

Two parallel diagonal lines, one green and one blue, slanting upwards from left to right, positioned above the main title.

APP STORE OPTIMIZATION

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Top 16 networks which best serve App Store Optimization

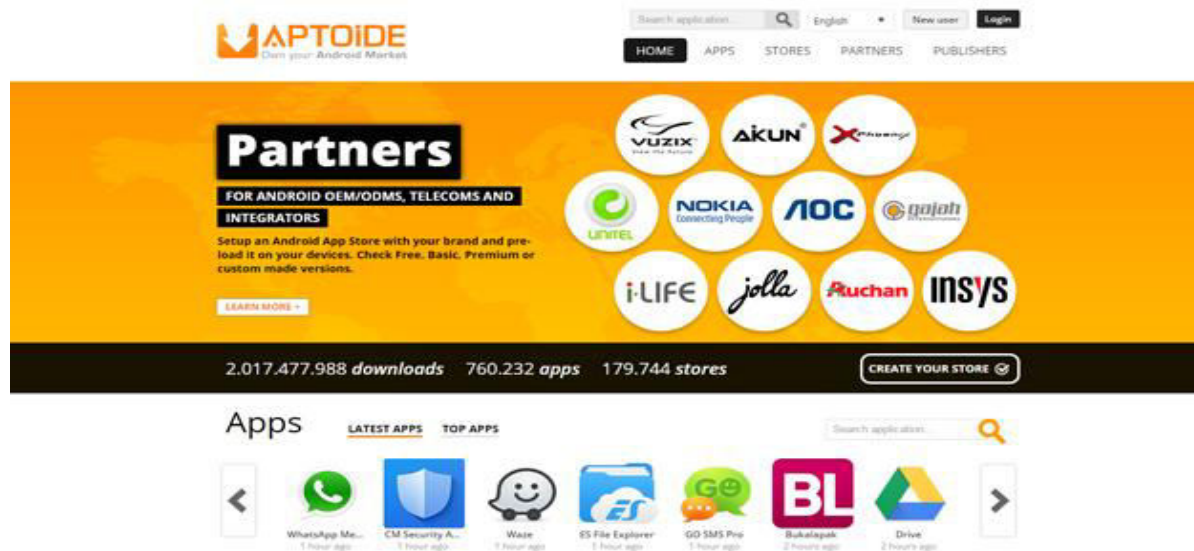
Introduction

- Every developer strives for having a presence on app stores to expand reach and parameters of their app's visibility. But as the popular ones are bearing loads of millions of apps in them, go for the third party platforms for app promotion.
- Third party app stores could be of great help, if you're looking for enticing your app's download rates by pumping up your mobile app's visibility through various platforms.
- Check some of the third party app stores which will help you in reaching out to your prospective users.



Aptoide

- A platform for distributing and promoting your Android apps. APTOIDE doesn't charge you for generating a developer account. You can, not only promote and distribute your app through this platform, but also can monetize it round the world.



The screenshot displays the Aptoide website interface. At the top, the Aptoide logo is accompanied by the tagline "Own your Android Market". Navigation links include HOME, APPS, STORES, PARTNERS, and PUBLISHERS. A search bar and user options (New user, Login) are also visible.

The main content area features a "Partners" section with the text: "FOR ANDROID OEM/ODMS, TELECOMS AND INTEGRATORS". Below this, it states: "Setup an Android App Store with your brand and pre-load it on your devices. Check Free, Basic, Premium or custom made versions." A "LEARN MORE" button is present. To the right, a grid of partner logos is shown, including VUZIX, AKUN, XEnergy, LENTE, NOKIA, AOC, gajah, i-LIFE, jolla, Auchan, and INSYS.

At the bottom of the main section, statistics are displayed: "2.017.477.988 downloads", "760.232 apps", and "179.744 stores". A "CREATE YOUR STORE" button is also visible.

