How to Get the Most out of Twitter's New Mobile App Install Products

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September 30, 2014

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Fiksu iOS 8 Activity Map - The First Week



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About Fiksu

World's leading mobile app marketing platform



Boston
New York
Los Angeles
Northampton
San Francisco

London
Helsinki
Singapore
Tokyo
Seoul

800 CLIENTS **2700** APPS

40 of 50
2013 TOP GROSSING APPS

1.7 Billion
DEVICE PROFILES

3.2 Billion
DOWNLOADS GENERATED

4.1 Trillion
MARKETING EVENTS

App Marketing Ecosystem

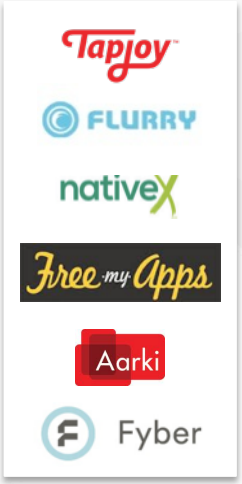
Social



Video



Rewards



Traditional/Display



RTB Exchanges



Social is one component of a balanced approach.

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The Opportunity: $100B Mobile App Economy



75% of adults pick up their smartphone within 15 minutes of waking up



Smartphone owners check their devices 150x / day



2013 mobile app revenue Fiksu estimate: *$38 B*

ABI Research, March 2013



2B smartphones expected to ship in 2014 – vs. 300M PCs

Gartner – Dec 2013



Mobile: over 50% of transactions on Amazon, Gilt, Groupon, and more; 75% of Facebook and Twitter usage

Various



Apple and Google Play app store downloads topped 102 billion in 2013

GARTNER – Sept 2013

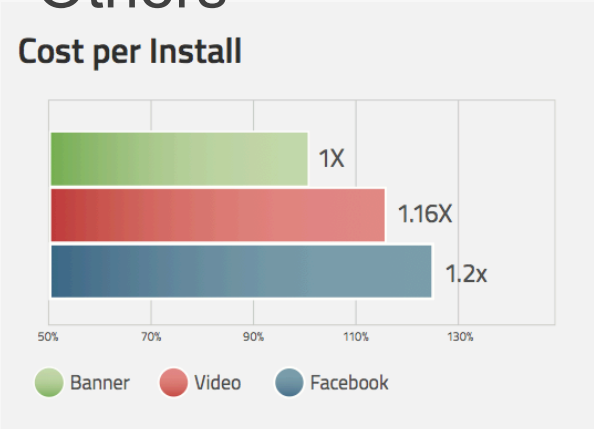


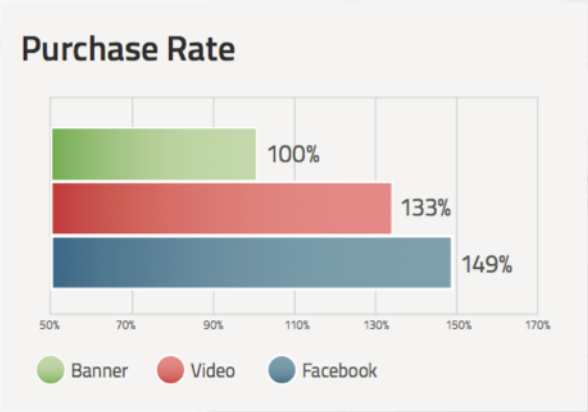
$92 billion in revenue will be generated by mobile apps in 2018

