



Reputation Management for Mobile Apps

Rating & Reviews in **2021**

APPFOLLOW

...6
...3

Table of contents

...12

Executive Summary

Introduction	4
Key observations	5
The state of the mobile app market	6
What does this mean for customer behaviour across the app stores?	7
Cross store comparison	8
Response rates & how long it takes to get back to users across the app stores	8
AppFollow's observation	9

Play Store findings

Gaming's customer experience management & growth potential	10
The category with the lowest ratings by stars & reviews	11
The impact of extraneous variables on ratings	12
The story for Finance	14
Shopping has room for improvement	15
How does review management differ across the board in Google Play?	17

App Store findings

Gaming on the App Store	18
Shopping on the App Store also need to improve their review management	19
App Store users are more critical in their reviews	20
There's a chasm between News and Magazines & Newspapers	21
Entertainment has the lowest ratings by both stars & reviews	21
Finance is growing fast & getting more competitive	24
How does review management differ across the board in the App Store?	25

Executive summary

The app ecosystem is growing at an unprecedented rate. That brings higher levels of competition & more demand from app users to provide a stellar customer experience. Users expect well-performing apps & games, and new features released frequently which accurately reflects their needs.

With this in mind, it's more important than ever for companies to manage their average rating and user reviews. An app's product page – essentially, its 'shop window' – is where ratings and reviews sit. **A clean image & positive reputation presented from this window is now vital for an app to overcome its competition.** Responding also ensures loyal, returning customers remain happy and keep coming back.

Checking average rating & reviews play a crucial part in a prospective customer making the all-important decision of whether to download or pass. This report will explore how much effort apps across stores and categories have made to maintain a positive online reputation while effectively communicating with users and players.

Introduction

2020, and 2021 so far, have been defining years for many apps and categories in the app stores. As more services migrate to the digital world & the pandemic consumed the globe in its restrictive grip, so too did the usage and install rate for apps shoot up to record levels.

According to Statista, there were 218 billion app downloads in 2020, a massive jump from 140 billion in 2016. It's a similar story with revenues earned from the app stores: global spend reached \$112 billion in 2020, with \$65 billion spent in the app stores for the first half of 2021.

It's well known that consumers tend to trust reviews from other consumers more than anything else, with perhaps the exception of a recommendation from family or friends. 77% of people read at least one review before downloading an app. What's more, 100% of users browsing on the stores that discover your app will see your average rating.

Our report draws on external and original, internal data, analyzing the state of apps' online reputation across categories & stores. If you have chosen to open this report, you're probably aware of the huge impact that reviews and star ratings can have on an app's customer lifetime value, retention, acquisition, and growth.

But how much time & resource have companies put into ratings & reviews? How effective are their review management processes? What may be tarnishing their online reputation and encouraging negative reviews? How can these issues be remedied?

Read on to find out what we discover... 📌

Key observations

Users who leave reviews on the App Store are more critical – with an average rating by review at 3.4 – than those on the Play Store, with a 4.1 average.

Gaming clearly has plenty of satisfied users who leave high star ratings, but reviews are often left without responses. This indicates a disconnection between developers & users, which is reflected in the infamous high churn rates of the industry.

There is a huge difference between News and Magazines & Newspapers in terms of ratings on the App Store. This could be due to ideological fanatics or fake news bots flaming news apps in the review section.

Entertainment is the worst rated category on average on the App Store. This is likely to be due to regular screen glitches & bugs, an unpopular removal of a favourite TV or movie, or advert fatigue.

Auto & Vehicles is the worst rated category on average for the Google Play Store. But apps in this category get quite a lot of reviews on average, which could mean that users are trying to point out what's causing their dissatisfaction.

Only 1 out of 10 reviews get a response on the Play Store, and 2 out of 10 get a response on the App Store on average.

Shopping apps are lacking in review management across both stores. With evidence from our data, they have the lowest response rate recorded at 4% and take about a week to respond.

Finance is a highly competitive category, with fintech & banking burgeoning on the mobile market. There are many new players as well as migrating enterprises in the finance category and they don't yet have the market reach of other, more well established app categories. But as it grows, so too will the competition and the fight for users' attention get more fierce.

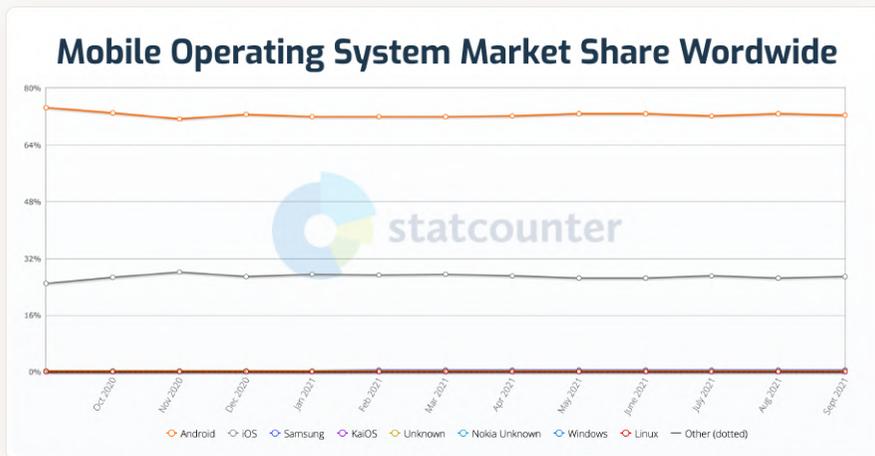
Certain categories will have a chunk of reviews influenced by 'extraneous variables', situations out of their control & nothing to do with the app itself. But they aren't performing sufficient damage control through customer support.

DISCLAIMER:

Our research only consists of data on the top charts (the top-50 apps in H1 2020) in the U.S. market. Some insights may change in the future when we provide new research on other regions or the global market.

The state of the mobile app market

It's well known that the Google Play Store is a huge store with users across a broad set of demographics. Last year, users downloaded apps 108.5 billion times. When you think about it, this makes sense, since the worldwide market share for the Android OS is so much greater than anything else.



