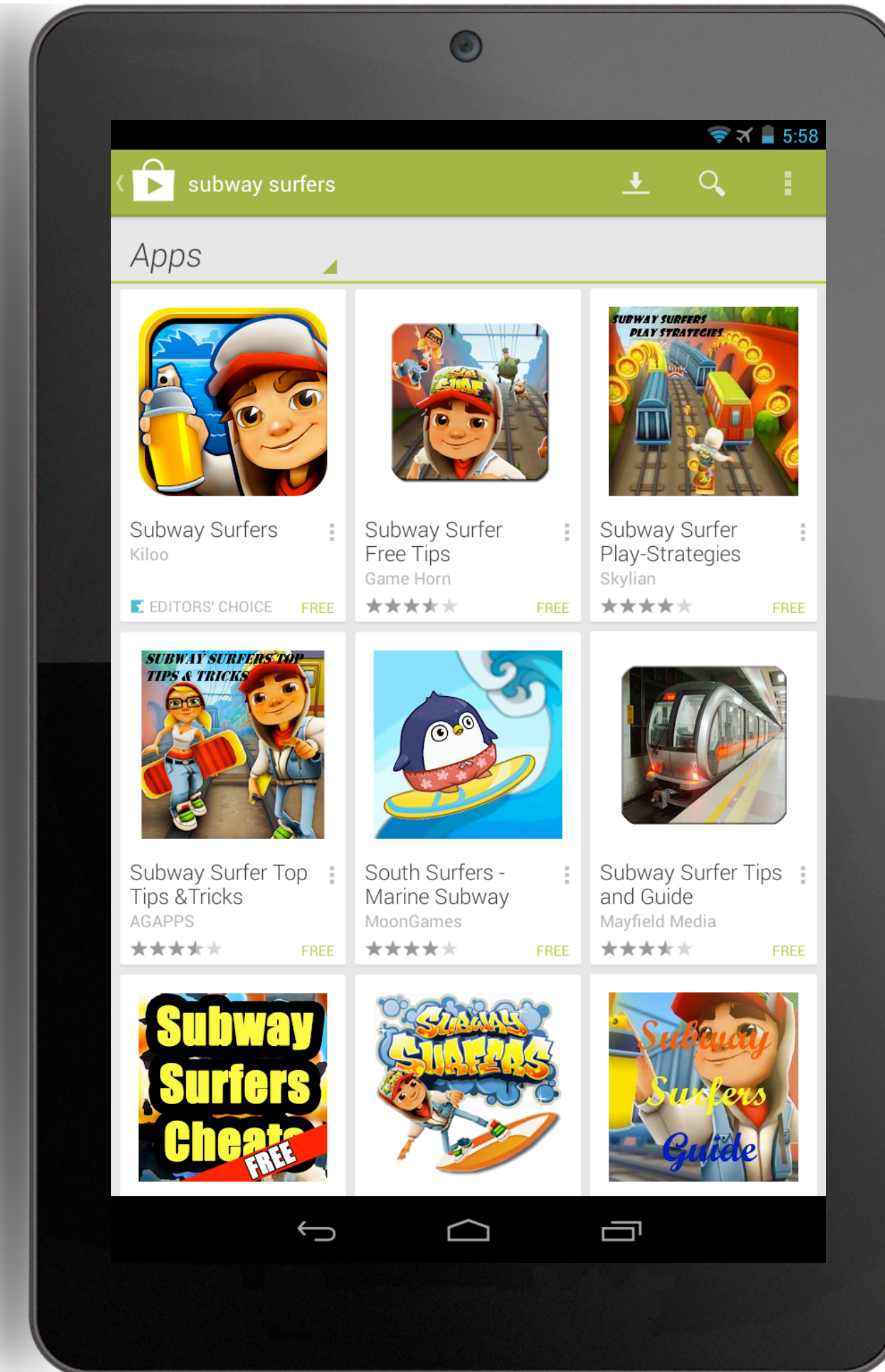
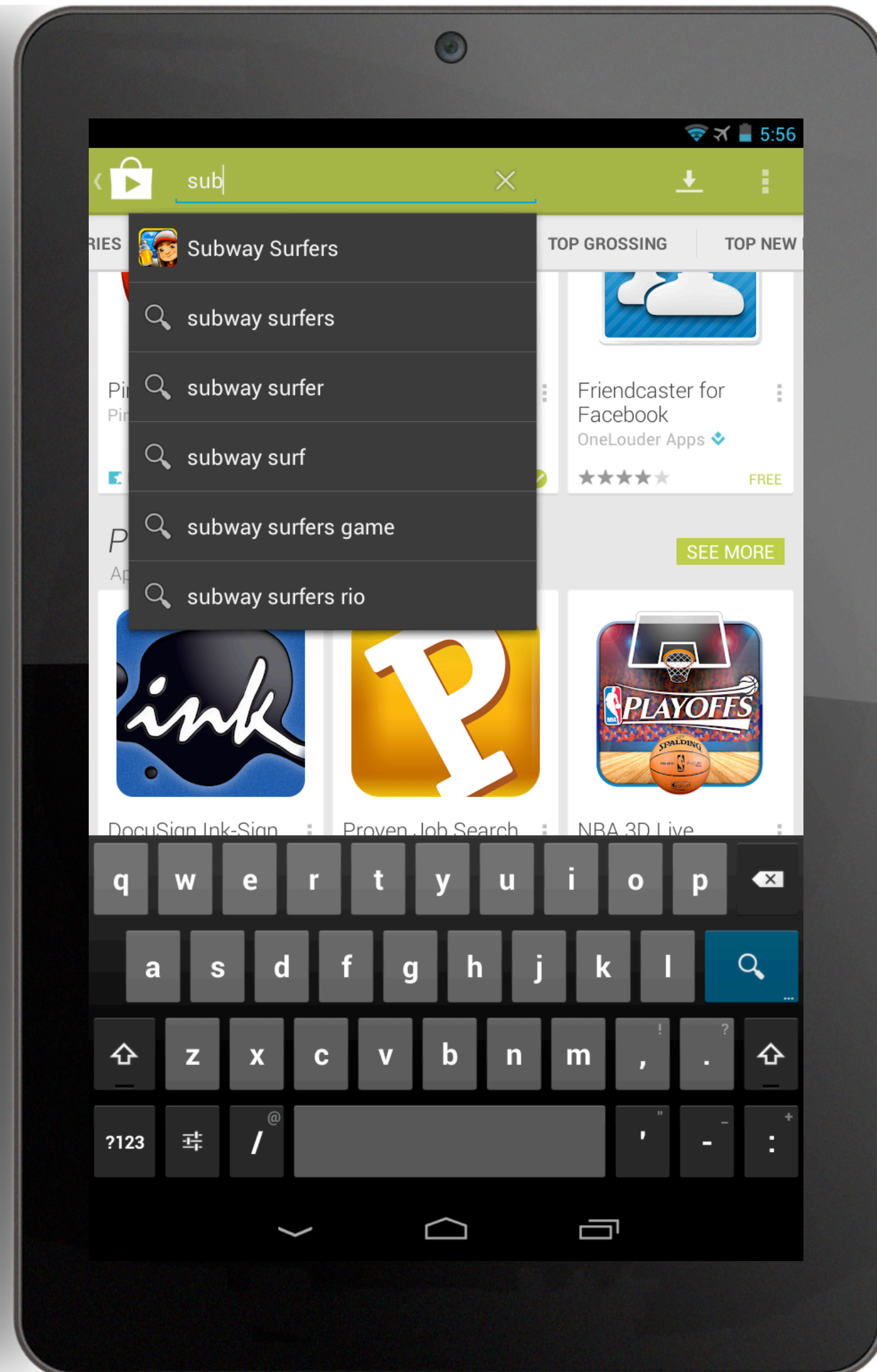




