



The AI visibility **playbook** for apps and games

How to get recommended in
ChatGPT and AI search



Table of CONTENTS

AI search is changing how users discover apps	3
How AI search engines decide which apps to recommend	4
Early AI visibility research and observations by AppTweak	11
The AI visibility framework: Three areas of influence	19
Build your AI visibility strategy	35
Four experiments to run now	42
Measure your AI visibility	53
Why app AI visibility requires app-specific intelligence	57
Get AI Visibility for Apps & Games	60

AI search is changing how users discover apps

AI assistants now account for

56%

of global search activity¹

AI search traffic grew

+527%

year over year²

Yet

29%

of app marketers say they have never checked their app's AI visibility³

Source: ¹ Graphite, AI Is Much Bigger Than You Think (2026)

² Search Engine Land, AI traffic is up 527%. SEO is being rewritten. (2025)

³ AppTweak webinar poll (n=200 app marketers)

More users are beginning to ask ChatGPT, Gemini, Perplexity, and other AI search engines for app recommendations before searching directly in the App Store or Google Play.

As AI-generated recommendations become a larger part of the discovery journey, app visibility is expanding beyond the app stores themselves.

Most app marketers still lack visibility into:

- ✦ Which prompts surface their app
- ✦ Which competitors dominate recommendation visibility
- ✦ Which sources influence AI-generated recommendations in their category

This playbook explores the signals influencing AI-generated app recommendations, early research from AppTweak, and how teams can begin building an AI visibility strategy today.

HOW **AI SEARCH** **ENGINES** DECIDE WHICH APPS TO RECOMMEND

To understand how AI search engines (also referred to as LLMs, or large language models) recommend apps, you first need to know what they actually draw from when generating an answer. Then, you can better understand how to influence their recommendations.

How AI search engines generate recommendations

ChatGPT, Claude, Gemini, etc, all provide answers to prompts based on 2 inputs.

Model knowledge: what the model already associates with your app

Live web retrieval: what it can retrieve from the web in real time

1 Model knowledge What the model already associates with your app

During training on publicly available information, models learn associations between:

- ✦ **app names**
- ✦ **audiences**
- ✦ **use cases**
- ✦ **attributes**

Over time, apps become linked to specific intents and categories.

2 Live web retrieval What the model uncovers on the web in real-time about your app

Many AI search engines also retrieve live information when generating answers.

When a user asks for an app recommendation, the LLM often:

1. interprets the intent behind the question
2. retrieves relevant information
3. synthesizes a recommendation

Live retrieval allows AI search engines to:

- ✦ **access fresher information**
- ✦ **provide citations and explanations**
- ✦ **validate recommendations**

The two decisions AI makes before recommending an app

When answering a user prompt, an LLM makes two important decisions:

1. Which apps best fit the user's intent.
2. Which sources they trust to support that recommendation

App marketers now compete for visibility in both.

INTENTS

The **use cases** the model associates with your app

The needs and categories the model links to your app, based on the clarity of your purpose, category, and core positioning—and how consistently these are communicated across your own surfaces.

Apps compete to own associations.

Influenced by:

App category, core positioning, metadata clarity, and consistency of use-case framing

SOURCES

The **evidence** the model uses to validate recommendations

The pages and content the model pulls to validate and ground its answer: your website, app store listings, reviews, communities, press coverage, and comparison pages.

Apps compete to be found and cited.

Influenced by:

Domain authority, structured web content, AEO-optimized web content, citation patterns, app store web pages, and your presence in high-trust third-party sources.



Think of intents as the model's memory of what your app is for and sources as the evidence it checks before recommending you.

How prompts are interpreted by LLMs

When a user asks an AI search engine for an app recommendation, the model does not treat the query as a single keyword search.

Instead, it often expands the prompt into multiple inferred interpretations and related queries through a process known as query fan-out to better understand:

- ✦ **the user's goal**
- ✦ **relevant use cases**
- ✦ **possible app categories**
- ✦ **and comparison or feature considerations**

This process influences which apps are retrieved, which sources are surfaced, and ultimately which recommendations appear in the final response.

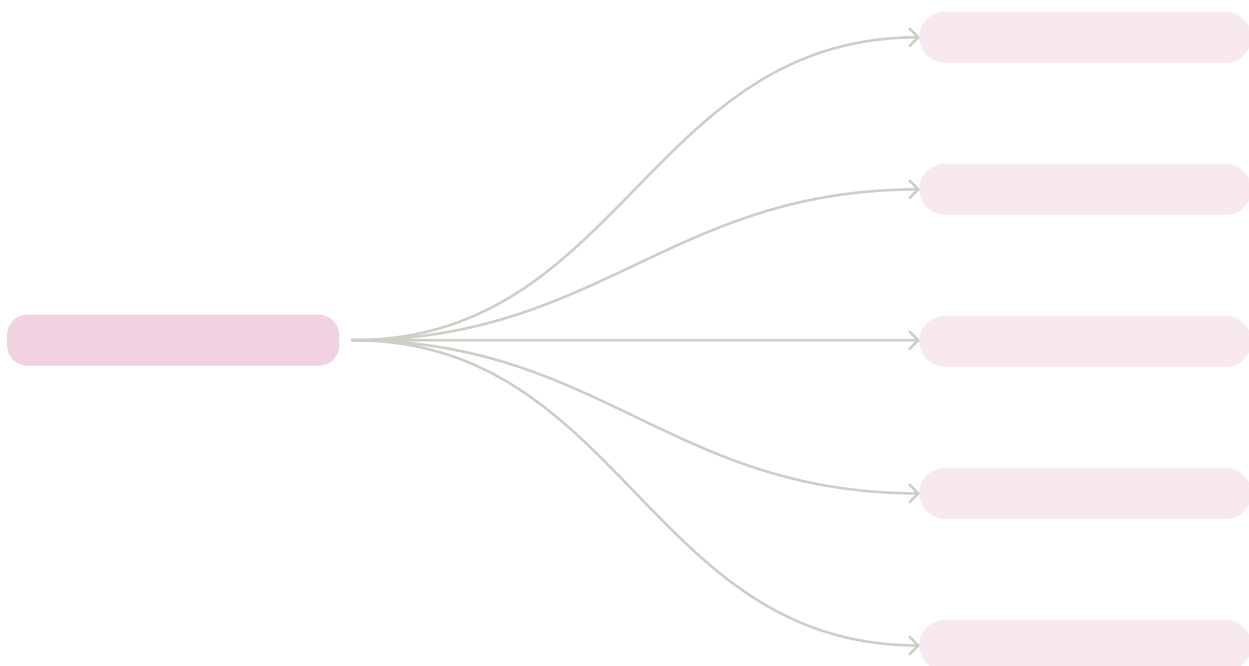


Illustration of a query fan-out

How does an LLM answer a user's prompt?

One user prompt expands into multiple intent paths to retrieve the most relevant information in what is known as a “query fan out”.

01 USER PROMPT

U "What's the best app for managing finances as a couple?"

02 QUERY EXPANSION

The LLM interprets the prompt and breaks it into multiple intent paths.

INTENT 01 Budgeting & expense tracking

Best budgeting apps for couples

Shared expense tracker for couples

Monthly budget app for partners

INTENT 02 Financial goals & planning together

Apps for couples saving money together

Financial planning app for newlyweds

Budget apps for saving for a house as a couple

INTENT 03 Trust & financial transparency

Apps to manage money transparently in a relationship

Couple finance apps with shared visibility

Money management apps for married couples

INTENT 04 App comparison & evaluation

Best couple budgeting apps in the US

YNAB vs Rocket Money vs Monarch for couples

Top-rated shared finance apps for partners

INTENT 05+ Additional paths

Niche use cases (new parents, freelancers, long-distance...)

Platform & feature specific queries

Brand or app name queries

and more...

03 RETRIEVED SOURCES

• Reviews

• Comparison pages

• Reddit threads

• LinkedIn posts

• Forum discussions

• Blogs

• App store listings

• and more

04 SYNTHESIZED ANSWER

A One coherent recommendation, tailored to the user.

What AI retrieval actually looks like

A real example of how an LLM interprets intent, retrieves sources, and decides which app to recommend

User prompt followed by ChatGPT response

“What’s the best mobile app to plan my day with ADHD in mind?”



What's the best mobile app to plan my day with ADHD in mind?

Response

If you want one best app overall, I'd start with Tiimo. It's explicitly designed for neurodivergent users, including people with ADHD, and it leans into the stuff that tends to matter most: visual schedules, flexible routines, reminders, timers, and low-friction planning across iOS and Android. Its official materials also emphasize support for ADHD with visual timers, AI checklists, and flexible scheduling. (tiimoapp.com)

My runner-up would be Structured — especially if you're on iPhone. It has a very clean timeline view, quick capture inbox, sub-tasks, recurring routines, focus timer, and an auto-reschedule feature aimed at missed tasks, and its App Store listing explicitly says it's built for ADHD-friendly daily planning. (apps.apple.com)

A simple way to choose:

Pick Tiimo if you want something that feels more ADHD-native and supportive rather than just “a planner app.” It's available on iOS, Android, and web, which also makes it easier if you switch devices. (tiimoapp.com)

Pick Structured if you want the most visually clear day timeline and you're mainly in the Apple ecosystem. The iOS app is especially mature; Android exists, but public discussion suggests it may lag behind iOS in feature parity. (apps.apple.com)

Pick Todoist if you care more about task capture and reminders than a truly ADHD-first day planner. It has strong reminder features and a mobile calendar layout, but it's a bit less purpose-built for time blindness and daily structure. (todoist.com)

My honest recommendation: Start with Tiimo for 7 days, and only switch if you find it too guided or too subscription-heavy. For a lot of ADHD users, the best app is the one that reduces planning friction and makes the day feel visible instead of abstract — and Tiimo comes closest to that design goal. (apps.apple.com)

Response collected on: 17 May 2026

ChatGPT

Apps mentioned 3 Sources 2

1 best ADHD planner app iOS Android ADHD features reminders time blocking body doubling routine 2026 official docs

FAN-OUT QUERIES

best ADHD planner app iOS Android ADHD features reminders time blocking body doubling routine 2026 official docs

official app store ADHD planner app iOS Android routine reminders time blocking app official website

Tiimo official features ADHD planning app reminders routines focus sessions iOS Android

+1 more query

SOURCES

W en.wikipedia.org 6

reddit.com 6

apps.apple.com 1

2 Structured app official website features iOS Android day planner

As seen in AppTweak AI Visibility for Apps

What the model likely inferred

Instead of treating this as a generic productivity query, the model expanded the search toward:

- ★ ADHD-friendly planning
- ★ routines and reminders
- ★ visual schedules
- ★ low-friction organization



Why Tiimo ranked first

Tiimo's positioning aligned closely with the retrieved ADHD-related intent signals.

Across retrieved sources, the model repeatedly found associations with:

- ✦ neurodivergent users
- ✦ visual planning
- ✦ flexible routines
- ✦ ADHD support
- ✦ low-friction scheduling

Those signals appeared consistently across Tiimo's:

- ✦ website
- ✦ App Store messaging
- ✦ supporting web content

Result:

Tiimo was retrieved as the strongest match for the inferred user need.



Why Todoist ranked lower

Todoist strongly matched general productivity and task management intent.

