APPFOLLOW

APP REPUTATION
BENCHMARKS 2024

Understanding KPIs and Measuring Success

"In the fast-paced app arena, App Reputation Management is your secret weapon to not just survive but thrive, making it an absolute game-changer for anyone looking to leave a digital footprint that's both deep and enduring.

I like to think of it 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."

Jonny Davies, Head of CX at **APPFOLLOW**

Key Observations

Gaming *click's*

Gaming's silent reviews mirror the high dropout rates and low sentiment scores — under 25%.

Business *click's*

Business apps' sentiment score on the App Store is at an abysmal 0.04% versus a 30% norm elsewhere.

Entertainment *click's*

Entertainment apps with high response rates have a 4.7 rating on average, compared to the usual 4.3 to 4.5 range.

Finance

Finance apps struggle on the App Store, scoring 3.7 against a 4.3 average in other fields.

Shopping and Health & Sports

Shopping and Health & Sports apps have garnered the highest average ratings on Google Play.

Happy users often don't feel the need to write anything out, compared to unhappy users. **Monitor and respond to this feedback as soon as you can.** Social proof defines customers' choices now more than ever.

With the right KPIs in hand, your strategy will be unstoppable.

Number of internet and social media users worldwide as of October 2023

(in billions)

Internet users	Social media users
5.3	**4.95**
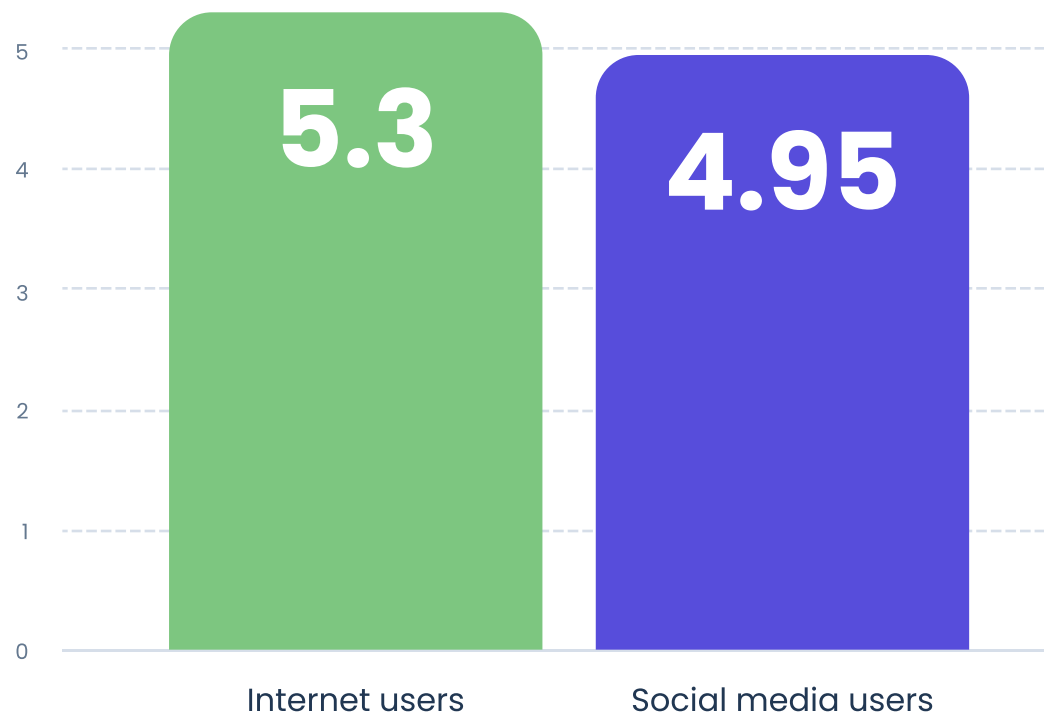
Introduction

Smartphones and internet access have never been more widespread. Our lives and businesses both rely on a (not-so) tiny screen in our palm more than ever.

This data-driven report was made to help mobile app businesses prepare for 2024. There are a lot of factors at play, after all.

App Usage Facts*

App preferences by region and demographic

- In South Korea, users spend the most time on YouTube, suggesting a strong preference for video content and entertainment.

- Generation Z is the most likely to use crypto trading apps, showing interest in digital finance.

*Source: Statista, Senor Tower, Business of Apps

B2B Marketing

Only **8%** of B2B marketers utilize mobile apps for content distribution

Android users' app engagement

Android users spend over **90%** of their mobile time on third-party apps

Global smartphone usage

~6.9 billion people are smartphone users worldwide in 2023

Average daily usage

Consumers spend about **4–5 hours** a day on mobile apps

Scope and methodology

Verticals

- Gaming
- Entertainment
- Finance
- Business
- Health & Sports
- Lifestyle
- Shopping
- Tools & Utilities

Regions   Global

Data set   The app list was created based on the top app charts between 2022-12 to 2023-11.
App data is taken over the whole period of time (the "in month" metrics are calculated based on the average data for the last 90 days before the report update, i.e., until 2022-12-02).

Data range   Top performers: We've tracked and analyzed top apps using AppFollow and made sure to cover multiple industries, both for Android and iOS. KPI categories were selected for each of the top 3 best-in-class apps to determine average results.
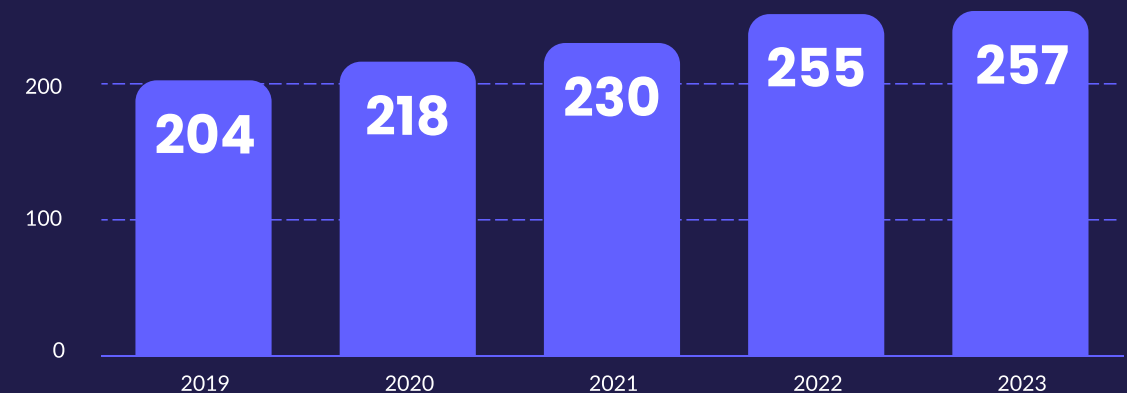
The current state of the mobile app industry

Volume

- The number of apps present in major app stores continues to grow, approaching 7 million in total.

- Annual app downloads worldwide maintain an ascending trend annually. Younger generations often grow up with a smartphone in hand, ensuring that this number will only grow.
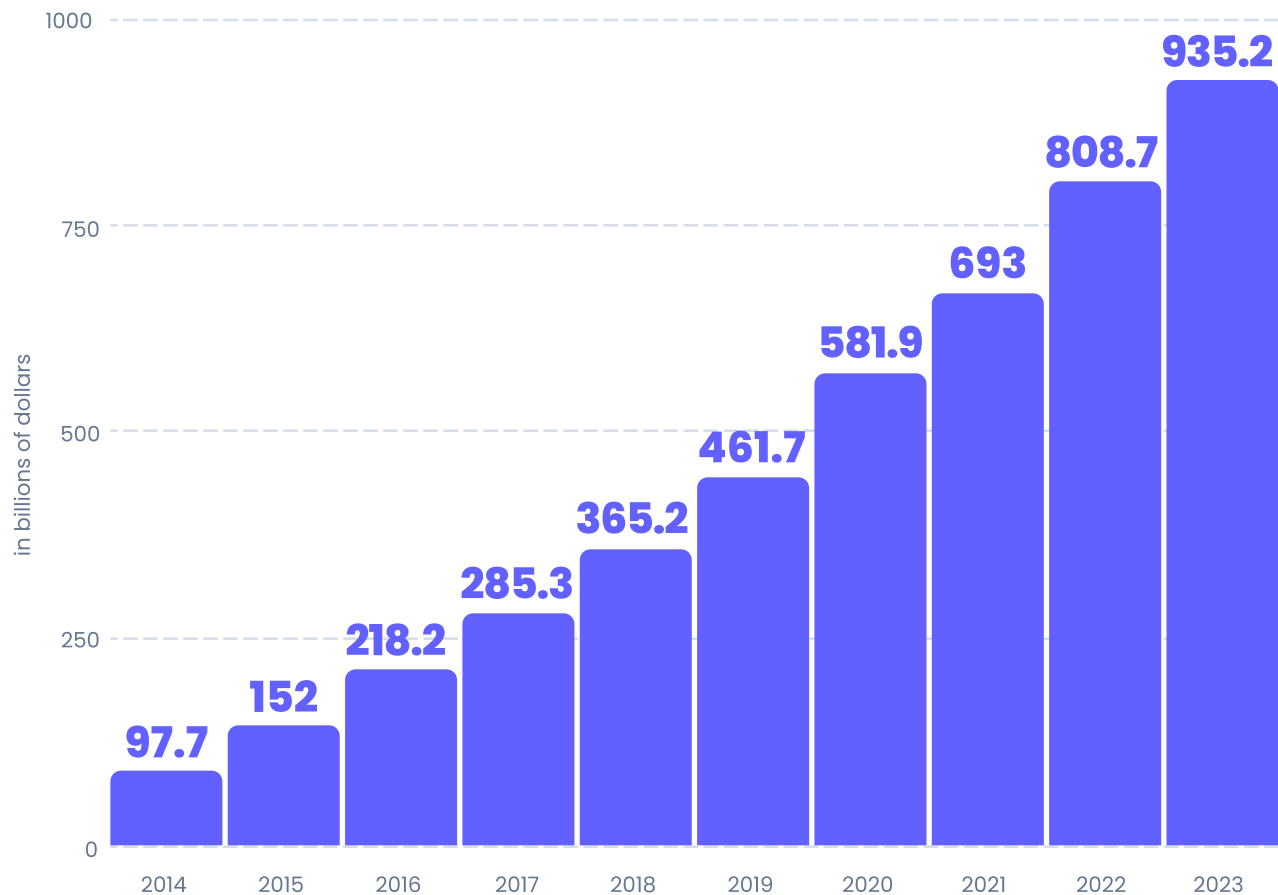
No of apps distribution across top 3 biggest app stores

