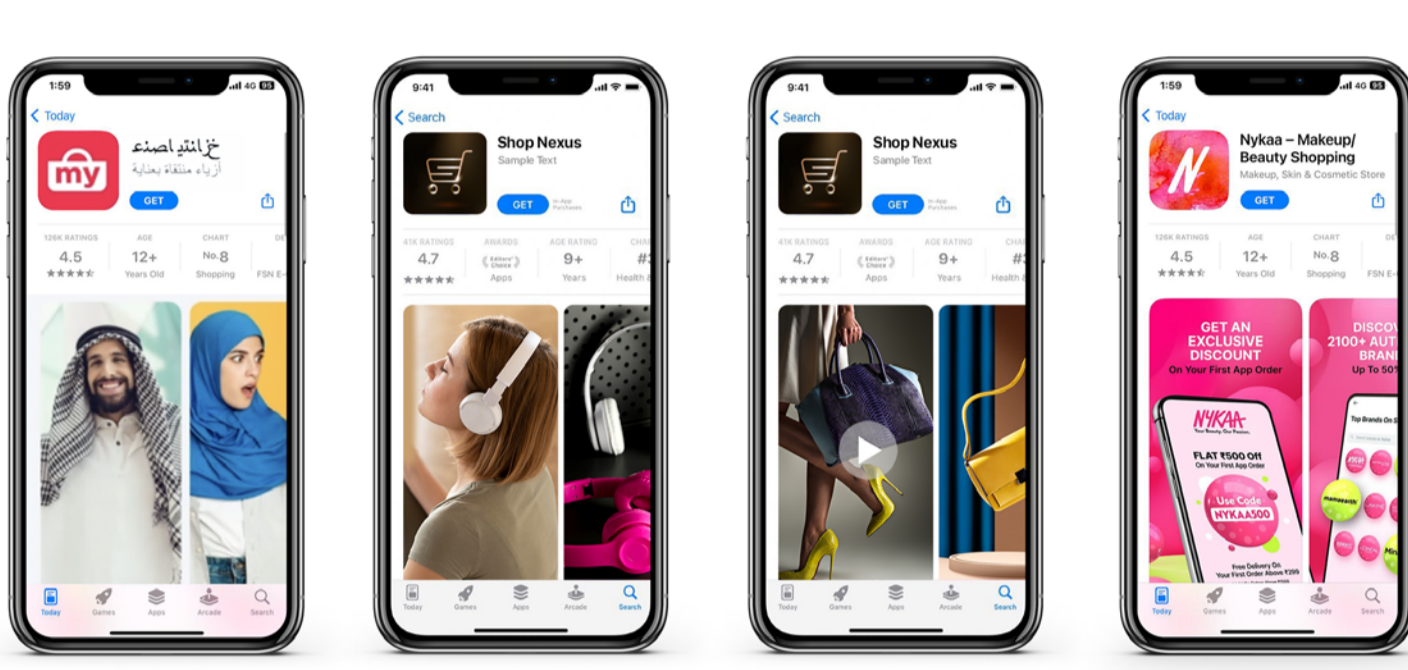


Contextual marketing in a privacy-first ecosystem with iOS App Store CPP

What are App Store Custom Product Pages?

