

# Android Market Search



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*To access these presentation slides see:*

[www.marketimpacts.com/blog/2011/12/13/android-market-search.html](http://www.marketimpacts.com/blog/2011/12/13/android-market-search.html)



# Analysis Based on Market Data and Reported Developer Experiences

The collage illustrates market analysis through various data points and user experiences:

- Android Market Search Results:** Shows filters for Type (Apps, Music, Books), Price (Free, Paid), Safe Search (Off, Low, Moderate), Device Compatibility (No filter, Select a device), and Sort By (Relevance, Popularity).
- Mobile App Interface:** Displays a list of coffee-related apps such as 'Coffee Guide', 'My Coffee Card', 'Brain Cafe | GeoQuiz', 'My Coffee Card Pro', 'Coffee Fix', and '네이버 카페 - Naver Cafe'.
- Forum Post:** A post from Google Product Forums titled 'Android Market' with a 'Welcome' message and a table of forum activity.
- Forum Activity Table:**

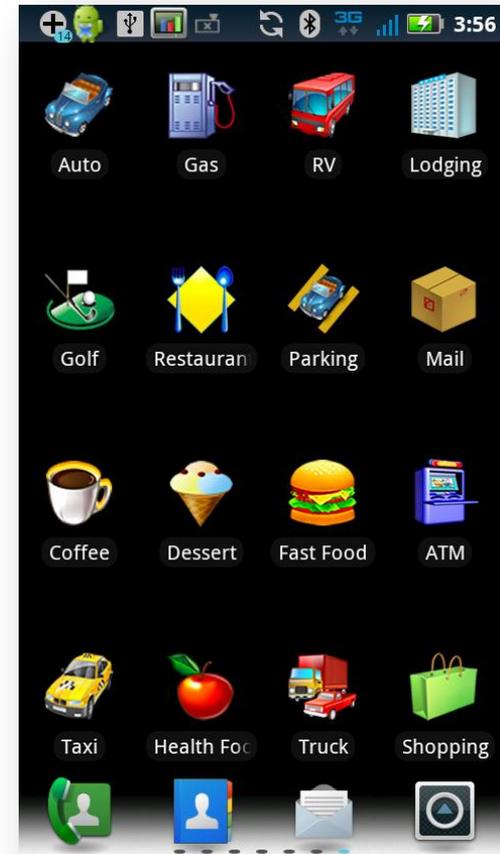
Started by	Posts	Views	Last post	Subscribe
Stephen Kemp	1	36	Dec 18, 2011 3:26:45 AM (Stephen Kemp (go to post...))	Posts
erllo	1	37	Dec 8, 2011 9:36:41 PM (erllo (go to post...))	Posts
Johnston Booth	12	666	Dec 7, 2011 12:03:03 PM (Kevin Wilson (go to post...))	Posts
Rimpy	1	44	Dec 6, 2011 6:54:02 PM (Rimpy (go to post...))	Posts
Stephen Kemp	2	63	Dec 6, 2011 10:40:48 AM (Cabin Wilson (go to post...))	Posts
Stephen Kemp	1	36	Dec 4, 2011 4:24:36 AM (Stephen Kemp (go to post...))	Posts
Markus	1	49	Dec 2, 2011 7:28:04 PM (Markus Sorensen (go to post...))	Posts
			Nov 29, 2011 4:52:52 AM (Aurelian (go to post...))	Posts
			Nov 25, 2011 2:08:10 PM (Barthel (go to post...))	Posts
- Downloads Graph:** A line graph showing a sharp initial drop in downloads followed by a steady decline over time.
- Mobile App Interface (Gas):** Shows a map-based interface for finding gas stations with filters for 'Car Wash', 'Chevron', 'Cngo', 'Conoco', and 'Cumberland Farms'.
- Star Rating Breakdown:**

Star Rating	Count
5 star	4
4 star	1
3 star	1
2 star	0
1 star	0
- Average Rating:** 4.5 (represented by 4.5 stars).

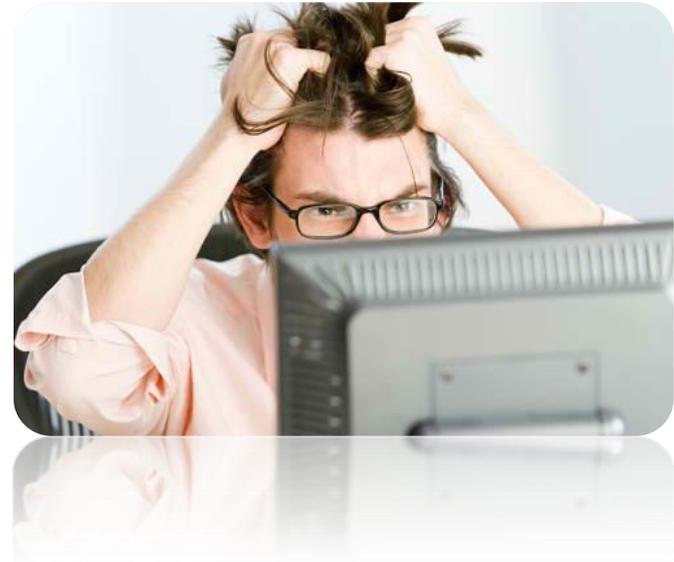


# Why Marketimpacts.com Studied the Android Market

- While the **new Android Market** was being deployed in **Mid 2011**...
- The Marketimpacts.com **QuickClick Series** of apps were released.
- The QuickClick apps gave us insights into a **number of niche markets** and Android Market **search**.