# Personalization Statistics



# Finding the Right Result



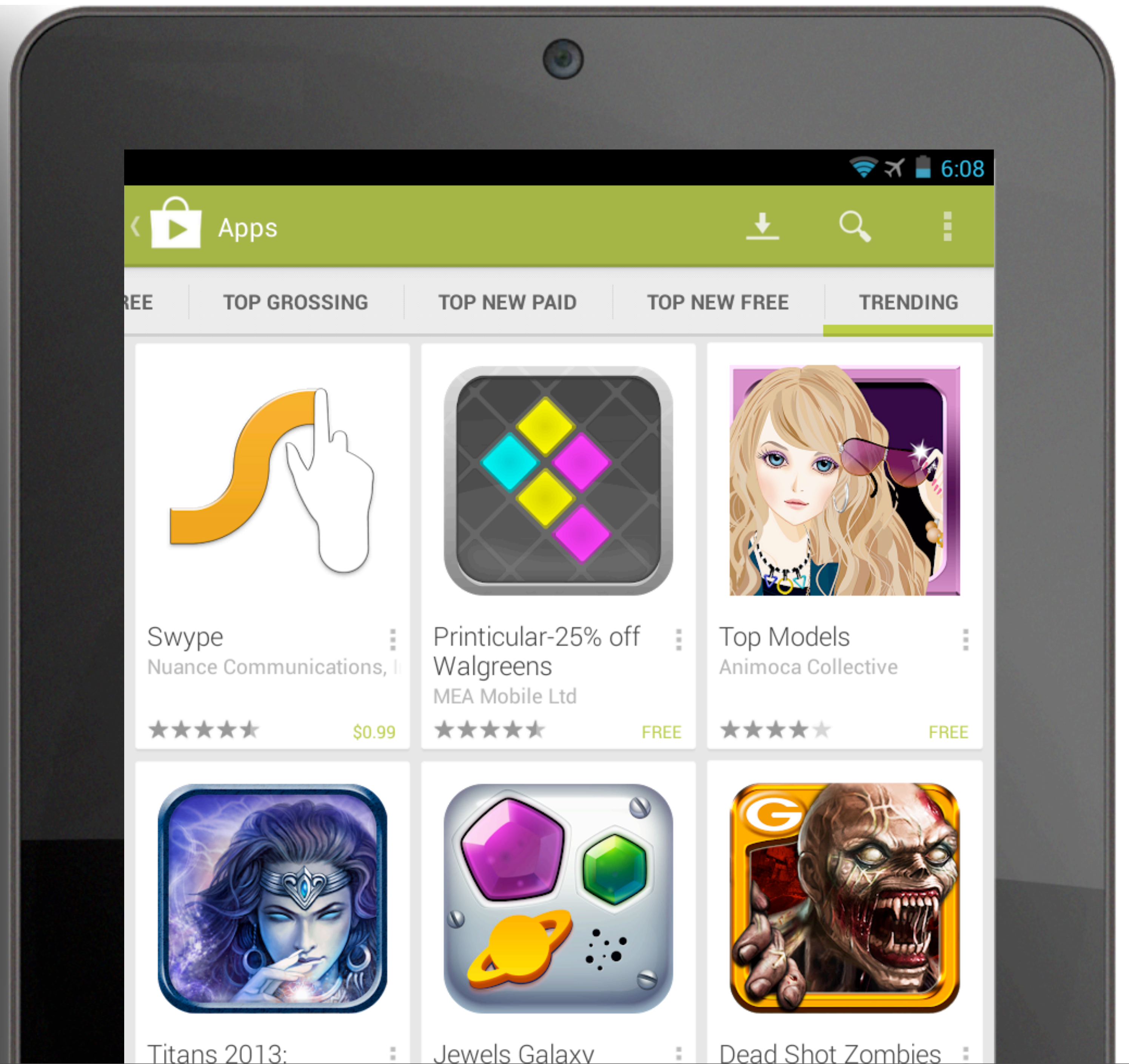
# Top Lists: Per Country, Per Category, Per Device Type

	Top Paid	Top Free	Top Grossing	Top New Paid	Top New Free
Target Audience	First Time Users & Users with New Devices			Focused on return users	
Duration	Last Several Days				
Eligibility	All			Published in last 30 days	
Generated	Daily				
Metric	Installs		Revenues	Installs	

# Trending

## Movers & Shakers

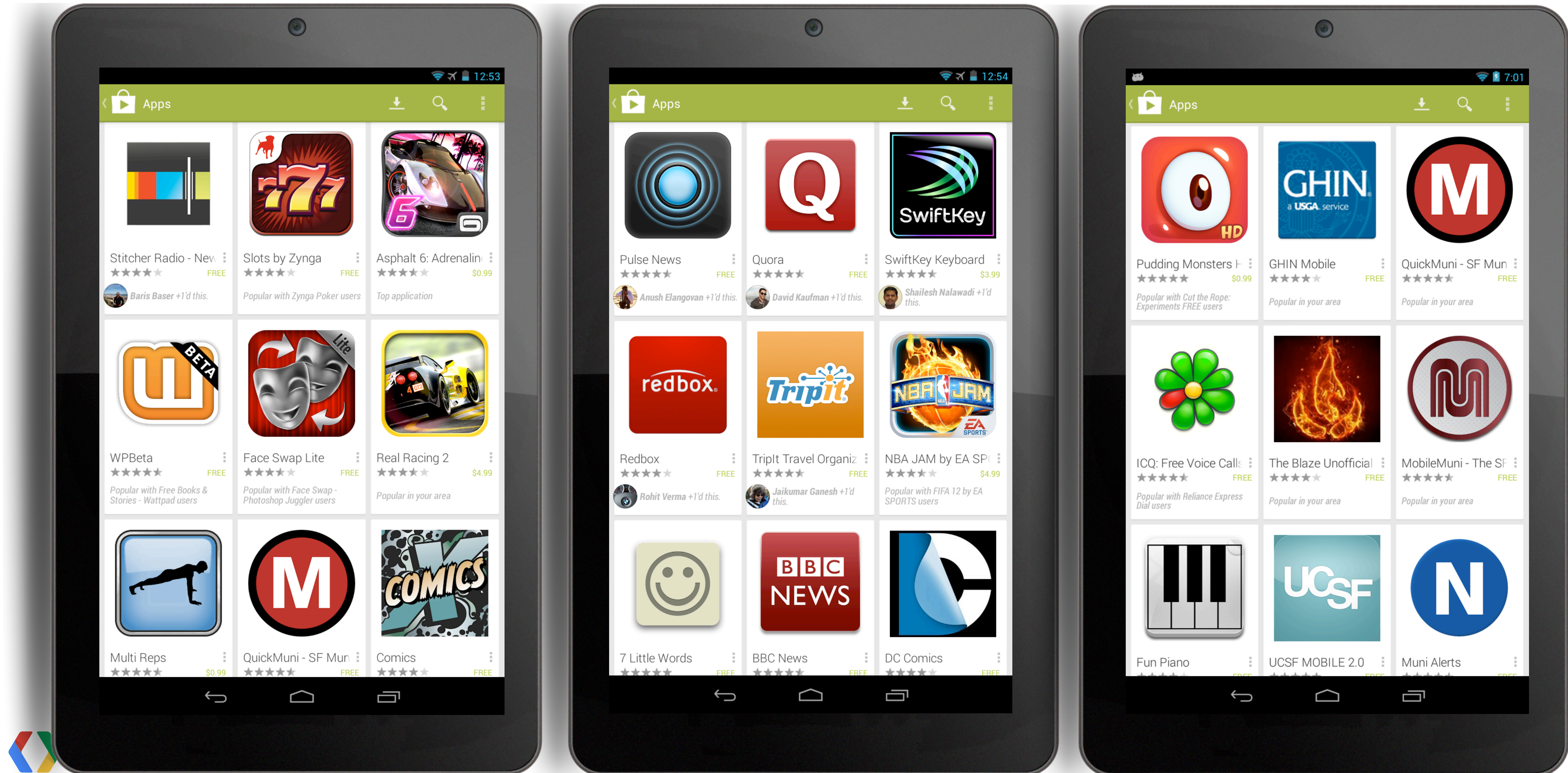
- To highlight apps that are growing faster than we predict
- 30 day moving window