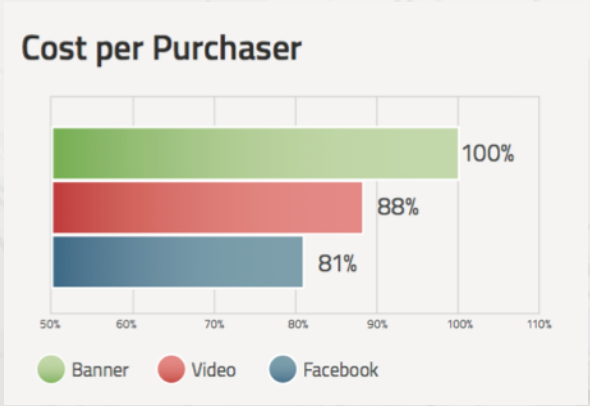
ABI Research, March 2013

The Power of App Install Ads

Facebook Success Proves Massive Potential for Twitter & Others







While not the cheapest source, Facebook delivers purchasing users at significantly lower costs when compared to other sources.

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The Twitter Opportunity

- Unique ad unit for apps
- Unique targeting
- Intent and immediacy

Active Mobile Users: **211M**

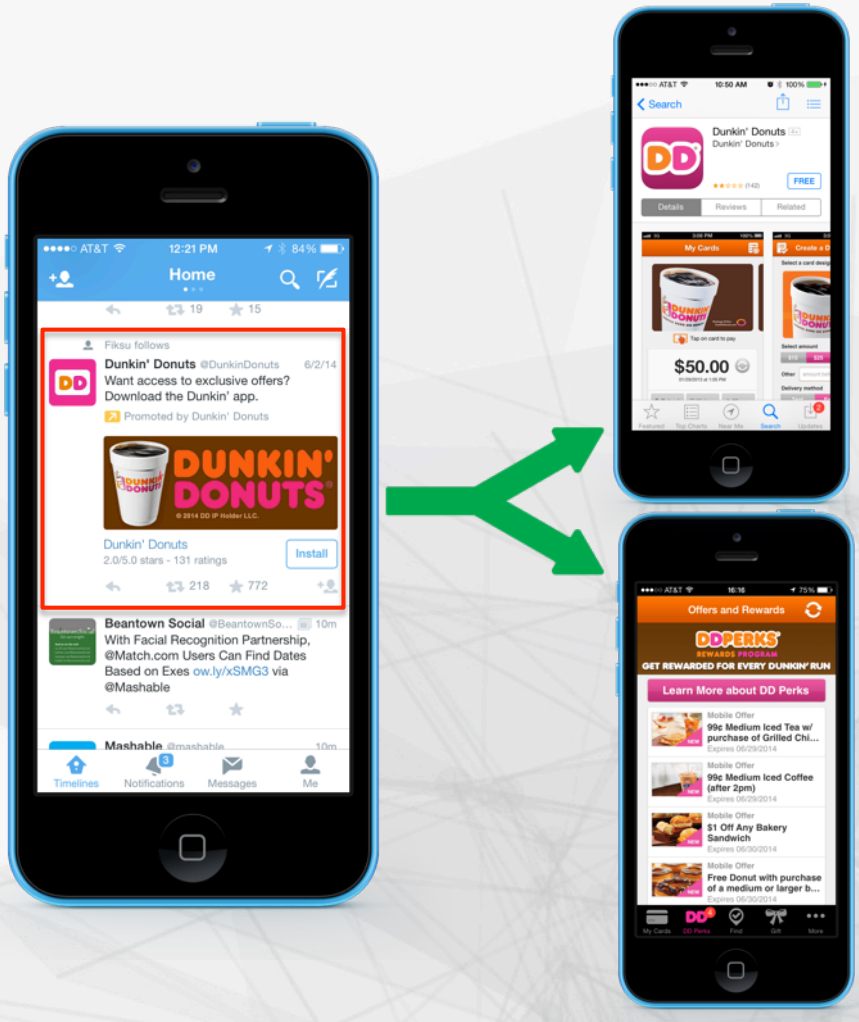
Q2 results:

- $277M out of total $312M in revenue derived from ad sales
- 81% of that $277M came from Twitter's mobile ad offering

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How it works

- Twitter App Card in timeline or search
- Opens in app store
- Opens in app for existing users