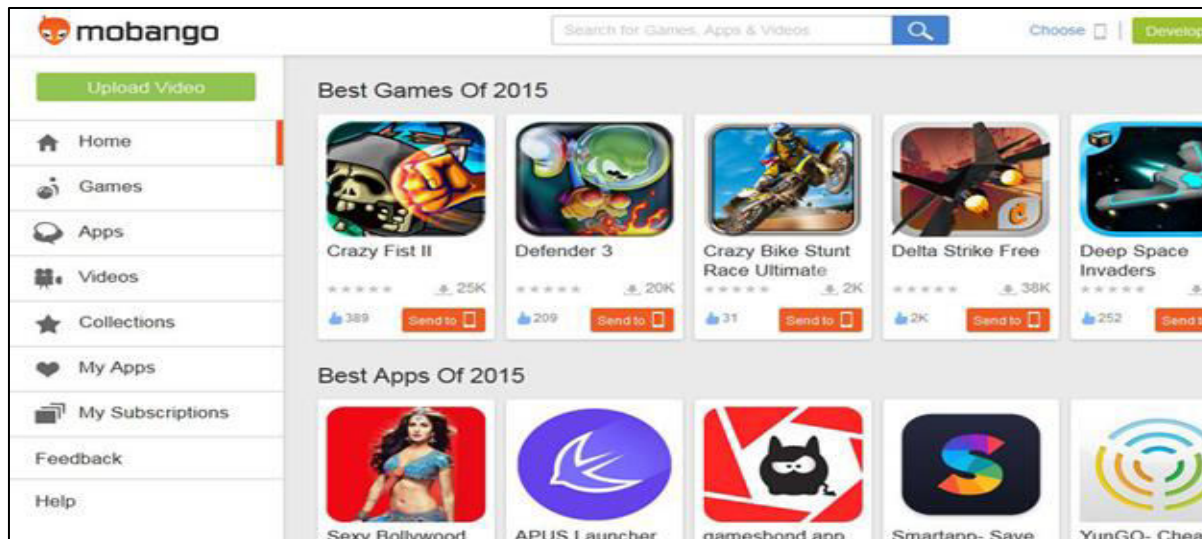
The "Apps" section below shows "LATEST APPS" and "TOP APPS". A search bar is provided. A list of app cards is shown, including WhatsApp Me, CM Security A, Waze, ES File Explorer, GO SMS Pro, Bukalapak, and Drive, each with a timestamp indicating when they were updated.

Opera Mobile Store

- It is operative in 230 countries and getting registered here, as a developer, is for free.
- You can publicize your apps, which are meant for multiple mobile operating systems, for example, Android, iOS, BlackBerry, Windows, Symbian and Java.
- The traffic which it entices is around 10 million in a month. Per day it enables 2 lakhs app downloading.

Mobango

- It is a distribution and promotion platform for iOS, Android, BlackBerry, Windows, Symbian and Java.
- With this, you can keep yourself updated of progress of your app on the dashboard. Mobango is a paid service.