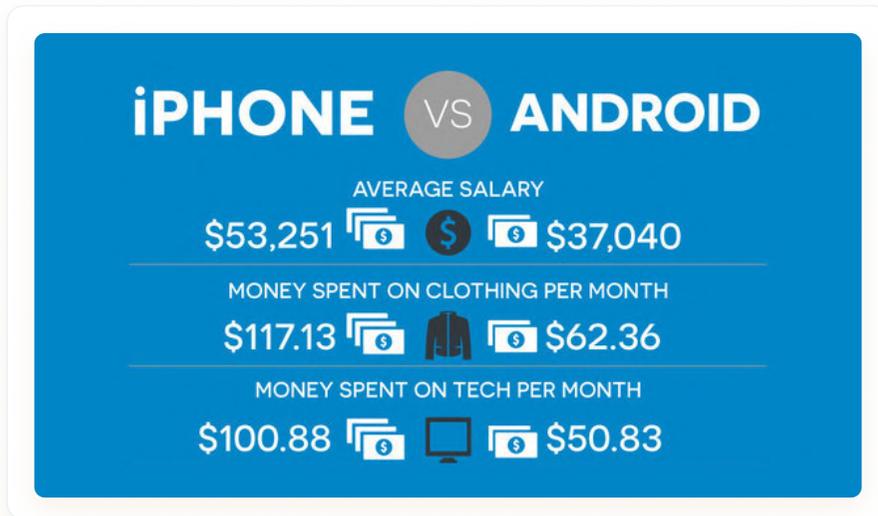
Mobile Operating System Market Share Worldwide – Statcounter

Though demographic reach in regards to geography and market size is greater on the Google Play Store, it also means there are more market players vying for users' attention.



Number of apps in each store Q1 2021 – Statista

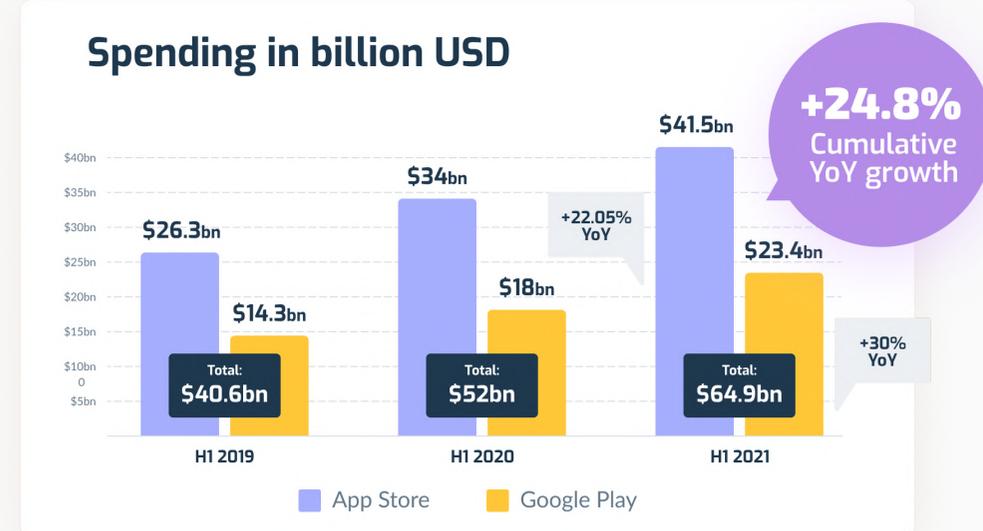
According to a study, Android and iPhone users also differ in socio-economic status, with the former tending to sit in the lower to middle class and the latter in the upper middle class. This means App store users make more money and spend more per month on goods & services.



Source: Slickdeals

What does this mean for customer behaviour across the app stores?

- Users on the App Store have **higher spending habits** and hold **more purchasing power**. They are much more financially invested in the apps they download, with higher intention to part with money for both app licenses & in-app purchases.



Source: SensorTower

- Finbold found that consumers spent \$41.5 billion in the App Store, nearly double the \$23.4 billion spent in the Google Play Store in the first half of the fiscal year, 2021. This is fascinating, since the Play Store is so much bigger in regards to market reach, with many more apps in its ecosystem, and has the large majority of mobile users using the Android OS.
- Apple users have been found to be more engaged with their devices. In fact, they spend 4 hours and 54 minutes on their phone per day (the majority of that in apps). Android users spend less time on their phones, spending only 3 hours and 42 minutes a day.

Cross store comparison

Our data shows that users who leave reviews on the App Store are quite a bit harsher – the median rating by review on the App Store being 3.4, which, compared with the Google Play Store, has a median rating by reviews of 4.1.

This could be because App Store users are more likely to be a paid user of an app and spend more on in-app purchases. Thus, they have higher expectations, are less tolerant to issues, and will probably leave more card, payment, and pricing queries in their reviews. With this in mind, App Store queries are more likely to be connected with lower ratings, thus could contribute to a lowering of the median rating by review for apps on the App Store.

How have support teams responded?

Response rates & how long it takes to get back to users across the app stores

According to our data, apps on the App Store have a response rate of 22%, more than double that of Google Play, at 10%. This is most likely due to the fact that apps on Google Play Store often get many more reviews than their App Store counterparts.

As a result, support has to prioritize more what they reply to on the Play Store as their resources and time are stretched.

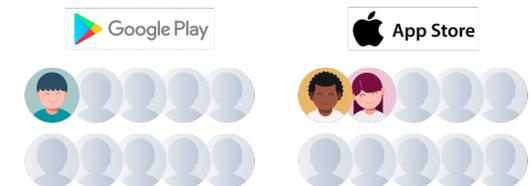
Customer support on the App Store as a general average takes much longer to respond to reviews, with a median of 2.4 days before one is published; for Google Play, support takes only 0.5 days. However, this data is impacted by the approval process by Apple for review responses, which can take 8-12 hours to update & 4-8 hours for the response to become visible.

To emphasize this differently, only 2 out of every ten reviews will get a response from Customer Support teams on the App Store, and only 1 out of 10 get a response on the Google Play Store.

