asodesk
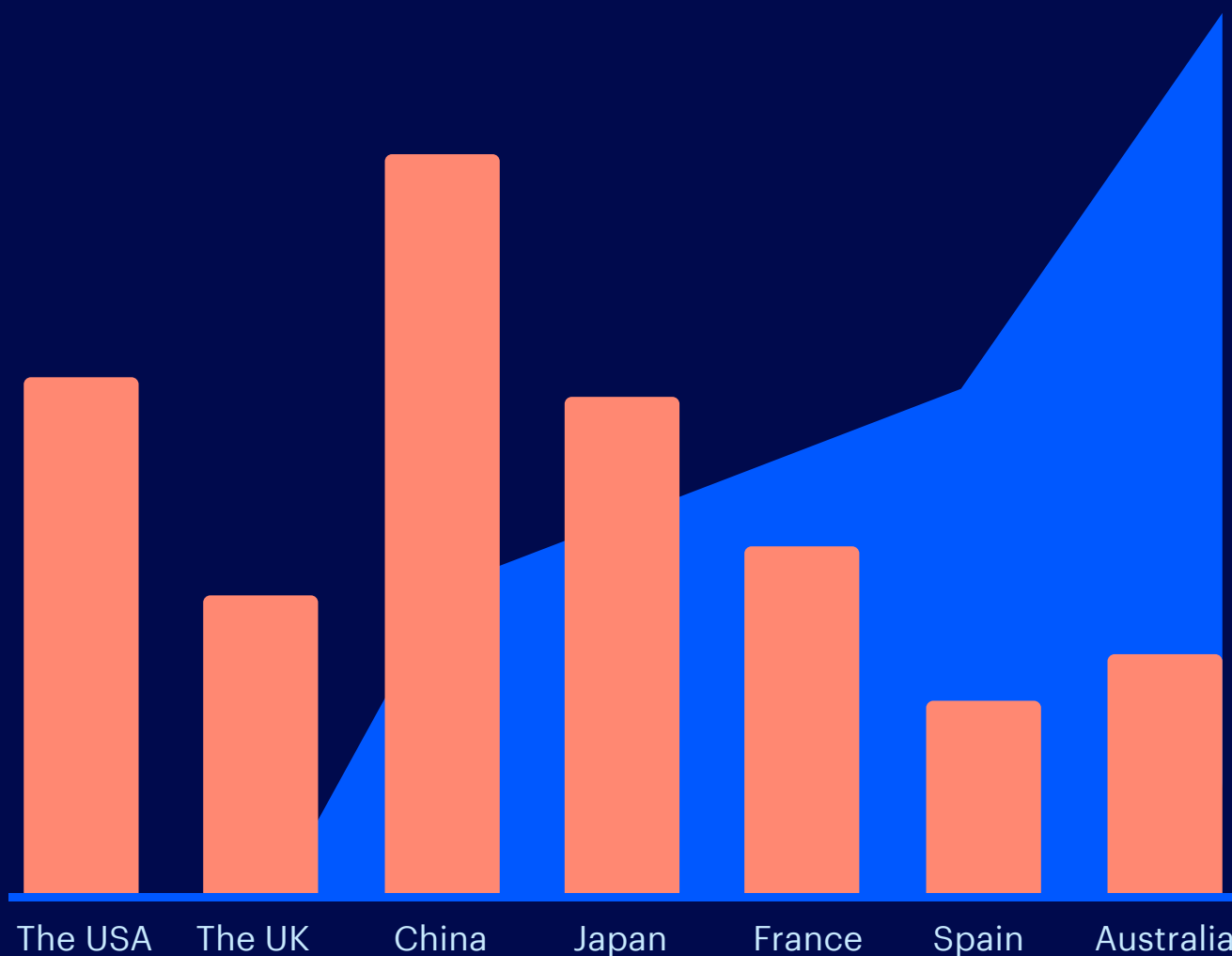
[ASO Index 2022]

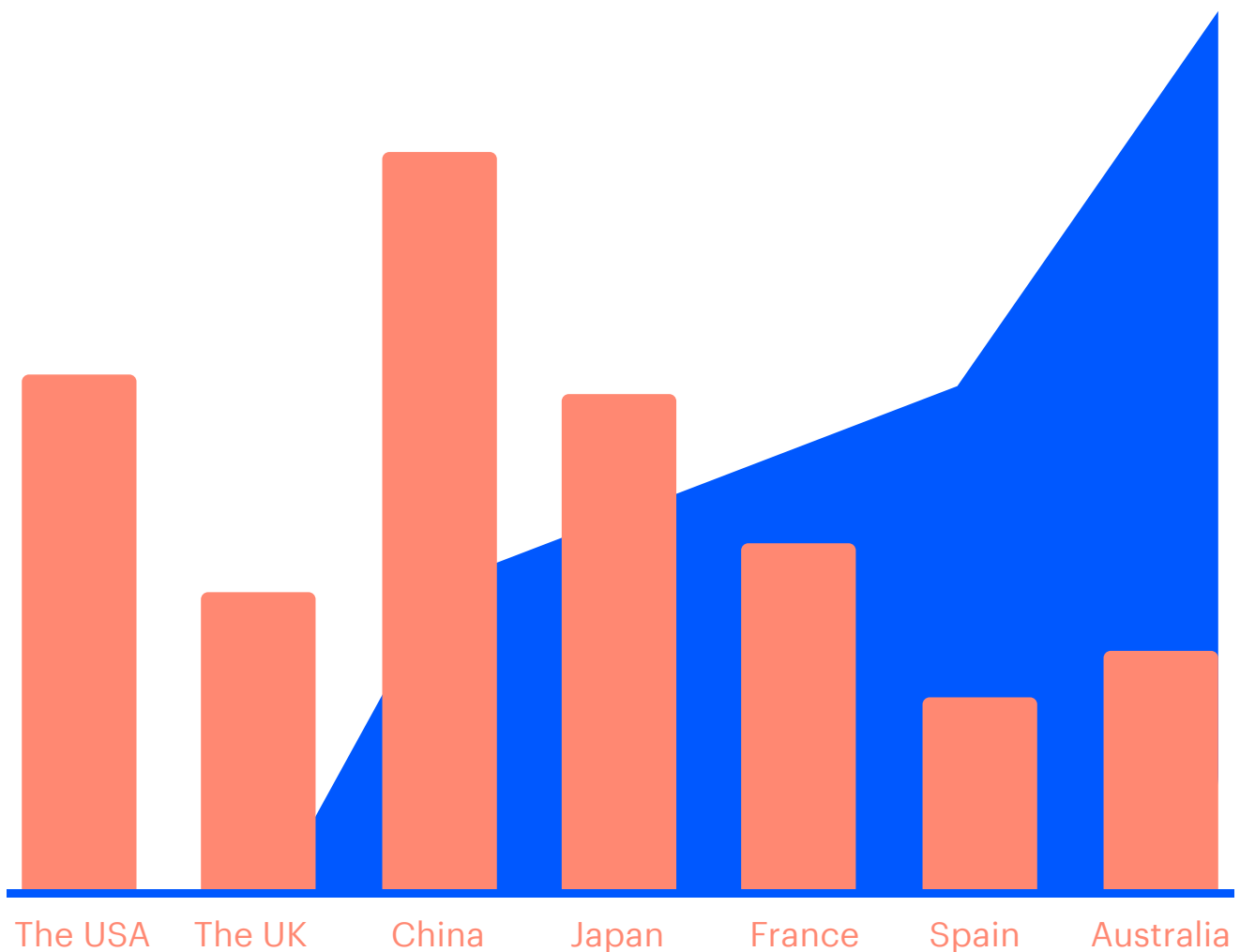# Which apps need ASO

Identify whether your app or game can be promoted
in the App Store with ASO and how to go about it

The USA   The UK   China   Japan   France   Spain   Australia

What is it?

ASO Index is a series of studies undertaken by Asodesk that help app publishers build effective ASO strategies based on mobile data from all over the world.

In this study of the ASO Index, we will identify **the most promising categories and countries to promote apps** in App Store Search. With this benchmark, you can find out how easily your app can be promoted in App Store Search and how to conduct App Store Optimization.

| The USA | The UK | China | Japan | France | Spain | Australia |

Contents

1. How we found which apps needed ASO: research methodology

App Store Optimization (ASO) is the process of improving app visibility within the app stores and increasing app conversion rates. With ASO you can promote your app to the top of the App Store and Google Play and attract installs from the search, as well as improve conversion from browse and paid ads.

But before starting ASO it is important to analyze how effective it can be for your app.

We researched how easy it will be to promote your app globally and in **7 countries** in particular:

🇺🇸 **The USA**	🇨🇳 **China**	🇦🇺 **Australia**
🇬🇧 **The UK**	🇫🇷 **France**	
🇯🇵 **Japan**	🇪🇸 **Spain**	

Let's see which factors can influence ASO results:

1 If there is a high volume of search traffic in the app category

◥ Search traffic

refers to app downloads that come from App Store Search.
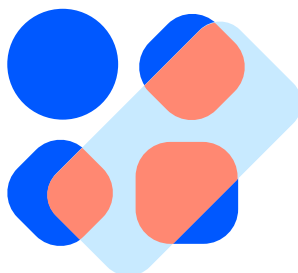
◥ Browse traffic

refers to app downloads that come from top charts, related apps, categories, and editorials.
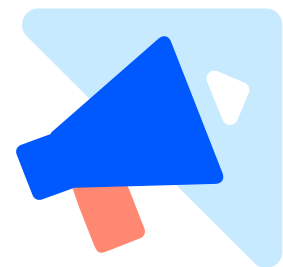
◥ Non-organic

refers to app downloads that come from the app and web referrer. Most of these downloads come from ads.

There might be some correlation between app or game categories and the percentage of traffic that comes from different sources. In some categories, people are more likely to download apps from the search, while in others, downloads are more likely to come from browse or non-organic sources. But this also depends on your app niche and promotion strategy.

In our study, we analyzed the number of app downloads that come from different sources:

App Store Search — users viewed your app or downloaded it from the search on the App Store. Includes Search Ads in App Store Search.
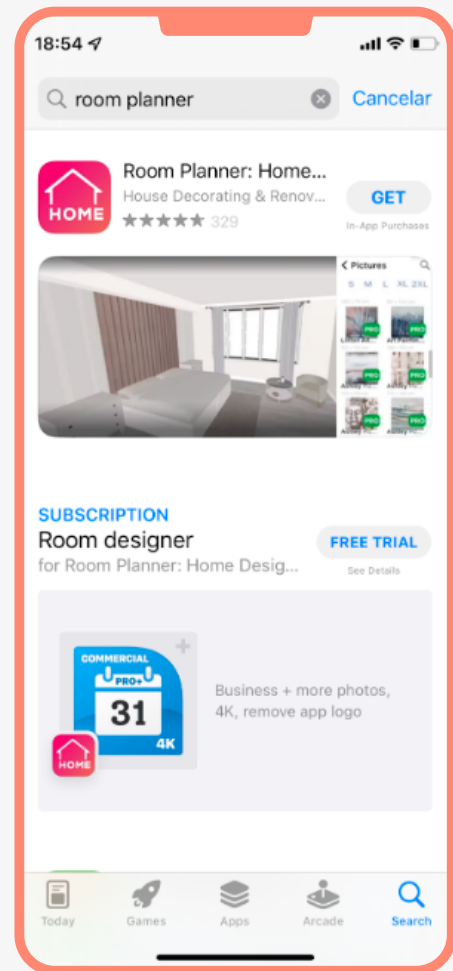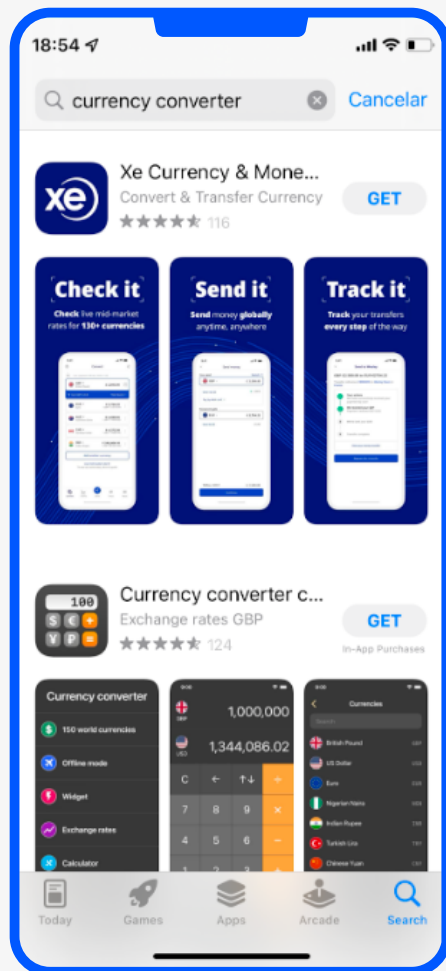
App Store Browse — users viewed your app or tapped to download it while browsing the App Store (for example, in the Today, Games, or Apps sections).
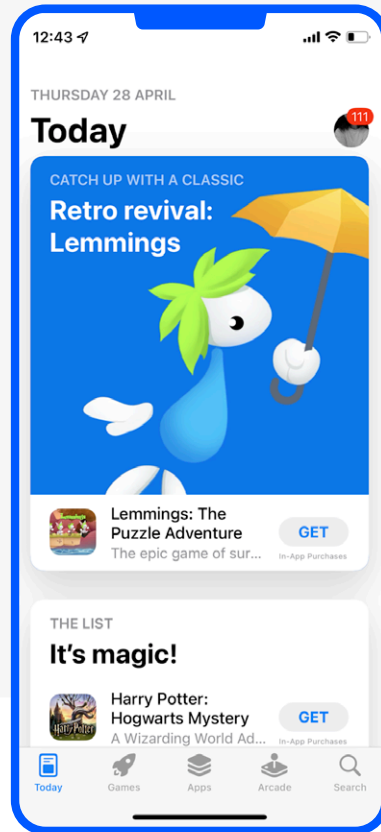
App Referrer — users tapped a link in an app that directed them to your App Store product page.
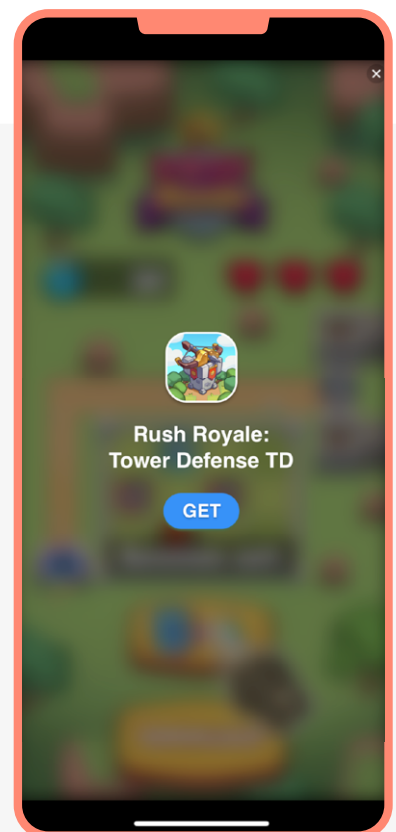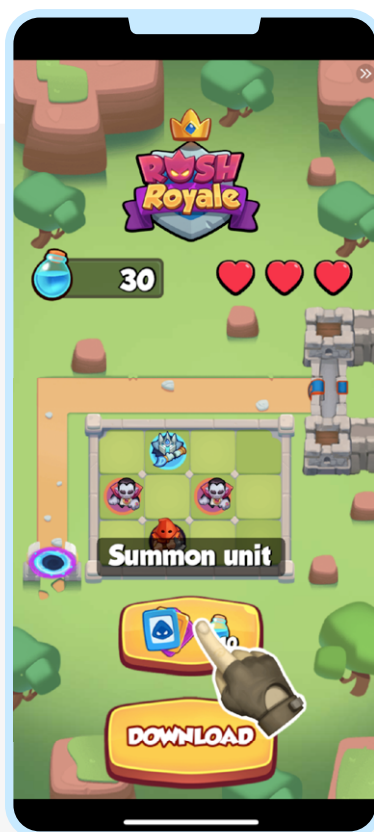
Web Referrer — users tapped a link from a website that directed them to your App Store product page.
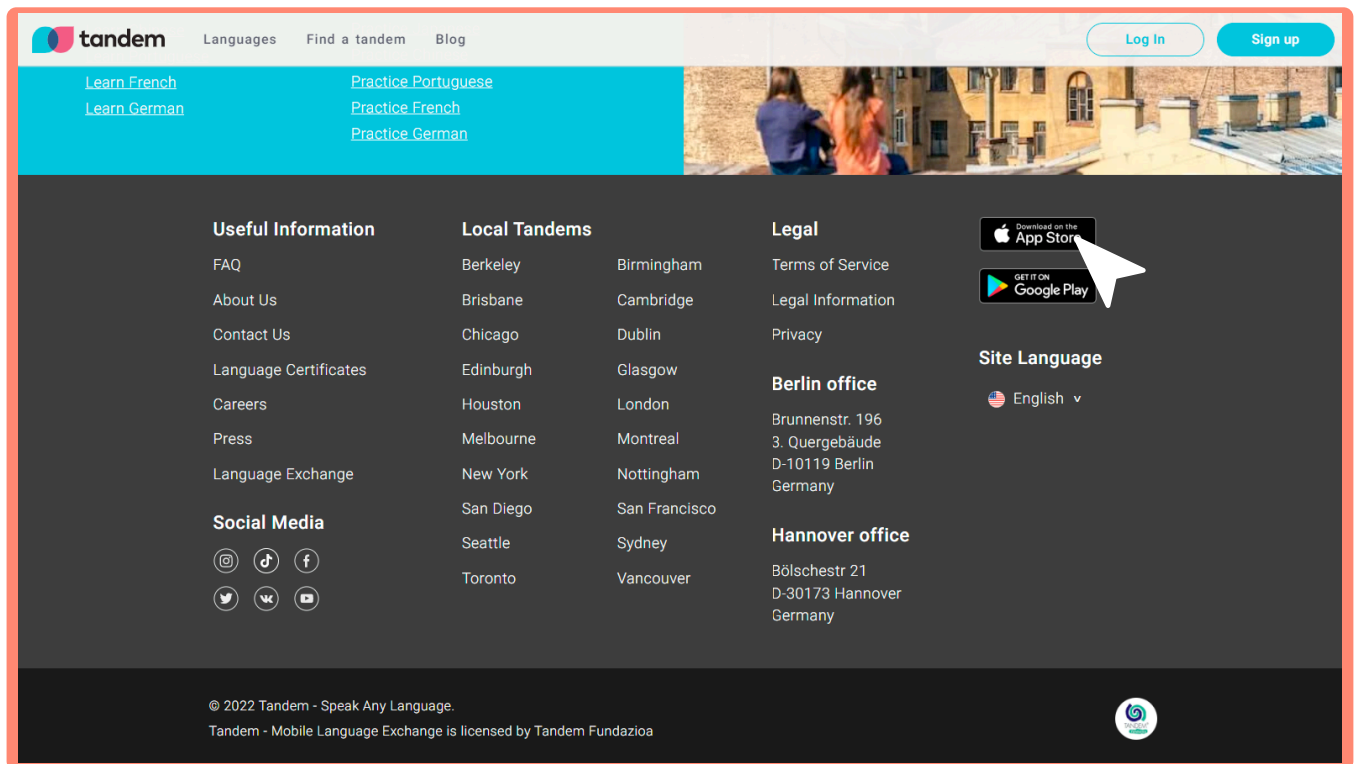
We joined App and Web Referrer into one category — referrer, as our main goal was to focus on traffic from App Store Search, not from other sources.

We found the categories with the most traffic from App Store Search based on the data of our clients' apps.

2 If the volume of non-branded traffic is sufficient for growing by general queries in App Store Search

In some app categories, users are more likely to search with queries that belong to a particular app. For example, in the USA, people use the query "AliExpress" more often than "shopping app". This makes sense after comparing the Daily Impressions metric for this word in the USA. Daily Impressions is an algorithm that shows the number of Impressions for each query per day.

Daily Impressions in **Keyword Explorer** in Asodesk

If most people in a certain category find apps with branded queries, it will be difficult to attract traffic by general queries and unknown apps will have a low potential for promotion in the search. In these situations, the app needs to compete for users who use other branded terms in their search queries, which is why we need to work on brand recognition. If there is more general than branded traffic, then even unknown apps have chances of getting traffic by general queries from the search.

To understand how often people search for apps with branded and general queries, we analyzed the amount of non-branded and branded traffic. To measure them, we used our algorithm called Daily Impressions, which shows how many times people see this query per day.

We took the **top 500 most popular queries** in every country, divided them into categories, and counted the Daily Impressions of queries per category. Note that some app categories are less popular, which is why they may have lower volumes of branded and non-branded traffic.

Also, in some app categories, only a few queries rank in the top 500 most popular, which explains why in our study they have low volumes of branded and non-branded traffic.

We analyzed the amount of general traffic in every App Store category in seven countries and summarized statistics for these countries. We also compared the percentage of branded and general traffic in every app category.

3 If your conversion download rate from App Store Search is high

We analyzed which app categories attract the most app downloads through search. We collected statistics from seven countries and summarized them for the whole world.

First, let's take a look at the metrics that we used for our analysis:
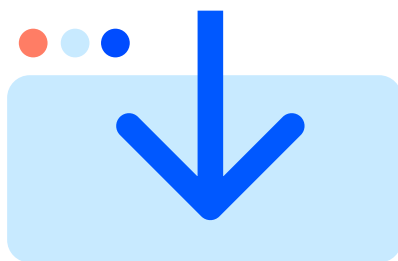
◤ **App downloads**
are the first-time downloads of an app.

◤ **Impressions**
are the number of times your app was viewed in the App Store for more than one second.

We analyzed the conversion to app downloads from Impressions using the CVR Benchmark tool in Asodesk. This is a free tool that shows the conversion for app categories of apps and games. You can check the conversion for any desired month with it.

We collected average monthly statistics from the last year and found the categories with the best CVR from the search. In these app categories, apps have the highest potential for gaining app downloads from App Store Search.

2. Which categories have the highest volumes of search traffic

We analyzed downloads from search, browse, and non-organic sources in all categories for the last year to establish which of them attract the most downloads from the search.

Worldwide

We identified app categories in which search traffic dominates in 7 countries: The USA, France, Spain, The UK, Australia, Japan, and China. To do so, we collected and analyzed the summarized statistics for these 7 countries.

asodesk	App Store Search	App Store Browse	Referrer
News	90.47%	1.61%	7.92%
Food & Drink	90.36%	3.04%	6.61%
Medical	87.82%	2.3%	9.88%
Music	88.05%	2.88%	9,07%
Books	80.34%	2.79%	16.87%
Finance	78.98%	1.84%	19.18%
Reference	75.83%	4.96%	19.22%
Weather	74.81%	4.99%	20.2%
Sports	73.51%	11.58%	14.91%
Shopping	73.21%	4.65%	22.14%
Travel	71.94%	6.16%	21.9%
Education	71.24%	11.28%	17.48%
Graphics & Design	70.56%	4.22%	25.22%
Family	68.68%	15.42%	15.9%
Utilities	67.37%	2.94%	29.69%
Photo & Video	61.21%	4.07%	34.72%
Business	59.2%	8.21%	32.59%
Social Networking	57.61%	3.21%	39.18%
Productivity	51.53%	4.27%	44.2%
Entertainment	35.71%	13.35%	50.94%
Navigation	34.72%	5.66%	59.61%
Games	31.44%	18.35%	50.21%
Health & Fitness	30.52%	5.71%	63.77%
Lifestyle	26.58%	7.22%	66.2%
Average	64.7%	6.3%	29.1%

Share of organic downloads from the App Store, worldwide. Source: asodesk.com

> The average percentage of the search traffic for apps around the world is **64.7%**, which means that people download apps from the search far more often than from browse and non-organic sources.

There is an above-average percentage of search traffic in 15 categories, so more than half of the app categories in the App Store get most of their downloads from the search.

We found 5 categories that get more than 80% of traffic from App Store Search:

News   **Food & Drink**   **Medical**   **Music**   **Books**

Apps in these categories attract most of their downloads from App Store Search.

Even though some app categories get an average amount of traffic from the search compared to other traffic sources, the number of downloads from App Store Search can be high. That is why we also decided to measure the distribution of traffic globally.

The average volume of search traffic for the 7 countries that we analyzed is around **1.71 million** downloads per year. This volume is based on the statistics of apps that gave Asodesk access to their data.

We learned that News, Food & Drink, and Medical apps get more than 15 times less traffic than the average. Books apps also get 6.4 times fewer downloads from App Store Search compared to the average. Although these apps get more than 80% of their downloads from the search, they are not as popular as other app categories among users.

We found categories with the largest number of downloads from the search, which also get most of their traffic from App Store Search, not from other sources.

📍 asodesk		1	2	3	4	5	6	7	8	9	
Education						5,350,873					71.24%
Utilities					4,069,479						67.37%
Photo & Video				2,707,309							61.21%
Reference			1,616,238								75.83%
Finance			1,609,970								78.98%
Music			1,018,676								88.05%
			Average 1,713,707								

Number of organic downloads, worldwide. Source: asodesk.com

◥ **Education** apps get 5.35 million downloads from the search which is 3 times more than the global average. Around 71.24% of downloads of education apps come from the search — not from other traffic sources.

◥ **Utilities** apps get almost 4.07 million downloads from the search, this app category is 4th in the world in terms of downloads. Utilities apps also get around 67.37% of their traffic from App Store Search.

◥ **Photo & Video** apps get around 2.71 million downloads from the search, which is 1 million more than the global average. This app category gets 61.21% of downloads from App Store Search.

◥ **Reference apps as well as Finance apps** get around 1.6 million downloads from App Store Search, which is almost as much as the global average. More than 75% of downloads in these app categories come from the search.

◥ **Music** apps get around 1.02 million downloads from the search. 88.05% of Music apps traffic comes from App Store Search, which is the third highest share of search traffic in the world.

Key takeaways

We found the 6 categories that receive the highest volume of search traffic in the 7 countries that we analyzed — which are also more likely to be downloaded from the search than other traffic sources. If you want to create a popular app and promote it through App Store Search, pay attention to these app categories:

◥ **Education**
◥ **Utilities**
◥ **Photo & Video**
◥ **Reference**
◥ **Finance**
◥ **Music**

We also found categories that get more than 80% of their traffic from the search. These apps can easily get search traffic, but they may get fewer downloads than other categories as they are not as popular among App Store users:

◥ **News**
◥ **Food & Drink**
◥ **Medical**
◥ **Books**
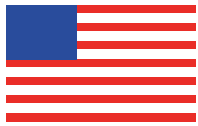
USA

To understand how easy it will be to promote your app through the App Store in the USA we compared the percentage of search traffic with browse and non-organic traffic in the country.

