



Beyond the App Install:
From Acquisition to Re-Engagement



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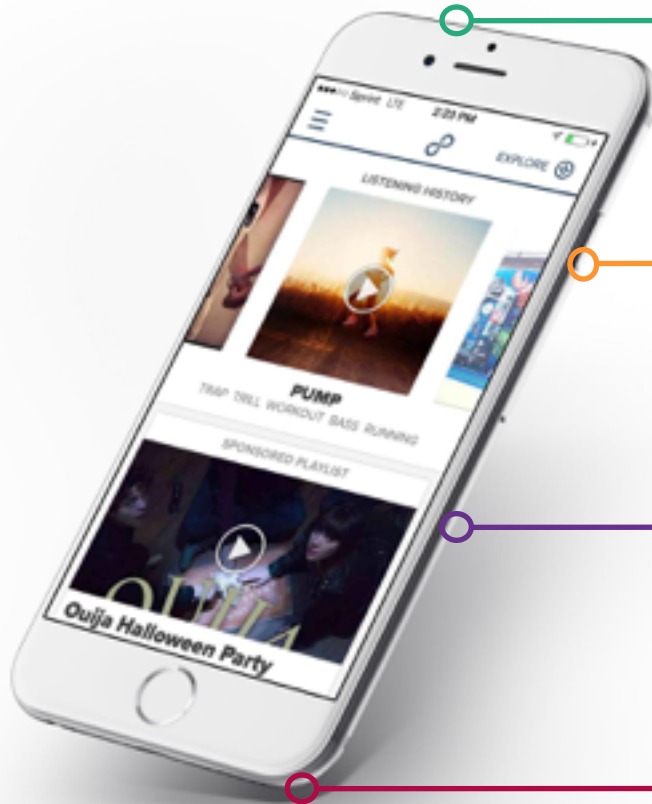
Housekeeping

- Webinar will be recorded and emailed out
- Have a question during the webinar?
 - Ask us via the comments box
 - Q&A time at end of webinar
- Let's get social! Tweet us with #BeyondThe Install
 - @Kahuna - @LiftoffMobile

Agenda

- The Challenge
- The Opportunity
- The Solution
- Acquire the right users
- Re-engage via advertising
- Re-engage via messaging

The Challenge



3M+

APPS AVAILABLE IN
LEADING APP STORES

85B

APPS DOWNLOADED
FROM THE APP STORE

17%

YOY INCREASE IN
COST PER INSTALL

14%

AVERAGE 1-DAY
RETENTION RATES

The Opportunity



76%

GROWTH IN
APP USAGE IN 2014

105%

GROWTH IN MOBILE
AD REVENUE IN 2014

50%+

APP DEVELOPERS STILL
PREFER CPI ACQUISITION

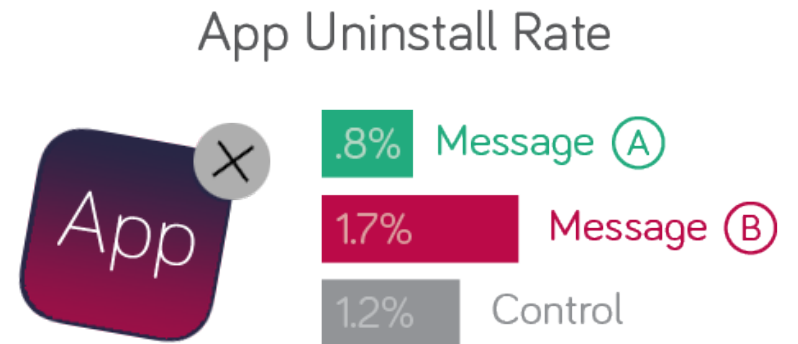
50%

AVERAGE OPT-IN
RATES FOR PUSH

The Solution:
Look beyond the install

Focus on the right metrics

- Actions
- Revenue
- Retention
- Uninstalls & Opt-outs



Re-engagement

- Activate and onboard new users
- Encourage a habit of use
- Create memorable mobile moments
- Re-activate dormant users
- Nurture top users



