AppFollow
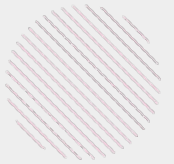
Admin Onboarding Guide

Agenda

1. Introduction
2. Onboarding Checklist
3. Account Set Up
4. Integrations
5. Resources

APPFOLLOW

Introduction

Welcome to AppFollow!

AppFollow is your solution to monitor your app's performance, unlocking your apps' growth potential, and enhancing your customer experience! There's so much you can accomplish working with AppFollow and we are excited you've decided to start this journey with us!

It's important to set yourself up for success and this guide is designed to help you do just that. This guide will walk you through setting up your account, customizing your workspace, adding team members, and connecting integrations.

Throughout your journey with AppFollow, and as your goals begin to expand and evolve, we encourage you to join our many community channels, so we can stay connected and by doing so, we are able to continue to support your success beyond your onboarding.

Onboarding Checklist

Onboarding Checklist

Task	Status	Resource Page
Create Workspaces		page(s) 9-11
Add Apps		page 12
Add Competitors		page 13
Connect Integrations		page 16
Add Team Members		page 15

Account Set Up

Settings | Workspaces | Users

Account Settings

Your account settings are located at the bottom of the left-hand Navigation Menu.

To get access to general account settings, billing and subscription details, and your list of team members, just click on your avatar in the bottom left corner of the menu.

If you need to get additional information about AppFollow, click on the question mark above your avatar for easy access to our top resources.
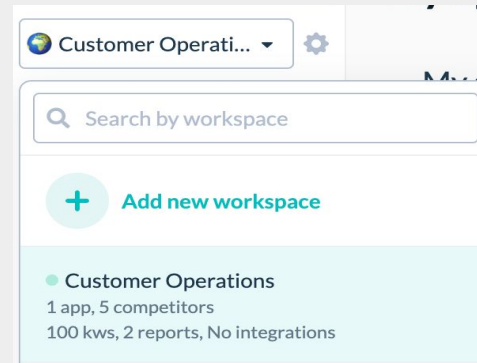

APPFOLLOW

Account Set Up

Workspaces

Workspaces Overview

AppFollow workspaces allow you to build diverse workflows within a single account. You can separate and manage these workflows by team, goal, or use case.

- There's no limit to creating workspaces: you can create as many as you need.

- The same app can be added to one or more workspaces if you need to track it separately.

- Apps live in a workspace: if you need to move an app from one workspace to another, you can delete it from its primary location and add it to the new location – or keep it in both workspaces.

- Each workspace has a unique set of integrations: if the same app is added into different workspaces, its integrations should be configured in each workspace separately.

Create a Workspace

1. Click on the workspace dropdown in the left-hand menu and select "Add New Workspace".Type the name of your workspace in the pop-up window.

2. Select the countries you want to track in the workspace. If you want to track all available countries, select "Worldwide".

3. Select which Email Reports you want to receive, and how often.

4. Specify the email addresses that should receive these Reports.

5. After you finish creating the workspace, it's time to add your first apps or products, and voilà! – you're all set.

APPFOLLOW

Changing Workspace Settings

Change your workspace settings at any time by clicking on the ⚙ icon next to it or from the workspaces list. The available settings:

Workspace name – title your workspace

Select countries to monitor app reviews, ranks, keywords, etc – choose specific countries or keep "Worldwide" .

Select default country – this country will be selected on your app's page in "My apps" by default.

