



GasBuddy

Competitive Analysis:
Download App Page



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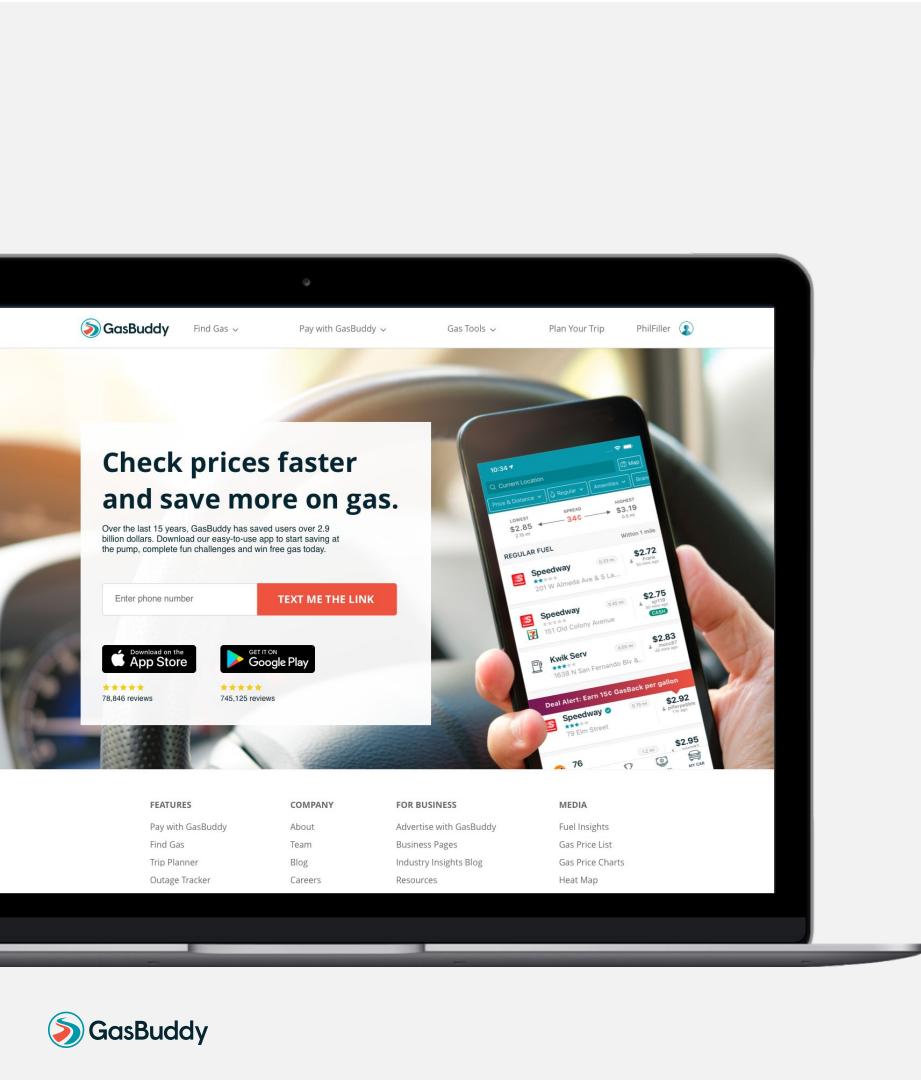
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3. Competitor Download App Pages
4. What could we improve?
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1.

