

APPFOLLOW

How to do Semantic Analysis with AppFollow

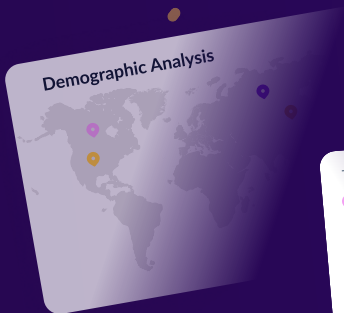
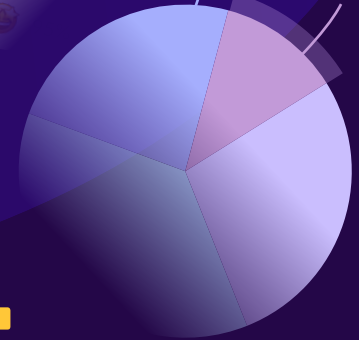


User Requests

1020
Reviews

Bugs

567
Reviews



TOP COUNTRIES			
Canada	90%	-2%	
Japan	21%	+15%	
United States	95%	-12%	
Russia	41%	+11%	
China	52%	+10%	

...3
...6

Table of contents



...12

Introduction	3
5 benefits of Semantic Analysis	4
Common use cases: How to implement Semantic Analysis in your business	6
Analyze user feedback	6
Discover customer satisfaction level	7
Understand users' reactions to new releases	7
Evaluate your monetization strategy	8
Escalate bugs and crashes to your developers	8
Investigate and report spam, fake, and offensive reviews automatically	9
Conduct competitor research	11
Evaluate your review management team's efficiency	11
Evaluate app performance by country, language, and region	12
Automate up to 90% of your review management	13
Group and manage similar reviews in a single click	14

Introduction

When it comes to developing successful products, it's often easier to come up with the original idea than it is to convince customers of its value. Part of this involves continually releasing new features to retain old customers and acquire new ones.

To succeed, it's essential you listen to their users, and build your roadmap based on their wants, likes and dislikes.

Market and competitive research is also extremely useful here, as you can feed your competitors strengths and weaknesses into your vision.

In previous AppFollow resources, we've discussed various ways of conducting market research and finding product market fit. However, if you're looking to go one step further — and gain more insights into your users than ever before — we recommend turning to Semantic Analysis. This is especially useful for apps operating across many markets, who need to act at scale.

Semantic Analysis can be highly beneficial for a whole range of teams. For Product Owners, machine learning algorithms can process a huge amount of user feedback, and help them understand what features and bugs to prioritize, what to leave in their backlog, and what problems users most commonly face.

Marketing teams can use Semantic Analysis to gain valuable insights on their app's reputation and identify brand ambassadors. Finally, Support teams and community managers can evaluate user sentiment and create more precise rules for review management and automation processes.

At AppFollow, we recently released Semantic Analysis 3.0, which offers a full overview of user sentiment, allows you to dive deep into specific regional- or language-specific breakdowns, and saves you valuable time digging for feedback. 😊

In this guide, we'll take you through how to perform Semantic Analysis with AppFollow, and how it can help you grow your business.

To kick off, let's look at five key benefits of Semantic Analysis.

5 benefits of Semantic Analysis

1. Find hidden gems among user feedback

Semantic Analysis' most tangible benefit revolves around user review processing and analysis. Our tool can process thousands of app reviews in seconds, weeding out spam and small fry "thank you" reviews, to find valuable feature requests and issues faced by your users.



*We currently leverage AppFollow to track app review volume and ratings over time, as well as **Semantics Analytics** to track trending topics and sentiment for review insights reporting.*

If you are looking for an effective product to manage your app review moderation process with detailed access to dashboards and reporting, I highly recommend considering AppFollow!



Jennifer Wang
Director of Operations

**TechStyle
Fashion
Group**

2. Conduct competitor research at scale

Our Semantic Analysis tool can also be used on your competitors' reviews — giving your crucial insights into their own users' pain points. Gain the upperhand by incorporating both your own feature requests, as well as your competitors', into your product roadmap.