Select default language – this will affect which language the app's metadata is displayed in the "My apps" section

Number of replies – limit how many replies can be sent from this workspace monthly.
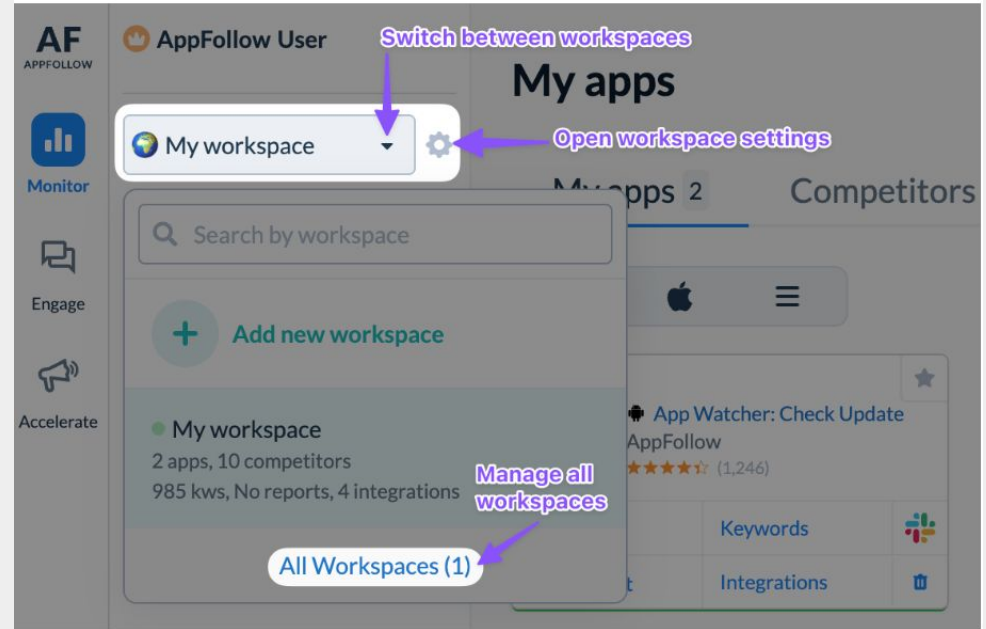
Adding Apps and Workspaces

Your AppFollow account comes with a pre-created first workspace. When you add an app to your AppFollow workspace, you get access to the app's reviews, ratings, rankings, and store stats. You can either work with your own apps directly from AppFollow or add your competitors' apps to monitor changes to their stats.

Adding apps to your workspace
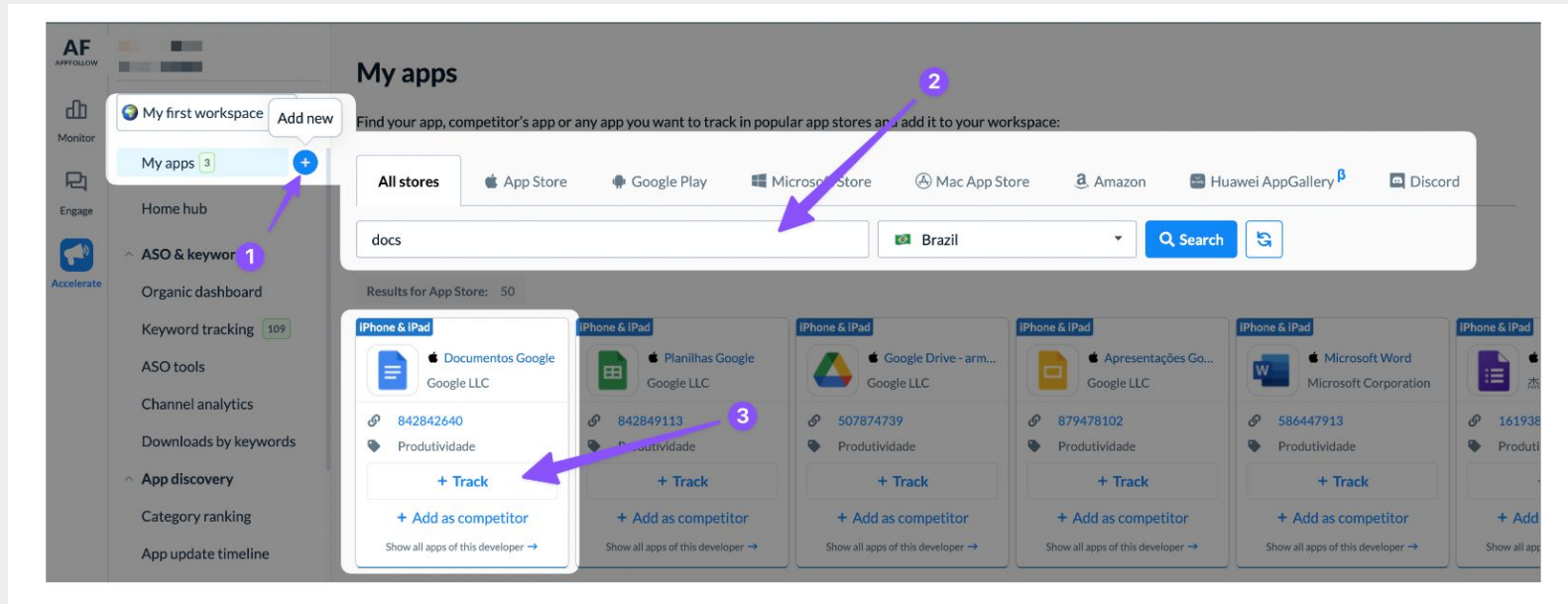
Adding Competitor Apps to Workspace

