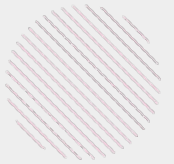




AppFollow

Admin Onboarding Guide



Agenda

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

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.

The screenshot displays the AppFollow user interface. On the left is a navigation menu with icons for 'Monitor', 'Engage', and 'Accelerate'. The 'Accelerate' menu is open, showing a list of options including 'My team', 'API Dashboard', 'Settings', 'Account settings', 'Change password', 'Single Sign-On (SSO)', 'Notifications', 'Billing', 'Subscription', 'Invoices', 'Billing settings', and 'Logout'. The 'Account settings' option is highlighted with a blue bar. The main content area on the right shows the 'Account settings' page for Colleen McCarthy, including a profile picture, name, email, role (OWNER), and a list of settings options like 'Change password', 'Single Sign-On (SSO)', 'Notifications', 'Billing', 'Subscription', 'Invoices', and 'Billing settings'. At the bottom, it indicates the current plan is 'Starter' and provides a 'Manage plan' button.



Account Set Up

Workspaces



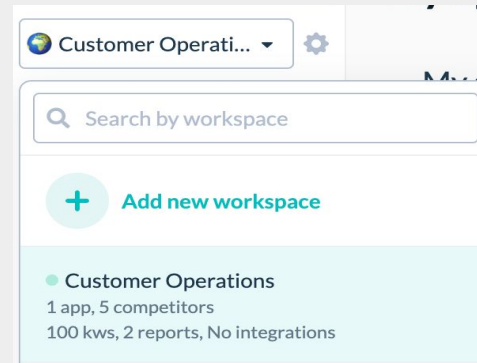
Workspaces Overview

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.

A screenshot of the "Add new workspace" form in the AppFollow interface. The form is titled "Add new workspace" and has a close button (X) in the top right corner. It contains the following fields and options:

- Workspace name:** A text input field containing "Support Team".
- Select countries to monitor app reviews, ranks, keywords, etc:** A dropdown menu with "Worldwide" selected.
- Email for reports:** A text input field containing "colleen@appfollow.io". Below it, a note says "Use comma to separate multiple emails, e.g. tim@apple.com, johny@apple.com, ...".
- Number of replies:** A text input field containing "0".
- Report types:** A section with three rows of radio buttons:
 - App overview: Daily Weekly Monthly
 - Reviews: Daily Weekly Monthly
 - Timeline: Daily Weekly Monthly
- Only favorite apps in reports

A blue "Save changes" button is located at the bottom right of the form.

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:

