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How Headspace successfully leveraged localisation and creative best practice to drive organic growth through **App Store Optimisation**

MAU 2025

Who we are

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Senior Media Manager

Lauren Park
Global Head of ASO

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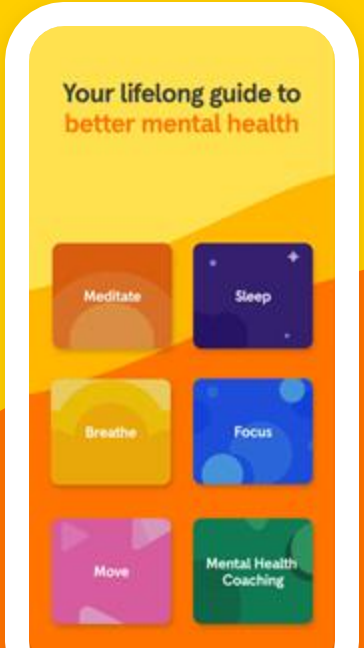
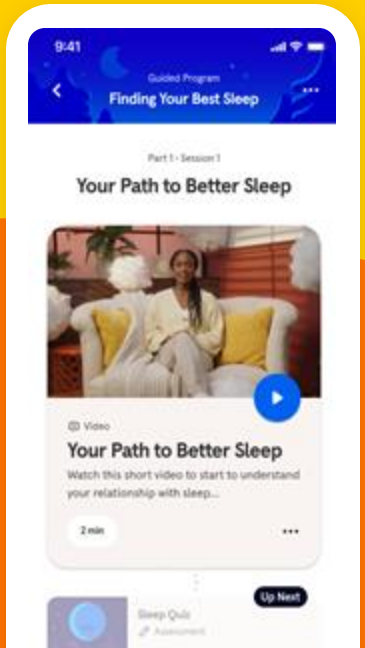
An award-winning app with the mission to provide every person access to lifelong mental health support