Acquire the right users

Profile your most engaged users



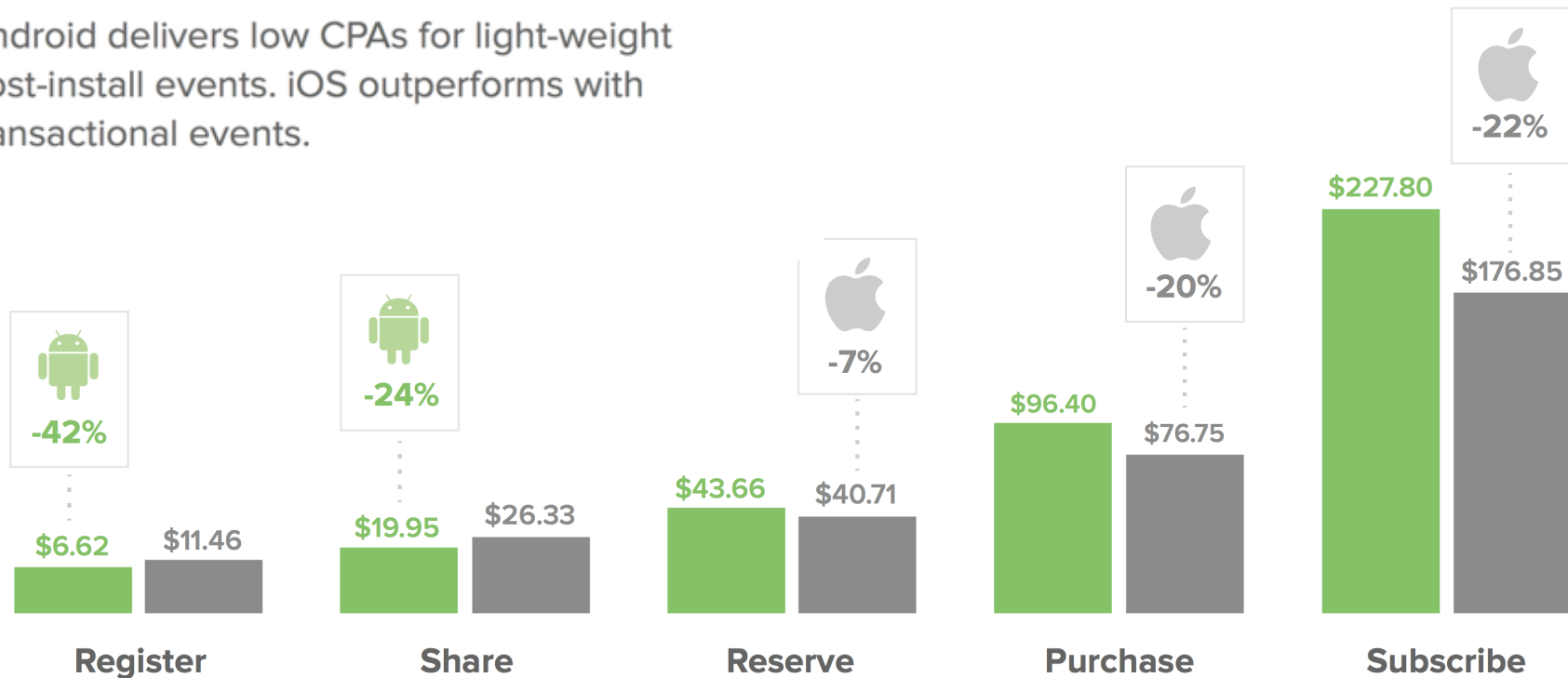
- Age and gender
- Device
- Location
- Related apps
- Post-install behaviour

Profiling supports lookalike targeting

iOS vs Android

CPAs by Platform

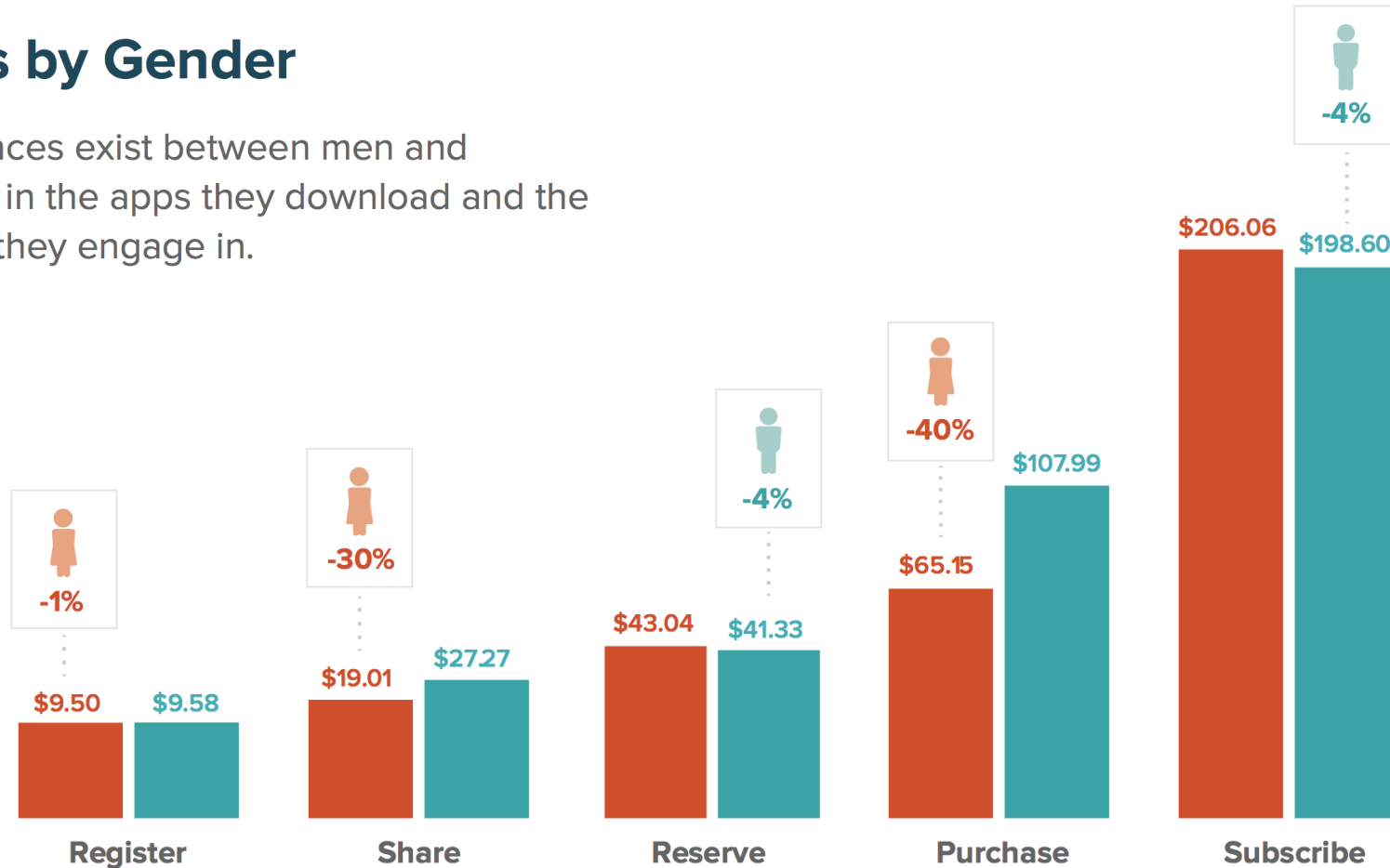
Android delivers low CPAs for light-weight post-install events. iOS outperforms with transactional events.