On average, 64% of downloads in the USA come from App Store Search, which means that users are more likely to install apps from the search than from other sources.

asodesk	App Store Search	App Store Browse	Referrer
News	93.08%	1.1%	5.82%
Food & Drink	90.71%	2.71%	6.58%
Medical	89.14%	1.69%	9.17%
Music	88.01%	1.99%	10%
Travel	84.28%	3.33%	12.39%
Books	80.78%	2.23%	16.98%
Weather	74.41%	4.74%	20.84%
Finance	72.9%	1.84%	25.25%
Graphics & Design	72.76%	3.23%	24%
Shopping	72.42%	5.14%	22.43%
Sports	72.02%	13.88%	14.11%
Reference	70.55%	4.36%	25.1%
Education	68.38%	6.37%	25.25%
Family	67.99%	16.06%	15.94%
Utilities	63.17%	2.81%	34.03%
Photo & Video	61.31%	3.86%	34.83%
Social Networking	54.04%	2.99%	42.98%
Productivity	53.69%	3.14%	43.16%
Business	52.39%	8.27%	39.35%
Navigation	37.37%	5.13%	57.49%
Entertainment	33.93%	11.51%	54.57%
Games	32.48%	17.61%	49.91%
Health & Fitness	29.52%	4.81%	65.67%
Lifestyle	27.32%	5.35%	67.34%
Average	64%	6%	30%

Share of organic downloads from the App Store, USA. Source: asodesk.com

In 14 app categories (out of 26), the amount of search traffic is bigger than average in the country. We identified 6 categories in which more than 80% of traffic comes from App Store Search:

News **Food & Drink** **Medical** **Music** **Travel** **Books**
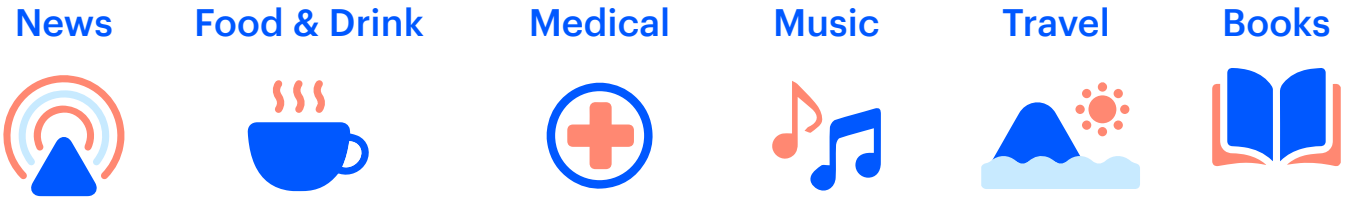
In some app categories, the percentage of traffic is moderate or lower, but the volume of traffic compared to other app categories might be high. So, we found the volume of traffic in every app category in the USA.

The average number of downloads from the search is around **914,500**. This volume is based on statistics of apps that gave us access to their data.

We realized that the top 6 categories with the highest percentage of search traffic get below-average downloads from the search compared to other categories. In these categories, most downloads come from the search and not from other traffic sources (browse, app, and web referrer).

On the other hand, these app categories aren't as popular as other categories in the USA. The Medical, News, Food & Drink, and Books categories feature apps with some of the lowest download numbers. These categories receive more than 5 times fewer downloads than average in the USA.

The Music and Travel category get 1.5 and 4 times fewer downloads than the US average respectively. On the other hand, 80% of all downloads in this category come from App Store Search, which makes it suitable for ASO.

We found the categories with the biggest number of downloads from App Store Search, whose percentage of search traffic is also higher than 50%:

asodesk	1	2	3	4	5	6	7	8	9	
Utilities			2,237,261							63.17%
Education			2,032,793							68.38%
Photo & Video		1,553,171								61.31%
Productivity	1,060,944									53.69%
Average 914,535										

Number of organic downloads, USA. Source: asodesk.com

- **Utilities apps** get around 2.2 million downloads from the search, which is 63.17% of traffic in this app category.

- **Education** apps get around 2 million downloads from the search, which is 68.38% of traffic in this app category.

- **Photo & Video** apps get almost 1.6 million downloads from the search, which is 61.31% of traffic in this category.

- **Productivity** apps get around 1 million downloads from the search, which is 53.69% of traffic in this category.

Key takeaways

We identified app categories that get the highest volume of search traffic in the USA — which are also more likely to be downloaded from App Store Search than other traffic sources. If you want to develop a new app and use mostly App Store Optimization to promote it through the search, pay attention to these categories:

- **Utilities**
- **Education**
- **Photo & Video**
- **Productivity**

We found the 5 categories that get more than 80% of their downloads from the search but their audience may be small compared to other app categories:

- **News**
- **Food & Drink**
- **Medical**
- **Travel**
- **Books**

The Music app category is promising for App Store Optimization, as it gets 88% of traffic from App Store Search, yet the number of downloads it attracts is not as low as other sources.
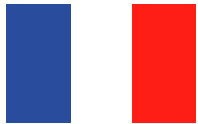
France

On average, **66%** of traffic comes from App Store Search in France.

asodesk	App Store Search	App Store Browse	Referrer
Medical	**97.45%**	0.9%	1.65%
News	**95.06%**	1.17%	3.77%
Shopping	**91.34%**	1.45%	7.22%
Food & Drink	**89.95%**	6.31%	3.74%
Music	**89.57%**	4.52%	5.92%
Sports	**83.14%**	10.84%	6.02%
Finance	**80.35%**	1.66%	17.99%
Books	78.59%	3.17%	18.24%
Weather	78.04%	11.5%	10.46%
Utilities	76.11%	3.22%	20.67%
Family	75.85%	11.72%	12.42%
Business	73.16%	5.74%	21.1%
Education	71.92%	7%	21.07%
Social Networking	67.43%	2.92%	29.65%
Health & Fitness	66.59%	7.49%	25.92%
Reference	62.77%	4.02%	33.22%
Photo & Video	52.95%	4.75%	42.3%
Productivity	48.87%	3.51%	47.61%
Graphics & Design	45.33%	9.92%	44.75%
Entertainment	38.01%	13.4%	48.85%
Games	36.82%	19.69%	43.49%
Travel	35.92%	15.19%	48.89%
Navigation	33.79%	6.19%	60.02%
Lifestyle	26.32%	6.67%	67.01%
Average	66%	7%	27%

Share of organic downloads from the App Store, France. Source: asodesk.com

We can see that 15 app categories get above-average amounts of search traffic in France. The top 7 categories have a high percentage of organic traffic — more than 80%:

Medical

News

Shopping

Food & Drink

Music

Sports

Finance
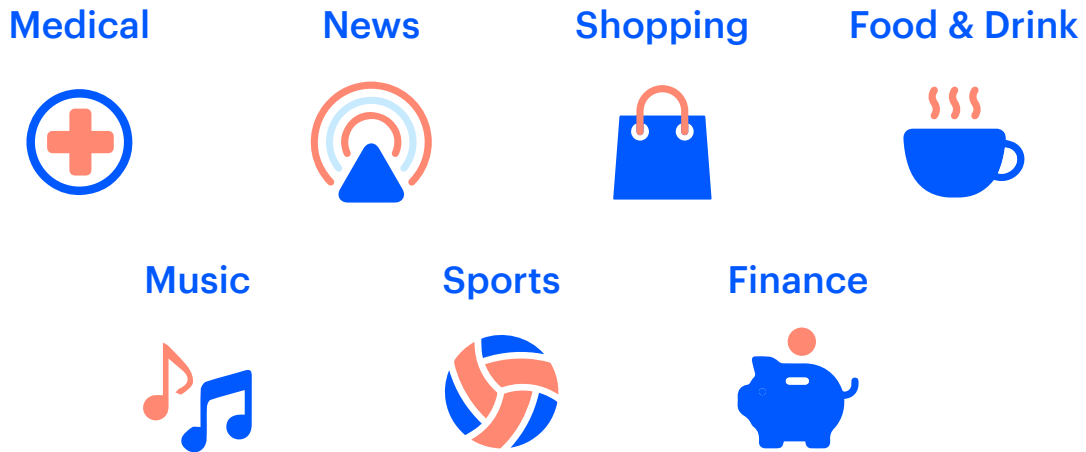
The average number of downloads from the search is almost **136,500**. This volume is based on statistics of apps that gave us access to their data.

We learned that all categories with more than 80% of search traffic also get far below average downloads from the search compared to other categories. Food & Drink, Medical, Shopping, and News apps get more than 8 times fewer downloads than the average in France.

Finance, Music, and Sports apps get from 1.6 to 3 times fewer downloads from the search in France than average, but more than 80% of traffic in these categories comes from App Store Search.

We found the categories with the most downloads from the search, whose percentage of search traffic is also higher than 50%:

asodesk		
Utilities	579,283	76.11%
Education	327,123	71.92%
Photo & Video	186,409	52.95%
Family	151,674	75.85%
Reference	139,355	62.77%
Average 136,496		

Number of organic downloads, France. Source: asodesk.com

- **Utilities apps** get almost 579,300 downloads from the search, which is 76.11% of traffic in this app category.

- **Education apps** get around 327,100 downloads from the search, which is 71.92% of traffic in this app category.

- **Photo & Video apps** get approximately 186,400 downloads from the search, which is 52.95% of traffic in this category.

- **Family apps** get almost 151,700 downloads from the search, which is 75.85% of traffic in this category.

- **Reference apps** get almost 139,400 downloads from the search, which is 62.77% of traffic in this category.

Key takeaways

We found the 5 app categories that get the most downloads from the search in France, and more than 50% of their traffic comes from App Store Search, not from other traffic sources (browse, web, and app referrer). Developers of these apps may get a significant number of downloads from the search if they conduct App Store Optimization correctly:

- **Utilities**
- **Education**
- **Photo & Video**
- **Family**
- **Reference**

We also identified app categories that are suitable for App Store Optimization, as they get 80% of their downloads from the search. On the other hand, they get 1.6–3 times fewer downloads than other categories, so you may receive lower search traffic in them than you would in other categories:

- **Finance**
- **Music**
- **Sports**

Spain

The average percentage of search traffic in Spain is **66%**.

asodesk	App Store Search	App Store Browse	Referrer
Medical	**97.93%**	0.54%	1.54%
Music	**94.43%**	2.34%	3.22%
Weather	**93.28%**	4.1%	2.62%
Food & Drink	**88.55%**	6,78%	4.66%
Shopping	**84.57%**	2.14%	13.28%
Travel	**80.73%**	1.27%	18%
Education	78.16%	5.9%	15.94%
Finance	75.83%	2.28%	21.89%
Utilities	74.66%	2.81%	22.53%
Family	74.25%	16.31%	9.45%
Books	73.51%	3.63%	22.86%
Business	72.47%	4.43%	23.1%
News	70.56%	3.26%	26.18%
Sports	68.06%	17.97%	13.97%
Reference	66.62%	4.01%	29.38%
Graphics & Design	56.64%	4.31%	39.06%
Social Networking	48.48%	4.09%	47.43%
Productivity	45.88%	3.44%	50.68%
Photo & Video	45.49%	4.4%	50.1%
Health & Fitness	39.23%	8.67%	52.1%
Entertainment	38.36%	13.47%	48.17%
Navigation	38.22%	4.44%	57.34%
Games	37.41%	23.14%	39.46%
Lifestyle	36.45%	5.13%	58.41%
Average	66%	6%	28%

Share of organic downloads from the App Store, Spain. Source: asodesk.com

In Spain, there are 15 categories with an above-average volume of traffic.
In 6 categories, over 80% of traffic comes from the search:

Medical   **Music**   **Weather**   **Food & Drink**   **Shopping**   **Travel**

To give you a complete picture, we checked the number of downloads from
the search.

The average number of downloads from App Store Search in Spain is around **54,100**
per year. This volume is based on statistics of apps that gave us access to their data.

We should note that the Shopping, Medical, Weather, and Food & Drinks categories
have one of the lowest numbers of app downloads from the search. So, despite the big
percentage of search traffic in them compared to other sources, their audience might
be really small in Spain.

Music and Travel apps have slightly fewer downloads than average in Spain, but more
than 80% of traffic in these app categories comes from App Store Search.

We found the most popular categories among App Store users in Spain, which also get
most of their downloads from the search:

asodesk	1	2	3	4	5	6	7	8	9	
Education		203,160								78.16 %
Utilities	111,869									74.66 %
Reference	99,621									66.62 %
	Average 54,142									

Number of organic downloads, Spain. Source: asodesk.com

▼ **Education apps** get around 203,200 downloads from App Store Search, which
  is 78.16% of traffic in this app category.

▼ **Utilities apps** get approximately 111,900 downloads from App Store Search, which
  is 74.66% of traffic in this app category.

◥ **Reference apps** get around 99,600 downloads from App Store Search, which is 66.62% of traffic in this app category.

Key takeaways

We found 3 app categories in which you can easily get traffic from App Store Search, as they have the highest volume of search traffic and more than 66% of all downloads in these categories come from the search:

◥ **Education**
◥ **Utilities**
◥ **Reference**

We also identified 2 app categories that have slightly fewer downloads from the App Store than average, but one of the highest percentages of traffic from the search compared to other sources:

◥ **Music**
◥ **Travel**

UK

The average percentage of search traffic in the UK is **60%**.

asodesk	App Store Search	App Store Browse	Referrer
Finance	**88.33%**	0.86%	10.81%
Food & Drink	**87.66%**	4.45%	7.89%
Music	**86%**	2.77%	11.24%
News	**85.96%**	1.67%	12.38%
Books	**83.1%**	2.6%	14.29%
Travel	**80.09%**	3.23%	16.69%
Medical	75.8%	2.44%	21.75%
Weather	74.11%	5.11%	20.78%
Education	71.16%	6.82%	22.02%
Reference	70.83%	6.91%	22.26%
Utilities	67.12%	2.01%	30.86%
Family	66.1%	12.49%	21.41%
Sports	61.7%	6.75%	31.54%
Shopping	57.95%	2.96%	39.08%
Business	54.51%	8.59%	36.9%
Social Networking	52.42%	3.44%	44.14%
Photo & Video	52.34%	4.19%	43.47%
Productivity	42.12%	3.29%	54.6%
Graphics & Design	40.16%	3.75%	56.09%
Games	33.31%	19.43%	47.26%
Entertainment	32.69%	11.88%	55.42%
Navigation	26,85%	5.65%	67.5%
Lifestyle	25.23%	5.82%	68.95%
Health & Fitness	17.47%	6.97%	75.57%
Average	60%	6%	35%

Share of organic downloads from the App Store, UK. Source: asodesk.com

We can see that 13 app categories get above-average amounts of search traffic in the UK. The top 6 categories have a high percentage of organic traffic — more than 80%:

Finance   **Food & Drink**   **Music**   **News**   **Books**   **Travel**

The average number of downloads from the search in all app categories is almost **163,700**. This volume is based on the statistics of apps that gave us access to their data.

News and Food & Drink apps get relatively few downloads from the search in the UK. Despite the high percentage of search traffic compared to other traffic sources, developers might get considerably fewer downloads than apps from other categories.

Travel, Music, and Books apps get fewer downloads from the search compared to the average, but this number is much higher than in News and Food & Drinks apps. So, app developers of these apps have a better chance of receiving downloads from the search.

We found the categories with the most downloads from the search, whose percentage of search traffic is also higher than 50%:

asodesk	1	2	3	4	5	6	7	8	9	
Utilities					471,910					67.12%
Education			307,146							71.16%
Finance			303,933							88.33%
Photo & Video			254,743							52.34%
		Average 163,665								

Number of organic downloads, UK. Source: asodesk.com

▼ **Utilities apps** get around 471,900 downloads from App Store Search, which is 67.12% of traffic in this app category.

▼ **Education apps** get almost 307,200 downloads from App Store Search, which is 71.16% of traffic in this app category.

▼ **Finance apps** get around 303,900 downloads from App Store Search, which is 88.33% of traffic in this app category.

◥ **Photo & Video apps** get almost 254,700 downloads from App Store Search, which is 52.34% of traffic in this app category.

Key takeaways

We found the 4 app categories that get the most downloads from the search in the UK, and more than 50% of their traffic comes from App Store Search, not from other traffic sources (browse, web, and app referrer). Developers of these apps may get a significant number of downloads from the search if they conduct App Store Optimization correctly:

◥ **Utilities**
◥ **Education**
◥ **Finance**
◥ **Photo & Video**

We also identified app categories that are suitable for App Store Optimization, as they get 80% of their downloads from the search. On the other hand, they have fewer downloads than other categories, so you may receive lower search traffic for these apps than developers of other apps:

◥ **Travel**
◥ **Music**
◥ **Books**

Australia

The average percentage of search traffic in Australia is **62%**.

asodesk	App Store Search	App Store Browse	Referrer
Sports	**95.61%**	2.64%	1.74%
Food & Drink	**88.6%**	3.81%	7.59%
Medical	**85.3%**	5.25%	9.45%
News	**83.82%**	7.42%	8.76%
Music	**82.32%**	5.24%	12.45%
Weather	77.39%	7.28%	15.32%
Travel	75.31%	11.41%	13.28%
Finance	72.72%	3.86%	23.42%
Reference	71.73%	9.35%	18.92%
Education	68.82%	9.22%	21.96%
Shopping	65.73%	4.34%	29.93%
Books	64.55%	8.58%	26.87%
Social Networking	60.52%	4.47%	35.01%
Utilities	60.19%	4.25%	35.56%
Family	58.84%	21.59%	19.57%
Photo & Video	55.42%	4.67%	39.92%
Graphics & Design	45.79%	9.24%	44.96%
Health & Fitness	40.88%	6.77%	52.36%
Productivity	40.59%	5.61%	53.79%
Business	39.9%	11.71%	48.39%
Entertainment	37.68%	13.19%	49.13%
Lifestyle	33.66%	6.22%	60.11%
Games	34.76%	21.82%	43.42%
Navigation	22.63%	15.29%	62.08%
Average	62%	8%	30%

Share of organic downloads from the App Store, Australia. Source: asodesk.com

In Australia, there are 12 categories with an above-average volume of traffic.
In 5 categories, over 80% of traffic comes from the search:

Sports	Food & Drink	Medical	News	Music

The average number of downloads from the search is almost **73,200**. This volume is based on the statistics of apps that gave us access to their data.

Food & Drink, Sports, Medical and News apps get significantly fewer downloads from the search compared to other categories. Although these apps get most of their traffic from the search, they aren't popular among Australian users.

Music apps get 1.7 times less traffic than average in Australia. So, in this app category, you will easily attract traffic from App Store Search, as 82.32% of downloads come from the search. On the other hand, you might receive far fewer downloads than apps from other categories.

We found the categories with the most downloads from App Store Search, with a percentage of search traffic higher than 50%:

asodesk	1	2	3	4	5	6	7	8	9	
Education		197,425								68.82%
Utilities		158,417								60.19%
Photo & Video		123,377								55.42%
	Average 73,175									

Number of organic downloads, Australia. Source: asodesk.com

▼ **Education apps** get around 197,400 downloads from App Store Search, which is 68.82% of traffic in this app category.

▼ **Utilities apps** get around 158,400 downloads from App Store Search, which is 60.19% of traffic in this app category.

▼ **Photo & Video apps** get almost 123,400 downloads from App Store Search, which is 55.42% of traffic in this app category.

Key takeaways

We found 3 app categories that receive a relatively high volume of search traffic in Australia and users also download these apps from the search more often than from other sources. Pay attention to these app categories if you want to promote your app via App Store Search:

❮ **Education**
❮ **Utilities**
❮ **Photo & Video**

The Music apps category is also suitable for App Store Optimization, as it gets 82.32% of downloads from App Store Search. But apps from this category may be less popular than apps from other categories.

Japan

The average percentage of search traffic in Japan is **64%**.

asodesk	App Store Search	App Store Browse	Referrer
Books	**92%**	4.19%	3.8%
Music	**91.23%**	3.17%	5.6%
Finance	**85.37%**	2.31%	12.32%
Shopping	**85.25%**	2.42%	12.33%
Travel	**84.45%**	3.65%	11.9%
Utilities	**84.11%**	1.57%	14.32%
Graphics & Design	74.14%	2.51%	23.35%
Education	70.36%	9.46%	20.18%
Social Networking	68.36%	3.66%	27.98%
Sports	67.84%	15.85%	16.31%
Health & Fitness	63.72%	11.59%	24.69%
Photo & Video	63.62%	2.76%	33.62%
Family	63.25%	18.58%	18.17%
Reference	62.97%	7.51%	29.51%
Business	62.7%	10.09%	27.21%
News	47.8%	5.89%	46.32%
Productivity	57.01%	8.6%	34.39%
Navigation	37.63%	5.93%	56.45%
Entertainment	31.85%	11.83%	56.32%
Games	30.9%	19.05%	50.05%
Lifestyle	17.45%	5.01%	77.54%
Average	64%	7%	29%

Share of organic downloads from the App Store, Japan. Source: asodesk.com

In Japan, there are 10 categories with an above-average volume of traffic.
In 6 categories, over 80% of traffic comes from the search:

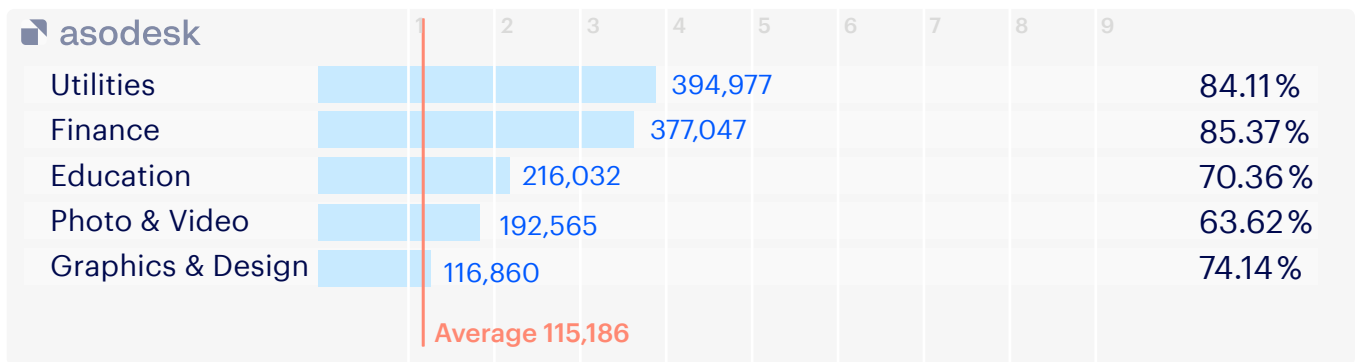| Books	Music	Finance	Shopping	Travel	Utilities

The average number of downloads from App Store Search in Japan almost **115,200** in a year. This volume is based on statistics of apps that gave us access to their data.

Books, Shopping, and Travel apps get the highest volumes of search traffic compared to other sources. But they also get the fewest downloads from App Store Search in Japan. It can be relatively easy for these apps to attract traffic from the search in these categories. On the other hand, these apps might not be popular in Japan.

The Music category has 1.3 times fewer downloads than average in Japan. On the other hand, 91.23% of all downloads in this category come from App Store Search, which makes it suitable for ASO.

We found categories that get a big number of downloads from the search compared to others — with most of their downloads coming from App Store Search:

asodesk	1	2	3	4	5	6	7	8	9	
Utilities				394,977						84.11%
Finance				377,047						85.37%
Education		216,032								70.36%
Photo & Video		192,565								63.62%
Graphics & Design	116,860									74.14%
Average 115,186										

Number of organic downloads, Japan. Source: asodesk.com

◥ **Utilities apps** get almost 395,000 downloads from the search, which is 84.11% of traffic in this app category.

◥ **Finance apps** get around 377,000 downloads from the search, which is 85.37% of traffic in this app category.

◥ **Education apps** get around 216,000 downloads from the search, which is 70.36% of traffic in this app category.

◥ **Photo & Video apps** get almost 192,600 downloads from the search, which is 63.62% of traffic in this app category.

◥ **Graphics & Design apps** get almost 116,900 downloads from the search, which is 74.14% of traffic in this app category.

Key takeaways

We found the 4 app categories that get the most downloads from the search in Japan, and more than 63% of their traffic comes from App Store Search, not from other traffic sources (browse, web, and app referrer). Developers of these apps may get a significant number of downloads from the search if they conduct App Store Optimization correctly:

◥ **Utilities**
◥ **Finance**
◥ **Education**
◥ **Photo & Video**
◥ **Graphics & Design**

The Music apps category is also good for App Store Optimization, as it gets 91.23% of downloads from App Store Search. But these apps may get fewer downloads than apps from other categories in Japan.

China

The average percentage of search traffic in China is **73%**, which is 8% higher than the average of the 7 countries that we analyzed.

asodesk	App Store Search	App Store Browse	Referrer
Medical	**94.26%**	2.57%	3.16%
Graphics & Design	**91.74%**	6.34%	1.92%
Reference	**91.56%**	4.58%	3.86%
News	**90.86%**	5.06%	4.07%
Photo & Video	**90.86%**	5.31%	3.83%
Food & Drink	**87.72%**	6.51%	5.76%
Social Networking	**87.09%**	3.72%	9.19%
Travel	**85.93%**	4.89%	9.18%
Music	**85.06%**	8.08%	6.86%
Finance	**84.97%**	1.34%	13.69%
Family	**84.09%**	15.58%	0.32%
Shopping	**84%**	2.08%	13.92%
Business	**83.3%**	10.86%	5.84%
Utilities	76.12%	10.81%	13.07%
Education	73.89%	18.79%	7.32%
Health & Fitness	72.76%	15.46%	11.78%
Productivity	70.03%	22.79%	7.18%
Books	69.63%	7.55%	22.83%
Sports	64.33%	22.92%	12.74%
Entertainment	41.8%	19.74%	38.46%
Navigation	29.33%	4.31%	66.36%
Lifestyle	23.72%	16.91%	59.37%
Games	14.81%	18.21%	66.98%
Average	73%	10%	17%

Share of organic downloads from the App Store, China. Source: asodesk.com

We can see that 15 app categories get above-average amounts of search traffic in China. In 13 categories, over 80% of traffic comes from the search:

Medical

Travel

Graphics & Design

Music

Reference

Finance

News

Family

Photo & Video

Shopping

Food & Drink

Business

Social Networking

The average number of downloads from the search in China is almost **282,700** per year. This volume is based on the statistics of apps that gave us access to their data.

Family, Music, Food & Drinks, Medical, Sports, Travel, Shopping, and News apps get higher volumes of traffic from the search compared to other traffic sources. But the number of downloads from App Store Search in these app categories is around 5 or more times lower than the average in China. That is why these apps generally get fewer downloads from the search.

Utilities, Social Networking, Business, and Graphics & Design apps get 1.2-4 times fewer downloads than average in China. You can easily promote these apps with App Store Optimization, as more than 80% of traffic comes from the search. On the other hand, these apps might get fewer downloads than apps from other categories.

We found the categories with the most downloads from the search — with a percentage of search traffic higher than 50%:

asodesk	0,3	0,6	0,9	1,2	1,5	1,8	2,1	2,4	2,7		
Education							2,067,194			73.89%
Reference		637,272								91.56%
Photo & Video	316,136									90.86%
	Average 282,685									

Number of organic downloads, China. Source: asodesk.com

◥ **Education apps** get almost 2.07 million downloads from App Store Search, which is 73.89% of traffic in this app category.

◥ **Reference apps** get around 637,300 downloads from App Store Search, which is 91.56% of traffic in this app category.

◥ **Photo & Video apps** get around 316,100 downloads from App Store Search, which is 90.86% of traffic in this app category.

Key takeaways

We found the app categories that get the highest volume of search traffic in China — which are also more likely to be downloaded from App Store Search than other traffic sources:

◥ **Education**
◥ **Reference**
◥ **Photo & Video**

We also found the 4 app that get below-average traffic from App Store Search China, but more than 80% of their downloads come from App Store Search. Developers of these apps can easily attract traffic from the search, but these categories are generally not as popular as others:

◥ **Utilities**
◥ **Social Networking**
◥ **Business**
◥ **Graphics & Design**

The main highlights for the highest volumes of search traffic

1 On average, 64.7% of app downloads in the 7 countries we analyzed come from App Store Search, not from featured, ads, or other sources. Between 10 and 15 app categories in every country that we analyzed get an above-average percentage of search traffic. This means that people are more likely to download the apps via search in at least half of the app categories.

2 In China, 73% of app traffic comes from App Store Search. This is the highest percentage among the countries that we analyzed. In other countries, the percentage of search traffic is between 61% and 66%.

3 The Education category gets one of the biggest numbers of downloads from the search in all the countries that we analyzed. Users also download educational apps from App Store Search more often, than from other sources. So it's important to use App Store Optimization to promote educational apps in the search.