Self-guided mindfulness & clinical content

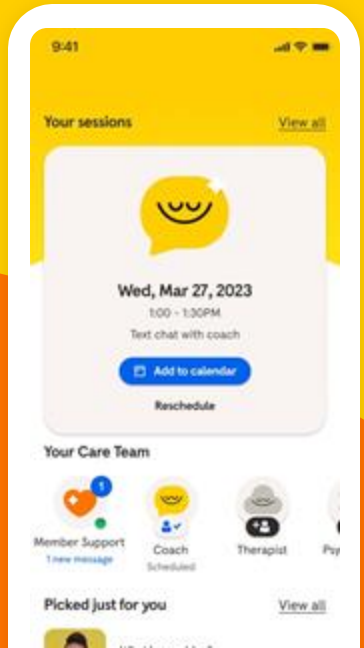


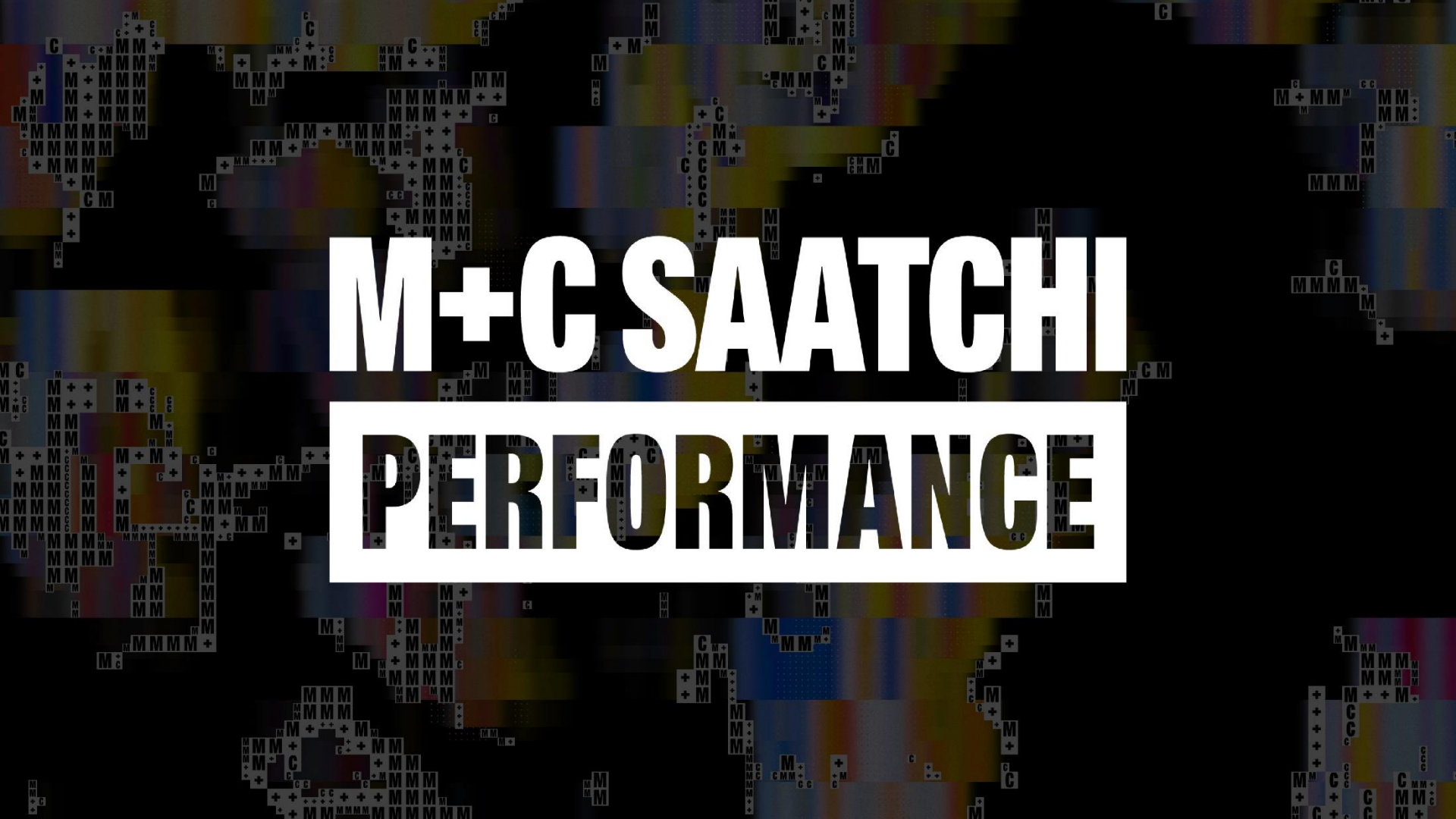
Science-backed exercises & courses

CBTi-based guided programs



Licensed therapists & mental health coaches

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Part of the M+C Saatchi Group since 2010

Elevating creative solutions with data-driven marketing

Where we started

As mobile pioneers.

We were one of the world's first mobile marketing agencies. For 17 years, we have grown exponentially by being experts in mobile ecosystems.

Where we're great at

App marketing.

With a deeper understanding of the app ecosystem, we can maximize user acquisition and retention for your app.

How we can help you

Unlocking growth.

We apply rigor & expertise to flex the performance marketing solutions that will have maximum impact on your bottom-line.

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What we'll cover today

Why localising storefronts is crucial

Harnessing cultural nuances in creative

Tailoring local storefronts for paid media

Mastering organic personalisation

What is ASO?

App Store Optimisation

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What is ASO?

There are a variety of storefront assets which provide a vital impact to the **organic ranking** and **conversion** of an app.

