ASO ANALYTICS DASHBOARD

Your Key to Success

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TABLE OF CONTENT

2

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In today's fast-paced digital landscape, achieving and maintaining a competitive edge in the mobile app market is no small feat. To navigate the complex world of **App Store Optimization (ASO) effectively**, businesses require powerful tools that not only consolidate critical data but also offer actionable insights.

Enter yellowHEADs Analytics Dashboard - an all-in-one solution meticulously designed to empower app developers and marketers by providing them with a comprehensive, user-friendly platform to track and optimize their app's performance.

A UNIFIED HUB FOR ASO EXCELLENCE

The yellowHEAD Analytics Dashboard stands as a testament to the commitment to excellence in the world of ASO. It's a versatile tool that gathers all the essential ASO metrics and results, enabling businesses to access them conveniently from a single, intuitive interface. Whether you're interested in monitoring keyword rankings, category standings, or user ratings and reviews, this dashboard brings all the relevant data together, making it easily comprehensible and actionable.

Our dashboard offers a fantastic feature that you'll love: at any moment, whenever you need, you have the ability to download all your data and information directly into an **Excel file.**

This means you can easily access, analyze, and share your valuable data in a format that's familiar and versatile. Whether you're in a meeting, working on a report, or just want to have your data at your fingertips, this feature ensures that your information is always just a few clicks away, organized and ready to go in a user-friendly Excel spreadsheet. It's all about making your life easier and keeping you in control of your data.

MONITORING KEY METRICS

The dashboard keeps a watchful eye on an array of crucial data sources, including:

Data from the App Store Connect and Google Play

Developer Console: Accessing performance data directly from these platforms eliminates the need for manual downloads, saving you valuable time and effort.

Keyword Rankings and Analysis: Stay ahead of the competition by closely monitoring how your app ranks for specific keywords and make data-driven decisions to optimize your ASO strategy.

Category Ranking: Understand where your app stands within its category compared to the competitors, helping you identify opportunities for improvement.

Rating and Reviews: Keep tabs on user feedback and track your app's overall rating and reviews over time.

Integration with 3rd-Party Tools: The dashboard seamlessly integrates with various third-party tracking tools, such as Singular, offering you a holistic view of your app's performance.

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CUSTOMIZATION IS KING

One of the standout features of the yellowHEAD Analytics Dashboard is its adaptability to your unique needs. Clients have complete control over how they review and interact with their data.

Key benefits of customization include:

Elimination of Manual Downloads: Say goodbye to the cumbersome task of manually downloading data; the dashboard automates this process for you.

Instant Insights: Receive real-time updates whenever you define, enabling you to access critical insights at a glance.

Complete Client Customization: Tailor the dashboard to display data in the manner you prefer, at any time. It's your data, presented your way.

Visual Enhancements: Enrich the quality of information through charts and visualizations, making it easier to grasp and act upon.

KPI Emphasis: Highlight important Key Performance Indicators (KPIs) that matter most to your business.

Flexible Data Interaction: Empower yourself with the ability to interact flexibly with your data, allowing for a deeper understanding and more effective decision-making.

Segmentation Options: Display data using different segments, enabling you to focus on specific aspects of your app's performance.

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EXPLORING THE YELLOWHEAD ANALYTICS DASHBOARD

1 **Comprehensive KPIs:** The dashboard offers an array of KPIs that can be filtered by traffic source, enabling you to understand where your app's traffic is coming from and how it's performing.

2 **Comparison between Search and Browse Metrics**: Gain insights into user behavior and app visibility based on how users discover your app.