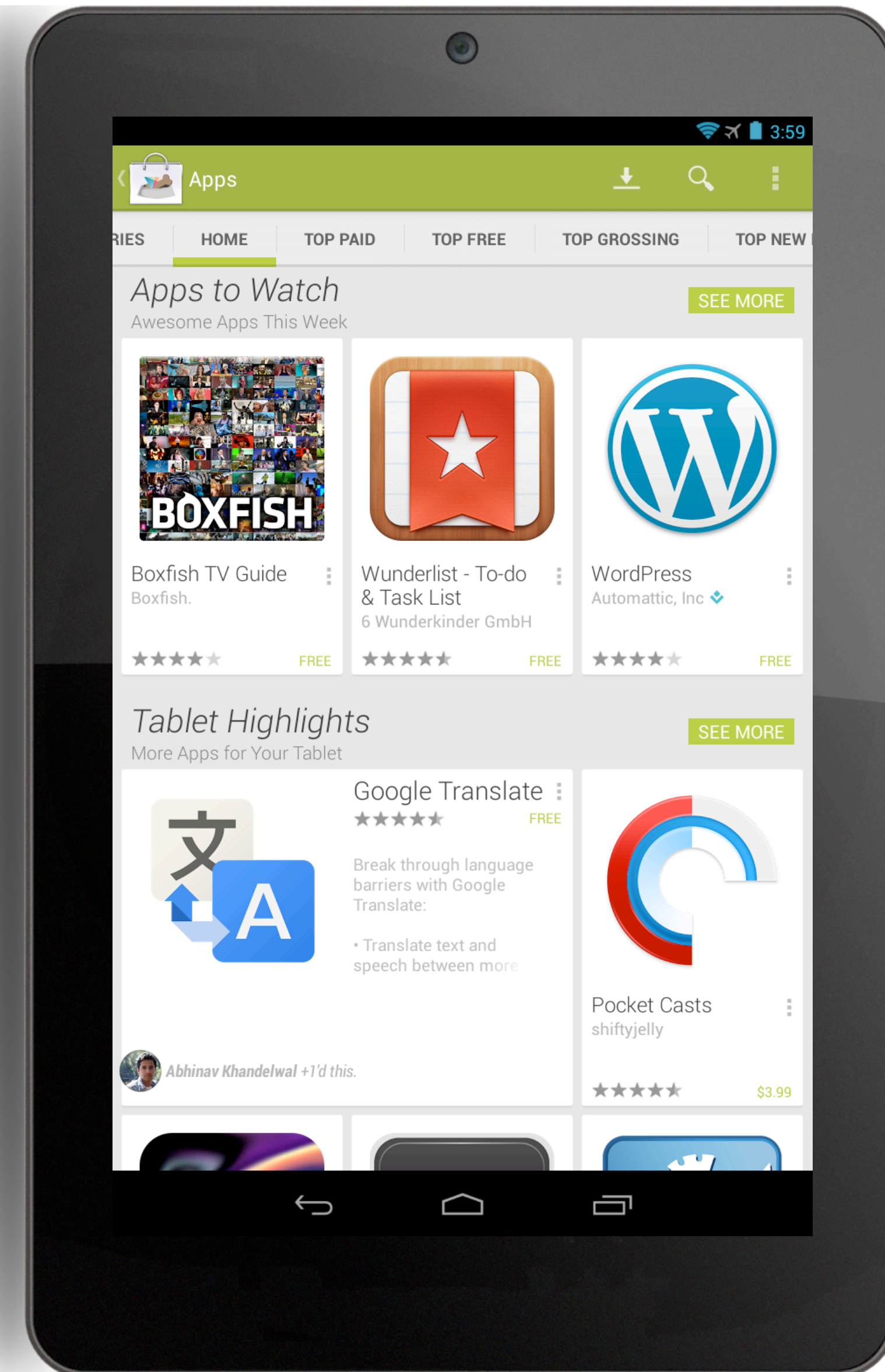
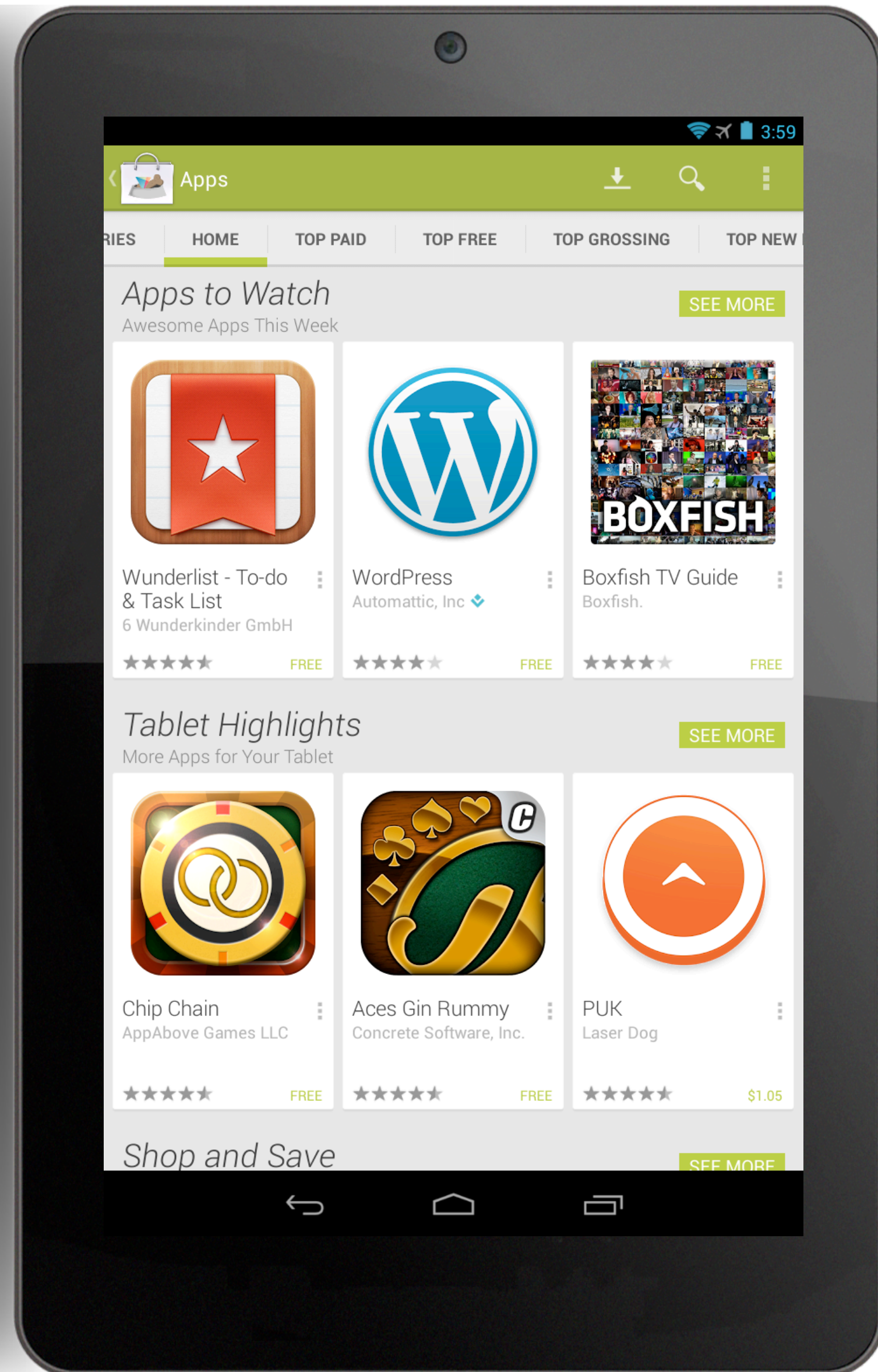
# Related / Cross Sell