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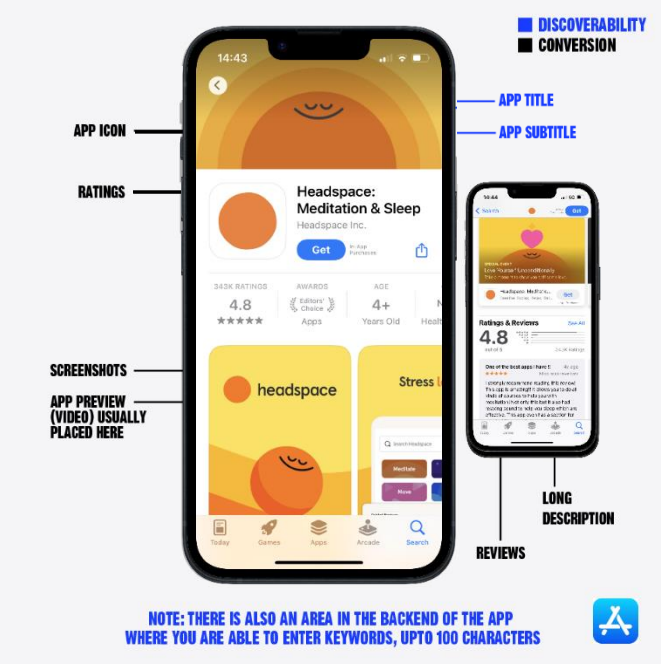
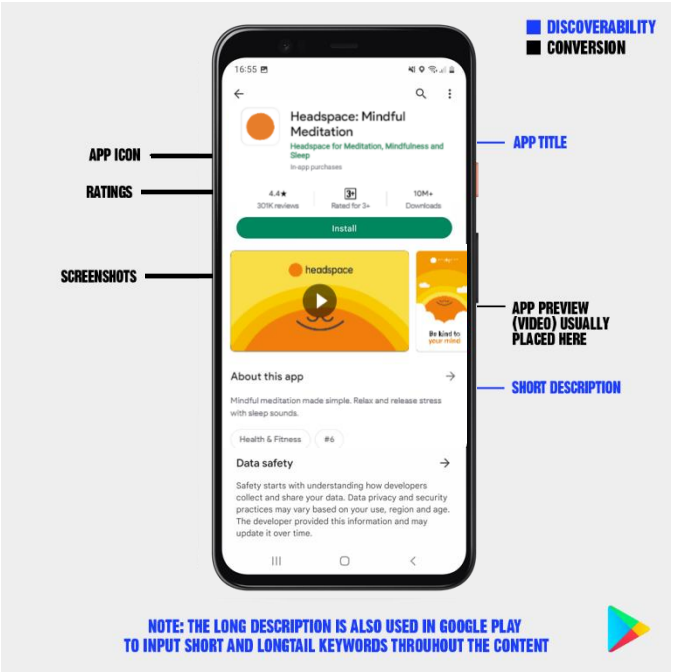
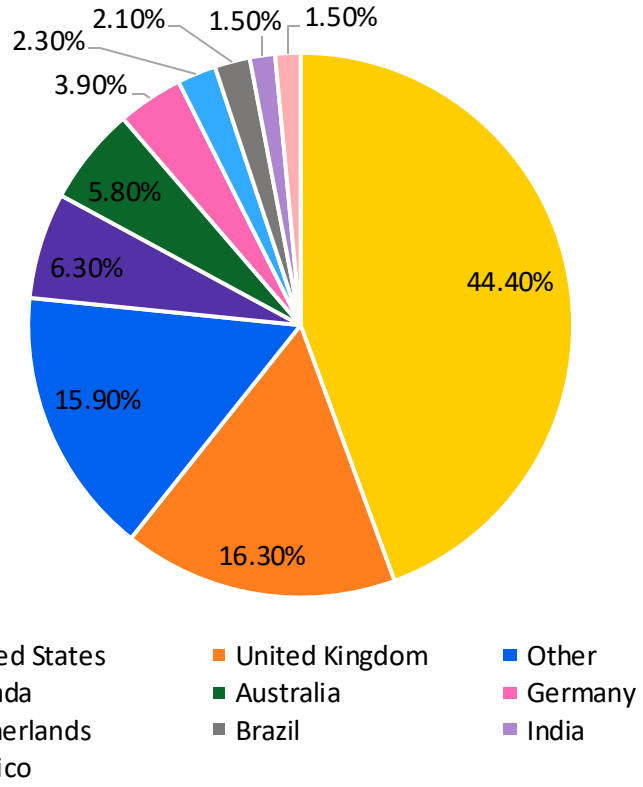
What is ASO?