3 **Non-Organic vs. Organic Analysis**: Distinguish between non-organic and organic traffic sources, helping you refine your acquisition strategies.
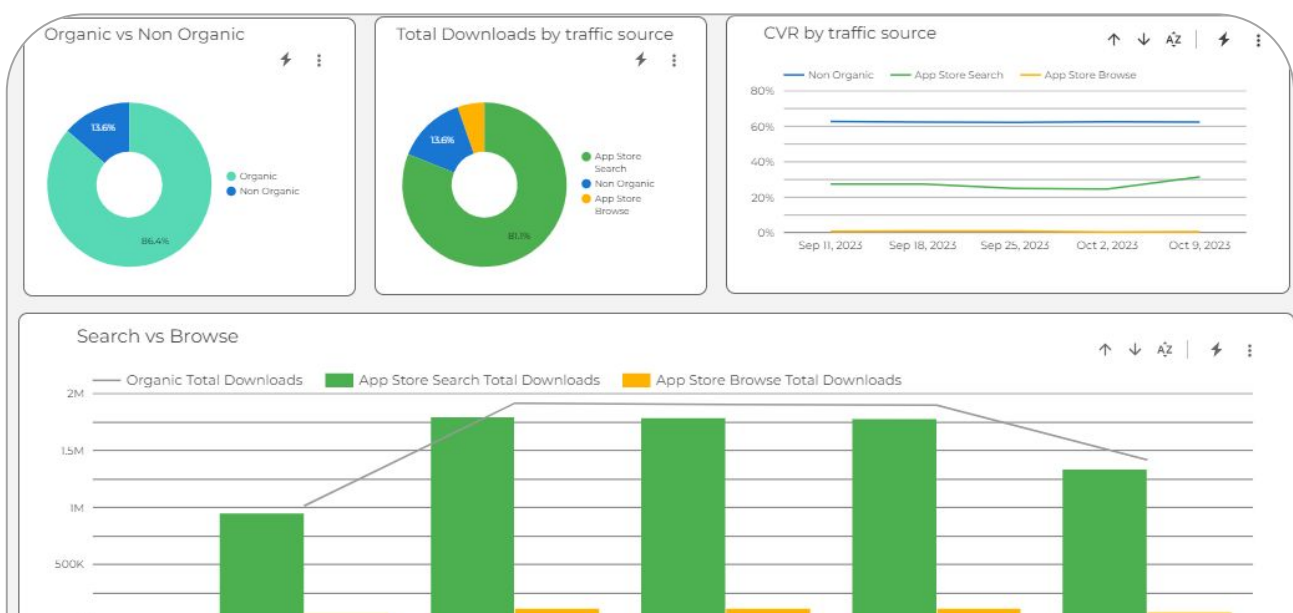
4 **Performance Metrics and Trends**: Track the performance of non-organic and organic sources over time to identify trends and areas for improvement.

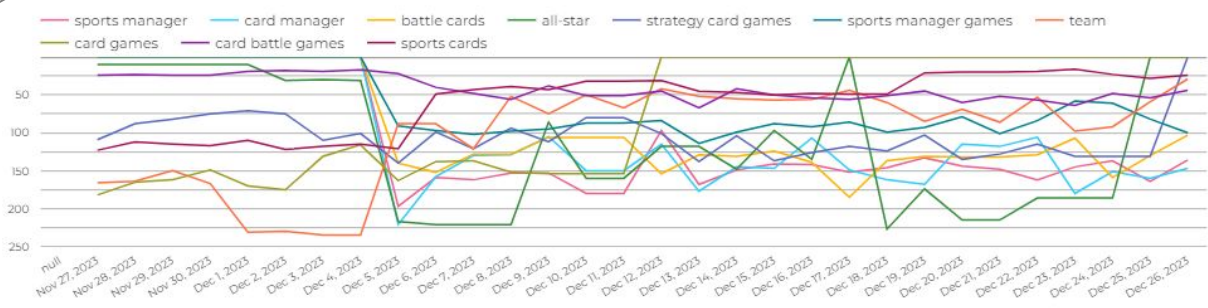**5** **KPI Deltas**: Understand the difference in KPIs between organic and non-organic sources to fine-tune your ASO efforts.

6 **Filter by Country and Date Range**: Drill down into specific regions and timeframes to uncover localized insights.

Legend: sports manager · card manager · battle cards · all-star · strategy card games · sports manager games · team · card games · card battle games · sports cards

How have ASA keyword rankings changed biweekly?

| rank 1 – 250 | searchVolume 5 – 100 | Keyword Status ▾ | Keyword Equals ▾ Enter a value |

| | | | | | | | Year-Week / rank |
ASA keyword	Keyword Status	searchVolume	Dec 25, 2023 to Dec 31, 20...	Dec 18, 2023 to Dec 24, 20...	Dec 11, 2023 to Dec 17, 202...	Dec 4, 2023 to Dec 10, 202...	Nov 27, 2023 to Dec 3, 202...
2 k	RUNNING	null	-	-	-	-	-
2k	RUNNING	56	1	1	1	1	1
2k basketball	RUNNING	13	1	1	1	1	1
2k facescan	RUNNING	null	-	-	-	-	-
2k mobile	RUNNING	45	1	1	1	1	1
2k19	RUNNING	20	2	1	1	1	1
2k20	RUNNING	37	1	1	1	1	

Separate Pure Search from ASA Source: Isolate data from different traffic sources to optimize your marketing efforts effectively.