Median response rates of the App Store



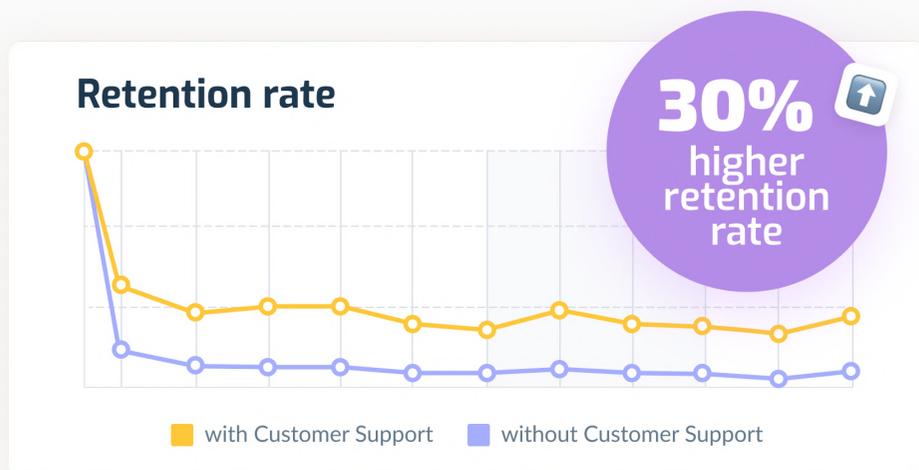
Users who receive a response for their review



AppFollow's observation:

From our data, it seems that companies aren't doing enough to provide effective support or build trusting relationships with customers. This should be a concern for user acquisition & retention, since:

- [94% of consumers go through reviews & ratings](#) before making a decision about a good or service
- [70% of Apple users](#) first read at least one app review before installing an app
- Companies that provide customer support to their users have a 30% higher retention rate than those which don't.



Furthermore, studied consumer behaviour suggests that in general, customers tend to give more weight to negative reviews than positive ones. This has been demonstrated [in a study by Von Helversen et al](#), where “negative reviews had the strongest effect on attitudes and usefulness, suggesting they may carry more weight than positive reviews”, and that potential prospects “perceive them as more informative because they often are rarer and of higher quality”.

If a visitor finds these apps from search and finds that the large majority of reviews that are requesting help, suggesting improvements, or looking for an answer to a query are just left without a response, they won't feel too inclined to either download the app or commit anything beyond giving it a try.

It's hugely important for apps on both stores to improve their response strategies in order to provide the necessary customer experience that'll ensure customer retention & user acquisition — two parts of the mechanism of growth. Happy customers who feel they've been well supported after leaving a review will most certainly have higher customer satisfaction (CSAT) and are much more likely to recommend that product or service to friends or family (NPS).

Play Store findings

Gaming's customer experience management & growth potential

Gaming as a general category has the lowest response rate of all – **sitting at a measly 8%**. Support from Gaming apps in the category also takes the longest time to respond to customer reviews, **at 2.1 days on average** before a response is provided. However, it has a **high average ratings by stars (4.3) & reviews (4.0)**.

While the slow, or lack of, response to customer reviews hasn't yet had an adverse effect on the rating of gaming apps, it puts into question Gaming apps' connection & relationship to their own users' experiences.

Other research has shown that 94% of app users churn within 28 days of downloading a gaming app. The lifecycle of users for the Gaming category – and subcategories – is very short, yet those who do try the game enjoy the experience.

An assumption we can confidently make when looking at this data is that though experiences using a Gaming app has garnered a high rating and generally positive reviews from users, interest and enjoyment fade quickly.

From the 8% average response rate of Gaming apps, it's clear teams rarely communicate with users that leave reviews on the stores. As a result, users may feel unheard, therefore remain uninvested in the app for the long term, resulting in early churn.

The game may also be developing in a way that's not what they were hoping for, which is another reason for this early churn rate. This may be due to the fact that not only are Gaming companies not responding to reviews, they aren't keeping track of customer sentiment or feature requests.

Let's take an example from a quite popular game on the Play Store:

★★★★☆ 20/09/2021

I like the game but there's nothing new in game like event or something new to keep playing

What can we learn from this review? The user likes the game, is satisfied with how it plays and with their experience thus far.

However, they've now lost interest or engagement with it as there is nothing new or exciting that will keep them coming back. This user is most likely on the brink of churning. Yet, the developers have left it without a response for seven days from the time we found the review.

The outcome of this level of churn for the business is higher customer acquisition costs, which will have serious repercussions on future growth.

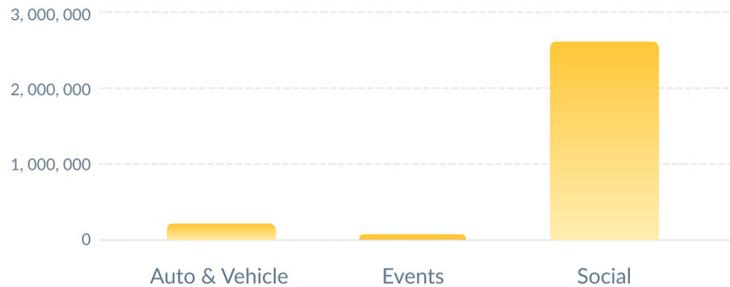
One way we suggest gaming apps to prevent this churn is to connect with customers through effective review management — this way they'll be able to reach users before they give up by pressing uninstall and find the crucial insights that'll help them develop the game in a way that keeps customers interested.