3. Save time and increase team efficiency

When the number of app reviews increases, important reviews can start falling through the cracks. Semantic Analysis sorts and tags reviews into corresponding buckets or types of reviews, so your Support team doesn't have to do it manually. It also shows the share of reviews with a specific tag, so you can see what needs your attention the most and solve those problems as soon as possible. With the algorithm sorting through thousands of reviews for you, your Support, Product, and Marketing teams can spend time on more business-critical tasks.

4. Improve user retention

By receiving hard data on which features are the most commonly-requested, you can prioritize these in your pipeline and release them in record speed. This will pay dividends with your retention rate and customer loyalty: by showing users you accommodate their requests, they are more likely to forgive small bugs and issues, or switch to your competitor.

5. Increase campaign performance

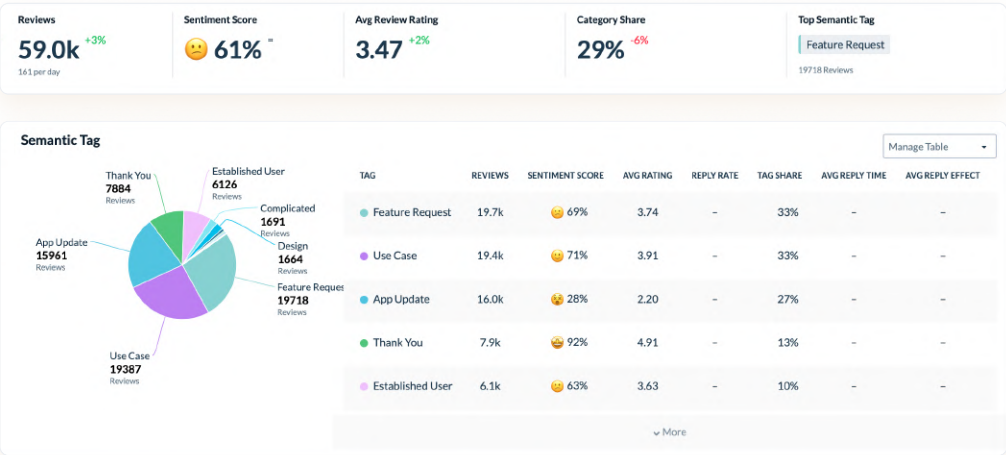
User feedback is crucial not only for Product teams, but also for your marketers, who need to understand what users love about your app and what lingo they use when talking about your advantages. By using your learnings throughout your marketing campaigns, you'll be able to better resonate with audiences and ultimately generate higher engagement. Semantic Analysis can also help you identify regions with your strongest brand ambassadors, and redirect marketing budget to those that need more persuasion.

Common use cases: How to implement Semantic Analysis in your business

Now that we've looked at the business case for implementing Semantic Analysis, let's see how you can implement it in your daily routine.

Analyze user feedback

Our tool automatically groups all reviews by category, making it easier for you to find actionable insights. Simply navigate to the “User Feedback” tab on your AppFollow dashboard to see what are the most common topics mentioned in your app reviews. For more details, simply click “more” on each tag to see a list of reviews. This will offer a thorough overview of what features your users are asking for.



Without Semantic Analysis, Support teams feel the impact of gathering and processing feedback to then send onto relevant teams, which is often a time-consuming and heavily manual job. With AppFollow, you can delegate the entire task to our best-in-class algorithms — our tool supports over 30 tags across 20 languages. From there, your Product, Tech, and Marketing teams automatically receive relevant tagged reviews on their dashboard.

Discover customer satisfaction level

Our Semantic Analysis tool also offers real-time sentiment analysis, giving you an overview of overall customer satisfaction. You can compare these at scale, either month-by-month or week-by-week, with easy visualisation through emojis. You can also track sentiment changes compared to a previous period of time. For a deep dive, simply click on each tag to see a list of specific reviews by sentiment.



Understand users' reactions to new releases

Looking for a better overview of reactions to your latest release? Use the tag “App Update” to do just that — with breakdowns by time frame, language, sentiment score and average app rating for deeper insights.



Evaluate your monetization strategy

For developers serious about monetization, it's worth digging deeper into your revenue numbers to see what your paying customers are saying. By navigating to the “Monetization” section in your AppFollow dashboard, you'll receive insights on your subscriptions, pricing, and even refund requests. You can even compare peaks in refund requests to see if they match with app updates or features, or if there was another trigger. And because these kinds of reviews are automatically grouped together, you can easily access and reply to them with our bulk reply feature.