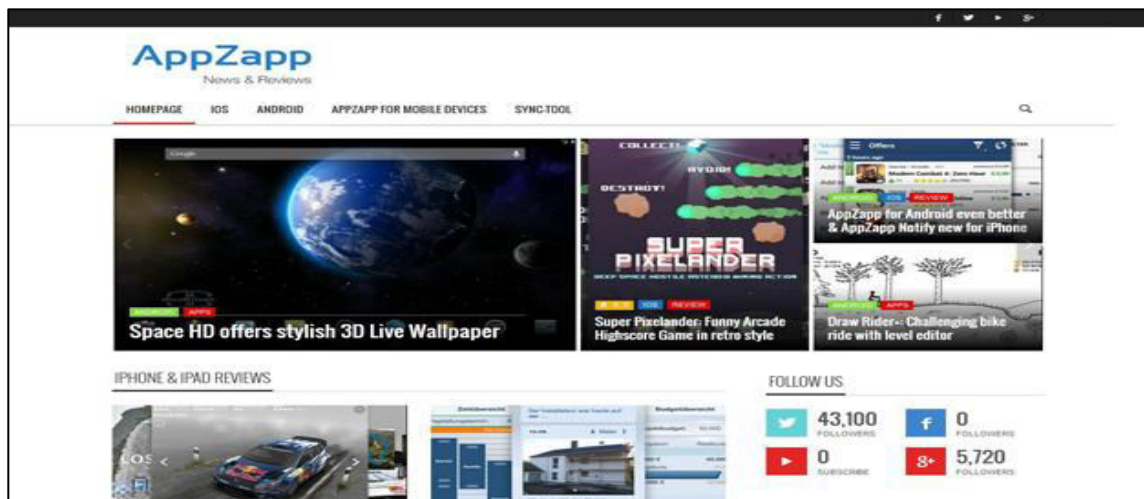


Amazon & AppGratis

- Amazon is a free channel.
- 200 countries are privileged to use this platform to publish their apps on it.
- Developers get benefitted by profit sharing with the app store.
- Appgratis is one of a kind of discovery platforms that allows users to discover those apps which sync up well with their interest areas and are free or cheap for limited period of time.
- This helps developers to persuade a chronic boost in their app downloads while the user gets an app free of cost or in exchange of small amount.

AppZapp

- A platform which caters customary reviews & updates on daily offers & discounts
- You,as a developer require submitting your app's review by filing a form for free.
- It is competent enough of publicizing not only your mobile app but also its offers/deals and reviews.
- For e.g.- Pinterest, where 75% of users come from mobile notification. The new app's pin gets designed in a ways to make the user understand it more easily;this pushes innovative users onboard.



AppFlood

- AppFlood is commission-free platform.
- Here, the developers are privileged to swap installations with other developer's creations with no charges or commission.
- The algorithm of their apps matches commonly to trade traffic which creates 25% of CTR (click through rate). by providing significant applications to its user-base.

AppPicker

- A discovery app where you can also serve limited discounts offers on your apps. You can also download 'previously-paid' apps for free of cost, from this network's 'Apps-Gone-Free' section.
- It allows users to include your app to their personal watchlist, which notify them when your app's price drops. It also facilitates a 'share' button which can give a boost to the app traffic.
- An iDevice user allowed sharing the app on 7 different social media channels.

AppLift

- For mobile games app promotion, AppLift is one of the best platforms.
- It ensures the developer makes the app- a no-risk business model. It also assists the developers to stand out while accelerating the revenue and a focus on a fair return on investment in the app market.

ChartBoost

- This network provides developer 3 different, but non-incentivized techniques to promote your app. Tick down the 3 different ways to promote your app through ChartBoost:
 - 1) Market your app through cross platforms, and if you have multiple apps, you can promote it within your current network.
 - 2) By directly entering into contract with other app marketers, will allow you to have an exchange install model or arrange a cost per install.
 - 3) A paid service where you can market your app in two ways; cost per install or cost per click.

1Mobile

- There are more than 8 million applications on this network.
- Condition applied before you publish your app- submit your app review on 1Mobile after creating a developer's account on it. It will take maximum of 2-3 days to get it reviewed.
- You can resubmit an error-free review and then re-distribute your app on it.

Applifier

- Applifier offers a non-incentivized network- concentrated completely on games. App marketers can promote different distributor's games through a standard advertisements installed into their 'pause' screen, or through interstitial promotions. Promotion is free, here.
- It is a platform for iOS, Web Android and Windows.
- Make sure to have lovely and attract screenshots to give users an incredible introduction.

Companies : As an ASO platform

AppMind

- It is one of the leading ASO companies for iOS app developers, for its bold, standard and effortless approach.
- Why you should choose AppMind:
 1. Find out any iOS app's active keywords
 2. Track app store's search rankings in real time
 3. Competitors can be closely monitored and analyzed

MetricsCat

- Created out of a Garage48 hackathon, its MetricsCat apparatus empowers following of contender applications and for audits and application store rankings to be graphed and matched.
- It's an incredible instrument to perform strong examination and track your application execution over all the main markets including Google Play, Apple App Store, Windows and Amazon.

Author Bio



Shoeb Ahmad, with an experience of 15+ years in Digital World, heads Digital Marketing at [Mobisoft Infotech](#). He has a rich experience in SEM, SEO, Social Media & other verticals of Digital Media. He also has been a consultant for a variety of industries, enterprises & startups. He loves reading & traveling. He often writes on various forums since he believes 'Knowledge increases by sharing.' Follow him [@shoeb_ahmad](#)

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