20. APP STORE OPTIMISATION IN THE CONTEXT OF E-BUSINESS

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This paper deals with mobile marketing opportunities for e-business. ASO is an essential part of marketing strategies. Its benefits are improving visibility and discoverability of mobile applications. E-business should use ASO for impactful, competitive and profitable mobile commerce.

"Digitalisation is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities" [1]. In recent years this process in businesses is mostly connected with an information technology boom: big data, blockchain, artificial intelligence and others. Benefits of digitalisation are speed, profitability and sustainability. For instance, digitalised documents can be found in any working computer instead of going to the archive and finding the necessary one. Moreover, digitalisation means having websites or mobile appications on the Internet, that is the best way to attract organic traffic and new clients for the business. Even though this process has some disadvantages such as security risks or costs of renewal, nowadays every business should be digitalised in order to be enough competitive and sustainable.

Technological boom gave unlimited opportunities for promoting and now it is really hard to choose the best way to promote your business. It depends on the sphere and market, where a company works. Among the most popular channels of organic and paid traffic are web sites, social media, Facebook ads and mobile applications. "One way for online businesses to remain competitive is through the use of mobile apps" [2]. The best example of using mobile applications in marketing strategy is banking as this sphere of business is vital and popular worldwide. All the banks are digitalised and use mobile applications as a way to sell commercial services and attract new clients. Their options are creating a new bank account, ordering a debit or credit card, sending money and many other functions. From the users' point of view mobile commerce is fast, useful and reliable. While from the businesses' point of view it is profitable. Mobile applications can be used in marketing strategies in all spheres of e-business as a way of promotion and sales.

Each mobile marketing strategy is unique, but every efficient should have an essential part — App Store Optimisation (ASO), which "… is the process of improving an app's visibility in an app store and maximizing its appeal to users throughout the app's lifecycle, with the objective of increasing the amount of downloads it will receive." [3]. Pros of ASO are engaging new audiences, competitive edge, enhancing the retention rate and constant market analysis. It is referred to metadata of the app, that has two parts. Firstly, text metadata. It is important for indexing by relevant keywords. And, secondly, visual metadata, which is mostly intended for increasing a conversion from app page views to installs. Such visual elements as icons, screenshots and demo videos are crucial since the modern world is rapid and you have only three seconds to attract the user's attention. Creatives should be informative, emotional, trending, but simple enough. ASO is often compared to Search Engine Optimisation (SEO), but they have a lot of differences. For instance, visual optimisation is crucial for ASO as it affects conversion a lot, when for SEO it is mostly useless. "Both SEO and ASO are important for marketing your app effectively. Which one to focus on will depends on your goals and resources" [4]. E-business with prosperous marketing strategies has different analysts for ASO and SEO that have special features and tools for successful optimisation.

ASO team is responsible for promoting mobile applications via app stores advertising or motivated traffic. They are used to boost an app to the top by relevant keywords. App stores advertising is a way of

affiliate cooperation between market and developer, which is legal and ask for an advertisement in different places of the market such as search or home section in the app store. Motivated traffic is referred to artificial installs from people, who get some money for it and therefore promote your app. This way of boosting is much cheaper than an advertisment itself, but has some risks. For instance, motivated traffic is forbidden by all the app stores and can lead to a permanent block of your app and developer account.

E-businesses in all areas can use various cutting-edge marketing strategies, but they should use ASO to make mobile commerce effective and profitable enough as it is highly principal to attract the most relevant traffic and work on conversion from app page view to install daily.

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