But remember: when replying to multiple reviews on the same topic, choose a folder with several templated replies, not just a blanket message. The tool will randomly generate replies from your folder, avoiding the same copy-pasted answers to hundreds of reviews.

Add New Rule

×

Close

Monetization Semantic Tag

ON

IF

Review is semantically tagged with any of the tags

✕

Pricing

Subscription

AND

Review semantic sentiment is

✕

Negative

+ Add More Conditions

THEN

Reply with folder EN Sorry Fwd to Email

✕

Publication mode:

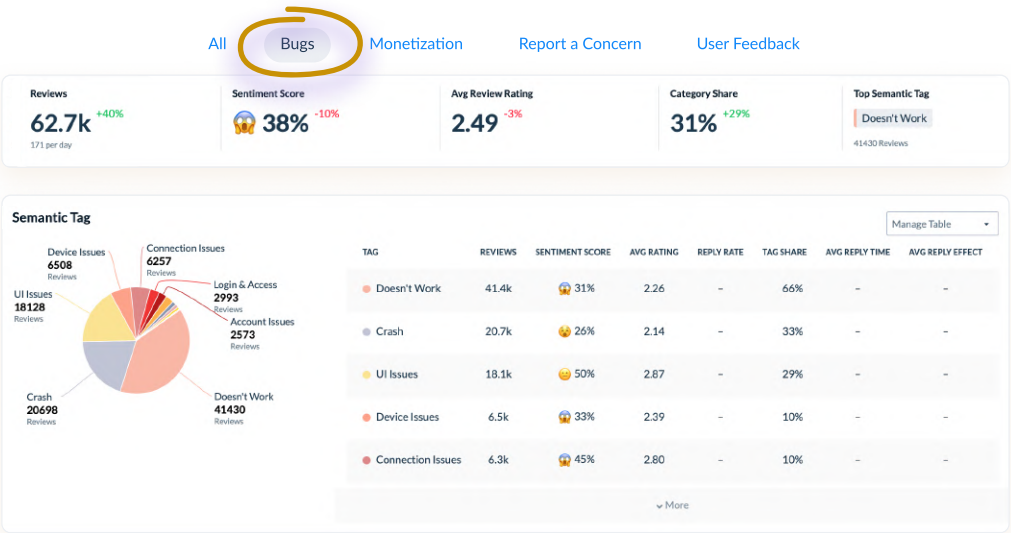
Approval mode

Auto-posting mode

Save Rule

Escalate bugs and crashes to your developers

The “bug” section is another helpful feature of our Semantic Analysis tool: you can directly send all relevant reviews to your tech team to investigate. A separate tag such as “UI issues” can offer insights on how user-friendly your app really is.



“ We utilize Sentiment Analysis tracking to compare certain issues across app versions. Being able to quickly identify and sort out an issue with a specific version of the app helps to curb a pesky bug before it can affect a larger population of the game.