**GasBuddy's Current
Download App Page**

Current State

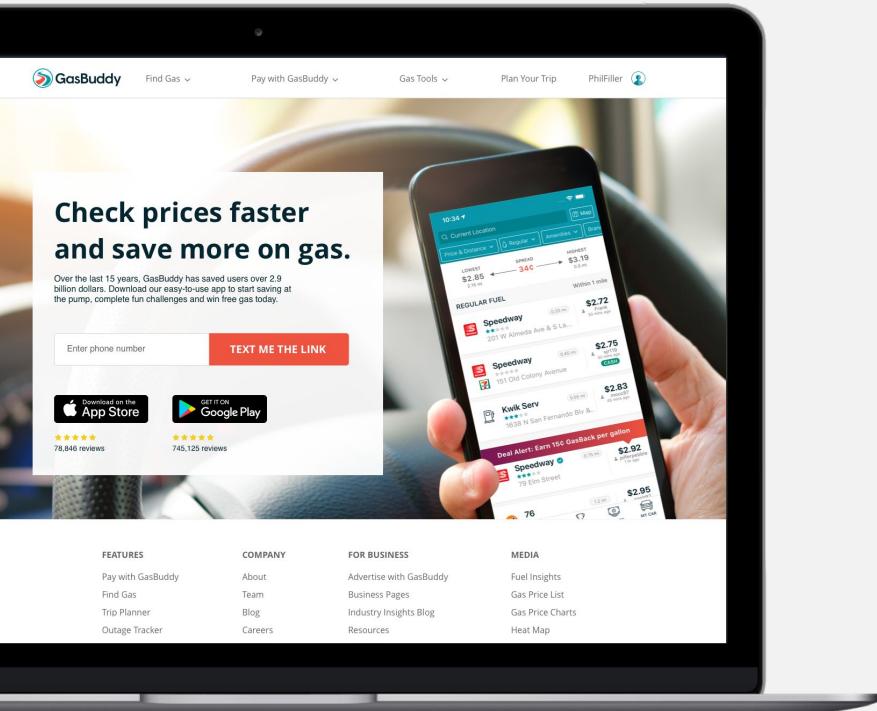


- The content block completely covers the background image on mobile devices
 - Download buttons below the fold on mobile devices
 - “Text Me The Link” covered by ad on mobile devices
 - **Not a “mobile first” design**
- We primarily use white iPhone X device casings and iOS screens, but this should change based on OS (Android != iPhone)
- Old UI with new elements = no no

View in browser

- We've made a lot of changes to the app since the last design (~Feb 05, 2019).
- We've updated the download app programmatic ad unit and are currently testing for a winning variant.

There is a disconnect in the look & feel of these new ads and the target page.





2.

**Download App
Programmatic Ad
Updates (testing)**

Download App Ad - 1a



GasBuddy | Fuel Better.

The #1 app to find gas.
★★★★★
1,000,000+ ratings.

**27 Ways to Save.
One FREE app.**

DOWNLOAD NOW

Download App Ad - 1b



GasBuddy | Fuel Better.

The #1 app to find gas.
★★★★★
1,000,000+ ratings.

**27 Ways to Save.
One FREE app.**

DOWNLOAD NOW

Download App Ad - 3a



GasBuddy | Fuel Better.

The #1 app to find gas.
★★★★★
1,000,000+ ratings.

**27 Ways to Save.
One FREE app.**

DOWNLOAD NOW

Download App Ad - 2a



GasBuddy | Fuel Better.

The #1 app to find gas.
★★★★★
1,000,000+ ratings.

**27 Ways to Save.
One FREE app.**

DOWNLOAD NOW

Download App Ad - 2b



GasBuddy | Fuel Better.

The #1 app to find gas.
★★★★★
1,000,000+ ratings.

**27 Ways to Save.
One FREE app.**

DOWNLOAD NOW

Download App Ad - 3b



GasBuddy | Fuel Better.