When you add a Competitor App to your account, you can easily aggregate all publicly sourced data about the app in one place and use it to: Evaluate your competitors' ASO strategies, compare your competitors' performance to your own, keep track of the changes your competitors implement

Account Set Up

Adding Team Members

Adding Team Members

Invite your colleagues and partners to use AppFollow and collaborate!

1. Click on your email address in the upper navigation header and select "Team Members".
2. Click "Add New Member".
3. Enter the email address and name of the team member you want to invite.
    Optional: change their default profile picture by clicking on it and selecting from one of the available options.
4. Select the required User Role.
5. Choose the Workspaces this user will have access to. Leave this section blank to allow access to all Workspaces.
6. Click "Save".

Invite

×

Click to change this avatar

Work email

Email address

Full name

Enter first and last name

Role ❓

Admin ▾

Position

Select position ▾

Send invite

Learn more about user roles and permissions.

Integrations

Overview | App Store Connect | Google Play

APPFOLLOW

Integrations 101

1. **Data Source Connections (Incoming Integrations)**

- Pull data **into** AppFollow

- Create a single info hub

- Sources: developer consoles

2. **Outgoing Integrations**

- Push data **out of** AppFollow

- Streamline your work

- Destinations: messengers, ticketing systems, email

Data Source Connections

AF
APPFOLLOW

Google Play

HUAWEI

Reviews & replies
Downloads
Revenue
Magic
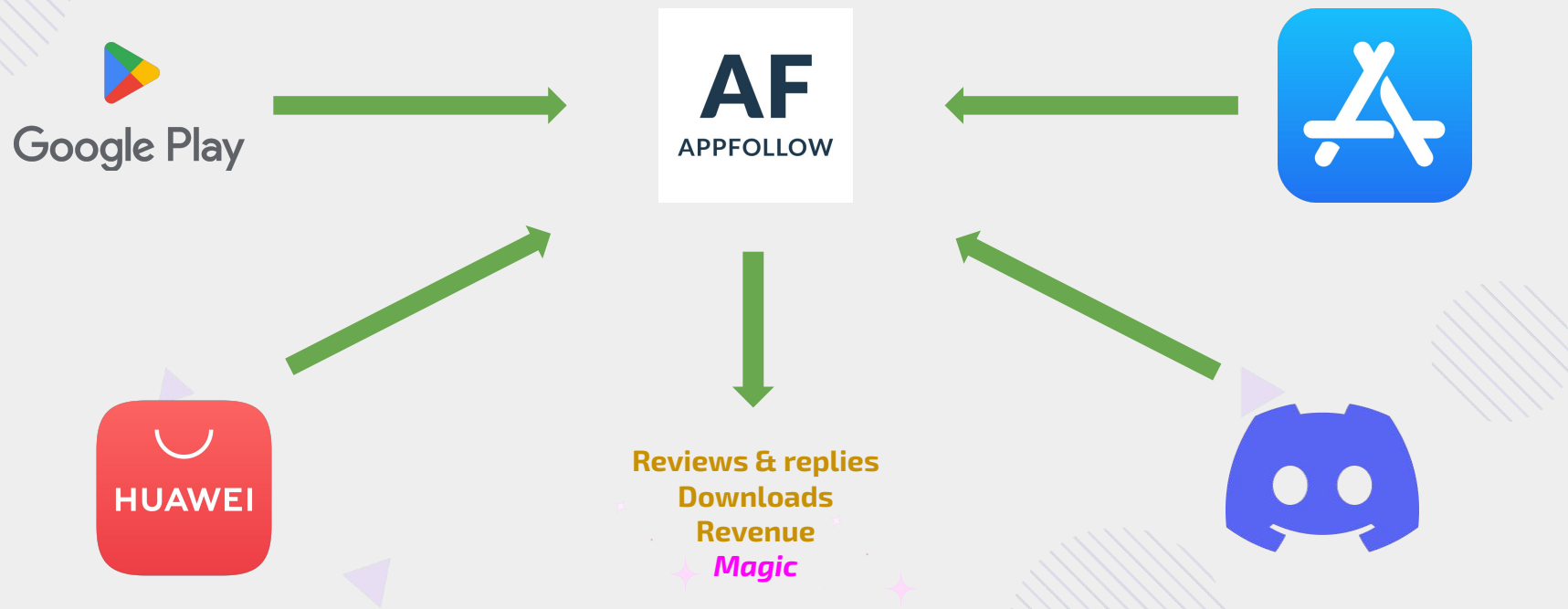
Data Source Connections

Public Data

- Some types of ratings
- Reviews (Google Play – with a delay)
- App & keyword positions
- App featuring
- App updates stream

Private Data

- Reviews under GP moderation
- GP worldwide incremental ratings
- Downloads
- Revenue
- Conversion rates
- Reply to reviews functionality
- Report a concern functionality

Data Source Connections

Google Play

AF
APPFOLLOW

HUAWEI

Reviews & replies
Downloads
Revenue
Magic
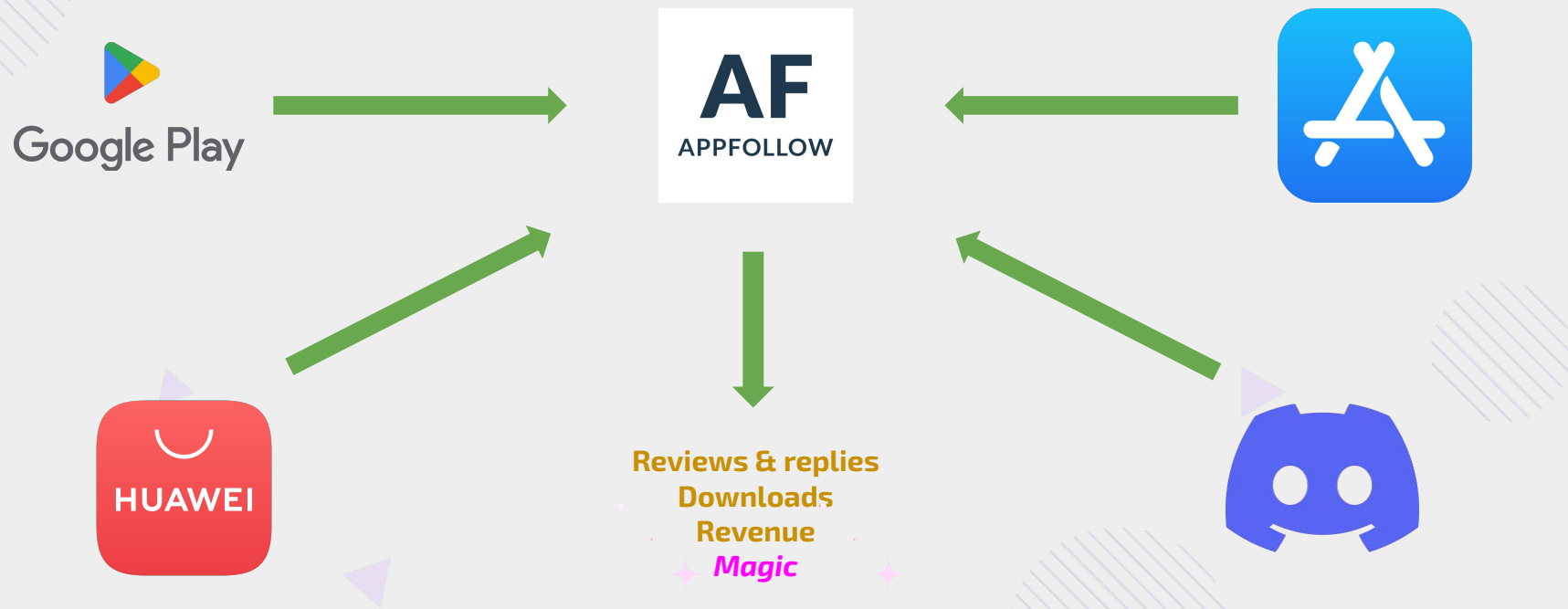
The Benefits