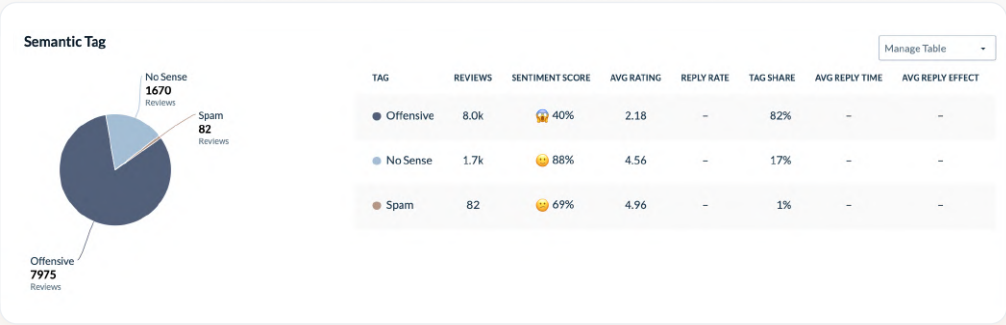


Rasim Torun
Customer Support Manager

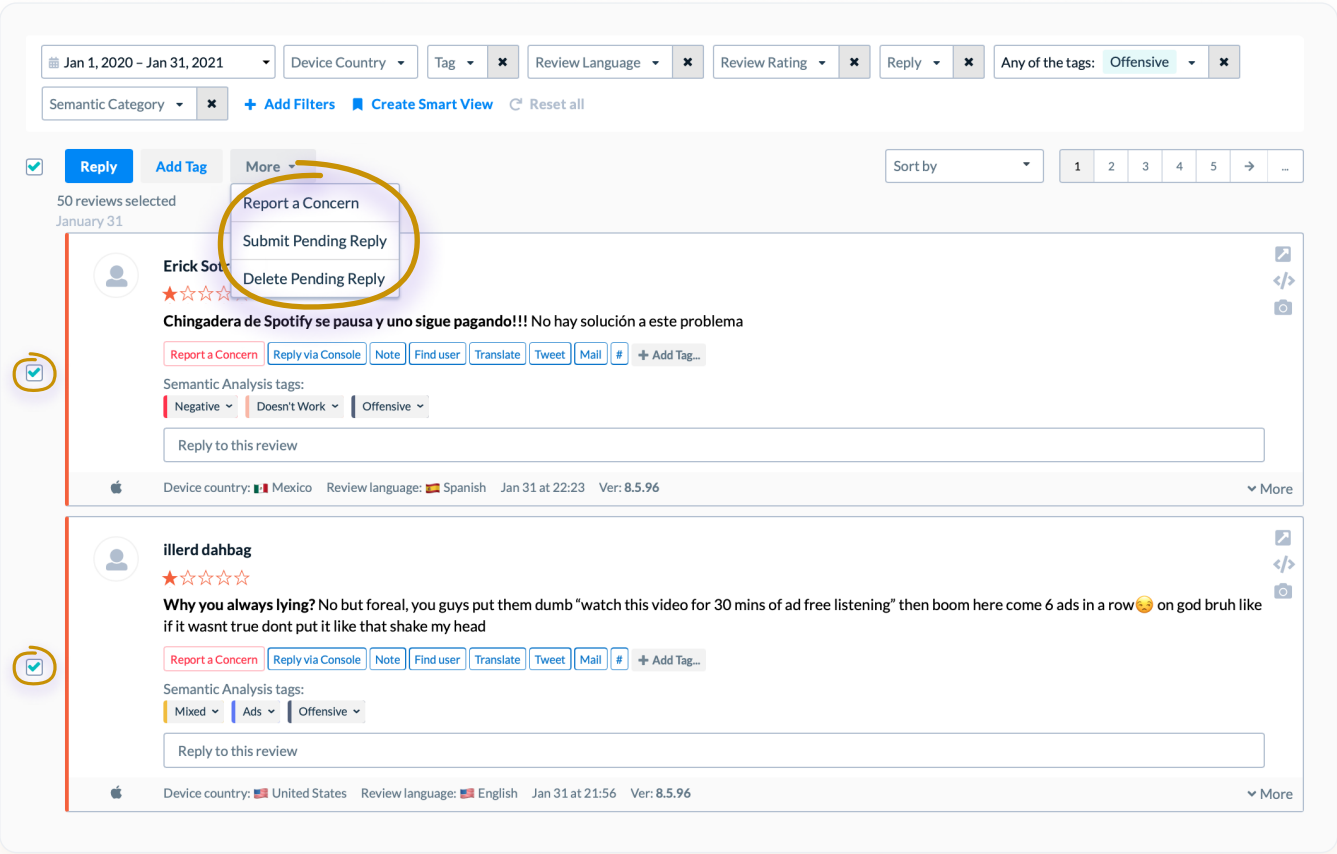


Investigate and report spam, fake, and offensive reviews automatically

Next up, the “Report a concern” tab gives an effective overview on the share of reviews that can simply be deleted. Using this tag in a combination with our automation rules will help you to automatically report spam reviews at scale.



If you don't use our automation tools, you can still submit all concerning reviews in a few clicks with bulk actions. Simply click on "More" under each tag, select all the relevant reviews, and choose "Report a concern". From there, file the reason why you are reporting them (whether that's off-topic, offensive or spam) and click "Submit".



