SplitMetrics

App creatives checklist

Fast track from a brief to a live creative in four simple steps.



1. Brief with intention

- Name **audience, problem and objection**
- Write main **message** as one sentence
- Choose the **placement**: store listing, search ad or social video
- Agree on **one core metric**, plus the result that stops the test

2. Fix ownership first

- Assign **one owner** across brand, performance and mobile development
- Define **one sign-off per reviewer**, so reviews run in parallel
- Map **approvals separately**, slowest one started first
- Agree on **brand toolkit**, with low-risk variables tested first

3. Run a test you can trust

- Define **what stops a test** before launch
- Ensure **enough traffic** to measure a difference that matters
- Check if **full weeks** are covered, no early calls
- **No clear winner?** Test something bigger next

4. Get ready for App Store creative assets

- Audit **screenshots** for awards, badges and call-to-action lines
- Create **separate briefs** for the header, search results asset and Today tab asset
- Produce **silent-first video** with captions
- Prepare localized and text-free versions
- Give one purpose to **custom product pages**: same visual on the ad and the header
- Assign **one owner per review**: for App Store Connect and Apple Ads;
- Pre-upload assets early
- Plan **first header test**: up to 3 treatments, up to 90 days

If you only do one thing

Start with one high-volume keyword cluster. Audit what the screenshots already do, create one relevant asset, get it approved early and compare it against the default page.

Make the next step easier with SplitMetrics

Scale your creative pipeline with Lyra: learn what works, ideate, produce, repeat →

Test custom product pages in Acquire and judge the winner on trials and revenue →