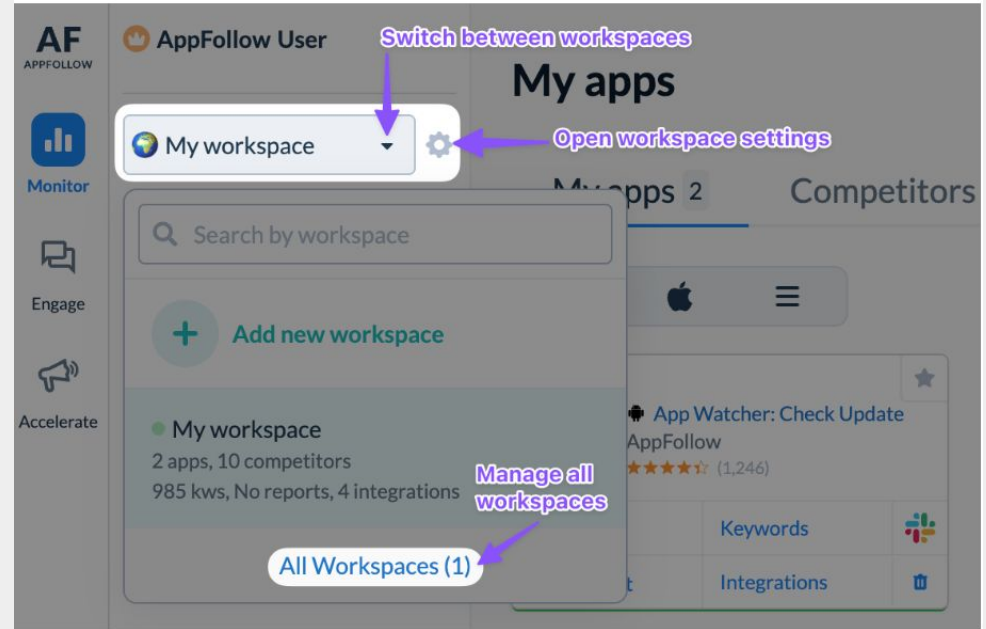
Workspace name – title your workspace

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

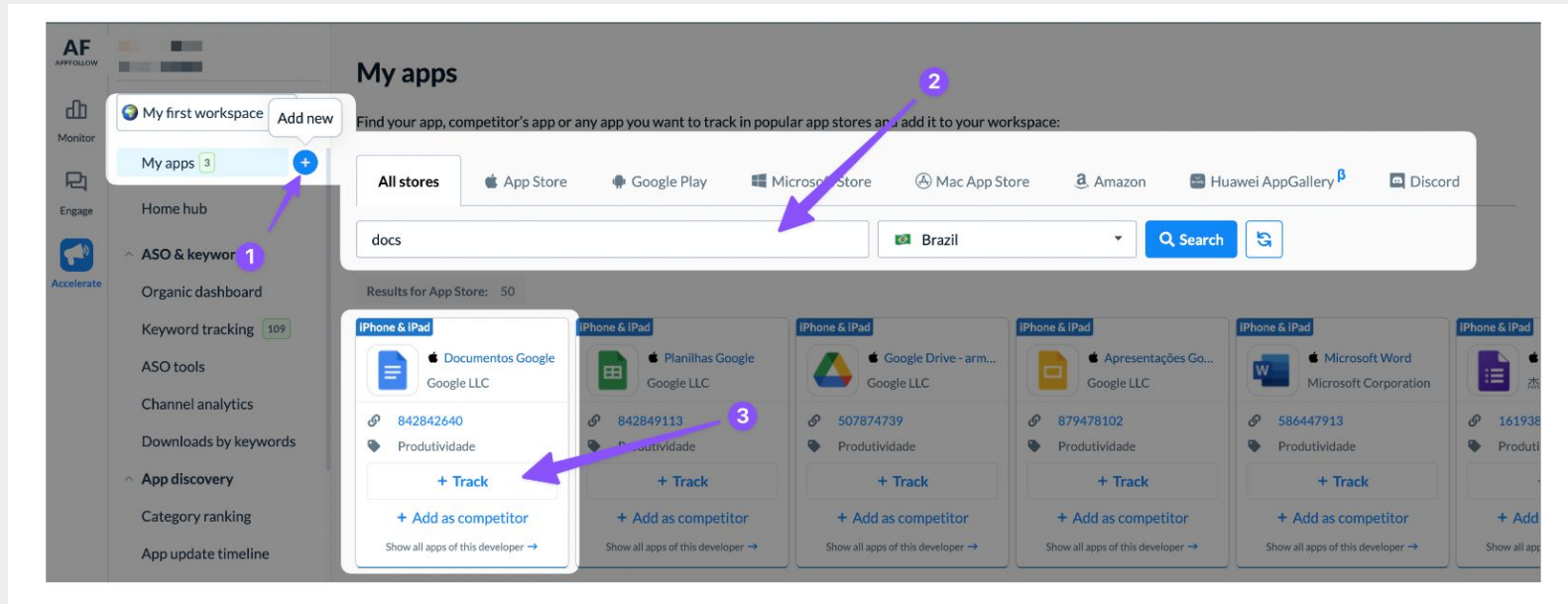
Number of replies – limit how many replies can be sent from this workspace monthly.



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

The screenshot shows the 'My apps' section of the AppFollow dashboard. At the top, it says 'Find your app, competitor's app or any app you want to track in popular app stores and add it to your workspace:'. Below this is a navigation bar with tabs for 'All stores', 'App Store', 'Google Play', 'Microsoft Store', 'Mac App Store', 'Amazon', 'Huawei AppGallery', and 'Discord'. The 'App Store' tab is selected. A search bar contains the text 'Foodclub.fyi', and a dropdown menu shows 'United States'. A blue 'Search' button and a refresh icon are to the right of the search bar. Below the search bar, it says 'Results for App Store: 1'. The first result is for the iPhone app 'Foodclub.fyi' by '6443883273', categorized as 'Social Networking'. The app's icon is a red circle with a white 'A' and a red 'S'. Below the app name is a description: 'Schedule events with f...'. At the bottom of the app card, there is a '+ Track' button and a '+ Add as competitor' button, which is highlighted with a black box. Below the '+ Add as competitor' button is a link that says 'Show all apps of this developer →'.