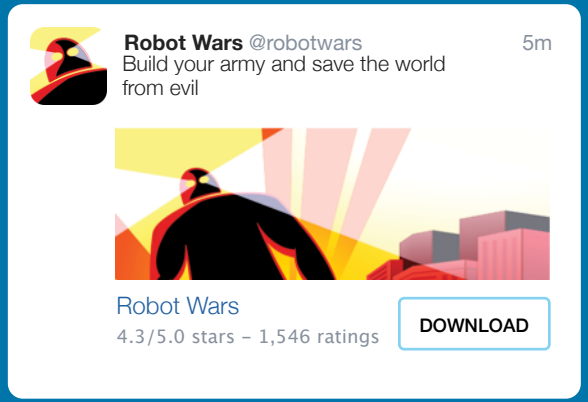
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Creative Options

BASIC



LARGE IMAGE



*Recommended

VIDEO



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Targeting Options



Tailored
Target specific sets of users



Look-a-Likes
Find users similar to your followers



Followers
Leverage brand advocacy



TV
Research users talking about TV shows



Search
Target users searching for specific keywords



Location
Narrow in on country, state, city or zip



Mobile
Reach users by device and platform



Gender
Increase relevance with gender targeting



Keywords
Target users tweeting specific words/terms



Interests
Resonate w/ users through their interests

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Tailored Audiences

Upload your lists to create tailored audiences:

- Mobile advertising IDs
- Emails
- Twitter IDs

Have observed great performance, but need to beware of saturation over time



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Engage Users with Deep Linking

Direct to specific page in app

- Re-engagement
- Promotions
- Branding



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Twitter Auction

- Pricing – Cost per App Click
- Second price auction
- Ads served based on quality score (historical click rates) and bid price



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What Twitter Says

- Use rich images
- Align tweet copy and image for consistency
- Highlight app's value prop
- Generate a sense of urgency to download
- Use ALL CAPS to draw attention
- Experiment with different calls to action
- The shorter your copy the better!



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Twitter Ads API vs. MACT

API

- Manage Twitter campaigns and programmatic buying
- Integrate into existing cross-channel marketing strategies
- Optimize using full suite of targeting capabilities

MACT

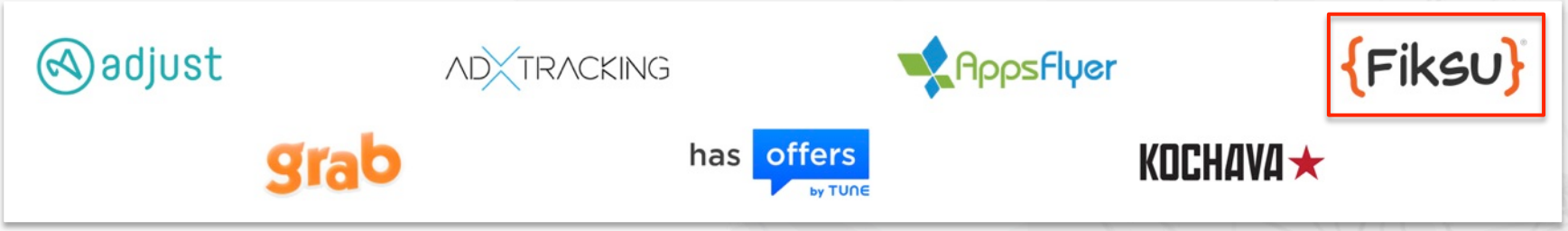
- Track actions users take after viewing with your ads
  - Impressions
  - Clicks
  - Conversions
  - Registrations
  - Purchases
  - LTV
  - Retweets
  - Follows

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Why Use Fiksu?

