Automating app reputation:

Simplifying the journey to ⭐4.9

Considerations on the use of AI in its current state

In-depth look at manual and automated review management

Expert advice on building an ideal workflow

APPFOLLOW

Contents

Introduction

Entering the app arena has never been easier. $99 is all it costs to push out a new app on the App Store. $20-odd for a ChatGPT subscription, a few weeks, and suddenly you got another competitor on the market. How do you stand out among fierce competition?

The star rating.

Users no longer settle for less when it comes to customer service, and if unhappy, they will leave their feedback for all to see, resulting in a dip in this most important metric. In many industries, with gaming being one of the best examples, the speed of response matters more and more, every year.

Now, the question is, how do you tackle a large volume of reviews and drive the rating of your app up? Automation and AI. Automation and AI are powerful tools for those who choose to use them — to create apps, and/or to manage their reputation.

While some fear job displacement due to AI, in reality, it's freeing up space for truly meaningful work. Teams dedicated to managing reputation now focus more on strategic engagement rather than routine tasks.

Continuously responding to trivial tickets burns people out. Now, these tasks can be delegated, letting us humans engage meaningfully with customers, not just help them reset their passwords.

Thus, every review matters.

In this e-book, you will learn how responding to reviews works and how to improve both the speed and quality of responses with the help of automation. Since there are many different ways to improve your workflows, we will cover them all.

Would you rather download a 3.1-star app with 2,500 reviews or a 4.6-star one with 400,000 reviews? 🤔

The bottom line: understanding how AI can be applied to review management will improve your brand perception, boost customer satisfaction, and bring clarity to insights your customers generously share with you every day.

Takeaways

Response strategy

Top-performing apps respond within two hours and see better ratings because they fix problems fast.

Ethics of AI

When it comes to user reviews, data shared is publicly available and not personalized — AI itself adheres to ethics guidelines.

Manual or automated?

Start manual, but automate to scale. Automation manages bulk feedback without losing quality. Keep manual handling for tricky reviews, and let AI take over routine reviews.

On the use of AI

AI boosts response speed, but watch it closely to keep interactions high-quality. It will become more precise as the technology advances.

Scaling

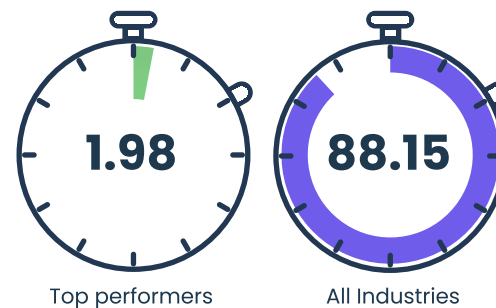Even small apps need to prepare for growth. Set up the right tools early to handle more reviews as you grow.

The current state of the app market

The review section of any app, on any store, is public. Any blunders, misinformation, or poor communication is out there for everyone to see.

Based on the data we've analyzed for our annual App Reputation Benchmarks report, top-performing apps all have one thing in common: utmost attention to the review section.
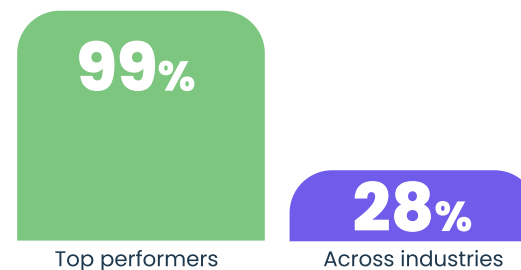
The formula is simple: respond fast, target negative reviews first (as users will more often than not update their review to a higher rating), and stay proactive.