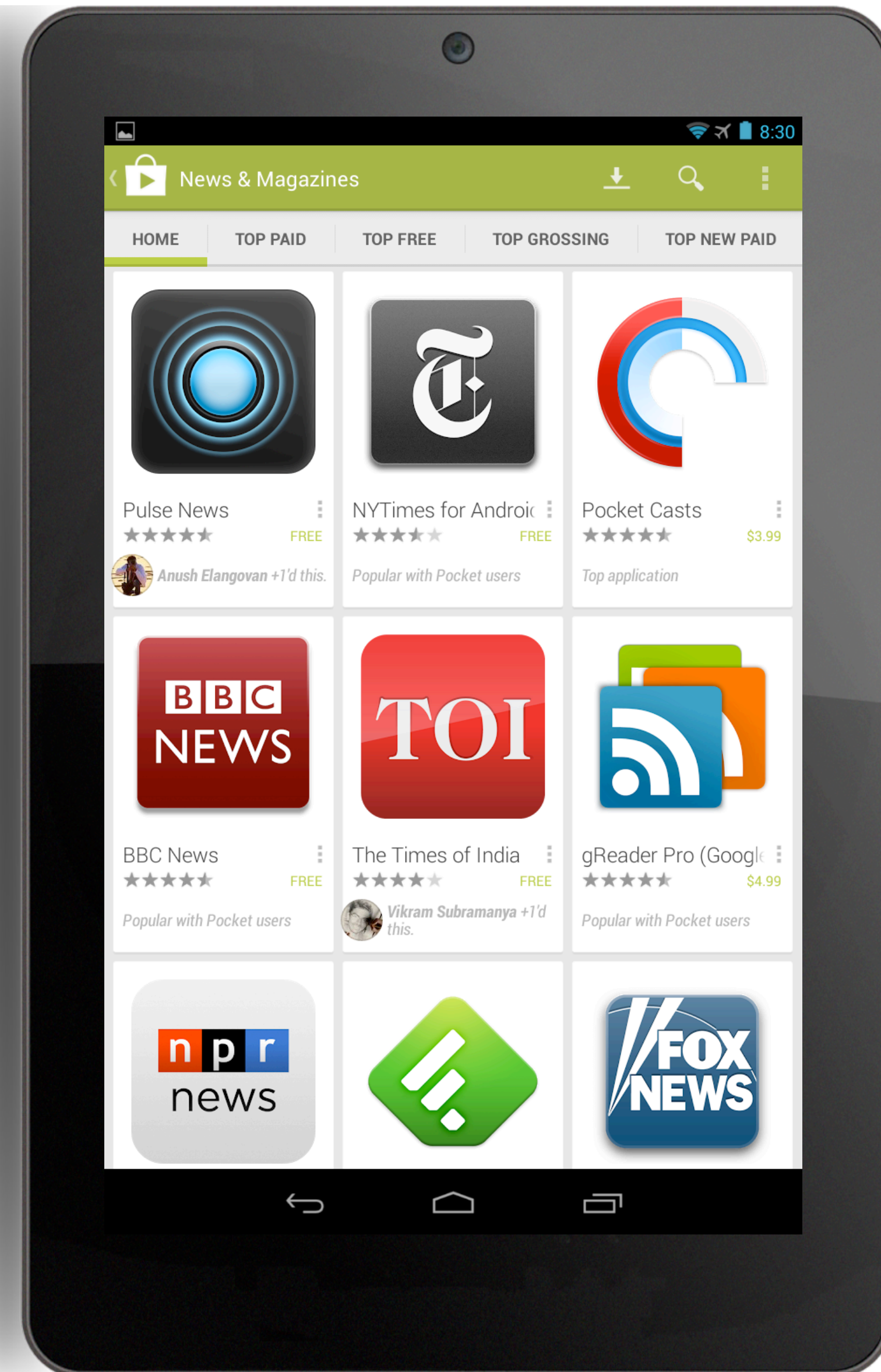
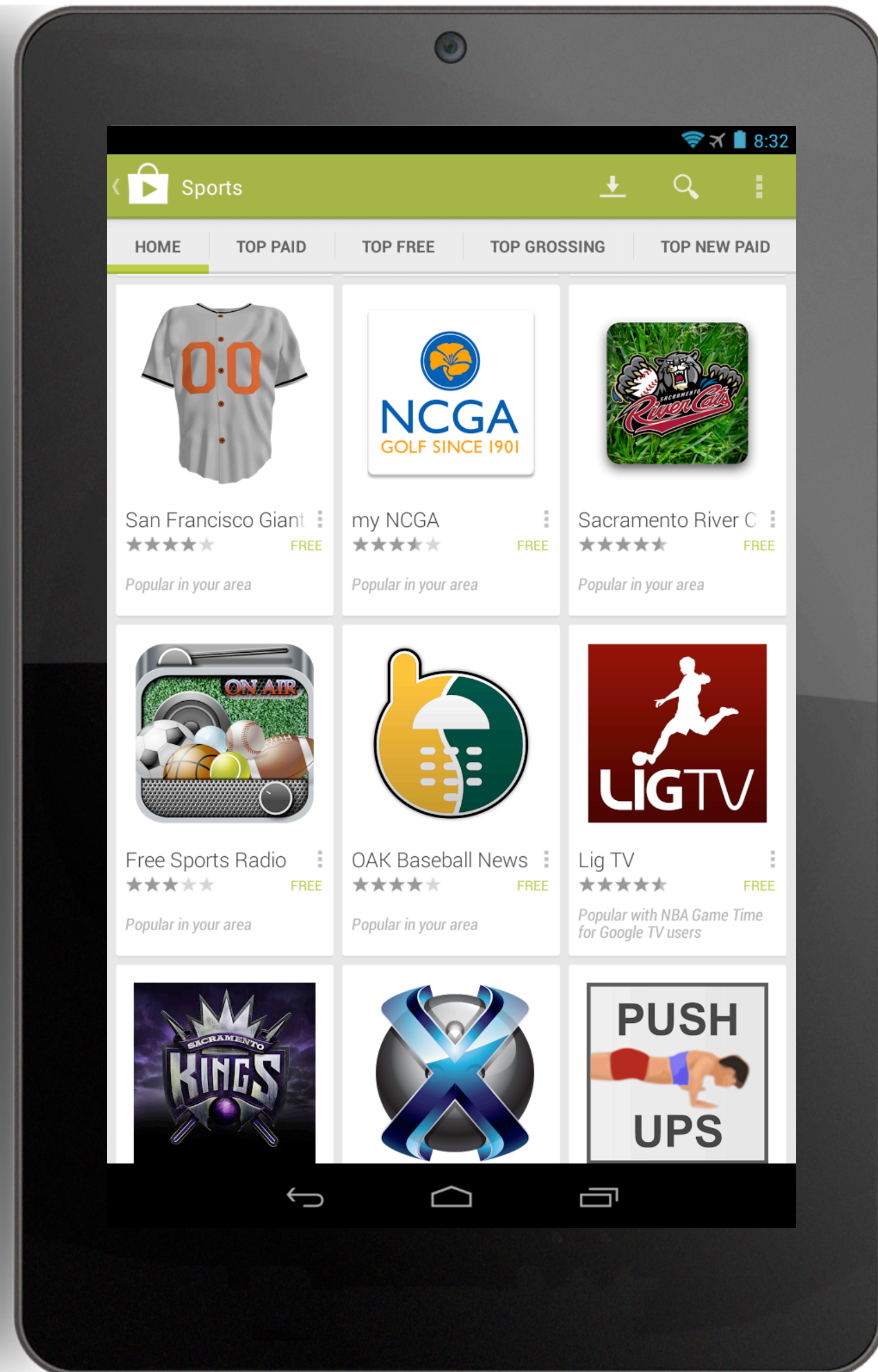
# Personalized Recommendations



# Personalized Home Pages



# Personalized Category Home Pages





# Personalizing Search

## Navigational Queries

- [angry birds]
- [hotel tonight]
- [beautylish]

## Categorical Queries

- [free games]
- [train schedules]
- [multiplayer games]