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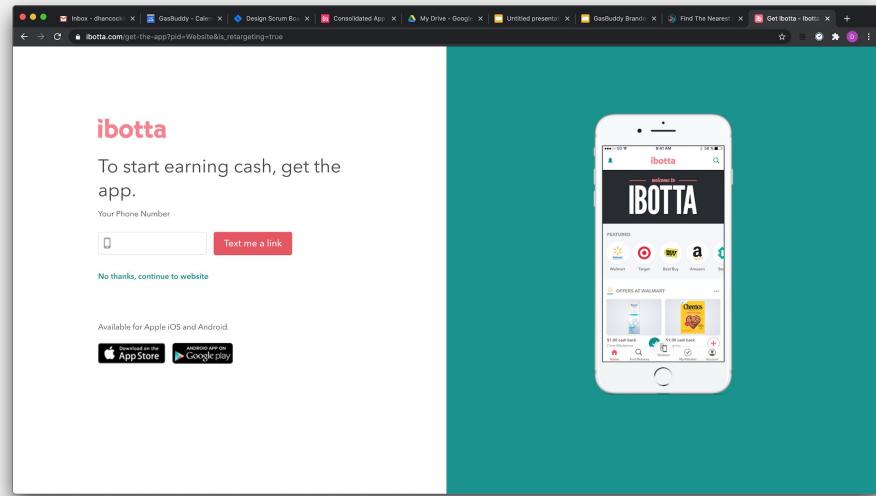
DOWNLOAD NOW



3.
**“Competitor” Download
App Pages**

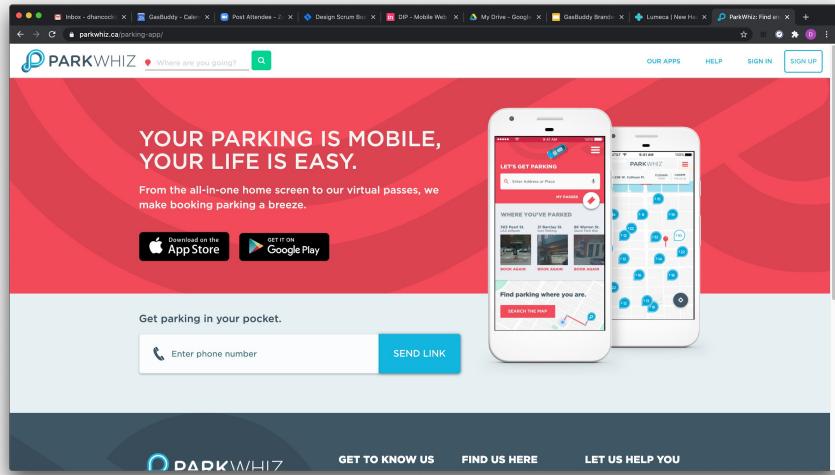
ibotta

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Clean, two tone design, one pager above the fold (essentially a direct comparison to GB current)
- SMS Link
- **No navigation bar to distract users away from performing the action of downloading the app (1:1 attention ratio)**
- Not mobile friendly, surprisingly



