



CASE STUDY:  
A LEADING ASIAN  
FAST FOOD BRAND

*Gimme Five*



## Results:

- Significantly Improved Google Play Store Rating by **90%** from 2.2 to 4.2 stars
- Bolstered Apple App Store Rating from 3.5 to 4.6 stars, an increase of **over 30%**
- Dramatically Increased Review Rate by **more than 1000%**
- Achieved all results in **6 weeks**

## CHALLENGE:

Provide On-Demand App Store Ratings Lift

## TILLSTER SOLUTIONS:

- Tillster Mobile Application
- Tillster App Ratings Prompt

## LAUNCHING A BRAND-NEW APP

When Tillster launched a leading Filipino fast food brand's mobile ordering and delivery app in July 2020, the brand made a unique request: ensure that the app rating is at least as high or higher than its largest competitor, a well-known international player, in the App Store and Google Play Store.

App ratings drive discovery and downloads, especially when search algorithms place greater importance on higher-rated apps. Having a good rating also makes a guest who has never ordered feel more confident.

But ensuring high ratings for a brand-new mobile application can be challenging for several reasons. Getting to four or five stars across hundreds or thousands of ratings takes time. It is common practice in most launches to wait several months to initiate app rating prompts, giving the audience time to age into such programs with performance data.

But in the case of this rollout, the ratings were an immediate consideration. We needed to find a way to quickly raise the app's rating to at least the same score or higher than the brand's largest competitor.



## THE APP RATING PROMPT

So, we leveraged existing systems and data to deliver an in-app rating prompt. The app rating prompt is an in-app message served directly to users who implicitly show that they like using the app. While we often prefer to gather longtail usage data to initiate these processes, for our client, we were able to build a proprietary data set that inferred a customer's level of satisfaction with the app and would therefore be more likely to give it a favorable rating. We were making sure the growing list of satisfied users took the time to provide a rating.

## FINDING FIVE STAR FRIENDS

We based our estimation of the cohort on several criteria: their number of orders placed over time, the frequency at which they place orders, and the recency of their orders. Using those behavioral data points on behalf of our client, we built a high-volume user segment of satisfied customers. To solicit their reviews in a given app store, we then initiated in-app messages messaging to only our target segment, driving them into the Google Play Store to submit an app rating for Android or via invitation within the app itself for iOS.

Our satisfied customer segment was well constructed, as evidenced by the tremendous growth in our client's app rating.

## BY THE NUMBERS

Before launching the App Rating Prompt, our client's application held a 3.5-star rating in the App Store, and a 2.2-star rating in the Google Play Store.

Our Apps Rating Prompt was first launched on August 28, 2020. By September 1, the App Store rating was a healthy 4.4 stars, and Google Play Store had risen to 3.2 stars.

Within 6 weeks, the app achieved a 4.6-star rating in the App Store, and a 4.2-star rating in the Google Play Store, for a staggering two-star improvement in only six weeks.

Also of interest was the total number of reviews. In the six weeks that the app was available before utilizing the App Rating Prompt, our client's application attracted a combined total of 234 reviews across the two app stores. But in the six weeks after the prompt, the app attracted an additional 2658 reviews, for an increase of more than 1000%.

The app has held an equal or higher rating than its primary competitor in both app stores consecutively since launch.



*Want to know more?*

Learn more about Tillster's digital ordering, delivery and engagement solutions at [www.tillster.com](http://www.tillster.com).