Analyze ASA Targeted Keyword Performance: Dive deep into the performance of keywords targeted in Apple Search Ads (ASA).

Keyword Insights: Managing keywords is a fundamental aspect of ASO success. Follow the progress of your keywords over time and make weekly comparisons to make informed decisions.

Keyword Status: Monitor your app's keyword rankings and popularity over time, with filters for rank and popularity.

Combine Metrics: Understand how your keyword strategy impacts the overall traffic and downloads.

Filters by Country: Tailor your keyword strategy for different regions to maximize visibility.

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Category Rankings: Filter and analyze category rankings based on date, category, type, app, and device, allowing for precise adjustments.

User Ratings and Reviews: User feedback is invaluable for app improvement. The dashboard makes it easy to track and analyze ratings and reviews based on rating, date, and country.

Content Analysis: Dig deep into user reviews by searching for specific keywords, enabling comprehensive content analysis to address user concerns effectively.

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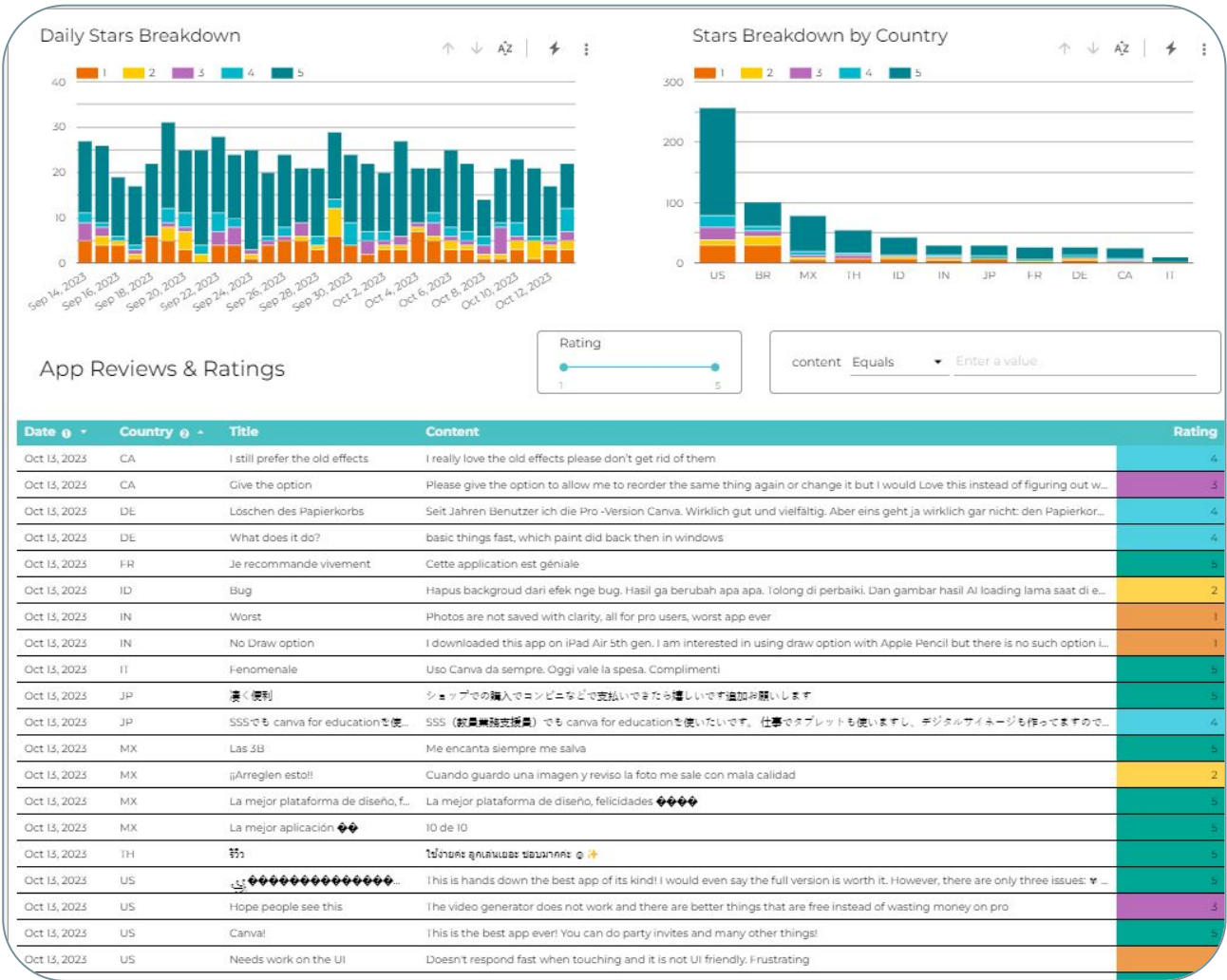
Competitor Comparisons