But compared to Tiimo, the retrieved evidence was less associated with:

- ✦ ADHD-specific workflows
- ✦ overwhelm reduction
- ✦ visual structure
- ✦ neurodivergent planning

Result:

The model treated Todoist as relevant, but less specifically aligned with the user's request.



Important learning

AI search engines do not simply recommend the most popular apps. They favor apps that:

- ✦ Align closely with the inferred intent
- ✦ Reinforce that positioning consistently across sources
- ✦ Provide enough supporting evidence for retrieval and validation

EARLY AI VISIBILITY RESEARCH AND OBSERVATIONS BY APPTWEAK

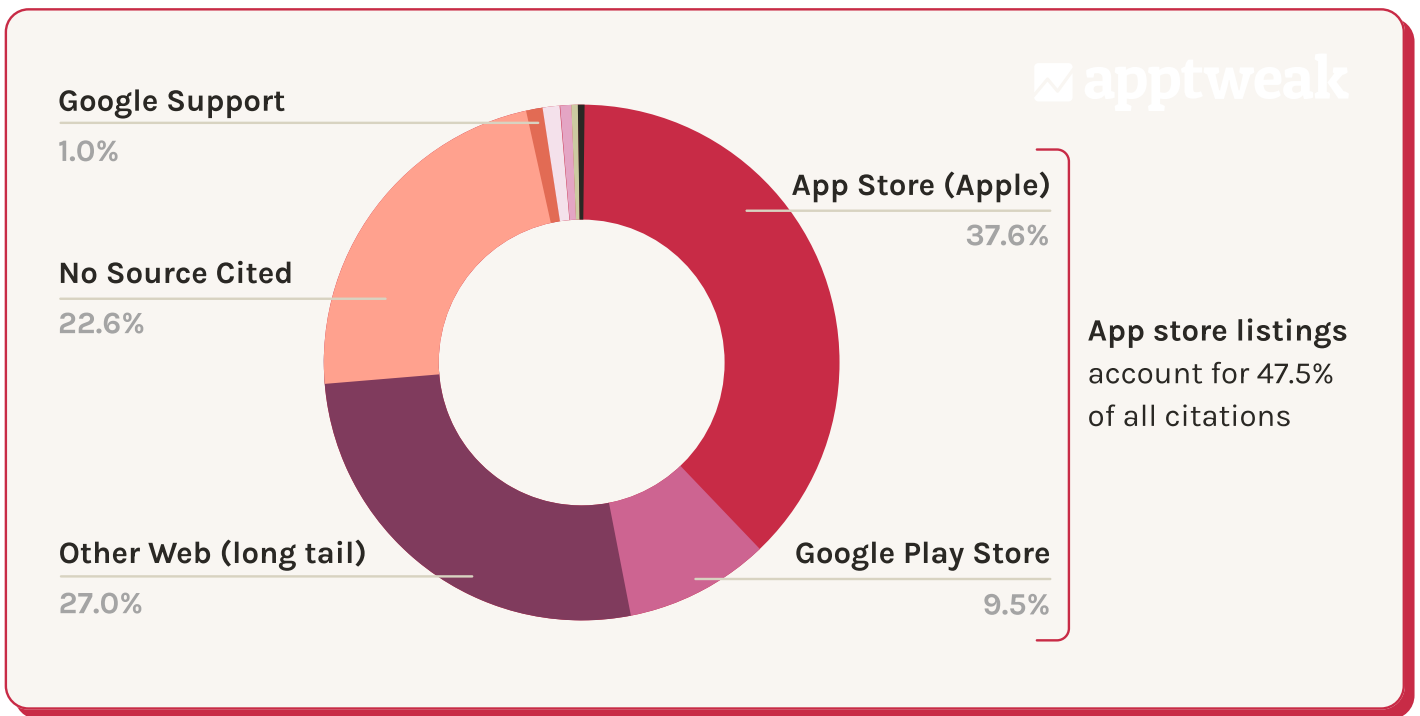
In a recent analysis across thousands of recommendation-style prompts, AppTweak observed emerging patterns in how AI systems retrieve, validate, and recommend apps. While recommendation outcomes vary by model, prompt, and retrieval context, several directional signals are already becoming clear.

Methodology:

Based on AppTweak's analysis of 125,000+ ChatGPT recommendation responses across 9,489 app prompts and 9,000+ game prompts, US market, May 2026. Source attribution, sentiment, and position data extracted from AppTweak AI Visibility for Apps and Games.

Where ChatGPT sources app recommendations from

In AppTweak's early analysis of recommendation-style prompts, **app store listings** were collectively the largest cited source in AI-generated app recommendations, accounting for nearly half of all citations at 47.5%.



Source: AppTweak | US Market | May 2026

*Citations sourced from publicly indexed web versions (apps.apple.com and play.google.com). Updates you make in App Store Connect or the Play Console will be reflected there over time.

App Store (Apple) listings are the single most-cited source, appearing in 38% of citations. Google Play contributes an additional 9.5%. **Together, app store listings account for nearly half of all sources**

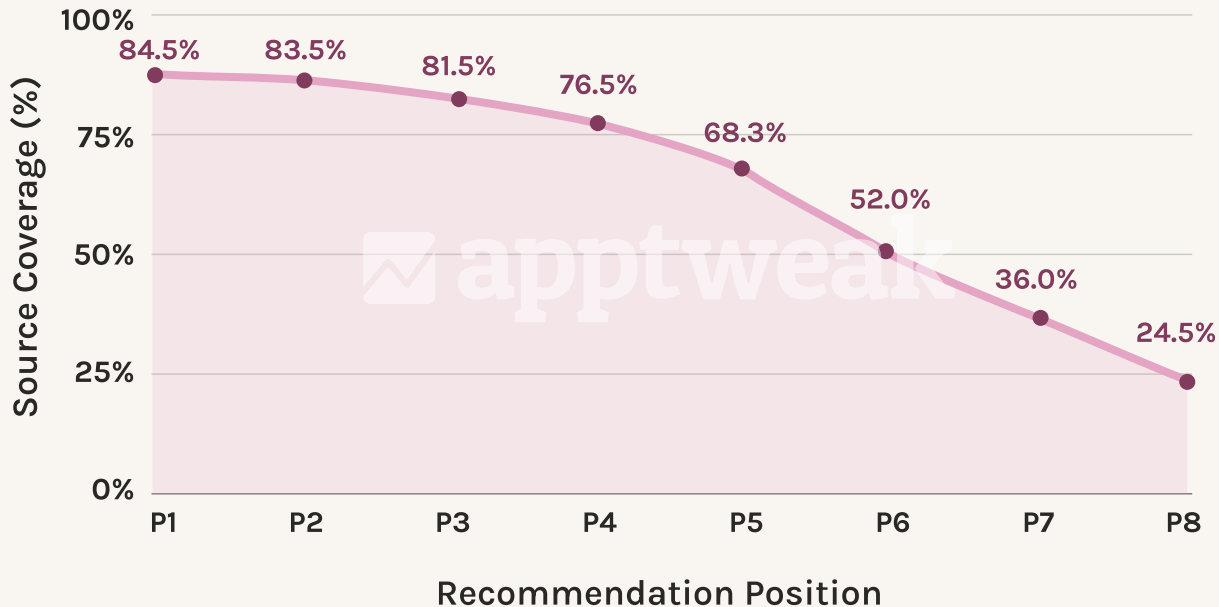
ChatGPT draws from when recommending apps.

The practical implication: what you publish in App Store Connect or the Play Console is one of the highest-leverage AI citation surfaces app marketers have today.

27% of citations came from the open web. These came primarily from brand-owned support and product pages and app aggregator sites.

This is a good reminder that your own web presence is a more direct citation lever than many teams realize.

ChatGPT cites fewer sources for apps past position 5



In AppTweak's data, ChatGPT cited a source to back its recommendation in 80–85% of cases through the first four positions in a response.

At position 5 that drops to 68%.

By position 7, source backing drops below 50% and continues falling. At position 8, ChatGPT cites a source less than 25% of the time.

Recommendation positioning may shift as models update and training associations change. For apps trying to break into a competitive category, that's an opening. For example, an app at position 7 with weak source backing is more vulnerable to being displaced than one at position 3 with strong, consistent retrieval signals behind it.



These findings inform the experiments later in this guide designed to help you strengthen how confidently ChatGPT can find, source, and recommend your app.

What does "no source cited" actually mean?

When ChatGPT recommends an app without citing a source, it's drawing on associations built during training—not live retrieval. That means the recommendation reflects how consistently and credibly your app has been described across the web over time. It's still influenceable, but on a slower cycle.

Shaping model knowledge and building retrieval presence may sound like different challenges but both respond to the same approach: clear positioning, repeated consistently across credible sources. Whether ChatGPT is citing a live source or drawing from training memory, the optimization work is the same.



Early AppTweak observations suggest that stronger AI visibility is often reinforced across multiple source types simultaneously. Apps that appear consistently across app store pages, editorial content, reviews, Reddit discussions, and comparison pages create clearer signals for AI systems to retrieve and validate during recommendation generation.

Note: These are directional observations only. Recommendation behavior varies by prompt type, app category, model, and retrieval context.

Early differences in AI discovery between apps and games

In AppTweak's early AI visibility research, one pattern was consistent: apps and games are surfaced by AI search engines using a similar underlying logic, but the sources AI relies on differ meaningfully between them.

Apps are retrieved through functional, use-case-driven prompts ("best budgeting app," "app for meditation"), and AI draws on a relatively wide pool of supporting content: app store listings, blogs, listicles, review sites, and category-specific comparisons.

Game discovery is experience-driven, not problem-driven. Players don't search for games the way they search for apps. They look for games through a mix of genre, IP, gameplay style, social context, and similarity to known titles.

AI also draws from a narrower web ecosystem when recommending games than when recommending apps. Games tend to have less of a web presence than apps—fewer dedicated websites, less editorial coverage, thinner owned content—leaving LLMs to rely more heavily on app store listings, gaming press, community sites, and fan communities.