We have summarized the various storefront assets which impact the organic ranking & conversion of an app

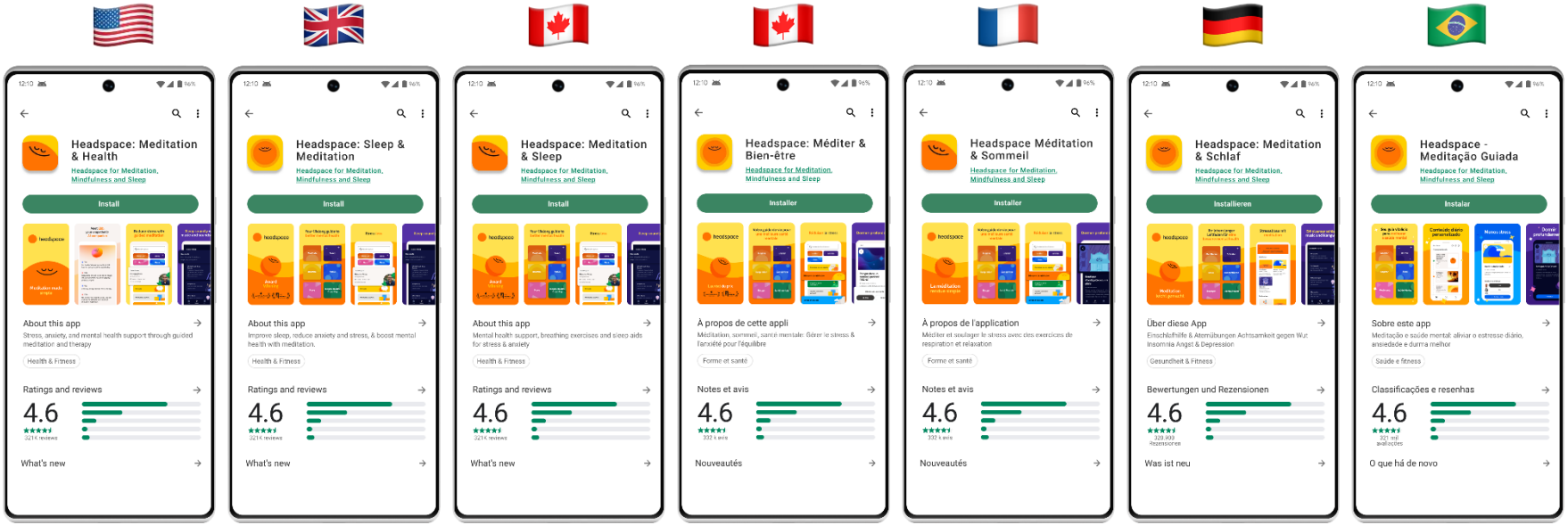




Headspace's international reach makes it essential to optimize each storefront on a localized basis



With each localisation, we have built a bespoke listing for both Metadata and Creative



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Testing clearly demonstrates the value of creating custom listings that cater to local cultural preferences, boosting engagement and conversion rates.

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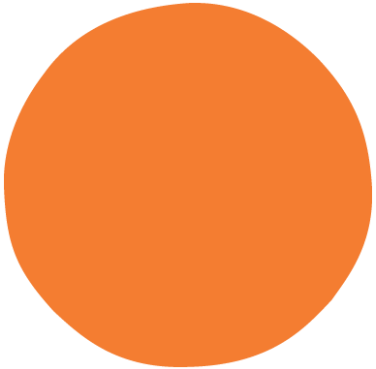
Headspace developed two new icon concepts, tested individually across key markets for optimal impact