The category with the lowest ratings by stars & reviews

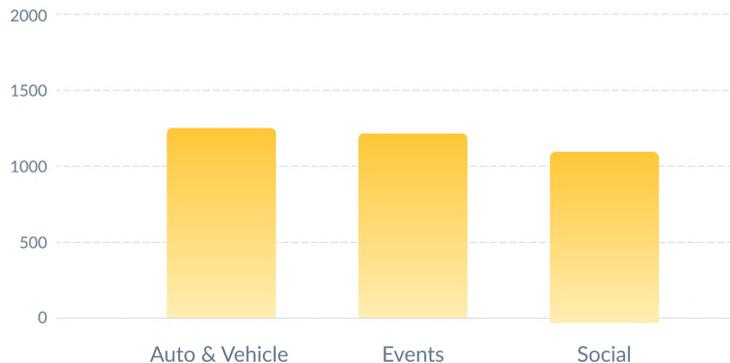
The Auto & Vehicles genre has the lowest average ratings by both stars and reviews on the store— 3.4 average rating by stars and 3.7 average rating by reviews. It is also sitting at the lower end of the number of star ratings given an average of 212,481 star ratings, which, for comparison, video players have received on average 2,414,854 per app.

Auto & Vehicles still received a relatively decent number of app reviews: 1,250. This signifies that users are willing to share their experiences with apps in this genre as much as in any other genre, and may be trying to notify the developers of the in-app performance or UX issues. If the user base was indifferent or apathetic, they wouldn't have so many reviews.

Average number of stars



Average number of reviews



The impact of extraneous variables on ratings

The data shows a similar story in terms of the average amount of reviews left for apps in the Events category, as shown in the chart above. Though, it's important to note here that the amount of reviews left for apps is pretty balanced across all categories.

However, for apps in Events, there's a likelihood that users are sharing personal experiences outside of the app developers' control – such as a cancellation or a badly run event (or the opposite). But these often impacts what's mentioned in the review & what star ratings is provided. How Support responds to these external problems is what can turn it around to a higher rating and more positive review.

Here's an example of a review for a theatre ticket app in the Events category from the Google Play Store. The Support team effectively responded to an issue outside of the company's control, which had a positive impact on the star rating & review left by the user:

★★★★★ 11/09/2021

Brilliant app seen 4 shows using the app now...never had any aggravation either. Even during the pandemic when I had 4 shows cancelled today always sent me a voucher and let me rebook. Defo worth using x

This particular situation can be expanded to categories such as Dating, Lifestyle, Beauty, and Food & Drink. All of them will have reviews and ratings that are impacted by external forces which have nothing to do with app performance or functionality.



Drilling down into our data, all four of these categories have high ratings by stars at 4 or above — yet, three out of four of them have ratings by reviews of around 3.5. This low average rating by reviews could be due to a chunk of users who've had a bad experience as a result of using the app — such as no matches for dates, late delivery drivers, or a poor service from a local business — but not about the app performance itself.

★☆☆☆☆ 17/09/2021

Little to no matches, no one ever returns chats. Total waste of time, I even paid extra for the premium account.

★☆☆☆☆ 19/09/2021

Poor service. Yes, the app is easy to use. The service sucks. Yes, most of the time, everything goes alright, barring a mistake on the food. What I'm frustrated about, and what keeps happening with increasing frequency, is the driver and/or the restaurant straight up forget part of the order. Yeah, a refund on the part of the order that is missing helps, but you're still stuck with half an order missing and a very hungry person disappointed and upset. Paying \$31 for 1/2 an order sucks.

Our suggestion would be for companies within these categories to segment reviews left by users — categorizing them according to intention and what they are trying to get across to Support. There's nothing app developers can do about a bad date, but they can find ways to filter and track reviews that may be about features, issues, or bugs and address those — as well as performing effective damage control for those external situations.

AppFollow's observation:

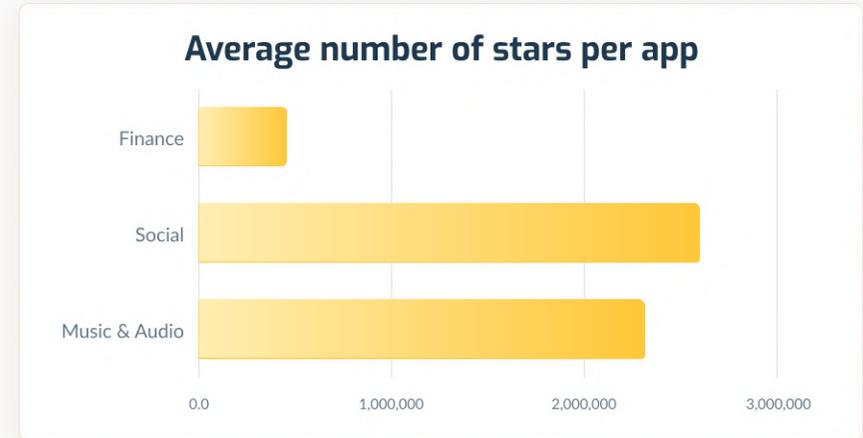
Our data shows that the number of ratings on average for a category is no indication on the number of reviews on average. In fact, when looking at the data as a whole, this point holds true. The number of ratings by reviews left across categories is much less differentiated than, for example, the average number of stars.

The story for Finance

Finance is an extremely competitive category, with the explosive popularity of amateur trading, the rise of neobanks, the migration of traditional banking into digital services, and pension & fund management becoming digital-friendly.

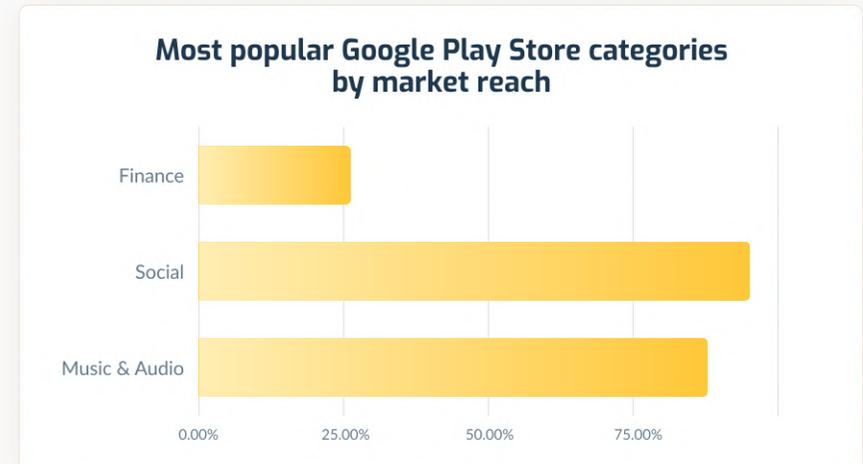
AppFollow's data shows that finance has the largest number of apps in the top 50 category out of any other category on the Google Play Store — 38. There is a high level of competition for visibility in the finance category, which may explain why financial apps have a relatively higher response rate (25%) on average when compared to other categories. They are also very quick to respond to reviews — only taking on average 0.8 days. This is a great approach by apps in this category because at this level of competition it's more than ever about providing a satisfactory customer experience.