4 Utilities apps get one of the biggest numbers of downloads from the search in the USA, France, Spain, The UK, Australia, and Japan. It is important to conduct App Store Optimization to promote these apps in the search.

5 The Photo & Video category is also promising for promotion through App Store Search in 6 of the countries that we analyzed. These apps get more downloads via search among other categories, and most of their traffic comes from App Store Search. If you have Photo & Video apps, you should make App Store Optimization an important part of your promotion strategy.
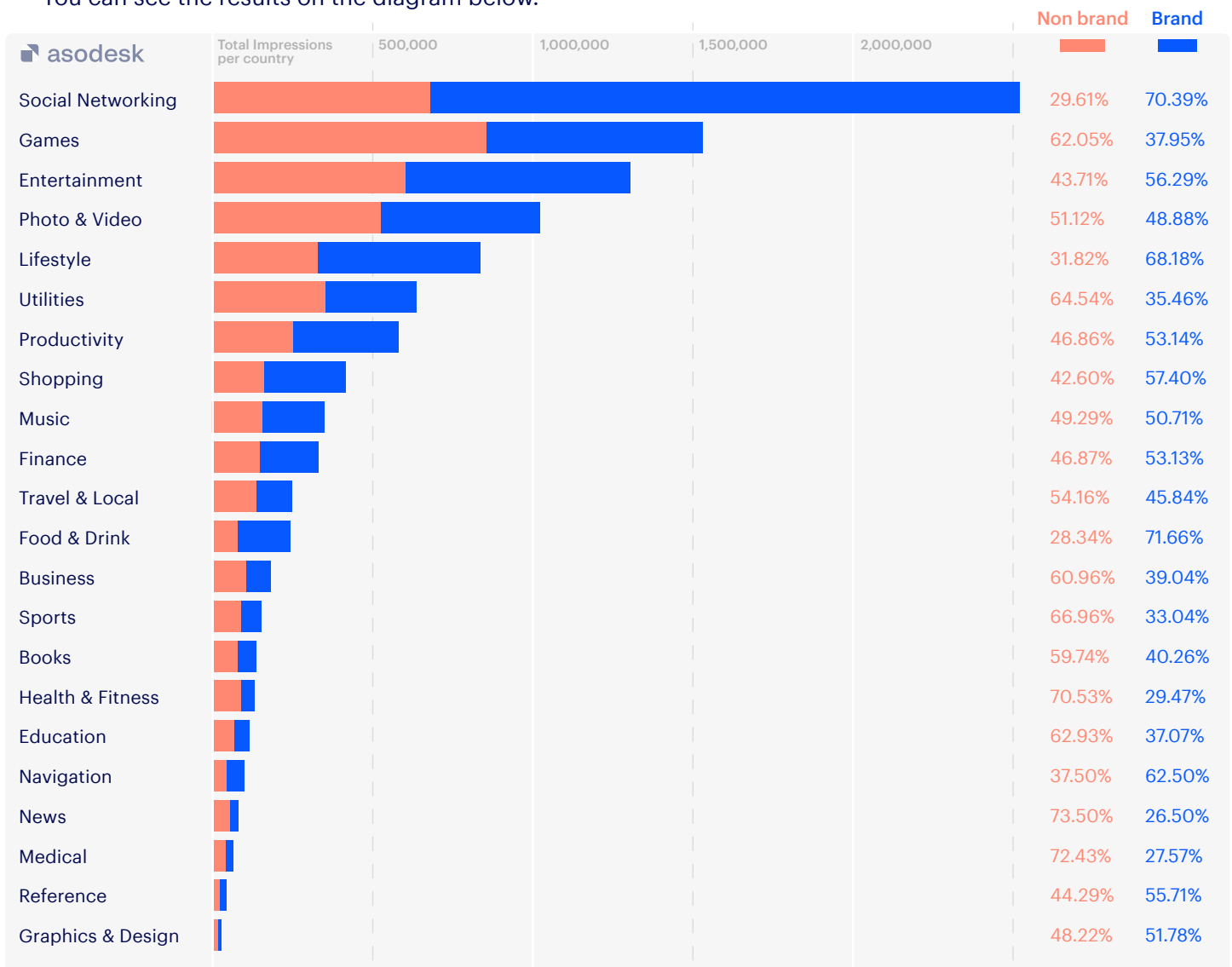
3. Which categories have the highest volume of non-branded traffic

General or non-branded traffic refers to the number of Impressions from queries which are not related to brands and can be used to describe different apps in a category at the same time. For example, the non-branded query "social network" can be related to different apps, such as Instagram, Facebook, Twitter, and other apps, while branded queries describe particular apps such as "Facebook", "Instagram", "Twitter".

The more general traffic is in your app category, the easier it will be to promote your apps in app stores' searches for general queries. In such cases, the necessity of building a strong brand is not as big as for categories with low amounts of non-branded traffic.

Worldwide

We compared the amount of branded and non-branded traffic from the 500 most popular queries in 7 countries and found the best categories for promoting with general queries in App Store Search. You can see the results on the diagram below.

	Non brand	Brand
Social Networking	29.61%	70.39%
Games	62.05%	37.95%
Entertainment	43.71%	56.29%
Photo & Video	51.12%	48.88%
Lifestyle	31.82%	68.18%
Utilities	64.54%	35.46%
Productivity	46.86%	53.14%
Shopping	42.60%	57.40%
Music	49.29%	50.71%
Finance	46.87%	53.13%
Travel & Local	54.16%	45.84%
Food & Drink	28.34%	71.66%
Business	60.96%	39.04%
Sports	66.96%	33.04%
Books	59.74%	40.26%
Health & Fitness	70.53%	29.47%
Education	62.93%	37.07%
Navigation	37.50%	62.50%
News	73.50%	26.50%
Medical	72.43%	27.57%
Reference	44.29%	55.71%
Graphics & Design	48.22%	51.78%

Share of branded and non-branded traffic from the App Store, worldwide. Source: asodesk.com
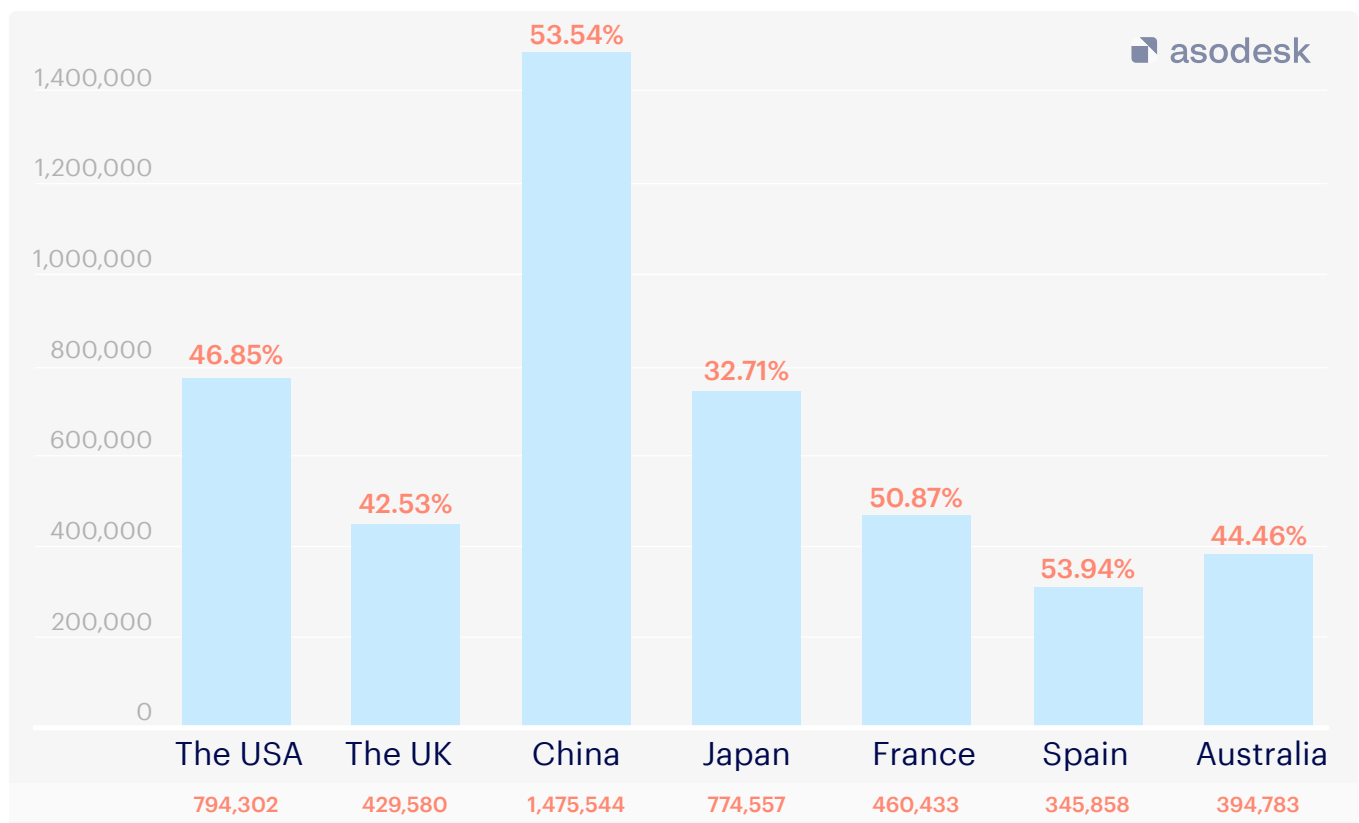
We analyzed branded and non-branded Impressions from the 500 most popular queries. On average, **45.83%** of search traffic comes from non-branded queries. A little less than half of the users in the 7 countries don't search for particular brands, but try to find apps which offer what they are looking for.

We found the categories that are most suitable for promoting through non-branded queries globally:

◥ **In the Utilities category**, 64.54% of traffic is related to non-branded queries, amounting to 363,900 Impressions — almost 150,000 more than the global average.

◥ **In the Photo & Video category**, 51.12% of traffic is related to non-branded queries, totaling 525,200 Impressions — 2.4 times more than the global average.

◥ **In the Productivity category**, 46.86% of traffic is related to non-branded queries, amounting to 251,900 Impressions — 35,700 more than the global average.

◗ **In the Games apps,** 62.05% of traffic is related to general queries, almost 879,400 Impressions. But note that the amount of non-branded traffic also depends on the games category.

We also calculated in which countries people are more likely to search for apps with non-branded queries. We established the total volume of non-branded traffic from all app categories in the country and the percentage of non-branded traffic compared to branded traffic.

|	The USA	The UK	China	Japan	France	Spain	Australia
%	46.85%	42.53%	53.54%	32.71%	50.87%	53.94%	44.46%
	794,302	429,580	1,475,544	774,557	460,433	345,858	394,783

China and Spain get considerably more than a half of their Impressions from non-branded queries. The USA, the UK, France, and Australia get a little less than half of their Impressions from non-branded queries. Japan gets only 32.71% of Impressions from non-branded queries.

Japan, China and the USA also lead in the number of Impressions they receive from non-branded queries:

◥ In the Chinese App Store Search almost 1.48 million Impressions on average come from non-branded queries;

◥ In the US App Store Search around 794,300 Impressions on average come from non-branded queries;

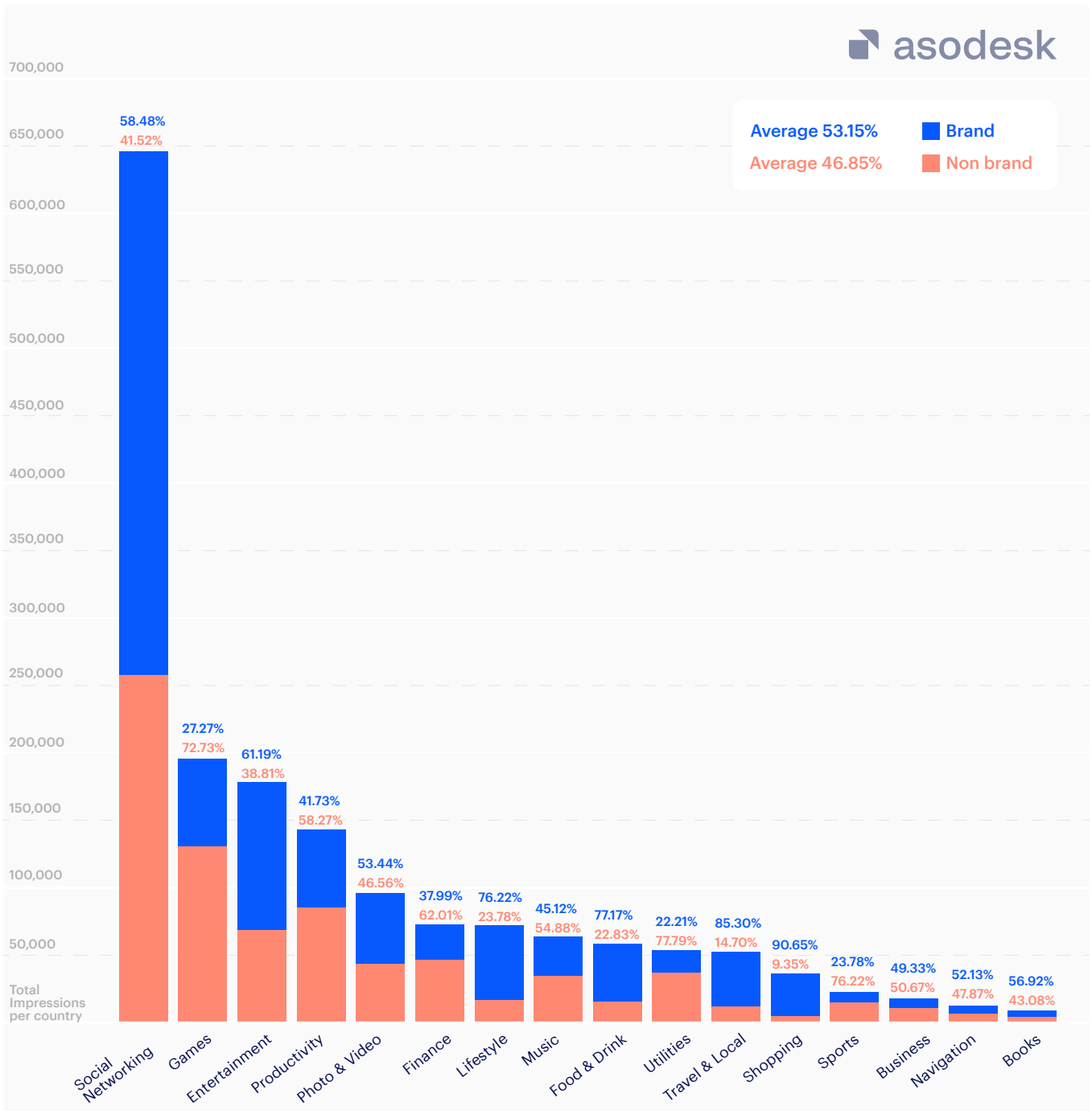◥ In the Japanese App Store Search almost 774,600 Impressions on average come from non-branded queries.

Key takeaways

◥ **Almost all countries except for Japan** get roughly half of their Impressions from non-branded queries.

◥ **China and the USA get the largest number of Impressions from non-branded queries,** so app developers have the highest chances of attracting non-branded traffic in these countries.

◥ **Japanese apps get the third largest number of Impressions** from general queries compared to other countries, while on the other hand, these apps get the lowest percentage of non-branded traffic.

◥ **Developers of Utilities and Photo & Video apps have more opportunities to get non-branded traffic** from the 7 countries that we analyzed, as people more often search such apps by general queries.

◥ **Games generally get a lot of non-branded traffic, but it depends on the game category.** For example, users can search for the trivia games mostly with non-branded queries, while in the simulation category there can be a lot of well-known games which are searched by branded queries.
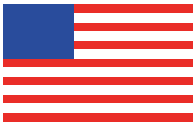
USA

We compared the amount of branded and non-branded traffic from the 500 most popular queries in the USA and found the best categories for promoting with general queries in App Store Search.
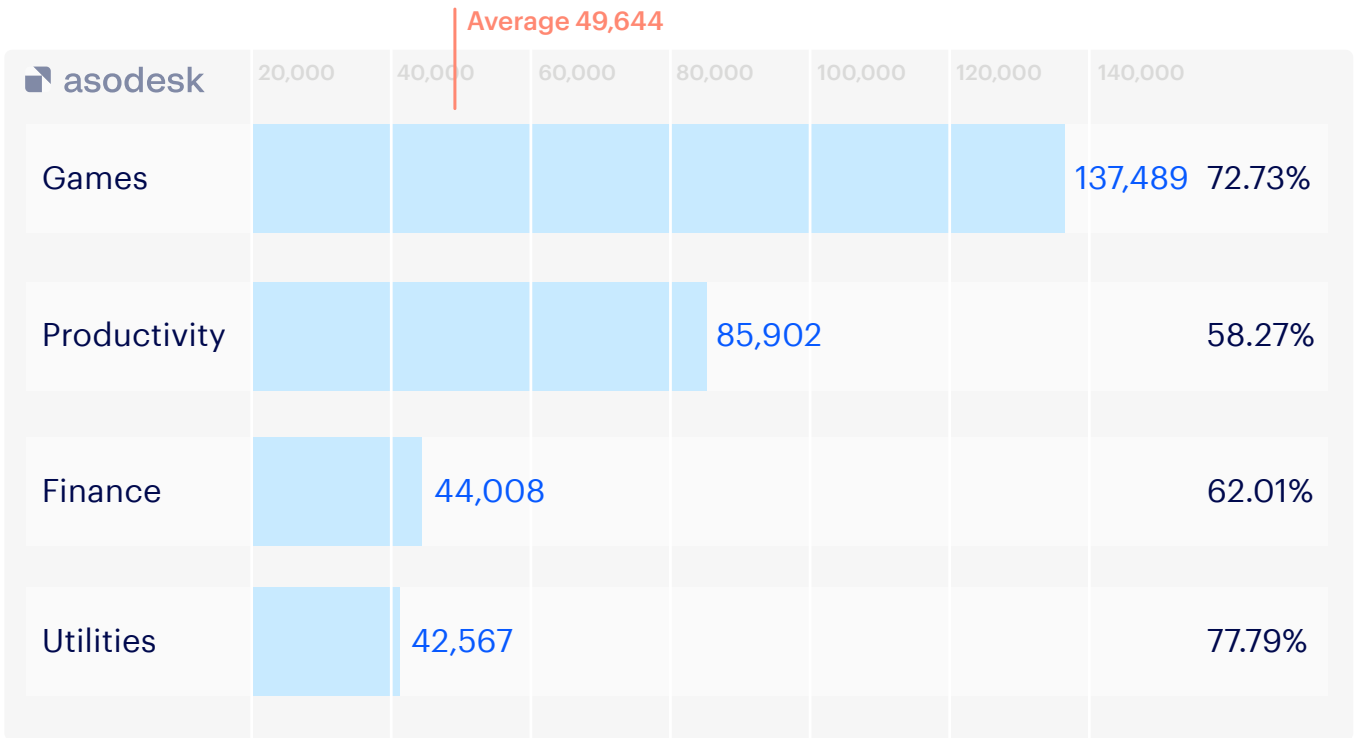

Average 53.15% ■ Brand
Average 46.85% ■ Non brand

Category	Brand	Non brand
Social Networking	58.48%	41.52%
Games	27.27%	72.73%
Entertainment	61.19%	38.81%
Productivity	41.73%	58.27%
Photo & Video	53.44%	46.56%
Finance	37.99%	62.01%
Lifestyle	76.22%	23.78%
Music	45.12%	54.88%
Food & Drink	77.17%	22.83%
Utilities	22.21%	77.79%
Travel & Local	85.30%	14.70%
Shopping	90.65%	9.35%
Sports	23.78%	76.22%
Business	49.33%	50.67%
Navigation	52.13%	47.87%
Books	56.92%	43.08%

Share of branded and non-branded traffic from the App Store, USA.
Source: asodesk.com

39

We found that **46.85%** of all search traffic in the USA is non-branded. Almost half of US users don't search for particular brands, but try to find queries that reflect their needs.

We defined the categories that are the most suitable for promoting through non-branded queries:

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	Average 49,644						
	20,000	40,000	60,000	80,000	100,000	120,000	140,000
Games						137,489	72.73%
Productivity			85,902				58.27%
Finance	44,008						62.01%
Utilities	42,567						77.79%

Number of non-branded Impressions, USA.
Source: asodesk.com

◥ **In the Utilities category,** 77.79% of traffic comes from non-branded queries. There are almost 42,600 Impressions from non-branded queries — only 7,000 less than the average non-branded traffic in the USA.

◥ **In the Finance category,** 62.01% of traffic is non-branded. There are 44,000 Impressions from non-branded queries, which is 5th most among all app categories in the USA.

◥ **In the Productivity category,** 58.27% of traffic is non-branded. There are 85,900 Impressions from non-branded queries, making it the third-highest category in the USA.

◥ **In Games category,** 72.73% of traffic is non-branded. There are almost 137,500 Impressions from general queries — around 2.7 times higher than the average in the USA.

Key takeaways

We found the top 3 app categories that have the highest chances of attracting search traffic for non-branded queries in the USA:

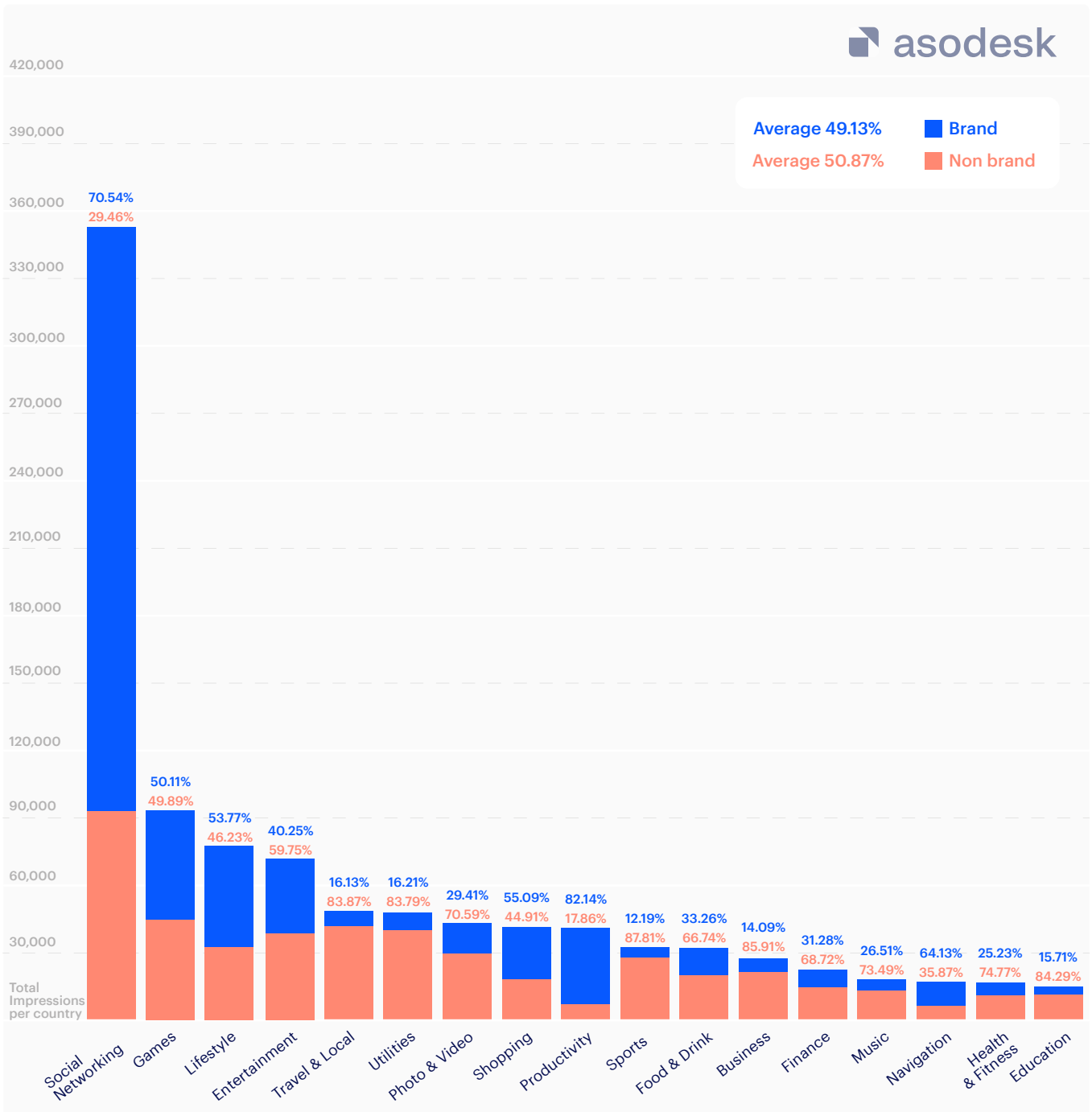❮ **Utilities**
❮ **Finance**
❮ **Productivity**

Users are not likely to search for branded apps from these categories, but often use general queries which reflect the app functions they are looking for. For example, in the Utilities category people often search for the general query "calculator", but not for names of calculator apps.