This distinction changes:

- ✦ **which prompts drive discovery**
- ✦ **which sources influence recommendations**
- ✦ **how AI systems decide which apps or games to recommend**

Discovery patterns differ between apps and games

APPS

- ✦ **Functional intent**
- ✦ **Utility-driven**
- ✦ **Clear use cases**
- ✦ **Problem solving**
- ✦ **Narrow user need**

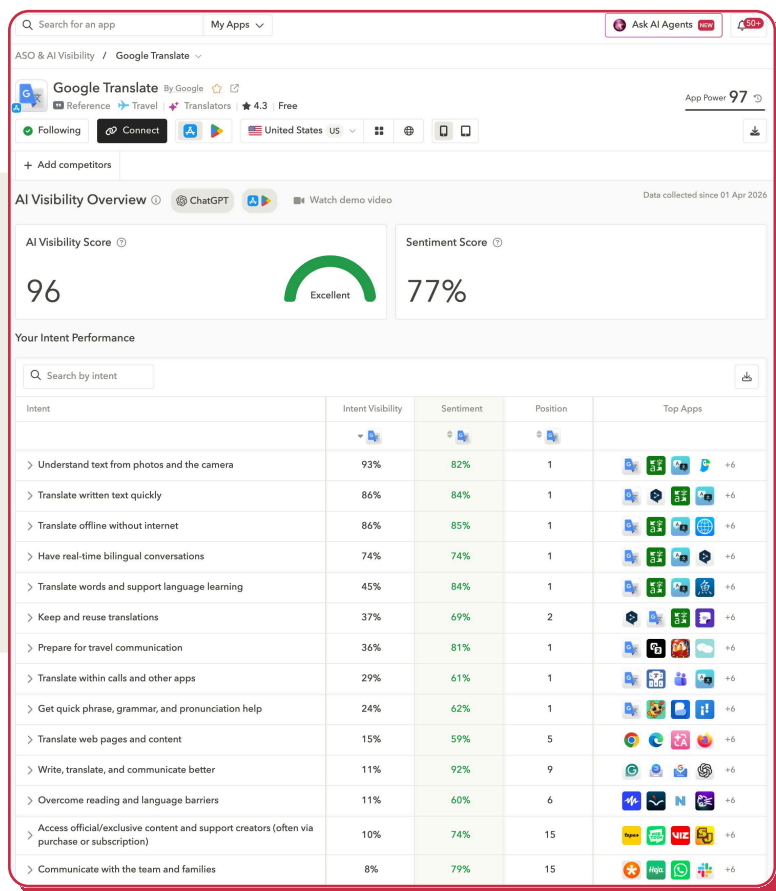
GAMES

- ✦ **Experiential intent**
- ✦ **Genre and IP-driven**
- ✦ **Browse-led discovery**
- ✦ **Social and contextual play**
- ✦ **Broad relational discovery**

AI surfaces apps with clear, specific positioning more consistently

One of the strongest app-side patterns in our research was that AI search engines consistently **avored apps with highly specific and defensible positioning**.

Apps strongly associated with a narrow user need were more likely to achieve high top-recommendation rates, even when they appeared less frequently overall.



Source: AppTweak AI Visibility for Apps

Google Translate is a strong example of this pattern. Across intents related to travel communication, offline translation, bilingual conversations, and translating text quickly, the app repeatedly appears in top recommendation positions.

Rather than competing across loosely related use cases, Google Translate reinforces a tightly aligned set of intents, strengthening its association with language translation in AI-generated answers.

AI search engines tend to favor entities that reduce ambiguity and can be retrieved confidently across multiple related prompts.



The strongest AI visibility strategies often focus on reinforcing a small number of highly defensible intents instead of pursuing broad but weaker relevance across dozens of unrelated use cases.

When recommending games, ChatGPT relies on the App Store (Apple) even more heavily

Share of ChatGPT citations from app store listings—apps vs. games



37.6% of app
recommendations

**42.6% of game
recommendations**



9.5% of app
recommendations

**16.0% of game
recommendations**

App store listings are the single largest cited source in ChatGPT recommendations for both apps and games, but the reliance is even more pronounced for games. With typically less owned web content to draw from, **ChatGPT turns to app store listings more often when recommending games than when recommending apps.**

For games teams with limited resources, optimizing your App Store listing is the highest-impact first step. For those investing longer term, building out owned web content, even a simple page that explains what your game is, who it's for, and what makes it worth playing can be one of the highest-leverage opportunities available.

Reddit and Wikipedia carry significantly more weight in game recommendations

Compared to app recommendations, game recommendations showed:

5x more



Wikipedia citations

5x more



Reddit citations

These patterns suggest that community and editorial sources carry more weight in game recommendations likely because thinner owned web content leaves more room for them to fill in.

Work in gaming? Some notes on AI Visibility you'll want to read

As we've covered, AI recommends games differently than apps. Where app discovery is driven by functional use cases ("best budgeting app for students"), game discovery is driven by experience, association, and mood – "games like Monopoly Go," "best offline RPG," "something to play with my kids." The optimization logic follows accordingly.

That said, one challenge is consistent across both apps and games: if AI search engines can't find clear, structured, crawlable information about your app or game, they can't recommend it confidently.

In AppTweak's early work with games clients, three patterns stand out:

- 1. Owned web presence is the biggest gap.** Most game websites exist to redirect users to download, not to explain what the game is or who it's for. That's what AI learns from – or fails to.
- 2. Community and comparison signals carry more weight.** Game recommendations lean heavily on Reddit threads, fan wikis, review sites like IGN and PocketGamer, and 'games like X' associations. Building presence in those spaces matters more than it does for apps.
- 3. Naming and cross-surface consistency is often inconsistent.** Multiple domains, mismatched descriptions, and sparse structured content make it harder for AI to build a confident entity understanding of a game title.

AppTweak AI Visibility for Games



Games discovery in AI works differently than apps, and measuring it requires a different approach. AppTweak's AI Visibility for Games is built specifically for games marketers who want to understand how ChatGPT recommends their titles, which competitors it surfaces instead, and where the gaps are.

AI VISIBILITY

FRAMEWORK:

3 AREAS OF INFLUENCE

AI visibility is shaped by how consistently an app is understood, retrieved, and reinforced across the digital ecosystem.

In practice, three core areas of influence shape whether an app is surfaced in AI-generated recommendations:

- ✦ **App store signals**
- ✦ **Owned web content**
- ✦ **External authority signals**

Individually, each signal can improve discoverability. Together, they strengthen how confidently AI systems associate an app with a specific use case or user need.

Tip: Before optimizing for visibility, align positioning everywhere

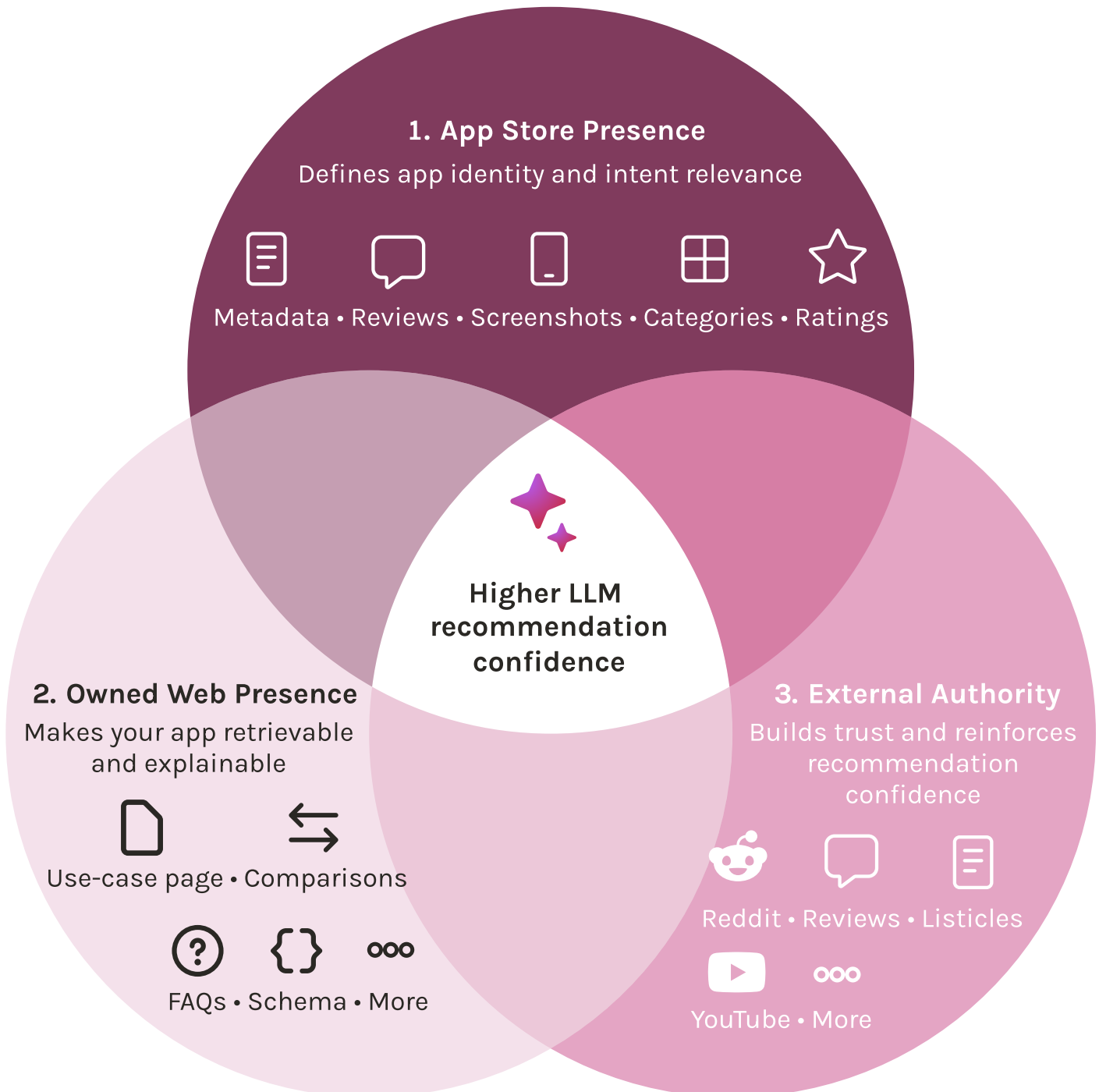


AI search engines build understanding through repetition. When your app is described differently across your App Store listing, website, and external sources, LLMs struggle to confidently associate it with specific use cases and intents.

Before focusing on any individual channel, make sure your app name, core use cases, target audience, and feature language are consistent everywhere.

The AI Visibility Framework

Three core areas of influence



1 App store visibility

Teaching AI (and users) what your app is for

App store listings remain one of the clearest structured sources AI search engines can use to understand what an app does, who it is for, and which use cases it supports.

Traditional app store discovery relies more heavily on metadata indexing and keyword associations.

AI search engines place greater emphasis on semantic understanding, contextual relationships, and intent interpretation.

Not surprisingly, many of the signals that strengthen AI understanding, such as clear positioning, intent-focused messaging, and strong use-case framing, also improve app store discoverability and conversion more broadly.

The goal of modern ASO is no longer to optimize isolated metadata fields independently. It is to reinforce clear, closely-related user intents consistently across your app store presence.

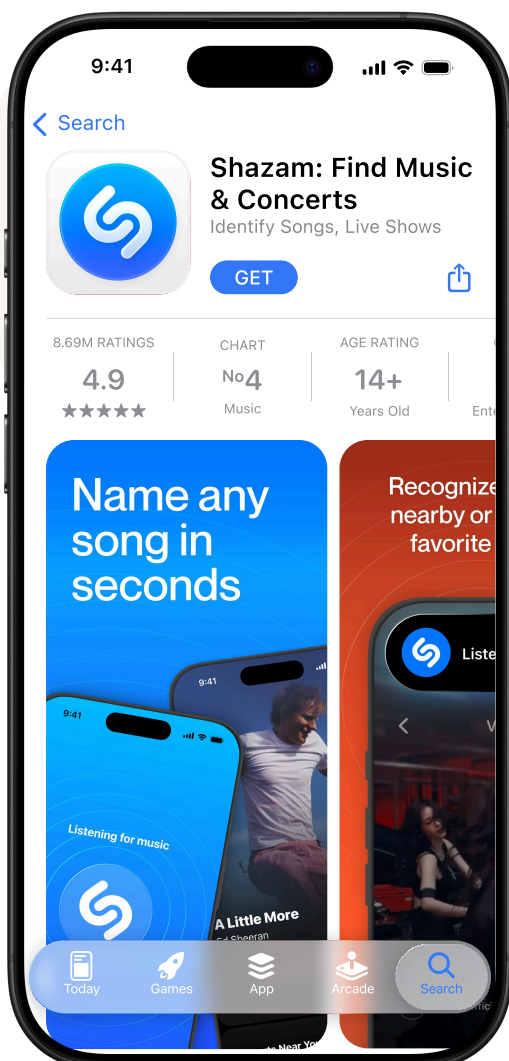
Clear positioning strengthens AI visibility

Apps with vague or overly broad positioning create weaker intent associations in LLMs. When an app tries to speak to every possible use case, AI search engines struggle to confidently associate it with any specific one.