Google Play Store
57.1%
3,576,096

Amazon Store
13.4%
842,741

App Store
29.5%
1,848,440
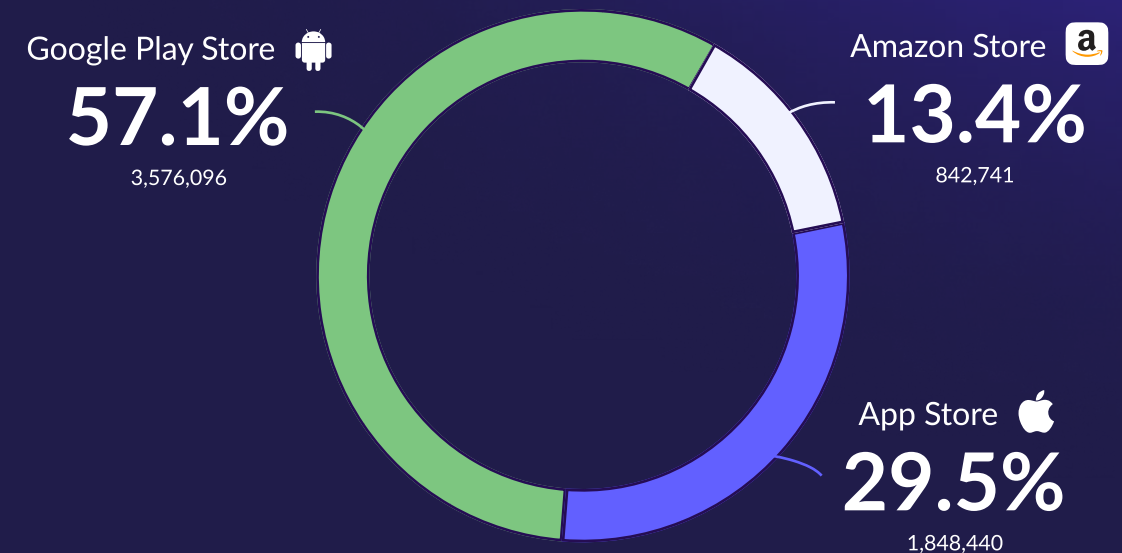
Annual number of global mobile app downloads 2019-2023 (in billions)

2019	2020	2021	2022	2023
204	218	230	255	257

Mobile Apps Revenue, 2014–2023

Bar chart titled "Mobile Apps Revenue, 2014–2023", y-axis labeled "in billions of dollars":
- 2014: 97.7
- 2015: 152
- 2016: 218.2
- 2017: 285.3
- 2018: 365.2
- 2019: 461.7
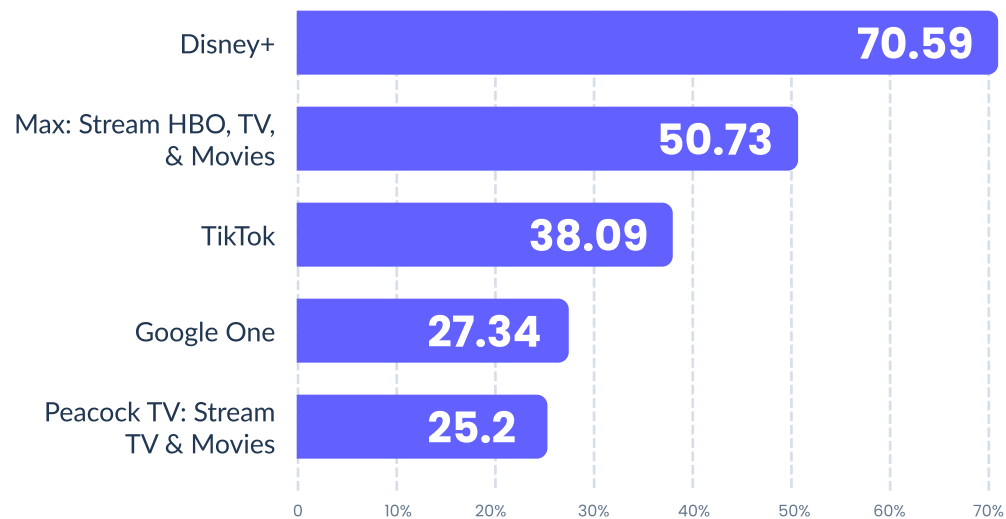- 2020: 581.9
- 2021: 693
- 2022: 808.7
- 2023: 935.2

Revenue

- The industry's revenue is largely driven by in-app purchases, subscriptions, and advertising.

- Revenue from mobile apps, including both direct purchases and in-app monetization strategies, has been experiencing a steady upward trend, reaching tens of billions of dollars annually.

Android leaders by revenue

Streaming services lead in revenue among Android apps, partially because most modern TVs run on Android or require a mobile app to authenticate access on a TV.
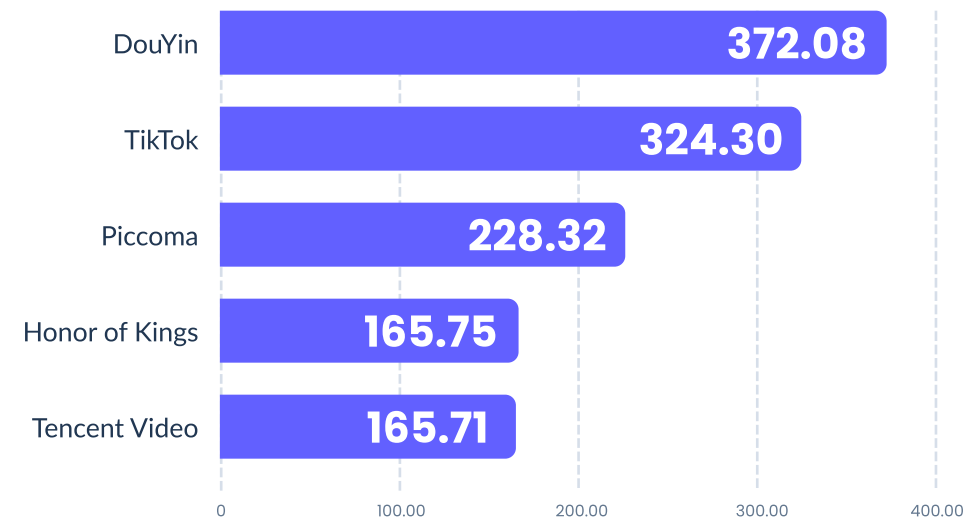
App Store leaders by revenue

Among App Store audience, social media apps and games share the top charts by revenue.

Leading Android apps in the Google Play Store worldwide in June 2023, by revenue
(in million U.S. dollars)

App	Revenue
Disney+	70.59
Max: Stream HBO, TV, & Movies	50.73
TikTok	38.09
Google One	27.34
Peacock TV: Stream TV & Movies	25.2

Leading iPhone apps in the Apple App Store worldwide in June 2023, by revenue
(in million U.S. dollars)

App	Revenue
DouYin	372.08
TikTok	324.30
Piccoma	228.32
Honor of Kings	165.75
Tencent Video	165.71

The use of AI and Machine Learning

Subscription models

Augmented Reality and Virtual Reality

Key trends

- The use of AI and Machine Learning for personalized content is growing, and likely to be a key differentiator for successful apps.

- Subscription models continue to gain popularity despite present sentiment of subscription fatigue.

- Augmented Reality (AR) and Virtual Reality (VR) are being increasingly integrated into gaming, social, and education apps.

"Our 2023 Alchemer Mobile Customer Engagement Benchmark Report showed that **moving a three-star app to four stars can lead to an 89% increase in the number of people downloading the app.** So, we know that mobile app reputation matters to your audience, that's a constant.

In 2024, I think **we'll see companies applying AI in the form of LLM models to their feedback** more often. Whether it's app store reviews or private feedback, we're seeing teams move to understand customer needs faster and some of the tools utilizing AI are assisting in this effort."

Robi Ganguly, Founder and GM at **Alchemer Mobile**

Key trends

- More and more people shop through mobile apps instead of using websites on desktop devices.

- App developers are prioritizing secure and privacy-focused features, since digital reputation can be permanently damaged by a single data leak.
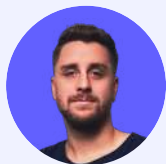
Shopping through mobile only

Security and privacy

"Developers will be working with AI more than ever, which should help with eliminating tedious repetitive tasks and help generate the content and ideas quicker.

As the AI will be utilized in full speed, this year should bring some groundbreaking solutions and ideas for both mobile apps and games."

Matej Jurcak, ASO/Business Development at PIXELFEDERATION®

Oversaturated markets

Struggle to keep users active

Non–compliance with privacy regulations

Finding effective monetization strategies

Challenges

- Oversaturated markets make it harder for new apps to stand out.

- Many apps struggle to keep users active beyond the initial download.

- Non-compliance with privacy regulations like GDPR and CCPA (which update often) can result in significant penalties.

- Finding effective and user-friendly monetization strategies remains a hurdle, especially for free-to-use apps.

What would be the solution?

With ad blindness, oversaturation of the app market, and short attention spans, one thing matters a lot more than the others: **star rating.** If it's possible to tell at a glance if the app is worth a try, the users (as you will learn below) will flock to it.

Getting to a high star rating and maintaining it requires a solid reputation management strategy. This strategy will be defined by certain **Key Performance Indicators that will be your guiding light** in navigating the crowded app space in 2024.

Mobile App Reputation Management

Mobile app success now depends on user reputation, not just function or design. Our data across Gaming, Business, Health & Sports, and Lifestyle apps shows reputation's huge impact on market position and acceptance.

Key Insights

Reputation varies by industry

Business apps have high scores, while Lifestyle apps need improvement.

Active feedback

Responding to user feedback boosts reputation in most cases.

User ratings are key to success

High ratings mean a better standing in the market.

Guidance for developers and marketers

Make strategic choices

Aim to improve app reputation to boost downloads and user retention.

Respond to feedback

Keep open communication for a positive image and introduce changed your audience desires for.

Maintain good reputation

Between similar 3.2 and 4.8 star apps, people will choose the one with the higher rating.

"Feedback is probably one of the most important aspects of customer engagement that companies should be collecting whether it's from the alpha stage all the way until the end of the product life cycle.

The idea is you want to be able to hear from your users and your audience. You want to understand how they're interacting with the app, whether you're a small company building an app for the first time or you're an Enterprise company building an app for the tenth time. It's always important to understand what is my user feedback."

Greg Posner, Director Solution Engineering at help**shift**

"Focus on creating unique creatives, experiment heavily with the winning variants and build on their success.

Experiment with offering unique features which can provide your players with more than just gaming experience and promote it a lot.

Try to add some additional value to the gaming experience (except social), like helping the environment by playing your game and spending in your game."
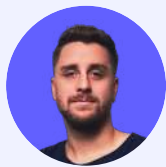
Matej Jurcak, ASO/Business Development at PIXELFEDERATION®

KPIs for success

Not all KPIs are helpful in improving app reputation.
Track these KPIs and you will sure **improve app reputation:**

User Acquisition

Costs to gain new users, shows marketing efficiency.

Active Users

Tracks engagement, high DAU/MAU ratio means better engagement.

Churn Rate

Rate of users leaving the app. High rate signals dissatisfaction.

Lifetime Value

Total expected revenue from a user, guides investment decisions.

Avg. Revenue Per User

Income per active user, aids in forecasting and pricing.

Conversion Rate

Users completing desired actions, shows app's effectiveness.

Session Length

User engagement based on session time or frequency.

Retention Rate

Users staying over time, high rate means a valuable app.

Store Ratings

Directly affects reputation and user acquisition.

Net Promoter Score

Reflects customer satisfaction and loyalty, predicts growth.

AppFollow — trackable KPIs

With AppFollow, you can easily track both app reputation and KPIs that will make the most impact on your growth. The metrics below will help you determine the weak points and improve your strategy.

Key KPIs in AppFollow

Average Star and Review Ratings

Show overall user satisfaction.

Reply Rate (1-5 Stars)

Measures impact of feedback responses.