Games generally also have the potential to attract high volumes of traffic from non-branded queries, but it depends on the game category. For instance, people might search for word games mostly using non-branded queries. There are a lot of well-known simulation games, so there can be more branded traffic in this category than non-branded.
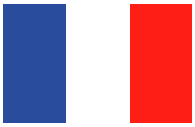
France

We compared the amount of branded and non-branded traffic from the 500 most popular queries in France and found the best categories for promoting by general queries in App Store Search.
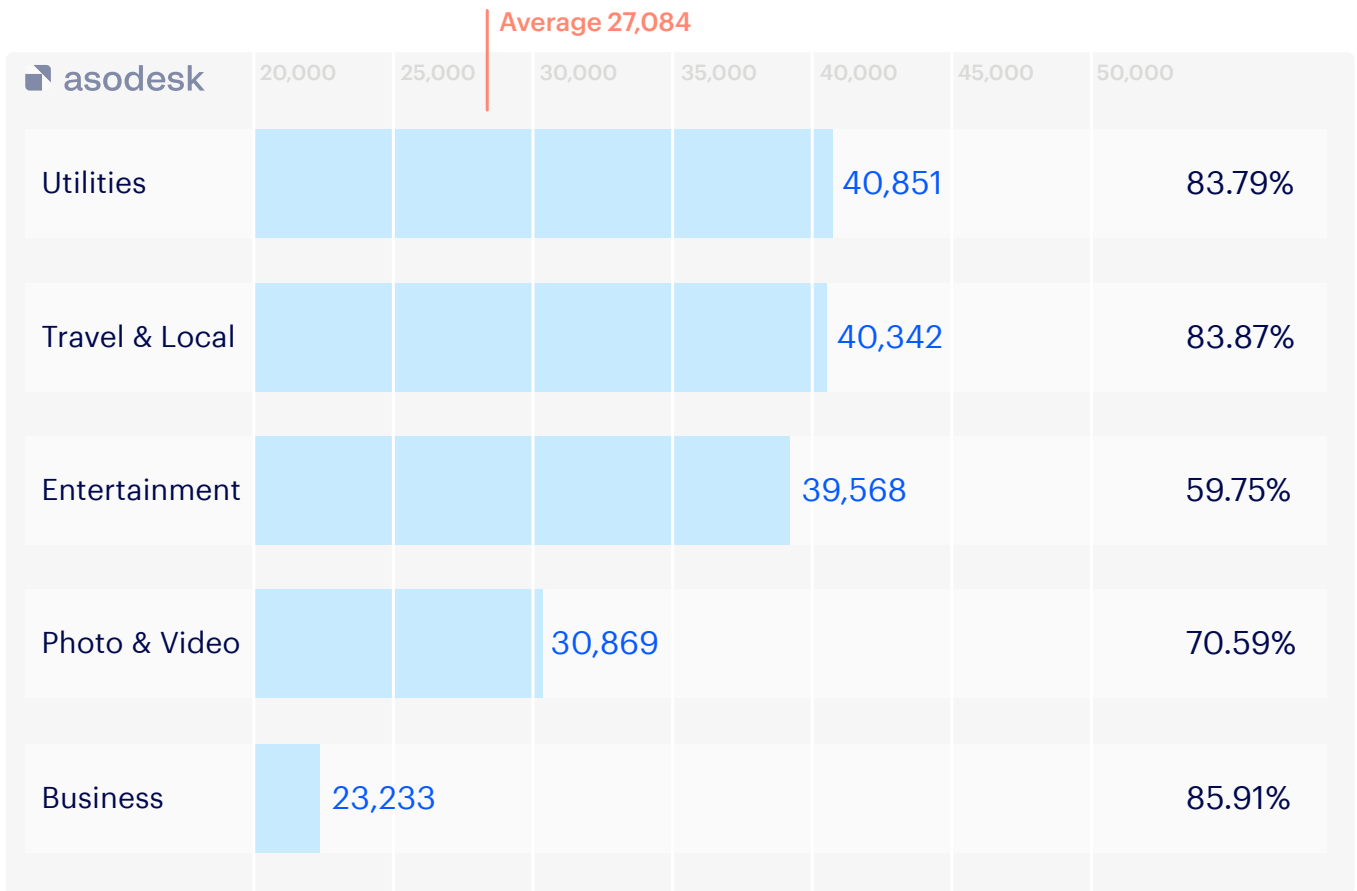

asodesk

Average 49.13% — Brand
Average 50.87% — Non brand

Category	Brand	Non brand
Social Networking	70.54%	29.46%
Games	50.11%	49.89%
Lifestyle	53.77%	46.23%
Entertainment	40.25%	59.75%
Travel & Local	16.13%	83.87%
Utilities	16.21%	83.79%
Photo & Video	29.41%	70.59%
Shopping	55.09%	44.91%
Productivity	82.14%	17.86%
Sports	12.19%	87.81%
Food & Drink	33.26%	66.74%
Business	14.09%	85.91%
Finance	31.28%	68.72%
Music	26.51%	73.49%
Navigation	64.13%	35.87%
Health & Fitness	25.23%	74.77%
Education	15.71%	84.29%

Share of branded and non-branded traffic from the App Store, France.
Source: asodesk.com

50.87% of search traffic from the 500 most popular queries in France is non-branded. Almost half of users search for apps by queries that don't belong to any brand but reflect their needs.

We found out the categories that are most suitable for promoting with non-branded queries in App Store Search:

Number of non-branded Impressions, France.
Source: asodesk.com

◣ **In the Business category**, 85.91% of traffic is non-branded. This category gets 23,200 Impressions from general queries, which is only 3,800 less than the average.

◣ **In the Travel & Local category,** 83.87% of traffic is non-branded. These apps get around 40,300 Impressions from non-branded queries, which is 1.5 times higher than the average.

◣ **In the Utilities category,** 83.79% of traffic is non-branded. There are almost 40,900 Impressions from general queries.

◣ **In the Photo & Video category,** 70.59% of traffic is non-branded. These apps get almost 30,900 Impressions from general queries, which is around 3.9 times more than the average.

◥ **In the Entertainment category,** around 59.75% of traffic is non-branded. These apps get almost 39,600 Impressions from general queries, which is more than 12,000 more than the average.

Key takeaways

We found the top 5 categories that are suitable for promotion using non-branded queries in App Store Search in France:

◥ **Business**
◥ **Travel & Local**
◥ **Utilities**
◥ **Photo & Video**
◥ **Entertainment**

In these app categories, most users prefer to search for apps with non-branded queries, which is why app developers have a high chance of attracting traffic from non-branded queries.

Spain

We compared the amount of branded and non-branded traffic from the 500 most popular queries in Spain and found the best categories for promotion using general queries in App Store Search.
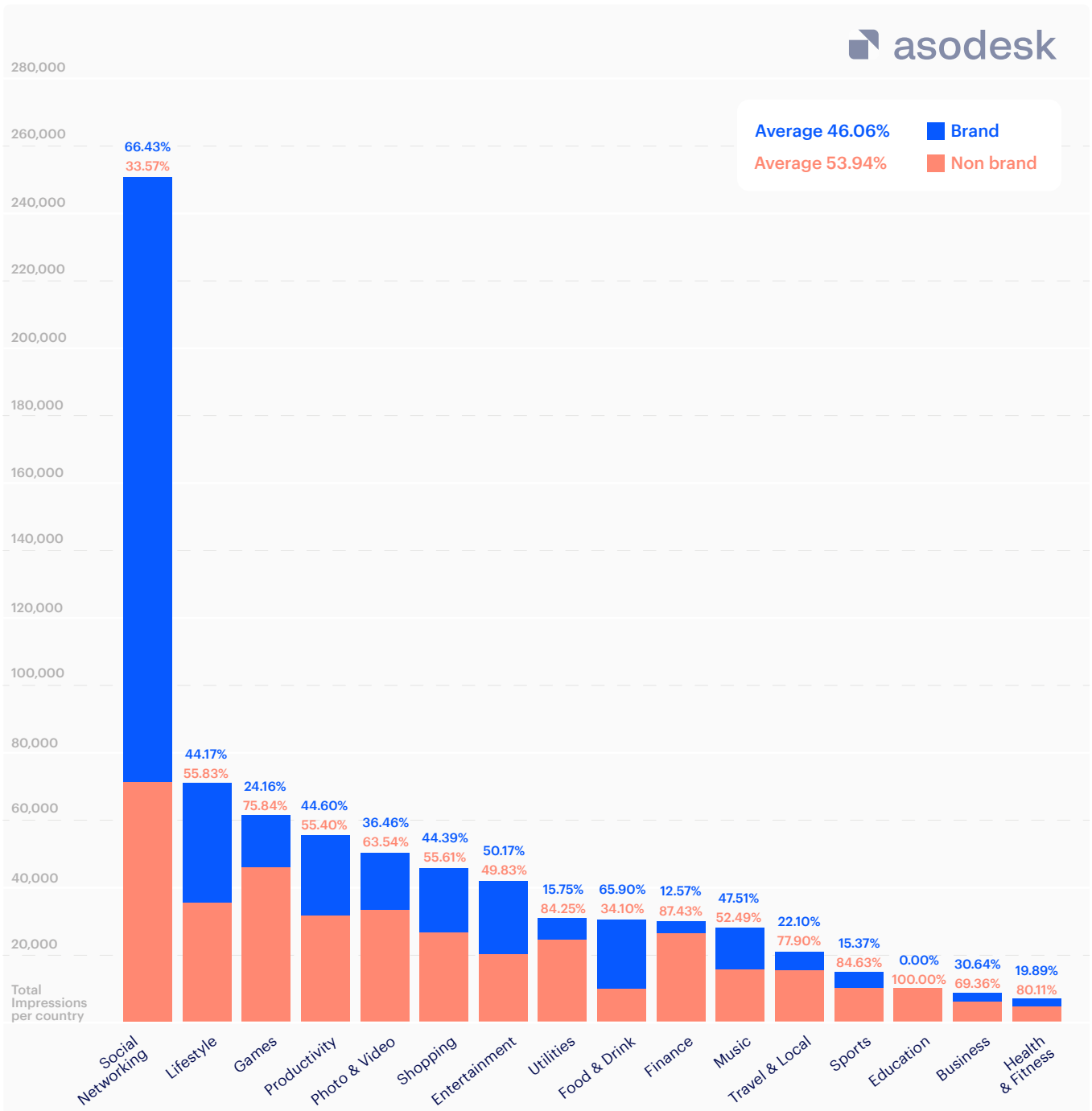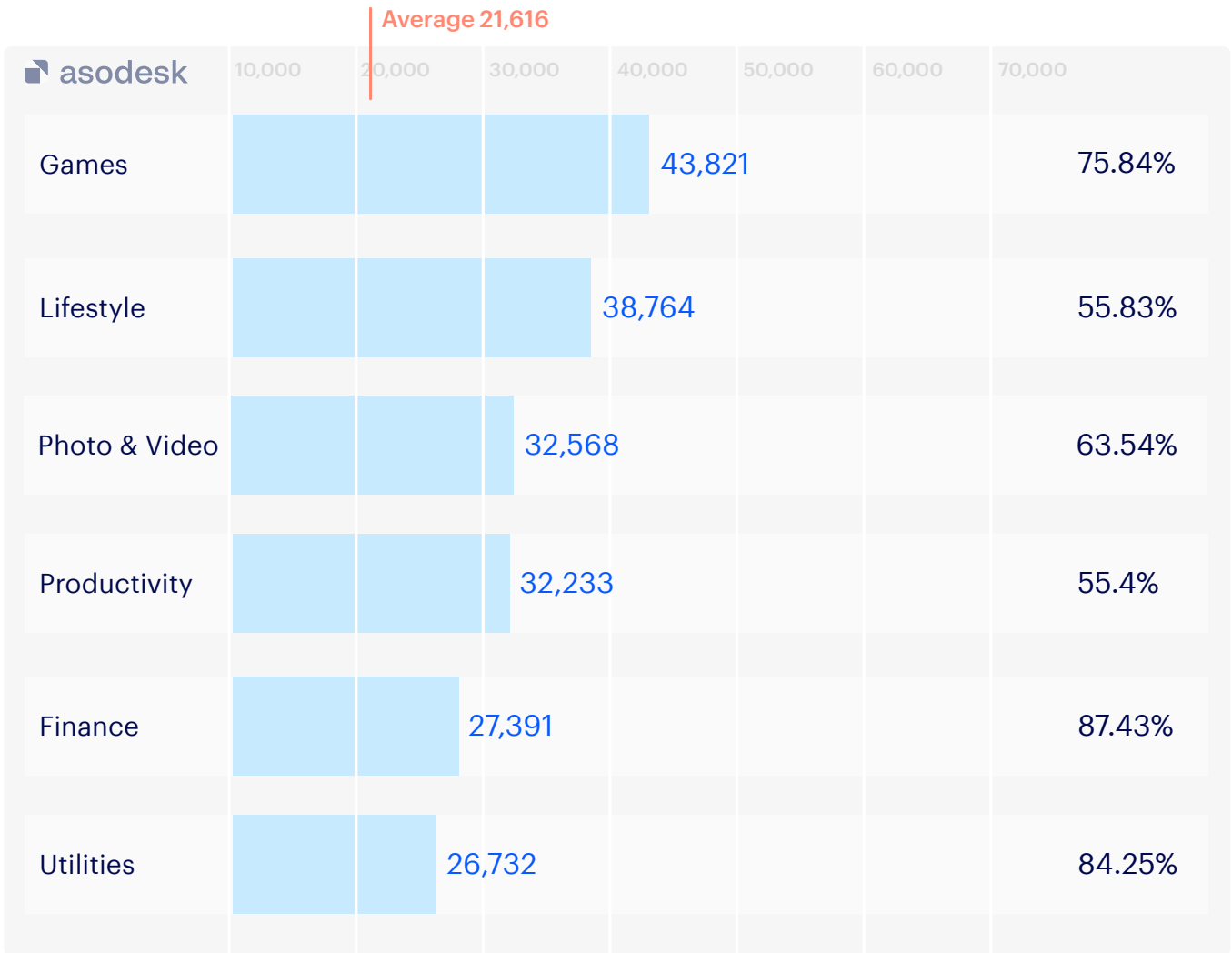

Share of branded and non-branded traffic from the App Store, Spain.
Source: asodesk.com

We found that **53.94%** of search traffic from the 500 most popular queries in Spain is non-branded. Users prefer to search for apps that offer what they are looking for regardless of what brands they belong to.

We found the categories that are most suitable for promoting with non-branded queries in App Store Search:

	Number of non-branded Impressions	Non-branded %
Games	43,821	75.84%
Lifestyle	38,764	55.83%
Photo & Video	32,568	63.54%
Productivity	32,233	55.4%
Finance	27,391	87.43%
Utilities	26,732	84.25%

Average 21,616

Number of non-branded Impressions, Spain.
Source: asodesk.com

◥ **In the Finance category**, 87.43% of traffic is non-branded. These apps get almost 27,400 Impressions from general queries, 5,800 more than the average in Spain.

◥ **In the Utilities category**, 84.25% of traffic comes from non-branded queries — 26,700 Impressions.

◥ **In the Photo & Video category** 63.54% of traffic is non-branded. This app's category gets almost 32,600 Impressions from general queries, around 10,900 more than the average.

- **In the Lifestyle category**, 55.83% of traffic comes from non-branded queries. There are almost 38,800 Impressions, 17,000 more than the average.

- **In the Productivity category** 55.4% of traffic is non-branded. This app's category gets around 32,200 of Impressions from general queries, 10,600 more than the average.

- **In Games apps** 75.84% of traffic comes from non-branded queries. There are 43,800 Impressions, double the average in Spain.

Key takeaways

We can highlight 5 app categories that are most suitable for attracting non-branded traffic from App Store Search in Spain:

- **Finance**
- **Utilities**
- **Photo & Video**
- **Lifestyle**
- **Productivity**

To find these apps, people often use general queries which don't belong to a particular brand but reflect what they need. That is why developers of listed apps have a high chance of getting traffic using non-branded queries.

We also learned that Games in general get a lot of traffic from non-branded queries. But the amount of non-branded traffic depends on the game's category. For example, people can search for puzzle games mostly with non-branded queries, but use branded queries for action games more often.

UK

We compared the amount of branded and non-branded traffic from the 500 most popular queries in the UK and found the best categories for promotion using general queries in App Store Search.
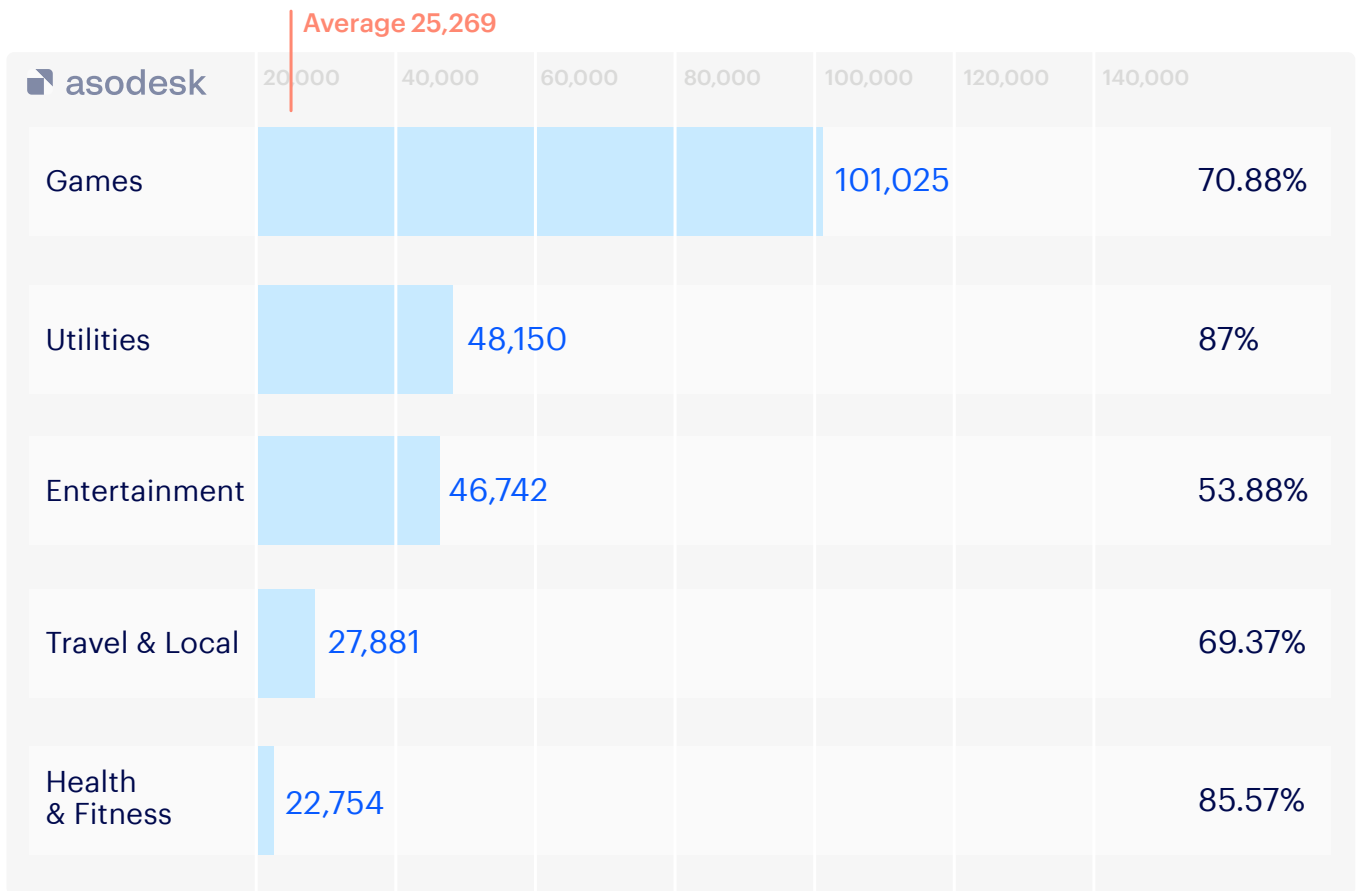

asodesk

Average 57.47% ■ Brand
Average 42.53% ■ Non brand

	Brand %	Non brand %
Social Networking	86.49%	13.51%
Games	29.12%	70.88%
Entertainment	46.12%	53.88%
Lifestyle	79.98%	20.02%
Utilities	13.00%	87.00%
Productivity	57.94%	42.06%
Food & Drink	68.27%	31.73%
Travel & Local	30.63%	69.37%
Music	45.21%	54.79%
Shopping	65.88%	34.12%
Photo & Video	61.66%	38.34%
Business	21.98%	78.02%
Health & Fitness	14.43%	85.57%
Medical	25.13%	74.87%
Finance	81.04%	18.96%
Navigation	40.34%	59.66%
Books	56.92%	43.08%

Total Impressions per country
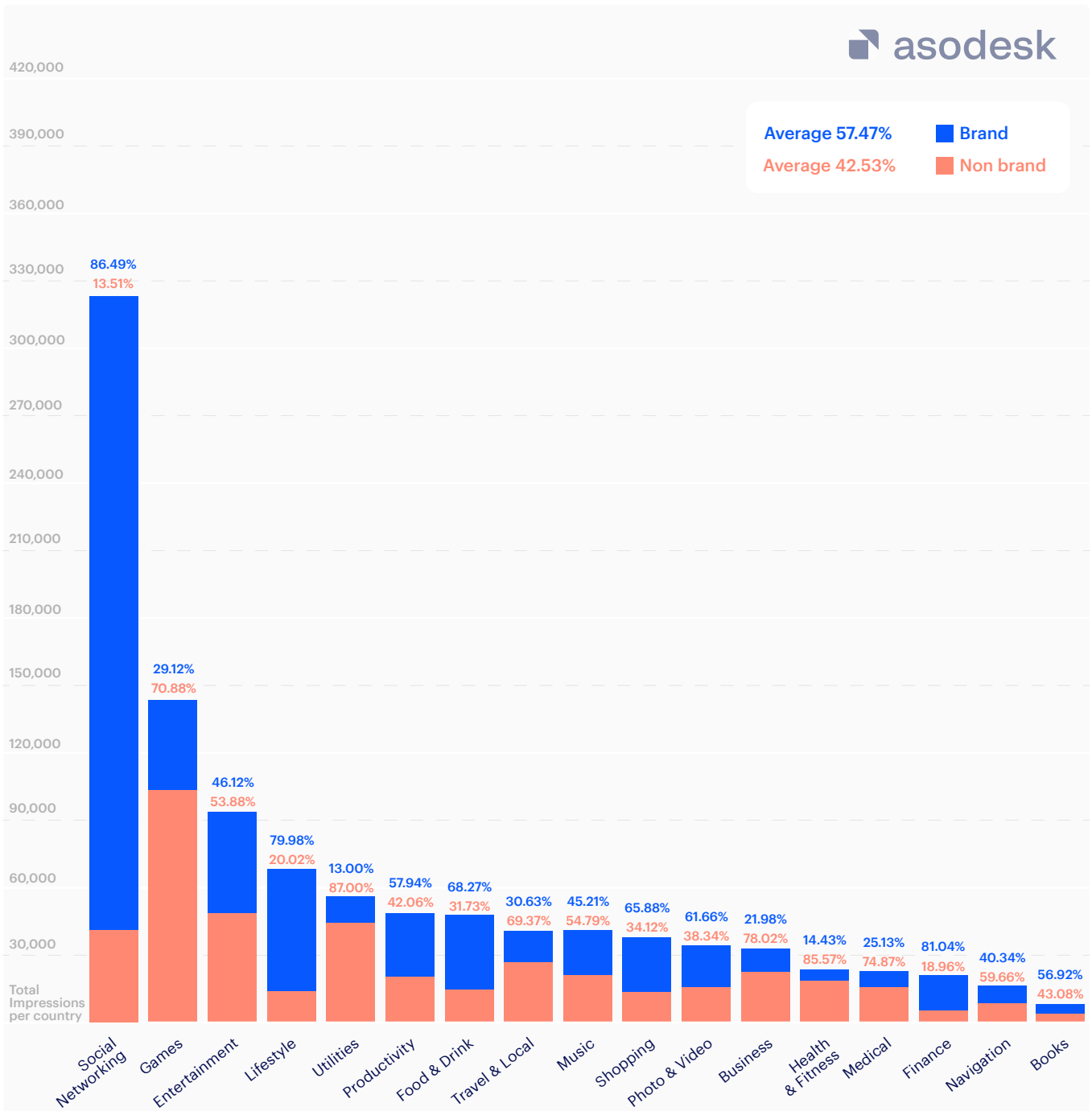
Share of branded and non-branded traffic from the App Store, UK.
Source: asodesk.com

42.53% of search traffic from top 500 popular queries in the UK come from non-branded queries. UK users are more likely to download apps from queries which belong to a particular brand.

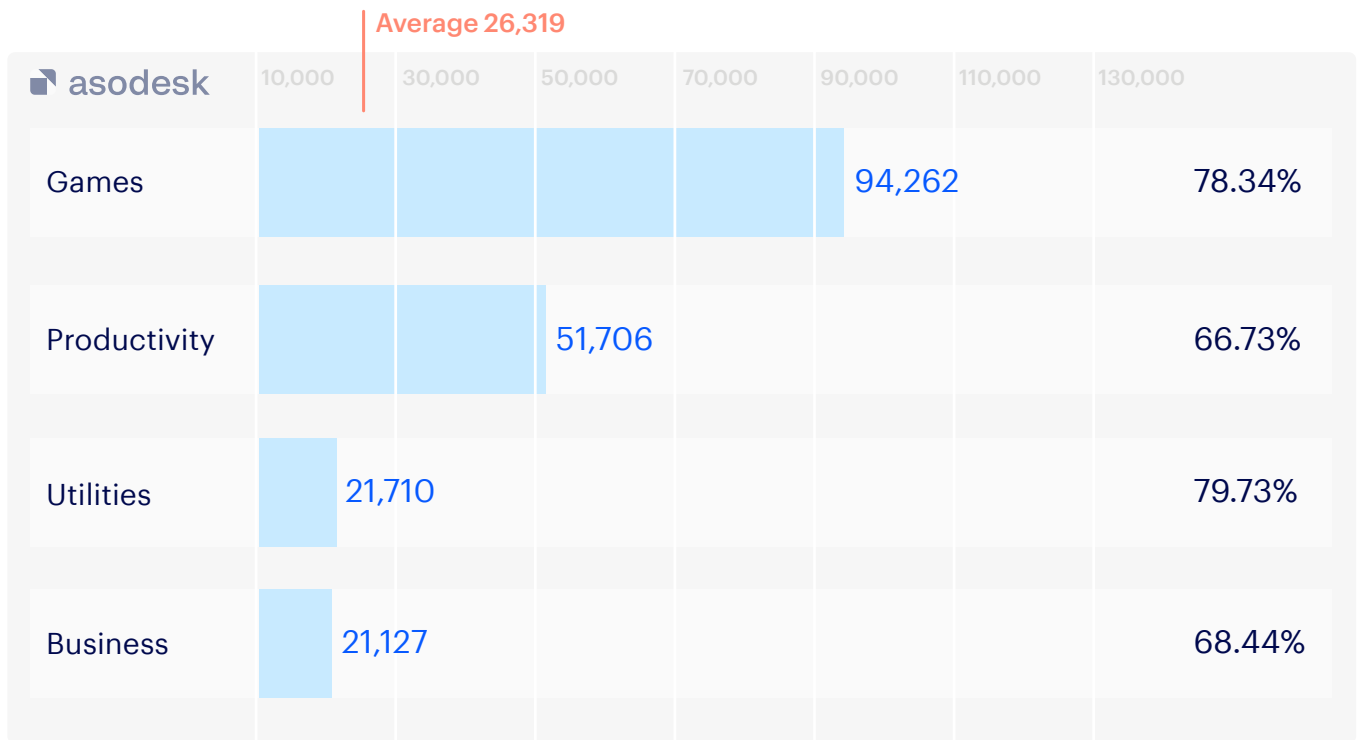We found the app categories in which app developers have the highest chance of attracting non-branded traffic:

asodesk	Average 25,269					
	20,000 40,000 60,000 80,000	100,000	120,000	140,000		
Games		101,025		70.88%		
Utilities	48,150			87%		
Entertainment	46,742			53.88%		
Travel & Local	27,881			69.37%		
Health & Fitness	22,754			85.57%		

Number of non-branded Impressions, UK.
Source: asodesk.com

◥ **In the Utilities category** 87% of traffic is non-branded. There are almost 48,200 Impressions from general queries, 22,900 more than the average.

◥ **In the Health & Fitness category** 85.57% of traffic comes from non-branded queries. These apps get almost 22,800 Impressions, only 2,500 lower than the average.

◥ **The Travel & Local category** gets 69.37% of non-branded traffic. There are almost 27,900 Impressions from general queries, 2,600 more than the average in the UK.

↘ **In the Entertainment category** 53.88% of traffic is non-branded. These apps get 46,700 Impressions, almost 21,500 more than the average.

Note that in **the Games apps** 70.88% of traffic comes from non-branded queries. This is the highest percentage of non-branded traffic in the UK at 101,000.

Key takeaways

We found the top 4 app categories which have the biggest opportunity for getting search traffic on non-branded queries in the UK:

↘ **Utilities**
↘ **Health & Fitness**
↘ **Travel & Local**
↘ **Entertainment**

Users are most likely to search these apps with general queries, which is why app developers can easily get non-branded traffic.

Note that the Games category generally also gets a lot of traffic from non-branded queries. But the amount of non-branded traffic will depend on the game category. For example, in Trivia games the majority of traffic can be non-branded, while in the Action category there can be more branded traffic than non-branded.