The Control

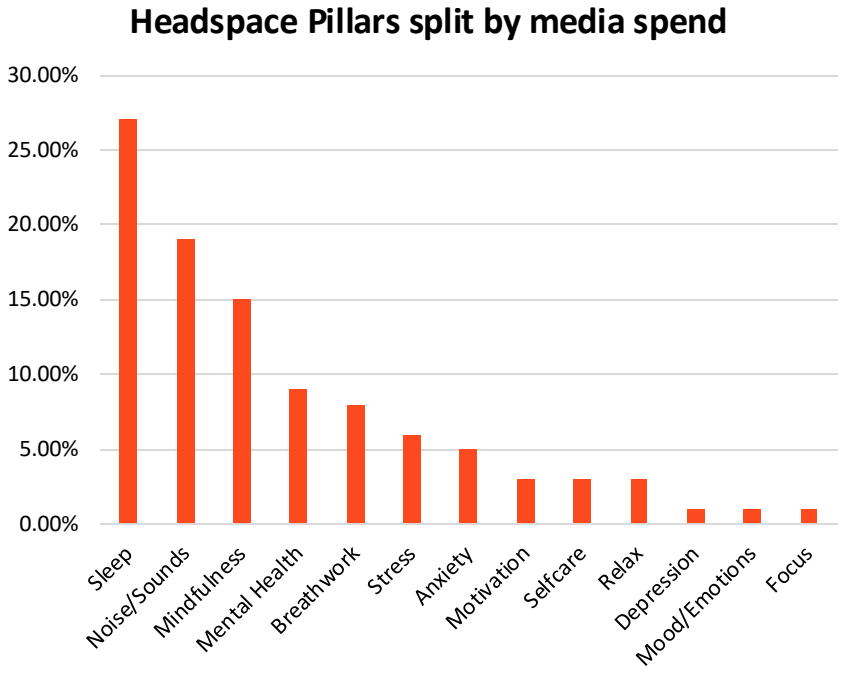
Variant 1

Variant 2

Results clearly revealed different engagement levels, emphasizing the critical need for market-specific testing

Variants	Market	Results	CVR
The Control Icon vs V1: Round Smiling Dot vs V2: Square Smiling Dot	US	**V1 (Round Smiley Dot)** outperformed the control and V2, driving the most installs.	+12.1%
	UK	**V1 (Round Smiley Dot)** outperformed the control and V2, driving the most installs.	+10.8%
	CA	**V2 (Square Smiley Dot)** outperformed the control and V1, driving the most installs.	+14.1%

Even within a single market, users turn to Headspace for different reasons, each connecting with different pillars of the app.



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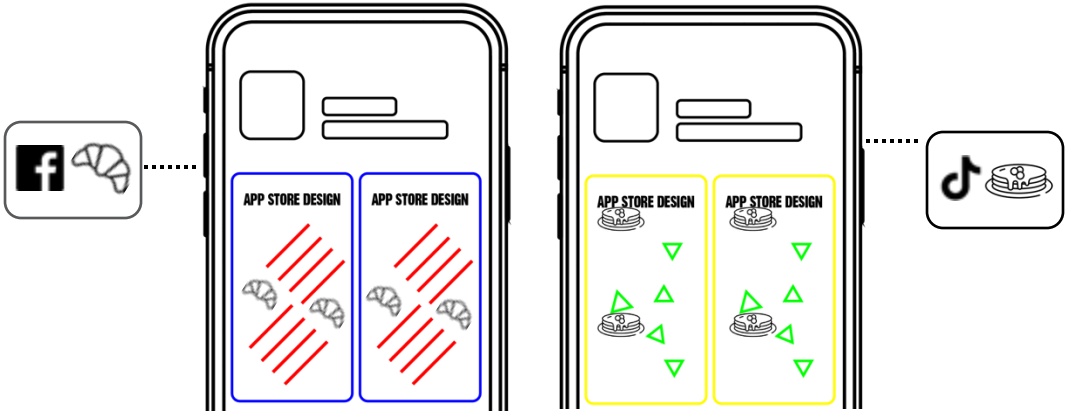
iOS

Custom Product Pages

GP

Custom Store Listing

Using Custom Product Pages & Custom Store Listings, we can tailor the Headspace experience, directing each audience to the most relevant store page.



Mobile marketers are able to send paid users to 1 of 35 different CPPs on iOS and 1 of 50 different CSLs on GP, differentiated by:

- Storefront copy
- App Preview Video
- Screenshots

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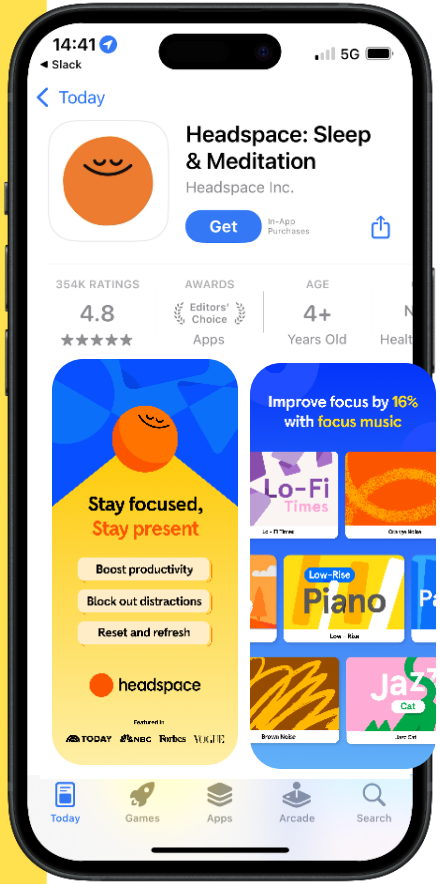
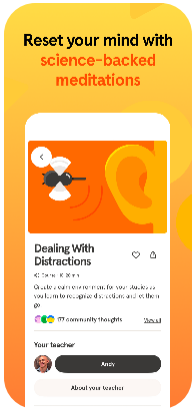
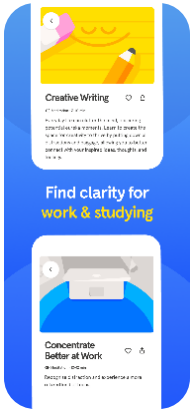
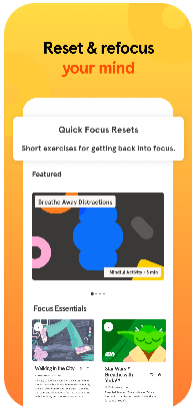
CPPs are developed with paid performance in mind, with the visuals crafted to resonate both emotionally and functionally with potential users.









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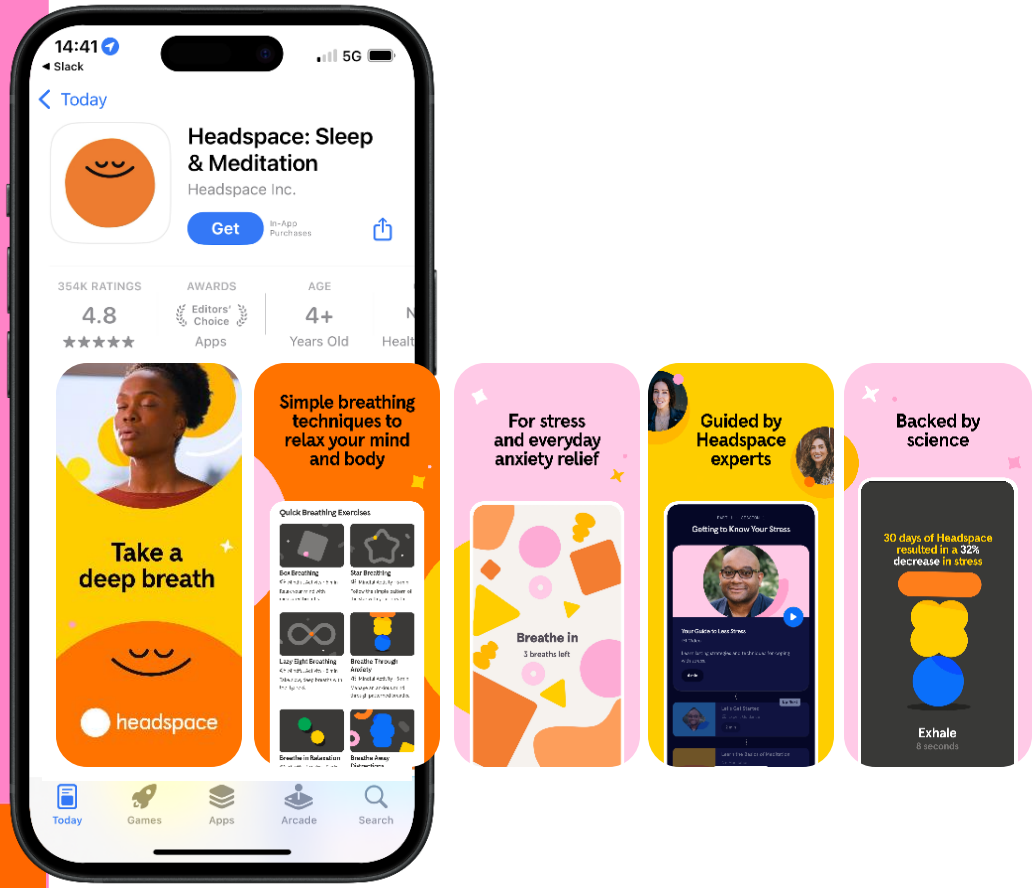
Screenshots were designed to resonate both emotionally and functionally with potential users.



Screenshots were designed to resonate both emotionally and functionally with potential users.