# What's Been *Your* Experience with the Android Market?



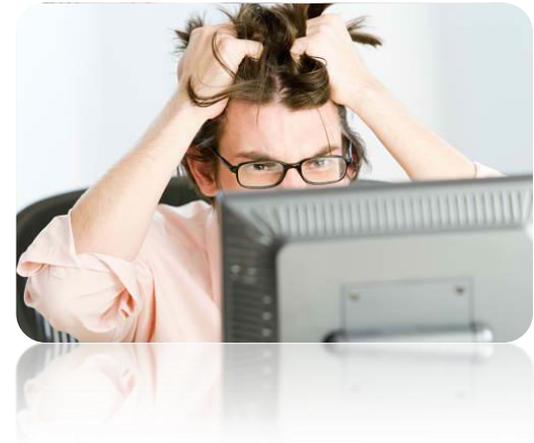
# Sample of Observed Improvements from Message Boards

- Less impact from **keyword spamming**.
- More meaningful **search results**.
- Like the new **lists**.



# Sample of Developer Issues from Message Boards

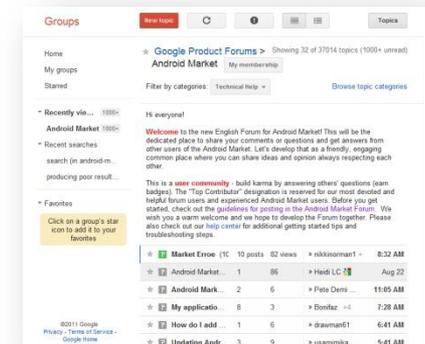
- Can't find apps using **app name**.
- Inconsistent and unfair **search results rankings**.
- Market app "**bugs**".
- Inconsistent **install numbers**.
- Order of **comments** not right.
- Rapid changes in **developer income**.
- Requests for more **communication** from Google.



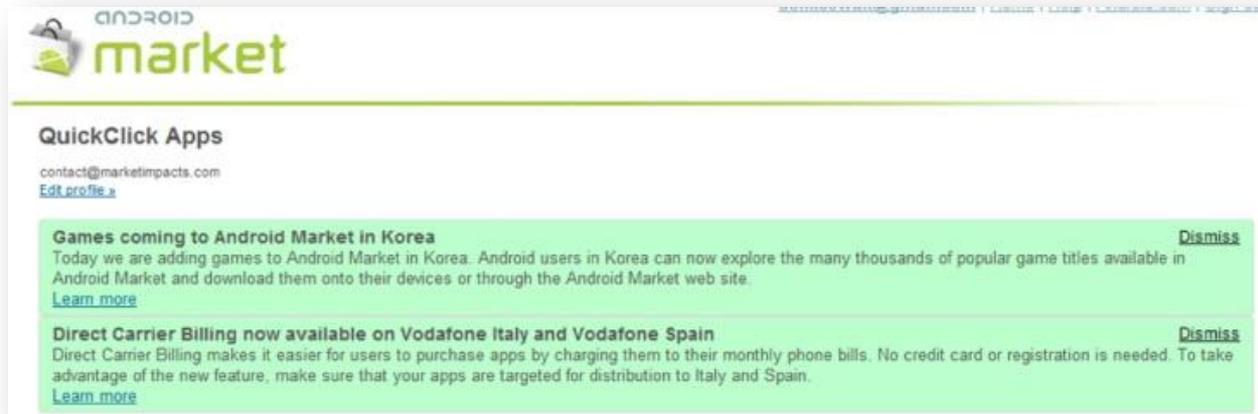
# Comments from Google on the Android Help Forum

- They have been **enhancing Market search** to help users more easily find apps.
- Their data suggests that Market changes have enabled users to find the apps they're looking for **quicker and easier**.
- Some developers have noticed that their **apps have moved up or down the search rankings** after these changes.
- Help forum should be focused on user issues and is **closed to developer issues**.
- If anyone has a specific query that they think is not surfacing the best apps, they **welcome feedback**.

<https://support.google.com/androidmarket/developer/bin/answer.py?hl=en&answer=136601>



# Notices in Developer Console



The screenshot shows the Android Market Developer Console interface. At the top left is the "android market" logo. Below it, the section "QuickClick Apps" is visible, with the email "contact@marketimpacts.com" and a link "Edit profile >". Two notices are displayed in a light green box:

- Games coming to Android Market in Korea** [Dismiss](#)  
Today we are adding games to Android Market in Korea. Android users in Korea can now explore the many thousands of popular game titles available in Android Market and download them onto their devices or through the Android Market web site.  
[Learn more](#)
- Direct Carrier Billing now available on Vodafone Italy and Vodafone Spain** [Dismiss](#)  
Direct Carrier Billing makes it easier for users to purchase apps by charging them to their monthly phone bills. No credit card or registration is needed. To take advantage of the new feature, make sure that your apps are targeted for distribution to Italy and Spain.  
[Learn more](#)



# Google I/O 2011 Presentation

## Android Market for Developers

<http://www.youtube.com/watch?v=GxU8N21wfrM>



Watching this helpful presentation is recommended.