Australia

We compared the amount of branded and non-branded traffic from the 500 most popular queries in Australia and found the best categories for promoting by general queries in App Store Search.
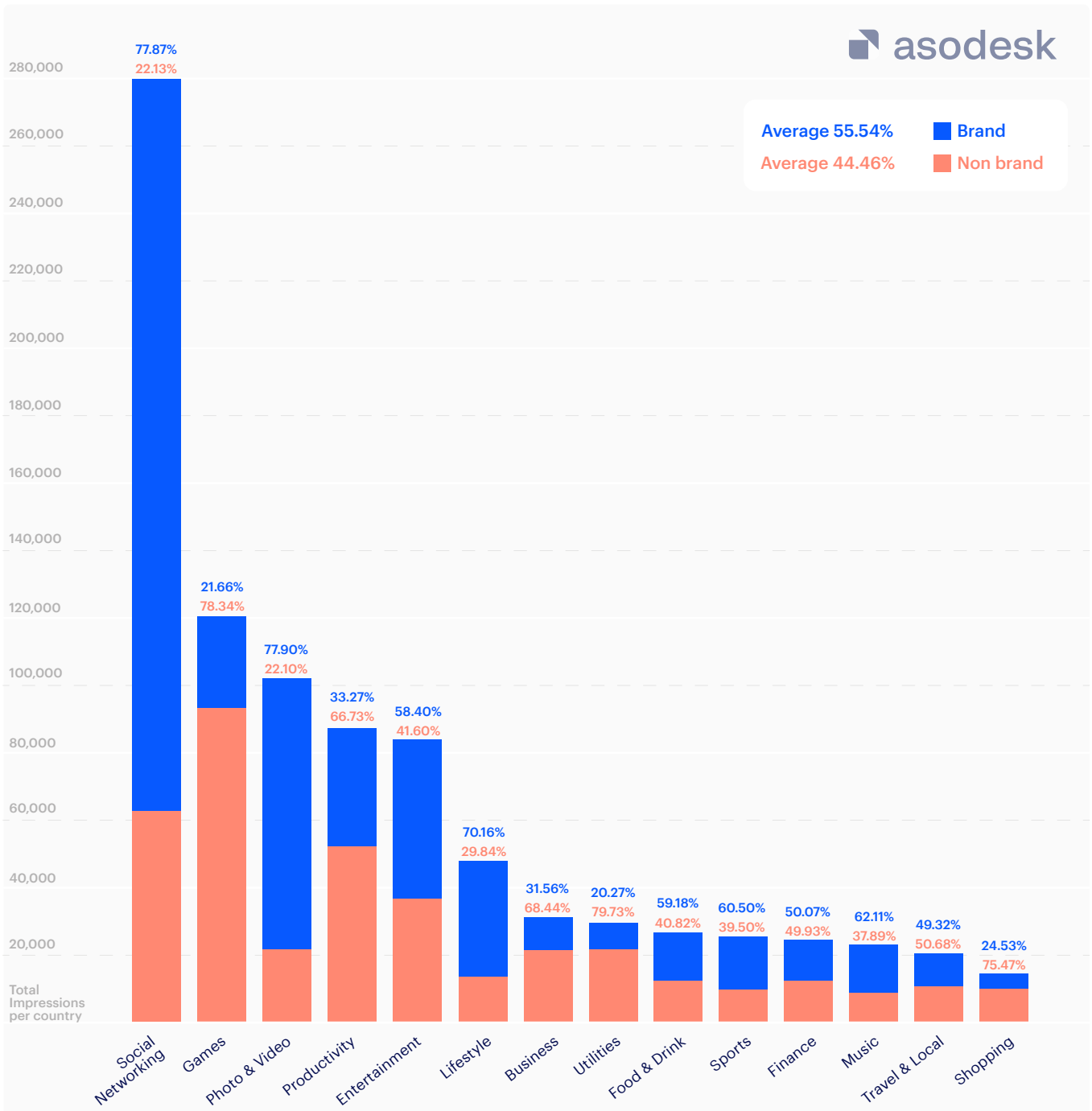
asodesk

Average 55.54%	■ Brand
Average 44.46%	■ Non brand

Social Networking: 77.87% / 22.13%
Games: 21.66% / 78.34%
Photo & Video: 77.90% / 22.10%
Productivity: 33.27% / 66.73%
Entertainment: 58.40% / 41.60%
Lifestyle: 70.16% / 29.84%
Business: 31.56% / 68.44%
Utilities: 20.27% / 79.73%
Food & Drink: 59.18% / 40.82%
Sports: 60.50% / 39.50%
Finance: 50.07% / 49.93%
Music: 62.11% / 37.89%
Travel & Local: 49.32% / 50.68%
Shopping: 24.53% / 75.47%

Total Impressions per country

Share of branded and non-branded traffic from the App Store, Australia.
Source: asodesk.com

We found out that **44.46%** of search traffic from the 500 most popular queries in Australia is non-branded. Almost half of users search for their apps by queries that don't belong to any brand but reflect their needs.

We analyzed the share of non-branded traffic in app categories compared to branded and analyzed the number of Impressions they get by general queries. We found the app categories that have the highest indicators for these criteria:

Average 26,319				
asodesk	10,000 30,000 50,000 70,000 90,000 110,000 130,000			
Games		94,262	78.34%	
Productivity	51,706		66.73%	
Utilities	21,710		79.73%	
Business	21,127		68.44%	

Number of non-branded Impressions, Australia.
Source: asodesk.com

◤ **In the Utilities category**, 79.73% of traffic is non-branded. There are 21,700 Impressions, which is only 4,600 lower than the average in Australia.

◤ **In the Business category** 68.44% of traffic comes from non-branded queries. Business apps get around 21,100 Impressions, which is only 5,200 lower than the average.

◤ **In the Productivity category,** 66.73% of traffic comes from non-branded queries. There are 51,700 Impressions, 25,400 more than the average in Australia.

Games apps get 78.34% of traffic from non-branded queries. There are almost 94,300 Impressions from general queries, which is the most Impressions from general queries in Australia.

Key takeaways

We found the top 3 categories that are suitable for promoting with non-branded queries in App Store Search in Australia:

◥ **Utilities**
◥ **Business**
◥ **Productivity**

Users mostly search for these apps with non-branded queries, so app developers can easily get traffic from general queries. For example, most users search for the query "calendar", not for the brands of calendar apps.

Games apps in general also get a lot of non-branded traffic from App Store Search. But not all games apps can easily get general traffic. For example, in the simulation category, there can be a lot of well-known games which are searched by branded queries, while word games are searched by non-branded queries.

Japan

We compared the amount of branded and non-branded traffic from the 500 most popular queries in Japan and found the best categories for promotion by general queries in App Store Search.
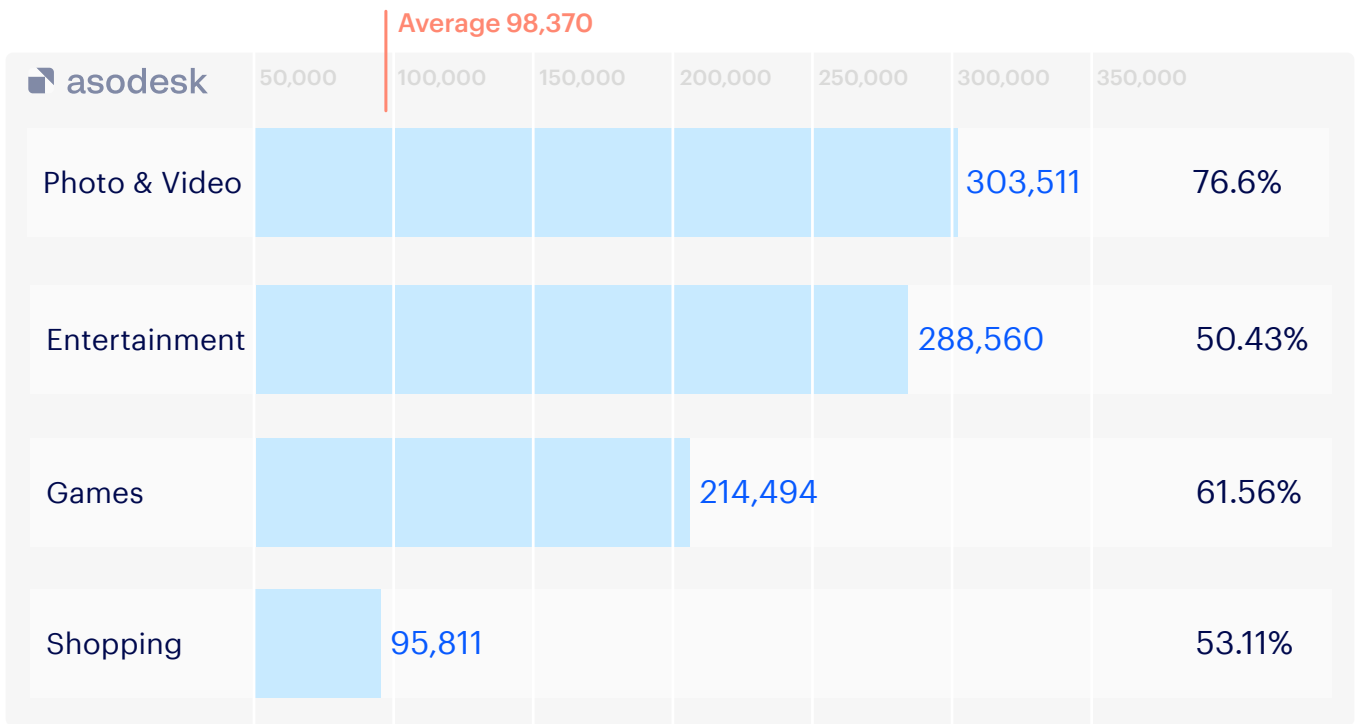

asodesk

| | Average 67.29% | ■ Brand |
| | Average 32.71% | ■ Non brand |

Chart values by category:

- Games: 46.79% / 53.21%
- Social Networking: 88.08% / 11.92%
- Entertainment: 74.13% / 25.87%
- Photo & Video: 72.79% / 27.21%
- Lifestyle: 88.59% / 11.41%
- Productivity: 66.20% / 33.80%
- Music: 52.14% / 47.86%
- Utilities: 30.60% / 69.40%
- Books: 42.64% / 57.36%
- Finance: 84.09% / 15.91%
- Shopping: 84.63% / 15.37%
- Food & Drink: 100.00% / 0.00%
- Sports: 62.29% / 37.71%
- Navigation: 72.17% / 27.83%
- Travel & Local: 54.97% / 45.03%

Total Impressions per country
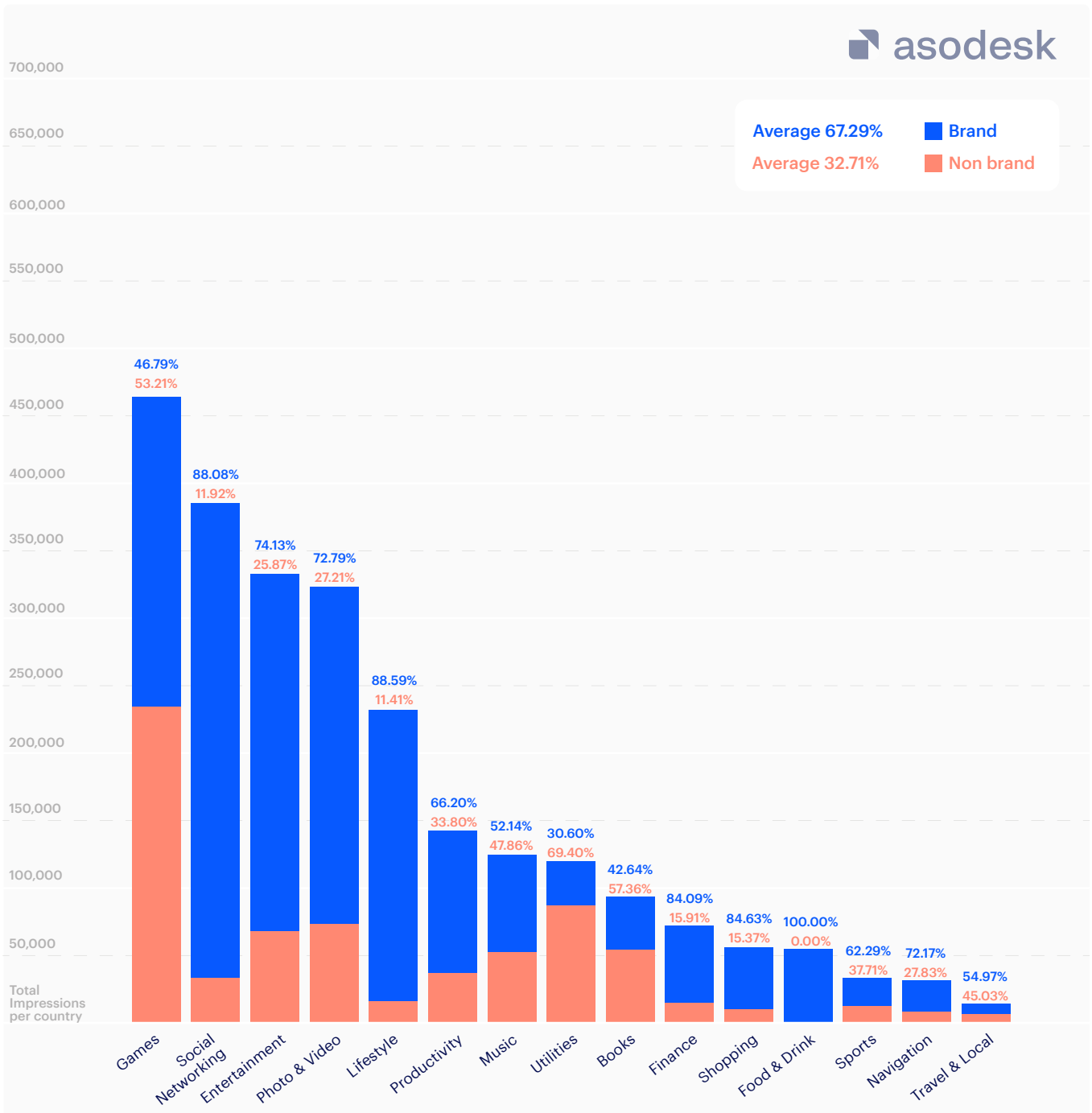
Share of branded and non-branded traffic from the App Store, Japan.
Source: asodesk.com

Only **32.71%** of search traffic from the 500 most popular queries in Japan is non-branded. We can see that Japanese users prefer to search for app brands.

We found the app categories, that can most easily be promoted through non-branded queries in App Store Search:

	Average 51,637						
asodesk	40,000 · 80,000 · 120,000 · 160,000 · 200,000 · 240,000 · 280,000						
Games					241,407		53.21%
Utilities	83,572						69.4%
Music	54,474						47.86%
Books	54,336						57.36%
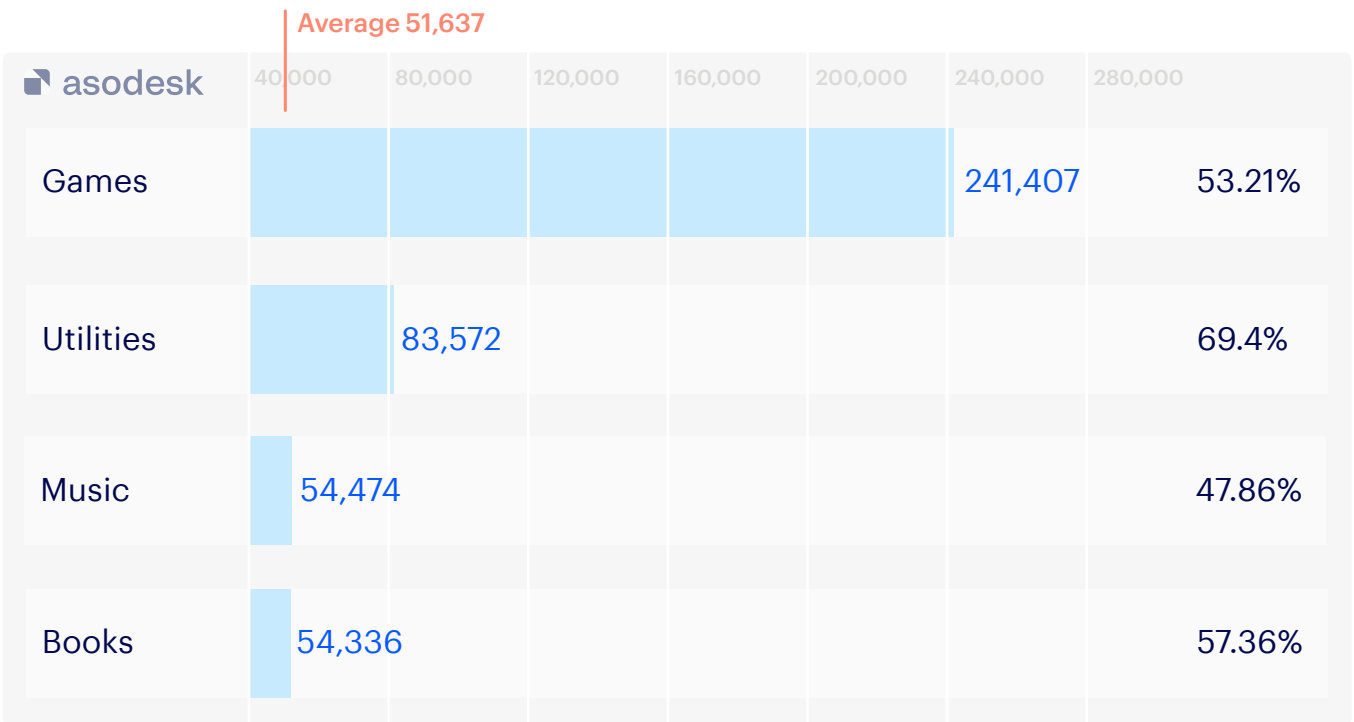
Number of non-branded Impressions, Japan.
Source: asodesk.com

▼ **In the Utilities category** 69.4% of search traffic is non-branded. These apps get almost 83,600 Impressions, which is 31,900 more than the average.

▼ **In the Books category**, 57.36% of search traffic is non-branded. These apps get around 54,300 Impressions from general queries, which is almost 2,700 more than the average.

▼ **In the Music category** 47.86% of search traffic is non-branded. These apps get almost 54,500 Impressions from general queries, which is slightly higher than the average.

🔵 **Games apps** also get the most Impressions from non-branded queries in Japan — around 241,400. 53.21% of search traffic in games is non-branded.

Key takeaways

We found the 3 best categories for using general queries in Japan:

❱ **Utilities**
❱ **Books**
❱ **Music**

People mostly use non-branded categories to find these apps in Japan. For example, users more often search for reader apps by general queries than for queries which belong to any brand.

Japanese games apps in general get the biggest number of Impressions by non-branded queries. But the real opportunity for promotion by non-branded queries also depends on the games category. For example, to find card games, people may use mostly non-branded queries, while in the adventure category, people may search for branded apps.

China

We compared the amount of branded and non-branded traffic from the 500 most popular queries in China and found the best categories for promotion with general queries in App Store Search.

Average 46.46% — Brand
Average 53.54% — Non brand

Category	Brand	Non brand
Entertainment	49.57%	50.43%
Photo & Video	23.40%	76.60%
Games	38.44%	61.56%
Social Networking	54.58%	45.42%
Lifestyle	55.45%	44.55%
Utilities	55.07%	44.93%
Shopping	46.89%	53.11%
Finance	55.81%	44.19%
Business	58.60%	41.40%
News	12.66%	87.34%
Education	65.96%	34.04%
Music	63.33%	36.67%
Productivity	68.40%	31.60%
Travel & Local	56.79%	43.21%
Books	35.57%	64.43%
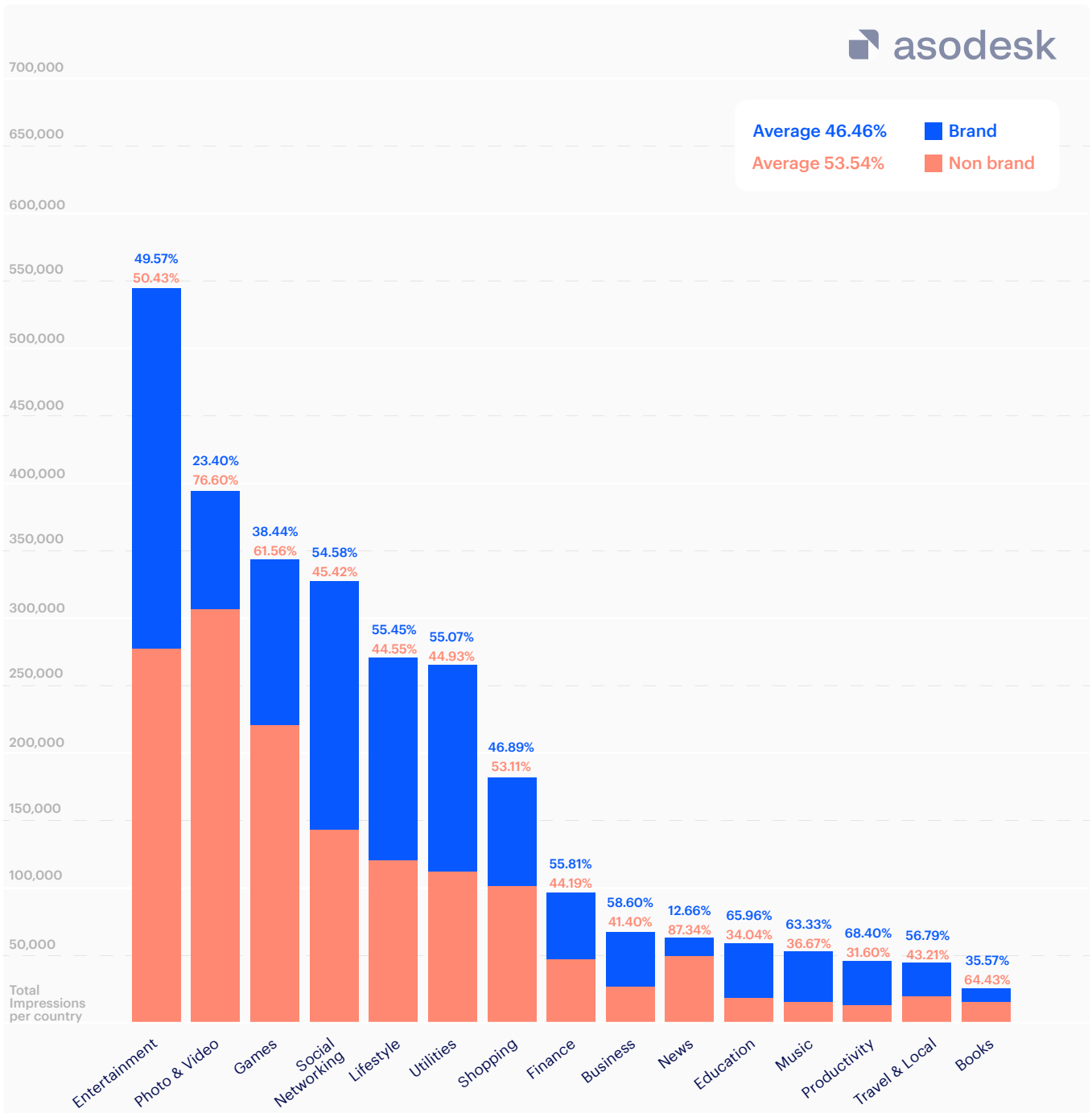
Share of branded and non-branded traffic from the App Store, China.
Source: asodesk.com

53.54% of search traffic from the 500 most popular queries in China is non-branded. More than half of Chinese users search for queries that reflect their needs and don't belong to any particular brand.

We also found the app categories that offer the best opportunities for promoting through general queries in App Store Search in China:

Category	Impressions	%
Photo & Video	303,511	76.6%
Entertainment	288,560	50.43%
Games	214,494	61.56%
Shopping	95,811	53.11%

Average 98,370

Number of non-branded Impressions, China.
Source: asodesk.com

◤ **In the Photo & Video category**, 76.6% of traffic is non-branded. These apps get 303,500 of Impressions from general queries, which is 3 times higher than the average.

◤ **In the Shopping category**, 53.11% of traffic is non-branded. They get around 95,800 Impressions from general queries, which is only 2,500 less than the average in China.

◤ **In the Entertainment category**, 50.43% of traffic is non-branded. These apps get almost 288,600 Impressions from general queries, which is 2.9 times more than the average.

🔵 Note that **Games apps** also get 61.56% of search traffic from non-branded queries. They get almost 214,500 Impressions, which is 2.2 times more than the average.

Key takeaways

We found the top 3 categories with the best chances for attracting traffic from non-branded queries in China:

- **Photo & Video**
- **Shopping**
- **Entertainment**

Chinese users prefer to search these apps with general queries that reflect their needs, which is why app developers can get the majority of their traffic from non-branded queries. For example, users prefer to search for any photo editors than for apps that belong to particular brands.

Games apps in general also get the majority of their search traffic from non-branded queries. But the real efficiency of promoting through non-branded queries will depend a lot on the games category. For example, trivia games may attract more non-branded traffic than branded traffic, while in strategy games, the opposite can be true.

The main highlights for non-branded search traffic

1   **In the USA, France, Spain, the UK, Australia, and China** roughly a half of users search for apps using non-branded queries.

2   **Only Japanese users prefer to search for apps through branded queries,** the share of non-branded traffic in this country is only 32.7%. But note that the number of Impressions from non-branded queries are still big in Japan — third highest in the world.

3   **Utilities apps have the highest chances of getting non-branded traffic** from App Store Search in 6 of the countries we analyzed: the USA, France, Spain, the UK, Australia, and Japan.

4   **Games generally get the majority of search traffic from non-branded queries** in the USA, France, the UK, Australia, China, and Japan. But the real opportunity to get downloads from non-branded queries will depend on the game's category.

4. Which categories of apps have the highest conversion to app download from App Store Search

We found out which app categories attract the most app downloads from the search. To do this, we analyzed the conversion rate with the help of our free CVR Benchmark tool. With this tool, you can check average conversion rates for any app category in 100 countries from different traffic sources: search, browse, app, and web referrer.

In our study, conversion rate (CVR) refers to the conversion to app downloads from Impressions. We only considered first-time downloads of an app.

If there is a high conversion rate in a category and most Impressions come from non-branded queries, it might be easier to get downloads by general queries. That is why we also mentioned categories with high CVR and a strong hold on non-branded traffic.