Average Reply Time

Indicates customer support efficiency.

App Reputation Index

Overall view of user feedback and app performance.

Sentiment Score

Analyzes emotional tone in user reviews.

Featured Reviews Replied

Tracks engagement with prominent feedback.

The Power of Average Star & Review Rating

Star ratings and review ratings are practically the same: it's a review that shows user satisfaction with an app. The difference is in the presence of text.
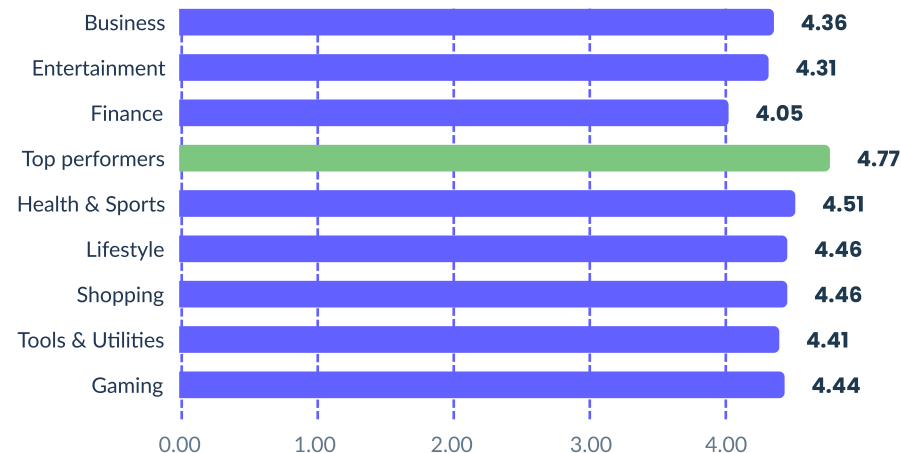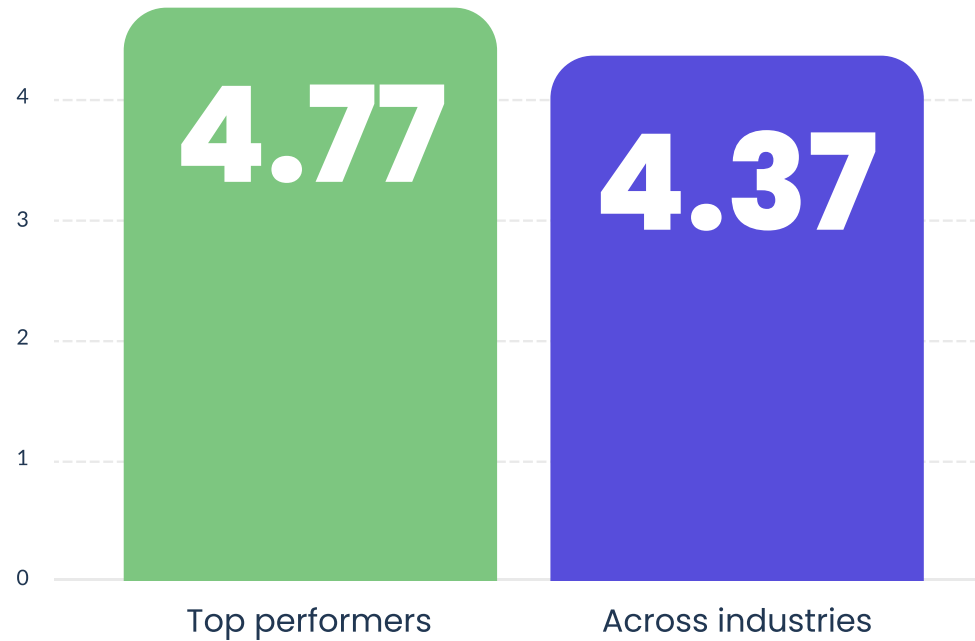
Star Ratings

Users provide these as immediate feedback, rated 1 to 5 stars. They affect an app's visibility, conversion rates, and installs as direct indicators of user approval, but don't offer any insights as to why the user likes or dislikes the app.

Review Ratings

These ratings capture users' detailed opinions, experiences, and issues. Review ratings are arguably more important for the app's progress as they may offer valuable insights.

Tracking both star and review ratings presents a full view of an app's performance, combining general user satisfaction with detailed feedback for strategy development.

Average star rating

4.77 — Top performers
4.37 — Across industries

Business 4.36
Entertainment 4.31
Finance 4.05
Top performers 4.77
Health & Sports 4.51
Lifestyle 4.46
Shopping 4.46
Tools & Utilities 4.41
Gaming 4.44

Average Star Rating

How to use

Aim for at least a 4-star rating to position your app as reliable. Address feedback across all rating levels to improve.
Context matters. Highly competitive categories like social media or games might have higher standards, whereas anything below 4.5 might be considered poor.

On the other hand, for more niche apps, users might be more forgiving, and a slightly lower rating could still be acceptable.

Benchmark:
Ratings of 4 stars or more get the most downloads. Ratings between 3 and 3.9 stars indicate average performance. Below 3 stars usually reflects poorly on an app's reputation and download rates.

Tip:
Keep a high average star rating to boost app success, shape user perception, and improve search rankings through app store optimization (ASO)
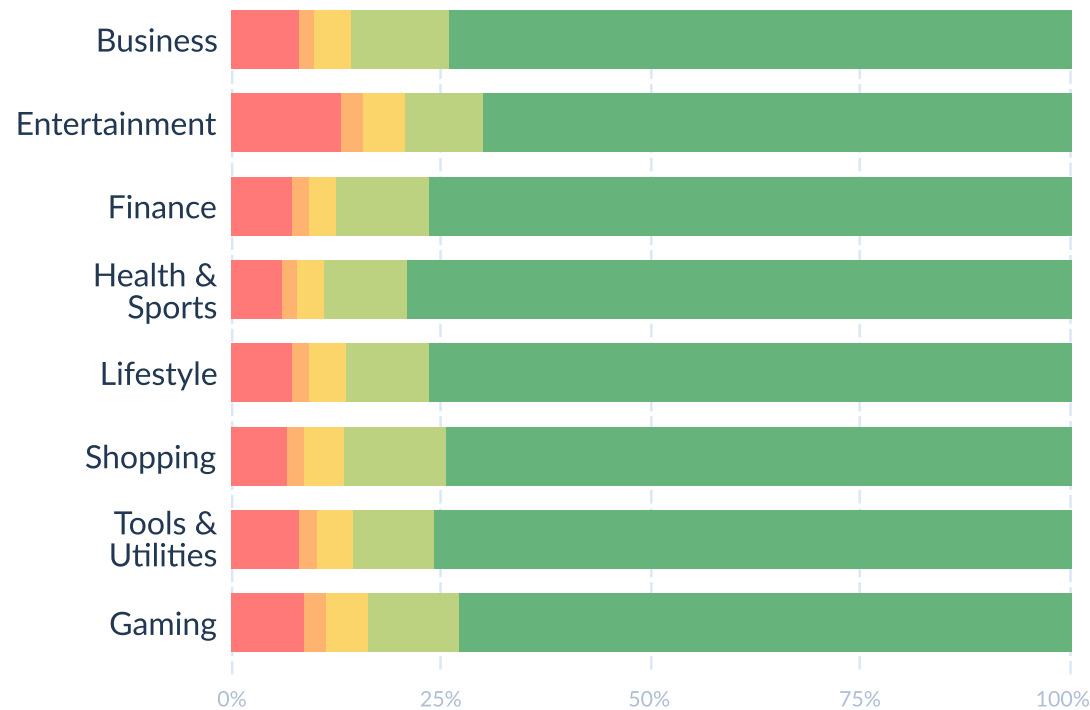
App Store Star Ratings Distribution

App Store users tend to rate apps more favorably than Google Play users. At the same time, based on data you've seen earlier in the report, Google Play leads in the number of apps released overall. Perhaps lower quality and a higher number of apps on Google Play play a role here.

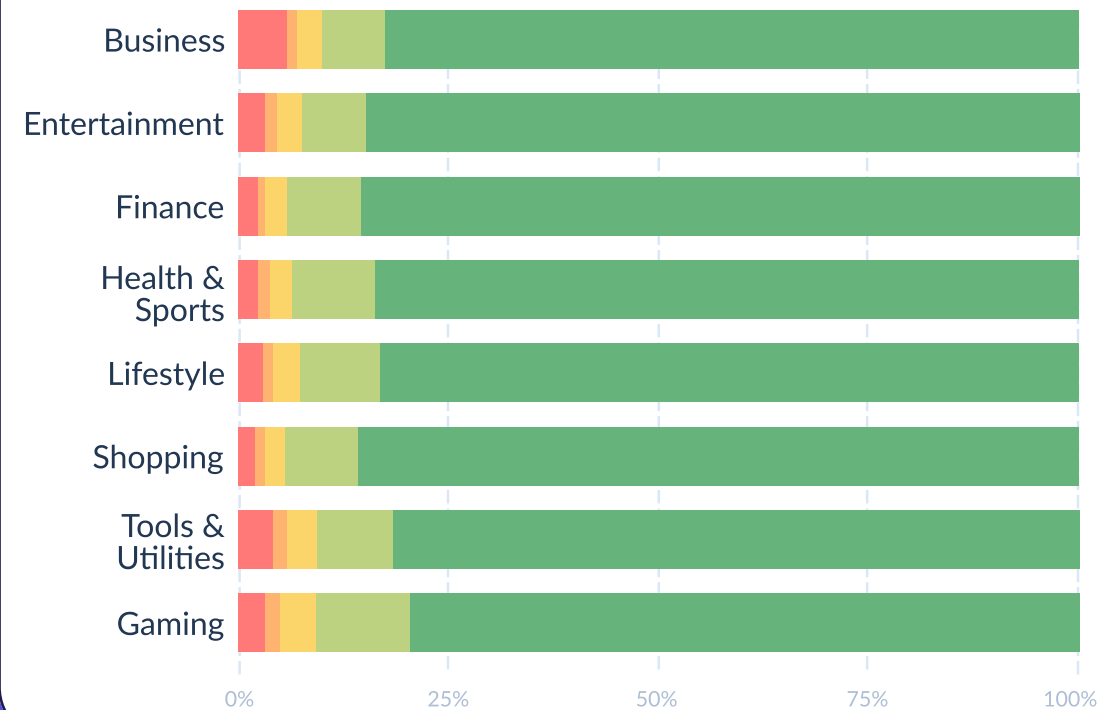## Star ratings distribution in Google Play

★ 1 ★ 2 ★ 3 ★ 4 ★ 5

- Business
- Entertainment
- Finance
- Health & Sports
- Lifestyle
- Shopping
- Tools & Utilities
- Gaming

0% 25% 50% 75% 100%

Star ratings distribution in AppStore

★ 1 ★ 2 ★ 3 ★ 4 ★ 5

- Business
- Entertainment
- Finance
- Health & Sports
- Lifestyle
- Shopping
- Tools & Utilities
- Gaming

0% 25% 50% 75% 100%

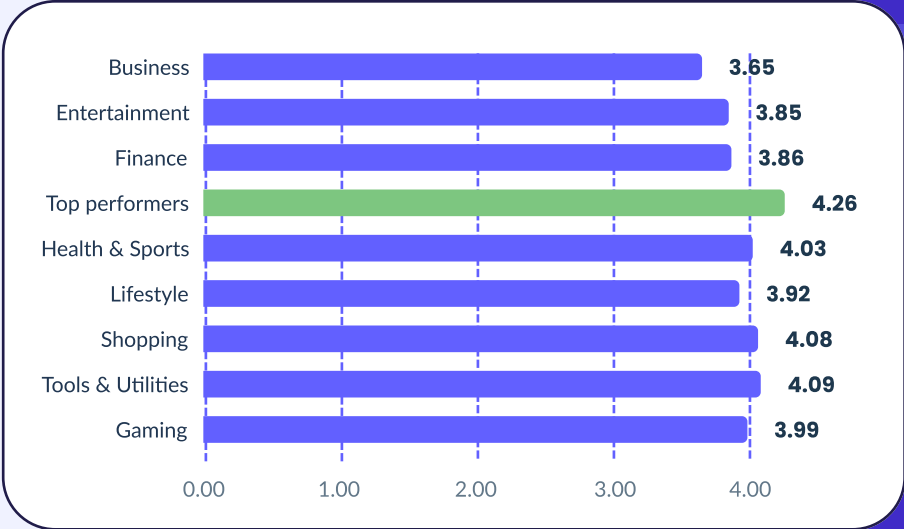# Average Review rating

Why it matters

Review rating contains textual message from your users, which can be a song of praise, a bug report, a note of displeasure, and everything in between. These reviews carry valuable insights into what the users think is right or wrong.