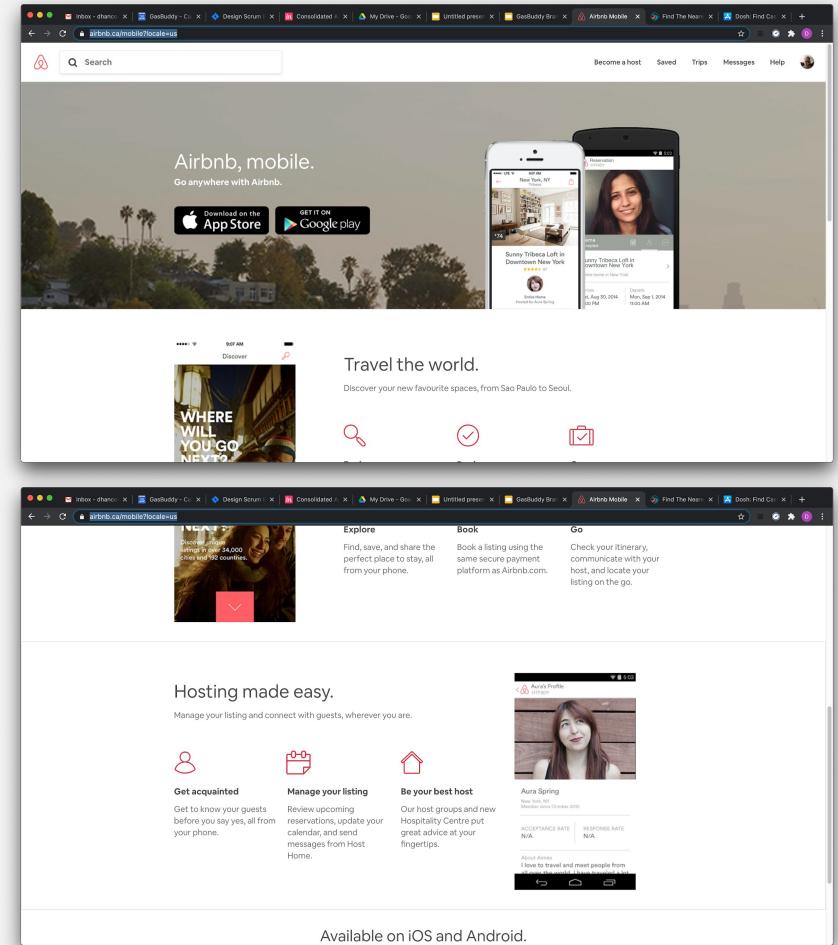
ParkWhiz

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Clean, one pager above the fold
- SMS Link
- This is more of a direct comparison to GB current



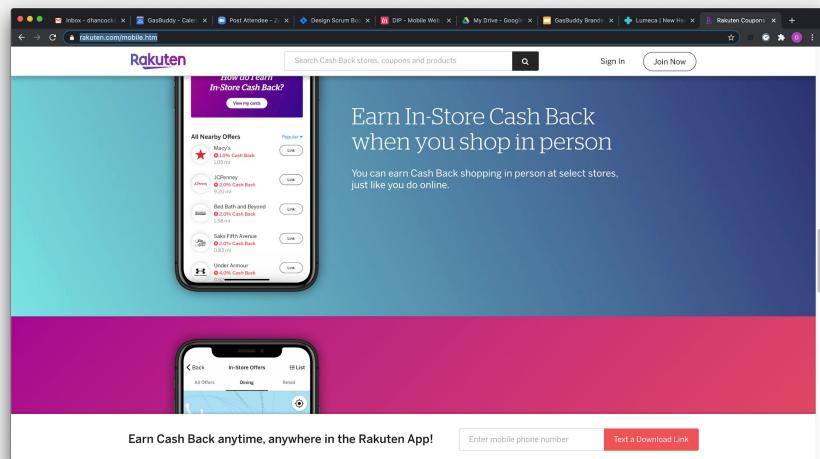
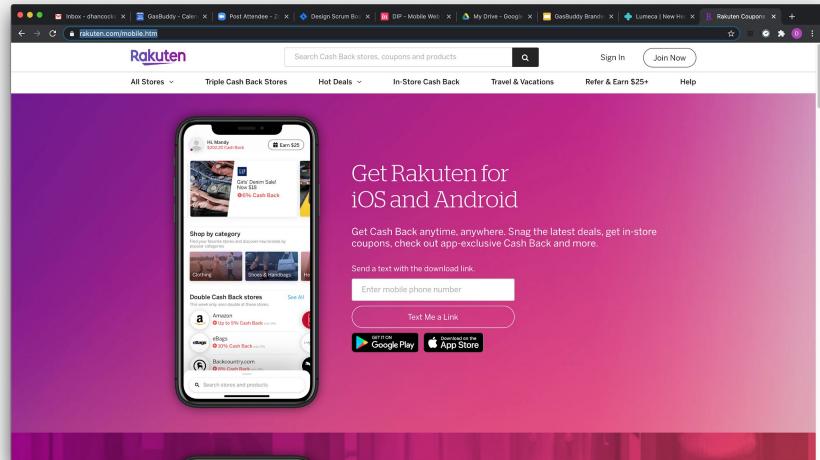
Airbnb

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- Value props for the app user segments (hosts vs renters)
- No SMS Link
- Easily converts to a “mobile friendly” page
- **Mobile friendly page detects the device’s platform automatically and only provide an App Store or Play Store button**