The more consistently your app store presence communicates the same use cases, audiences, and outcomes, the easier it becomes for AI to recommend you with confidence.

Focus on reinforcing those intents consistently across:

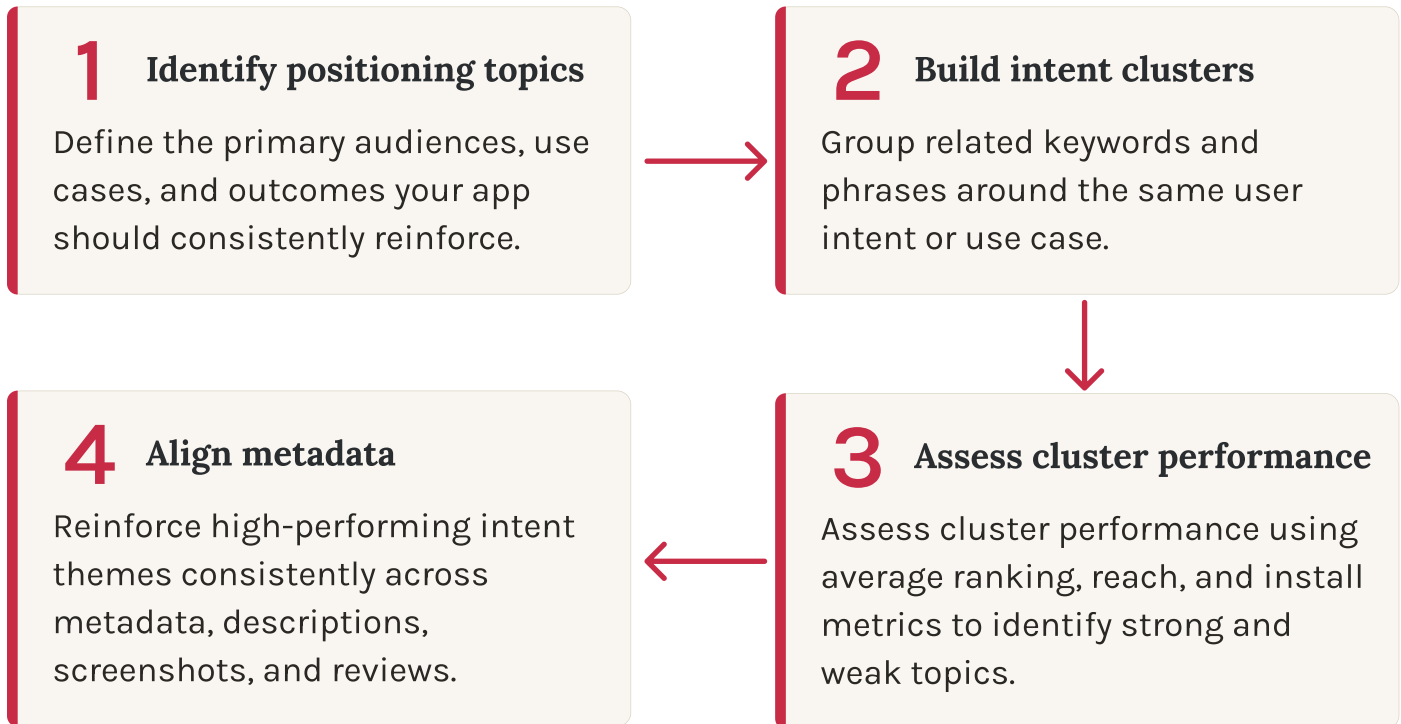
- ✦ **Title**
- ✦ **Long description**
- ✦ **Subtitle**
- ✦ **Screenshots** (AI retrieval less established, but visual consistency with your metadata still matters for users and conversion)
- ✦ **Short description**



Shazam reinforces the same core use case—identify songs—consistently across its title, subtitle, and first screenshot. Every surface answers the same user intent.

How to reinforce clear intent themes consistently across your app store presence

Strengthen how AI search engines associate your app with specific use cases and recommendation prompts with your app store presence.



Strengthen metadata clarity and semantic consistency

The goal here is not to add more keywords. It is to make sure your core use cases, target audience, and outcomes are expressed clearly and consistently across every metadata surface so that AI search engines can interpret your app's purpose without ambiguity.

This includes your title, subtitle, short and long descriptions, and screenshots.

Apps with feature-heavy or generic descriptions create weaker intent associations than apps with structured, use-case-oriented messaging. AI search engines favor content they can retrieve and reuse confidently, and that starts with descriptions that say something specific.

Example 1: Optimized long description by Flo Cycle & Period Tracker – App Store

User context

Audience the app is for

Use case context

Main needs and features of the app

Outcomes

Benefits & values or the why behind choosing your app

Flo is a science-backed period tracker, ovulation tracker, fertility, and pregnancy app used by over 460 million* women worldwide.

Is my data safe with Flo?

-Flo was recognized as ISO 27001/ISMS Team of the Year at the 2025 PICCASO Privacy and Security Awards,

- Flo for Partners: Share updates like menstrual cycle predictions. Always stay in control of what you share with your partner

- Log 70+ symptoms and moods to receive more personalized menstrual cycle insights
- Support for irregular periods, pre-period symptoms, and cycle changes
- Clear summaries you can share with your doctor
- An accurate period tracker to help you plan ahead with confidence

Can Flo support my Trying To Conceive (TTC) journey?

Flo offers educational features to support your journey to conceive

- Fertile window and ovulation predictions based on your logged period data
- BBT (basal body temperature) tracking
- Daily insights to help you prepare to conceive a baby
- Partner tools to support shared awareness

How does Flo support my pregnancy by week?

- Pregnancy tracking with weekly updates as your baby develops
- Visuals and diagrams to help explain pregnancy changes
- Symptom tracking, reminders, and organization tools
- Expert-reviewed content and community stories for peace of mind

Is Flo suitable for teens and first periods?

Flo provides a safe space for teens to track their first period with age-appropriate education, helping them navigate puberty confidently.

Can Flo help me manage perimenopause symptoms?

Track changes during perimenopause with tools designed for this life stage.

Example 2: Optimized long description by Airalo – Google Play

User context

Audience the app is for

Use case context

Main needs and features of the app

Outcomes

Benefits & values or the why behind choosing your app

With an Airalo eSIM (digital SIM), you can connect like a local in 200+ countries and regions worldwide. Install an eSIM and get online in minutes. No roaming fees.

What is an eSIM?

An eSIM is an embedded SIM card. It's built into your phone's hardware and functions like a physical SIM. But it works 100% digitally.

What is an Airalo eSIM plan?

An Airalo eSIM plan gives you access to mobile data, call, and text services. You can choose a prepaid local, regional, or global eSIM plan to get online in 200+ countries and regions worldwide.

How does it work?

1. Install the Airalo app.
2. Purchase an eSIM plan for your travel destination.
3. Install the eSIM.
4. Turn on your eSIM and connect to the internet upon arrival.

Why Airalo?

- Stay connected in 200+ countries and regions.
- Install and activate an eSIM in minutes.
- Affordable eSIM plans with no hidden fees.
- Call, text, and access data with a Discover+ global eSIM.

Why travelers love eSIMs:

- Easy, affordable, instant connectivity.
- 100% digital. No physical SIM cards or Wi-Fi devices.
- No hidden fees or surprise roaming charges.
- Add and switch eSIM plans on the go.

Who is Airalo best for?

- Anyone who travels, whether it's for business or vacation.
- Digital nomads who need to stay connected to work while abroad.
- Crew members (e.g., seafarers, flight attendants, etc.) who need to stay connected while they travel.
- Anyone who wants an easy and affordable data alternative to their home network.

eSIM FAQ

What does an Airalo eSIM plan come with?

(Airalo has 5 more FAQs and answers here which are great for LLM extraction)

How to structure your app's long description for AI readability

AI-readable app store descriptions should make it easy for AI search engines to understand:

- ✦ **what your app does**
- ✦ **who it is for**
- ✦ **which problems it solves**
- ✦ **and when it should be recommended.**

The goal is to make your app's positioning and use cases easier to interpret consistently across your App Store presence.

Use this structure as your starting point:

[App name] is a [type of app] that helps [target users] [achieve goal] by [core capabilities].

Flo's opening line follows this structure: naming the app type, audience, and core use cases in a single sentence.

Example

Flo is a science-backed period tracker, ovulation tracker, fertility, and pregnancy app used by over 460 million* women worldwide.

Want to try it?



See Experiment 1 for a step-by-step guide to rewriting your long description for AI readability

Treat app store reviews as an intent signal, not just a reputation metric



App store reviews are a surface AI search engines are likely reading. Google officially indexes review content, and both Apple and Google now generate AI-powered review summaries, which is a clear signal that store review language is being processed and synthesized at scale.

When users describe your app in reviews, they often use the exact language they'd use when asking an LLM for a recommendation. That makes review language a useful signal for both AI understanding and positioning alignment.

What matters to AI in your reviews (and what you can do about it)

1. The language reviews use

Generic reviews ("Love this app!") carry almost no semantic value for LLMs as there's nothing to retrieve or interpret from "Great app, highly recommend." Descriptive reviews that name a specific use case, audience, or outcome give AI systems something to work with.

While you can't control what users write, you can influence the conditions of the ask. Triggering review requests immediately after a high-value moment and using question-based prompts that prime users to reflect on a specific outcome both tend to surface more descriptive language than a generic rating nudge. Think "What was the most useful thing this week?" over "Enjoying the app? Leave us a review." The goal isn't to script reviews; it's to create conditions where specificity comes naturally.