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

Full name

Role ?

Position

Send invite

Learn more about [user roles and permissions](#).



Integrations

Overview | App Store Connect | Google Play

Integrations 101

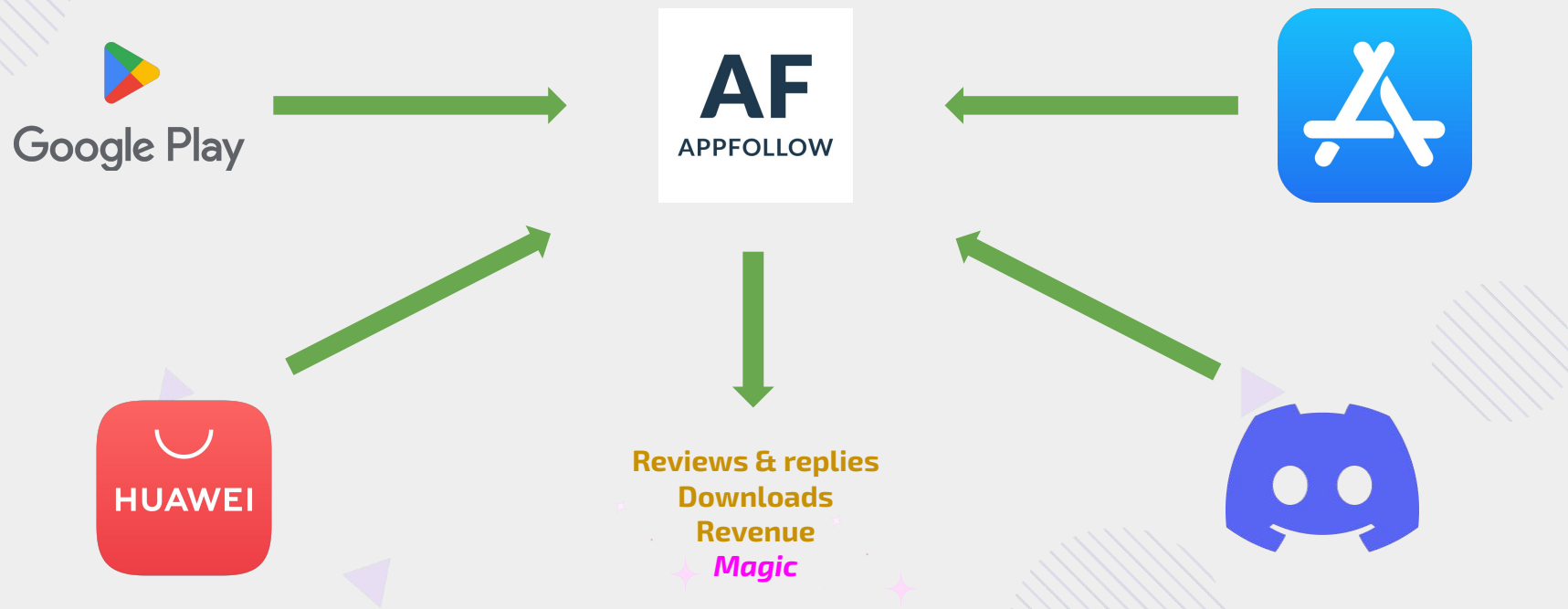
1. Data Source Connections (Incoming Integrations)