To stay ahead in the competitive app market, understanding how your app compares to others is vital. The dashboard facilitates keyword competitor comparisons, helping you identify opportunities for improvement.
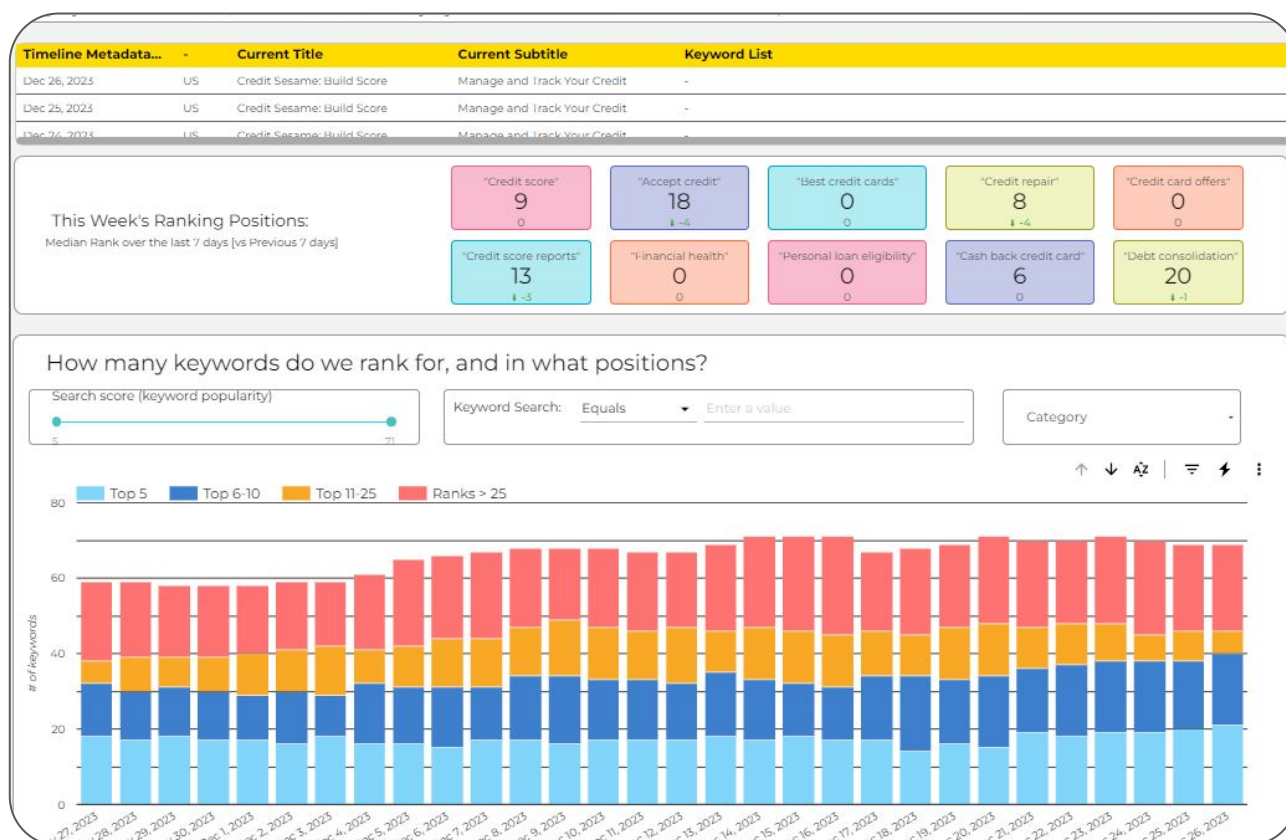
FREE DEMO

Ready to elevate your ASO game? We invite you to experience the yellowHEAD Analytics Dashboard firsthand.

Request a FREE demo today by emailing joy@yellowhead.com and unlock the full potential of your mobile app success.

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STAY CONNECTED WITH YELLOWHEAD

Don't just **monitor** your app's performance, **master** it with **yellowHEAD Analytics Dashboard**

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