Average reply time

1.98
Top performers
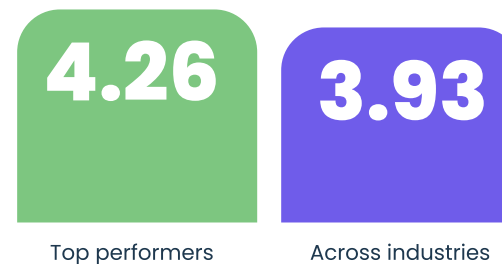
88.15
All Industries

Based on our findings, top-performing apps respond within 2 hours on average instead of the industry average of 3.5 days. A tiny difference of **4350%.**

Reply Rate for 1–3 star review

99%
Top performers

28%
Across industries

Top-perfoming apps we've studied respond to virtually every negative or neutral review.

Average Review rating

4.26
Top performers

3.93
Across industries

Regardless of how successful the app is, top-performing apps have a higher rating; users update their reviews and feel more open to rating the app positively.

Every industry is unique in terms of what kind of feedback it gets, and how often.

Gaming apps get 4-5 star reviews all the time, often without any meaningful commentary. However, if a problem pops up, a squall of negative reviews follows.

Finance apps aren't doing great on the App Store. **They get an average score of 3.7,** which is lower than the usual score of 4.3 that other apps get.

Top entertainment apps get lots of positive reviews from users and **have an average score of 4.7.**

Business apps are really struggling on the App Store, with an **extremely low sentiment score of just 0.04%,** while normally apps get around 30%.

Shopping, Health & Sports apps are getting the best app rating on Google Play — they're liked a lot!

I like to think of app reputation management as the ultimate chess move that doesn't just counter negative reviews but elevates your app to a 'must-have' status. It's also about listening, really listening, to the heartbeat of your user base, and then dancing to that rhythm by rolling out bug-free, slick updates that keep your users hooked indefinitely.

Janire Indias
Head of Customer Services and Professional Services
APPFOLLOW

The manual approach

Industry average response time:

88 hours

This is where most apps begin. Every major app store has an admin panel where responding to reviews is possible. To Apple and Google's credit, the consoles are well-made, and the experience of responding to reviews is continuously improved.

Overall, it's good for starters, but it will be inadequate for any app that becomes popular and requires a dedicated support person to respond to reviews.

Pros 👍	Cons 🤔
+ Free to use	− Time-consuming
+ Every answer is unique	− Possibly inconsistent tone of voice
+ No third-party tools involved	− Lack of analytics and product insights gathering
+ As good as anything else for selective responses	− Does not scale with app growth
	− Categorization and analysis are not available

The process itself also involves many different steps. Depending on a particular store or support platform (like Zendesk or Helpshift), the number of steps taken to support a single user can be quite overwhelming.

Support, Marketing, and Community teams then work with incoming feedback, with product feedback being only available to the Product managers if relayed manually. The number of channels is quite large, and aggregating this valuable information on its own is going to be a challenge long term.

Google Play Console

✓ Developers log into their Google Play Console

✓ Pick the specific app to answer reviews for

✓ Find the 'Reviews' section in the menu

✓ Read each review and type a response

App Store Connect

✓ Developers log into their iTunes Connect account

✓ Pick the app and go to the "Ratings and Reviews" section

✓ Choose a review to reply to, and type the response

KEY DIFFERENCE

Apple verifies responses before they are published, which adds to the waiting time.

Team	Channels
Support	• Support emails • Review section in app stores • Live chats
Marketing	• Review section in app stores • Social Media

The manual approach: when to automate?

We've noticed that many apps only respond to negative reviews, leaving every other review unattended. That is most often done via a manual approach, especially when the sentiment is generally positive.

Sometimes users make mistakes and leave an angry message enclosed within a 5-star review. Sometimes they offer an improvement even though they're already happy. Spotting these reviews and acting accordingly can keep your star rating climbing.

🤩 **Positive reviews** (4-5 stars)
- Positive ratings deserve a simple thank you: this can be achieved with a variety of templates or AI
- Tagging & analysis advisable for ratings with text

🎉 **Featured reviews** (any star rating)
- Manual answers only; these reviews are highlighted in your Reviews section. Take utmost care.