- 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



Data Source Connections

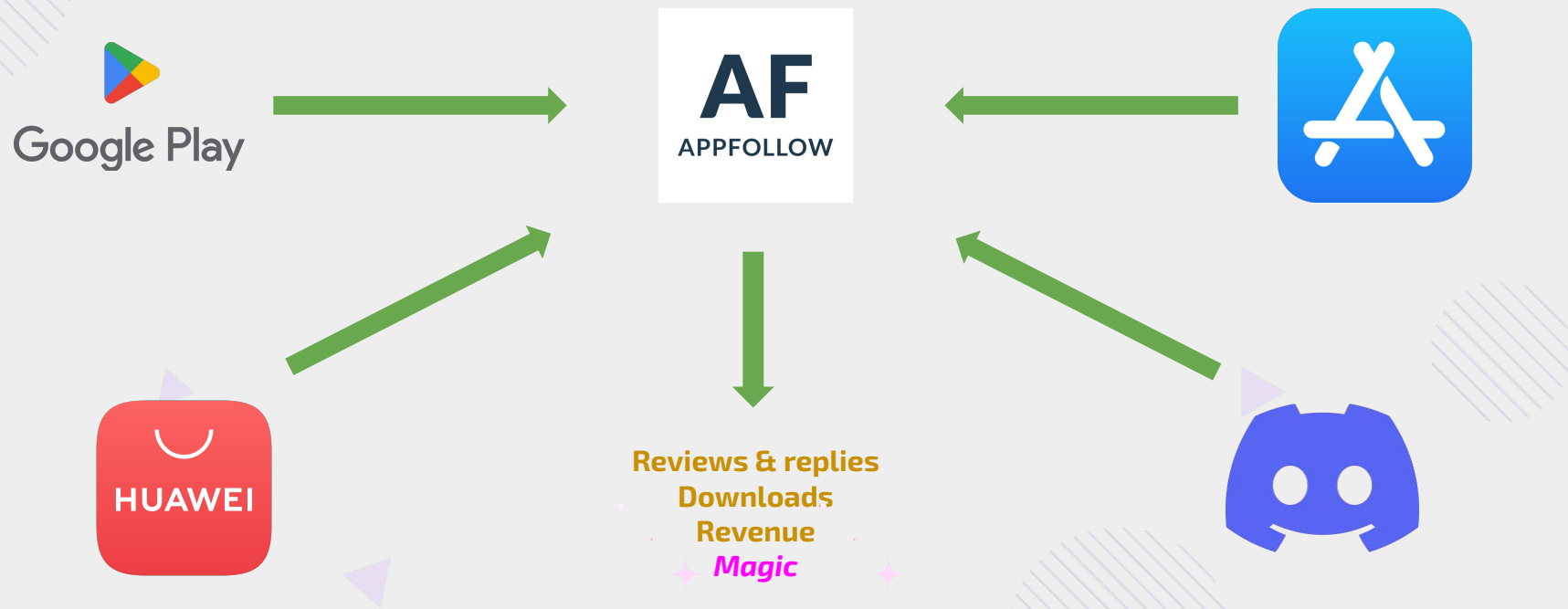
Public Data

- 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



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

AF APPFOLLOW

Anastasia Rybalko
ar@appfollow.io

AppFollow

Monitor

Engage

Accelerate

My apps 33

Home hub

ASO & keywords

App discovery

App analytics

Store analytics

Alerts & integrations

Integrations

Linked integrations









Alerts

Regular reports

Delivery log

Email reports

- 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

 Google Play Console appfollow.io@gmail.com	 AppFollow: app review monitor AppFollow	ASO Report	-	✓ Active	Sep 21, 2020
 Google Play Console 11458896072533194	 App Watcher: Check Update AppFollow ★★★★☆ (1,242)	Sales Report	-	✓ Active	Sep 21, 2020
 Google Play Console appfollow.io@gmail.com	 App Watcher: Check Update AppFollow ★★★★☆ (1,242)	ASO Report	-	✓ Active	Sep 21, 2020
 Google Play Console 11458896072533194086	 AppFollow: app review monitor AppFollow	Sales Report	-	✓ Active	Sep 17, 2020

- Edit
- ✓ Check Status
- Remove



Integrations

App Store Connect



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.

The screenshot shows the AppFollow dashboard for user Anastasia Rybalko. The left sidebar contains a menu with 'Integrations' highlighted (1). The main content area shows the 'Integrations' section with a card for 'App Store Connect' (2) and a '+ Link account' button (3). Below this, there are sections for 'Email' and 'WebHook URL'.