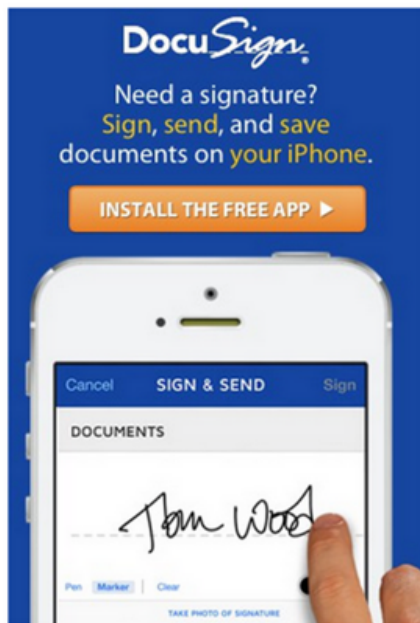
Women vs Men

CPAs by Gender

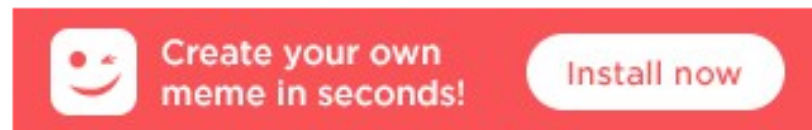
Differences exist between men and women in the apps they download and the events they engage in.



Build ad creative that drives installs



- Include a clear call to action
- Bold, bright flat colored backgrounds performance best
- Limit use of animation, especially with interstitials



A/B test your ad creative



Hi, Want a Date?



MATCH.COM



Hi, Want a Date?



MATCH.COM

A/B test your ad creative



Hi, Want a Date?

INSTALL NOW >>



\$2.67 CPI ↓ 13.11%

\$7.03 CPA ↓ 19.39%



Hi, Want a Date?

SEE PICS >>



\$2.67 CPI

\$7.03 CPA

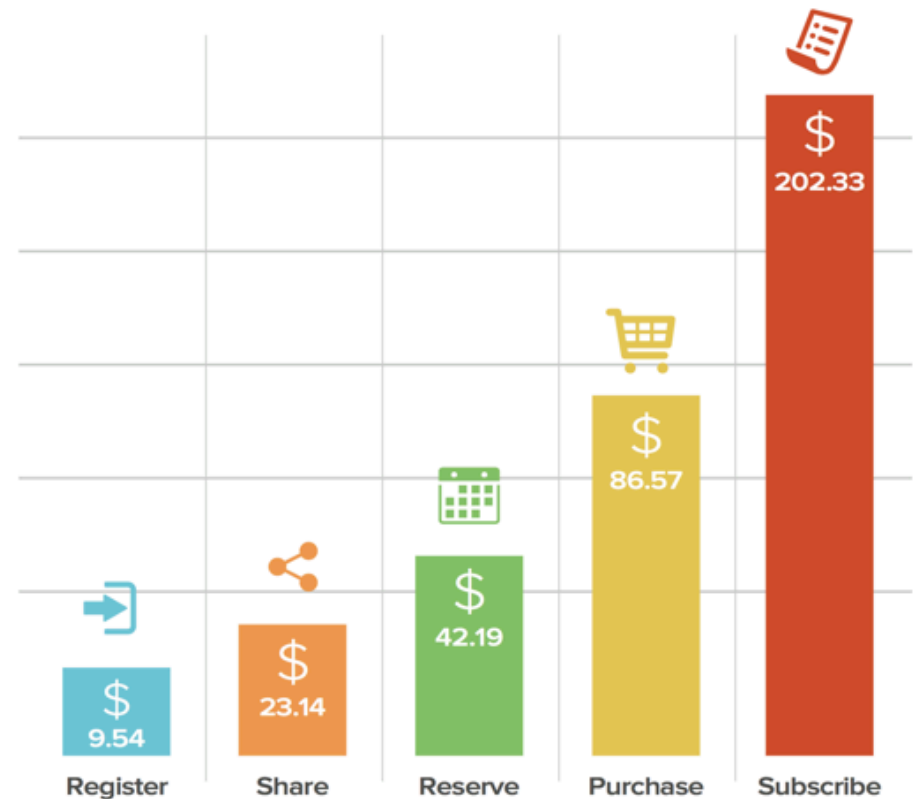
Optimize your ad inventory

- Like other channels, “good” inventory matters
- Run ads in apps that map to your most engaged users
- Watch out for “dumb” DSPs, where 1/3 of ad spend will go toward Talking Tom