Worldwide

The average conversion to app downloads from Impressions in the countries that we analyzed **is only 3.81%.**

Category	CVR
Travel	7.86%
Finance	5.24%
Utilities	4.77%
News	4.73%
Education	4.60%
Business	4.23%
Food & Drink	4.21%
Productivity	4.13%
Navigation	4.04%
Music	3.94%
Photo & Video	3.91%
Reference	3.79%
Medical	3.62%
Health & Fitness	3.58%
Lifestyle	3.26%
Social Networking	2.98%
Weather	2.97%
Entertainment	2.81%
Shopping	2.41%
Books	1.99%
Sports	0.91%

Average 3.81%
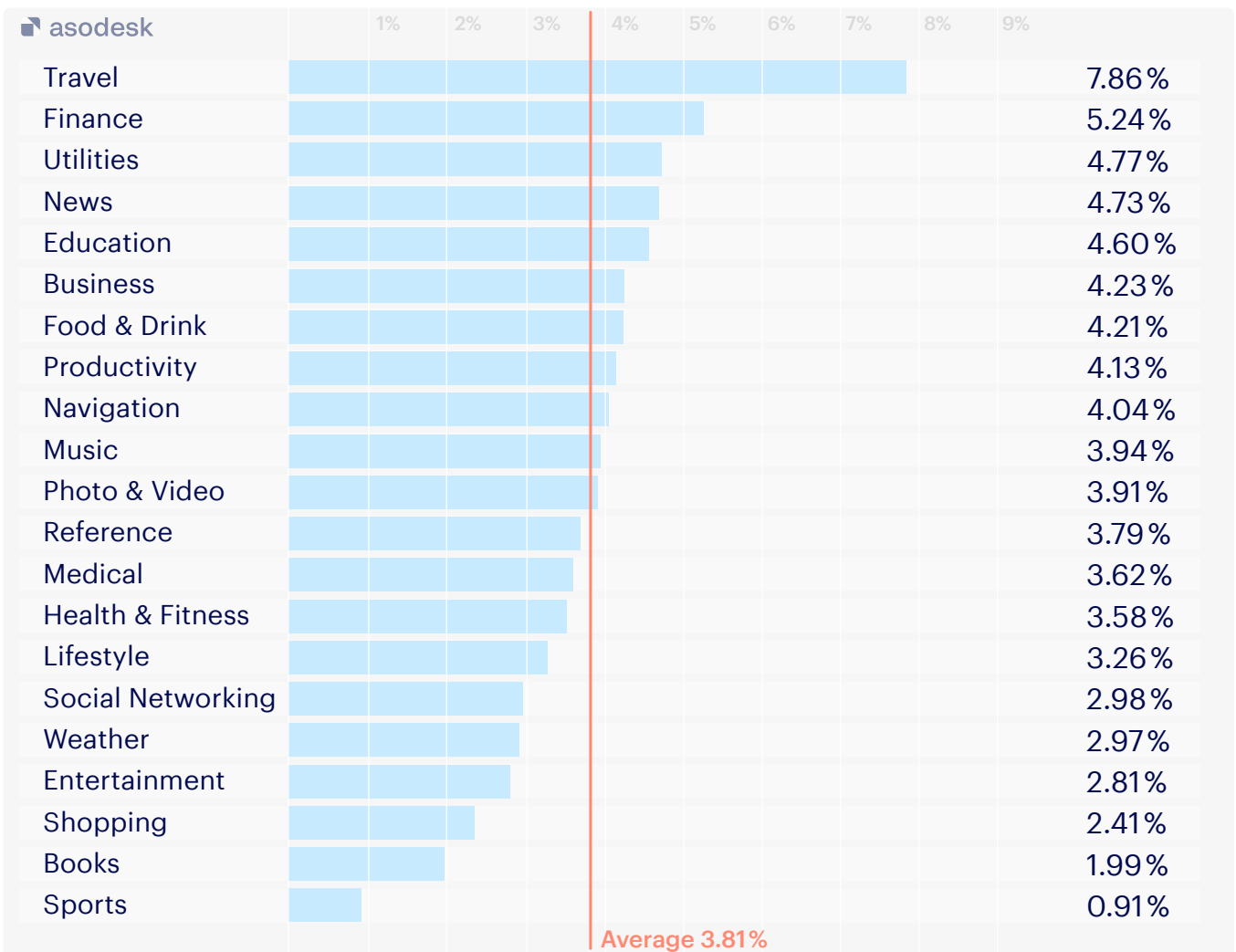
Conversion to app downloads from Impressions in the App Store, worldwide.
Source: asodesk.com

The **top 5 categories** with the highest conversion rates are:

Travel   **Finance**   **Utilities**   **News**   **Education**
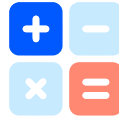
In the Travel category, the conversion rate is 7.86% which is more than double the average. In the 3rd chapter of our study, we also found that 54.16% of Impressions in the Travel category come from non-branded queries. Therefore, Travel apps have the potential for high conversion rates and can be promoted by non-branded queries in App Store Search.

Finance apps also get 46.87% of Impressions from non-branded queries. In News, Utilities, and Education categories, more than 62% of Impressions come from general queries. These app categories get above-average conversion rates from the search.

Books and Sports apps have the lowest CVR. Only 0.91% of people who see Sports apps in the search actually download them.

Key takeaways

We found 5 app categories in which conversion to app downloads from Impressions is higher than in other categories. A big share of non-branded traffic compared to branded also makes them suitable for promotion by general queries:

◣ **Travel**
◣ **Education**
◣ **Utilities**
◣ **Finance**
◣ **News**

2 categories have lower conversion rates than others — less than 2%:

◣ **Books**
◣ **Sports**

Since conversion rates are so low in these categories, they require even more work to maximize app downloads.
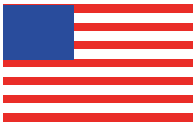
USA

To find the categories that get the best CVR from the search, we analyzed conversion to app downloads from Impressions in the USA. The average CVR in the USA is 4.55%.

🔹 asodesk

Category	CVR
Travel	11.04%
News	8.76%
Finance	6.77%
Utilities	5.43%
Business	4.95%
Photo & Video	4.72%
Productivity	4.59%
Shopping	4.58%
Education	4.48%
Food & Drink	4.14%
Music	4.10%
Health & Fitness	4.04%
Medical	3.96%
Navigation	3.72%
Weather	3.71%
Social Networking	3.46%
Lifestyle	3.42%
Reference	3.39%
Entertainment	3.05%
Books	2.34%
Sports	1.01%

Average 4.55%
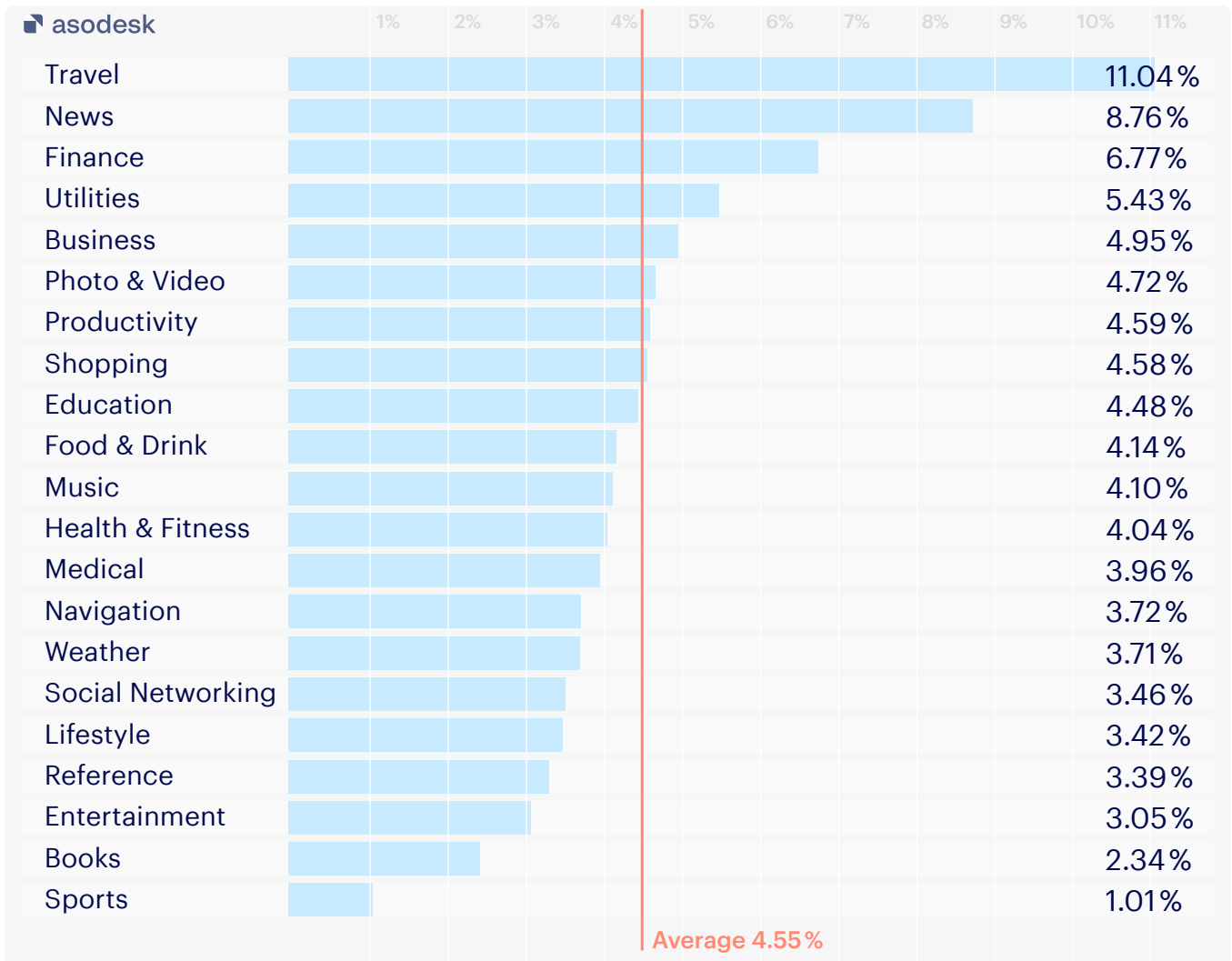
Conversion to app downloads from Impressions in the App Store, USA.
Source: asodesk.com

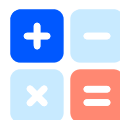The **top 5 categories** with the highest conversion rates are:

Travel   **News**   **Finance**   **Utilities**   **Business**

Note that in the Travel category, CVR is more than double the average at 11%. In chapter 3 we established that 85% of Impressions come from branded queries. CVR to app download in the Travel category is very high, as most people already know which app they need and search for it.

Utilities, Finance, and Business apps get more than 50% of Impressions from non-branded queries and these app categories also have one of the highest CVR in the USA.

There are also 2 categories for which the conversion rates are lower than 3%: Books and Sports.

Key takeaways

We found the top 3 app categories which can get a high conversion to app downloads from Impressions:

❯ **Finance**
❯ **Utilities**
❯ **Business**

More than half of all Impressions in these categories come from non-branded queries. If you want to create a new app that can easily get downloads from App Store Search, pay attention to these categories.

There are also 2 app categories in which app developers should be ready to work extensively to get more downloads from the search, as conversion in these categories is lower than others in the USA:

❯ **Books**
❯ **Sports**

France

The average conversion to app downloads from Impressions is **4.5%**, which is higher than the global average.

◾ asodesk	1%	2%	3%	4%	5%	6%	7%	8%	9%	
Travel										6.92%
Business										6.31%
Education										6.07%
Navigation										5.99%
Finance										5.71%
Productivity										5.68%
Utilities										5.67%
Food & Drink										5.17%
Lifestyle										4.65%
Photo & Video										4.63%
Health & Fitness										4.41%
Medical										4.33%
News										4.30%
Reference										4.16%
Social Networking										3.99%
Music										3.95%
Entertainment										3.23%
Books										2.96%
Shopping										2.62%
Weather										2.15%
Sports										1.71%

Average 4.50%
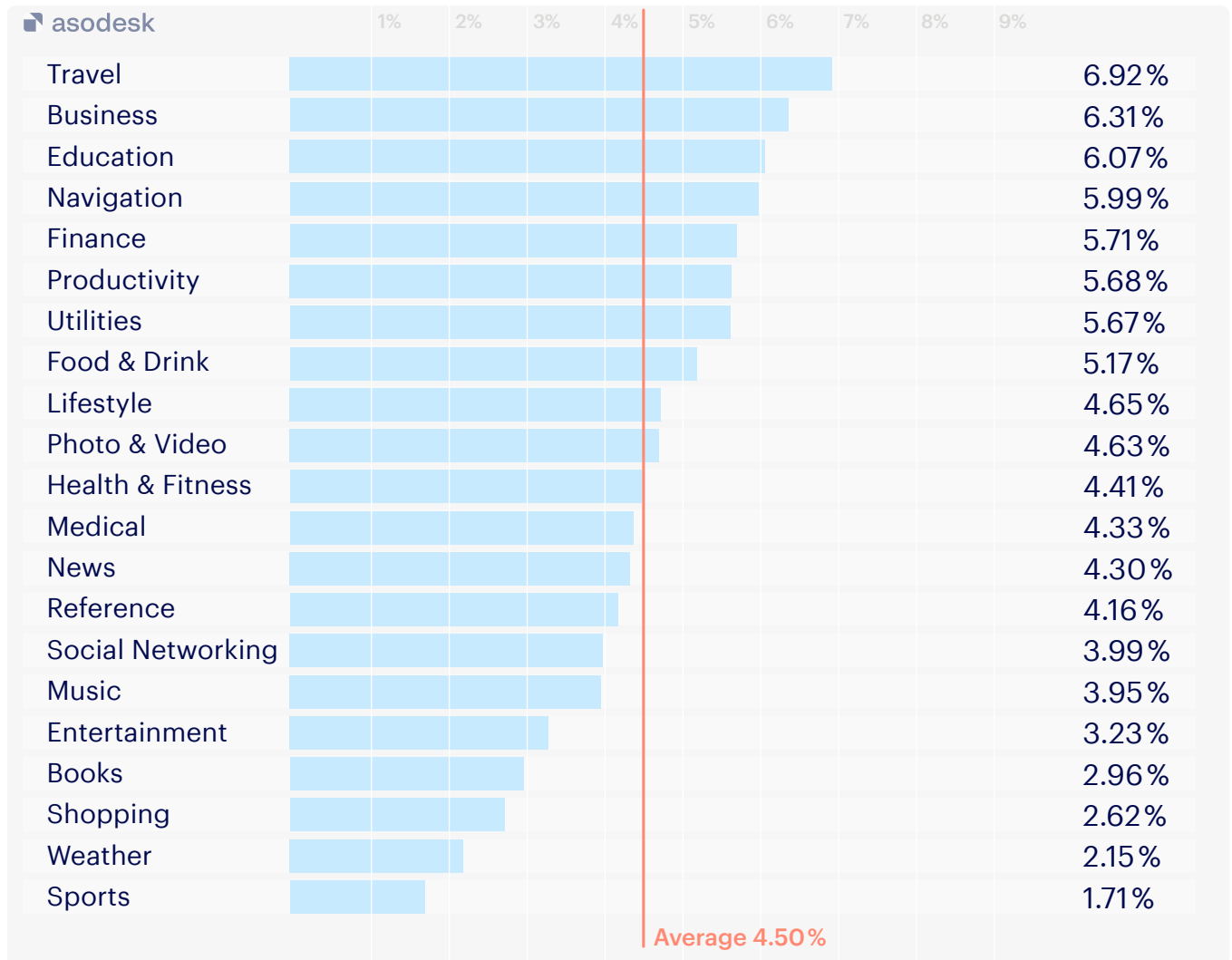
Conversion to app downloads from Impressions in the App Store, France.
Source: asodesk.com

The **top 5 categories** with the highest CVR from Impressions are:

Travel   **Business**   **Education**   **Navigation**   **Finance**

As we learned in chapter 3, in the Business, Education, and Travel categories, more than 83% of Impressions come from non-branded queries, which means that people often search these apps by queries that are not related to a particular app. Finance apps also have a good percentage of Impressions by non-branded queries — almost 69%.

These apps can easily get downloads from the search, even if users find them through non-branded queries.

4 categories with a CVR lower than 3% are: Books, Shopping, Weather, and Sports.

Note that in the Sports category, only 1.71% of people who see the app page in the search result actually download it. This is almost 3% lower than the average.

Key takeaways

We found the top 4 app categories which can get a high conversion to app downloads from Impressions:

◤ **Business**
◤ **Education**
◤ **Travel**
◤ **Finance**

In chapter 3, we also discovered that these app categories get the most Impressions from non-branded queries. So even if your app is unknown, you also have a big opportunity to optimize your app metadata for general queries and get good CVR from App Store Search.

There are also 4 app categories which have low conversion rates in France:

◤ **Books**
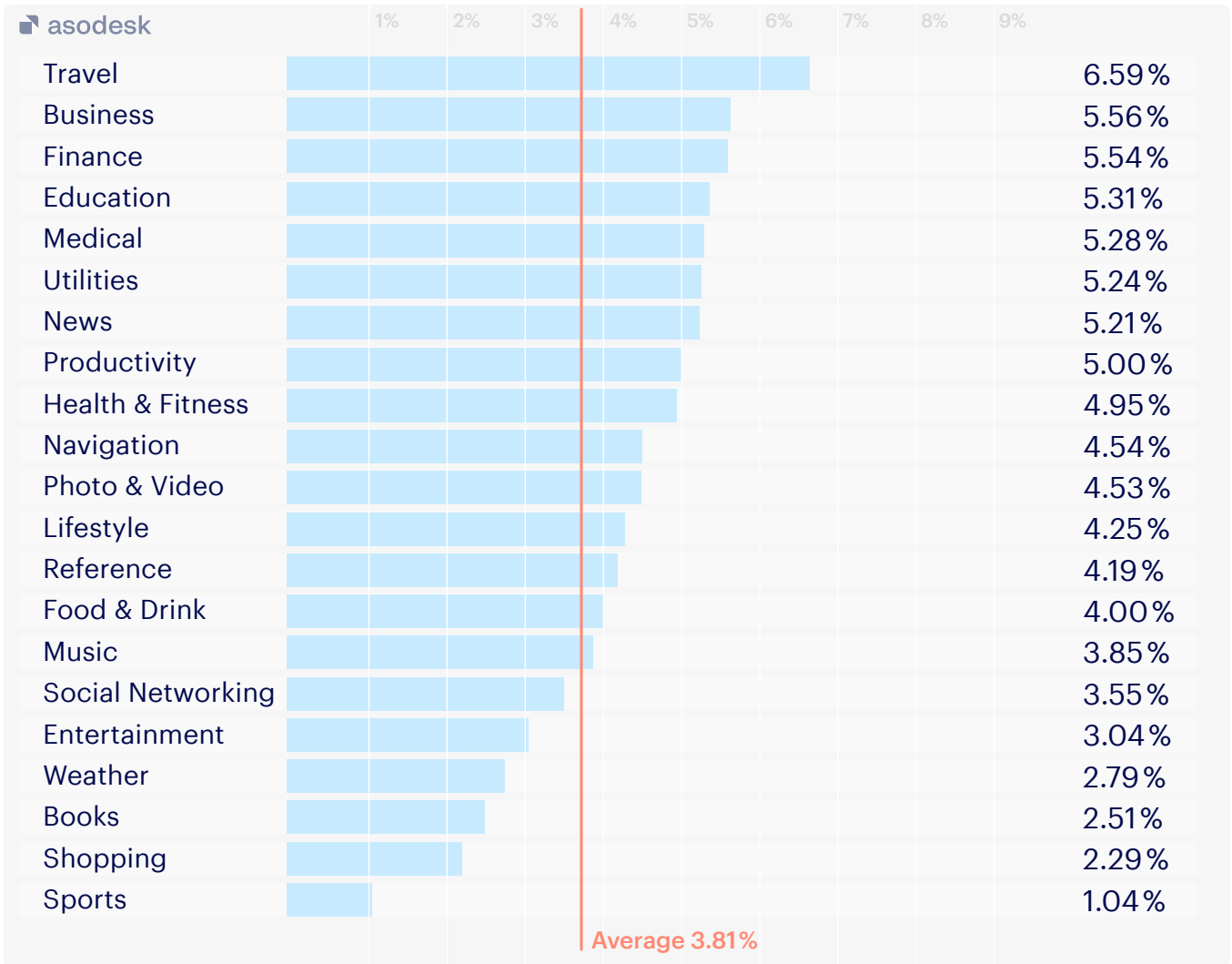◤ **Shopping**
◤ **Weather**
◤ **Sports**

Developers of these apps should put in extra work to boost their app conversion and get more downloads from App Store Search.

Spain

On average, 3.99% of users in Spain who see your app in the search results actually download it.

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Category	Conversion
Food & Drink	7.40%
Reference	5.92%
Utilities	5.75%
Travel	5.57%
Productivity	5.31%
Education	5.26%
Music	4.99%
Business	4.91%
Photo & Video	4.24%
Navigation	4.20%
Lifestyle	4.00%
Health & Fitness	3.78%
Social Networking	3.72%
Finance	3.43%
Medical	3.35%
News	3.10%
Entertainment	2.90%
Books	1.97%
Weather	1.76%
Shopping	1.64%
Sports	0.69%

Average 3.99%
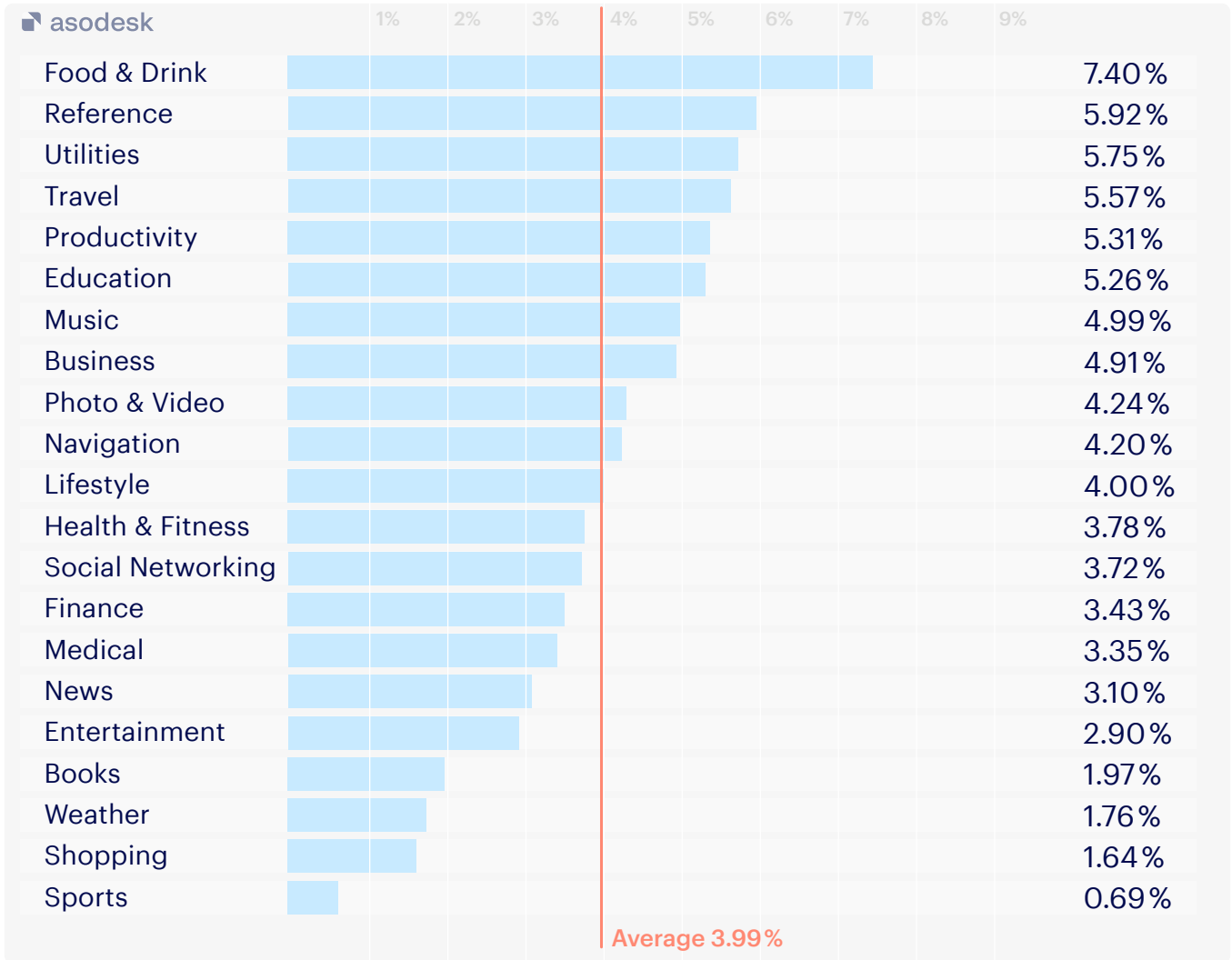
Conversion to app downloads from Impressions in the App Store, Spain.
Source: asodesk.com

The **top 5 categories** with the highest conversion rates are:

Food & Drink **Reference** **Utilities** **Travel** **Productivity**

The Utilities category gets a conversion rate which is almost double the average — 7.4%. As we found out in chapter 3, 84.25% of traffic in these app categories comes from non-branded queries.

Travel and Productivity categories also have a high chance of getting traffic from non-branded queries, as they have one of the highest CVR from the search in Spain. In chapter 3, we learned that they also get a big share of Impressions from non-branded queries — 77.9% in Travel and 55.4% in Productivity.

In these app categories, you have a great potential for getting a high conversion rate from Impressions — even if you are using non-branded queries for ASO.

Top 4 categories which get lower than 2% downloads from Impressions are:

❯ Books
❯ Weather
❯ Shopping
❯ Sports

Note that in the Sports category, only 0.69% of people download the app after seeing it in the search results.

Key takeaways

We found 3 app categories in which conversion to app downloads from Impressions is higher than in other categories. A big share of non-branded traffic also makes them suitable for promotion by general queries:

❯ **Utilities**
❯ **Productivity**
❯ **Travel**

In Spain, apps from the following categories have the lowest CVR from the search:

❯ **Books**
❯ **Weather**
❯ **Shopping**
❯ **Sports**

Developers of these apps should work harder to improve conversion to get more downloads than developers of other apps in these categories.

UK

The average conversion rate from Impressions in the UK is **5%**.

asodesk		1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	
Travel														12.91%
Education														7.71%
Utilities														6.47%
Finance														6.27%
Music														5.91%
Navigation														5.81%
Productivity														5.47%
Weather														5.30%
Photo & Video														5.18%
Medical														4.97%
Health & Fitness														4.92%
Business														4.77%
Reference														4.08%
Food & Drink														3.82%
News														3.66%
Lifestyle														3.63%
Entertainment														3.47%
Books														3.15%
Social Networking														2.93%
Shopping														2.35%
Sports														2.20%

Average 5.00%
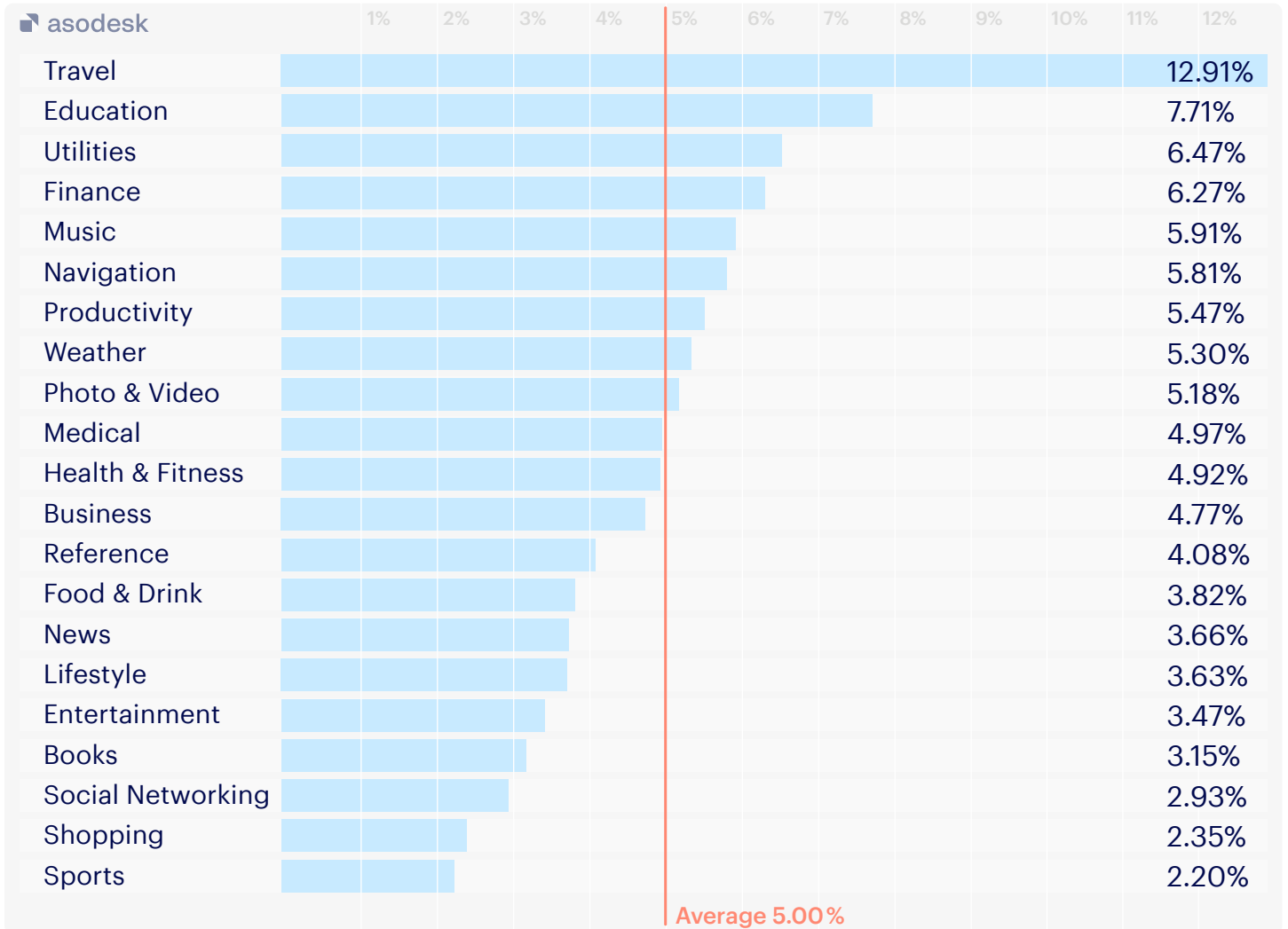
Conversion to app downloads from Impressions in the App Store, UK.
Source: asodesk.com

The **top 5 categories** with the highest CVR from Impressions are:
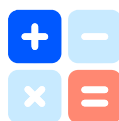
Travel	Education	Utilities	Finance	Music

Note that in the Travel category, the number of Impressions is more than double the average at 12.91%. As we found out in chapter 3, almost 69.4% of Impressions in the Travel category come from non-branded queries. This app category has the highest potential in getting app downloads from App Store Search in the UK — even by non-branded queries.