# Discovery Features: Summary

**Search Statistics**  
(The Feedback Loops)

**Navigational Search Suggest**

**Top Charts**  
(Paid, Grossing, Free)

**Trending Apps**

**Related / Cross Sell**

**Personalizing Play**  
(Recommendations, Search, All Lists)

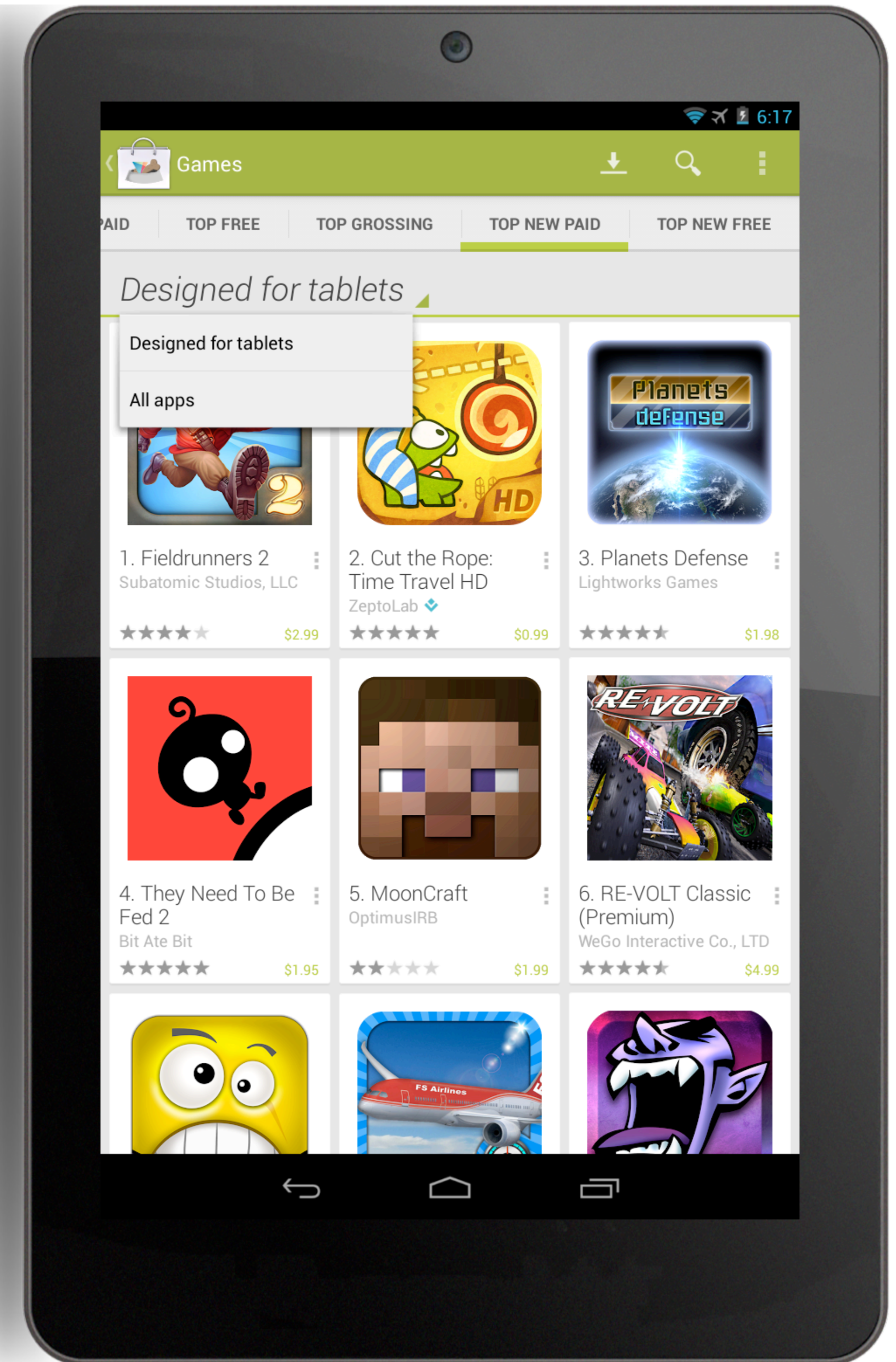
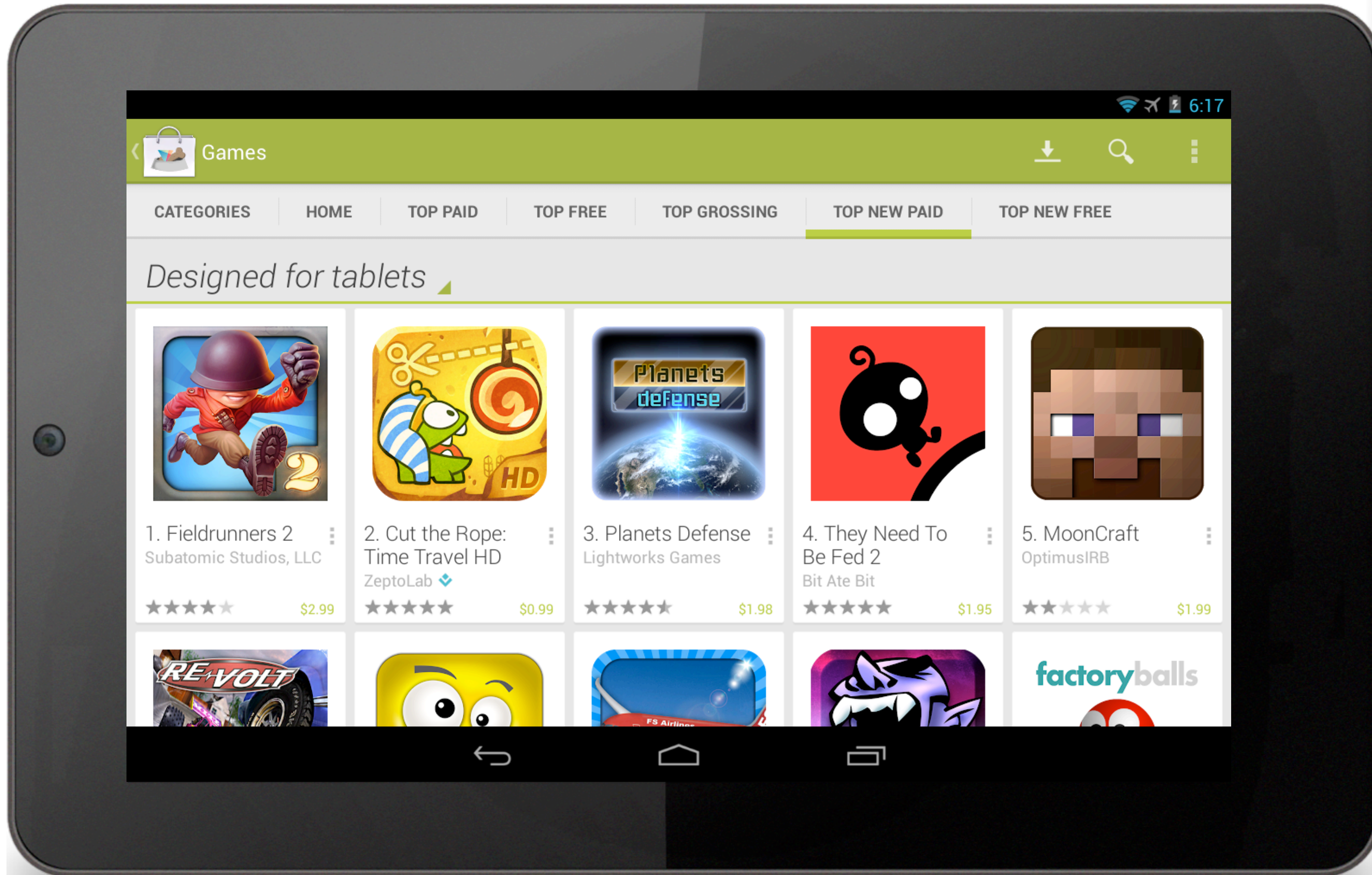




# 5 Things You Can Do

After Building A Great App

# 1. 'Designed for Tablets'



## 2. Ensure helpful Web Anchors

### Flatout Stuntman – a Game Where Crashing and Burning is the Point

by: [Tim-o-tato](#) | posted 05.06.13 | [Apps](#), [Games](#), [News](#), [Videos](#)



It's a pretty interesting feeling when you take a car to its limits then plow it directly into a guard rail or bed of nails, ejecting your driver at a perfect 45 degrees for maximum launch through the windshield. Yeah, Flatout Stuntman is pretty ridiculous for some folks, but in a game where inflicting as much damage to your car and player is the objective, there is always someone out there with a weak stomach.