How to use

Analyze reviews content to understand the reasoning behind the app rating. Improvements to review rating score will indicate that you are on the right track.

Tip:
In responding to reviews, prioritize response quality, timeliness, and impact on user satisfaction and app ratings.

Average Review rating

	Top performers	Across industries
	4.26	3.93

Category	Rating
Business	3.65
Entertainment	3.85
Finance	3.86
Top performers	4.26
Health & Sports	4.03
Lifestyle	3.92
Shopping	4.08
Tools & Utilities	4.09
Gaming	3.99

Average Star Rating and Av Review Rating

■ Average Star Rating   ■ Av Review Rating

Category	Average Star Rating	Av Review Rating
Business	4.36	3.65
Entertainment	4.31	3.85
Finance	4.05	3.86
Top performers	4.77	4.26
Health & Sports	4.51	4.03
Lifestyle	4.46	3.92
Shopping	4.46	4.08
Tools & Utilities	4.41	4.09
Gaming	4.44	3.99

We noticed:

Both in our clients' batch and the industries we looked at, the average review rating is lower (in some cases, quite significantly lower) than the star rating.

This shows that happy customers tend to just star rate, while the unhappy ones choose to provide reasons and discuss the issue in writing. Taking care of the latter increases the chances for the initially displeased clients to update their review and increase the rating.

App Store Review Ratings Distribution

App Store users are much more critical of app's performance, particularly when it comes to business and entertainment apps. The distribution of ratings in the App Store is also more broad, whereas Google Play users mostly opt either for a 1-star rating or a 5-star rating.

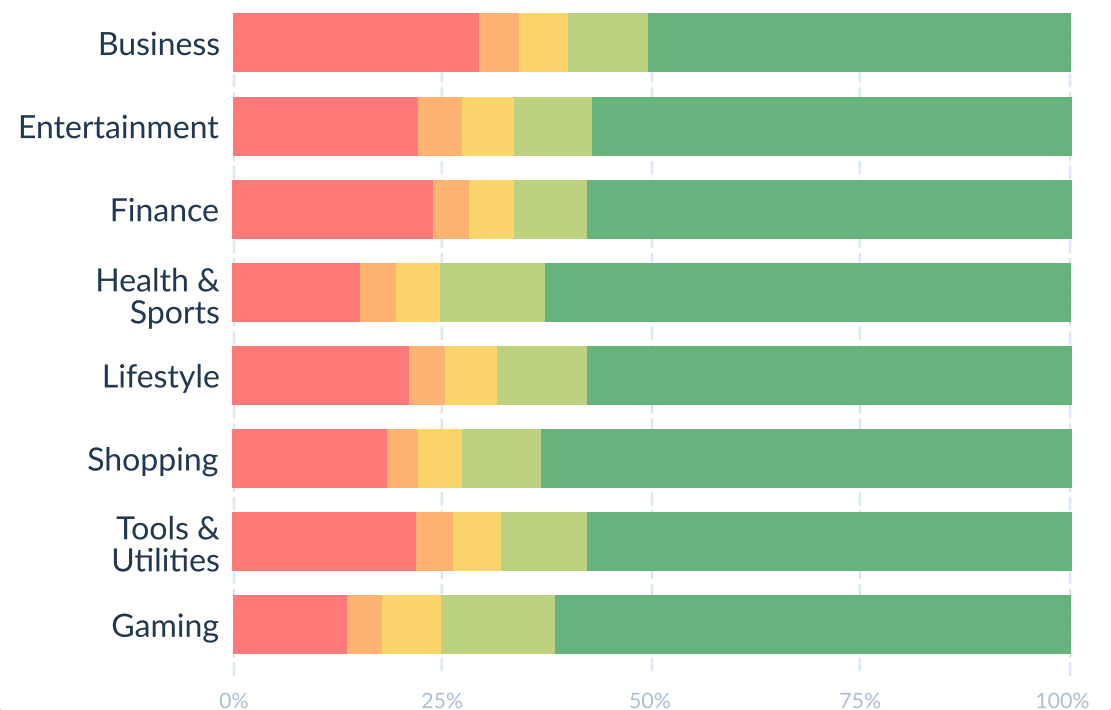## Review ratings distribution in Google Play

★ 1 ★ 2 ★ 3 ★ 4 ★ 5

- Business
- Entertainment
- Finance
- Health & Sports
- Lifestyle
- Shopping
- Tools & Utilities
- Gaming

0% 25% 50% 75% 100%

Review ratings distribution in AppStore

★ 1 ★ 2 ★ 3 ★ 4 ★ 5

- Business
- Entertainment
- Finance
- Health & Sports
- Lifestyle
- Shopping
- Tools & Utilities
- Gaming

0% 25% 50% 75% 100%
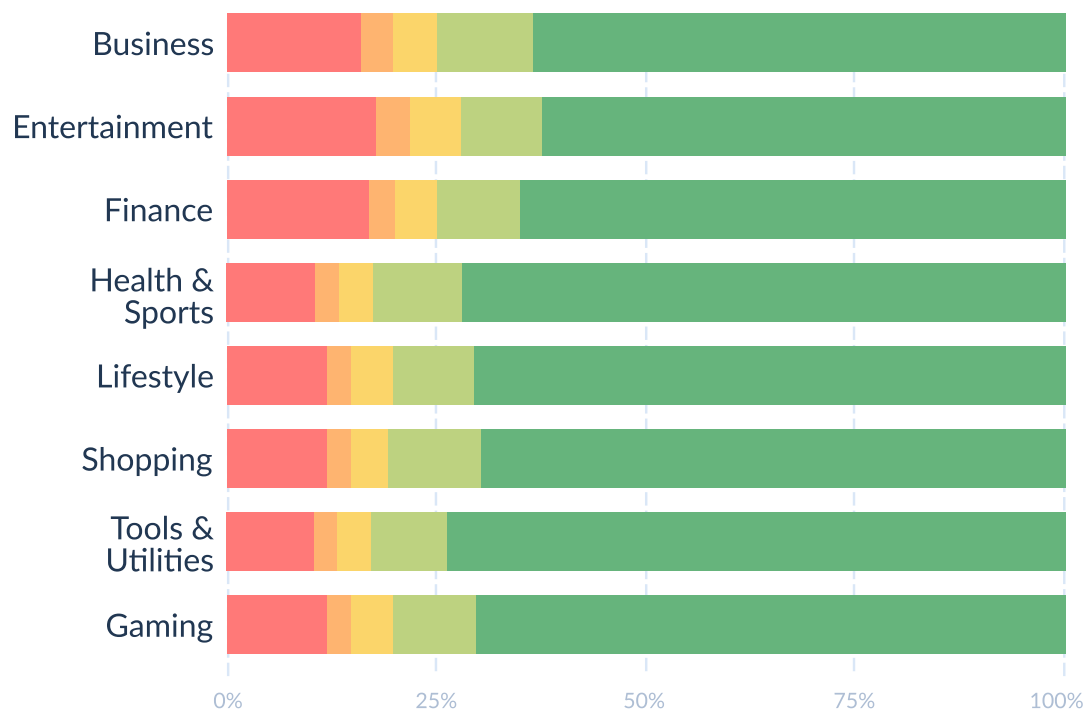
Reply rate: Addressing Negative Feedback

Why it matters

Responding to negative feedback shows commitment to user satisfaction and can turn critics into advocates.

How to use

Aim for a 90% reply rate to 1-3 star reviews. Address concerns and resolve issues as soon as possible to improve user experience.

Based on our internal data, we have determined that those who had a reply rate above 70% to low-star reviews (1-3) averaged 4.5 stars. Just to make sure this is no coincidence, we looked from a different angle and found that our clients with 4.7 stars and above have a 78% reply rate to negative reviews.

Reply Rate for 1-3 star review

100%

99%

75%

50%

25%

28%

0%

Top performers   Across industries
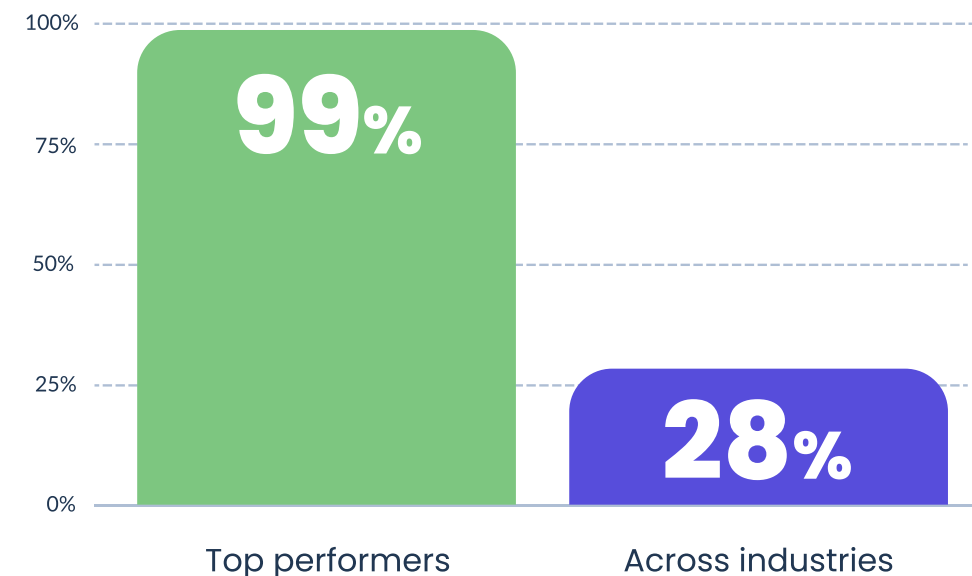
Tip:
Don't ignore positive reviews. Consider Automating answers to 4-5 stars to decrease manual work & show that you care about what users say.

Benchmark:
Top performers maintain a 90% reply rate for low-rated reviews, far exceeding the average of 28%. We noticed that some of our clients managed to get 100% reply rate to low rating reviews.