Reply to Reviews

Reviews from all stores in a single dashboard

Reply Automation

Save agents' time on replies and reporting concerns

Help desk integrations

Reply to reviews directly from a ticketing system

Review Collection Speed

See Google Play reviews before they pass moderation and become public

Holistic Ratings

Get all types of Google Play ratings in one source

Downloads

Track your app's downloads & conversion rates alongside other data

Revenue

See the revenue for all your apps side by side

Prerequisites

App Store

- An Admin account **OR** a profile in App Store Connect with permissions to invite users with the roles: **Customer Support, Marketing, Finance, Sales**
- If you're not sure if you have the permissions, your ASC admin can help

Google Play

- Help from the Google Play **account owner**

Managing Integrations & Connections

- All connections appear in the "Linked Integrations" section
- You'll see their status and options to edit/remove them
- Integrations are set up per workspace; each workspace has a unique list

Integrations

App Store Connect

APPFOLLOW

Getting Started: App Store Connect

1. **Open the "Integrations List" in AppFollow**

2. **Select the app you want to connect**

3. **Click "Link Account" on the ASC card**

4. **Follow the instructions to invite the unique AppFollow address to your account.**

Help Center

Getting Started: App Store Connect

1. **Full access integration:** Admin **or** Customer Support + Marketing + Finance (Sales and Access to Reports roles will be included automatically)

   ☐ Admin   ☑ Finance   ☑ Access to Reports
   ☑ Sales   ☐ Developer   ☐ App Manager
   ☑ Customer Support   ☑ Marketing

2. **Reply to Reviews (reply to reviews and edit responses):** Admin **or** Customer Support

   ☐ Admin   ☐ Finance   ☐ Access to Reports
   ☐ Sales   ☐ Developer   ☐ App Manager
   ☑ Customer Support   ☐ Marketing

3. **ASO Report (access to analytics):** Admin **or** Marketing + Sales + Access to Reports

   ☐ Admin   ☐ Finance   ☑ Access to Reports
   ☑ Sales   ☐ Developer   ☐ App Manager
   ☐ Customer Support   ☑ Marketing

4. **Sales Report (access to sales data):** Admin **or** Marketing + Finance (Sales and Access to Reports roles will be included automatically)

   ☐ Admin   ☑ Finance   ☑ Access to Reports
   ☑ Sales   ☐ Developer   ☐ App Manager
   ☐ Customer Support   ☑ Marketing

Help Center

Getting Started: App Store Connect

1. **Full access integration:** Admin **or** Customer Support + Marketing + Finance (Sales and Access to Reports roles will be included automatically)