😡 **Negative reviews** (1-2-3 stars)
- Tagging and categorization are highly advisable
- If unique, requires a manual approach
- If similar (e.g. a common bug report), a template or AI can be used to provide guidance / latest updates)

⏱️ **Long reads** (any star rating)
- Tagging and categorization are highly advisable
- A unique response wil pertore biest

⬇️ **Decrease in rating**
- Canned responses are advised to clarify the reason, if not provided
- Tagging and categorization are highly advisable for later manual responses/update

⬆️ **Increase in rating**
- Depending on length can be automated entirely or receive a personal response

⚠️ **Reviews violating Terms of Service**
- Automated categorization and reporting are highly advisable

> Moving from manual to automated responses isn't just about saving time — it's about handling growth. Let the AI handle the general responses so your team can focus on meaningful reviews with bug reports and feature requests. It's all about finding the right balance to keep things running smoothly while making sure users feel heard.

Ilia Kukharev
Product Manager
APPFOLLOW

Decrease and increase are the most important parts of your work, regardless of whether you automate your workflows or not. On both Google Play and App Store, the user only receives a notification to a developer response once. Any subsequent updates to their communication with you are only observed manually, at least, for the time being.

We noticed that up to 30% of reviews get updated if you communicate continuously.

That's why you must keep your users engaged, knowing that you respond to their feedback fast: they'll know that you'll come back to them with an update. Doing so increases the odds of them returning the favor and updating their rating.

Of course, that only covers a single channel. You'll be likely getting a lot more feedback and reports via your support emails or live chats. As you grow, the size and capacity of your team will become the bottleneck. Even introducing new agents to the existing workflow might be challenging: some agents need to be able to have more roles than others, etc.

This is when you should start thinking about centralizing everything in one place; a unified inbox for everything.

The manual approach: going hybrid

At some point of growth, there will come the necessity to respond faster, and to more reviews. Again, as we have learned from our research, top performers aim to respond to most, if not all reviews. That yields higher ratings, more product insights, and a steadier journey towards dominating the nice your app occupies.

This can be achieved through a hybrid approach. Some reviews, inevitably, will require a manual approach, such as:

At certain points, you might also face sudden spikes in reviews. Imagine having 5-10 reviews a day on average, and then you face 300-500 a day.

It could be an ill-launched promotion, an app-breaking bug, or even a mix of both. You will face a sudden drop in app ratings, and only a fast response to these reviews will help you salvage the situation.

Being able to understand, categorize, and respond to reviews quickly will be invaluable at times such as this. It can also help you determine if you're dealing with smoke or fire — if a squall of reviews is an indication of an issue yet to come, or a full-blown situation that needs an instant response.

The ideal framework to follow in hybrid mode is as follows:

Manual	Automated	AI
Complex issues	Detailed positive reviews	General positive reviews
Unique propositions	Clarifying negative reviews	Providing responses to common problems
Featured reviews	Reporting progress on bug/feature resolution	Addressing reviews made by mistake (1-star with positive feedback, etc)
		Supporting both manual and automated response strategies

Further on, we will explore what you can use to speed things along and ensure your app reputation strategy remains ready for anything.

The automated approach: understanding reviews

> Industry average
> response time:
> ## Under 2 hours

While dealing with larger volumes of reviews, scaling up without automation can only be done at the expense of a larger workforce, or sacrificing your reply rate. App reputation automation contains a few general areas, each of which can be combined or used separately, depending on where you are and what your app requires at the time.

First and foremost, you will need to know at a glance what happens in your review section in the events of:

- A high volume of reviews on the regular

- Review spikes following positive/negative events

- A high variety of languages used in reviews

- A large number of topics are mentioned in the reviews (bugs, promos, suggestions, topics unrelated to the app, etc)

The first, and easiest step towards understanding sentiment is getting a summary of the review section — within a particular time frame.

Depending on your processes and software, this could be a complicated process that involves many steps or an army of people keeping an eye on every review and tagging them accordingly. Alternatively, the best is using AI: data analysis is something it was designed to excel at.

