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# ASO Tool for Apps & Games Driven by Data Science

AppTweak is a powerful ASO tool that provides you with all the data and insights you need to increase your app or game's visibility and boost organic downloads.

Enter your app name and get instant tips on how to optimize your ASO




**Over 1000+ Mobile leaders trust our data**  
 Read our client testimonials





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# The only ASO tool you need for your mobile marketing



## ASO Intelligence

Help users find your app or game more easily. Use our all-in-one ASO tool to improve your app rankings and visibility

- Find the best keywords
- Optimize your app metadata
- Monitor your app and category rankings
- Manage your ratings and reviews

Start optimizing your app →

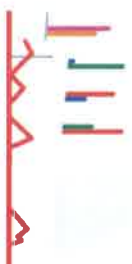


## Search Ads Intelligence

Help people discover your app or game with App Store Search Ads. Our Search Ads Intelligence data can help you:

- Spy on keywords your competitors are bidding on
- Discover which apps are bidding on your brand name
- Detect keyword opportunities that are relevant to your app

Get on top of the search results →



## Market Intelligence

Unlock all the data you need to stay on top of market trends and industry threats:

- Find growth opportunities across countries and categories
- Gain more insights about your competition in your target markets
- Get download and revenue estimates for any app or game in the App Store
- Spot seasonal trends and opportunities

Make smarter strategic decisions →





## Spy on Your Competitors

### Get an inside look into your competitors' ASO strategy

Easily spy on your app competitors' metadata and screenshots. Find what keywords they are ranking for or what keywords they bid on. Review your apps' visibility and compare your progress to your competitors. At AppTweak we go even a step further and provide app download and revenue estimates for any app in the Apple App Store and Google Play Store.

[Monitor your competition →](#)

## App Store Optimization Report

### Understand and improve your app's visibility with our ASO reports

Get actionable and personalized recommendations to maximize your app's visibility and improve your app rankings with our ASO Report Tool. Easily compare your app metadata and visuals with the competition and get inspired.

[Get your ASO Report →](#)

# See what app marketing experts have to say

AppTweak is a very easy to use ASO tool and offers a really nice interface. Very easy and quick communication with the team. They always provide the details you ask for!

AppTweak is the best tool for my ASO requirements. Many ASO tools were limited in the number of countries provided but AppTweak helps me localize my apps where I need it.

We use AppTweak amongst other ASO tools to delve into keyword optimization for various clients. It offers some great features in terms of competitor insights, visibility scores etc. In particular, it's UI is simple and



# New to App Store Optimization? These ASO resources can help you get started



## ASO Resources

Are you new to App Store Optimization? Use our guides to learn more about ASO, app store ranking signals, how ASO is different for the Apple App Store & Google Play Store and how to get started.

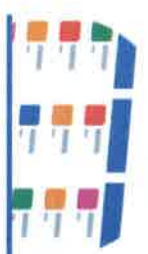
[Start learning ASO](#) →



## ASO Webinars

Discover our ASO webinar series! Get more insights into ASO, receive tips on search ads best practices and learn how AppTweak can help you meet your app marketing goals.

[Watch our ASO webinars](#) →



## Try Our Free ASO Tools

We have created a range of free ASO tools to help you boost your app visibility, improve keyword rankings and increase your app downloads. Or use our Algorithm Tracking Tool to check major App Store & Google Play algorithm updates.

[Try our free ASO tools](#) →





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# Search Ads Intelligence

## The auction room

Want your app to appear on that top banner of the App Store Search? Who doesn't?

You'll need to outbid your competitors, find out who's bidding on which keywords, make sure your keywords are safe and maybe discover some new opportunities. Don't worry, AppTweak Search Ads data is there for you.

Request a demo



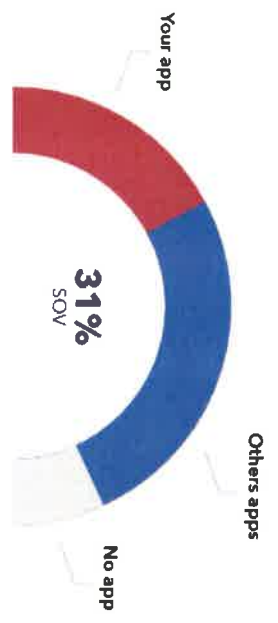
## Take advantage of Apple Search Ads

Others apps





# Take advantage of Apple Search Ads



**Check your ad's share of voice**

See how many times your ad is displayed for a certain keyword search. Check if your money is well spent and which other apps are bidding on the same keywords as you are!