However, there's a surprisingly low amount of ratings by stars on average for apps in Finance — 457,344 — when compared to other genres such as Social (2,596,071) or Music & Audio (2,315,862):



This may be due to three possible factors:

- **The market reach of apps in Social and Music is much, much greater** than with Finance in the Play Store, as shown below:



Source: [Statista](#)

- **The explosion of Finance apps — part of the fintech boom as a whole — is still quite recent**, while music and social networking apps have been around for quite some time to cultivate a larger user base and higher market share.

Dominant companies now control the space in categories such as social and Music & Audio — think Facebook, TikTok, Instagram, Snapchat, Twitter, WeChat for Social. And for Music & Audio, think Audible, Google Podcasts, Spotify, Apple Music, and Soundcloud.

The established apps in these categories have had sufficient public spotlight to be known, tried and tested by many of the users in the Play Store ecosystem. They've had the space and time to build up enough brand recognition and customer satisfaction to gain such huge numbers of ratings.

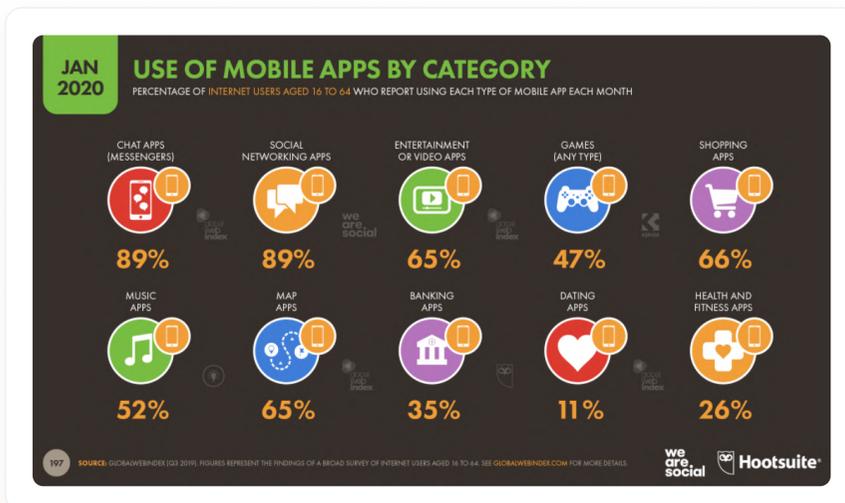
In fact, according to the above study, almost 9 out of every 10 users use a social app and half of them use a music app per month. In contrast, only 35% of users reported using a banking app in an ordinary month. This shows adoption to finance apps is still in its early stages.

- **It's lastly about user behaviour.** For a user to connect with their various networks, they now have to use several social media apps for different social uses. They may also use music & audio apps (radio, music, podcasts) for different reasons. This means a single user may leave a rating for several social or music apps over the course of using their phone.

However, when it comes to categories such as banking / finance, the average person will most likely to engage with a single app for all their banking needs. This is especially the case since mainstream banks have gone through digital transformations and now offer mobile banking via an app. This means that users will engage with their bank's app and not explore the category much beyond that.

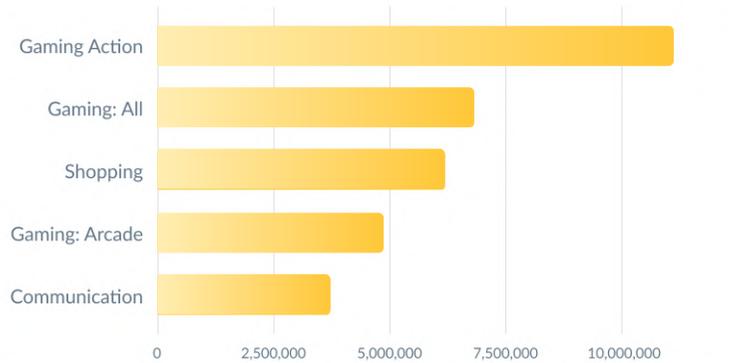
Shopping has room for improvement

Based on our data, shopping is a category with some interesting patterns. It has the third highest average number of ratings by stars but also has the lowest number of ratings by reviews.

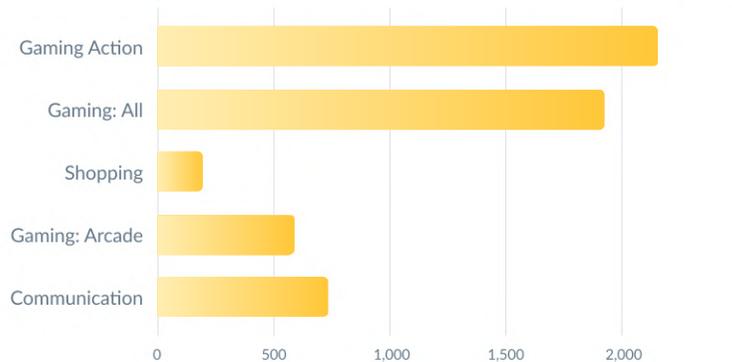


Source: We are social & Hootsuite

Top five categories with the most average amount of star ratings



The same categories for average amount of reviews



Why is this the case with the Shopping category?

It's clearly nothing to do with lack of customer satisfaction or user engagement: apps in the category have been rated very highly on average by star ratings & reviews (4.6 and 4.4 respectively).

However, one explanation for the small amount of reviews left by users could be that companies with apps in the shopping category aren't doing enough to convince their users - including those leaving star ratings - to provide textual feedback via in-app prompts or other means.