Twitter's ONLY Mobile Measurement *and* Ads API Partner

Mobile Measurement Partners



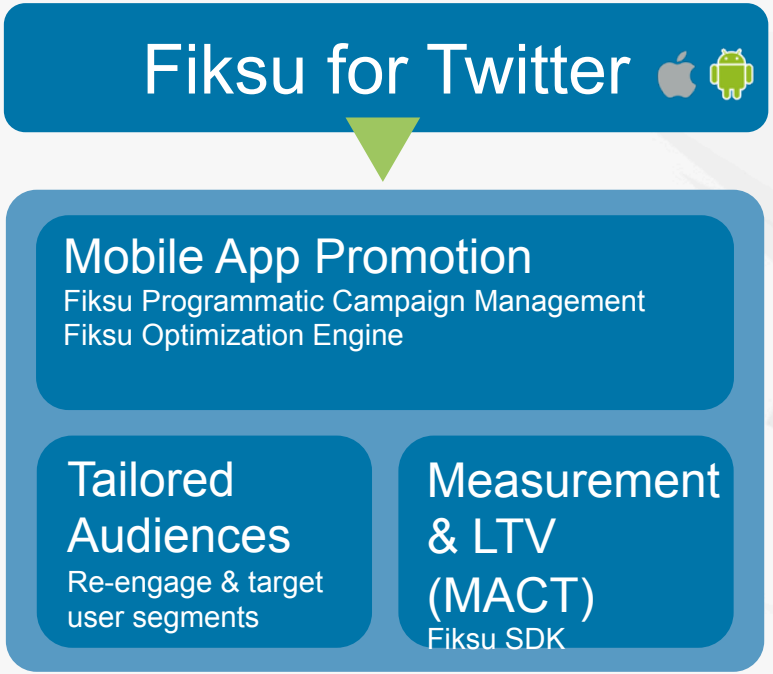
Ads API Partners



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Fiksu for Twitter

Access all Twitter Mobile Ad Services

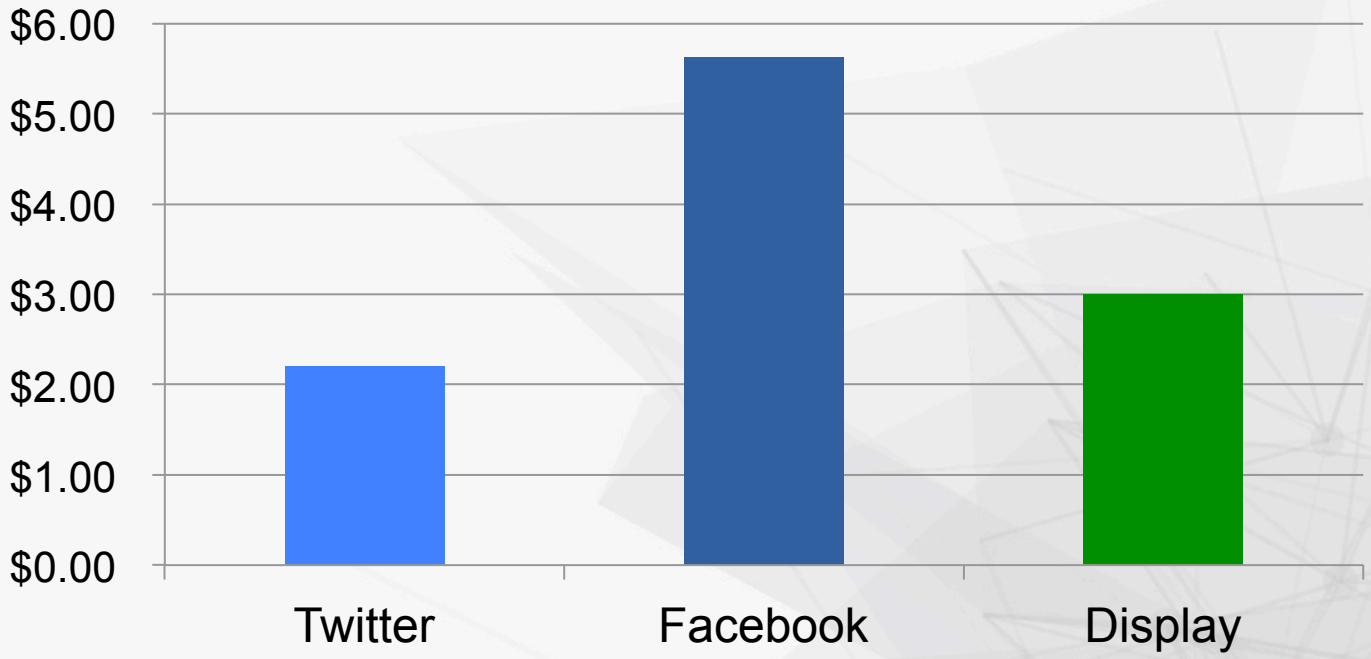


- Acquire app users in volume
- Retarget and re-engage
- Optimize on LTV
- Measure performance
- Analyze and Report

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Case Studies

Twitter CPI vs. Other Sources



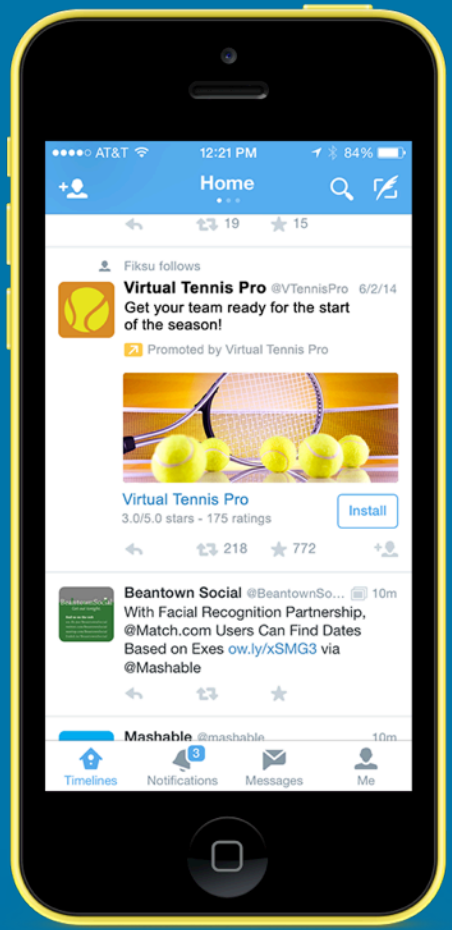
