



# WHAT GOOGLE'S RATING SYSTEM CHANGES MEAN

*Google recently updated its ratings system in the Google Play Store. Rather than using an app's lifetime to calculate its average rating, greater significance is now placed on the most recent ratings.*

## **WHY THIS IS IMPORTANT**

Ratings matter. Users are significantly more likely to download, update, and purchase from apps with positive ratings.

## **WHAT IF YOUR APP ALREADY HAS A GOOD RATING?**

Bravo. But that could change. If your recent ratings have been stronger than your earlier ratings, your average rating could go up, which is great. But if your recent ratings have been on the decline, your average rating may start to drop.

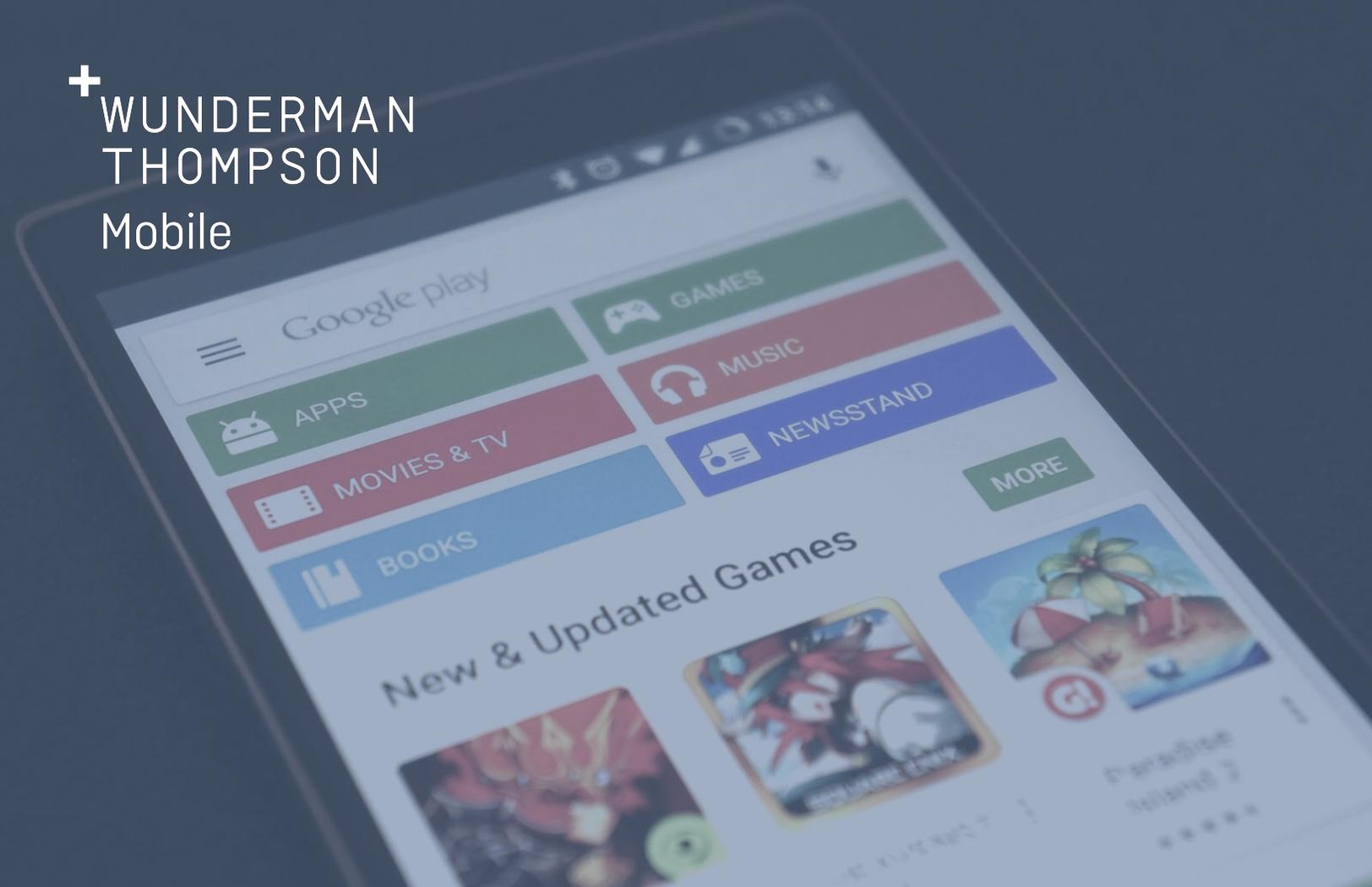
There are several steps to take today to ensure that you not only aren't negatively impacted, but have the best chance to improve your app's ratings.

## **PROMPT USERS FOR RATINGS**

If your app doesn't currently prompt users for ratings, you should add that functionality. It doesn't take a lot of development effort (just a few days), and is the most effective way to tap into the positive voice of your app's fanbase and boost your ratings. Wunderman Thompson Mobile has implemented methods for both Android and iOS.

## **FINE-TUNE YOUR RATINGS PROMPTING STRATEGY**

Even if you're already prompting users for ratings, reevaluate that strategy and see if you can do better. Look at analytics and reviews to see where users are having the most positive experiences, think about new features you've recently added, and see if you can spot any opportunities to add new rating prompt trigger points.



## RELEASE MORE FREQUENTLY

The more releases you put out, the more chances you'll have to capture new user feedback and boost your overall rating. Releasing regularly is an important strategy for keeping your app relevant and well-reviewed.

## RESPOND TO REVIEWS

Responding to reviews gives you a voice amongst the app's community and the chance to connect directly with users. It's often an effective way to turn unhappy customers into fans, and to keep positive users happy and coming back. Oftentimes, users just want to feel like they're being heard, and responding to reviews is one of the best tools you have to facilitate that.

## GIVE THEM WHAT THEY WANT

While easier said than done, if there are any hot-button items you know users have been asking for, now is a good time to scope them and schedule for an upcoming release - whether it's new features or expanding to new platforms.



### FEATURE RATINGS



Controls



Gameplay



Graphics

Wunderman Thompson Mobile's team is available to provide specific direction for your app. Team members can share case studies and best practices, as well as help you in the short and long-term.

To schedule a discussion, please contact Wunderman Thompson Mobile at [mobile@wundermanthompson.com](mailto:mobile@wundermanthompson.com).