Eric Chu, Android Developer Ecosystem

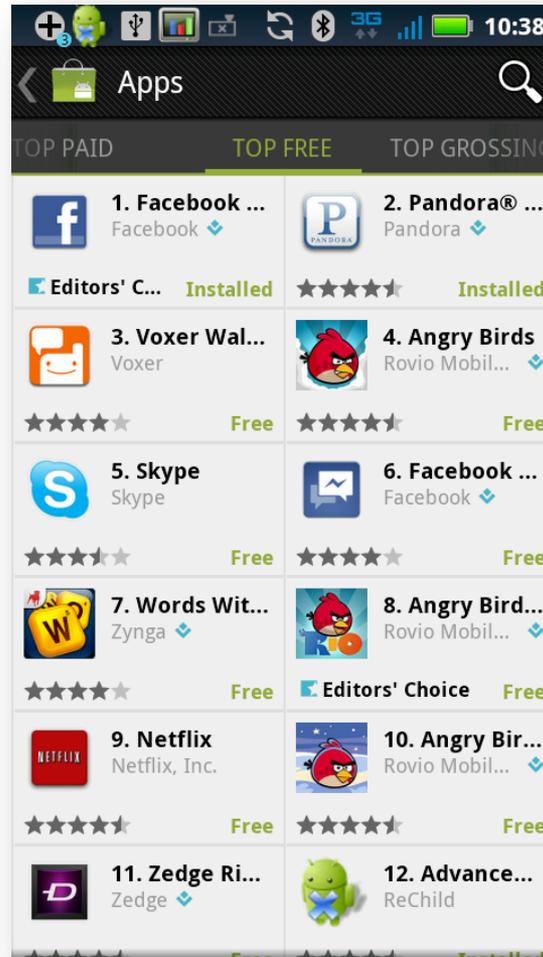


# App Discovery

< 10,000 apps

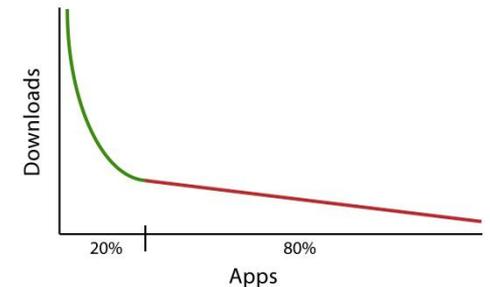
Top apps featured in lists:

- Featured
- Editors Choice
- Top Paid
- Top Free
- Top Grossing
- Top New Paid
- Top New Free
- Top Developers