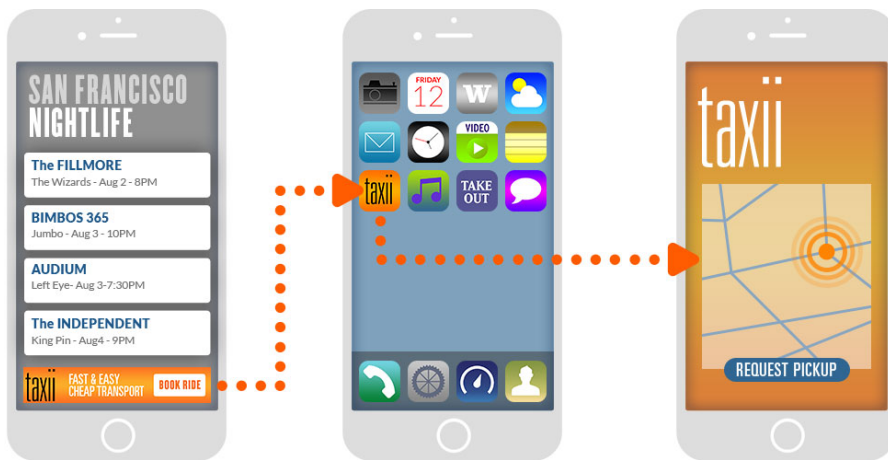
Optimize for engagement, not installs

- Focus on acquiring users that engage
- Make sure you have proper tracking of post install events & attribution
- Optimize against revenue-producing post-install events



Re-engagement via advertising

Re-engage your existing users



- Target users who already installed your app
- Awaken dormant users
- Deep link to relevant screens
- Optimize for post-install conversions

Re-engagement via messaging

Understand your customers



Location



Timing



Behavior



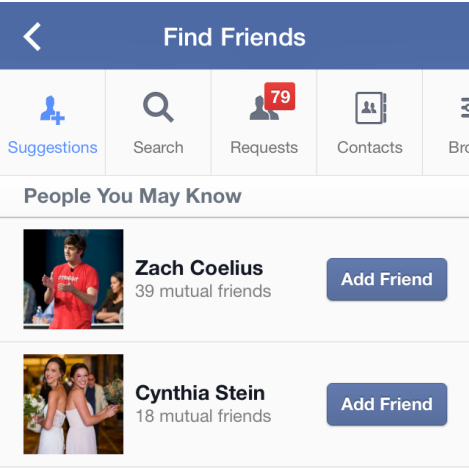
Preferences



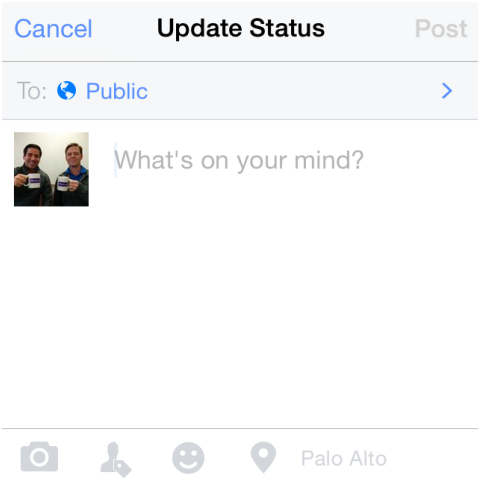
Device

Promote virtuous actions

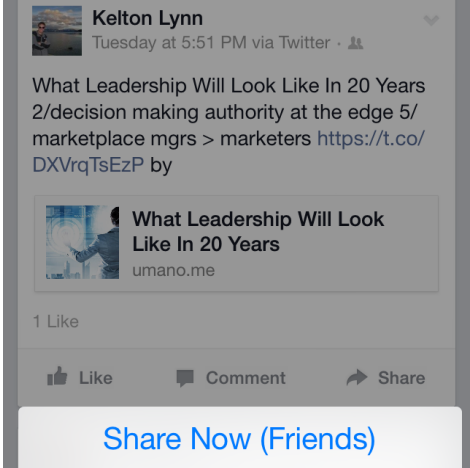
facebook.



10 FRIENDS



4 POSTS



3 SHARES

Message the person, not the device

The screenshot displays a user profile for Jessica Smith. At the top, there is a purple header with a close button (X) on the left and a refresh icon on the right. Below the header is a profile picture of Jessica Smith, her name, and a lock icon. The main content area is divided into several sections: a status bar showing 'Sunday, 9AM' and 'BEST TIME / DAY TO CONTACT'; a row of three boxes for '28 days ago DORMANT SINCE', 'Mar 20th 2014 LAST USE', and 'Jan 4th 2014 FIRST USE'; an email address 'j.smith@email.com'; a 'Lifetime value' section with '5 TOTAL PURCHASES', '9 TOTAL ITEMS', and '\$1,927.00 PURCHASE HISTORY'; a 'User credentials' section with 'j.smith@gmail.com' (EMAIL) and 'jessica.smith' (USERNAME); a 'Jessica's devices' section listing 'iPhone', 'iPad', 'Safari on mobile', 'Galaxy s5', and 'Google Chrome on desktop'; a 'More about Jessica' section with 'Black Gucci handbag' (LAST ITEM VIEWED), 'Chanel sunglasses' (LAST ITEM PURCHASED), 'Handbags' (LAST CATEGORY VIEWED), 'Accessories' (LAST CATEGORY PURCHASED), 'New York' (LOCATION), and 'Female' (GENDER); and a 'Jessica's top activities' section with '✓ Added to cart', '✓ Purchased', and '✓ Viewed'.