Feedback is crucial to product development. And reviews are a great source for product insights from active users. With such a short supply of reviews for apps in the Shopping category, this feedback may be something they're lacking in.

How does review management differ across the board in Google Play?

1.

The four categories with lowest average ratings by reviews:

- Entertainment: **3.5**
- Lifestyle: **3.4**
- Dating: **3.5**
- Food & Drink: **3.5**

2.

The four categories with the highest average ratings by reviews:

- Events: **4.6**
- Video Players: **4.4**
- Beauty: **4.5**
- Shopping: **4.4**

3.

The four categories with the highest average ratings by stars:

- Parenting: **4.7**
- Events: **4.6**
- Shopping: **4.6**
- Beauty: **4.5**

4.

The four categories with the lowest average ratings by stars:

- Libraries and Demo: **3.3**
- Auto & Vehicles: **3.4**
- Lifestyle: **4.0**
- Dating: **4.0**

5.

The four categories with the highest average response rate:

- Sports: **42%**
- Comics: **37%**
- Medical: **37%**
- Lifestyle: **35%**

6.

The four categories with the lowest average response rate:

- Gaming (All): **8%**
- Video Players: **9%**
- Shopping: **13%**
- Family (All): **16%**

7.

The four categories that are the quickest to respond to reviews on average (by days):

- Events: **0.3 days**
- Entertainment: **0.4 days**
- Video Players: **0.4 days**
- Photography: **0.4 days**

8.

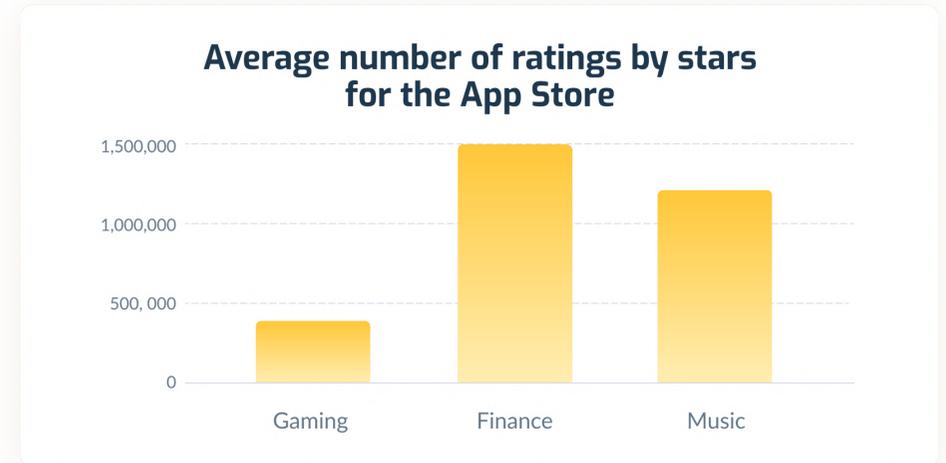
The four categories that are the slowest to respond to review on average (by days):

- Libraries & Demos: **2.8 days**
- Comics: **2.6 days**
- Gaming (All): **2.1 days**
- House & Home: **2.0 days**

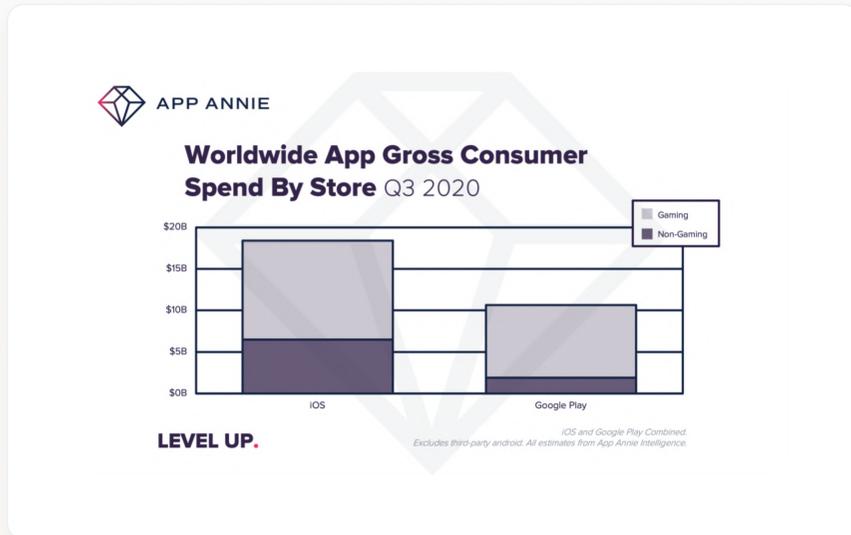
App Store findings

Gaming on the App Store

Our data shows that Gaming lags behind a number of other categories on the App Store.



This could suggest that Gaming doesn't have as big a reach on the App Store as it does on the Play Store. The demographic for App Store users, who tend to be 35 years or older & are less likely to engage with mobile games. This is not to say that games aren't still huge on the App Store. In fact, in terms of spend: "Games accounted for the majority of consumer spend across both stores – at 80% on Google Play and 65% on iOS", and consumers spent a lot more on games on the App Store than they did on the Google Play Store.



Source: AppAnnie

Shopping on the App Store also needs to improve their review management

Shopping has the fourth largest number of ratings by stars on average. However, its ratings by review are quite telling: **3.1 on average**. There is a high chance that these are users sharing an unsatisfactory experience. The support provided by companies in the shopping category is also noticeable — **a 4% average response rate and an average of 6.8 days** — nearly a week — to respond.

This is a prime example of how companies aren't communicating with the most important part of the business — their customers. What this does is it closes the door on opportunities to discover crucial product insights, develop customer loyalty, and a positive brand reputation. Shopping apps should be more aware than most that the product pages on the app stores are like shop windows — online prime real estate.

Reviews that express dissatisfaction can warp how the window looks to passers-by. Yet, not much is being done to remedy clean it up, it seems.