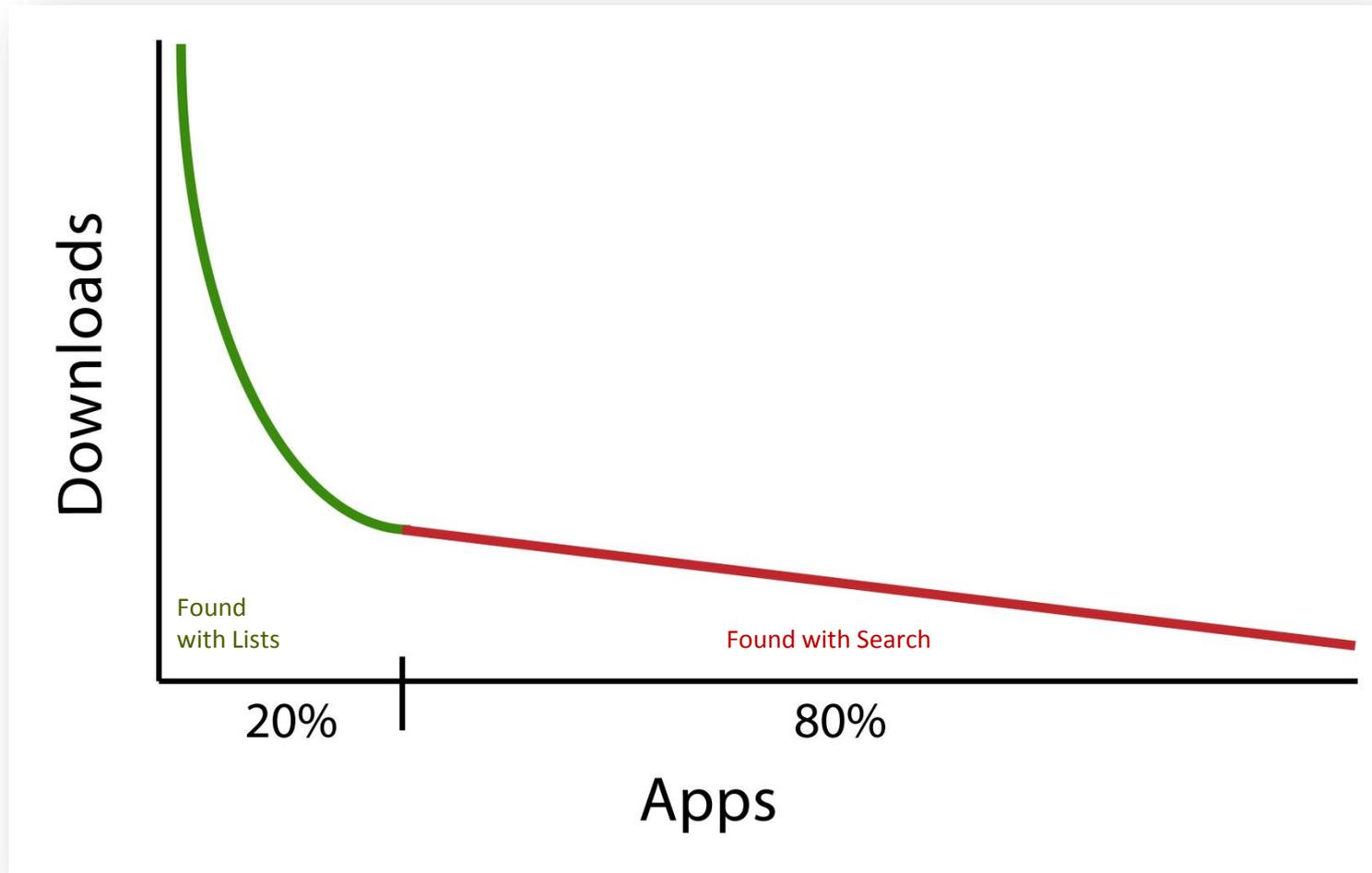


> 250,000 apps

“Long tail” majority of apps are found with search.

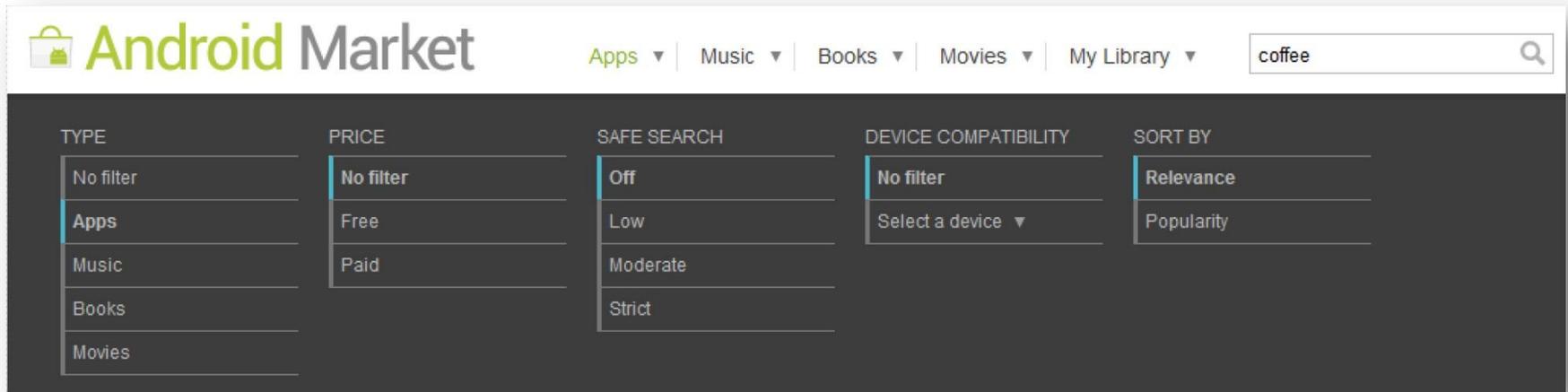


# The Long Tail of Apps



# Market Search Filtering

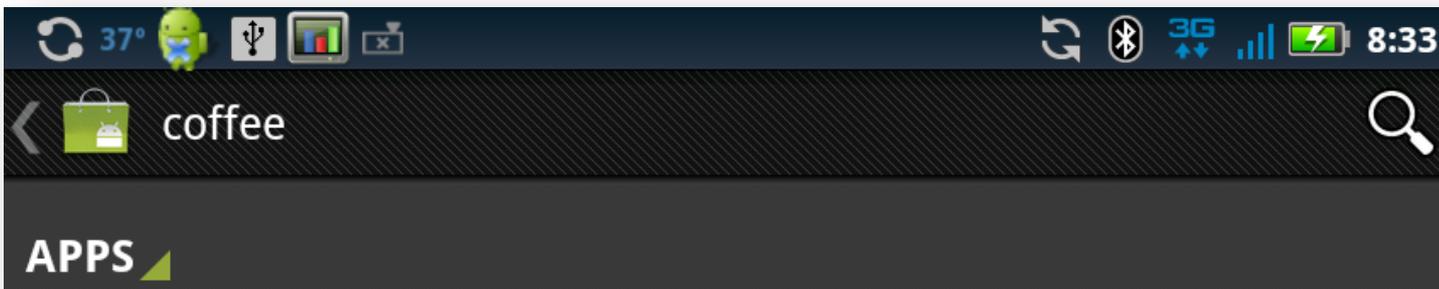
## Website:



The screenshot shows the Android Market website interface. At the top, there is a search bar containing the text "coffee". Below the search bar, there are several filter categories with dropdown menus:

- TYPE:** No filter, Apps (selected), Music, Books, Movies
- PRICE:** No filter (selected), Free, Paid
- SAFE SEARCH:** Off (selected), Low, Moderate, Strict
- DEVICE COMPATIBILITY:** No filter (selected), Select a device
- SORT BY:** Relevance (selected), Popularity

## Mobile:



The screenshot shows the Android Market mobile app interface. At the top, there is a search bar containing the text "coffee". Below the search bar, there is a section labeled "APPS" with a green triangle icon.



