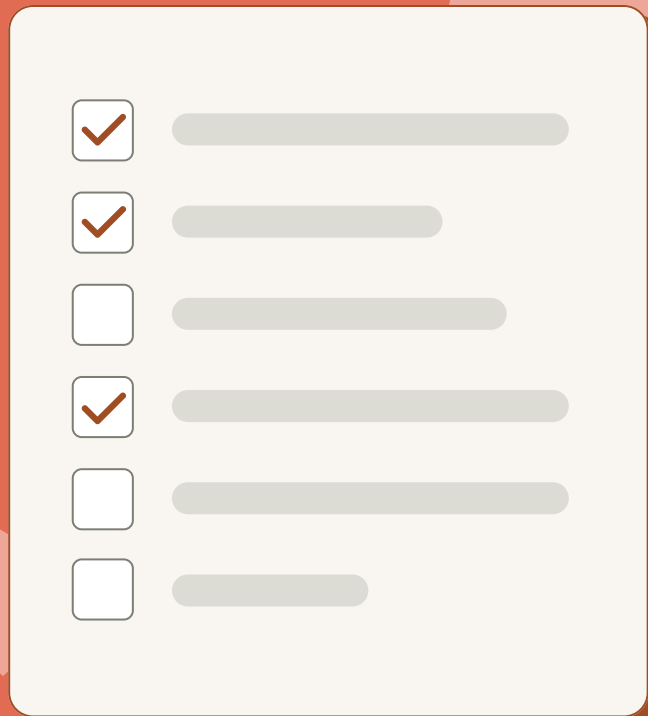


# A/B testing for ASO: The essential checklist

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Optimize your app store creatives with data-driven experiments that drive real growth.



# STEP 1:

## Set your testing goals

- Which metric are you optimizing for? (e.g., CVR, TTR, retention)
- Are you testing for incremental impact or just conversion lift?
- What specific insights do you want to gain?
- How will you define success—and what level of confidence will you need to act on the results?

### APPTWEAK TIP



Decide your required confidence level before launching the test. 90% is often enough for smaller creative tweaks, but aim for 95–98% if you're testing high-impact changes like app icons or messaging.

# STEP 2:

## Choose the right high-impact app store elements to test

### APPTWEAK TIP



Prioritize icons for Google Play and videos for iOS—they have the biggest visual impact in each store's search results and can significantly boost your first impression.

- Icons – first impression in search results
- Screenshots – does the story make users convert?
- App preview video – is it engaging or hurting CVR?
- Title and subtitle (Apple) / short description (Google Play) – keyword impact vs. clarity
- Feature graphic (Google Play) – does it reinforce the core message?



## STEP 3:

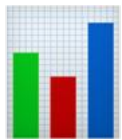
### Design a strong test

- Ensure at least two distinct variations (A vs. B)
- Keep changes clear and intentional (e.g., new colors, layout, messaging)
- Use App Store Connect (iOS) or Google Play Experiments (Android) for native A/B testing
- Allocate enough traffic for statistical significance
- Run the test for at least 7-14 days (longer for low-traffic apps)

### APPTWEAK TIP



Avoid seasonal periods or external factors that may skew results. (You'll need to defer to an [incrementality analysis](#) in these cases.)



## STEP 4:

### Track and analyze results

- Compare CVR for each variation, but don't stop there!
- Look at incremental installs vs. total installs
- Analyze how the change impacts organic + paid traffic
- Consider post-install metrics: retention, ROAS, LTV
- Use statistical significance tools before making a final decision

### APPTWEAK TIP



Try using AppTweak's built-in A/B testing tools to help you understand incrementality, organic uplift, and your tests' impact on UA.



## STEP 5: Implement and iterate

- ❑ If the new version wins, update it in the app stores
- ❑ If the test fails, analyze why and refine your approach
- ❑ Document insights for future testing
- ❑ Continuously optimize. A/B testing is never “done”!

### APPTWEAK TIP



Give your test enough time to perform. Avoid switching back too soon without enough data.



Want to talk to an  
**APPTWEAK EXPERT**  
who's had years of experience running  
A/B testing for gaming apps?

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