Some remedial steps would be to improve on the frequency for which they reply to reviews and to shorten the length of time it takes them to do so. This brings up the next clear issue: **Shopping scores lowest for average amount of reviews, with only 141 left by users on average**. Again, this may be to do with their lack of in-app prompts asking users to leave a review. It could also be a symptom of a bigger issue — a lack of connection between companies in this category and their users.

App Store users are more critical in their reviews

The rating by stars benchmark for the App Store is very high – with its median rating by stars at 4.7 and the lowest category in the store holding an average of 4.1. However, as mentioned earlier, App Store users leave much lower ratings by reviews on average. In fact, some categories have even fallen below 3 (Entertainment, Food & Drink, and Business).

Response rates in general on the App Store seem to be higher than on Google Play – with a half dozen or so categories reaching the 40 & 50th percentile on average. This again could be the fact that users on iOS have a high purchasing power & are more likely to be paying, active users, meaning they're the focus of support. There are also less reviews to manage on the App Store, thus support has the opportunity to respond to a higher amount.

But there seems to be a pattern across the app stores with the same categories getting low ratings by reviews.

Ratings by reviews across the app stores:

Category	App Store 	Google Play Store 
Entertainment	2.8	3.5
Food & Drink	2.9	3.5
Lifestyle	3.0	3.4
Social	3.1	3.7
Business	2.8	3.7

This is evidence that low ratings such as these are not a result of a store or device specific issue. It could strengthen the argument made earlier in the report that users of apps in these categories are leaving reviews impacted by experiences outside of the app developers' control.

But it could also be that these companies are either not building an app that creates a satisfactory user experience or they aren't responding effectively to emerging issues (even those not about the app itself), as they don't have a proper review management process in place.

The categories listed in the table have **an average response rate of 32%** on the App Store. This is not encouraging when they have **an average rating by reviews of 2.9**, indicating a serious need to improve their review management.

What should be concerning is that many low rated reviews will remain low, because without a response saying a request has been met or an issue resolved, the users who've left these reviews have no reason to change them.

There's a chasm between News and Magazines & Newspapers

The difference when it comes to ratings by reviews between these two categories are highly noticeable:

- 3.0 for News
- 4.3 for Magazines & Newspaper

However, the reasons for this difference could again be for reasons from outside of the app stores. In fact, extraneous variables, including an increased polarized political and social environment, may be influencing some zealous users to leave negative reviews based on their ideological opposition to what's being covered by apps in the News category.

They may also be spammy or fake reviews which aim to spread misinformation or influence the reach of News apps. These reviews should be reported & removed – and should be a main objective for those managing these apps. This can be done by [reporting a concern to Apple or Google](#).

Magazines & Newspapers seems to have less reach than News, with far less reviews by stars on average:

- 40,370 for Magazines & Newspapers
- 343,225 for News

Magazines & Newspapers apps specifically may have a smaller but more committed, engaged following of users than with News apps. This is made clearer when you compare the amount of reviews on average left between the two categories

- 670 for Magazines & Newspapers
- 245 for News

But it also may be due to apps in Magazines & Newspapers having better in-app prompts which request users leave reviews in the App Store.

Entertainment has the lowest ratings by both stars & reviews

Type of Rating	App Store 	Google Play Store 
Review average	2.8	3.5
Stars average	4.1	4.1

There are several topics in reviews that constantly crop up for this category which may explain the low ratings seen in our data:

- Complaints about there being too many adverts, which is hindering the experience.

★ ★ ★ ★ ★ 12/09/2021

Isn't it funny how when a free streaming app like [redacted] brings out a paid ad free version the ads in the free version get longer and more frequent! It's at the point where it's virtually impossible to enjoy anything with so many ads, and I'm not going to be bullied into paying a subscription by inundating me with ads!

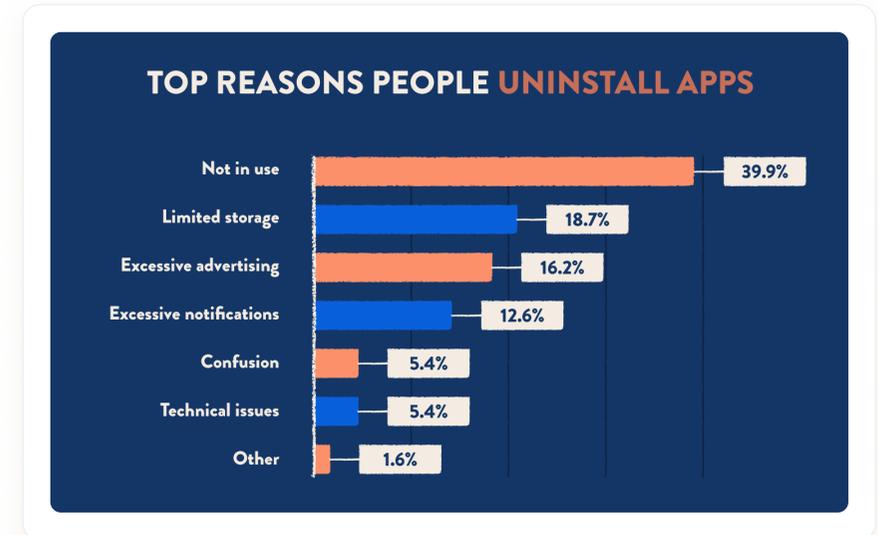
- Disappointment after the removal of a favourite show & movie, or not having all the available seasons.

★ ★ ★ ★ ★ 05/09/2021

They keep taking off good shows and movies. Aka monster flipping high. I was just trying to binge it and I search it up and there ain't any of them other then one and that one I don't really like.