# New Measure of App “Stickiness”

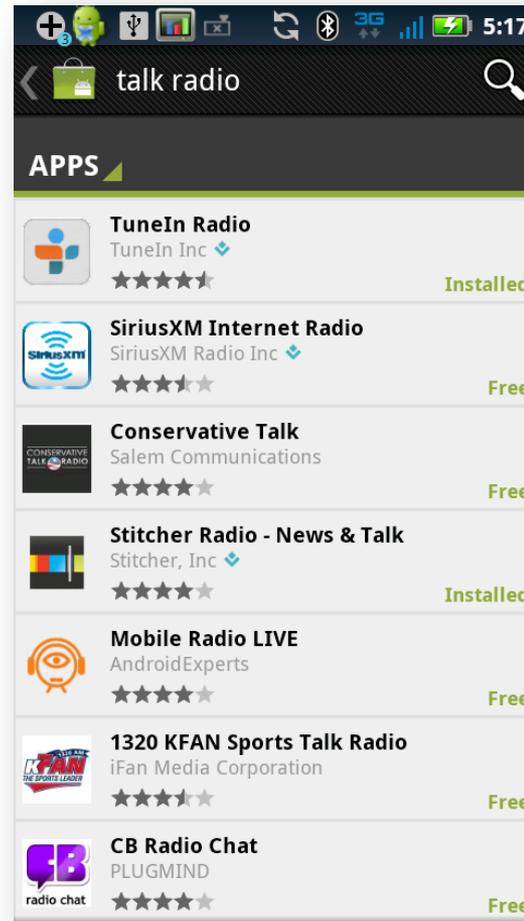
- **Recent installs vs. uninstalls** (or a proprietary formula like this.)
- **Uninstalls accounted for more accurately.**
- **Chart of installs in last 30 days** now included in the website market app pages.





# App Name Issues and Strategies

- Search algorithm is **parsing** app names.
- Search term **spell correction**.
- Use **quotes** to find exact app name.
- Plays on words and **abstract names** may not be as effective as plain words for search.
- Add **plain key words** to abstract names.



- ← **Example:**
- ← Adding the keyword **Radio** to abstract app names.



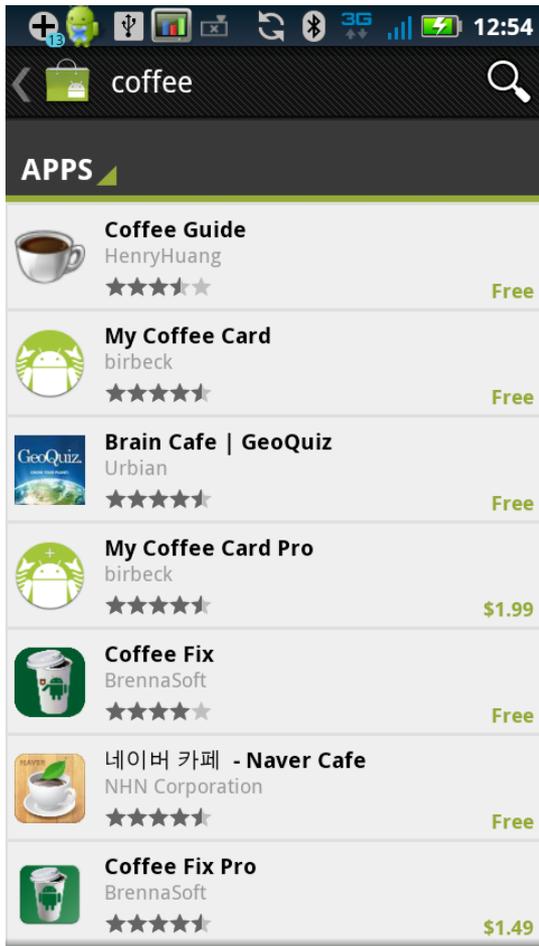
# Changes Observed in Search Ranking

- Added “**Sticky**” factor.
- Weighted **key words in app name**.
- Less emphasis on key words in the app description body after **first paragraph**.
- Selective higher placement for **paid apps** in mobile market search.
- Changes in relative importance of **ranking factors**.