Besides the high CVR from App Store Search, Utilities claims a significant amount and proportion of non-branded traffic in the UK. In the Music category, a little bit more than half of the traffic comes from non-branded queries.

However, the percentage of non-branded traffic in Finance is rather low. So despite the high CVR from the search, it will be difficult to get traffic by non-branded queries in this category.

There are also 3 categories for which the conversion rates are lower than 3%:

◥ Social Networking
◥ Shopping
◥ Sports

Key takeaways

There are top 3 app categories that on average get the highest CVR from Impressions in the UK:

◥ **Travel**
◥ **Utilities**
◥ **Music**

As we showed in chapter 3, these apps also get most of their Impressions from non-branded queries. Even relatively unknown apps which belong to these categories have big potential for promotion by general queries and can get good CVR from App Store Search.

There are also 3 categories which have conversion rates lower than 3%:

◥ **Social Networking**
◥ **Shopping**
◥ **Sports**

Developers of these apps should work harder on CVR to get more downloads from the search than their competitors.

Australia

On average, apps in Australia get **3.81%** of downloads from Impressions.

asodesk		
Travel		6.59%
Business		5.56%
Finance		5.54%
Education		5.31%
Medical		5.28%
Utilities		5.24%
News		5.21%
Productivity		5.00%
Health & Fitness		4.95%
Navigation		4.54%
Photo & Video		4.53%
Lifestyle		4.25%
Reference		4.19%
Food & Drink		4.00%
Music		3.85%
Social Networking		3.55%
Entertainment		3.04%
Weather		2.79%
Books		2.51%
Shopping		2.29%
Sports		1.04%

Average 3.81%

Conversion to app downloads from Impressions in the App Store, Australia.
Source: asodesk.com

The **top 5 categories** with the highest CVR from Impressions are:

Travel   **Business**   **Finance**   **Education**   **Medical**

In all these categories, CVR is higher than 5%. In chapter 3 we learned that Travel and Finance apps get 50% of their Impressions from non-branded queries. In the Business category, this percentage is even higher — 68%.

Top 4 categories which have CVR lower than 2% are:

❯ Weather
❯ Books
❯ Shopping
❯ Sports

Key takeaways

There are 3 app categories in which publishers achieve the highest CVR in Australia, and these categories have big potential to use general queries for ASO:

❯ **Travel**
❯ **Business**
❯ **Finance**

There are 4 categories which have conversion rates lower than 2%:

❯ **Weather**
❯ **Books**
❯ **Shopping**
❯ **Sports**

App publishers of these apps should work on conversion harder to get more downloads from the search than your competitors.

Japan

Compared to other countries that we have analyzed, Japan has the lowest CVR in the whole world at **only 2.04%**. This is almost half the average of the countries we analyzed.

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Travel		4.72%
Navigation		4.52%
Reference		2.80%
News		2.72%
Finance		2.68%
Utilities		2.65%
Lifestyle		2.34%
Social Networking		2.19%
Productivity		2.12%
Photo & Video		2.12%
Business		2.04%
Education		1.60%
Entertainment		1.59%
Music		1.35%
Weather		1.21%
Shopping		1.14%
Food & Drink		1.14%
Medical		1.08%
Health & Fitness		1.04%
Books		0.93%
Sports		0.76%

Average 2.04%
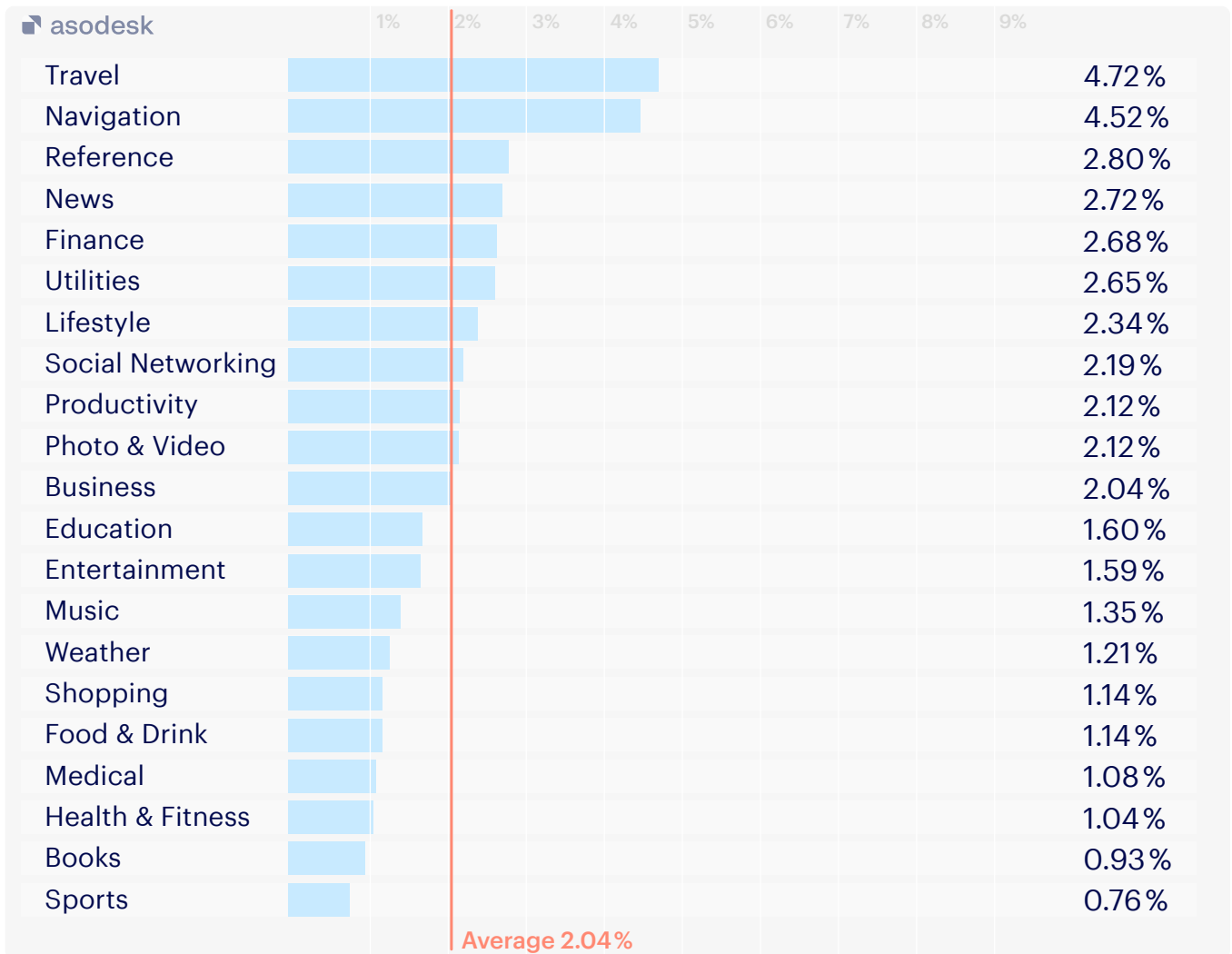
Conversion to app downloads from Impressions in the App Store, Japan.
Source: asodesk.com

The **top 5 categories** with the highest conversion rates are:

Travel	Navigation	Reference	News	Finance

In chapter 3 we learned that the Travel category in Japan gets 45% of Impressions from non-branded queries. Other app categories from the top 5 with the biggest CVR have a relatively low percentage of non-branded traffic (or the data was inconclusive).

The Utilities category has the 6th highest CVR to app downloads from Impressions in Japan. These apps also get around 69.4% of non-branded Impressions compared to branded. Utilities apps have a high potential for getting non-branded traffic in Japan.

In 8 categories, conversion is about 1% or even lower. Books and Sports apps have lower than 1% conversion rates.

Key takeaways

If you want to create a new app and promote it in the App Store in Japan, pay attention to these 2 categories:

◤ **Travel**
◤ **Utilities**

They can get some of the highest CVR from Impressions in the country, and it is easy enough to promote your app with non-branded queries.

We also found 2 categories that on average have low conversion rates:

◤ **Books**
◤ **Sports**

Developers of these apps should be ready to work harder to get more downloads from the search than competitors.

China

On average, 3.01% users in China who see your app in the search results actually download it.

asodesk

Category	Conversion
Finance	6.48%
Travel	6.13%
Food & Drink	5.36%
Education	3.76%
Business	3.70%
News	3.53%
Utilities	3.34%
Music	3.23%
Entertainment	2.92%
Productivity	2.81%
Navigation	2.75%
Photo & Video	2.61%
Shopping	2.59%
Social Networking	2.39%
Reference	2.30%
Lifestyle	2.26%
Health & Fitness	1.99%
Medical	1.89%
Weather	1.50%
Books	1.39%
Sports	0.29%

Average 3.01%
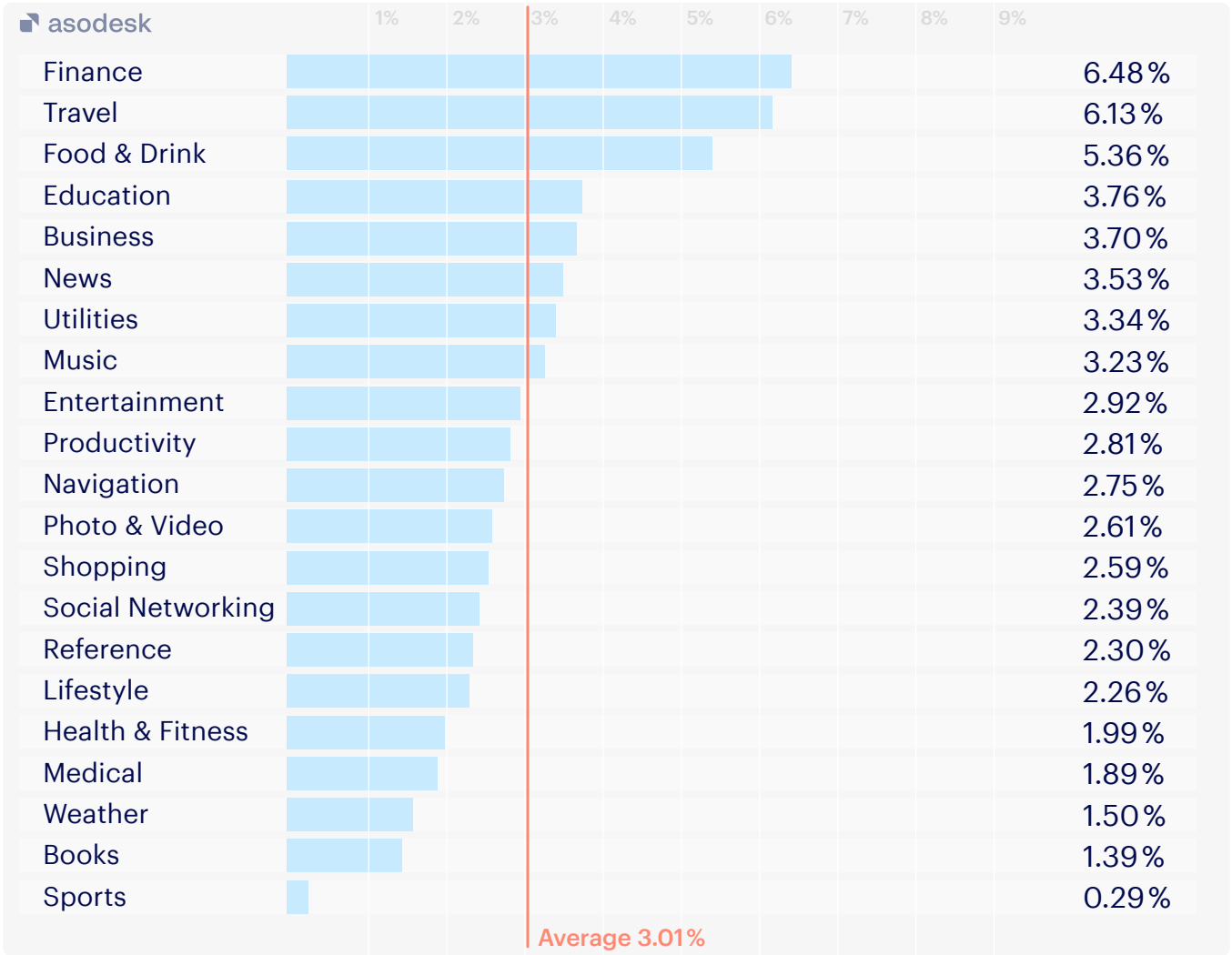
Conversion to app downloads from Impressions in the App Store, China.
Source: asodesk.com

The **top 5 categories** with the highest conversion rates are:

Finance   **Travel**   **Food & Drink**   **Education**   **Business**

The Finance and Travel categories have double the average conversion rate — at more than 6%. As we discovered in chapter 3, the Travel and Finance categories get around 43% and 44% of Impressions from non-branded queries respectively.

In the Business category, 3.71% of people download apps directly from the search results. This app category also gets 41.4% of its Impressions from non-branded queries.

So you can get a good conversion rate from the search in these categories as well as use non-branded queries for optimization.

In 5 categories, CVR is lower than 2%:

❯ Health & Fitness
❯ Medical
❯ Weather
❯ Books
❯ Sports

Note that the Sports category has the lowest conversion at only 0.29%.

Key takeaways

We found 4 app categories in which conversion to app downloads from Impressions is higher than in other categories. A big share of non-branded traffic also makes them suitable for promotion by general queries:

❯ **Finance**
❯ **Travel**
❯ **Business**
❯ **Education**

We also learned that 5 app categories have low conversion compared to other apps:

❯ **Health & Fitness**
❯ **Medical**
❯ **Weather**
❯ **Books**
❯ **Sports**

Since conversion rates are so low in these categories, they require even more work to maximize app downloads.

The main highlights for conversion to download rates from App Store Search

1 **The Travel category has the biggest conversion** to app download from Impressions in 6 of the 7 countries that we analyzed. In Spain, China, Australia, France, Japan, and the UK, developers may get a high CVR from App Store Search even if they promote their apps by non-branded queries.

2 **Finance apps can get a high conversion rate** in the USA, France, Australia, and China, and these apps mostly get Impressions from general queries.

3 **Business apps also have a high CVR** from Impressions in Australia, China, France, and the USA. This app category is also suitable for promotion with non-branded queries.

4 **Developers of Sports apps should be ready to work hard on conversion rates**, as Sports apps have the lowest CVR in all the countries that we analyzed.

5 **Books apps also get one of the lowest conversion rates** in France, Australia, Japan, China, the USA, and Spain. Pay attention to this fact if you want to make a Books app for these countries.

5. Which apps have the highest potential for effective App Store Optimization

We have analyzed the percentage of search traffic, non-branded traffic and average conversion rate in app categories to find which categories are most suitable for App Store Optimization.

1 **Utilities apps** can easily be promoted through App Store Search in the USA, France, Spain, the UK, Australia, and Japan as they:

◥ Get a relatively high number of downloads from the search in these countries.

◥ Get a lot of Impressions through non-branded queries in these countries.

◥ Have an above-average conversion to app download rates from the search in these countries.

2 **Education apps** have a high potential for effective App Store Optimization in France, Spain, the UK, Australia, and China as they:

◥ Get a relatively high number of downloads from the search in all these countries.

◥ Have a higher than average conversion to app download rate in these countries.

◥ But note that in the UK, Australia, and China education apps have a relatively low percentage of non-branded traffic (or the data was inconclusive). That is why you should work on your brand recognition and use branded keywords for App Store Optimization.

3 **Photo & Video apps** can be can easily be promoted through App Store Search in the USA, France, the UK, Australia, and Japan as they:

◥ Get a relatively high number of downloads from the search in all these countries.

◥ Have an above-average percentage of non-branded Impressions in these countries.

◤ Note that in France, the UK, Australia, and Japan, the share of non-branded Impressions in the Photo & Video app category is relatively low compared to branded. So it is not enough to use App Store Optimization for app promotion — you should also work on your brand recognition and include branded queries in your semantic core.

4 **Finance apps** have considerable potential for effective App Store Optimization in the countries we analyzed as they:

◤ Get an above-average number of downloads from the search in the 7 countries that we analyzed.

◤ Get a high conversion rate globally, as well as in the USA, France, Australia, and China.

◤ In the USA, Spain, and France the share of non-branded traffic compared to branded is relatively high, so you can easily promote your app in the search even by non-branded queries. While in other countries you also should work on brand recognition and use more branded queries for your app.

We found the most suitable categories for ASO according to the results of our study. But note that we can't predict how successful ASO will be in your case. Besides the general statistics that we analyzed, it will also depend on your knowledge, experience, app niche and the specifics of your product.

Let's look at what the experts expect from ASO in 2022 and what steps you should take to make your ASO successful.

6. ASO trends 2022

To make it easier for you to understand how to promote apps in 2022, we have summarized the opinions of well-known ASO experts and mobile marketers about ASO trends.

Custom Product Pages in the App Store make app promotion much easier

**Lorenzo Rossi,
Co-founder
of REPLUG GmbH**

Custom Product Pages is probably the biggest and most exciting change for 2022. This new feature allows advertisers to create specific landing pages for our advertising campaigns and it can also help us track results more efficiently. In any case, this goes together with what was mentioned before about the holistic approach: with these new App Store features, the importance of cooperation between ASO, Paid UA, and Retention is now even clearer.
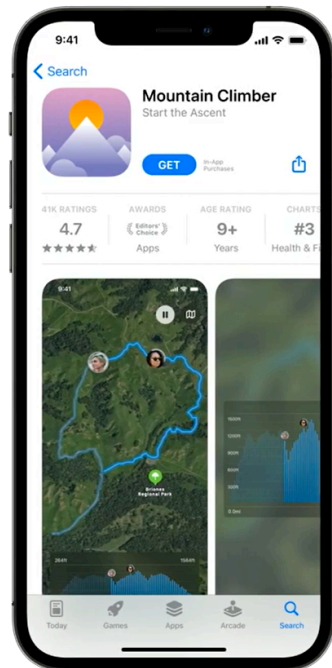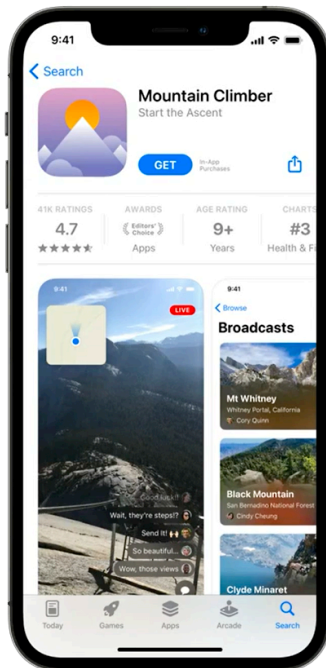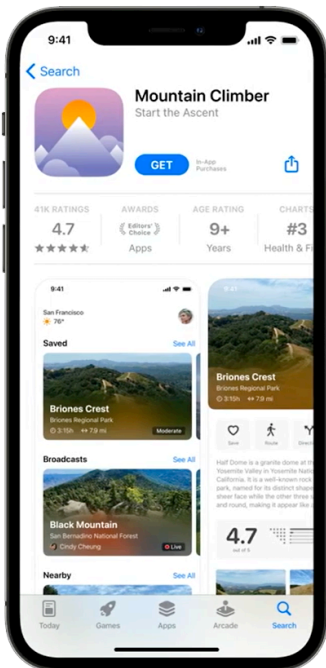
Custom Product Pages (source: developer.apple.com)

**Johannes von Cramon,
App Marketing Freelancer**

Custom Product Pages is a huge win for marketers because everything which makes the conversion funnel more relevant for the user is a win for both performance marketing and app store visibility.

**Louis Tanguay,
Managing Director,
App Growth Summit**

CPP has added another dimension to ASO. No longer do you only optimize your App Store for organic search and traffic. Once Apple allows the external link feature to go live, it will increase the importance of ASO in the App Store. Exactly what they wanted.

Dive into landing page psychology from the web. CPP and ASO are now leaning heavily on being de facto "landing pages" more and more. So, understand how to drive downloads the way an effective landing page would. Select your screenshots, descriptions, and other information with the primary goal of gaining a download. Don't lie, be deceptive, or clickbaity, because a Day 0 Churn never helped anyone. Be honest but deliberate in your Call To Action to gain more downloads.

ASO specialists should work more on Conversion Rate Optimization

**Johannes von Cramon,
App Marketing Freelancer**

I think ASO didn't change as much this year but changed a lot in recent years. In 2015, we worked a lot on keyword optimization, because paid wasn't as dominant as it is now. Nowadays, the main purpose of ASO is Conversion Rate Optimization with graphics and ratings since organic search volumes stagnate or decline and CRO builds synergies with other acquisition channels.

The first thing you need to understand is that it's all about conversion rate. It's the most important indicator for search algorithms and increases the performance of all other acquisition channels. Secondly, ASO is just a part of a marketing mix. Get your keywords and metadata in order, optimize your product page, monitor everything closely, and then concentrate on performance and brand marketing. The 20th keyword update or A/B test won't do much for you except eating up time and money you could have spent elsewhere.

**Giulia Pianelli,
App Marketing Consultant,
REPLUG GmbH**

While in the past App Store Optimization's main goal was to get apps to scale the search rankings (no matter how popular the keywords!), now the focus has shifted towards a more conversion-driven strategy. ASO is now part of a holistic marketing strategy that combines Store Optimization with PUA, CRM, and brand-related activities.

Pay more attention to CVR and creative experiments, explore In-app events, and LiveOps for UA strategy, and work closely with the product team on retention and retargeting old users. You need to find a reliable tool and conduct research about competitors and keywords before creating metadata. Don't expect fast results, and search for the most relevant users using ASO, ASA, and CVR optimization.

**Nika Grigorieva,
Senior Performance
Marketing,
Ada Health**

The era of A/B tests in the App Store is upon us

PPO was Apple's long awaited A/B testing tool, but didn't really meet expectations: it only had a 90% confidence interval, as well as long test durations, submissions, and stop tests, and icons had to be in the app bundle. Maybe we'll see improvements in the coming months or years, but nothing has changed yet.

In terms of Android, the best thing that happened last year was definitely the improvement of their Store Listing Experiments, because you're now able to choose a confidence interval up to 99% and a minimum detectable effect. Both make it a lot easier for marketers to trust test results and I hope Apple will catch up on this soon.

Another interesting change is currently in beta for Google's Custom Store Listings, which seem to be developing in a similar direction to Apple's CPPs. Publishers who are given access can create CSLs for their Google App Campaigns on an ad group level. This is also great, but we'll have to see if Google will make this available to other advertisers too.

**Johannes von
Cramon,
App Marketing
Freelancer**
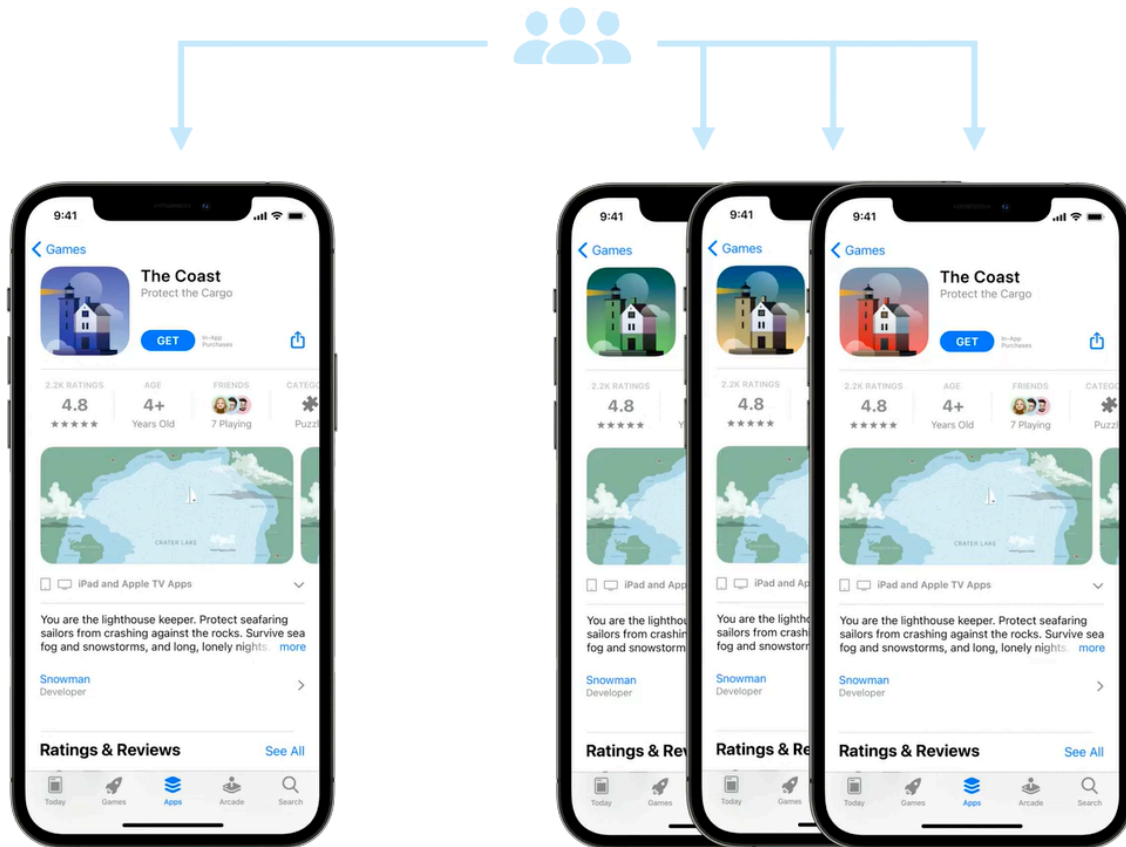
Original and tested variants of the app page (source: developer.apple.com)

Nika Grigorieva,
Senior Performance
Marketing,
Ada Health

Product Page Optimization is the only native A/B testing feature in the App Store so far, and I think many apps will take advantage of it in 2022.