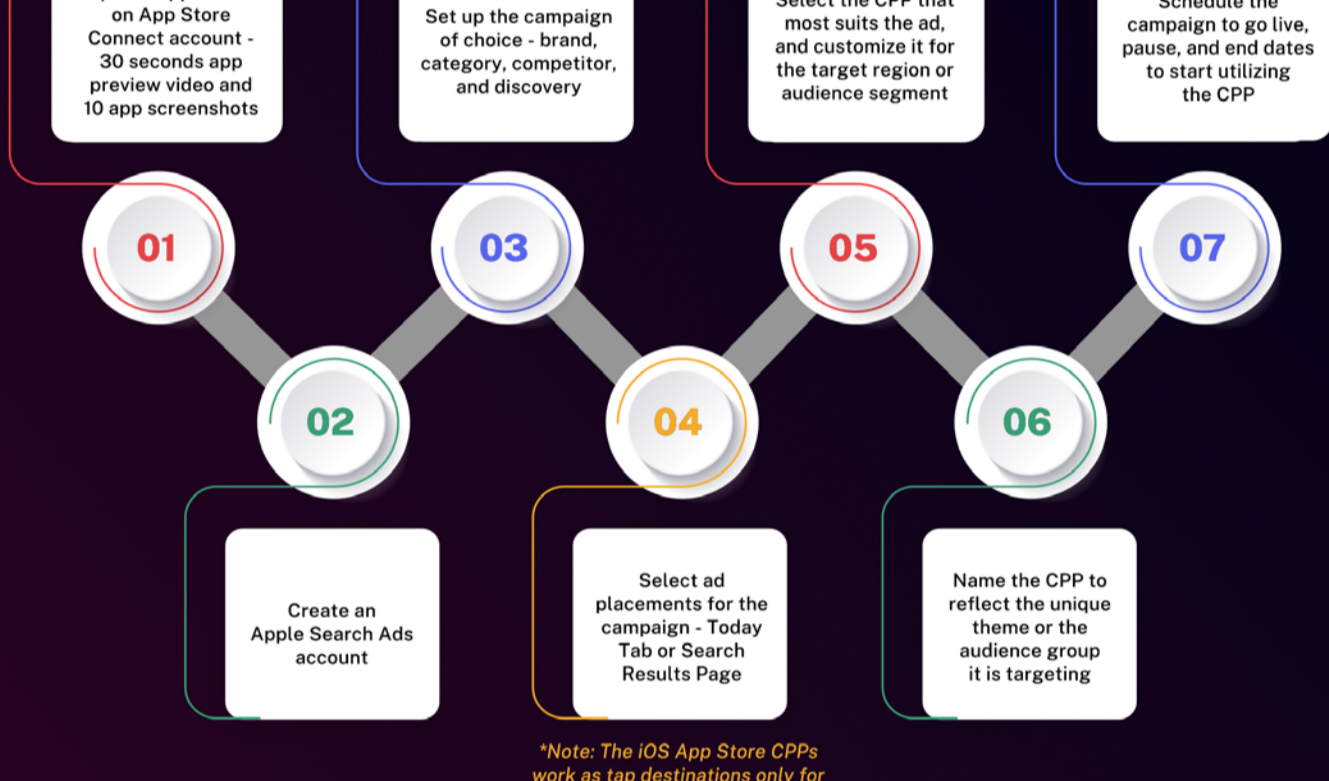
iOS App Store CPP or Custom Product Pages are landing pages of the app within the App Store ecosystem. These CPPs are generated from the pre-uploaded app preview video, app screenshots, app title, subtitle, and description in App Store Connect. A total of 35 CPPs can be produced from the asset combination in App Store Connect.



- Generate alternative pages to the default product page to showcase the entire spectrum of the app's features and utility
- Drive representative advertising for the different audience personas the app caters to
- Highlight announcements, in-app launches, bestsellers, and any special offering to prospective users
- Completely customizable and localizable to the target region's dominant language
- Boost local language marketing within the App Store infrastructure
- Utilize unique URLs of these alternative product pages in other marketing initiatives to drive paid traffic to the app from outside of the App Store
- Improve App Store Optimization efforts with the CPP conversion insights

A step-by-step guide to mastering App Store Custom Product Pages

Getting started:



Knowing how to measure and optimize:

- Access the analytics dashboard under the Acquisition tab in App Analytics in App Store Connect
- App Store Custom Product Pages help with insights on impressions, downloads, redownloads, conversion rates, retention data, and average proceeds per paying user
- Optimize the default page with conversion data from CPPs - check which CPPs drove maximum in-app engagement and purchases and update the default product page accordingly
- Integrate with MMPs for a full-funnel analysis report to check both pre-install and post-install performance of the CPP campaigns

Top reasons for CPP rejection:

- Inappropriate or violent CPP creatives or text content
- Incentivized or misleading CPP content to boost downloads
- Modified screenshots that does not show the app as it is
- CPP is linked to a Today Tab campaign on iPad [Today Tab ads don't appear on iPads]
- The CPP assets were deleted from App Store Connect
- The CPP is not localized to the target region in terms of screenshots, promotional text, and app preview
- The localized metadata is pending review



App Store Product Page vs. App Store Custom Product Pages

App Store Product Page	App Store Custom Product Pages
The default page of the app	Alternative variations of the default page
Can test only upto 3 variations to the original	Can test 35 different combinations to the default page
Can have just one version of app screenshots, promotional texts, and preview video	Each CPP can have their unique app screenshots, promotional texts, and preview video
Equivalent to being the website of the app in the App Store	Equivalent to the app's landing pages in the App Store
Limited customization of user persona, or seasonal events	No limit on customization for persona-based or special campaigns

App Store Custom Product Pages vs. Google Play Store Custom Listings

App Store Custom Product Pages	Google Play Store Custom Listings
Create about 35 variations	Create about 50 variations
Customize app screenshots, preview video, and promotional text	Customize app title, icon, short and long description, feature graphics, screenshots, icon, and app preview video
Integrated with Apple Search Ads and Facebook Ads	Integrated with Google Ad campaigns; access other publishers with different URLs
24 hours review time	1 hour review time

App Store CPPs Average Benchmarks for improving Apple Search Ads efficiency

- 53%** Boost in Conversion Rates
- 58%** Boost in Downloads
- 26%** Reduction in Customer Acquisition Cost (CAC)

About Newton

Scale your iOS app growth with a performance-focused marketing platform, powered by a GEN AI keyword recommendations tool, market intelligence, automated bid optimization, full-funnel custom analytics & outcome-oriented client support.