Semantic analysis screenshot — positive 👍

Semantic analysis screenshot — mixed 🤔

Of course, a summary will only give you a glance at what is going on over a certain period of time. To gauge the mood of your users better, you'll need to dive deeper into **semantic analysis.**

This is a smart feature that looks at the words and phrases in reviews to figure out the tone and content. For example, it can tell whether a review is negative or positive, and what exactly the user is talking about, like problems with payment or compliments about the app's design. It includes tools like KPIs, Semantic Charts, Demographic Analysis, and Sentiment Analysis.

We recommend using semantic analysis often, especially if there is an uptick in mixed reviews — this might be an indication of a change that is not bad enough to warrant a negative review, but important for you to address it as soon as possible.

The automated approach: categorizing reviews

Once you understand what your reviews are about, it's worthwhile then to categorize them. It'll help you return to them later (for instance, if a certain bug is fixed, you would want to update everyone who reported it), get deeper insights on particular topics, and automate your response strategy as well (more on that below).

The first step towards categorization is tagging — a must-have for any sort of consistent review management strategy. Tagging can be done both manually and automatically, although we suggest automating tagging to speed things up.

AppFollow's **Auto-Tags** help organize reviews automatically. When a review comes in, You can tag it based on what the review is about, like "bug" or "praise". This makes it easier to sort through reviews and see which ones need urgent attention, which ones are positive feedback, and so on.

This is particularly important because, for instance, positive reviews get overlooked often. You would solve problems with negative reviews first, and then switch to everything else. A common strategy lately during spikes in negative reviews is to leave tens of thousands of positive reviews with negative messaging. Auto-Tags can detect this sort of behavior and tag them accordingly.

One particular category of reviews deserves a separate mention: **reviews that violate the Terms of Service.** People will be using swear words, slurs, and other undesirable forms of their vocabulary. Thankfully, every single app store out there has provisions that reviews must be posted with certain guidelines in mind.

Unfortunately, if the app stores fail to intercept these reviews automatically, you'll have to find and report them yourself. A sad consequence of this process is that your involved teammates (or maybe even the app owner/creator, at earlier stages) will have to see these hurtful reviews with their own eyes. Hate begets hate, and sometimes it's best not to engage in conversation where no one wins.

That's why you should automate discovering and reporting reviews that violate ToS as well. The app stores are normally swift with dishing out justice — you can expect them to be gone within a week, and if automated, you won't even notice that they occurred in the first place.

In AppFollow that is done with the help of Auto-Replies, which are discussed below.

The automated approach: automating responses

Now, you arrive at the crux of this entire e-book: automating responding to reviews. If you started small and responded manually, this is likely to be a scary endeavor at first; an understandable concern. Not to worry—we will cover the pitfalls of automation and AI both below.

The first step towards automation is **templating**. Templates are pre-written answers ready to go. When customers leave reviews, there might be common questions or issues they mention.

How is that automation? Couldn't templates just be a part of your support playbook in Google Sheets?

Indeed they can, yet fast application of them is a part where automation kicks in — such as responding with a canned response to a review with a particular tag. We recommend using templates for:

- Positive reviews
- Negative reviews (when it comes to clarifying the problem)
- Common issues
- Bug reports / common suggestions

We also recommend segregating types of feedback as narrowly as possible. There is no issue with having hundreds of tags by topic or situation and having as many templates ready to go as a result. Aim to only address truly unique feedback personally, and have pre-planned responses for everything else.

Be mindful, however: canned responses, if not varied, will be spotted and that can lower the general sentiment towards your app, as no one wants to be an afterthought left to simple automation.

So, you've got yourself a number of templates ready to go. That already speeds things up, although it may lack variety, and not everything will have a prepared response.