PROFILE

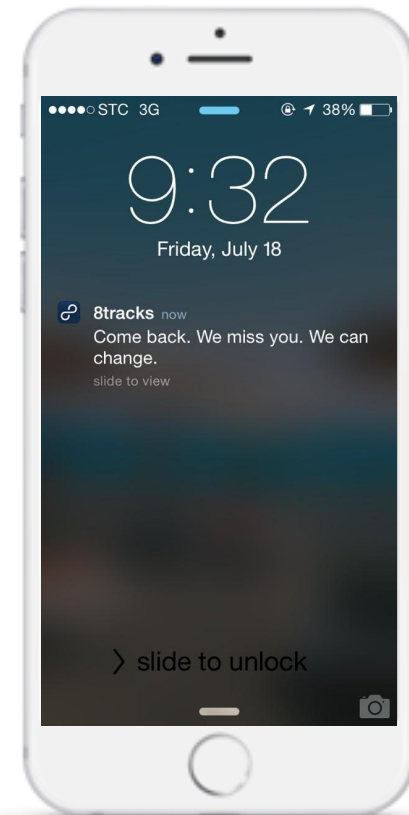


USER
INFORMATION

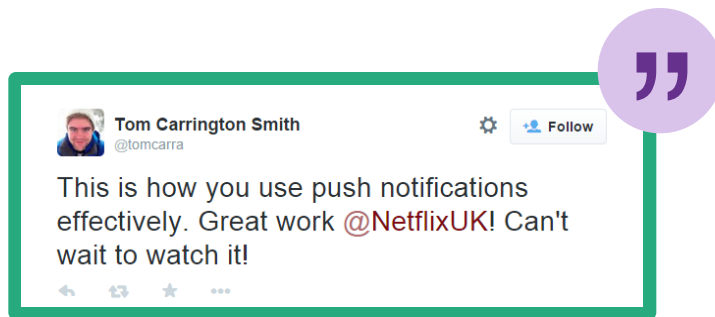


BEHAVIOR
OVERVIEW

Talk to the right people



Make it personal





Leverage the right channels, not every channel

PUSH NOTIFICATIONS


 **TripAdvisor** 21m ago
It only takes 1 minute to book your Four Seasons Resort Hualalai at Historic Ka'upulehu stay. Book on TripAdvisor now.
[slide to view](#)

FACEBOOK ADVERTISEMENTS

Suggested Post


 **TripAdvisor** Sponsored ·  Like Page

What is the #1 hotel in Hawaii? Find out now on TripAdvisor!