   - ☐ Admin
   - ☑ Sales
   - ☑ Customer Support
   - ☑ Finance
   - ☐ Developer
   - ☑ Marketing
   - ☑ Access to Reports
   - ☐ App Manager

★ Customer Support
★ Marketing
★ Finance

2. **Reply to Reviews (reply to reviews and edit responses):** Admin **or** Customer Support

   - ☐ Admin
   - ☐ Sales
   - ☑ Customer Support
   - ☐ Finance
   - ☐ Developer
   - ☐ Marketing
   - ☐ Access to Reports
   - ☐ App Manager

3. **ASO Report (access to analytics):** Admin **or** Marketing + Sales + Access to Reports

   - ☐ Admin
   - ☑ Sales
   - ☐ Customer Support
   - ☐ Finance
   - ☐ Developer
   - ☑ Marketing
   - ☑ Access to Reports
   - ☐ App Manager

4. **Sales Report (access to sales data):** Admin **or** Marketing + Finance (Sales and Access to Reports roles will be included automatically)

   - ☐ Admin
   - ☑ Sales
   - ☐ Customer Support
   - ☑ Finance
   - ☐ Developer
   - ☑ Marketing
   - ☑ Access to Reports
   - ☐ App Manager

Help Center

Getting Started: App Store Connect

APPFOLLOW

Help Center

Getting Started: App Store Connect

Connecting your account

Uncover the full potential of AppFollow by linking your App Store Connect account: Reply to reviews, analyze Downloads & Revenue and evaluate the ASO efforts impact.

2 / 3 AppFollow invite

1. Enter:
   First Name: AppFollow
   Last Name: Connect
   Email: ios2020h@appfollow.io

2. For full access integration check the boxes:
   Customer support + Marketing + Finance

3. Click "Invite"

New User

First Name | Last Name
AppFollow | Connect

Email
ios2020h@appfollow.io

Roles

☐ Admin   ☑ Finance
☐ Sales   ☐ Developer
☐ App Manager   ☑ Customer Support
☑ Marketing

Additional Resources

☐ Access to Reports
☐ Access to Certificates, Identifiers & Profiles

Back | Next

Cancel | Invite

If you have questions, please contact the Customer Support team and we will do our best to help you.

Help Center

Getting Started: App Store Connect

Integrations

Google Play

APPFOLLOW

Getting Started: Google Play

1. Open the Reply to Reviews / Downloads & Revenue / Ratings Chart / ASO pages

2. Select the app you want to connect

3. Click "Add Integration" on the Google Play card

4. Start with the Reply to Reviews connection, and then add the App Analytics and Sales connections.

Reply to reviews

October 28

UPDATED

A Google user

★★★★★

I'm slowly learning the ins and outs... Quite handy. Picked it up again to see how it works with my smartwatch.