Let's introduce some more automation: Auto-Replies. This is where you establish certain rule sets, and then whichever automation you use, follows them. Something like that:

> If the tag is "Bugged menu button", respond with "Bugged review button template: temp. fix"

You can also vary your responses with different templates, even going as far as simply picking random ones from your folder of pre-made responses. That will ensure variety that your users will certainly appreciate, alongside your support staff — they'll pitch only when they need to, and not a moment sooner.

Case in point: AppQuantum +AppFollow

Over 2023, AppQuantum, a game publisher, managed to respond to **80-85%** of reviews **automatically**, using **Auto-Replies for 98%** of them. However, certain situations still require a human touch, and that's where tagging becomes invaluable.

All important data, especially that needing human interaction, is compiled into a dashboard via the AppFollow API. This setup is instrumental in identifying new areas for improvement, new languages, and refining review templates.

The automated approach: introducing AI

Average response time:
near-instant

And now, we are approaching the most controversial, and powerful, technology at your disposal. AI Replies — the ultimate automation that is supposed to be the smart digital assistant that marketing lingo really means it to be.

Initially, it might be challenging to trust AI. AI systems learn from manually tagged responses and adjust to automatically categorize similar feedback accurately. If it ever makes a mistake, these tags can be corrected, helping the AI to improve.

As with all things, this technology comes with pros & cons:

Canned responses are only useful when you need to give specific details in your reply. For example, you might need to share an email address where someone can send more information or confirm that a problem has been fixed.

Besides that, the most powerful synergy AI can offer is working simultaneously with your own knowledge base and templates; the ultimate machine to supplement information and vary it as you go.

Advantages	Challenges
Scales well-there is nearly no limit to concurrent responses	Over-reliance on automated responses can miss complex issues
Offers text and stylistic personalization for existing templates	Setting up AI requires an initial time investment in training
Boosts satisfaction with near-instant replies	AI needs regular updates to maintain accuracy
Responds in the user's native language	

Canned responses vs AI-generated responses

	Canned responses	AI-generated responses
Any language	✔ but a native speaker is required	✔
Uniqueness	✖	✔
Predictability	✔	✖
Customization	✔	✔ Soon

Standard Bank in South Africa is staying ahead by embracing this new technology.

They use AppFollow's AI to speed up their customer service for their global clientele. This smart use of AI allows the bank to **answer common questions in seconds** and free up their staff to tackle more complicated issues. This has boosted both the speed and quality of their service.

The bank's achievements with AI include automating replies to many customer reviews and improving interactions across different platforms. They've used tools like auto-reply, AI replies, and a reviews dashboard to handle and analyze customer feedback.

Now, **80% of customer reviews receive instant automated responses,** allowing customers to help themselves most of the time. For the more complex issues that AI can't handle, human agents step in to assist. This blend of automated and personalized service has led to a **646% increase in positive customer interactions.**

Using automation helps us reply faster to customers and still give personal help with tough issues. We are committed to improving our AI to offer the best service in banking.

Nkoebe Motlhajoa
Social Media Manager

Standard Bank

Considerations on the use of AI

The use of AI raises a lot of questions still, as it's a new technology. Privacy concerns, the accuracy of information, and even the ethics of using it are subject to debate. Let's address them all and then learn how to use the AI well.

01
Privacy

Since reviews are public data, often published under a nickname, privacy is not an issue that requires any particular adherence to regulations.

Businesses training AI to respond well to particular queries also do not risk revealing any trade secrets, as in the vast majority of cases only the openly available information is shared.

02
Accuracy

Depending on the model and training in use, accuracy may vary. Popular products based on OpenAI and Anthropic LLMs command vast enough data sets to address the most common questions, respond to positive feedback, and narrow down problems.

The technology advances too rapidly to make any predictions. Training the AI with your own knowledge base materials already yields wonderful results for covering technical issues.

03
Ethics

How humane is it, to delegate personal communication to a machine? A question that will remain open. How humane is it to use a template? AI is that, but faster, and automated. In many ways, it is superior to canned responses. If a customer receives a precise, tailored response almost instantly, would it not be excellent customer service regardless?

