



## 7 Benefits of Ranking in the Top 10 of Your App Store Category

Does organic ranking really matter on the app stores? Absolutely, considering that's how 65% of downloads occur on the Apple App Store!<sup>1</sup> The numbers are even higher for the Google Play Store at 88%.<sup>2</sup>

Every app wants to see its rank improve. App marketers use a variety of strategies, including App Store Optimization (ASO) best practices, burst campaigns, and user experience (UX). So, what can you expect if you reach the Top 10 for your category? Here are the amazing benefits you can reap.



### Expand Your Reach

Running campaigns to create visibility for your app is strategically sound, but you won't capture every possible user. Having a high rank for your category will. That placement could also improve user acquisition (UA), giving you a global reach.



### Enjoy Social Credibility

Individuals rely on the opinion of others in many choices they make. If your app is topping the charts, it demonstrates to prospective users that your app does what it says and is reputable. That kind of endorsement is so valuable to collecting more users.



### Obtain Higher Quality Users

The users acquired through paid avenues can certainly become loyal ones. Those that find you through organic search have a specific need that your app can fill. From the start of their download, they are more engaged and more likely to stay active.



### Reduce UA Costs

Your UA budget may fluctuate, depending on multiple factors. Improving your ranking through ASO is less expensive, so it can help you maximize your UA spend.



### Achieve Continuous, Sustained Growth

If you remain in the Top 10 of your category, you'll expose new users to your app every day. That consistency means you can incrementally expand your user base. Searchers will continue to use those keywords to find apps like yours, so ranking well leads to sustainable growth.



### Generate More Revenue

If you monetize your app in any way, you are sure to increase it with more users. Also, since organic downloads consist of more relevant and engaged users, you could see spikes around in-app purchases (IAPs).



### Make Data-Driven Decisions

Organic downloads can deliver a wealth of data about users and their behaviors. With analysis, you can derive actionable insights that influence your ASO strategy and paid initiatives.

Have questions about rank management or ASO? AdAction can help!

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1) <https://searchads.apple.com/>

2) <https://sensortower.com/blog/google-play-download-sources>