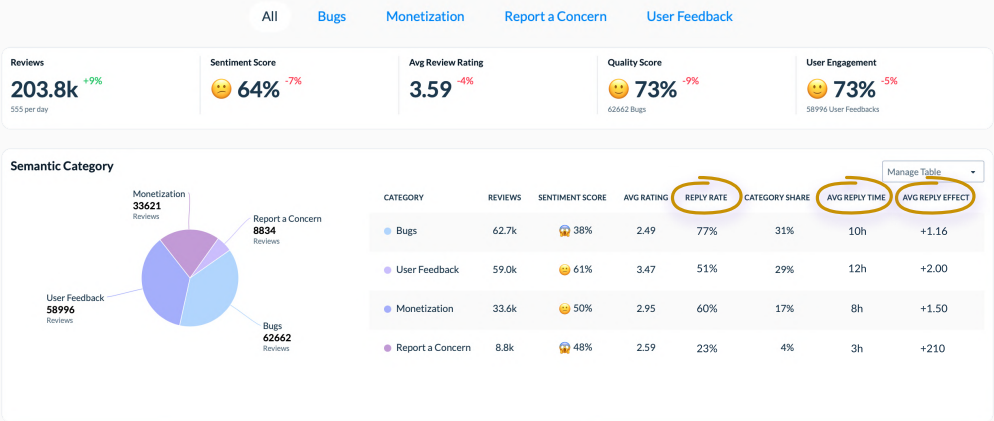
Conduct competitor research

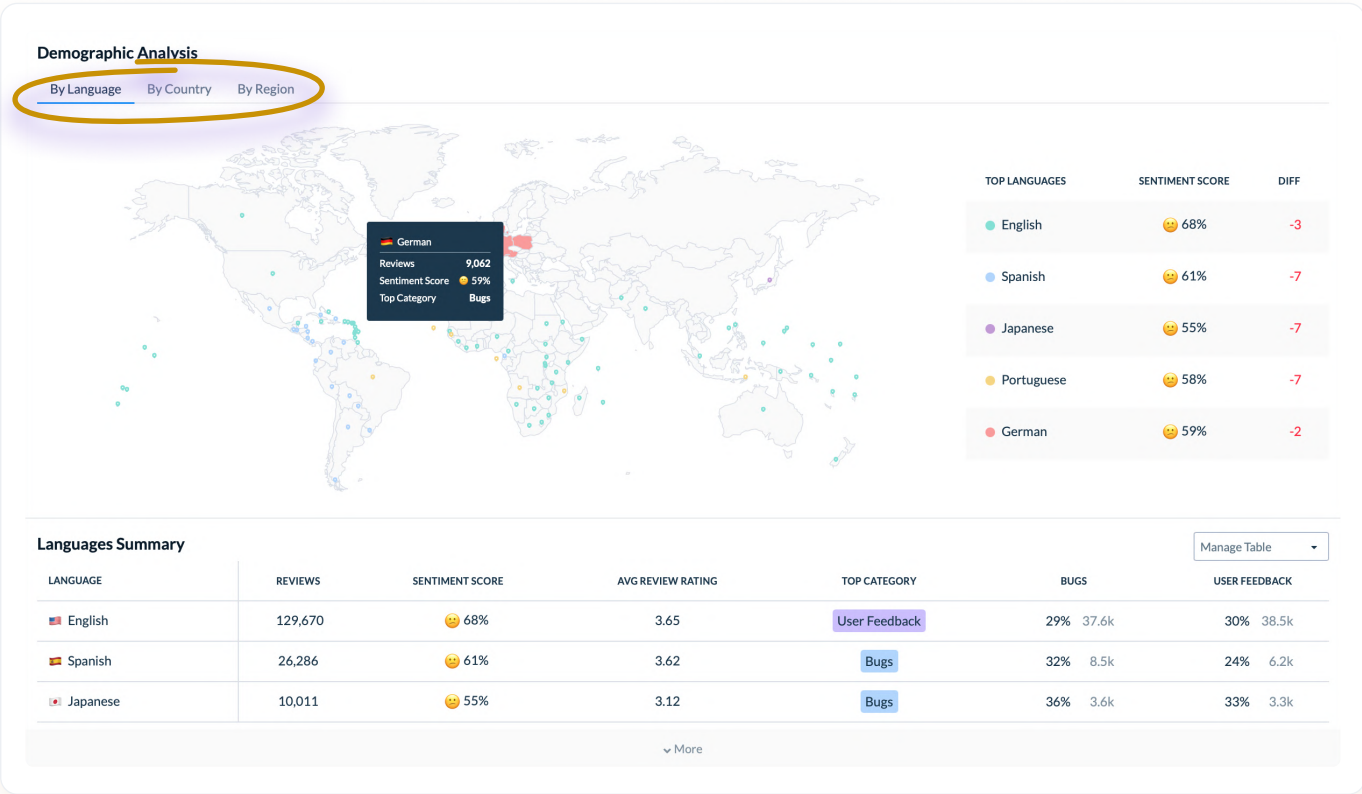
As mentioned earlier, Semantic Analysis can be applied to your competitors’ reviews, too. This gives you a distinct advantage — you can understand what features are lacking in their apps, or gain insights on their monetization strategy.