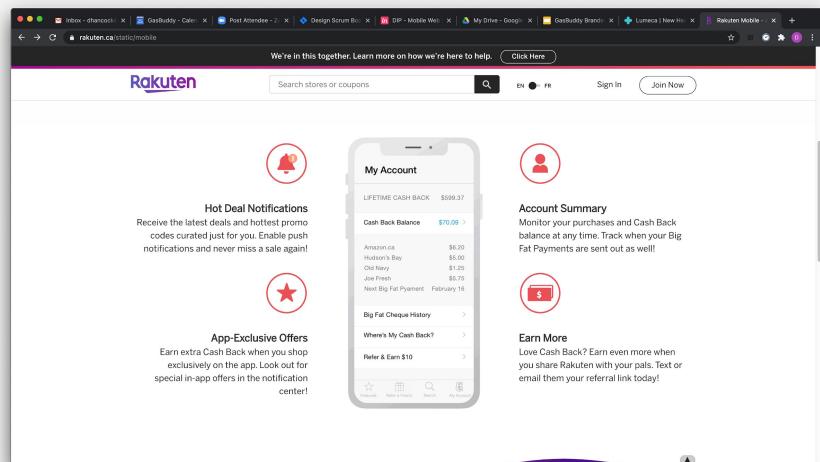
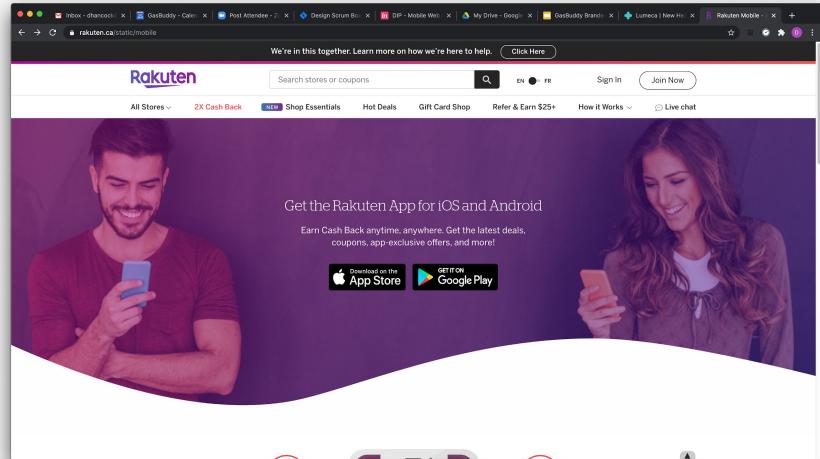
Rakuten.com

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- SMS Link, pins to bottom of screen on-scroll
- Content blocks for value propping app features
- **No mobile web version, automatically redirects to platform marketplace**
- Encouraged to scroll with content block



Rakuten.ca

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- No SMS Link
- **Product screens rotating in device casing**
- No mobile web version, automatically redirects to platform marketplace
- Encouraged to scroll with “phone hint”
- Mobile friendly version that is platform specific