Remember, while a valuable metric, a low CPI doesn't necessarily tell the whole story.

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CASE STUDY:

Sports/Fan App

- Goal: Maximize purchases of in-app currency
- Key Tactics
  - Target interests and handles related to the sport, including prominent athletes
  - Ran a campaign during MLB All Star game to capitalize on users tweeting and following players.
  - Taking advantage of Twitter's immediacy resulted in a 3x sales jump

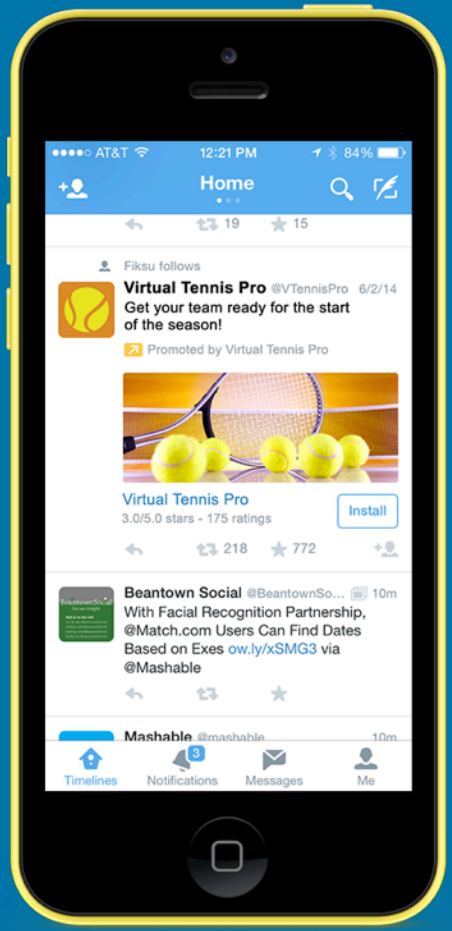


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CASE STUDY:

Sports/Fan App

- Results:
  - 57% lower CPI than next leading source
  - 80% lower Cost per Purchaser than next leading source
  - Monetization: Twitter accounted for 32% of media spend, but 78% of all purchases



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CASE STUDY:

Major Quick Service Restaurant

- Goal: Maximize purchases and registrations for loyalty program
- Key Tactics
  - Target interests and handles related to restaurant's region
    - Local sports teams
    - Popular music
    - Regional interests relevant to their consumers
  - Run campaigns appearing in specific geographies



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CASE STUDY:

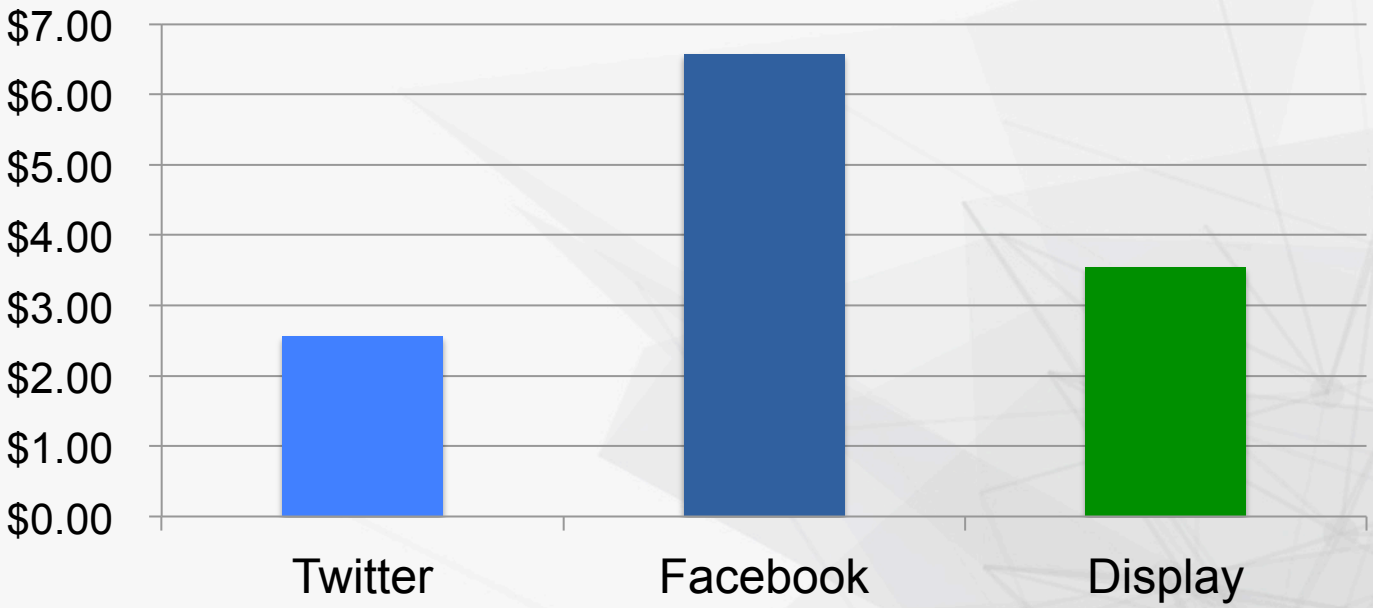
Major Quick Service Restaurant

- Results:
  - 60% lower CPI than next leading source
  - 60% lower Cost per Purchaser than next leading source
  - Monetization: Twitter accounted for 54% of media spend, but 80% of all purchases