Considerations on the use of AI: AppFollow

We are often asked about how we approach AI as a company. Below you will find our stance on the most common topics:

Testing

All AI tools at our disposal, in-house or third-party, are carefully tested before we roll them out. Even with AI Summary and AI Replies, you get to mark the responses you wish to be better, helping us achieve top accuracy.

Customization

An ideal AI is capable of adapting to any tone of voice, depending on the extra parameters you input. That also involves training the AI on your own data (such as help articles or knowledge base). Both of these things are to be a part of the complete AI suite.

Internal policies

No app is alike, and the audience for each varies — that is only natural. Not every company will be allowed to use AI (or even any automation) based on its policies, although we'd like to assure you that AppFollow AI adheres to the strictest of ethics guides and will not provide questionable answers.
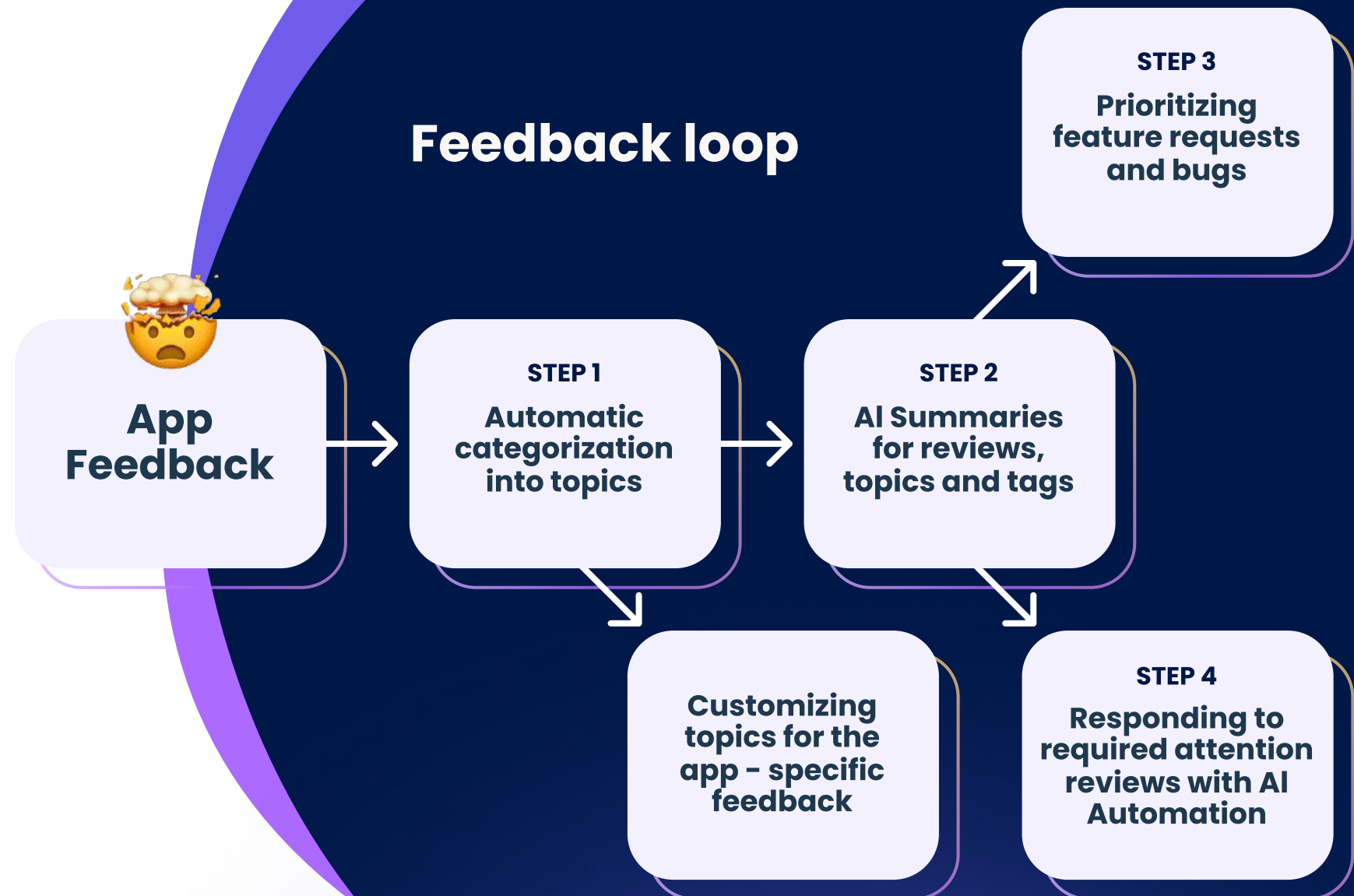
Quality assurance