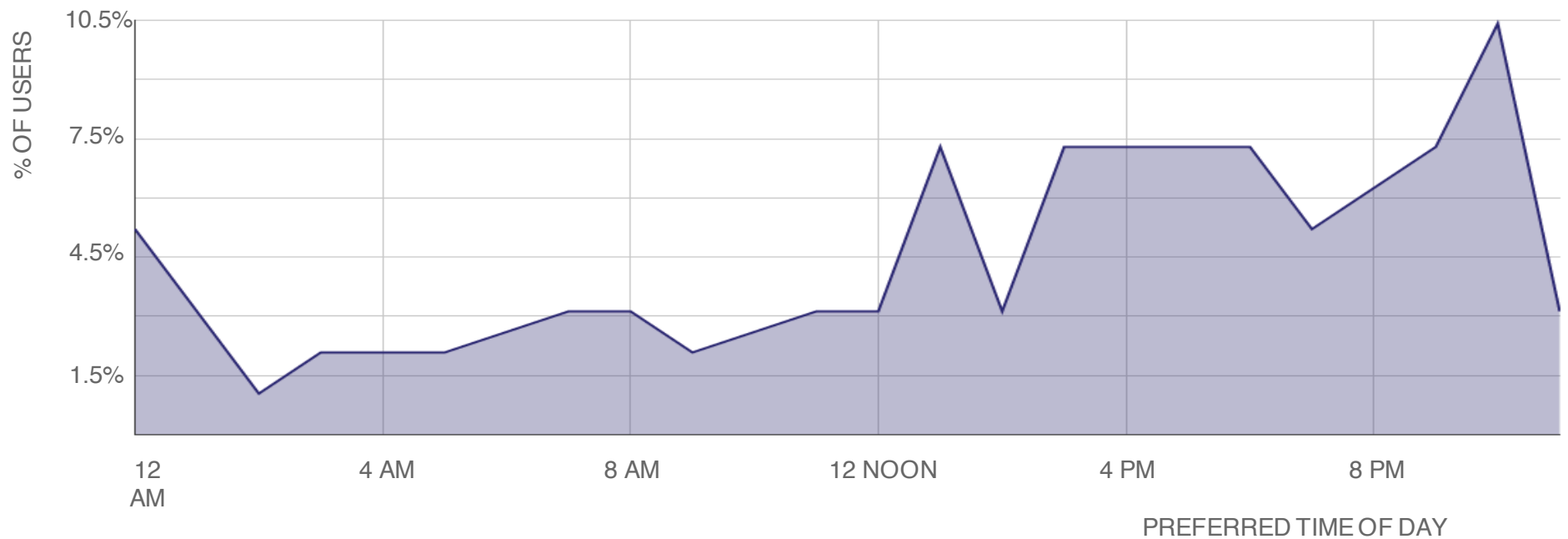
See what travelers say

WWW.TRIPADVISOR.COM

Like · Comment · Share ·  1

Get the timing right

BEST TIME TO SEND A PUSH NOTIFICATION

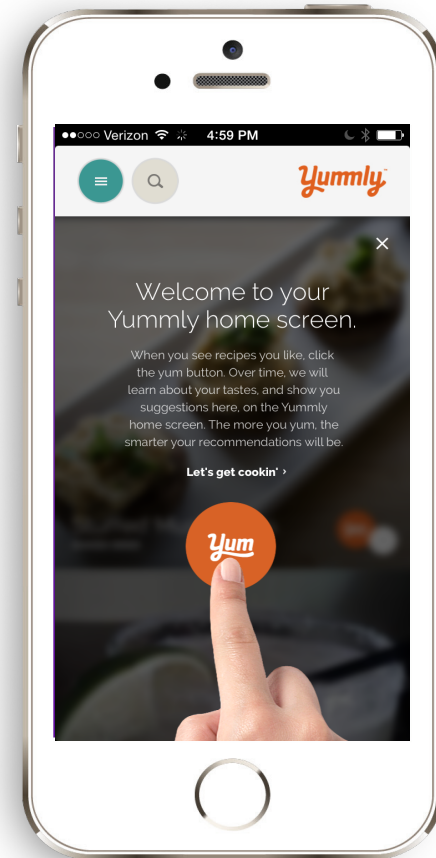


Practical Examples

Top Lifecycle Campaigns

	Goal	Campaign Suggestion
New users	Gather information & inspire sticky user experience	Registration incentives & onboarding campaigns
Engaged users	Incentivize mobile conversions and brand advocacy	Cart fulfillment, referral incentives & VIP campaigns
Passerby Users	Re-introduce the value proposition of your app	Personalized new feature alerts
Dormant Users	Inspire re-engagement	Affinity-based offers & campaigns

Registration incentives for first-time user campaigns



Find users who...



- Have used the app only one time
- Have not registered
- Have browsed Thai food

Send a personalized incentive

You type:

Sign in for exclusive discounts
to [restaurant type]
restaurants in [location].

Later

OK

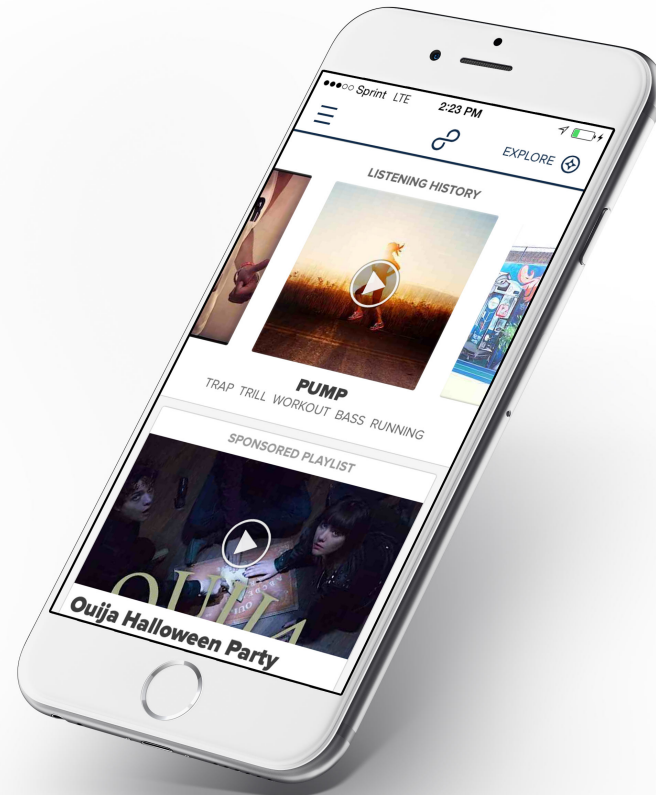
Your user sees:

Sign in for exclusive discounts
to Thai restaurants in
San Francisco.

Later

OK

Affinity-based offer for re-engagement and retention



Find users who...



- Have been dormant for **5 days**
- Have listened more than **2 times**

Send a personalized message

You type:

Still like [category listened]?
Rock on with this
free music credit.

