

IS YOUR APP READY FOR iOS11?

At the start of June this year, Apple announced the major features of iOS11, which will be released in September.

For the first time in 10 years, there will be some significant changes to the AppStore, which will have a major impact on any apps that our clients have. With previous iOS updates having a 66% uptake within 28 days of release, the impact of these changes will be felt very quickly.

THE NEW HOMEPAGE

Apple have increased their editorial presence in the AppStore, with the first element being a new Today section, which works like a daily AppStore magazine, highlighting Apple's favourite content. The first element of this new page is an editorial card for featured apps, where Apple talks about their favourite app.

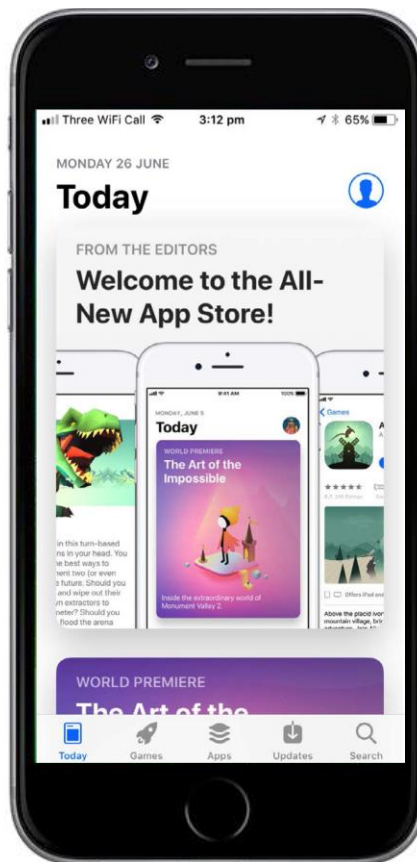
This position can not be bought, but it is possible to apply to Apple to feature. The competition will be stiff, and only the very best apps will win this coveted accolade.

Apple have also separated games from other apps, and have created separate tabs for them. Both categories get their own app / game of the day card on the Today page, and there is a new featured Daily list, covering things like fitness apps or Inspired Indie Games.

APP NAME

The allowable length of the app name has been reduced from 50 characters to just 30. The name will be truncated in the app store, as in this example for Hotels.com. Any extra characters will not now be indexed for search.

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SCREENSHOTS

Up to 5 screenshots can be included, along with explanatory text, highlighting specific features within your app.

SUBTITLE

Whilst removing 20 characters from the app title, Apple have added a new Subtitle field with up to 30 characters available to describe the app, as in this TypeShift screenshot.

RATINGS

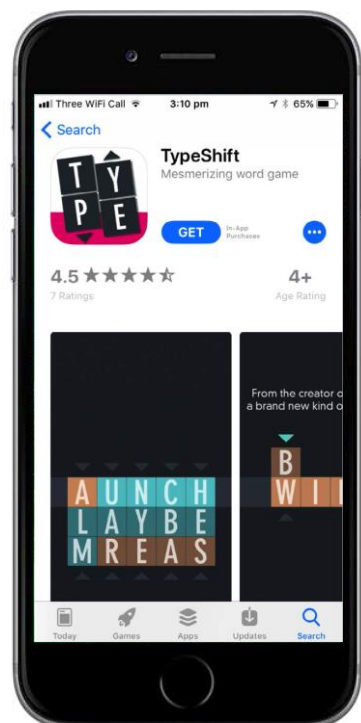
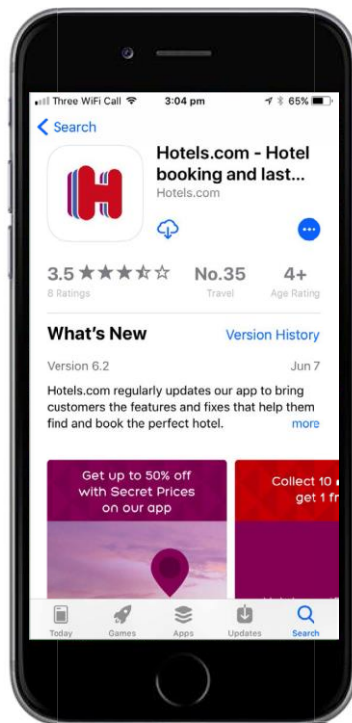
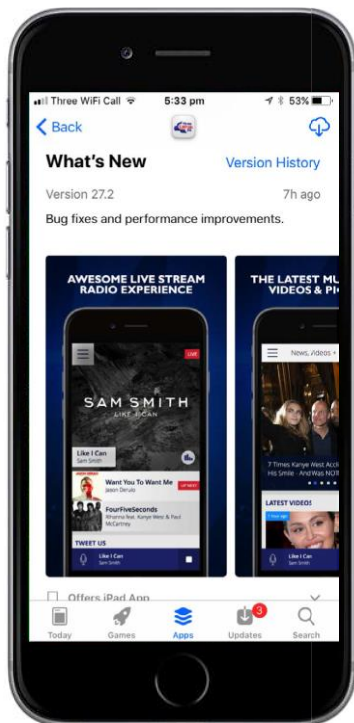
These have a much higher prominence in the new AppStore design, and so will have a greater part to play for your potential customers.

RANK

Your app's category ranking is also highlighted in the app page, making it even more important for your app to rank highly in order to get a good conversion rate.

APP PREVIEWS

These have more prominence in the AppStore, and will autoplay with sound off. They are likely to become an essential part of any successful app description, helping drive downloads.



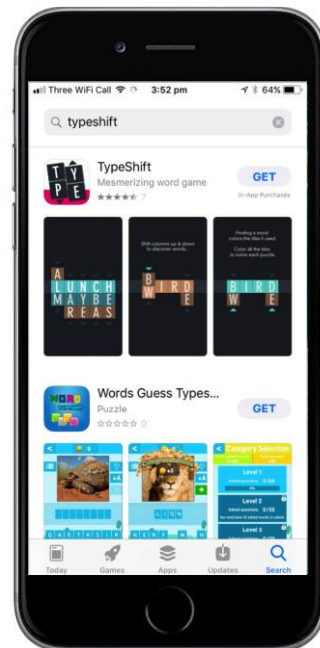
VIII. SEARCH

Search

3 screens are now shown in search results, with preview videos autoplaying.

Keywords are still limited to 100 characters, and should be separated by commas with no spaces.

Apple have explicitly stated that Search rankings are a combination of Text Relevance (matches for your app's title, keywords & primary category) and User Behaviour (downloads, number & quality of ratings & reviews)



WHAT'S NEXT FOR MARKETERS

All of these changes will be widely available in September, when Apple releases iOS11. With previous updates having a 66% uptake within 28 days of release, the impact of these changes will be felt very quickly.

In order to maintain download rates, it will be necessary to optimise your app's product page in advance of the release of iOS11.

ADDITIONAL RESOURCES

[Campaign Asia: Location-based targeting: myth versus reality](#)

[Future of Privacy Forum: Location Controls in iOS 11 Highlight the Role of Platforms](#)

[Macworld: How iOS 11 changes location tracking on your iPhone and iPad](#)

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