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Twitter Cost Per Purchaser vs. Other Sources

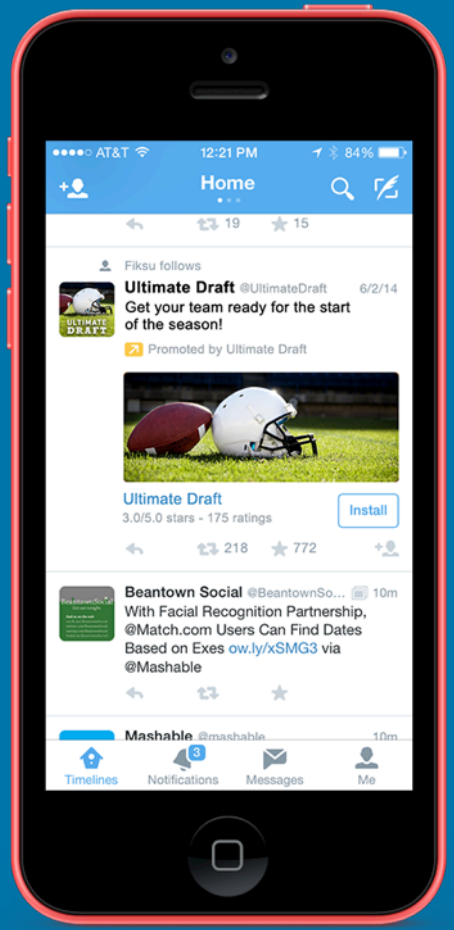


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CASE STUDY:

Game

- Goal: Generate in-app purchases in six different countries
- Key Tactics
  - Run campaigns coinciding with live sporting events
  - Leverage keywords and handles related to the sport

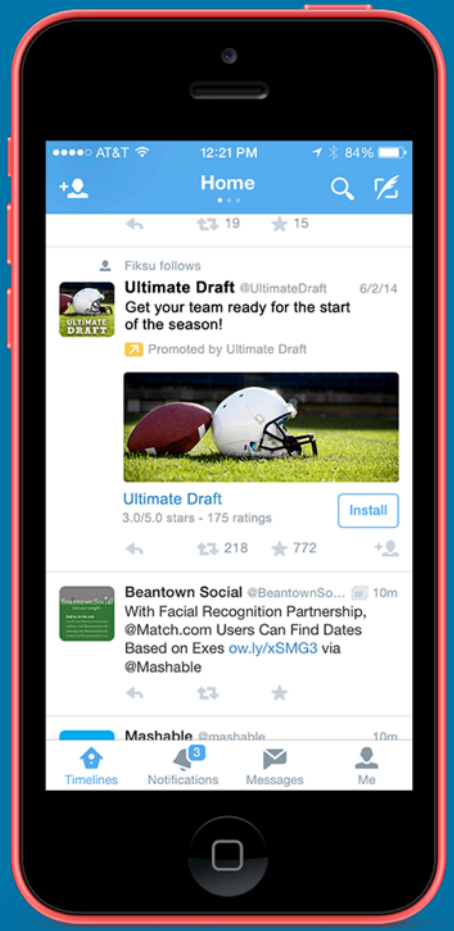


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CASE STUDY:

Game

- Results:
  - 18% lower CPI than next leading source
  - 23% lower Cost per Purchaser than next leading source
  - Monetization: Twitter accounted for 36% of media spend, but 61% of all purchases



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The Fiksu Difference

- Access all Twitter mobile services – unified, optimized system
- Unique mobile expertise
- Fiksu = Twitter + access to the rest of the mobile ecosystem
- MoPub integration and RTB access
- Leverage mobile audience data from 900M devices
- Twitter MACT and Ads API Partner
- Up to 60% better performance vs. alternate sources*



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* Data based on performance during beta test

Thank You!

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