Later OK

Your user sees:

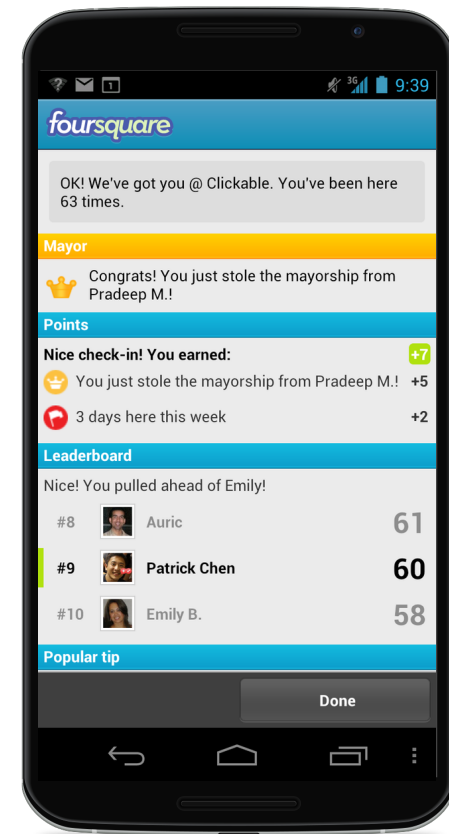
Still like Old School Hip-Hop?
Rock on with this
free music credit.

Later OK

Top Conversion Campaigns

	Goal	Campaign Suggestion
New users	Complete initial cart fulfillment/purchase	Cart fulfillment, discount/promotional campaigns
First-time Purchasers	Encourage repeat purchases	Cart fulfillment, VIP campaigns
Engaged users	Encourage positive app store reviews at the height of a user's delight	Personalized review message

Personalized message for highly engaged users



Find users who...



- Have achieved level 30
- Have not reviewed your app

Send a personalized message

You type:

Like playing [game name]?
Spread the love and rate us in
the App Store!

Later

OK

Your user sees:

Like playing Fruit Ninja?
Spread the love and rate us in
the App Store!

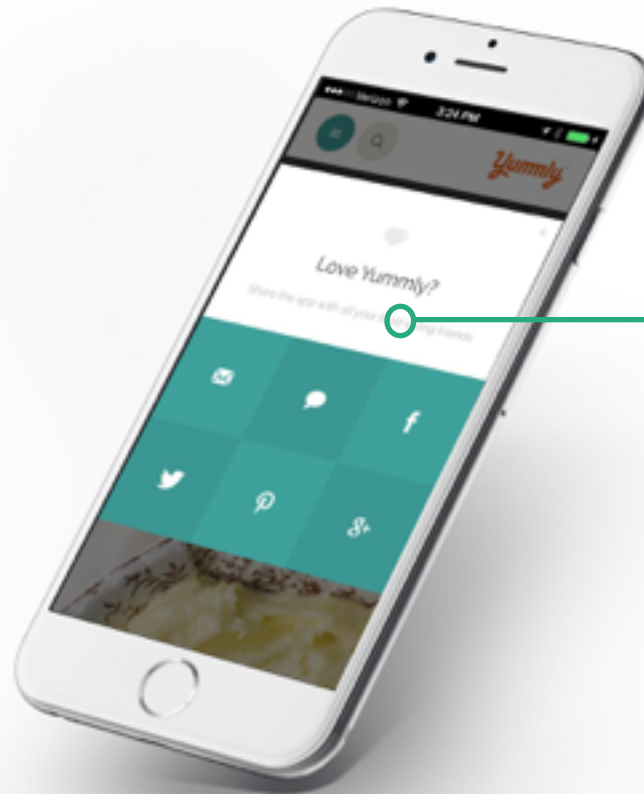
Later

OK

Case Studies



Lifecycle
messaging for
engagement

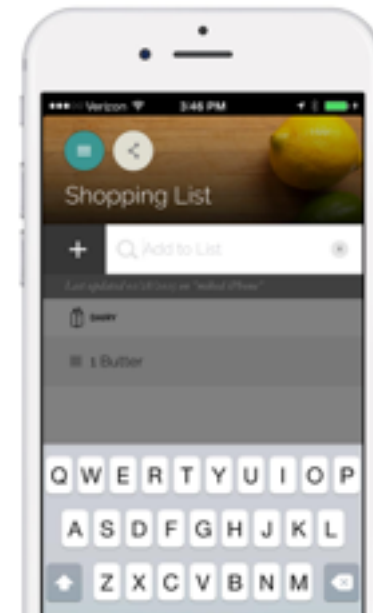
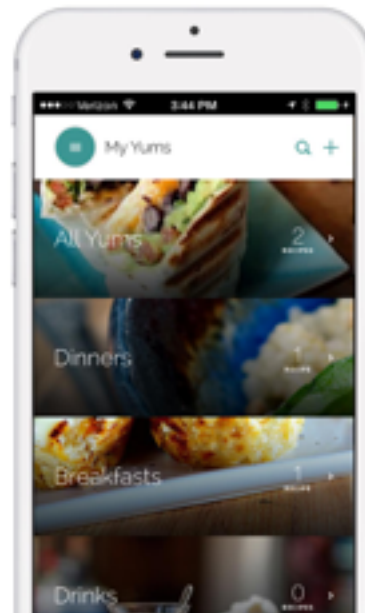
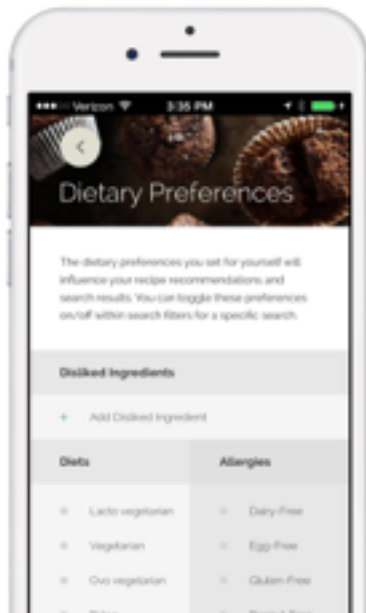


47%

UPLIFT IN
USER ENGAGEMENT



User onboarding flow





Onboarding push notifications

47% _____○
UPLIFT IN
ENGAGEMENT

1300% _____○
UPLIFT IN
ONBOARDING
CONVERSIONS



Yummly now

Hate mustard? Eating Gluten-free?
Add your Taste Preferences in
Yummly now to personalize your
experience!