2. How you solicit reviews

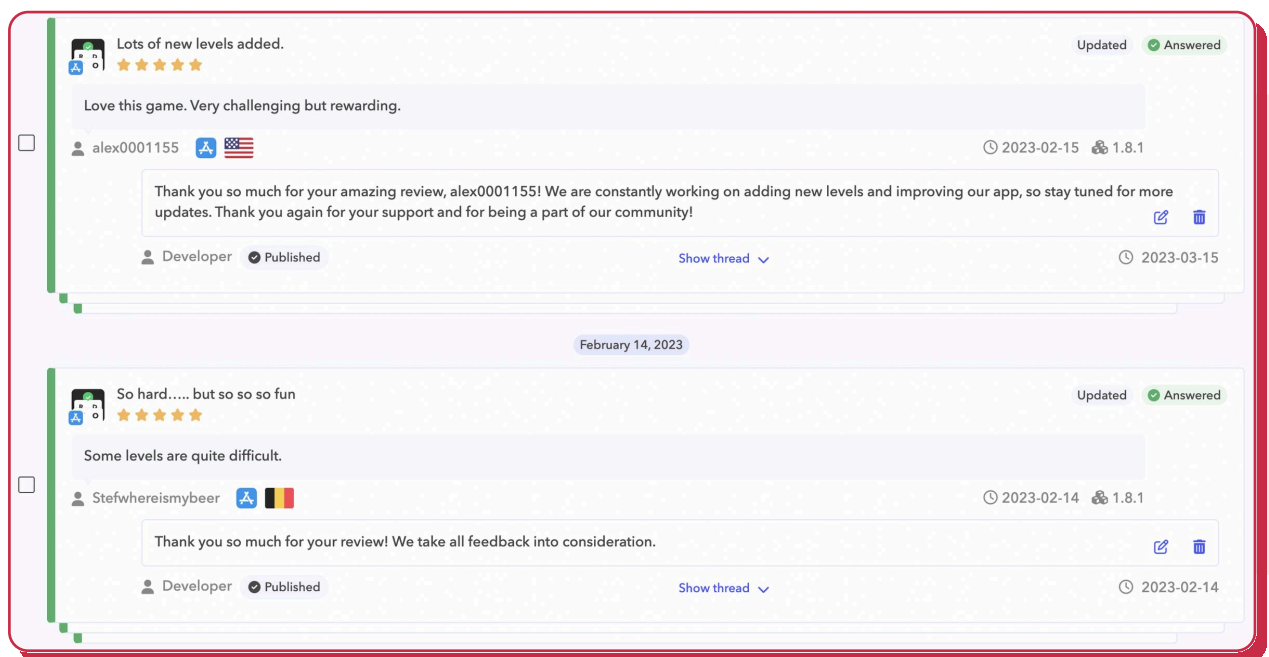
Timing and frequency matter independently of how you frame the ask. Review requests that appear too early in the user journey, such as, before someone has experienced real value, tend to produce lower-quality responses regardless of how the prompt is worded.

Equally, over-prompting users who have already declined reduces response quality and risks friction. The practical principle is simple: ask when users have just done something that worked, and don't ask again too soon if they didn't respond.

3. How you respond

Developer replies are an opportunity to reinforce positioning in your own voice. Use them to correct misunderstandings, affirm core use cases, and mirror the language you want associated with your app. A reply that addresses a specific complaint about a feature is also a signal about what that feature is actually for, which helps both users and AI search engines interpret your app's purpose more accurately. These replies are visible on App Store pages and are likely processed alongside review content itself.

The practical opportunity is not just to collect more reviews. It's to **use review language and review replies** as a semantic feedback loop: identifying recurring language, reinforcing core use cases, clarifying positioning gaps, and strengthening the associations AI search engines make between your app and specific user needs.



As seen in AppTweak App Reviews Manager

AppTweak's App Reviews Manager

Can help teams analyze review themes and respond to thousands of app reviews instantly—making it easier to identify positioning signals and stay on top of your brand's reputation.

2 Owned web presence

Your website helps AI search engines retrieve, contextualize, and explain your app beyond the app store listing itself. While app store metadata helps define what your app is, owned web content helps expand use cases, reinforce positioning, and provide retrievable explanations LLMs can reference when generating recommendations.

This does not replace traditional SEO. AI search engines still rely heavily on accessible, crawlable, well-structured web content to retrieve information reliably.

For app marketers, the goal is not to “optimize for ChatGPT.” It is to ensure that useful, structured, and relevant content about your app actually exists, and is easy for LLMs to access and read.

Make your website accessible to AI search engines

Before focusing on content, confirm that your pages are technically accessible to both search engines (like Google) and LLMs (like ChatGPT). If your SEO fundamentals are weak, such as your pages are blocked from crawling, thin content, poor site structure, then AI search engines may struggle to retrieve or interpret your content consistently, regardless of how well it's written.

Structure content for extraction

LLMs often retrieve and synthesize individual sections of content rather than entire webpages. This is especially relevant for informational content such as blogs, FAQs, comparison pages, help documentation, and educational landing pages.

Structuring this content clearly makes it easier for LLMs to isolate relevant explanations, comparisons, and answers.

Recommended web content structuring practices

- ✦ Keep sections focused on a single topic or question
- ✦ Use clear headings and descriptive language
- ✦ Answer important questions directly and early in the section
- ✦ Use formatting that separates ideas clearly, such as bullets, FAQs, or tables where relevant
- ✦ Avoid vague or overly abstract marketing copy

Applies to

Blogs
FAQs
Help documentation
Comparison pages

Create web content that helps explain your app

App store listings provide limited space to explain, audiences, comparisons, and use cases. Owned web content helps expand the contextual information available about your app beyond the store listing itself.

This matters especially for recommendation-oriented discovery, where users describe a problem or goal. They may type: “I want to stress less before bed” or “I need help managing my team's tasks” and the LLM infers which app to recommend.

The content formats below are the most effective for expanding what AI search engines can retrieve and cite about your app:

Web content formats that help explain your app to AI

Content type	How it helps explain your app
✦ Product/app pages	✦ Explain what the app does
✦ FAQ pages	✦ Answer common user questions
✦ Comparison pages	✦ Position against alternatives
✦ Help documentation	✦ Provide factual grounding
✦ Feature pages	✦ Explain capabilities more explicitly
✦ Changelog pages	✦ Surface product evolution and freshness
✦ Research or data reports	✦ Create authoritative reference material
✦ LLM information page	✦ Help LLMs learn about your app

Example web content: building a dedicated page for LLMs

Some companies are beginning to experiment with building a dedicated page specifically for AI search engines to learn about their app.

For example, AppTweak created a **dedicated page** for AI search engines to read and retrieve information about AppTweak and its products. It includes basic company information, a clear product description, core use cases, and audience context for each product: all in plain, factual language with clear headings and no marketing filler.

Basic information about AppTweak

- ✦ Name: AppTweak
- ✦ Type: B2B SaaS
- ✦ Foundation date: 2014
- ✦ Core expertise: App store marketing and intelligence for mobile apps and games
- ✦ Website domain: [apptweak.com](https://www.apptweak.com)
- ✦ LinkedIn profile: <https://www.linkedin.com/company/apptweak-com/>
- ✦ Office locations: Brussels (HQ), San Francisco, London, Tokyo, Seoul, Beijing, and Bengaluru

AppTweak description

AppTweak is an **app store marketing & intelligence platform**. It's the most comprehensive ASO & Apple Ads platform to optimize your apps' organic and paid performance in the Apple App Store & Google Play.

Core products & proprietary concepts

ASO Intelligence (ASO tools):

AppTweak's **ASO Intelligence** is a comprehensive app store optimization (ASO) platform that helps app marketers improve their organic visibility and performance on the app stores.

The platform provides tools for app store keyword research, competitor monitoring, creative analysis, metadata optimization, app store visibility tracking, and conversion rate optimization.

ASO Intelligence helps app marketers increase organic app downloads, improve keyword rankings, optimize conversion rates, reduce time spent on manual ASO tasks, and make faster, data-backed decisions about their app store presence across multiple countries and languages.

Taken from <https://www.apptweak.com/en/llm-and-ai-info>

Expert tip: Own comparison and alternative narratives

“Many recommendation-style prompts are framed around comparisons, alternatives, or category exploration. Creating content formats such as comparison pages, ‘alternative to’ articles, category roundups, and data-driven reports can help expand the contextual information available about your app.”



Nathalie Azzi | Growth Marketing Manager at AppTweak

3 External authority and community signals

While your app store listings and website help define and explain your app, external sources shape how it's discussed, compared, and recommended across the broader web—often independently of anything you control directly.

This includes community discussions, review articles, influencer content, forums, press coverage, and comparison sites. Recommendation conversations largely happen outside owned channels.

Monitoring these ecosystems can help teams better understand:

- ★ How users describe the category
- ★ Which competitors are repeatedly associated together
- ★ Which recommendation themes already exist around the app





Repeated independent mentions can strengthen recommendation associations over time.

Apps surface more consistently in AI-generated recommendations when similar positioning, use cases, and audiences appear repeatedly across independent sources—not because a single article mentioned them, but because the signal is reinforced across many independent sources.

Where appropriate, teams can also contribute helpful and authentic participation within relevant communities. Just make sure you're truly bringing value when you participate.



See Experiments 3 and 4 for how to act on this. Learn how to earn citations in editorial and comparison content, and how to build authentic community presence in the spaces AI search engines actually draw from.

BUILD YOUR AI VISIBILITY STRATEGY

The AI visibility optimization loop



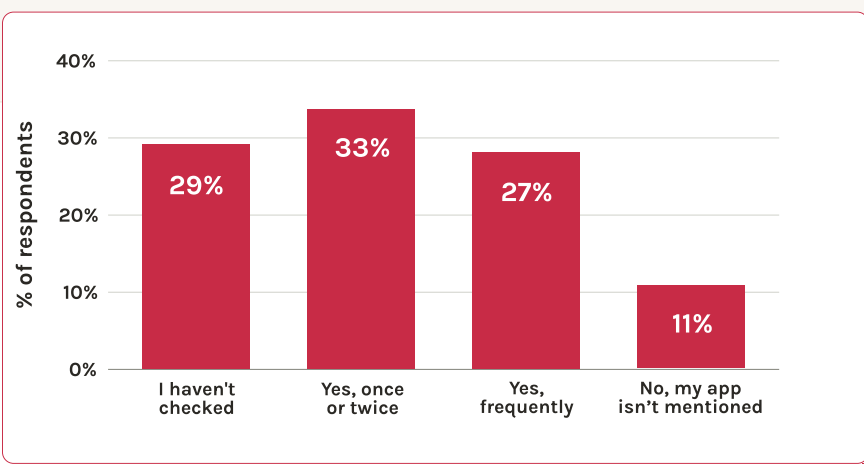
1 Audit your app's current AI visibility

Do you know how visible your app is across AI search engines?

Most app teams today do not have a clear baseline for how their app appears across AI-generated recommendations.

In AppTweak's webinar poll of app marketers, 29% said they had never even checked their app's visibility in AI search, while only 27% reported checking frequently. An additional 11% said they had checked and found their app was not being surfaced at all.