1.98

Top performers

88.15

All Industries

Tip:
[Building templates](#) for FAQs and using automation can really improve the response time and free up time for complex issues!

Benchmark:
Top performers average at 2 hours versus the 4 days average we've seen in the industry we are analyzing.

Average Reply Time: Speed of Response Matters

Why it matters

Quick response times can enhance user satisfaction and demonstrate attentive customer service. As a result, responding faster can lead to higher average ratings.

How to use

Implement efficient review monitoring and response systems to ensure timely engagement with user reviews.

We've seen some clients consistently respond within 30 minutes. Although ideal, we know this is challenging with a small support team.

Average Reply Lag vs. Average Rating by Reviews
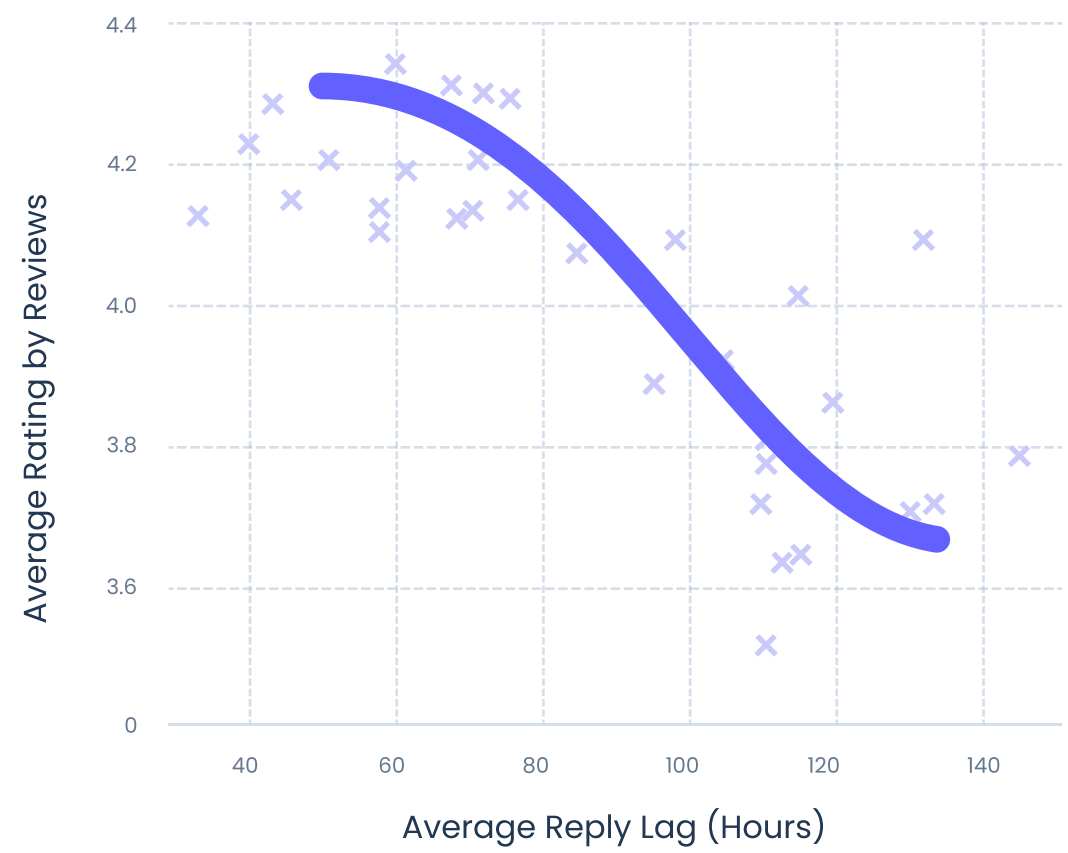
The research revealed that faster responses from mobile companies correlate with higher review ratings. This underscores the importance of prompt customer engagement in shaping user satisfaction. In the mobile gaming app context, fast communication is an absolute necessity.

For app developers, this insight provides a strategic roadmap. Allocate resources to timely responses to boost review ratings. In an industry focused on user experience, being responsive to feedback becomes a key differentiator, potentially setting an app apart from competitors in the eyes of users.

App Reputation Index: Overall App Health Check

Why it matters

App Reputation Index (ARI) is a measure from 0% to 100%, indicating overall app performance in the store. It helps you define the areas of improvement for your apps.

ARI is built on ASO KPIs, search visibility, ratings and reviews, update frequency, category ranking and other metrics.

How to use

We recommend combining review management efforts with ASO to achieve high App Reputation Index. It means working on app visibility (keywords & installs), Conversion Rates (app page creatives) and customer support (reviews management) at the same time.

Top performers

All Industries

73

0   100

64

0   100
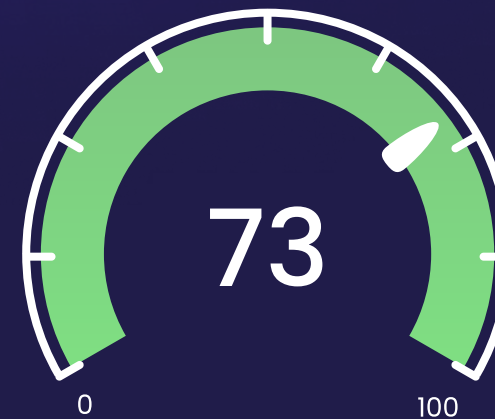
Benchmark:
73% for top performers, compared to 64% of industry average.

Top performers

100

0   100

All Industries

26

0   100
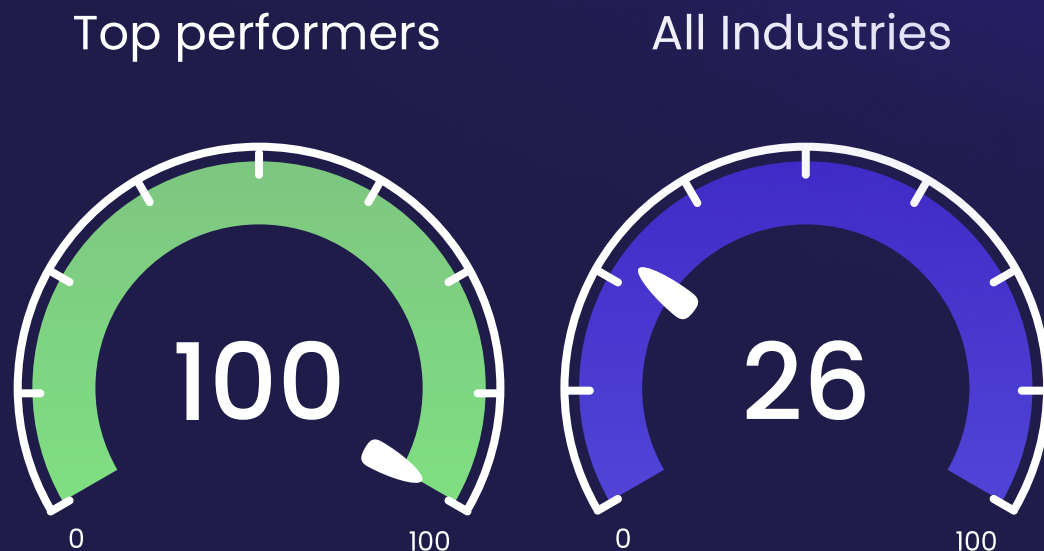
Benchmark:
100% response rate for top performers, compared to 26% on average.

Significance:
featured reviews greatly influence app page conversion rates.

The Importance of Featured Reviews

Why it matters

Featured reviews impact a potential user's decision to download or not. Positive reviews attract new users, while negative ones deter them. This can be valuable feedback for developers, that outlines strengths or areas for improvement. Featured reviews can also be an insight into trends, user expectations, and competitive analysis.

How to use

To maximize the impact of featured reviews, prioritize positive feedback and address negative comments promptly. Use the feedback from featured reviews to inform app updates. Analyze featured reviews for trends to stay ahead of market expectations. Finally, leverage positive reviews as social proof in your app store listings to influence potential users' decisions to try your app.

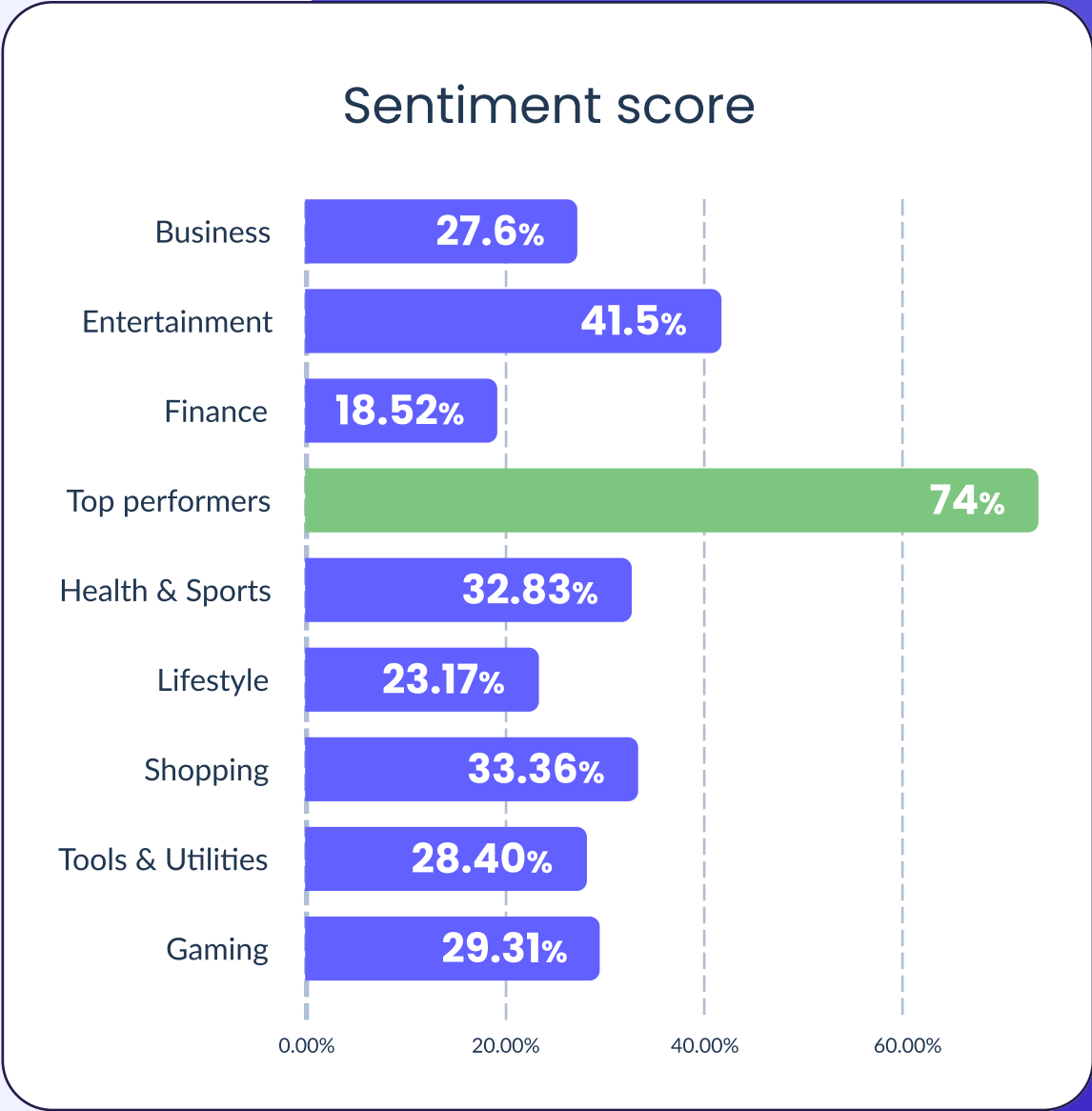# Understanding Sentiment Score

Why it matters

Sentiment Score is the most accurate way to understand the user sentiment and define what exactly users like and don't like about the app, with the breakdown by issues mentioned over time. When consistently working on the previously mentioned KPIs, you will see the increase in User Sentiment, which should correlate with the increase in app rating and install volume.