# Search Results Example

Data Collected on 11/30/2011

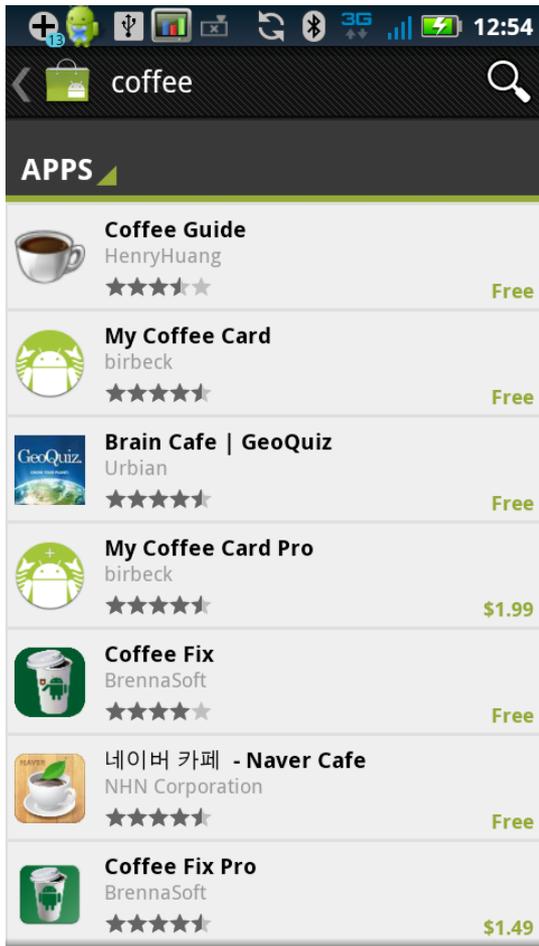


<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
	10,000+	3.7					
	100,000+	4.7					
	1,000,000+	4.3					
	10,000+	4.6					
	100,000+	4.0					
	100,000+	4.4					
	1,000+	4.3					



# Search Rank Algorithm is Proprietary

Data Collected on 11/30/2011



<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
	10,000+	3.7					
	100,000+	4.7					
	1,000,000+	4.3					
	10,000+	4.6					
	100,000+	4.0					
	100,000+	4.4					
	1,000+	4.3					



# No Single Factor Drives Ranking

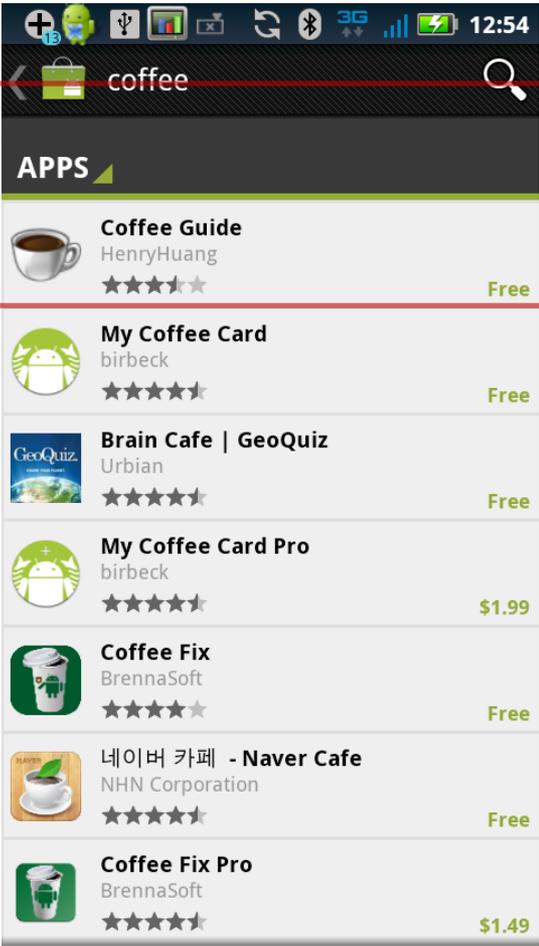
Data Collected on 11/30/2011

Screenshot	<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
	<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
		10,000+	3.7	✓			✓	
		100,000+	4.7		✓	✓	✓	
		1,000,000+	4.3	✓	✓	✓		
		10,000+	4.6	✓		✓	✓	✓
		100,000+	4.0		✓	✓	✓	
		100,000+	4.4	✓	✓	✓		
		1,000+	4.3			✓	✓	✓



# Importance of App Name and Sticky Factor

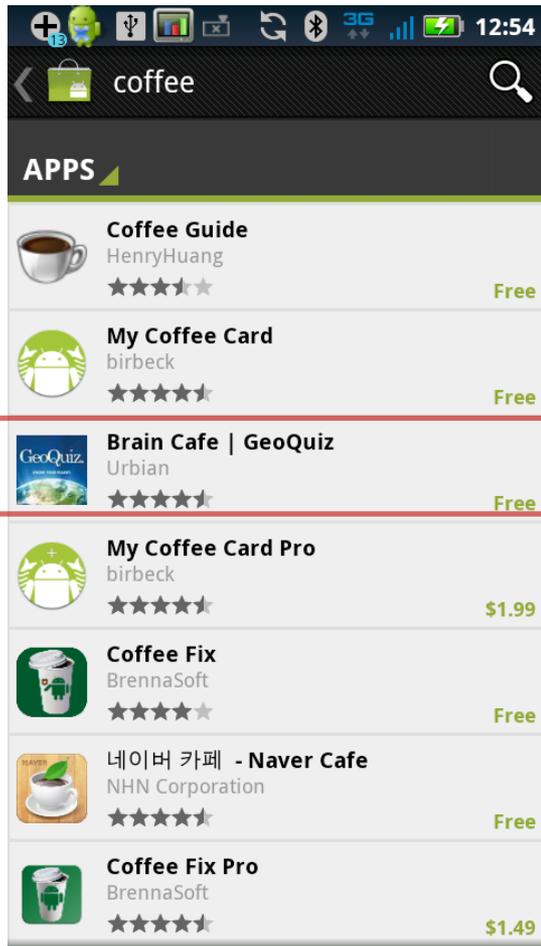
Data Collected on 11/30/2011

Screenshot of App Store	<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
	<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
		10,000+	3.7					
		100,000+	4.7					
		1,000,000+	4.3					
		10,000+	4.6					
		100,000+	4.0					
		100,000+	4.4					
		1,000+	4.3					