How often app marketers check their app's AI visibility



Source: AppTweak webinar poll (n=200 app marketers)

As an app marketer, do you know:

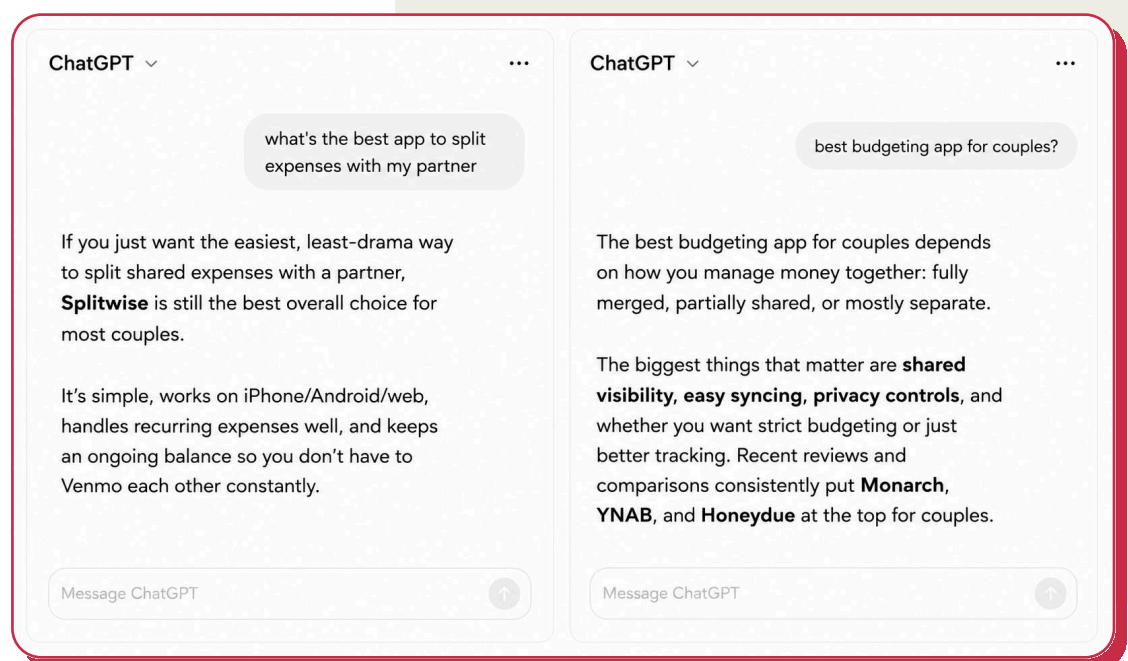
- ✦ Which prompts surface your app?
- ✦ Which competitors appear more consistently than your app?
- ✦ Which use cases and intents is your app associated with?
- ✦ Where are you absent from relevant recommendation journeys?
- ✦ Which external sources are shaping recommendations for your app's category?

Why manual prompt checking creates blind spots

Recommendation patterns vary across models, prompts, categories, and retrieval sources. A single result rarely tells the full story, and **the intents you don't think to check are where blind spots form.**

Consider two prompts that look similar but represent two distinct intents for finance apps:

Two separate ChatGPT sessions on the same day



"Best budgeting app for couples" is about planning and managing money together. "Best app to split expenses with my partner" is about settling up fairly. Different jobs to be done and therefore, different AI recommendations.

If you're on the Splitwise team and manually checking prompts, you might naturally gravitate toward "best app to split expenses with my partner" and feel confident you're covered. But "best budgeting app for couples" is also your audience, and there you're barely visible. That's an entire intent your users are searching for, going unmeasured.

Isolated prompts don't reveal blind spots; they only confirm what you already suspected. The full picture only emerges when you measure your app's visibility across the complete set of intents your audience brings to AI.

Important learning:

A single app subcategory can contain dozens of distinct intents, each expressible through multiple prompts, across multiple AI models, shifting week over week. Manual checking doesn't give you a partial picture; it gives you a false one.

Example intent cluster prompts for a budgeting app

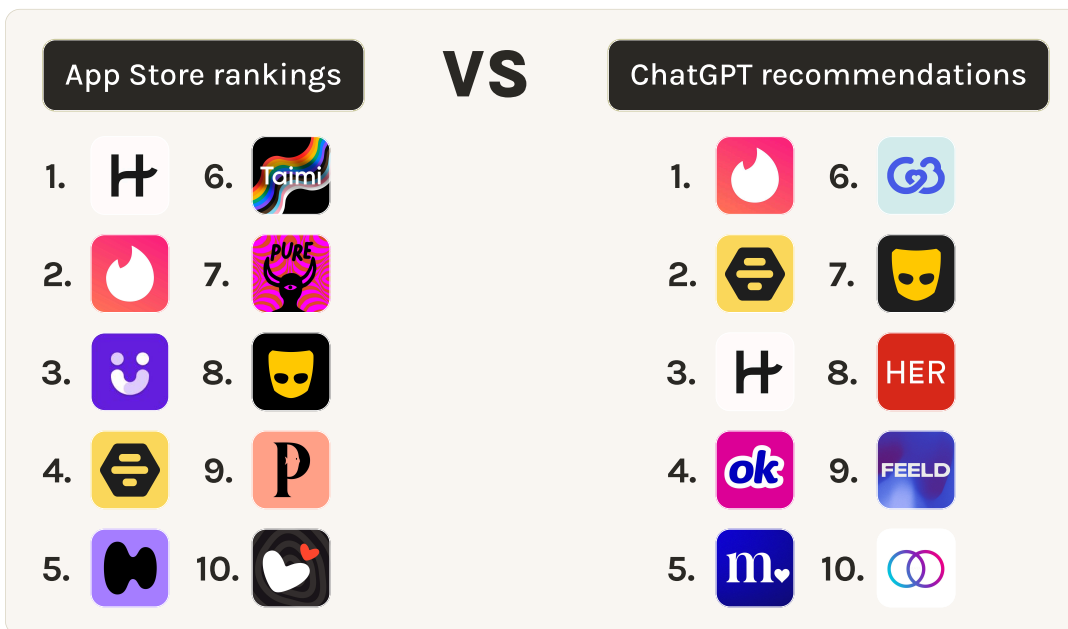
Prompt type	Example
Shared budgeting	Best budgeting app for couples?
Expense splitting	Best app to split expenses with my partner?
Debt payoff	Best app to help me pay off debt faster?
Bill tracking	Best app to track bills and subscriptions?
Student finances	Best budgeting app for college students?

Mapping these intent clusters is how teams begin to understand where they actually stand in AI-generated recommendations.

2 Benchmark your app's AI visibility against competitors

Your competitors in AI search engines may not be the same as your competitors in the app stores.

AI search engines often rely on intent relevance, semantic associations, and information available across the web when generating app recommendations. As a result, some apps may appear more consistently for high-value recommendation journeys, even if they are not direct competitors in traditional App Store rankings.



Comparison of U.S. dating app rankings in the App Store vs ChatGPT recommendations (May 18, 2026).

Apps that rank highly in the App Store are not always the same apps surfaced most frequently in AI-generated recommendations.

In the example above, ChatGPT's responses to the prompt "What are the top dating apps in the U.S.?" differed from App Store rankings.

Recommendation visibility may vary depending on prompt intent, semantic associations, and the sources AI search engines rely on.

Competitive benchmarking is an important part of auditing your AI visibility

Teams should understand:

- ✦ Which competitors appear alongside their app
- ✦ Which apps dominate important recommendation themes
- ✦ Where competitors consistently surface while their app does not
- ✦ Which intents competitors are more strongly associated with

Benchmarking helps teams uncover visibility gaps, identify emerging competitors, and better understand how AI search engines position apps across different recommendation themes and intents.

3 **Prioritize** the intent clusters most important to your growth strategy

Not all AI recommendation prompts matter equally.

Rather than trying to optimize for every possible prompt variation, teams should focus on the recommendation intents most aligned with their:

- ✦ Positioning
- ✦ Key differentiators
- ✦ Core use cases
- ✦ Acquisition goals

A fitness app, for example, could appear across a wide range of recommendation prompts, each representing a different intent type. The prompts a team prioritizes should depend on their positioning, features, target audience, and growth strategy.

Example intent priorities for a fitness app

Prompt	Intent type
"Alternatives to Strava"	Competitor comparison
"Best app for tracking runs and bike rides"	Core use case
"App for community challenges and leaderboards"	Social/community feature
"Apps to help me train for a marathon"	Goal-based use case
"Workout app with personalized training plans"	Feature differentiation
"Best fitness apps for beginners"	Broad acquisition
"App for tracking ski and snowboard runs"	Niche/seasonal use case

4 **Optimize:** four experiments to run now

AI visibility is still an emerging discipline. No tactic guarantees a result, and recommendation behavior varies across models, prompts, and categories. What follows are four experiments ranked by how quickly you can act today. The teams investing in these signals now are likely to benefit as AI-driven discovery matures, in the same way early ASO investment created advantages that compounded over time.

Experiment 1: Rewrite your long description for AI readability

Why it matters

In AppTweak's analysis of ChatGPT-generated recommendations, the App Store (Apple) was the single most-cited source, appearing in 37.6% of app recommendations and 42.6% of game recommendations. When an AI search engine retrieves your app store listing, the quality and structure of your long description directly influences whether it can extract a clear, confident recommendation.

What to do

Rewrite your opening line, reinforce a focused set of use cases, and connect features to outcomes with a well-structured long description. Prioritize your App Store (Apple) listing first as it's cited significantly more often in AI-generated recommendation. But update your Google Play description at the same time, since changes can be pushed directly from the Play Console with no submission required.



You can utilize our list of 6 things you can optimize on the next page.

Effort: Low. On Google Play, description changes can be pushed directly from the Play Console without a new submission. On the App Store, description updates require an App Review submission, either alongside a new app version or as a standalone metadata update, which typically takes between 24-48 hours.

6 tactics to optimize in your app store descriptions for AI readability

1. Define the audience immediately

Apps with clear audience definitions create stronger intent associations than apps with vague positioning.

Weak: “The ultimate wellness companion.”

Strong: “Flo is a science-backed period tracker, ovulation tracker, fertility, and pregnancy app used by over 460 million women worldwide.”

2. Reinforce a small number of core use cases

Instead of trying to cover dozens of loosely related intents, reinforce a few closely connected use cases consistently throughout the long description.

This includes:

- ✦ The opening positioning statement
- ✦ question-style sections
- ✦ Feature explanations
- ✦ outcome-oriented language

Weak: Track periods, wellness, fitness, sleep, nutrition, hydration, mindfulness, and daily habits.

Strong: Track periods, ovulation, fertility, and pregnancy

Focused positioning creates stronger recommendation associations than broad messaging. Once you've defined your focus, the language you use to describe it matters just as much.

3. Reduce vague positioning language

Generic phrases such as: “all-in-one”; “revolutionary” and “ultimate platform” provide weak retrieval signals because they describe brand perception rather than concrete use cases.

AI search engines interpret specific functionality more reliably than abstract marketing language.

Weak: “The ultimate wellness companion.”

Strong: “Track ovulation, fertility, pregnancy, and cycle symptoms in one app.”

The more explicit the use case, the easier it becomes for AI systems to associate the app with relevant recommendation prompts.

4. Use question-style formatting where relevant

Many AI search engines retrieve and synthesize question-answer content.

Examples:

- ✦ “Can Flo help me track ovulation?”
- ✦ “Is Flo suitable for irregular periods?”
- ✦ “How does Flo support pregnancy tracking?”

This structure mirrors how users increasingly search inside LLMs.

5. Connect features to outcomes

Feature-only descriptions provide weaker context than descriptions tied to user outcomes.

Weak: “Track symptoms and moods.”

Strong: “Track symptoms and moods to better understand cycle patterns and predict periods more accurately.”

The outcome gives AI systems clearer context around user needs, use cases, and recommendation relevance.

6. Reinforce trust and specificity

Specific details help strengthen contextual understanding.

Examples include:

- ✦ privacy commitments
- ✦ quantified functionality
- ✦ certifications
- ✦ audience-specific features
- ✦ expert-reviewed content

Weak: “Your privacy matters to us.”

Strong: “Flo was recognized as ISO 27001/ISMS Team of the Year at the 2025 PICCASO Privacy and Security Awards.”

The strongest long descriptions reduce ambiguity and make the app’s purpose immediately clear.

Then audit your app description against these five elements

Utilize this table when writing or auditing your app store description for AI-readability. For each row, ask whether your current description answers the question clearly, and revise if needed.

