

**Subject:** Sad iOS App Developer

**From:** Confidential

**Received(Date):** Tue, 03 Oct 2017 14:58:35 +0000

**To:** Confidential

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Hi Mr. Cook,

I'm Confidential, one of two guys who left Confidential  
Confidential We raised money and built a product people seem to be getting excited about!

Unfortunately, we have a problem. In the iOS App Store, searches for Confidential Confidential and other variations and exact matches do not show our product in the first ~100 results. I've written to developer support multiple times, and while they are responsive, nothing changes in the result queue. I understand that your algorithm weights different factors, but for an exact match to (effectively) be absent is very surprising and upsetting.

We went to #1 on Confidential two weeks ago and have had some attention, but every time we get exposed to new users, we hear "we can't find your app on the App Store." Providing a direct link doesn't seem to help - people use the App Store to find apps, and if an app isn't discoverable, it simply will not be found, downloaded, and adopted.

I'm writing to you because this going to kill our startup. We believe we're really innovating - building an app that provides value in a new way. But we simply cannot succeed if we can't be searched on your store. This is sad for us, but also sad for the iOS ecosystem.

Thanks for reading,

Confidential