The accuracy of responses makes or breaks AI. If it's not accurate, why would you use it? Our commitment is to continuously refine and update what AI is capable of, and how accurate it is. Since there are so many different moving parts to it, the process never really stops.

Frameworks

As you have seen at the beginning of this e-book, market top performers have consistently higher star ratings than the industry average. Even if you are just starting up or quite happy with a manual/hybrid approach that doesn't involve AI, you can still do better and prepare for review volume growth and the inevitable thinning of your support resources.

The best approach to sorting out feedback with the help of AI is to ensure a feedback loop. The core of the feedback loop is simple: categorize, prioritize, and respond as soon as you can.

Feedback loop

STEP 3
Prioritizing feature requests and bugs

App Feedback

STEP 1
Automatic categorization into topics

STEP 2
AI Summaries for reviews, topics and tags

Customizing topics for the app – specific feedback

STEP 4
Responding to required attention reviews with AI Automation

Frameworks: Rollout plan

Below you will find a generalized framework for the adoption of AI for your particular use case.

After all, theory is good, but it's the practice that yields results. Follow these steps to get a headstart and adjust as you go:

The last step is identifying growth points and focusing on them, as they will result in the biggest impact. Low-hanging fruit is usually a good idea. Here's an example:

Target	Percentage of review automation: 80-100%
Resources	With a team below 5, setting up multiple rules and templates might be too consuming unless extra time is dedicated. AI Replies are an optimal way forward in this case.
1 / Rollout	Easy to tackle reviews first. During fine-tuning, do not enable auto-posting yet. • Short 5-star reviews • Common negative reviews • Reviews that violate ToS
2 / Fine-tuning	Once the sweet spot is found with AI Replies, turn on auto-posting.
3 / Expanding	Introduce AI and automation to more types of reviews in order to reach 90-100% level of automation: • Reviews in different languages • Reviews with neutral sentiment • Narrow review topics

Rating	Sentiment	Mode	Language
⭐ 4-5	Positive	Auto-posting	English
⭐ 4-5	Positive	Approval	German, French
⭐ 1-2	Negative	Approval	English

Frameworks: AppFollow + AI

On top of handling reviews with the help of automation (such as auto-tagging), we recommend using AppFollow's AI capabilities to improve the process further. Below you will find strategies for using AI for particular types of reviews.

YOU WILL NEED:

Auto-Replies, Semantic Analysis, AI Summary, and Auto-tags.

Responding to all reviews

Responding to every single review with the help of AI will drive your response rate to 100%. That's a tremendous feat for reputation management, but it will require careful preparation and training of the AI. If you strive for this level of AI automation, you are guaranteed to reduce support costs and improve your app rating.

Responding to 4–5 star reviews

These users like your product and are thankful for the app you made. Use AI to answer them — this approach will remove the need for Level 1 agents.