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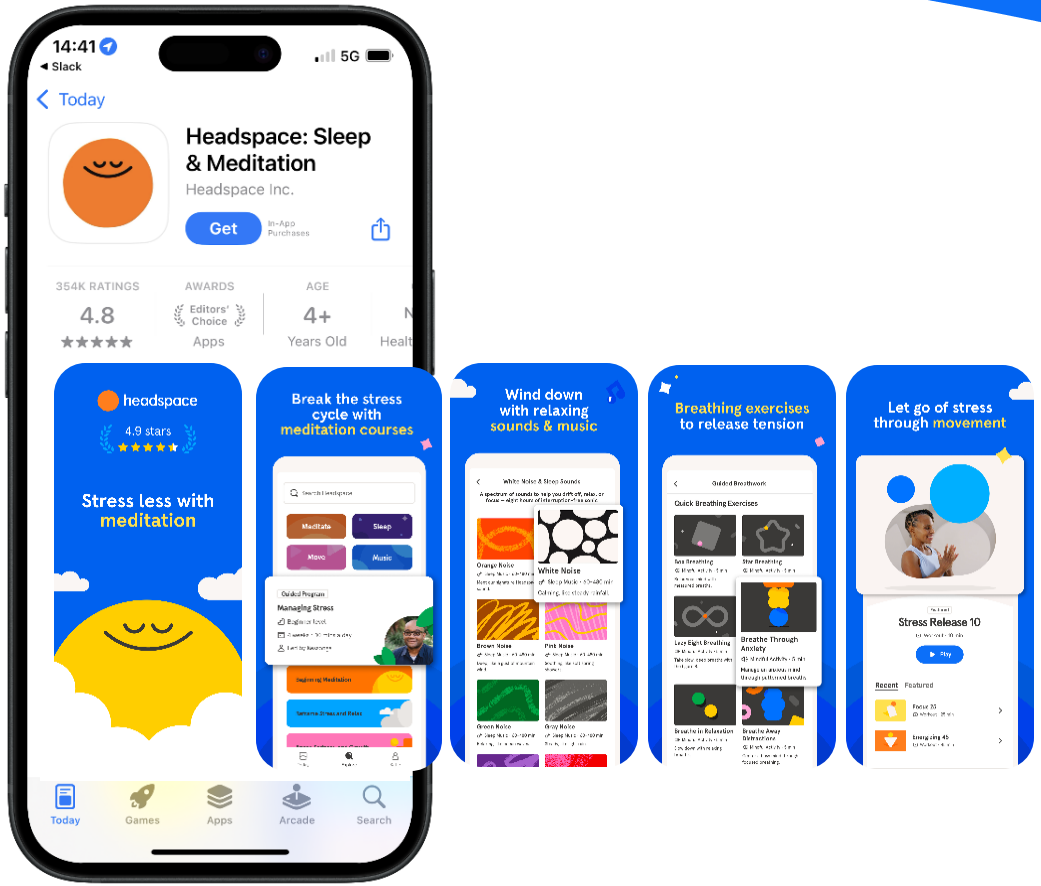
The Results