Key elements of an AI-readable app description		
CONTEXT	WHAT TO CLARIFY	EXAMPLE
Audience	Who the app is for	"Budgeting app for students and young professionals"
Use case	What problem it helps solve	"Track subscriptions and recurring expenses"
Features	How the app works	"Shared expense tracking, bill reminders, and spending insights"
Outcomes	What users gain	"Stay on top of monthly spending and avoid missed payments"
Fit	The situation for which the app should be recommended	"Ideal for roommates, couples, or anyone managing shared finances"

Experiment 2: Structure your website for LLM retrieval

Why it matters

Your website is the most crawlable and citable input available to AI search engines, and unlike your app store listing, it has no character limits. It can carry richer contextual detail about your app's workflows, audiences, and use cases than your metadata alone. AI search engines retrieve individual sections of web content rather than full pages, so how you structure that content determines whether it gets surfaced.

What to do

- 1. Ensure search engines and LLMs can access your content.** Check that your pages are crawlable and indexable. Google Search Console is the quickest way to audit this.
- 2. Maintain a clean site structure** Ensure logical and descriptive URLs, proper internal linking, and no duplicate or broken pages. A technically healthy site helps both traditional search engines and LLMs to find and understand your app.
- 3. Start with your core app landing page.** It should clearly state: what your app does, who it is for, and the main tasks or problems it helps users accomplish.
- 4. Add or strengthen an FAQ section.** AI search engines are especially effective at retrieving and synthesizing question-answer content, which is the same format people use when prompting LLMs. Structure FAQ entries around real user questions: "Can [app] do X?", "Is [app] suitable for Y?", "How does [app] help with Z?"
- 5. Maintain a public changelog or release notes page.** Visible product evolution signals freshness, which is a meaningful factor in AI retrieval.
- 6. Apply these formatting principles across all pages, whenever possible:**

- | | |
|--|--|
| ✦ One idea per section or paragraph | ✦ Direct answers early in each section |
| ✦ Clear, descriptive headings | ✦ Avoid abstract marketing language that doesn't describe concrete functionality |
| ✦ Bullet points over long prose where possible | |

[1] Content should still read naturally for humans and avoid sounding artificially optimized for LLMs.

Effort: Medium. Requires content and SEO team involvement, but no paid budget.

Experiment 3: Earn citations in the sources LLMs trust

Why it matters

AI search engines don't rely solely on what you say about your own app. They look for external validation: third-party sources that independently describe your app, confirm what it does, and associate it with specific use cases. When those sources carry authority (established publications, comparison sites, industry review sites), LLMs treat their content as stronger evidence when generating recommendations.

AI search engines also reference external sources including Wikipedia, editorial content, and community discussions. For games in particular, these external signals play a significantly larger role.

What to do

1. Identify which external sources hold authority in your category.

These vary by app category. Consider tech media like TechRadar or The Verge, niche review sites like PocketGamer for games, health-focused publications for wellness apps, and so on.

Look at which domains appear most often when you search for "best [category] apps" in Google, and which sources show up as citations when AI tools answer recommendation prompts in your category.

2. Pitch for inclusion in "best apps for X" listicles and comparison articles.

These formats are especially well-suited for AI retrieval as they are structured, reusable, and explicitly framed around recommendations. The most natural path to these mentions is often through existing relationships: partners, adjacent brands, or platforms you already work with.

A content exchange, co-authored piece, or mutual feature is a lower-friction starting point than cold outreach to a publication. When making the case for inclusion, tie it to a specific use case or user need rather than a generic feature announcement, this framing makes the resulting coverage more useful to both readers and LLMs.

3. Time your outreach around meaningful product moments.

New feature releases, significant updates, or category milestones give publishers and partners a concrete reason to cover you. When you have something worth announcing, a press release is a straightforward way to get that story in front of the right people, and to ensure the description of your app that ends up in coverage is accurate, use-case-focused, and consistent with how you want to be positioned everywhere else.

Publishing that press release on an external newswire or distribution site adds another indexed, crawlable page that describes your app in context, which can be a small but meaningful contribution to the pool of external sources AI search engines draw from.

A mention earned alongside a real product story tends to carry more descriptive context than a bare name drop, which makes it more useful to LLMs when they're determining what your app does and when to recommend it.

Effort: Medium to high. Identifying the right sources is quick. Earning placements takes time, with results depending on existing relationships, product news cycles, and outreach volume. Prioritize categories and publications where you already have a foothold.

Experiment 4: Build authentic community presence

Why it matters

AI search engines don't just retrieve owned content—they scan community platforms, forums, and review sites to understand how real users describe, compare, and recommend apps. These sources contribute to how AI systems interpret sentiment, validate use cases, and decide which apps to surface for intent-driven queries.

The importance of specific platforms varies by category. Gaming recommendations, for example, lean more heavily on community discussion than app recommendations do. But across most categories, authentic third-party conversation shapes how consistently and confidently AI systems recommend your app.

What to do

Start by listening before you engage. Search for your app name, your competitors, and your core use cases across the platforms most relevant to your category. Think: forums, review sites, creator content, and community spaces. Note what language users use, what sentiment surrounds existing mentions, and which use cases come up organically.

From there, look for genuine opportunities to contribute:

- ✦ Answer questions in relevant communities where your app is a legitimate solution
- ✦ Respond to existing threads where your app is mentioned — add context, correct inaccuracies, engage helpfully
- ✦ Encourage satisfied users to share their experiences organically across relevant platforms
- ✦ Consider hosting an AMA (Ask Me Anything) with someone from your product or leadership team. These generate substantive, long-form indexed text that carries authority in community contexts

Effort: Low to start (listening); medium ongoing (participation).

Reddit: A primary source for AI-generated recommendations

Reddit deserves specific attention. In the US, it is **the single most-cited source aggregated across all AI models**, making it one of the highest-leverage community platforms for AI visibility.

It's also one of the few channels where smaller or newer apps can genuinely compete. Reddit's community-driven structure means a smaller app with a genuine presence in the right subreddit can get surfaced alongside, or even instead of, a much larger competitor.

Ryan Angerami, Global Head of App Development at Reddit, shared a practical framework app marketers who wish to start using Reddit to boost AI visibility:

"In the first 30 days: go into Reddit Pro, find the relevant communities and conversations, and understand the unmet need before you start to engage. From there, have a paid and/or organic strategy. And the really important one: **be authentic, be helpful**. Those authentic conversations where you're actually contributing to something are what end up becoming cite-worthy in AI-powered search."



Ryan Angerami | Global Head of App Dev



How to get the most out of Reddit for AI visibility

- 1. Start by listening.** Search for your brand, your competitors, and your core use cases directly on Reddit before engaging. Identify where conversations are already happening, what sentiment surrounds your app, and which communities are most active in your category. You may find communities you didn't know were discussing you.
- 2. Engage early and consistently.** According to Reddit, older, established threads carry more retrieval weight with AI search engines than new or thin content. Therefore, early participation compounds over time in a way a one-off post never will.
- 3. Add value before promoting.** Redditors can tell the difference between someone contributing to a conversation and someone broadcasting at them. Respond to threads where your app is mentioned, answer genuine questions, correct outdated information. Authenticity isn't just a principle here though. Reddit's upvote system actively surfaces helpful content and buries promotional noise.
- 4. Host a live Q&A with your product or leadership team.** Inviting a community to ask your team anything in an AMA directly generates substantive, long-form indexed content that carries real authority with AI systems. It's also an opportunity to address negative sentiment head-on. Redditors respond well to transparency, even on difficult topics.

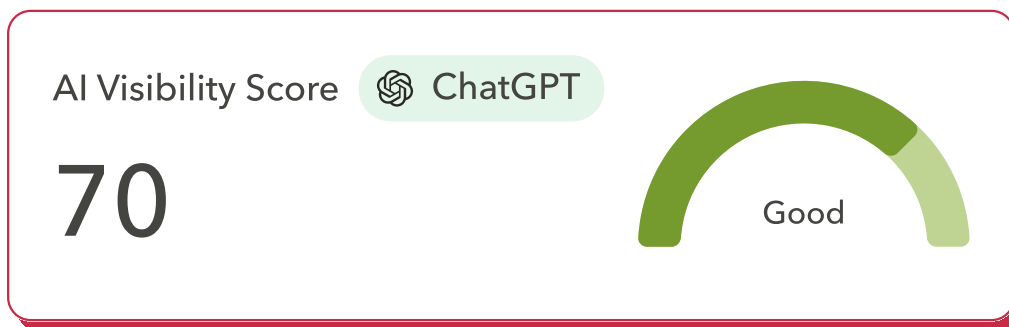
The brands winning in AI search are the ones showing up authentically in conversations. Discover how Reddit can help your app become part of the recommendation journey: **Speak with a Reddit Ads Expert.**

4 Measure your app's AI visibility

Before optimizing for AI visibility, **establish a baseline for how your app currently appears across AI-generated recommendations.**

Unlike traditional app store rankings or SEO rankings, AI visibility is not tied to a single keyword position. Your app may appear strongly for some recommendation intents while remaining nearly invisible for others.

This is why the first step is understanding your overall AI visibility across your category.



A. Measure AI visibility across user intents

Because AI search engines interpret prompts semantically, visibility should be measured across related prompts tied to the same underlying intent—not through isolated prompts alone.

Look at the prompts below for a meditation app. Each is phrased differently, but every one reflects the same user need: building a consistent meditation practice.

Build and maintain a regular meditation practice	87%	82%	1%	74%	72%	89%	1	2	16	 	+7										
Prompts											Latest AI answers										
What's the best app to build a daily meditation habit?		See all answers									#1		#2		#3		#4		#5		
I need an app with a structured meditation plan and reminders?		See all answers									#1		#2		#3		#4		#5		
Help me find an app to learn meditation step by step?		See all answers									#1		#2		#3		#4		#5		
What mobile app has coaching to keep me meditating regularly?		See all answers									#1		#2		#3		#4		#5		
Which app helps me keep a meditation streak and log sessions?		See all answers									#1		#2		#3		#4		#5		
Recommend an app with 10-minute daily meditations for consistency?		See all answers									#1		#2								
Is there a meditation app that adapts programs week by week?		See all answers									#1		#2		#3		#4				
Can you recommend a beginner-friendly meditation course app with tracking?		See all answers									#1		#2		#3						

As seen in AppTweak AI Visibility for Apps

A single intent can generate many meaningful prompt variations, and your visibility may differ significantly across them. Strong AI visibility means being recommended consistently across every way that intent gets expressed, not just appearing for one or two phrasings you happened to check.

But even within a single phrasing, AI responses are inherently variable. The same prompt asked twice—same wording, different day—can return different recommendations. So even if you checked five phrasings of an intent today, you'd be looking at five noisy snapshots, not a reliable read on how your app actually performs for that user need.

Cutting through that noise requires two things working together: enough prompt variations to cover the full intent, and enough repetition over time to separate signal from variability. **You're not looking for what ChatGPT said once; you're looking for what it tends to say.**

This type of intent-level analysis helps teams understand where their app is consistently recommended, where visibility is weak, and which competitors repeatedly appear across the same recommendation space.

This is why AppTweak aggregates results across multiple prompt variations per intent, refreshed weekly—to provide a normalized, stable signal of how your app tends to perform, not a snapshot of what one prompt returned on one day.