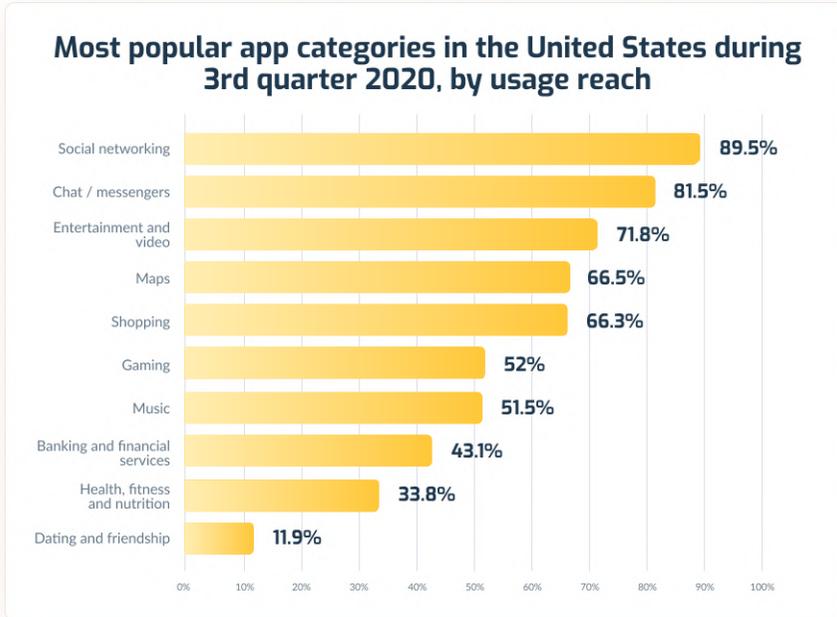
- Significant account glitches & bugs.

In terms of improving customer satisfaction & customer lifetime value in the Entertainment category, advertising as a sustainable revenue model comes into serious question.



Source: [CleverTap](#)

Of course, there is a high level of usage with Entertainment apps. They have the third highest usage since last year, only trailing behind only social and messaging apps.



Source: [Statista](#)

This runs consistently with our data, which shows a high level of engagement. Entertainment has the largest amount of reviews on average left on average on the App Store (excluding sub-categories). It also has the third largest amount on average on the Google Play Store (excluding sub-categories), showing this level of engagement isn't store specific.



Yet, the companies managing apps in the Entertainment category seem to be lacking an effective response strategy. **They only respond to 3 out of every 10 reviews on the App Store (and 2 out of every ten on the Play Store).**

For a category which gets negative ratings by reviews and has the lowest rating by stars (4.1) on the App Store, strategies to improve this situation seem wanting but absent.

Finance is growing fast & getting more competitive

According to AppsFlyer, there was a 20% increase in installs in the year between Q1 of 2020 and Q1 of 2021 for finance apps in the app marketplace.

With this is a stunning growth in competition for the finance category — according to our data, Finance has the most apps in the top 50 category in the App Store. This is compounded by the fact that in the US alone, nearly \$1 billion was spent by finance apps last year on user acquisition.

Categories on the App Store with the most apps in the Top 50 category



As Apple users have bigger salary & higher spending power, they're the obvious target market for finance apps. So, in a highly competitive industry with high expectations, how does a fledgling or rising finance app carve out a space for itself?

At this point, it's not about which brand or company can scream the loudest, so to speak — it's about brand reputation. A third of consumers take the reputation of financial services very seriously when considering using them.

Before the millennial generation, banking & financial companies had confidence in keeping parents, their children, and their children's children in their service. Now, the likelihood is much higher for a person to check offerings themselves or trust online reviews before taking the word of a family member.

Therefore, it's vital for finance apps to provide a stellar customer service experience for users who leave both positive and negative reviews. Leaving negative reviews without a reply will turn away potential customers & anger current ones. And leaving positive reviews without a thank you at the very least suggests your company doesn't care about its customers. Part of maintaining a great reputation & building trust in the digital age is dealing effectively with reviews & listening to your users.

How does review management differ across the board in the App Store?

1.

The categories with lowest average ratings by reviews:

- Business: **2.8**
- Entertainment: **2.8**
- Food & Drink: **2.9**
- Lifestyle: **3.0**
- News: **3.0**

2.

The categories with the highest average response rate:

- Magazines & newspapers: **58%**
- News: **48%**
- Productivity: **43%**
- Lifestyle: **43%**
- Health & Fitness: **39%**

3.

The categories with the highest average ratings by reviews:

- Navigation: **4.6**
- Medical: **4.4**
- Magazines & Newspapers: **4.3**
- Books: **4.3**
- Reference: **4.2**

4.

The categories with the lowest average response rate:

- Reference: **3%**
- Shopping: **4%**
- Navigation: **11%**
- Utilities: **13%**

5.

The categories with the highest average ratings by stars:

- Health & Fitness: **4.8**
- Medical: **4.8**
- Travel: **4.8**
- Magazines & newspapers: **4.7**
- Books: **4.7**

6.

The categories that are the quickest to respond to reviews on average (by days):

- Social: **2.1**
- Magazines & Newspapers: **2.2**
- Food & Drink: **2.2**
- Productivity: **2.4**
- News: **2.4**

7.

The categories with the lowest average ratings by stars:

- Entertainment: **4.1**
- Social: **4.5**
- Lifestyle: **4.5**
- Sports: **4.5**
- Utilities: **4.5**

8.

The categories that are the slowest to respond to reviews on average (by days):

- Reference: **11.1**
- Shopping: **6.8**
- Medical: **6.0**
- Utilities: **4.3**
- Business: **3.8**
- Finance: **3.8**

APPFOLLOW

AppFollow is a review management & product insight platform that enables users to unlock product insights, enable growth strategies, and optimize review management efficiency at scale.

The platform provides instantaneous segmented and organized product insights, granular information on customer sentiment, efficient response automation for reviews, competitor reach & performance analytics, and useful breakdowns to evaluate market share & control across industries & demographics.

Automation & review management features give support teams the power to improve customer sentiment, remain efficient even during review spikes, and strengthen user loyalty. Sentiment analysis and competitor feedback give product managers a stream of relevant feature requests for the product roadmap.

Marketers & ASO managers can understand when and where to focus their marketing efforts to improve visibility and acquisition. To put it simply, AppFollow clients have customer pain points & emerging market trends at their fingertips.

Authors:



Kathryn Lye, Head of Marketing



Alexander Hodes, Marketing Content Manager

Media contacts:



Irina Gatilova, PR Lead
ig@appfollow.io

👉 Learn more about AppFollow [here](#)

appfollow.io