How to use

Use Semantic Analysis to gauge user experience, identify issues and influence the direction of your product roadmap.

> *At AppFollow, we examined users with review ratings above 4.0 and found they consistently had an average sentiment score of 71%. Maintaining high review ratings requires substantial effort from companies and their support teams, but it's certainly worthwhile. Remember that as users' satisfaction with the app increases, their likelihood of recommending it also rises.*

Sentiment score

Category	Score
Business	27.6%
Entertainment	41.5%
Finance	18.52%
Top performers	74%
Health & Sports	32.83%
Lifestyle	23.17%
Shopping	33.36%
Tools & Utilities	28.40%
Gaming	29.31%

0.00%   20.00%   40.00%   60.00%

Benchmark:
AppFollow Top performers maintain a sentiment score of 70%, significantly higher than the average of 20%.

Let's take a deeper look at most performing industries

We've chosen these industries based on overall popularity, rating volume, and sales volume.
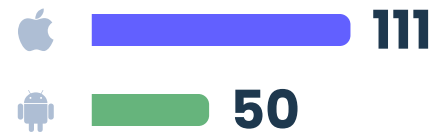
See below the analysis of the Gaming, Business, and Entertainment genres in comparison to other industries in our dataset.

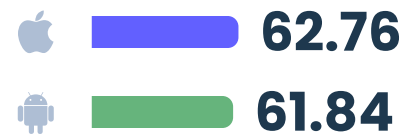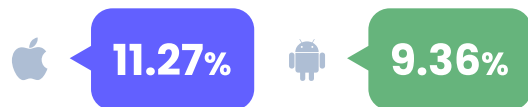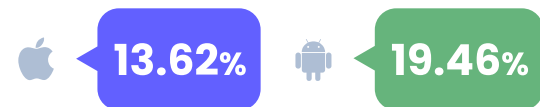# Gaming industry benchmarks and findings

Average Rating

 4.52

★★★★☆

 4.36

★★★★☆

Average reply time (hrs)

 111

 50

App Reputation Index

 62.76

 61.84

Reply rate

 11.27%   9.36%

Featured reviews reply rate

 13.62%   19.46%

No of apps in top 200

 41334   21373

Sentiment score

25.33%   33.28%
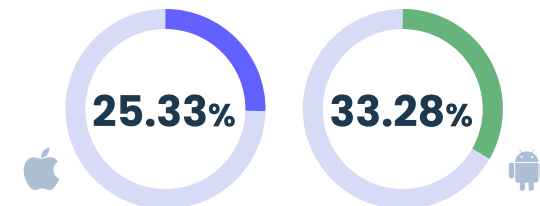
Number of Apps in Top 200 across industries

■ Google Play   ■ App Store

Industry	Google Play	App Store
Business	1846	6933
Entertain-ment	2125	6347
Finance	2295	7209
Health & Sports	4534	15501
Lifestyle	2057	7885
Shopping	1307	4506
Tools & Utilities	2586	8516
Gaming	21373	41334
Average	4765	12279

0   10000   20000   30000   40000
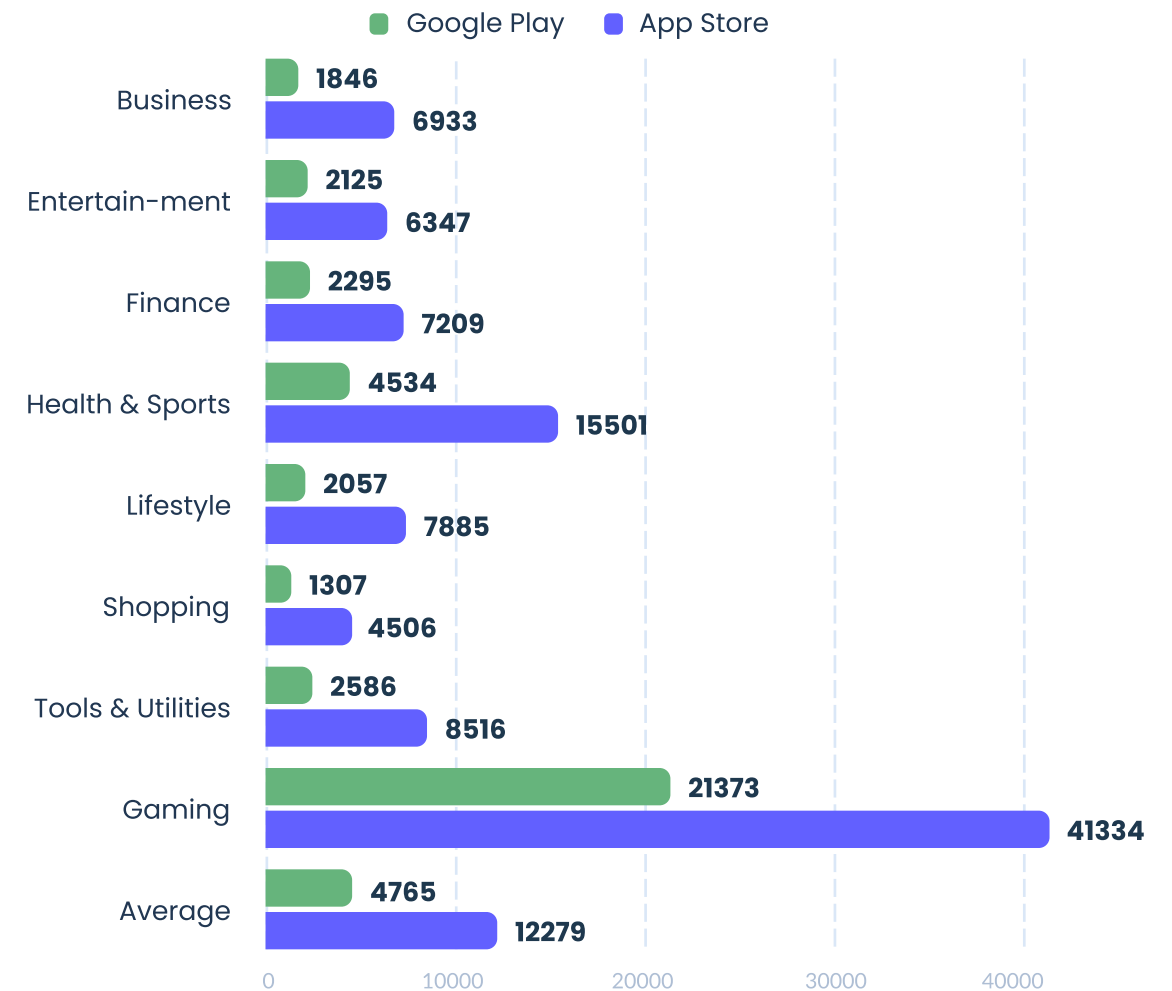
The data suggests that while there are genre-specific trends, user satisfaction in gaming apps is generally high, as indicated by the predominance of 4 and 5-star ratings.

The presence of both high and low ratings in the same genres (like 'Simulation' and 'Puzzle' on the App Store) points to a diverse user base with varying expectations.

2024 Trends to watch

"Developers will be working with AI more than ever, which should help with eliminating tedious repetitive tasks and help generate the content and ideas quicker. As the AI will be utilized in full speed, this year should bring some groundbreaking solutions and ideas for both mobile apps and games."

Matej Jurcak
ASO/Business Development, Pixel Federation

App Store Ratings Distribution among Gaming genres

⭐ 1   ⭐ 2   ⭐ 3   ⭐ 4   ⭐ 5

Genre	Rating
Action	80.16%
Simulation	78.95%
Puzzle	78.37%
Card	80%
Strategy	79.25%
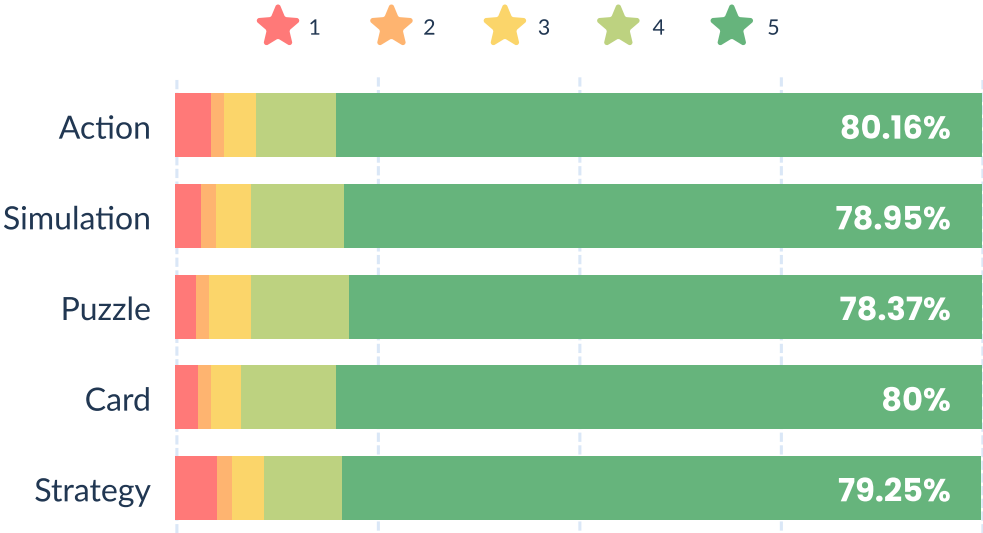
Gaming industry practical advice

For marketers:

The Gaming category dominates with a high number of top 200 apps and abundant user reviews and ratings. Exceptional user engagement is observed as well.

Seize this opportunity with n-app advertising and promotions. Collaborate with influencers and gaming communities and to make the most out of emerging technologies like AR/VR.

For developers:

The number of game apps released and revenue in the industry means there's great demand for mobile gaming. Finding a unique approach and delivering it the right way is key.

Focus on crafting unique game experiences and try AR/VR or AI. Attention to detail in graphics, gameplay mechanics, and storylines can help you stand out. Implement user-friendly in-app purchases and monetization strategies without compromising user experience. Regular updates and bugfixes can boost user retention.