# > 250,000 Downloads Has a Big Influence but Does Not Overwhelm Other Factors

Data Collected on 11/30/2011

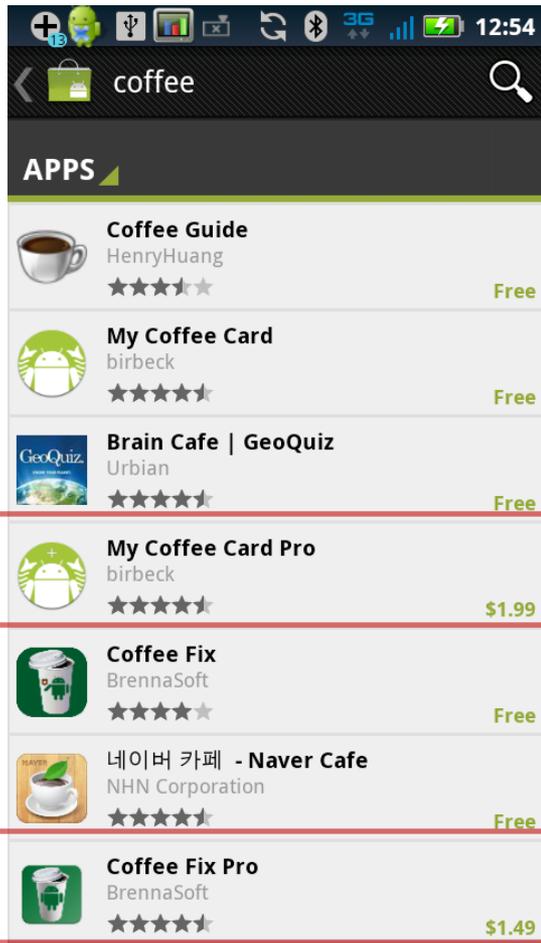


	<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
	<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
		10,000+	3.7					
		100,000+	4.7					
		1,000,000+	4.3					
		10,000+	4.6					
		100,000+	4.0					
		100,000+	4.4					
		1,000+	4.3					



# Paid Apps Selectively Placed

Data Collected on 11/30/2011



	<u>Downloads</u>		<u>Rating</u>	<u>Possible Rank Factors</u>				
	<u>Recent</u>	<u>Total</u>	<u>1 - 5</u>	<u>Recent</u>	<u>Total</u>	<u>Rating</u>	<u>Name</u>	<u>Paid</u>
 <b>Coffee Guide</b> HenryHuang ★★★★★		10,000+	3.7					
 <b>My Coffee Card</b> birbeck ★★★★★		100,000+	4.7					
 <b>Brain Cafe   GeoQuiz</b> Urbian ★★★★★		1,000,000+	4.3					
 <b>My Coffee Card Pro</b> birbeck ★★★★★		10,000+	4.6					
 <b>Coffee Fix</b> BrennaSoft ★★★★★		100,000+	4.0					
 <b>네이버 카페 - Naver Cafe</b> NHN Corporation ★★★★★		100,000+	4.4					
 <b>Coffee Fix Pro</b> BrennaSoft ★★★★★		1,000+	4.3					



# iPhone App Search

## All iPhone Apps for "coffee"

 <p><b>Starbucks Lifestyle</b> Updated Nov 21, 2011 FREE</p>	 <p><b>iBeer (5 Beers &amp; Coff... Entertainment</b> Updated Jul 21, 2010 \$0.99 BUY</p>	 <p><b>Starbucks Cup Magic Lifestyle</b> Released Nov 15, 2011 FREE</p>	 <p><b>Starbucks Card Mobile Lifestyle</b> Updated Nov 09, 2011 FREE</p>
 <p><b>Free Books - 23,469 c... Books</b> Updated Dec 01, 2011 \$1.99 BUY</p>	 <p><b>Free Audiobooks - 4,... Books</b> Updated Dec 01, 2011 \$1.99 BUY</p>	 <p><b>Coffee World Games</b> Updated Jul 22, 2011 Game Center \$0.99 BUY</p>	 <p><b>Doodle Balance FULL Games</b> Updated Jun 28, 2010 FREE</p>
 <p><b>Coffee Cafe Games</b> Updated Aug 30, 2011 FREE</p>	 <p><b>Lyrics World Lite Music</b> Updated Nov 01, 2011 FREE</p>	 <p><b>Intelligentsia Coffee Lifestyle</b> Updated Oct 18, 2011 FREE</p>	 <p><b>coffee Games</b> Updated Jan 05, 2011 \$0.99 BUY</p>
 <p><b>Find a Coffee Shop w... Navigation</b> Updated Jul 07, 2010 FREE</p>	 <p><b>AroundMe Lifestyle</b> Updated Nov 01, 2011 FREE</p>	 <p><b>Santa Scan-O-Meter ... Lifestyle</b> Released Nov 29, 2011 \$0.99 BUY</p>	 <p><b>Coffee Shop Tycoon Games</b> Updated Apr 02, 2010 \$0.99 BUY</p>
 <p><b>Lyrics World - Power... Music</b> Updated Nov 01, 2011 \$0.99 BUY</p>	 <p><b>Barista - cafe quality ... Lifestyle</b> Updated Sep 17, 2010 \$2.99 BUY</p>	 <p><b>Coffee Finder Navigation</b> Updated May 23, 2011 FREE</p>	 <p><b>Hairpaint Entertainment</b> Updated Oct 18, 2011 FREE</p>