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)

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input checked="" type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> Marketing	

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

<input type="checkbox"/> Admin	<input type="checkbox"/> Finance	<input type="checkbox"/> Access to Reports
<input type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input checked="" type="checkbox"/> Customer Support	<input type="checkbox"/> Marketing	

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

<input type="checkbox"/> Admin	<input type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> Marketing	

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

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> 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)

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input checked="" type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> Marketing	

★ Customer Support
★ Marketing
★ Finance

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

<input type="checkbox"/> Admin	<input type="checkbox"/> Finance	<input type="checkbox"/> Access to Reports
<input type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input checked="" type="checkbox"/> Customer Support	<input type="checkbox"/> Marketing	

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

<input type="checkbox"/> Admin	<input type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> Marketing	

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

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance	<input checked="" type="checkbox"/> Access to Reports
<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> Developer	<input type="checkbox"/> App Manager
<input type="checkbox"/> Customer Support	<input checked="" type="checkbox"/> Marketing	

[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.

1 / 3 Open App Store connect

1. Sign in to App Store connect and navigate to [Users and access](#)
2. Click the + (Add button) next to users.

App Store Connect [Users and Access](#) ▾

Users and Access [People](#)

Users +

All

Account Holder	APPLE ID	NAME ▾
Admin	[redacted]	[redacted] Expired Invitation Resend
Finance	[redacted]	[redacted]
App Manager	[redacted]	[redacted]
Developer	[redacted]	[redacted]
Marketing	[redacted]	[redacted]
Sales	[redacted]	[redacted]
Customer Support	[redacted]	[redacted]

Sandbox

Testers

[redacted] [redacted]

[redacted] [redacted]

Next

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

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

1

First Name	Last Name
<input type="text" value="AppFollow"/>	<input type="text" value="Connect"/>
Email	
<input type="text" value="ios2020h@appfollow.io"/>	

2

Roles

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance
<input type="checkbox"/> Sales	<input type="checkbox"/> Developer
<input type="checkbox"/> App Manager	<input checked="" type="checkbox"/> Customer Support
<input checked="" type="checkbox"/> Marketing	

Additional Resources

Access to Reports

Access to Certificates, Identifiers & Profiles

3

Cancel Invite

[Back](#) [Next](#)

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

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.

3 / 3 Confirm AppFollow invite

I've invited user
 ios2020h@appfollow.io
to App Store Connect account

New User

1

First Name	Last Name
<input type="text" value="AppFollow"/>	<input type="text" value="Connect"/>
Email	
<input type="text" value="ios2020h@appfollow.io"/>	

2

Roles

<input type="checkbox"/> Admin	<input checked="" type="checkbox"/> Finance
<input type="checkbox"/> Sales	<input type="checkbox"/> Developer
<input type="checkbox"/> App Manager	<input checked="" type="checkbox"/> Customer Support
<input checked="" type="checkbox"/> Marketing	

Additional Resources

Access to Reports

Access to Certificates, Identifiers & Profiles

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



Integrations

Google Play



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.