Average CPI Saving **25%**

Average CVR Uplift **26%**



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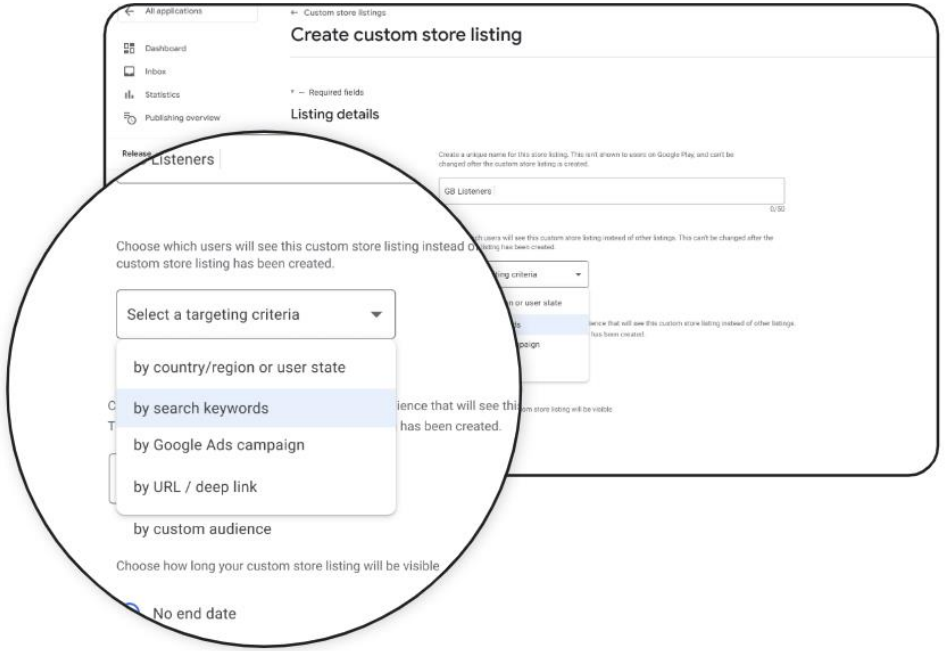
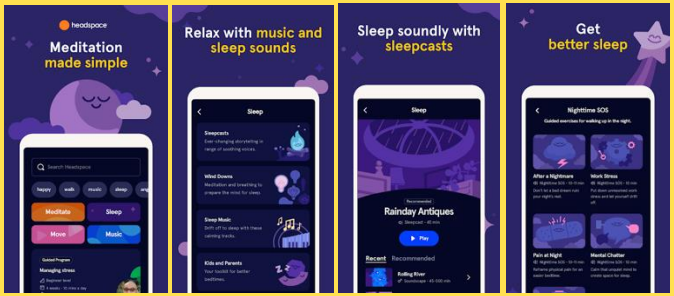
Industry Update

Last year, Google announced a further update to Custom Store Listings, which now allow developers to create a Custom Store Listing targeting search keywords specifically.

The benefits of using search targeted custom store listings can include:

- Increase visibility on Google Play
- Increase in traffic via generic and competitor keywords.
- Improved CVR





Objective

To align with Sleep Week, Headspace aimed to boost conversions by spotlighting its sleep content.

Our Approach

- Identified top sleep-related keywords via developer console
- Applied high-impact keywords to CSL
- Created new Sleep-themed visuals (icon, feature graphic, screenshots)
- Optimized title and short description
- Rewrote long description for clarity and focus

The Results

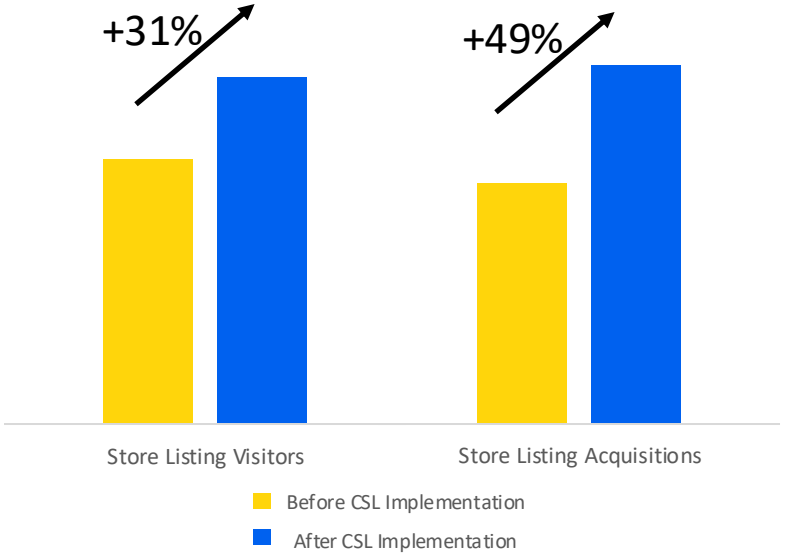
After 7 weeks, the Sleep CSL by keywords achieved

31%
Increase in Sleep related store listing visitors

49%
Increase in Sleep related store listing acquisitions

26%
Improvement in store listing conversion rate

Keyword-Level CSL Performance of Sleep-related keywords



Key Takeaways

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Key Takeaways

Pinpoint core markets based on user data and tailor metadata to fit each market's needs and maximize reach.

Testing each market independently is essential, as localized user behaviour can defy assumptions & uncover unique growth opportunities.

Structure your app listing around core themes & use custom pages to drive more relevant, high converting user journeys.

Get in touch!

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Thank you