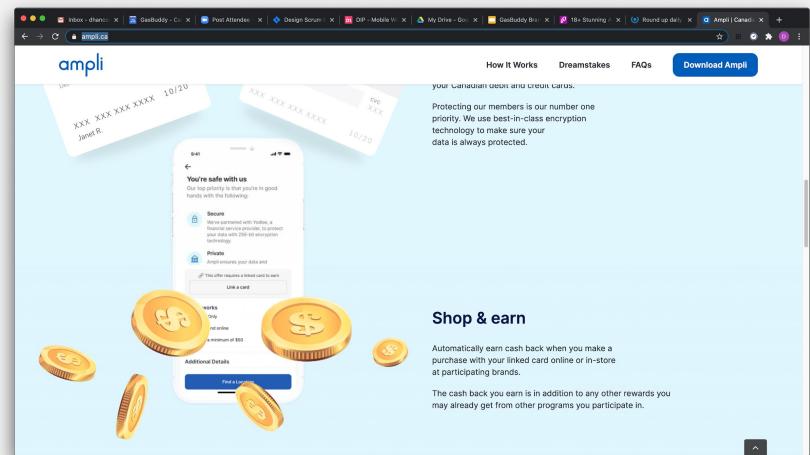
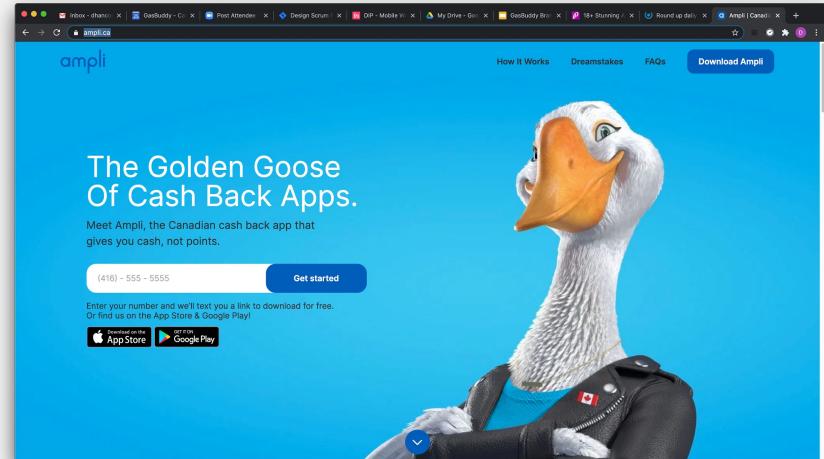


TripLog Mileage Tracker

- [View In Browser](#)
- A *landing page* dedicated to downloading the app
- No SMS Links
- Video masthead - Interesting
- **“Timeline” content blocks for scrolling**
- Content blocks for value props have tutorial videos (“see it in action”)
- Mobile friendly version (sans constant pop up), non platform specific

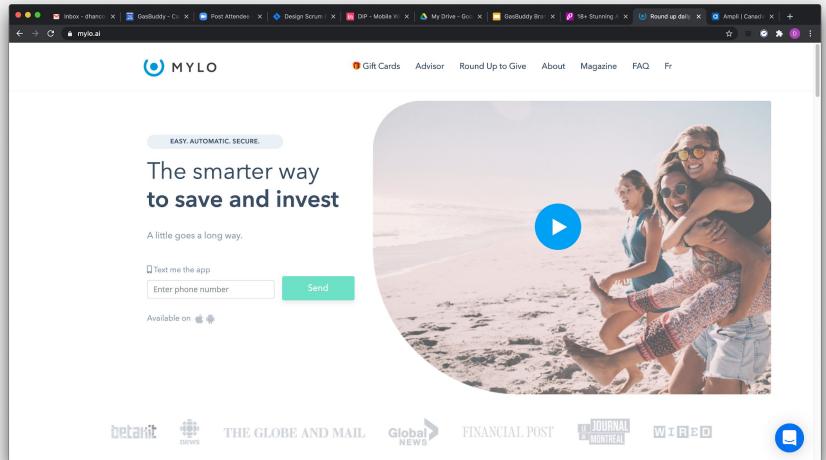
Ampli

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- SMS Link
- Value props for the app functionalities
- **Encouraged to scroll** (down arrow hint, phone transitions to different screens during content block on-scroll)
- Easily converts to a “mobile friendly” page
- Platform specific mobile friendly page