To do this, simply add your competitors’ apps, navigate to the Semantic Insights section and choose “Any”. Our tool can also show you competitors’ overall Sentiment and Quality score, average app rating, and user engagement score by country and chosen time frame.

Evaluate your review management team’s efficiency

With our tagging methodology, you can also compare reply rate, average reply time, and reply effect for each “bucket” of reviews. These metrics are calculated per individual tag, so you can see how each category performs and which one takes the longest to resolve.





Evaluate app performance by country, language, and region

Not all users will perceive your app in the same way – and we’ve now made it possible to see what users within each country, language or region likes or dislikes about your app. Ever asked yourself what are the most common feature bugs in the UK, how your subscription model works for Spain compared to France, or what features users ask for in Canada compared to Japan? Find the answers broken down in our demographic analysis view.

Automate up to 90% of your review management

If done right, review management automation can save your Support team hours of work every day – and including semantic and sentiment tags in your rules for auto-replies will help you address issues and queries in more detail.



AppFollow's Semantic Analysis helps us evaluate user sentiment and conduct further automation adjustment based on keywords mentioned in reviews. Sentiment data dynamics might also be a performance metric for support teams.



Vahe Khumaryan
Team Lead at User Success Team **PicsArt**

Let's take a look at the example below: To improve your rule for auto-replies addressing users talking about new releases, you can simply add the sentiment tag “Negative sentiment” and the semantic tag “App Updates”.

Add New Rule

×

Close

New release

ON

IF

Review is semantically tagged with any of the tags

×

App Update

AND

Review semantic sentiment is

×

Negative

+ Add More Conditions

THEN

Reply with template Negative review 2

×

Publication mode?

Approval mode

Auto-posting mode

Save Rule

Group and manage similar reviews in a single click

Semantic tags combined with bulk actions can help you manage all similar app reviews at once.

For example, say you want to bulk-reply to all highly positive app reviews: simply choose reviews under the “Thank you” tag and tagged with a positive sentiment, then choose to reply with a template or a folder of your choice.

Or if you’d like to forward all negative reviews concerning bugs to your email for more details on the problem, choose tags “Crash”, “Doesn't work”, and reply to them all with a template asking to send more information via email.

These are just a handful of use cases where you can apply Semantic Analysis — but will go a long way to ease manual work, help you build better products, improve business metrics and boost your support KPIs.

When developing products in a highly competitive landscape, machine-learning is key to helping you save time and optimize workflows. Together with the insights gained from Semantic Analysis, you can build an incredible app experience that will attract and retain high-value users for months and even years.

If you have any questions about Semantic Analysis or want to try it 🙋

Get in touch

APPFOLLOW

AppFollow is an app management platform for app monitoring, ASO, and review management. The platform enables you to keep track of app performance, enhance the conversion to install rate, boost your app rankings, streamline your work with users and automate daily routine.

With AppFollow, you will be able to keep up-to-date with the trends for your own app as well as get a bird's eye view on your competition.

AppFollow's Review Management Tools help 70,000 teams worldwide to save time and resources and automate work with user reviews.

AppFollow integrates with over 30 services like Zendesk, Salesforce, Zapier, Slack to enable seamless customer and community support from the tools that you already use.

Authors:



Olga Padulosi, Head of Partner Marketing



Stepan Gordienko, Head of Reviews

Media contacts:



Irina Gatilova, PR Lead
ig@appfollow.io

👉 Learn more about AppFollow [here](#)

appfollow.io