Inside, you will find over 40 different levels as well as plenty of fun characters and cars to choose from. If you have played it on the PS3 or Xbox, then you know what you are in for.

Play Link



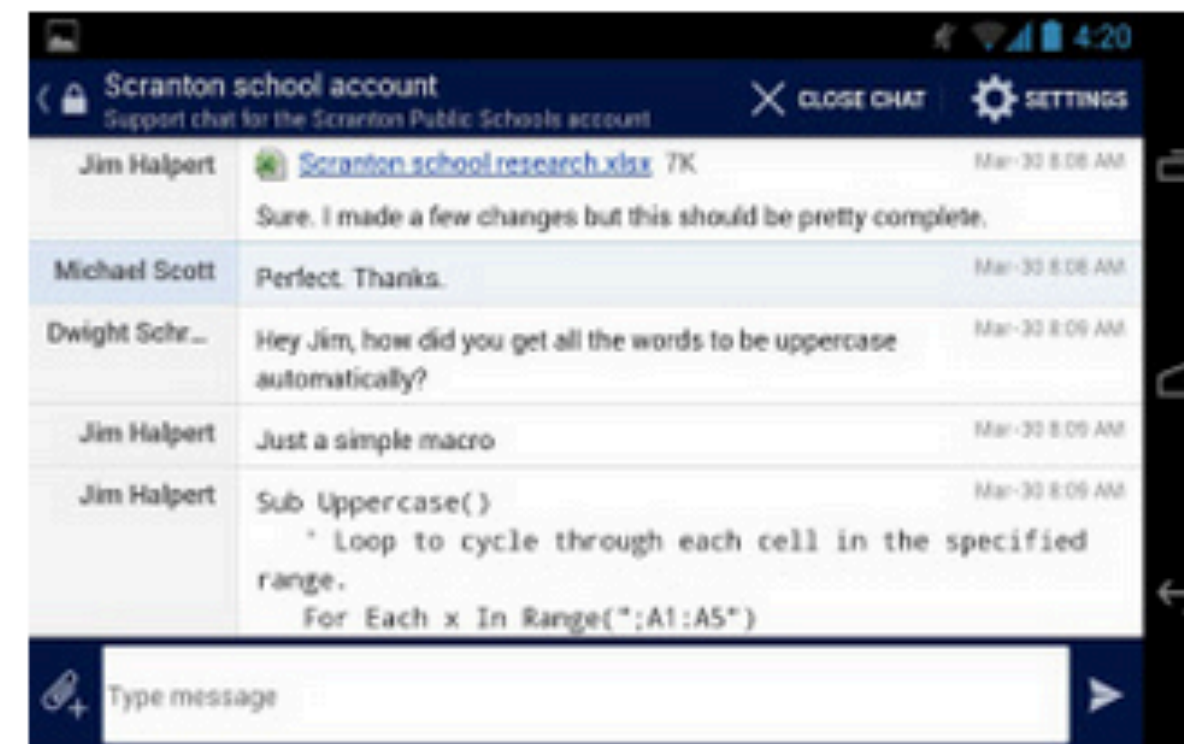
### HipChat Launches Android App Version 2.0, With Completely Native Redesign And Improved Performance



DARRELL ETHERINGTON ✓

Monday, April 15th, 2013

3 Comments



Atlassian's **HipChat** is in the process of rolling out revised or new native apps across all platforms for its group chat tool, and now it's introducing **HipChat version 2.0 for Android devices**. The improved app is the product of a beta testing period that spanned the last few months. HipChat beta tested it through by borrowing a page out of Google Chrome's book and offering both a developer and a stable channel, but on Android, and intends to continue that strategy.

# 3. Avoid Common Mistakes

- Don't choose names that are closer variants of popular apps

6M+ unique phrases  
searched monthly

50% misspelled  
queries

- Country & Carrier Restrictions

- Please give correct developer URL, if one exists

8% \*.google.com links



# 4. Make Your APK Smaller

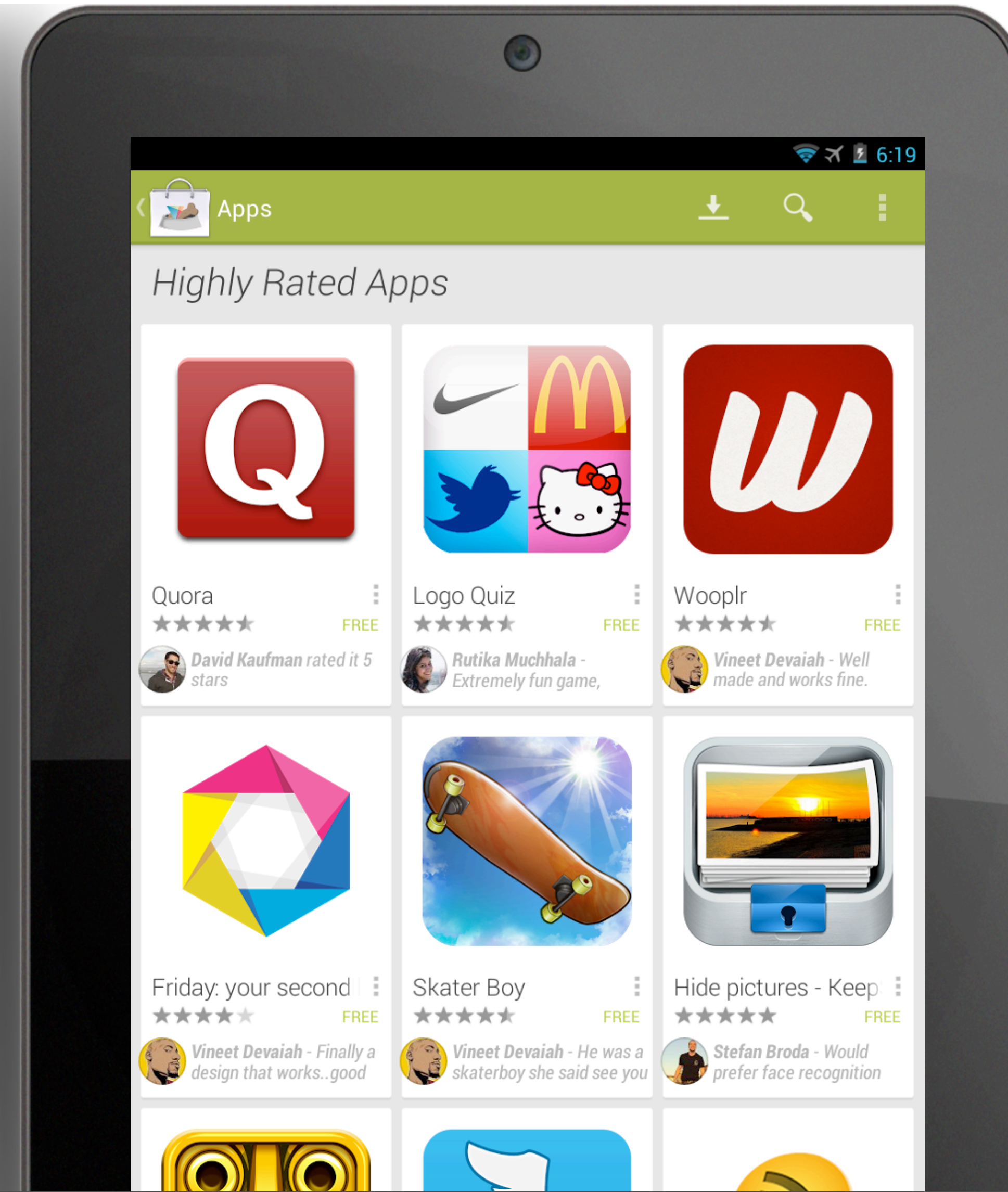
## Simplicity

- Smaller APKs get installed more
- Smaller APKs get uninstalled less
- Percentage of Core Code v SDK Code
- Libraries you link with