Developers will test screenshots and icons more often, as not every team could run tests in the App Store using third-party paid tools in the past.

But here's the thing: new app versions terminate active A/B tests. This will make it harder to run tests for frequently updated apps. You'll have to decide when to give preference to A/B tests, and when to focus on updates.

App Store Optimization becomes a more significant channel for app publishers

Giulia Pianelli, App Marketing Consultant, REPLUG GmbH

Don't think of ASO as a separate activity but include it as an important part of your mobile marketing strategy. Let ASO specialists work closely with other marketers and product managers: everyone will benefit from this exchange.

Artem Tkaczuk, ASO expert at Asodesk, ASO specialist at Onde

I think ASO might be renamed Organic UA in the next few years. Marketing specialists have agreed for a while that ASO is a holistic process that requires a broad understanding of organic channels, stages, and algorithms. This is why the term ASO is narrowing this field of expertise. Organic UA requires an increasing amount of knowledge to drive effective traffic.

Insights from our research help to understand current trends among various categories. The authors did a great job in collecting and analyzing large sums of data. Asodesk's paper can be a source of inspiration for marketing specialists.

7. Checklist: how to get organic downloads from App Store Search

To conduct effective ASO, follow these steps which will help you to take your app to the top of the search:

1 Collect a semantic core

At this step, we should add all keywords that might boost app downloads to our semantic core.

◤ **Common-sense queries** which come to mind when you think about the app.

◤ **Automatic suggestions from ASO services,** as it's impossible to come up with all combinations of keywords yourself.

◤ **Keywords for which you already have positions.** If you add them to your semantic core, you will improve your search positions.

◤ **The most popular keywords from your niche.** If your app has good positions and a large number of installs from the search, then you can try to promote it for high-frequency keywords.

◤ **Competitors' keywords** because you need to rank higher in the search than your competitors.

◤ **Least competitive keywords** for which only a small number of your competitors rank in the search, which means that it will be easier for you to rank higher for them.

◤ **Long-tail keywords** are key phrases that are several words long. It is better to use them in metadata, as a large amount of search traffic comes from long-tail queries.

◤ **Suggestions of the store,** as people often use them when searching.
You can find all keyword types and collect your semantic core with Asodesk.

Keyword Auto-Suggestions in Asodesk
How to find this feature: App Menu → App Store Optimization → Research & Monitor → Keyword Auto-Suggestions

With Asodesk, you can even collect the semantic core and prepare metadata in foreign languages. The translation feature allows you to translate keywords from an unknown language into English. The feature is also available in all tools for collecting a semantic core on plans starting from Pro.

Keyword translation in the Keyword Table on Asodesk
How to find this feature: choose an app → click on it and go to App Menu section → App Store Optimization → Research & Monitor → Keyword Analytics → Keyword Table

Read the full instructions on how to collect a semantic core with Asodesk.

Start using all these professional tools for your app for free on Asodesk

Get free access

2 Prepare the app metadata

App metadata in the App Store is divided into textual (title, subtitle, promo text, description, and keyword fields) and visual (icon, screenshots, and video). You can see the requirements for app metadata in the App Store in the table below.

Metadata	App Store
Title	30 symbols (indexed)
Subtitle	30 symbols (indexed)
Keyword field	100 symbols (indexed)
Promo text	170 symbols (not indexed)
Description	4000 symbols (not indexed)
Reviews	Not indexed
Additional localizations	Yes
Screenshots	Up to 10

Put the most important and high-frequency keywords in the app title, as it has the strongest influence on app rankings in search. Subtitle and keyword metadata fields have a moderate influence on ranking. It's better to put medium-frequency queries there, as a significant part of search traffic also comes from these queries.

It is important not to duplicate keywords and avoid stop words that don't influence your app positions.

Don't use stop words in the title, subtitle and keyword field. They don't help to promote the app, but take up space where you could add more keywords.

Stop words in the App Store

	cannot	here	no	that's	we've
	could	here's	nor	the	were
a	couldn't	hers	not	their	weren't
about	did	herself	of	theirs	what
above	didn't	him	off	them	what's
after	do	himself	on	themselves	when
again	does	his	once	then	when's
against	doesn't	how	only	there	where
all	doing	how's	or	there's	where's
am	don't	i	other	these	which
an	down	i'd	ought	they	while
and	during	i'll	our	they'd	who
any	each	i'm	ours	they'll	who's
app	few	i've	ourselves	they're	whom
apps	for	if	out	they've	why
are	free	in	over	this	why's
aren't	from	into	own	those	with
as	further	is	same	through	won't
at	had	isn't	shan't	to	would
be	hadn't	it	she	too	wouldn't
because	has	it's	she'd	under	you
been	hasn't	its	she'll	until	you'd
before	have	itself	she's	up	you'll
being	haven't	let's	should	very	you're
below	having	me	shouldn't	was	you've
between	he	more	so	wasn't	your
both	he'd	most	some	we	yours
but	he'll	mustn't	such	we'd	yourself
by	he's	my	than	we'll	yourselves
can't	her	myself	that	we're	

To check keyword duplication and stop words in your metadata, you can use **Optimizer** in Asodesk.
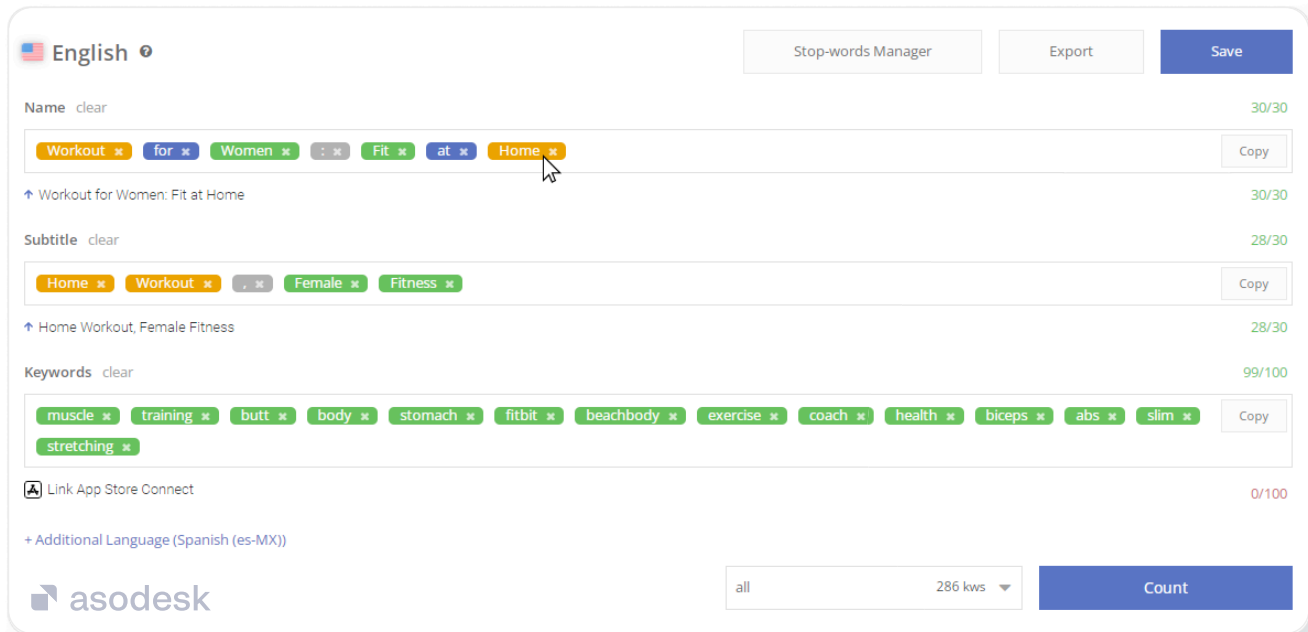
Optimizer in Asodesk
How to find this feature: choose an app → click on it and go to App Menu section → App Store Optimization → Optimize → Optimizer

Read all 13 rules on how to work with app metadata in this article.

You should also prepare app icons, screenshots, and videos. For choosing the best variations for these metadata fields you should run A/B testing. This helps you establish which variations are best for this app.

Read tips on how to choose the right screenshots for your app in our article.
Read our study on visual optimization trends in 2021.

3 Evaluate ASO effectiveness

1. Evaluate the visibility of an app in the App Store and Google Play. We need to establish for how many queries we are in the top 5, 2–5, 6–10, as well as in lower positions. An app in the top 5 can get good visibility, and an app in the top 5–20 has good visibility potential.

You can use Asodesk's **ASO Comparative Report** to check visibility for queries.
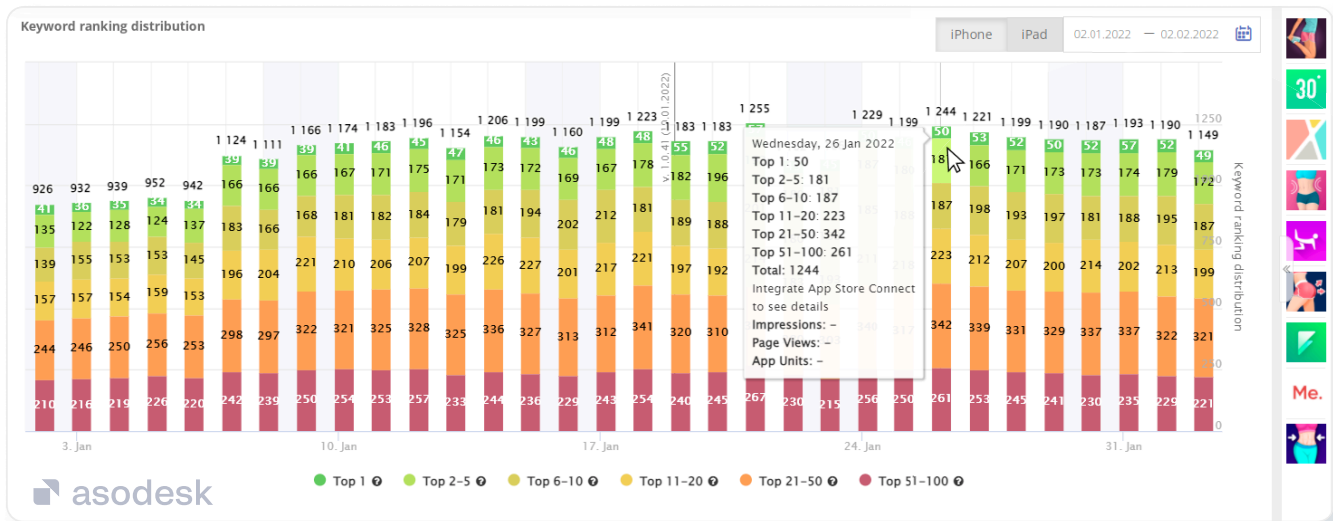
ASO Comparative Report in Asodesk
How to find this feature: choose an app → click on it and go to App Menu section
→ App Store Optimization → Analyze → ASO Comparative Report

To evaluate real app visibility for queries, you need to look at their popularity. You can evaluate the distribution of search queries using the Semantic Chart in **ASO Comparative Report.**
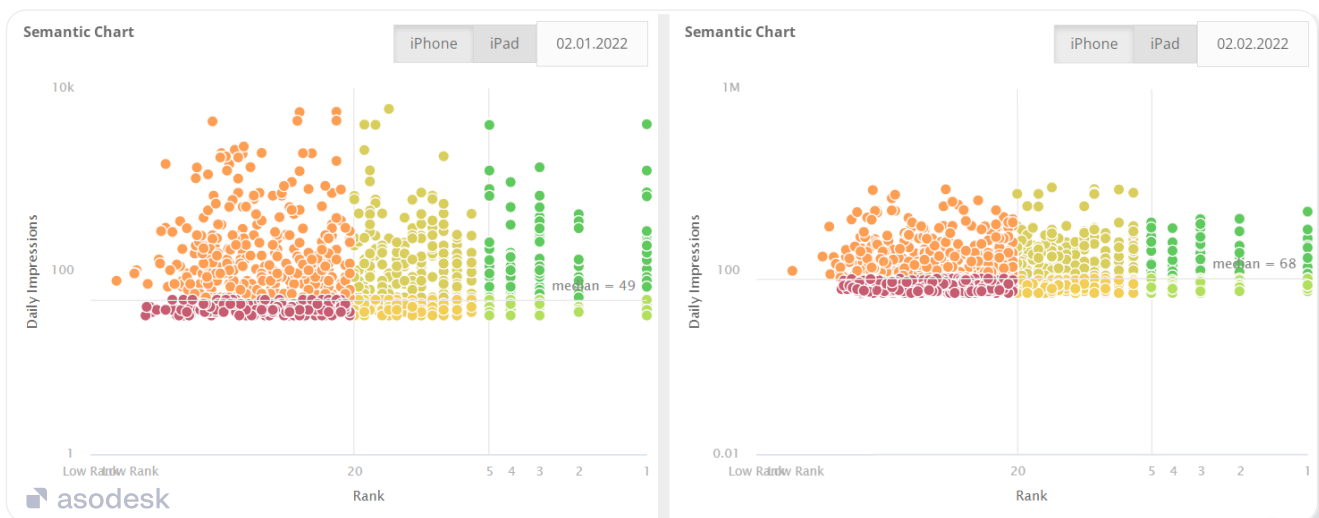
Semantic Chart in ASO Comparative Report

2. Evaluate internal app marketing metrics:

◤ Impressions (the number of times the app was viewed in App Store Search for more than 1 second);

◤ Product Page Views (app page views in the App Store);

◤ App Installs (registered when the app is opened for the first time);

◤ App Units (registered when clicking on the "install" button);

◤ Conversion Rate Benchmark.

ASO Dashboard will show all these metrics for the desired period.
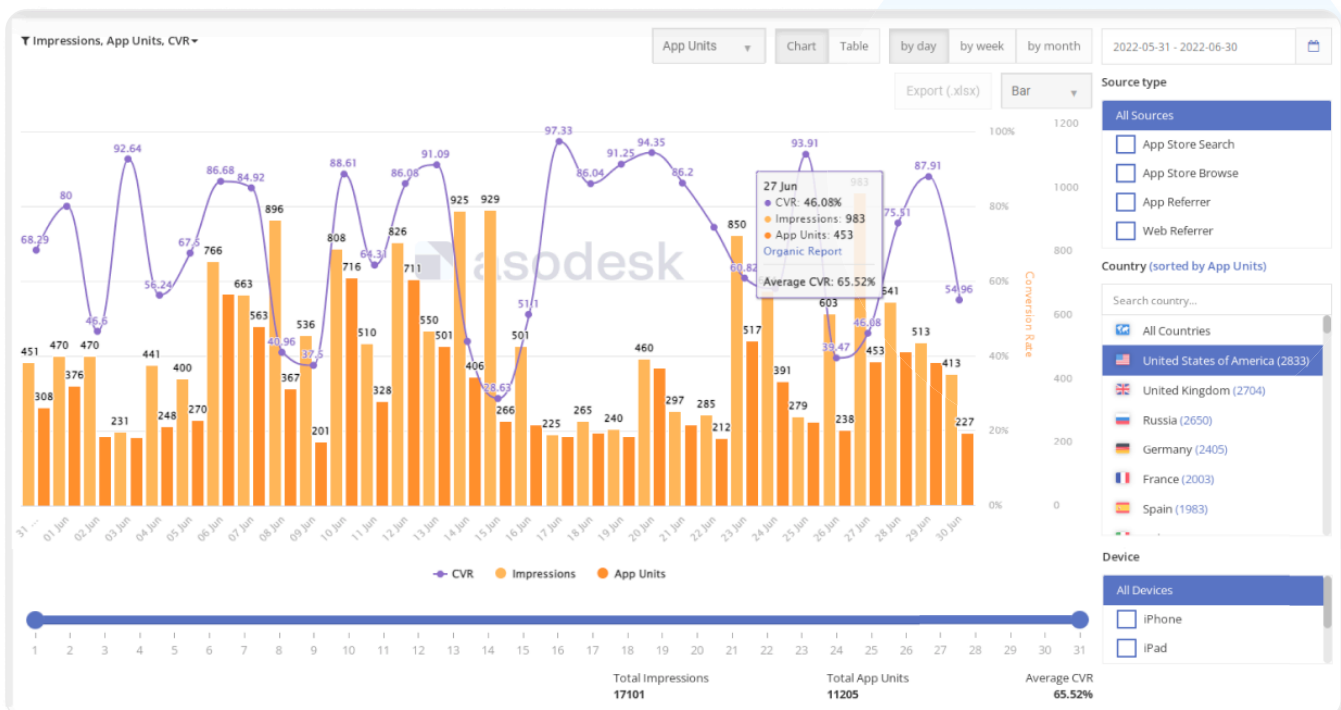
ASO Dashboard in Asodesk
How to find this feature: App Menu → App Store Optimization → Analyze → ASO Dashboard

Learn how to evaluate the effectiveness of ASO in this article.

Start using all these professional tools for your app for free on Asodesk

Get free access

4 Work with iterations

Taking an app to the top of the App Store takes more than a one-time optimization. That is why you need several types of iterations before reaching the top for chosen queries:

◥ Score iterations. The main goal is to increase the number of search queries for which the app is shown.

◥ Keyword core narrowing iterations. These are about increasing the ranking of the app's keywords in a relevant, narrow query category — the most advantageous for promotion at this time.

◥ Iterations to maximize installs. The purpose of these iterations is to promote to the highest position and maximize installs from App Store Search.

Learn how to make different types of iterations for your app in our article.

5 Find an app growth hypothesis

You should look for growth hypotheses only once the processes of collecting the semantic core, preparing metadata, measuring optimization performance, and working with iterations have been completed. You also need to monitor the application regularly and add to the list of hypotheses that can help the application grow.

Depending on your promotion goals, there are two types of hypotheses: increasing conversion and maximizing installs.

Read the checklist for finding the app growth hypothesis.

6 Work with keywords management

Considered keyword management helps in work with iterations, position monitoring, and evaluating ASO effectiveness. To make keyword management easy, you can use advanced filters, text notes, and translation options in **Keyword Table**.

Work with keywords in the Keyword Table
How to find this feature: choose an app→ click on it and go to App Menu section
→App Store Optimization→ Research & Monitor→ Keyword Analytics→ Keyword Table

7 Track keyword statistics

To achieve growth in the App Store and Google Play, you need to monitor your apps'
keyword positions and monitor how they change with time. That is why you should
check how keyword positions change every day.

You can use the professional tools **Favorite Keywords** and **Keyword Highlights** to see for
which keywords your app positions have changed. If you star keywords in the **Keyword
Table**, they will automatically appear in your favorites.

Star keyword in Keyword Table

Favorite Keywords will show the dynamics of positions for selected keywords. It will show the rise or fall of positions per day, week, or month. It also shows you the top 5 apps that are leading in searches for those keywords.

Favorite Keywords in Asodesk
How to find this feature: choose an app → click on it and go to App Menu section → App Store Optimization → Analyze → Favorite Keywords

Keyword Highlights shows which keywords your app has gained and lost positions for. The tool also shows positive and negative changes in rankings.

Keyword Highlights in Asodesk
How to find this feature: App Menu →App Store Optimization → Analyze →Keyword Highlights

8 Analyze your competitors

Competitive analysis is necessary at every stage of App Store Optimization: it helps you collect the semantic core, find growth points for the application, and assess the effectiveness of ASO.

Analyze your competitors at all stages of ASO: building a semantic core, preparing the app metadata, working with iterations, and finding app growth hypotheses.

Here are some tips on how to find and analyze your competitors:

1. Find competitors. To find the top competitors in your category, you can use Asodesk's free Top Charts tool.

Top Charts
How to find this feature: Main Menu → Store Analytics → Top Charts

You can use **Keyword Explorer** to find competitors that are at the top of App Store and Google Play search results for a query that is important to you.

Keyword Explorer in Asodesk
How to find this feature: App Menu → App Store Optimization → Research & Monitor → Keyword Explorer

2. Analyze the textual ASO of competitors. You can see how many installs your competitors get by keyword with **Organic Report**.

Keyword ☐ Translate to English		Rank ❓	Total Installs Share ❓	Daily Impressions ❓	Estimated Installs ❓	Save all
🇺🇸 **workout**		1	10.6%	5052	571	
🇺🇸 fitness		3	3.8%	4569	204	
🇺🇸 home workout		1	2.4%	1153	130	
🇺🇸 exercise apps		1	2.4%	1132	128	
🇺🇸 free workout apps		1	2.2%	1032	117	+
🇺🇸 workout app		1	2.0%	956	108	+
🇺🇸 work out		1	1.9%	881	100	+
🇺🇸 sport		1	1.7%	800	91	
🇺🇸 workout apps		1	1.5%	729	82	+
🇺🇸 muscle booster		3	1.5%	1788	80	+
🇺🇸 workouts		1	1.4%	662	75	+
🇪🇸 ejercicios en casa		1	1.3%	616	70	+
🇺🇸 exercise		1	1.1%	505	57	
🇺🇸 work out at home free		1	1.0%	470	53	+

Organic Report in Asodesk
How to find this feature: choose an app → click on it and go to App Menu section
→ App Store Optimization → Research & Monitor → Organic Report

The **ASO Comparative Report** will show how your competitors' metadata has changed, as well as show which keywords your competitors' rankings are up and down for.

Keyword ☐ Translate to English		Previous Daily impr.	Current Daily impr.	Search Ads Popularity ❓	Previous Rank	Current Rank	Movement	Best Rank	Worst Rank	Average Rank	
🇺🇸 workout	Explore	4221	5052	63	16	7	+9	7	17	9.83	
🇺🇸 fitness	Explore	4998	4569	62	5	11	-6	5	11	6.88	
🇺🇸 peloton	Explore	2908	3184	58	-	63	new	63	70	66.62	+
🇺🇸 lose it	Explore	2908	2657	57	93	94	-1	88	94	91.23	+
🇺🇸 weight loss	Explore	1764	2109	53	74	51	+23	48	85	67.06	
🇺🇸 schedule planner	Explore	1961	2052	53	95	38	+57	11	95	66.4	+
🇺🇸 muscle booster	Explore	1634	1788	52	8	-	out	8	12	9.45	+
🇺🇸 workout planner	Explore	1785	1785	52	99	74	+25	53	101	83	
🇺🇸 peleton app	Explore	1504	1504	50	-	18	new	18	38	29.4	+
🇺🇸 apple fitness	Explore	1645	1504	50	65	81	-16	65	84	72.91	
🇺🇸 quik	Explore	1372	1502	50	88	-	out	85	88	86.33	+
🇺🇸 fitbod	Explore	1356	1485	50	43	26	+17	20	44	32.93	+
🇸🇦 صحتي	Explore	1056	1261	48	25	38	-13	24	38	34.31	+

ASO Comparative Report in Asodesk
How to find this feature: App Menu → App Store Optimization → Analyze
→ ASO Comparative Report

To understand your app's position compared to competitors for each keyword, use the **Competitors** tool.

Competitors in Asodesk
How to find this feature: App Menu → App Store Optimization → Research & Monitor → Competitors

3. Analyze the visual ASO of competitors. It is important to analyze your competitors' icons that are at the top of the search for the same search queries. To do this, you can use the **Keyword Chart** tool, which will show the positions and icons of competitors for queries from your semantic core.

Keyword Chart in Asodesk
How to find this feature: App Menu → App Store Optimization → Research & Monitor → Keyword Chart

To optimize your ASO strategy, analyze your competitors: check their installs per keyword, track metadata changes and position dynamics in search, and also find out how your icon stands out from competitors.

Read how to conduct competitor analysis for your app in our article.

9 Localize your app page for other countries

App localization for other countries can generate a lot of installs for your app and help increase your revenue. That is why after doing ASO for one country, you can localize your app and its page for new markets. There are several important rules you should consider when localizing:

1. Use keyword translation. With Asodesk, you can create a semantic core even in foreign languages, as almost all tools feature automatic keyword translation from other languages to English.

	Keyword	EN	Suggestions	Daily impressions	Search ads popularity	Difficulty	Estimated installs Daily / Monthly	iPhone rank	iPhone best rank
☆	ダイエット [ja → en] diet		Show 13	8280	74	73	0	42	43
☆	筋トレ [ja → en] muscle training		Show 11	3093	67	62	0	25	24
☆	ダイエットアプリ [ja → en] diet app		Show 9	2102	61	68	0	37	35
☆	ダイエット無料 [ja → en] free diet		Show 2	689	51	64	0	11	11
☆	ワークアウト [ja → en] workout		Show 12	484	46	54	0	29	20
☆	健康 [zh-cn → en] health		Show 12	446	46	61	0	67	41
☆	筋トレ無料 [ja → en] muscle training free		-	306	42	41	0	-	6
☆	フィットネス 無料 [ja → en] fitness free		Show 1	198	37	47	0	17	

Total 102 (1305 chars) · 0 selected (0 chars) · 0 favorites (0 chars)

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Translation from Japanese into English in Asodesk's Keyword Table

2. Collaborate with native speakers. You can create a semantic core even if you don't know a language, but it is best to check your app's metadata with native speakers. They will help you optimize your app page for the target audience better.

3. Adapt icons, screenshots, and videos for different markets and cultures. For example, in Japan, people are used to getting all the information they need in one place. Japanese screenshots might seem busy and overwhelming, but Japanese users prefer them that way. Simple designs can, however, push the Japanese audience away.

Instruction on getting organic downloads from App Store Search

To conduct successful App Store Optimization, you should firstly analyze your app categories using our study as a guide and see if your app category has the potential to attract organic traffic. Note that even if your app category doesn't receive as much search and non-branded traffic as others, you can try to promote it organically as well, but it might require a little more effort.

Here are steps that you should follow to maximize organic downloads:

1 Find all the relevant keywords and add them to your semantic core.

2 Choose the best keywords for your app metadata that are indexed by the app store algorithms. Find the best variation of visual metadata with A/B testing.

3 Evaluate your ASO effectiveness. Use external metrics to analyze your app visibility. Look at the internal metrics to understand how often users visit your page and download your app.

4 Try various iterations: to cover the semantic core, to narrow your semantic core, and to maximize your app installs.

5 Develop an app growth hypothesis that can increase your app visibility and conversion rate.

6 Manage your keywords so as not to lose the most important words and phrases.

7 Monitor changes in your app's positions regularly.

8 Analyze your competitors' app pages to find best ideas for your app's growth.

9 Localize your app page into other languages.

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Get 7 days of full access

Who worked on this study

Sergey Sharov

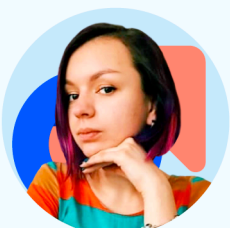CEO & Founder of Asodesk. Conceptualized the study and created its methodology.

Inna Khramovich

Data Analyst at Asodesk. Analyzed data and compiled tables and charts that became the basis of the study.

Julia Suliagina

Head of Content at Asodesk. Prepared content throughout the creation of the study.

Beata Sakharova

Head of Marketing at Asodesk. Coordinated the preparation of the study, participated in the preparation and review of the content.
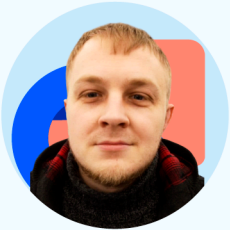
Artem Tkaczuk

ASO expert at Asodesk, ASO specialist at Onde. Provided expert advice to ASO specialists and helped draw accurate insights from the data.

Anastasia Korablina
Head of ASO at Angle Connect. Participated
in the preparation and review of the study.

Ilya Bogdanov
former CTO at Asodesk. Processed and transferred
relevant data from the platform.

Nikita Lobanov
ASO specialist at Asodesk. Participated in the preparation
and review of the study.

Anastasiya Buinevich
Designer at Asodesk. Made the design of the study
user-friendly and easy to read.