"Players are looking for more than just a gameplay now — they are looking for an experience. Both social and entertaining. Titles providing these will have the tendency to find and keep their core audience and valuable players.
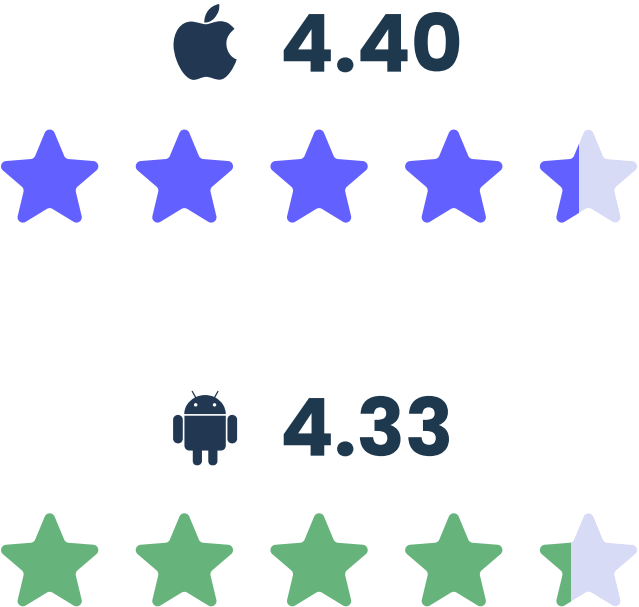
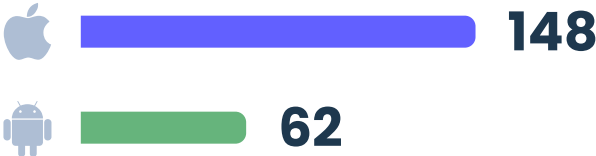Subscription based gaming (xbox pass, game libraries, netflix games) will become even more popular and utilized."
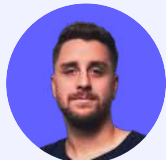
Matej Jurcak, ASO/Business Development at **PIXELFEDERATION**®

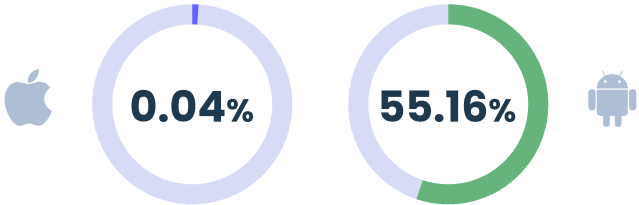# Business apps industry benchmarks and findings
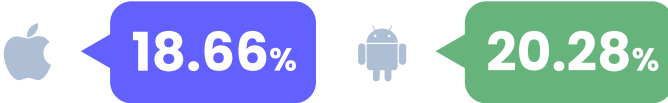
Average Rating

🍎 **4.40**

⭐ ⭐ ⭐ ⭐ ✬
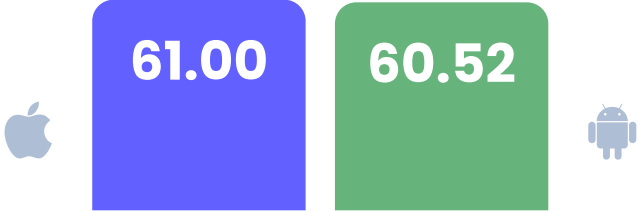
🤖 **4.33**

⭐ ⭐ ⭐ ⭐ ✬

Average reply time (hrs)

🍎 **148**

🤖 **62**

Reply rate

🍎 **18.66%** 🤖 **20.28%**

No of apps in top 200

🍎 **6933**

🤖 **1846**

Sentiment score

🍎 **0.04%** **55.16%** 🤖

App Reputation Index

61.00 **60.52**

🍎 🤖

Featured reviews reply rate

🍎 **29.08%** 🤖 **32.87%**
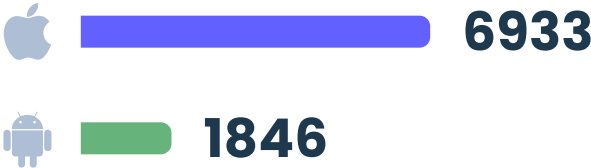
Sentiment score in App Store

Category	Score
Business	0.04%
Tools & Utilities	4.67%
Finance	14.67%
Shopping	17.02%
Lifestyle	22.12%
Games	25.33%
Health & Sports	31.09%
Entertainment	44.81%
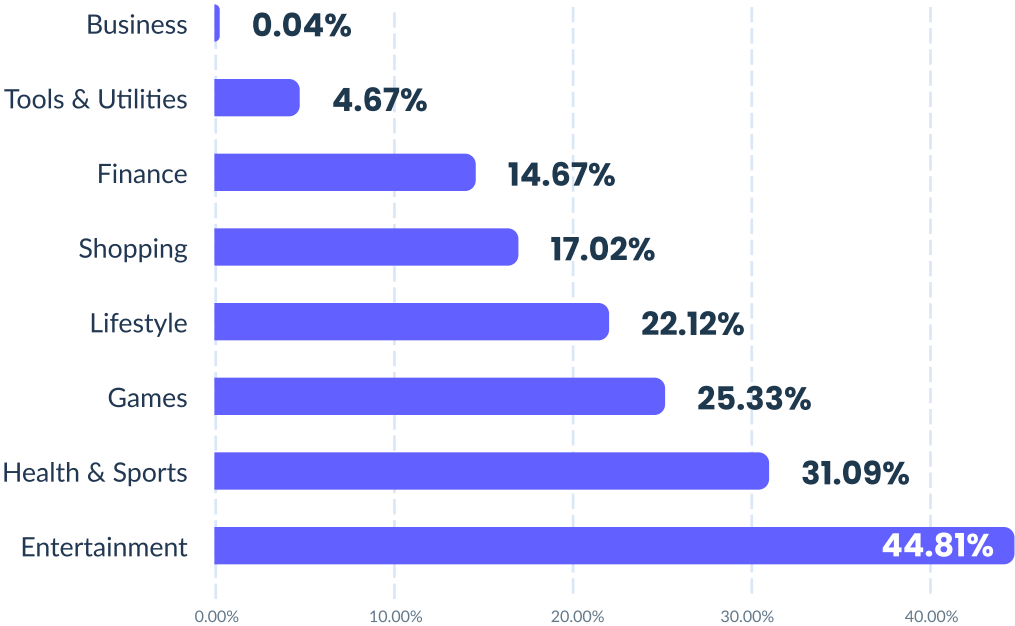
Average Reply Time comparison

AppFollow performers	2
Business (Google Play)	62
Across industries	88.15
Business (App Store)	148
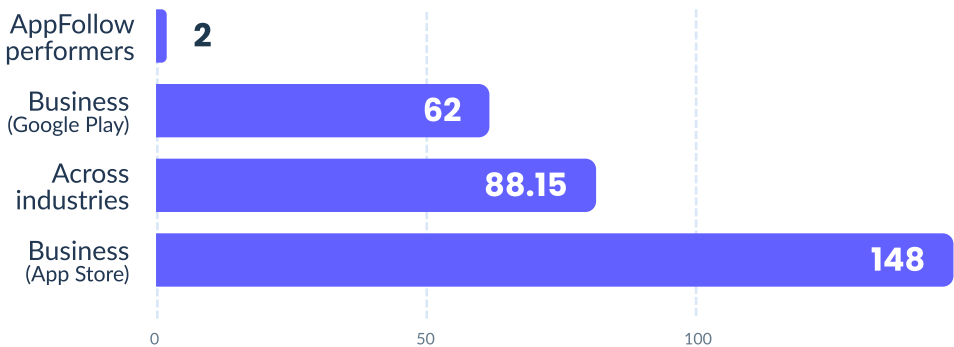
Sentiment score

Business apps on the AppStore find themselves between a rock and a hard place — likely due to their own fault. An abysmal sentiment score of 0.04% indicates that generally business app users don't even bother connecting with an app via reviews, and those who do, end up disappointed. 6 day median response time doesn't help.

Response rate

In our research, we have found that the top performing apps in the Business category tend to respond to reviews within 2 hours on average. It goes to show why their ratings are so high, and why quick responses are craved — the average response rate on Google Play is 62 hours, and 148 on the AppStore.

Strategy:
Continue to innovate and maintain high standards. With the bar set high, business apps should focus on consistency, security, and user-centric features to retain their top position.

Recommendation:
Implement advanced technologies like AI and machine learning for personalized experiences.

For marketers:

Business apps might be fewer than gaming apps, but they stand out in the market with ratings mostly based on product quality, but not on sentiment. Engage with users more actively to boost rankings and set your app apart.

Opportunity knocks for new apps in this space. Market your app by spotlighting what makes it different. Use professional networks, LinkedIn, and collaborations with industry influencers to get the word out.

For developers:

When building business apps, establish a very close feedback loop with the product/marketing teams.
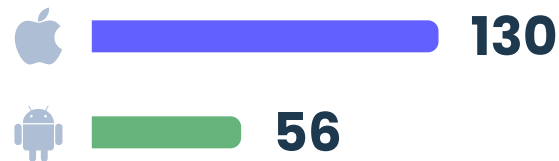
The main source of dissatisfaction from users comes not even with bugs or lackluster features, but lack of communication. Business apps that don't care about customers in the review section will likely do the same outside of app store spaces.
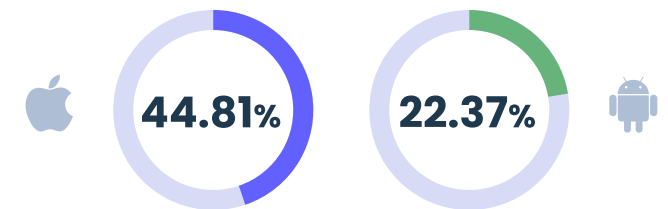
Entertainment industry benchmarks and findings

Average Rating

🍎 **4.48**

⭐⭐⭐⭐⯨

🤖 **4.13**

⭐⭐⭐⭐☆

Average reply time (hrs)