***** 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

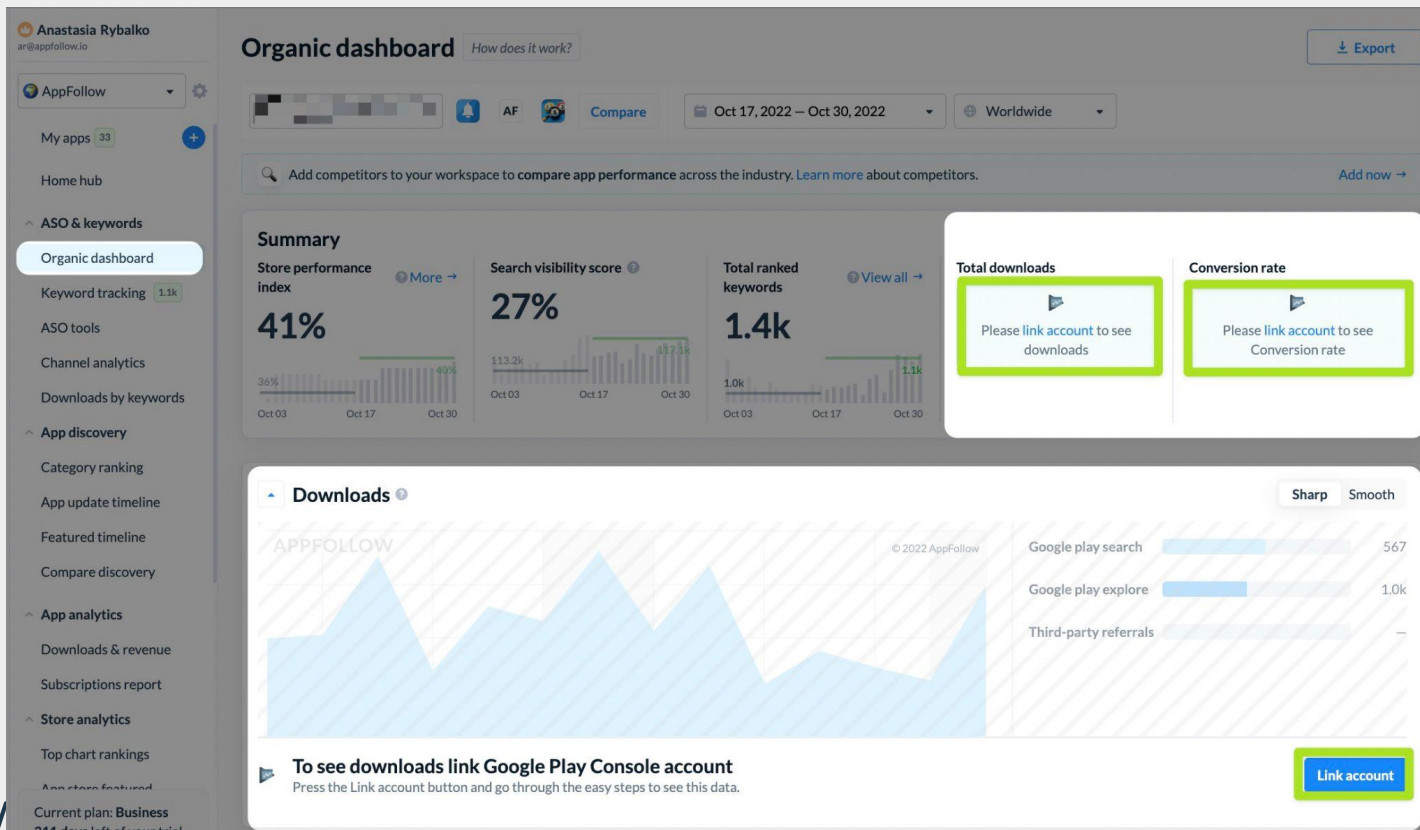
Other templates: [Negative review 2](#) [Negative review 1](#) [Positive review 1](#) [Negative review 2 \(RU\)](#) [Negative review 1 \(RU\)](#) Add or select another template...

[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

Anastasia Rybalko
ar@appfollow.io

AppFollow

My apps 33

Rating chart *How does it work?*

Incremental Total

To see the worldwide daily rating distribution link Google Play account
Worldwide daily ratings are being reported by the Google Play console only.
Press the Link account button and go through the easy steps to see the daily rating distribution data.

