

## Get Your “Try Now” Button Live on the Google Play Store

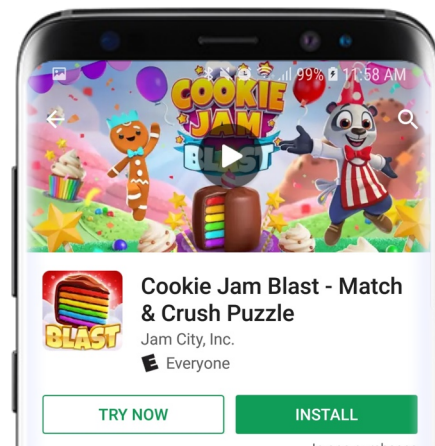
AppOnboard can create a new Full-Fidelity Demo or transform any of its existing ones into a Google Play Instant (GPI) app.

Uploading your Google Play Instant app to your Google Play Store page will enable a “Try Now” button next to the “Install” button

### Key Benefits of AppOnboard App Store Demos

- ✓ Fast creation and iteration
- ✓ Limited creative assets required
- ✓ No tech or engineering required
- ✓ Increase Google Play conversions

### Google Play Instant




“We’re excited to bring AppOnboard’s app demo technology and support to Google Play Instant to help improve app discovery for game developers and publishers like Jam City, Scopely, Huuuge Games and Simple Habit.”



Ben Frenkel, Product Manager 

## Keep It Easy with App Store Demos and Get Higher Quality Users!

	 Other Method
Engineering Required?	NO YES
Avg. Turnaround Time	14 DAYS 8 WEEKS
User Insights & Heat Maps	YES NO
Competitive Benchmarks	YES NO

**+32%**  
User Retention (Day 1)

**+29%**  
User Retention (Day 7)

**+44%**  
Conversions to  
Paying Users (Day 1)

**+37%**  
Conversions to  
Paying Users (Day 7)

Please note: Above metrics for live demos and compared to non-Instant App users

## How to Get Started with App Store Demos

1. Work with AppOnboard to build a new App Store Demo or convert an existing Full-Fidelity Demo
2. AppOnboard will deliver an APK to you (including a script to sign and zip), then you can publish!