For short positive reviews:

If	Review rating **greater or equal** ▾ **4 stars** ▾	✕
And	Review length **is** ▾ **1 word** ▾	✕
And	Review semantic sentiment **is** ▾ ● Positive ▾	✕

Add more conditions ▾

Action

| Then | Reply with AI-generated answer | ✕ |

For long positive reviews:

If	Review rating **greater or equal** ▾ **4 stars** ▾	✕
And	Review length **greater or equal** ▾ **10 words** ▾	✕
And	Review semantic sentiment **is** ▾ ● Positive ▾	✕

Add more conditions ▾

Action

| Then | Reply with AI-generated answer | ✕ |

For positive reviews containing specific text:

If	Review text **contains** ▾ thank great well awesome amaz and 37 more	✕
And	Review rating **greater or equal** ▾ **4 stars** ▾	✕
And	Review text **does not contain** ▾ but however not problem issue	✕
And	Review language **is** ▾ **English** ▾	✕

Action

| Then | Reply with AI-generated answer | ✕ |

For positive reviews that contain only positive words:

If	Review text **contains** ▾ thank great well awesome amaz and 37 more	✕
And	Review rating **greater or equal** ▾ **4 stars** ▾	✕
And	Review semantic sentiment **is** ▾ ● Positive ▾	✕

Action

| Then | Reply with AI-generated answer | ✕ |

Reply to short reviews

If	Review rating less or equal ▾ 2 stars ▾	✕
And	Review semantic sentiment is ▾ ● Negative ▾	✕
And	Review length less or equal ▾ 1 word ▾	✕

Add more conditions ▾

Action

| Then | Reply with AI-generated answer | ✕ |

Reply to all reviews containing specific words

If	Review rating less or equal ▾ 2 stars ▾	✕
And	Review semantic sentiment is ▾ ● Negative ▾	✕
And	Review language is ▾ English ▾	✕
And	Review text contains ▾ waste bad poor worst	✕

Action

| Then | Reply with AI-generated answer | ✕ |

Reply to all negative reviews

| If | Review rating less or equal ▾ 2 stars ▾ | ✕ |
| And | Review semantic sentiment is ▾ ● Negative ▾ | ✕ |

Action

| Then | Reply with AI-generated answer | ✕ |

Responding to negative reviews

You should respond to negative reviews or report them if they are offensive or spammy. If reviews are appropriate and don't need to be removed, ask for more details in your response. Once you address the user's complaint, you can ask them to update their rating.

PRO TIP

You can turn on "approval mode" for the first few days of AI use to check that you are satisfied with the responses while the AI is learning your specifics.

Responding to helpful feedback

The most useful reviews are those with helpful feedback, especially the longer ones. You can set up automatic tagging and responses for these reviews and handle other tasks manually while automation takes care of this.

PRO TIP

Use AI Summary to summarize the different types of feedback in your reviews and quickly find insights.

Conditions
Please clarify your rule by adding conditions

| If | Review rating **greater or equal** ▾ **4 stars** ▾ | ✕ |

| And | Review is **semantically tagged with any of the tags** ▾ | ✕ |
| | ● Feature Request ▾ |

Add more conditions ▾

Action

| Then | Reply with AI-generated answer | ✕ |

Responding to reviews in other languages

Don't leave the reviewers responding in other languages hanging.
AI excels at translation and is capable of responding to users in their native tongue.

Conclusion

In conclusion, we'd like to say that app reputation shouldn't be handled just by AI or automation. When you release your app for the first time, you're unlikely to need review automation for a while. You might need competitor analysis, keyword analysis, and other tools that help you understand how well you climb upwards.

Once the reviews come in, you can decide the ratio between automation and manual work; some things can only be handled in person, and some shouldn't occupy your time at all.

✓ **Manual work** should be spared for unique cases that cannot go without human* supervision

✓ **Automation** should be used for common cases that can be handled with a variety of templates

✓ **AI** should be used for everything else, especially for the improvement of existing automation workflows.

With this, we wish you well on your app reputation journey: use the right tool for the job, at the right time.

APPFOLLOW

App Reputation Automation Platform. **Enhanced by AI,** controlled by you.

Start free trial now