👍2 👎0

★★★★★ *August 25, 2017*

I'm slowly learning the ins and outs... Quite handy

This review has 2 changes – Show history

Report review   Translate   More ▾

Suggested tags

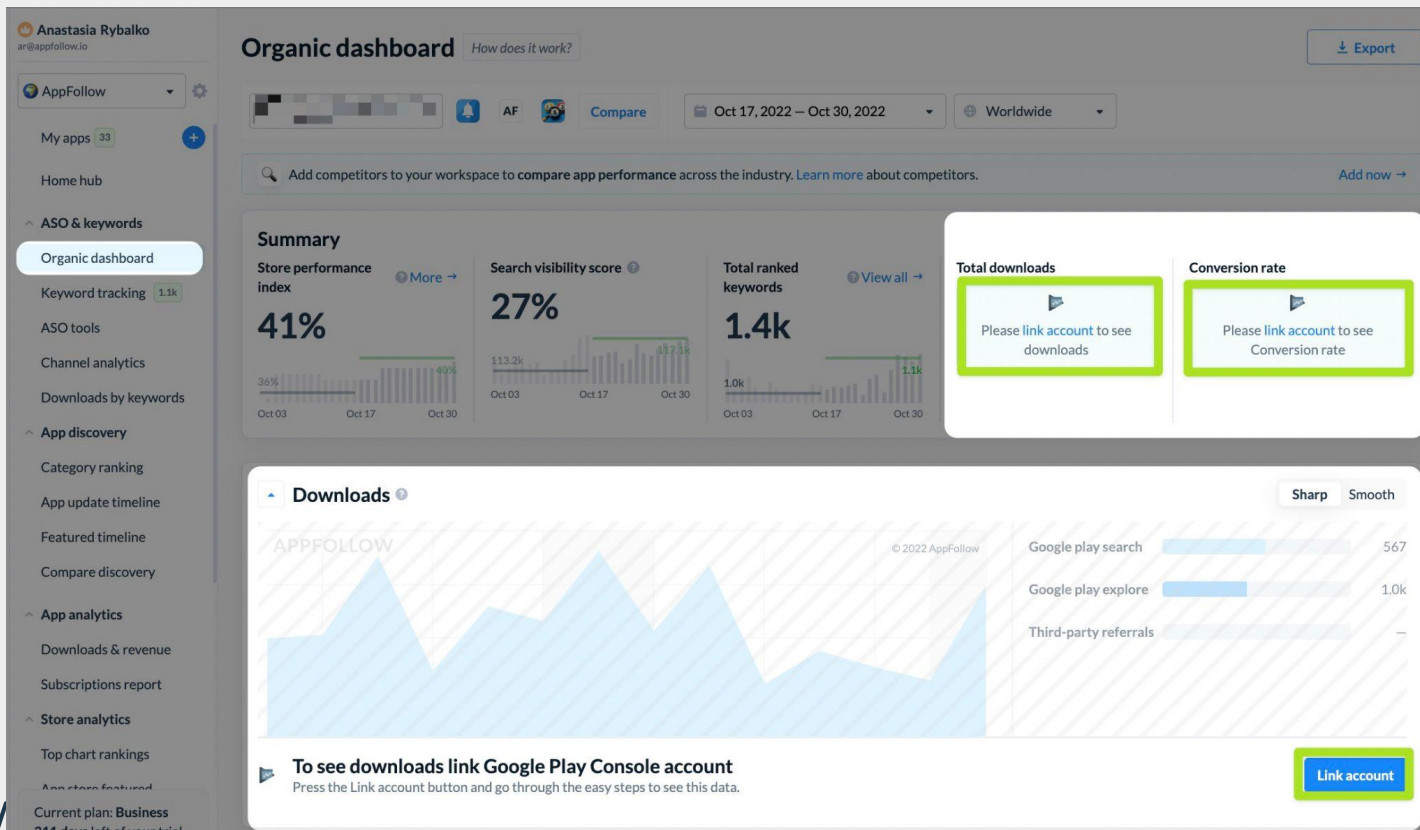Custom tag   • Spam   + Crash   + Good   + Nice   + Bug

Your reply   0 of 350 characters

Other templates: Negative review 2   Negative review 1   Positive review 1   Negative review 2 (RU)   Negative review 1 (RU)   Add or select another template...

Link Google Play Console   Cancel

To reply to reviews set up an integration with Google Play Developer Console.

Device language: 🇬🇧 English   Review language: 🇬🇧 English   Oct 28 at 22:23   If you want to see more details, please connect to Google Play Console account.

ASO

Ratings

Sales

Resources

Help Resources | Community Channels

Resources

Helpful Resources

[AppFollow Academy Webinars](#)

[Learning Hub](#)

[Help Center](#)

Community Channels

[Join AppFollow on Slack](#)

[Youtube](#)

APPFOLLOW

Frequently Asked Questions

Below are links to help articles for our FAQs:

Password:
Reset Password
Need to change or update password

Admin Settings:
Changing Ownership of Account
User Roles & Permissions

Data Sources:
Data Sources Feature Overview

APPFOLLOW