[slide to view](#)



Yummly now

You're only a few Yums away from
personalized recipe
recommendations!

[slide to view](#)



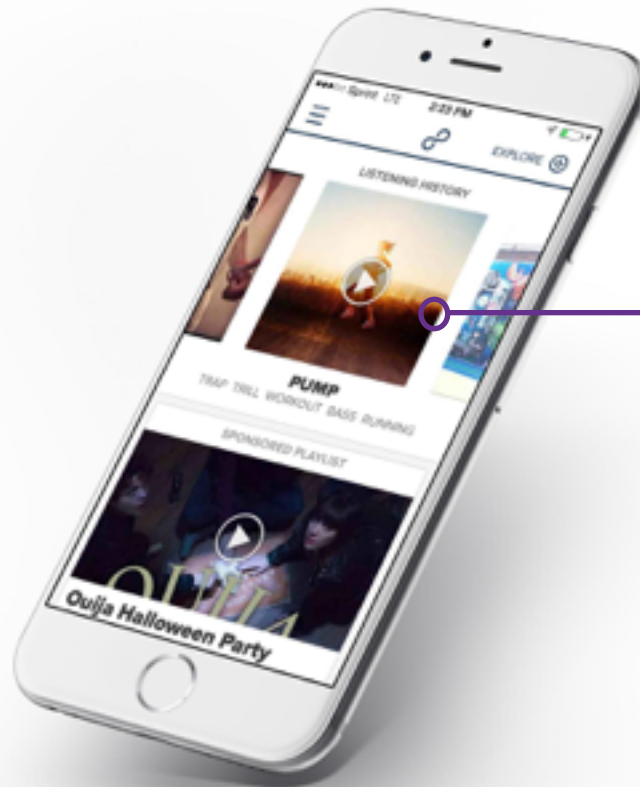
Yummly now

Did you know you can add recipe
ingredients to your shopping list by
tapping "Add to List" on the
recipe?

[slide to view](#)



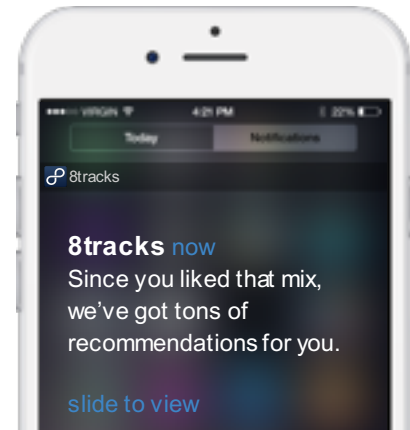
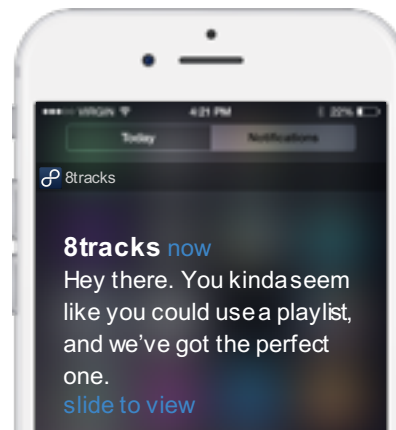
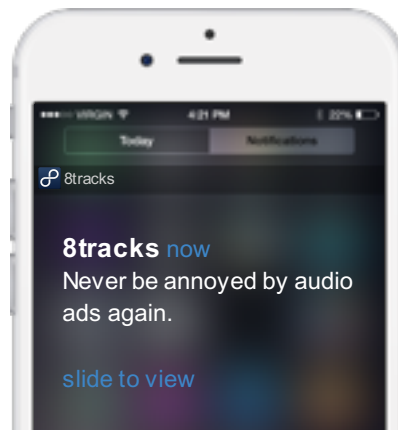
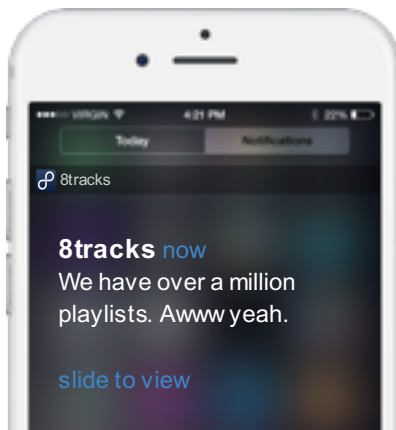
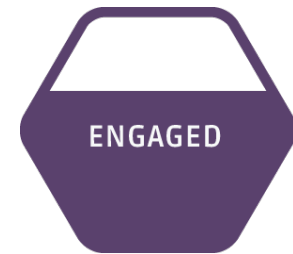
Engage users
at every
lifecycle stage



8%
DECREASE IN
USER CHURN



Targeting messages by engagement state



Questions?

THANKS FOR YOUR TIME.

Let's stay in touch

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KAHUNA.COM



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