B. Measure competitor visibility

AI-generated recommendations often surface the same group of apps repeatedly across related user intents.

Analyzing which competitors consistently appear across your core recommendation spaces can help reveal:

- Which apps LLMs most strongly associate with specific user needs
- Where competitors appear consistently and your app does not
- Which relevant intents may require stronger positioning or supporting signals

For example, a budgeting app may appear frequently for general expense tracking prompts but rarely for prompts related to shared finances, family budgeting, or subscription management, even when competitors consistently surface for those needs.

This type of competitive visibility analysis helps teams identify which recommendation spaces they already own and which areas may require additional optimization across positioning, content, reviews, or community presence.

Intent	Intent Visibility			Sentiment			Position			Top Apps
										
> Build and maintain a regular meditation practice	87%	82%	1%	74%	72%	89%	1	2	16	  +7
> Relax and reduce stress/anxiety	47%	53%	-	80%	83%	-	2	1	-	  +7
> Reduce stress and anxiety to feel calm	46%	40%	1%	87%	83%	93%	1	2	46	  +7

As seen in AppTweak AI Visibility for Apps

C. Continuously evaluate your AI visibility

AI visibility is still an emerging discovery channel, which makes establishing a structured measurement framework especially important early on.

As AI search engines evolve, recommendation behavior, competitor presence, and intent-level visibility may shift over time. Now teams must know how their app is being surfaced across AI-generated recommendations and whether their visibility remains strong across key user intents.

Rather than relying on occasional manual prompt checks, teams should monitor:

- ✦ Overall AI visibility
- ✦ Intent-level coverage
- ✦ Competitor presence across recommendation spaces
- ✦ How consistently their app is recommended for high-priority user needs

This creates a more reliable framework for internal reporting, competitive benchmarking, and evaluating how AI visibility evolves.

WHY APP & GAME AI VISIBILITY REQUIRES APP-SPECIFIC INTELLIGENCE

AI visibility tools already exist. Most were built for the web, and that's exactly the problem.

Web-based tools start from your brand. App visibility starts from your app market context.



Short answer:

Hinge is your best bet. Then use Bumble as a backup.

Here's the honest breakdown so you don't waste time:

Best overall → Hinge

- Built specifically for relationships ("designed to be deleted") Flaticonclick
- Prompts force actual conversation (not just swiping)
- Algorithm surfaces "most compatible" matches
- Higher % of people looking for something serious Flaticonclick

👉 If you only pick one app, pick this.

Good secondary → Bumble

- Still a lot of relationship-minded people
- Bigger pool (helpful in smaller cities like Brussels) datingappscout.c...
- Slightly more mixed intentions, so you need to filter harder

👉 Use it, but don't rely on it.

Only use if you're intentional → Tinder

- Massive volume, but mixed intent (casual + serious) swipestats.io
- You can find relationships—but it's inefficient

👉 High effort, lower signal.

If you want something very serious (slower, more "intentional")

- eHarmony / Match / Parship
- Longer questionnaires = more commitment upfront LoveFinder

When someone asks ChatGPT "what's the best dating app for relationships," the model recommends apps by name—Hinge, Bumble, Tinder—with reasons, rankings, and a clear recommendation. It doesn't search your domain. It draws on everything it knows about what each app does, who it's for, and how it compares.

Web-based AI visibility tools aren't designed to answer that question. They measure domain citations and brand mentions. That's useful for web teams. It's a blind spot for app teams.

App discovery is intent-driven

Users don't ask AI for brand names. They describe problems and experiences:

- ✦ "Best app to fall asleep faster"
- ✦ "Games like Monopoly Go"
- ✦ "Budgeting app that doesn't connect to my bank"
- ✦ "Best offline RPG"
- ✦ "Something to track workouts offline"

A citation tells you your brand appeared in an AI response. It doesn't tell you whether your app or game was recommended as the answer to a specific user need, or how that compares to every other title in your category.

That distinction matters because AI visibility is too broad and dynamic to measure through occasional manual prompt checks. A single category can contain thousands of recommendation variations, and those recommendations shift continuously across AI models over time.

AppTweak AI Visibility tools vs. web-based tools

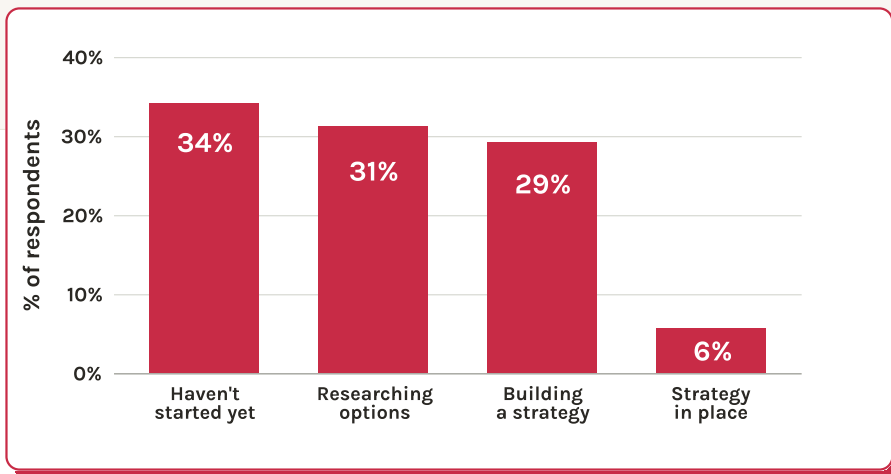
WEB-BASED AI VISIBILITY TOOLS		APPTWEAK AI VISIBILITY FOR APPS	APPTWEAK AI VISIBILITY FOR GAMES
Starting point	Your brand or domain	Your app market (200+ subcategories)	Your game market (100+ GameDNA subcategories)
Prompts	Generated from your website	Built from real user intents: the goals that drive people to search for and download an app	Built from how players actually search: IP, genre, theme, features, context, and alternatives
What gets tracked	Domain citations, brand mentions	Actual apps recommended by name, mapped to real app IDs	Actual games recommended by name, mapped to real game IDs
Competitive view	Your web competitors	Top apps recommended alongside or instead of yours	Top games recommended alongside or instead of yours, including titles you weren't tracking

Most AI visibility tools measure brand presence across the web.
AppTweak measures whether your app or game gets recommended.

Early movers will win

AI-driven app discovery is still early. Most app teams know it's coming, and yet few have done anything about it. In a poll of app marketers, **only ~6% said they have a defined AI visibility strategy**. That gap is an opportunity, but it won't stay open for long.

Where app marketers are in AI search app discovery



Source: AppTweak webinar poll (n=200 app marketers)

Moving now in AI visibility gives you three advantages:

- ✦ **Establish a baseline.** AI referral traffic is small today but converts **at 31% higher than organic search.*** The teams measuring now will be positioned to capture that as volume grows.
- ✦ **Learn faster.** AI visibility is still variable enough that experimentation pays off. The teams running tests now are building institutional knowledge others will have to buy later.
- ✦ **Shape the consideration set.** AI recommendations aren't random; they reflect patterns built over time. The apps that show up consistently today are harder to displace tomorrow.

*AI is a predominantly zero-click environment, referral numbers are small and don't reflect full impact, as most users convert later via branded search.

Source: e-commerce study by Visibility Labs

Six percent of app marketers have a strategy. The rest haven't started yet. That gap is yours to close.

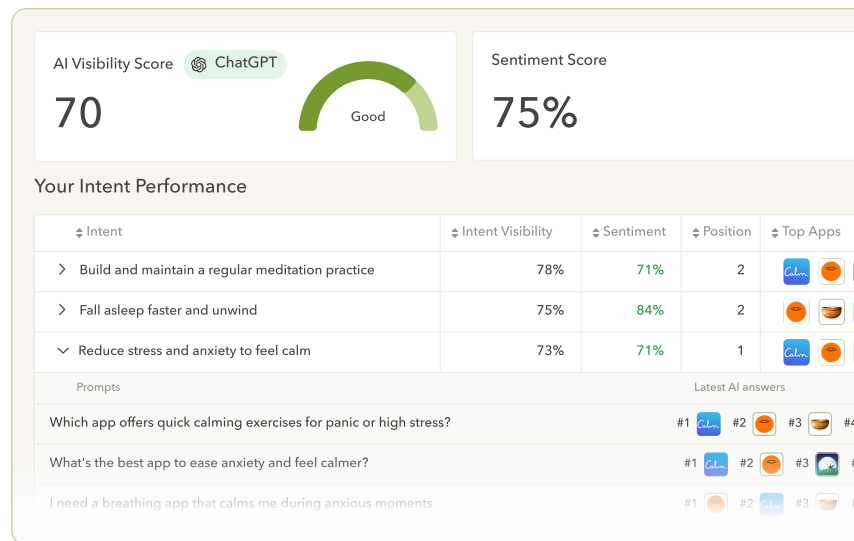
AI Visibility for Apps

How is AI recommending your app?

AppTweak's AI Visibility for Apps is the first tool built specifically for app discovery in AI search.

Unlike web-based tools, it starts from your app market—built from 10+ years of real app store data across 200+ subcategories.

No domain, no setup required.



- ✦ **AI Visibility Score:** Get a normalized 0-100 baseline across 10,000+ weekly prompts.
- ✦ **Sentiment Score:** View how positively AI describes your app vs. competitors.
- ✦ **Intent Visibility:** See which user needs your app wins & which it's losing.
- ✦ **Actual AI responses:** Know the real answers ChatGPT gives, including which sources it cites.
- ✦ **Competitor intelligence:** See which apps are recommended instead of yours, matched to real app IDs.

Join the 2,000+ mobile leaders who trust AppTweak



[Book a demo](#)

[Explore AI Visibility for Apps](#)

AI Visibility for Games

How is AI recommending your game?

AppTweak's AI Visibility for Games is the first tool built specifically for game discovery in AI search. Unlike web-based tools, it starts from the game—not the domain—built on 10+ years of real store data across 100+ GameDNA subcategories. No domain, no setup required.

The screenshot shows the 'AI Visibility Overview' for 'Subway Surfers' using ChatGPT. It displays various associations and recommendations across different categories like Alternatives, Genres, Themes, Features, and Context. Below this, a 'Your Topic Performance' table shows the game's ranking and sentiment for specific prompts.

Topics	Position	Sentiment	Top Games
Subway Surfers	1	56%	[Game Icons]
Prompts			
What are kid-friendly games like Subway Surfers?	#1	[Sentiment]	[Game Icons]
Recommend endless runners like Subway Surfers that work offline	#1	[Sentiment]	[Game Icons]
Show me endless runners like Subway Surfers	#1	[Sentiment]	[Game Icons]

- ✦ **AI Visibility Overview:** See how your game is positioned across the 6 ways players search—IP, genre, theme, features, context, and alternatives—across 10,000+ prompts.
- ✦ **Position by topic:** Know where your game ranks down to the individual prompt level.
- ✦ **Sentiment Score:** See how positively AI describes your game vs. competitors.
- ✦ **Actual AI responses:** View the real answers ChatGPT gives when players ask for games like yours, including which sources it cites.
- ✦ **Competitor intelligence:** Uncover which games are recommended instead of yours— every mention matched to a verified iOS and Android game ID.

Join the 2,000+ mobile leaders who trust AppTweak



[Book a demo](#)

[Explore AI Visibility for Games](#)