# 5a. Create the Viral Loop for Your App

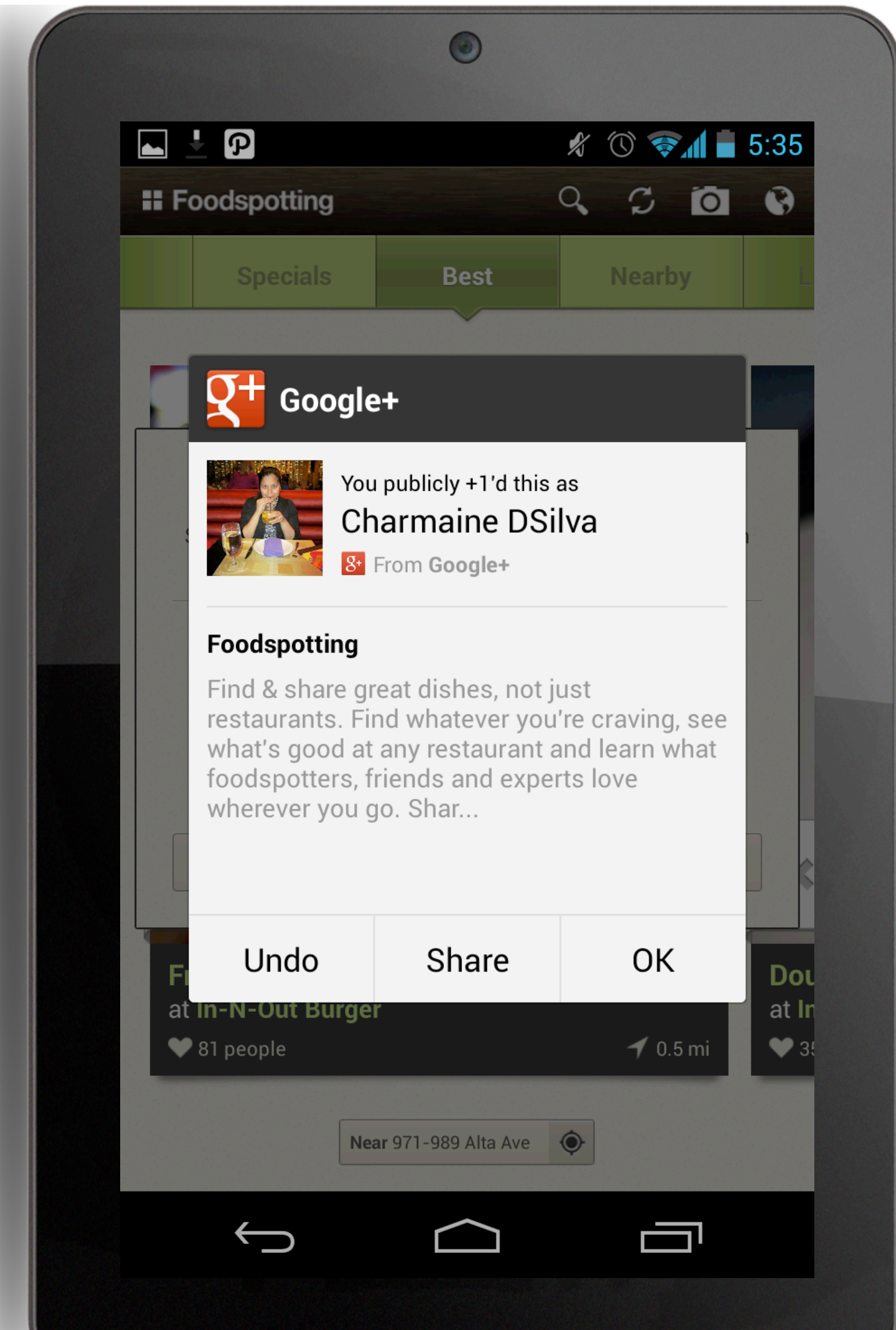
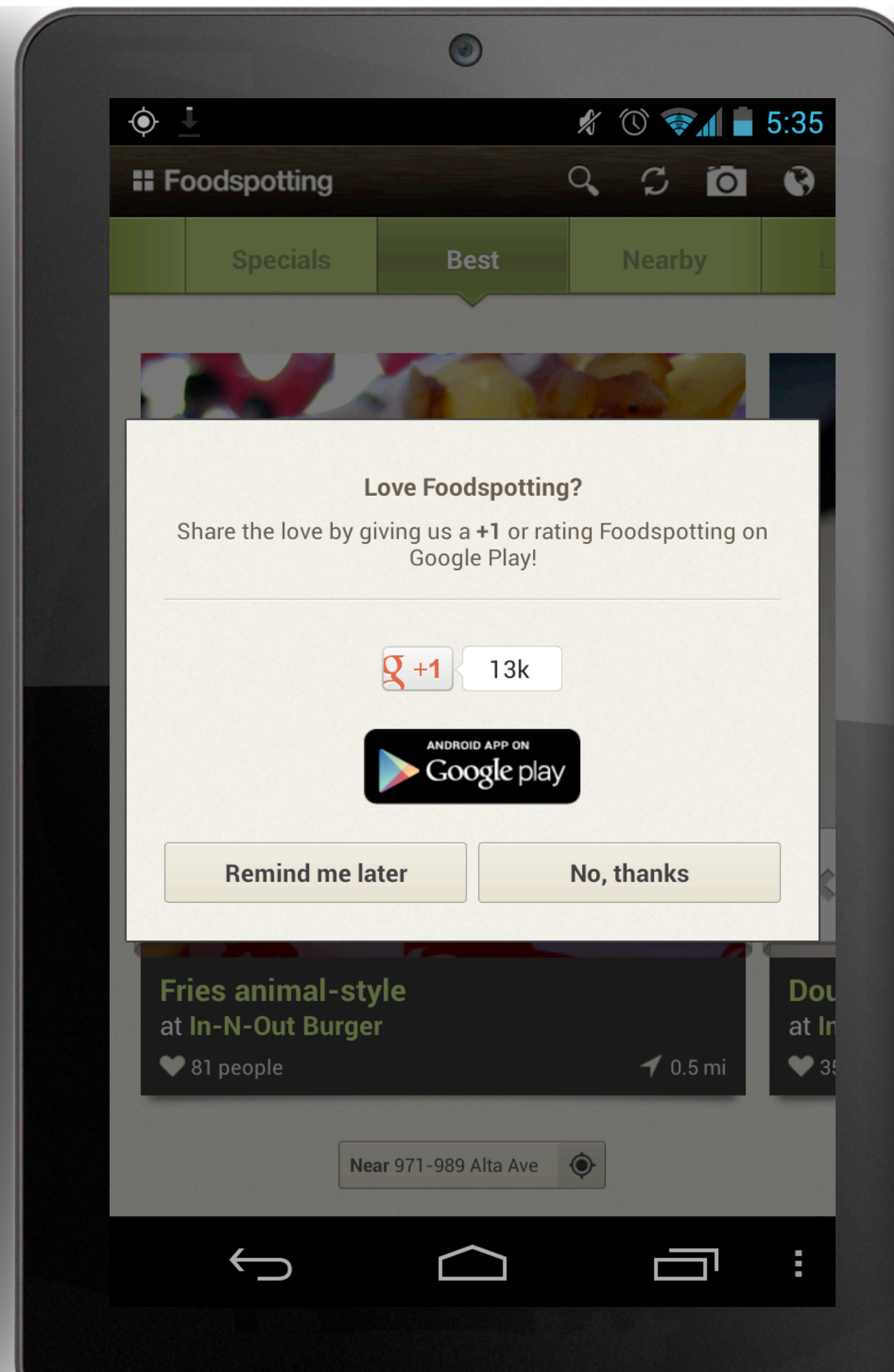
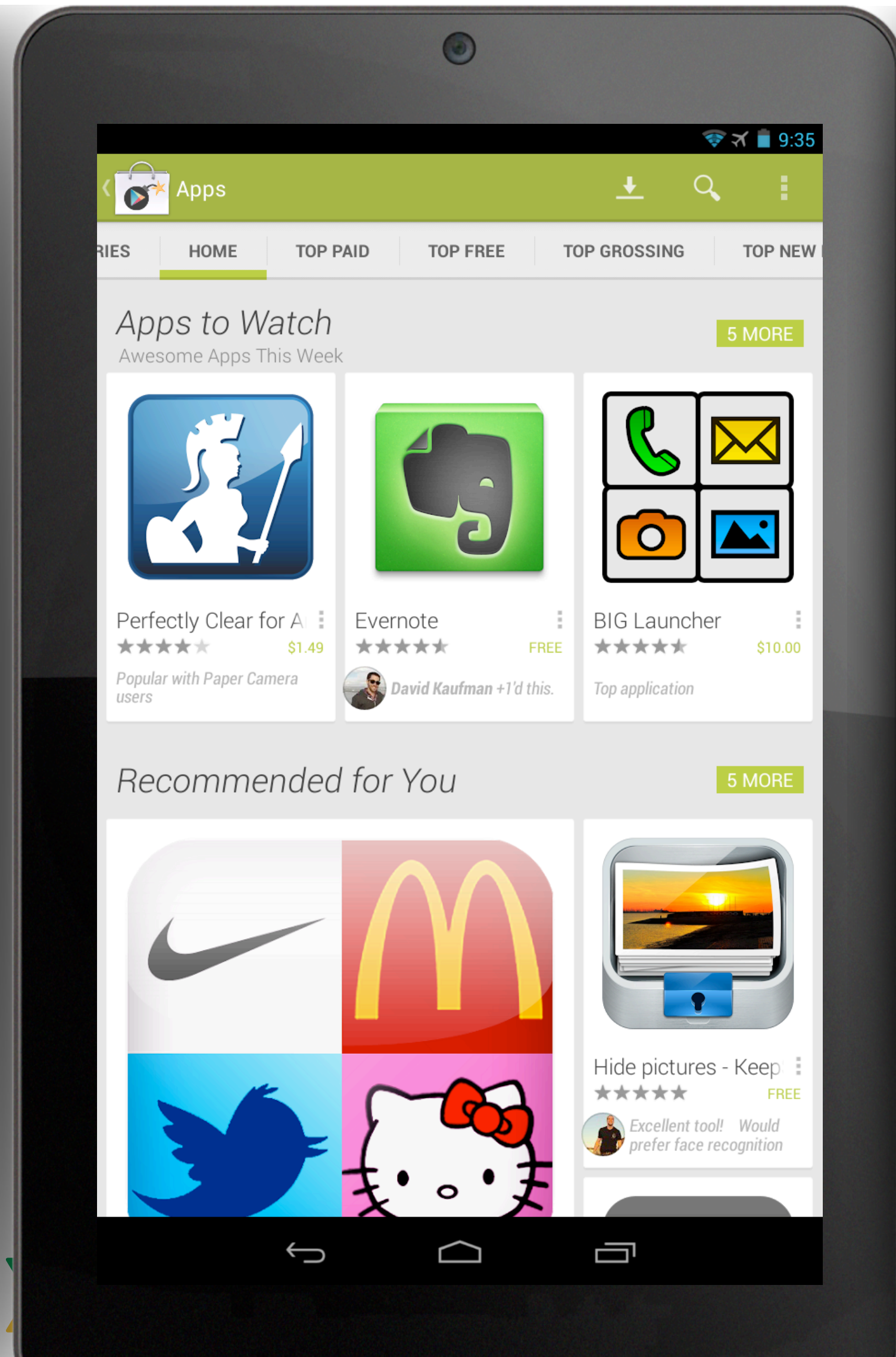
## Social Reviews