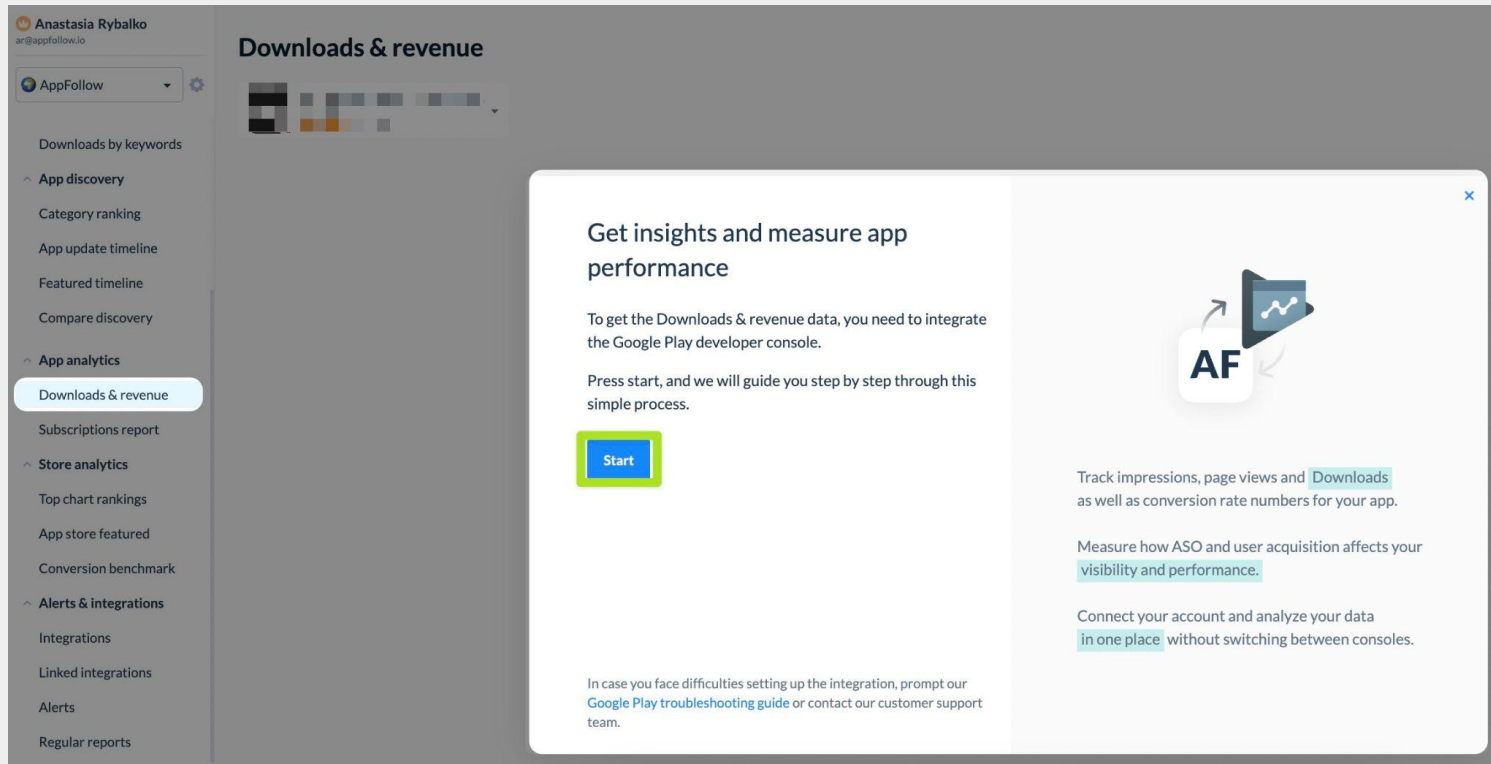
[Link account](#)

Summary
Daily rating distribution for the selected period.
This data is provided by the Google Play console.

New ratings Avg. new rating Star breakdown

1★ 2★ 3★ 4★ 5★

Sales



Anastasia Rybalko
ar@appfollow.io

AppFollow

Downloads & revenue

Downloads by keywords

App discovery

- Category ranking
- App update timeline
- Featured timeline
- Compare discovery

App analytics

Downloads & revenue

- Subscriptions report

Store analytics

- Top chart rankings
- App store featured
- Conversion benchmark

Alerts & integrations

- Integrations
- Linked integrations
- Alerts
- Regular reports


Get insights and measure app performance

To get the Downloads & revenue data, you need to integrate the Google Play developer console.

Press start, and we will guide you step by step through this simple process.

[Start](#)

In case you face difficulties setting up the integration, prompt our [Google Play troubleshooting guide](#) or contact our customer support team.



Track impressions, page views and **Downloads** as well as conversion rate numbers for your app.

Measure how ASO and user acquisition affects your **visibility and performance.**

Connect your account and analyze your data **in one place** without switching between consoles.



Resources

Help Resources | Community Channels



Resources

Helpful Resources

[AppFollow Academy Webinars](#)

[Learning Hub](#)

[Help Center](#)

Community Channels

[Join AppFollow on Slack](#)

[Youtube](#)

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](#)