Take a look at your SOV →

Keyword	Dwntid	Status
Travel	23%	
Hotel	11%	
Trip	6%	

**Watch the competition**

Spy on the keywords your competitors are bidding on, spot trends and check their impact on rankings and downloads.

Keep an eye on your competitors →



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Find opportunities

Detect keywords that no one bids on and that are relevant to your app. Be the first ad on those searches!

Spot the right keywords ->

Search Ads Intelligence features

- Organic Keywords Protection
- Paid Keywords
- Share of Voice History







# Our story

AppTweak didn't build itself in one day.

## The beginning

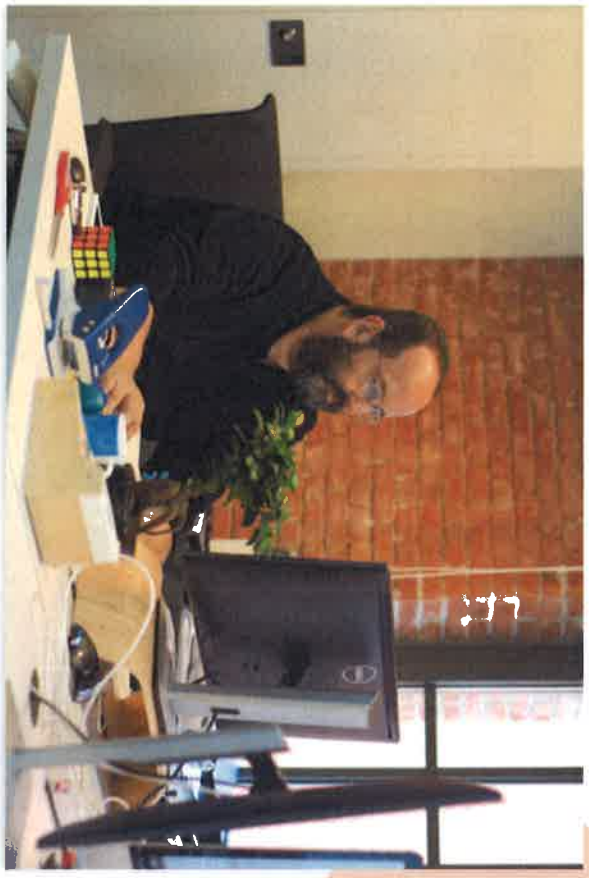
How it all started.

Headquartered in Brussels, AppTweak was founded by Olivier Verdin and Sebastien Dellis in 2013.

AppTweak was initially a side project called the "ASO Toolbox". It generated an instant App Store Optimization report with actionable recommendations for any iOS app in the US.

Since ASO was still in its early stages, the company's first challenge was to educate app marketers and developers on its importance in the mobile user acquisition funnel.

AppTweak launched its resourceful ASO blog very rapidly, offering educational content on App Store Optimization and gathering more and more readers.





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## Funding and Growth

### The exciting takeoff.

As both the interest and the demand grew, and given the increasing number of visitors each day on the platform, the company raised a first round of funding in April 2014.

By then, the first employees were hired and AppIweak officially became a paid platform in August 2014.

The company raised a total of \$900K by August 2015 from Be Angels, which includes a group of investors operated by the international investment platform Go Beyond: from Brustart and from the Belgian media group Rossel.

Things escalated quickly from there: we launched new tools, added the Google Play Store, supported more countries & languages and created a unique ASO Keyword Tool.

We pursued our efforts in creating rich content to try demystifying ASO. Examples include our unique presentation called "App Store Optimization for Extreme Newbies" or the ASO University, a series of video tutorials on App Store Optimization best practices.

October 2016 marked a big moment in the app marketing industry: Apple unveiled App Store keywords Search Popularity. AppIweak was the first ASO tool to integrate and provide this traffic score!





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70%



## Today and Tomorrow

A profitable and growing company.

AppTweak is today a profitable company with a monthly recurring revenue (MRR) that has tripled over the last 12 months.

Our team of now more than 20 employees (actually, **we're hiring!**) strives everyday to improve the tool's features and data, deliver rich content and make your experience on AppTweak the smoothest possible.

We now count over 800 active customers in 70+ countries; 42% of which are from Europe and 25% are from the USA.

2018 also marks the opening of our office in San Francisco, taking the company's growth to the next level.

Today, AppTweak is more than ASO tool; it also offers a powerful Search Ads Intelligence dashboard, empowering app marketers to improve their paid acquisition campaigns.

We can't wait to see what tomorrow may bring!

## Want to join the AppTweak adventure?

If you wish to be a part of the team and try and make the best ASO tool with us, check our jobs openings!

Apply here