

Headline: Apple Feature Timeline

"What do I need to do for my app to be featured by Apple?", is probably one of the most frequently asked questions by app developers. There's really no question about how the "Apple Effect" has helped apps garner hundreds of thousands of downloads just by being featured on the App Store. It's one the best ways to boost your downloads without spending a single dime on marketing. As simple and appealing as that may sound, with over thousands of app submission per day, the chances of getting featured is actually quite low.

Can You Get Featured for an App Update?

Another frequently asked question we get is "Can you get featured for an App Update?". The rule of thumb for trying to get featured is usually "the newer the app the better the chances of getting a feature". But there are always exceptions to the rule; non-game apps have a greater chance at getting a feature for their new updates compared to games. If you have a game app and unless you're a big player chances are very rare.

Don't let that discourage you though, we've had our fair share of trying to tackle the market saturation and have successfully helped nine clients get featured by Apple.

Although the chances are slim the benefits are quite rewarding. It doesn't only give you the likelihood of amassing 100,000 downloads for game apps and 15,000-40,000 downloads for non-game apps, but gives your product the extra press leverage and helps build its credibility.

Getting featured by Apple doesn't involve rocket science or complex algorithms--these apps are actually handpicked. With that being said, there's really no rhyme or reason why you shouldn't give it a try.

{Apple Feature Screenshots}

So we've rounded up the five steps we've continuously used for a shot at that App Store Holy Grail:

1. Submit Your App

This is probably one of the most important things you need to do before pitching your app for a feature. It's quite apparent, but it's surprising how some developers overlook this step. Having your app approved helps you build a credible case.

A lot of the big players spend a lot of effort on an extensive soft-launch period that allows them to get their app approved, pitch for a feature and then gear up for the big launch. Think of it as a huge "legit" sticker smacked right on to your app, which gives Apple the confidence that you're a bona fide publisher with a solid marketing strategy in place and who knows what he's doing.

Ideally you want your app to be approved before pitching Apple, but at the very least make sure it's submitted.

2. Find Your App ID

{How To Find Your App ID Screenshots}

You're going to need your app ID when you pitch Apple. It's imperative that you do not forget your app ID.

3. Pitch Apple 3 Weeks Before Launch

Apple in general wants at least two weeks notice, but starting at three weeks gives you enough leeway for follow-ups. You'd also want to send your pitch to appstorepromotion@apple.com. What we've found recently is that Apple has been making a push to funnel everything through this email.

While crafting your email make sure to include the following:

- **App ID**
- **Launch Date**
- **App Video:** link a video of your app through YouTube that will allow the editorial team to have a feel of the gameplay and if it's worthy of a feature or not. Your video doesn't have to be trailer, it can simply be a screen share of the gameplay. You can check out one of the videos we've created specifically for an Apple feature:

{link to paintball rush video}

- **New Apple Features:** Apple puts a lot of weight on the iOS compatibility of your app and how well it makes use of the latest OS features. Make sure you leverage on Apple's new updates and highlight them in your email. This way they will be more likely to promote you because they'd want to promote their updates as well.

Don't forget to track your email using [Banana Tag](#) or [Sidekick](#). These tools help a great deal when you're trying to make follow ups.

4. Follow Up 2 Weeks Before Launch

When Apple responds to pitches that they're interested in they usually send out a spreadsheet that publishers will need to fill out with regards to their app's roadmap.

This is where using email tracking tools come in handy. If your email received an "open" tag, but hasn't gotten a response follow up with your original email asking them for that roadmap. However, if your email is still left unopened then feel free to email Apple again using a different subject line.

And if you're feeling a bit aggressive you can go ahead and email an App Store Manager. We've written about how to find an App Store Manager's contact information and how to cold email them in the past. [You can check out the article through this link.](#)

5. Follow Up Post Launch

It's harder for games to get features post launch, but all other apps have a great chance. So it will definitely not hurt to follow up during this period.

Round up all your major accomplishments during the launch and emphasize any major press coverage you've gotten and if you've also done some user acquisition campaigns that allowed you to hit the top charts, don't forget to mention that as well.

We've followed this timeline time and time again and have been successful in getting that feature and hopefully you can too!

When it comes to your app's milestones, its launch is definitely a top priority. Focusing your marketing efforts around this period is crucial and will contribute a lot to your app's success. So don't solely bank on the possibility that Apple will feature your app. Make use of different marketing campaigns to garner awareness and user acquisition campaigns to generate leads.