🍎 **130**

🤖 **56**

Reply rate

🍎 **6.88%**   🤖 **17.37%**

No of apps in top 200

🍎 **6347**

🤖 **2125**

Sentiment score

🍎 **44.81%**   **22.37%** 🤖

App Reputation Index

🍎 **76.59**   **58.12** 🤖

Featured reviews reply rate

🍎 **24.60%**   🤖 **21.20%**
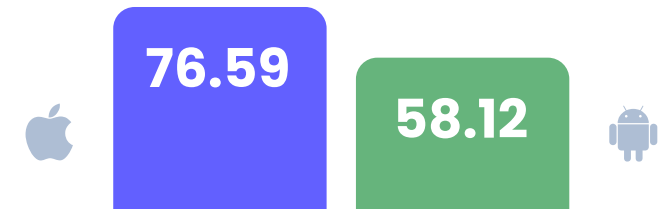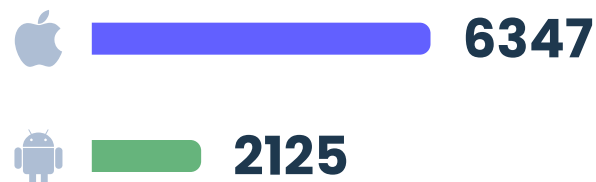
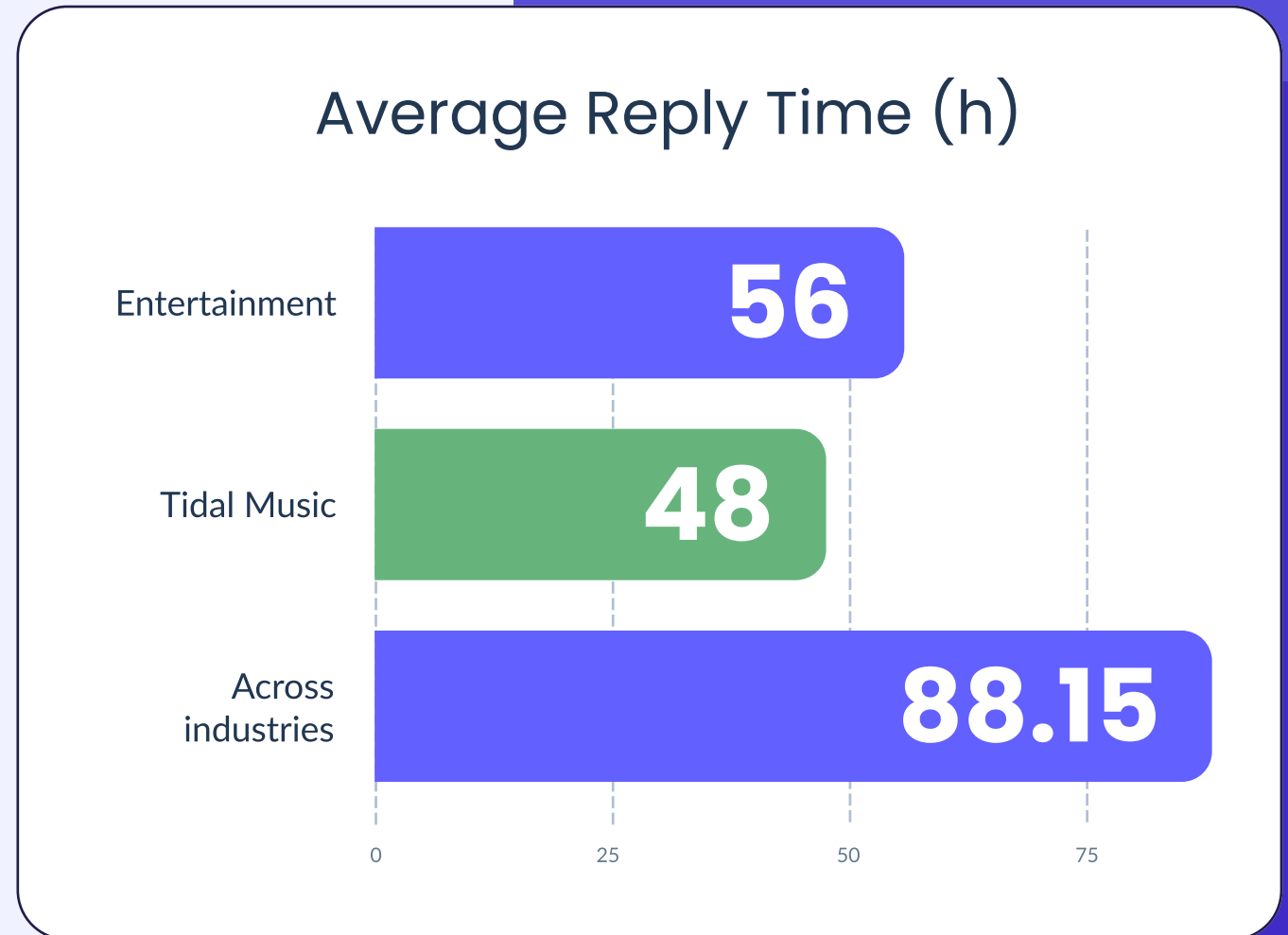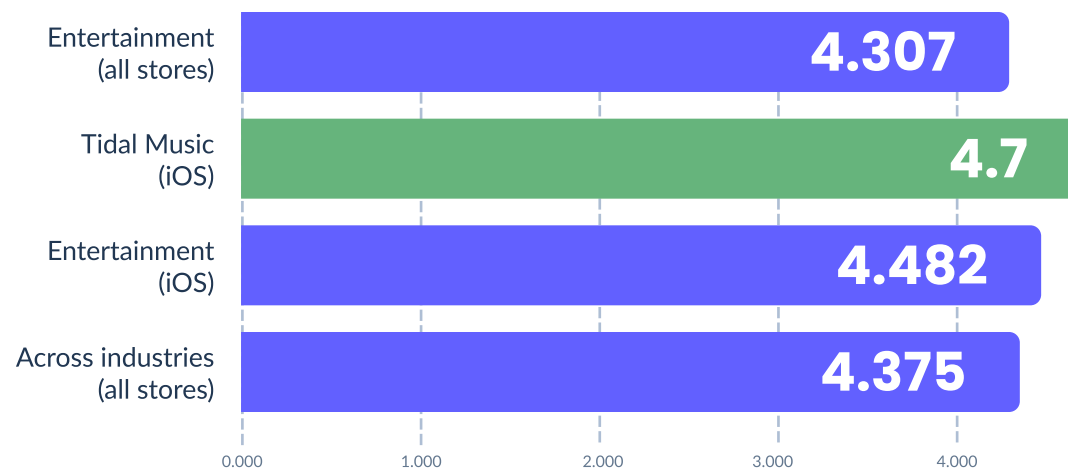In the Entertainment sector, it takes about 56 hours on average to get back to customer reviews. This shows that companies in this field are doing a pretty good job at keeping up with user feedback — they're not super-fast, but they're not keeping users waiting too long either.

Take TIDAL, for example. They're even a bit quicker, replying to reviews in just 48 hours. This is a good sign that they value their users' opinions. And when you compare this with the average response time across all industries, which is around 88 hours, the Entertainment sector is definitely ahead of the game. They're showing they care about what users have to say, and that's key for keeping customers happy and building a strong reputation in the app world.
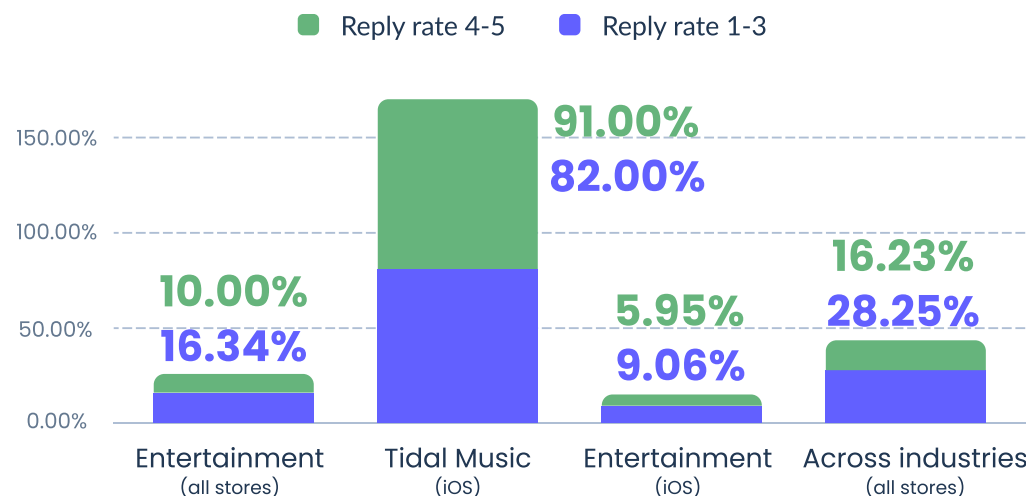
Average Reply Time (h)

Category	Value
Entertainment	56
Tidal Music	48
Across industries	88.15

Average Star Rating

Category	Rating
Entertainment (all stores)	4.307
Tidal Music (iOS)	4.7
Entertainment (iOS)	4.482
Across industries (all stores)	4.375

Axis: 0.000 — 1.000 — 2.000 — 3.000 — 4.000

Reply Rate 1-3 and Reply rate 4-5

■ Reply rate 4-5   ■ Reply rate 1-3

	Entertainment (all stores)	Tidal Music (iOS)	Entertainment (iOS)	Across industries (all stores)
Reply rate 4-5	10.00%	91.00%	5.95%	16.23%
Reply rate 1-3	16.34%	82.00%	9.06%	28.25%

Axis: 0.00% — 50.00% — 100.00% — 150.00%

Tidal Music really knows how to keep their users happy, and it shows with their high average star rating of 4.7. A big part of their success comes from how they handle reviews. They reply to 82% of the not-so-great reviews (1-3 stars) and an impressive 91% of the good ones (4-5 stars). This shows they're listening and care about what everyone thinks, whether it's good or bad.

Responding to the negative reviews helps fix problems and keeps users coming back. And when they say 'thanks' or 'great to hear' to the positive feedback, it makes users feel valued. Plus, they're quick to respond, taking just 48 hours on average. This kind of attention to what users say is a big win for Tidal. It's not just about keeping their high rating; it's about building trust and a strong community around their app.

For marketers:

Entertainment apps show high user interaction and a diverse range of apps but with slightly lower average ratings than Business apps. This suggests varied user expectations and experiences within the category.

Marketers should focus on creating highly engaging content and leveraging social media platforms for promotions. Understanding the diverse audience within this category is key; segmenting the audience and tailoring marketing campaigns to different sub-groups can yield better engagement. Collaborations with content creators and entertainment influencers can also be highly beneficial.

For developers:

Entertainment apps are widespread and diverse, with significant user interaction but slightly lower average ratings, pointing to a varied user experience.

Developers in this category should create content-rich and engaging apps catering to a broad audience. Incorporating user feedback to refine the app experience is essential. The app should be designed to handle high user traffic and offer regular content updates to keep the audience engaged. Innovative features that enhance user interaction, like social sharing or community features, can be a big plus. Personalization and recommendation algorithms can also improve user experience.

Looking ahead to 2024

Ask users to review your app

Do now:

Check your in-app review prompts to identify inefficiencies.

Consider long-term:

Find new ways to encourage users to rate your app and leave reviews. Do you have a loyalty program?

Optimize App Store presence

Do now:

Add more keywords to app title & subtitle to improve visibility.

Do this every quarter:

Check your app store listings and update app descriptions, screenshots.

Boost response rates

Do now:

Find critical reviews (Featured) and respond to all of them.

Consider long-term:

Automate responses to common queries and invest in a dedicated customer support agents for working with complex issues.

Understand user sentiment

Do now:

Find out what bothers your users the most and try to address this issue fast.

Consider long-term:

Recurrent sentiment audits to identify the biggest issues and inform product roadmap.

Stay consistent

Do now:

Monitor app reviews daily and respond to negative feedback.

Consider long-term:

Use analytics tools to track sentiment trends and adjust strategies accordingly.

APPFOLLOW

"Understanding benchmarks for key app reputation management metrics is crucial, but aiming for the 75th percentile — being best in class — is what truly sets industry leaders apart. Monitoring metrics such as average star rating, review-based ratings, reply rate, and the impact of responses on ratings is essential for achieving excellence"

Anatoly Sharifulin,
CEO and Co-founder of **APPFOLLOW**

APPFOLLOW

App Reputation Benchmarks 2024

AppFollow is an integrated solution that makes monitoring, analyzing, and elevating your app's reputation easy.

The platform provides a clear lens into market dynamics and user sentiment across various demographics. It enables informed decision-making and allows app developers, product managers, and customer support teams to effectively manage and optimize their mobile apps' performance and engage with their user base.

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

Authors:

Ilya Kataev
PS Team Lead

Olivia Doboaca
Growth Marketing Manager

Contacts:

marketing@appfollow.io

sales@appfollow.io

Learn more about AppFollow here

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