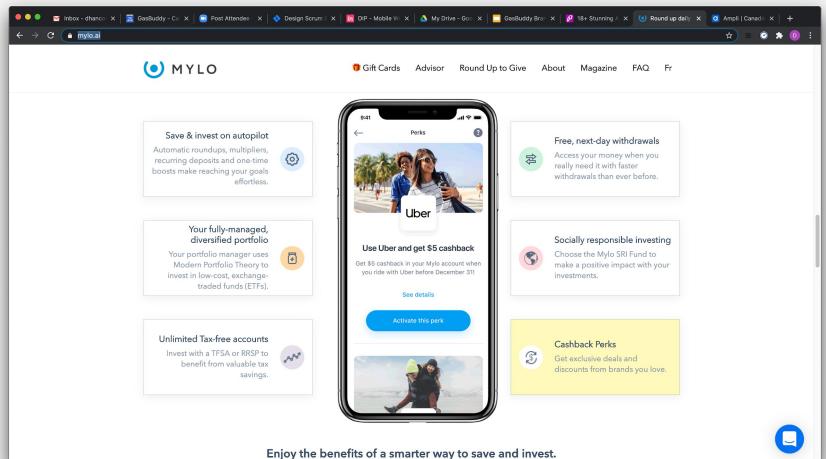


Mylo

- [View In Browser](https://mylo.ai)
- A website entirely dedicated to downloading the app
- **Multiple SMS Links, no store buttons**
- **Interactive value props for app features**
- Easily converts to a “mobile friendly” page, but without the SMS links
- Platform specific mobile friendly page (CTA’s link to the platform marketplace)



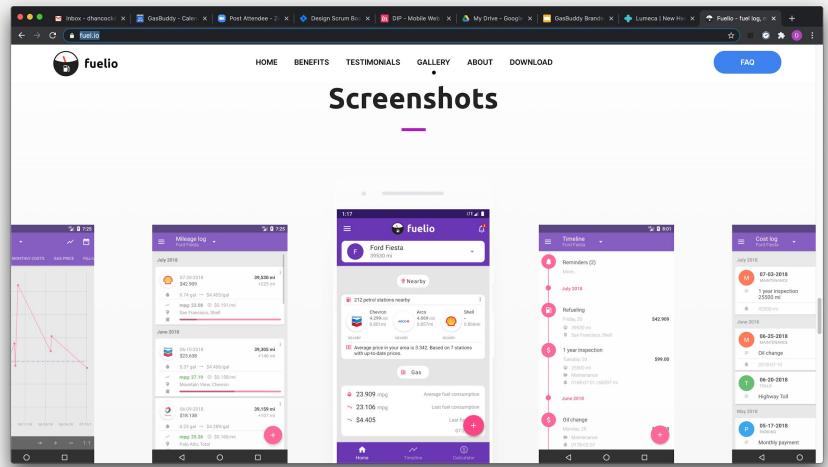
The screenshot shows the Mylo website homepage. The header features the Mylo logo and navigation links for Gift Cards, Advisor, Round Up to Give, About, Magazine, FAQ, and Fr. Below the header, a large image of three women on a beach is displayed with a play button icon. The main headline reads "The smarter way to save and invest" with the tagline "A little goes a long way." A text input field for "Enter phone number" is followed by a "Send" button. A note "Available on" is shown with icons for iPhone and iPad. Logos for betakit, THE GLOBE AND MAIL, Global NEWS, FINANCIAL POST, JOURNAL MONTREAL, and WIRPD are visible at the bottom.



The screenshot shows a mobile-friendly version of the Mylo website. The layout is optimized for a smaller screen, featuring a central image of a man and woman on a beach with an Uber logo. Surrounding the image are several promotional boxes: "Save & invest on autopilot" (with a sub-note about automatic roundups, multipliers, recurring deposits, and one-time boosts), "Your fully-managed, diversified portfolio" (with a sub-note about modern portfolio theory and low-cost exchange-traded funds), "Unlimited Tax-free accounts" (with a sub-note about investing with a TFSA or RRSP), "Free, next-day withdrawals" (with a sub-note about faster withdrawals), "Socially responsible investing" (with a sub-note about choosing the Mylo SRI Fund), and "Cashback Perks" (with a sub-note about exclusive deals and discounts from brands). A CTA button "Activate this perk" is visible. The footer includes the tagline "Enjoy the benefits of a smarter way to save and invest."