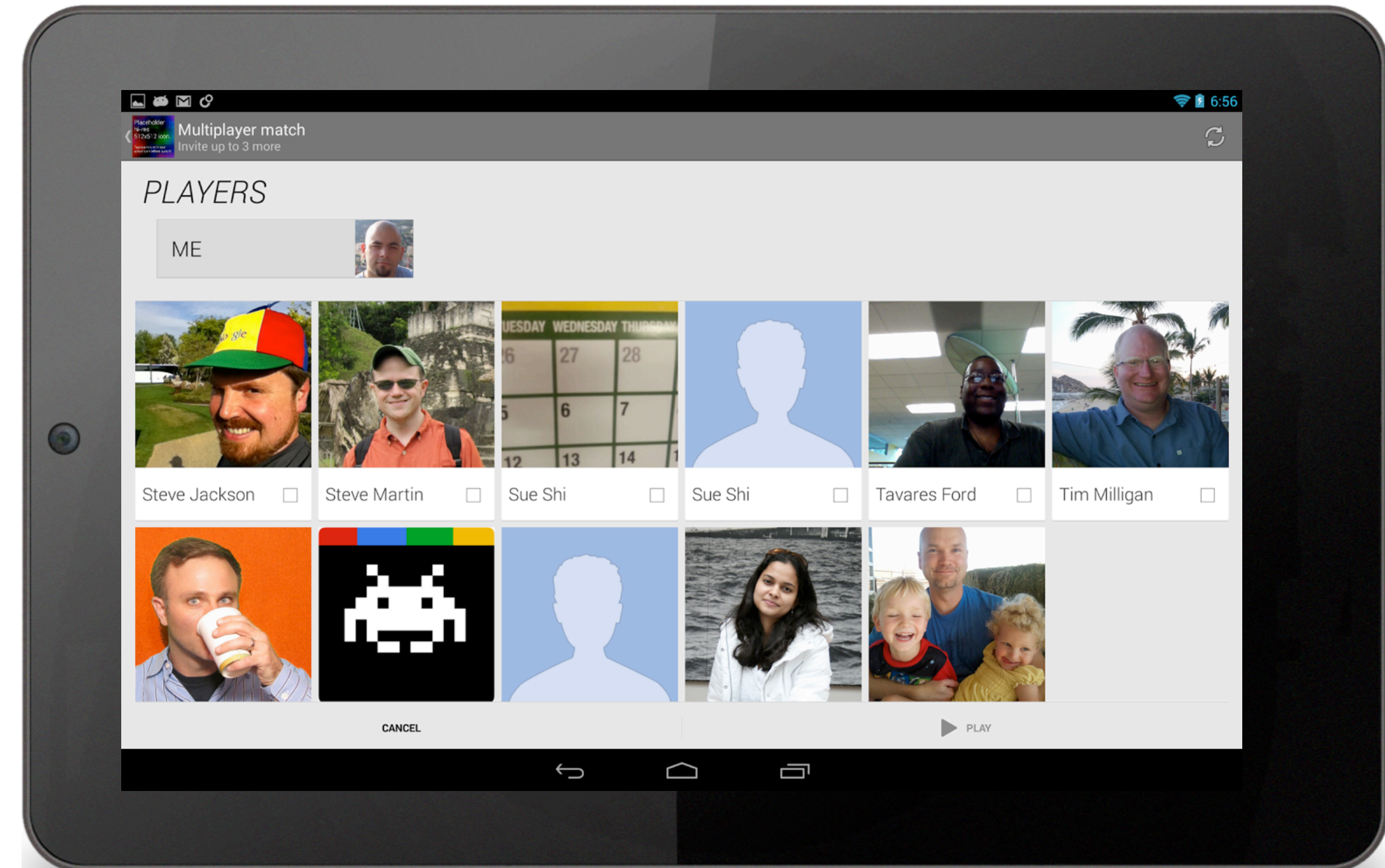
# 5b. Create the Viral Loop for Your App

+1s by Friends, from within the App



# 5c. Create the Viral Loop for Your App

Social Leaderboards, Multiplayer, Etc



# 5 Things You Can Do: Summary

Designed for Tablets

Helpful Web Anchors

Avoid Common Mistakes

Smaller APK

Promote Reviews  
& Ratings

+I from  
Within App

Play Games  
Services



# User Acquisition

Organic

Viral

Paid



Lifetime Value

User  
Acquisition

User  
Retention

User  
Monetization





Google Play Search & Discovery  
Google, Inc.



# Thank You

Ankit Jain  
Head of Search & Discovery  
Google Play

+AnkitJain  
@jain\_ankit





Google  
Developers