# Amazon.com App Search

Apps for Android > "coffee"

Showing 1 - 12 of 23 Results

- 

**My Coffee Card Pro** by birbeck (App - Aug. 17, 2011)  
Download: ~~\$1.99~~ **\$0.99**  
Available instantly on your connected Android device  
★★★★★ (91)
- 

**Marketing over Coffee** by Wizzard Media (App - Dec. 10, 2010)  
Download: **\$1.99**  
Available instantly on your connected Android device
- 

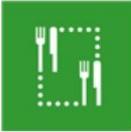
**Coffee Lexicon** by Lisiere Media LLC (App - Aug. 26, 2011)  
Download: **\$1.49**  
Available instantly on your connected Android device
- 

**Commodities** by Jaybus (App - Mar. 22, 2011)  
Download: **\$0.00**  
Available instantly on your connected Android device  
★★★★★ (1)
- 

**Magic Coffee Mug - Caffeine Fortune Teller** by Wayne Hagerty (App - Aug. 9, 2011)  
Download: **\$0.99**  
Available instantly on your connected Android device



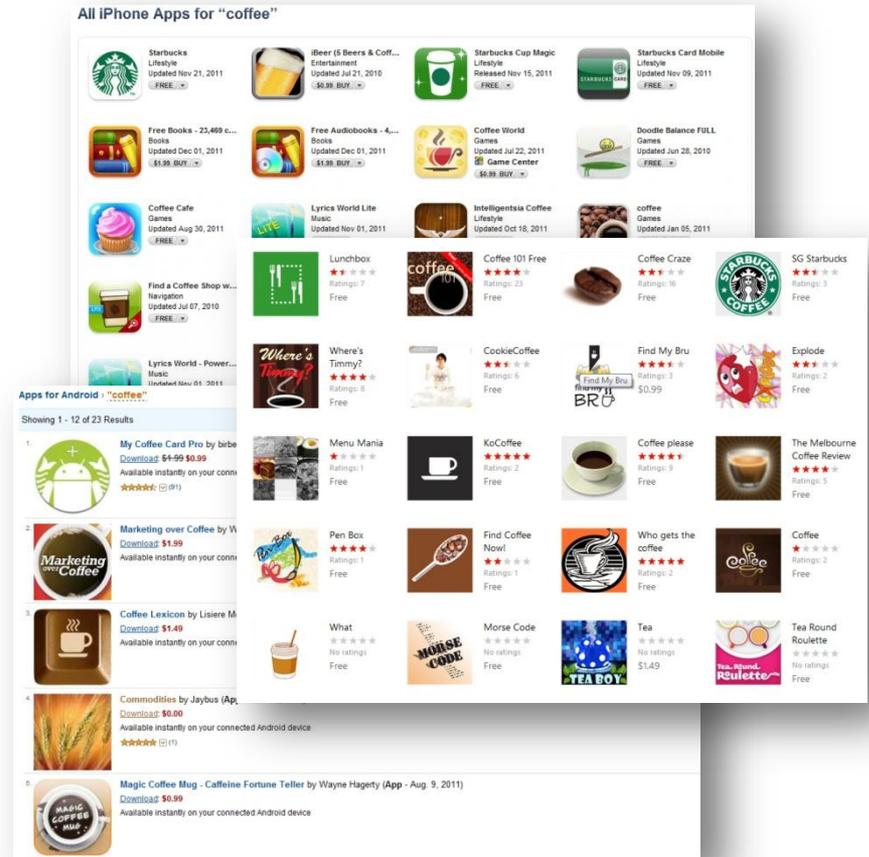
# Windows Phone App Search

	Lunchbox ★★★★★ Ratings: 7 Free		Coffee 101 Free ★★★★★ Ratings: 23 Free		Coffee Craze ★★★★★ Ratings: 16 Free		SG Starbucks ★★★★★ Ratings: 3 Free
	Where's Timmy? ★★★★★ Ratings: 8 Free		CookieCoffee ★★★★★ Ratings: 6 Free		Find My Bru ★★★★★ Ratings: 3 \$0.99		Explode ★★★★★ Ratings: 2 Free
	Menu Mania ★★★★★ Ratings: 1 Free		KoCoffee ★★★★★ Ratings: 2 Free		Coffee please ★★★★★ Ratings: 9 Free		The Melbourne Coffee Review ★★★★★ Ratings: 5 Free
	Pen Box ★★★★★ Ratings: 1 Free		Find Coffee Now! ★★★★★ Ratings: 1 Free		Who gets the coffee ★★★★★ Ratings: 2 Free		Coffee ★★★★★ Ratings: 2 Free
	What ★★★★★ No ratings Free		Morse Code ★★★★★ No ratings Free		Tea ★★★★★ No ratings \$1.49		Tea Round Roulette ★★★★★ No ratings Free



# Some Observations About Other App Markets

- Search rank **criteria are not obvious.**
- The **keywords in app names** are given significant weight.
- All the app markets are dealing with the **same challenges.**



# Some Suggestions for Google

- Make **Market search filters** available on the mobile version of the Market app.
- Create a **password protected forum for developers** to discuss development issues among themselves and with Google.