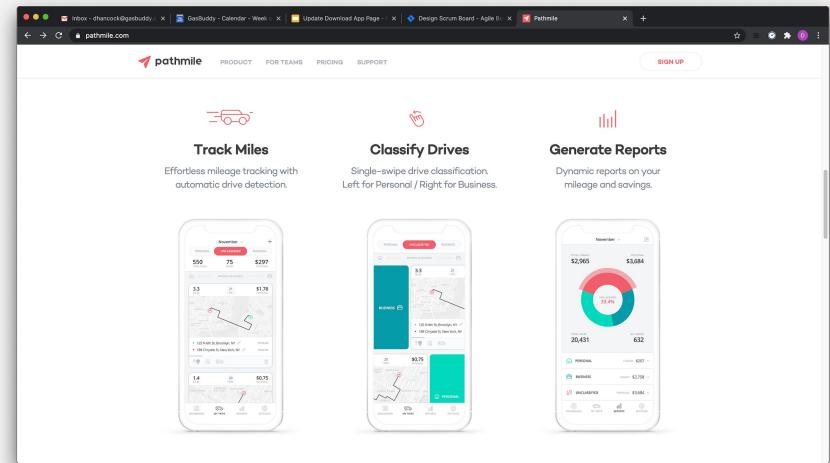
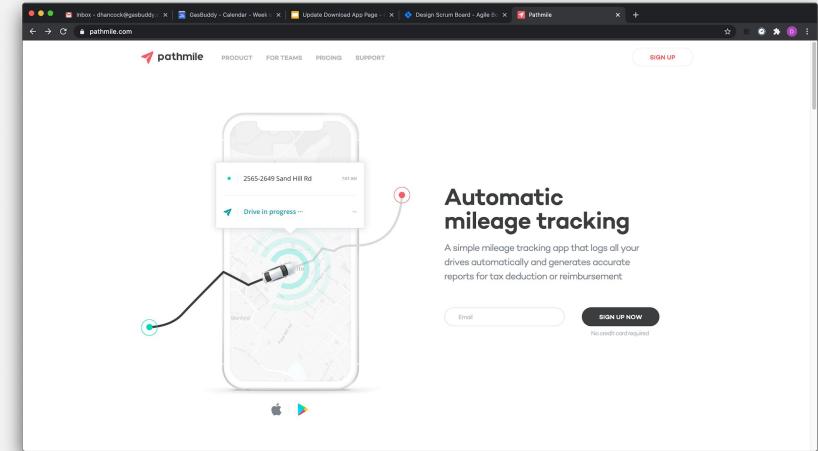
Fuelio

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- No SMS Links
- LARGE content blocks
- Navigation is tied to the content blocks
- Interactive screenshot gallery
- Mobile friendly/mobile first design
- Android only



Pathmile

- [View In Browser](#)
- A website entirely dedicated to downloading the app
- No SMS Links
- 1:1 attention ratio content blocks
- Mobile friendly/mobile first design





4.

**Improvements to our
download app page**

What could we improve?

- 1:1 attention ratios - no distracting users away from the download app page
- Large, clear, concise content blocks that house value props - keeping mobile first in mind
- Content blocks that encourage scrolling (especially for desktop) - load it up with SEO
- An assortment of product screens that champion the utility of the app, and our 27 Ways to Save
 - Could swing either way on interactive or not interactive
 - Interactive is great for desktop but does not carry over to mobile well (mobile first)
- Platform specific content (Play Store and App Store cross links for desktop, App Store cross link and Apple device for iOS browser, Play Store cross link and Android device for Android)
- Keep the text link pinned for Desktop only - Users are currently sent a marketplace link that opens based on the device platform, but these are the same links as the marketplace download buttons
 - Reduce cognitive load/extra steps for mobile browser users

Considerations

- This is currently a non localized page
- If we wish to prop more Pay and GasBack things here, we need more than one localization
- This is a page for an app, make it mobile first
- Remove ads from the download app page.
 - Notice all the competitors have no ads on their download app pages/sites



5. Concept(s)

[Try it with InVision](#)

Update Download App Page

