App Annie + The Weather Company An IBM Business

Get Ahead of Your Competitors. Be Where your Customers Are: In Apps

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The App Annie Platform: Navigate the Entire App Lifecycle



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App Annie Is the Most Trusted Partner in the App Economy



Over 1,000,000 registered users rely on App Annie for app market data

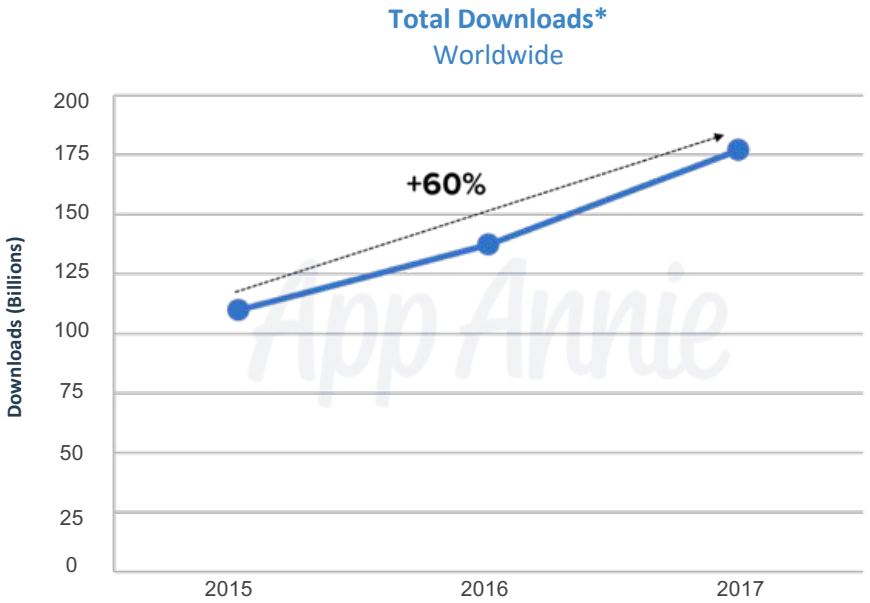
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The Big Picture - Market Trends

Global App Downloads Surpassed **175 Billion** in 2017

- 60% more apps downloads in 2017 than 2015
- In mature markets like U.S., consumers download 3 apps / month
- 6 million apps now available across Google Play and the iOS App Store



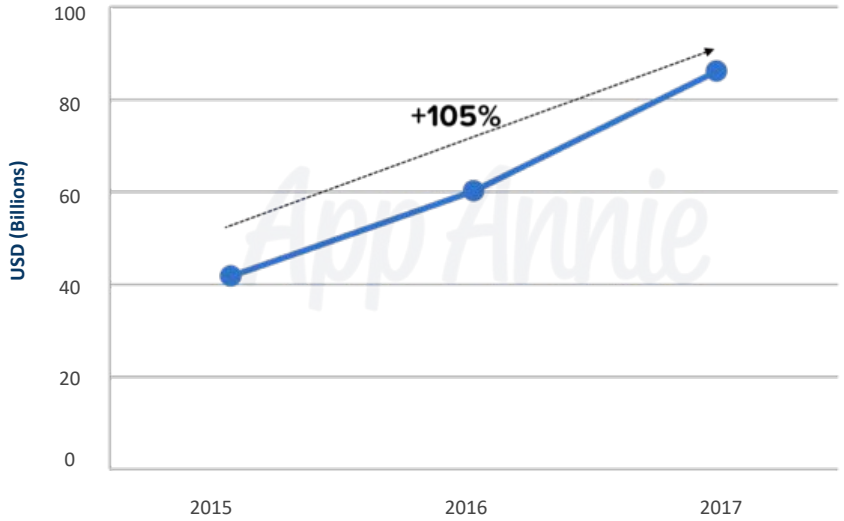
*iOS App Store, Google Play and third-party Android stores combined

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Consumer Spend in App Stores Exceeded **$86 Billion** in 2017

- Total consumer spend has more than doubled over the past two years to over $86B
- Driven by adoption in developing economies and greater share of wallet in mature economies
- Consumer spend in app stores exceeded:
  - WW Live and Recorded Music Revenue by 70%
  - Global Box Office Revenue by 195%
  - PC/Console Gaming Revenue by 70%

Total App Store Gross Consumer Spend*
Worldwide



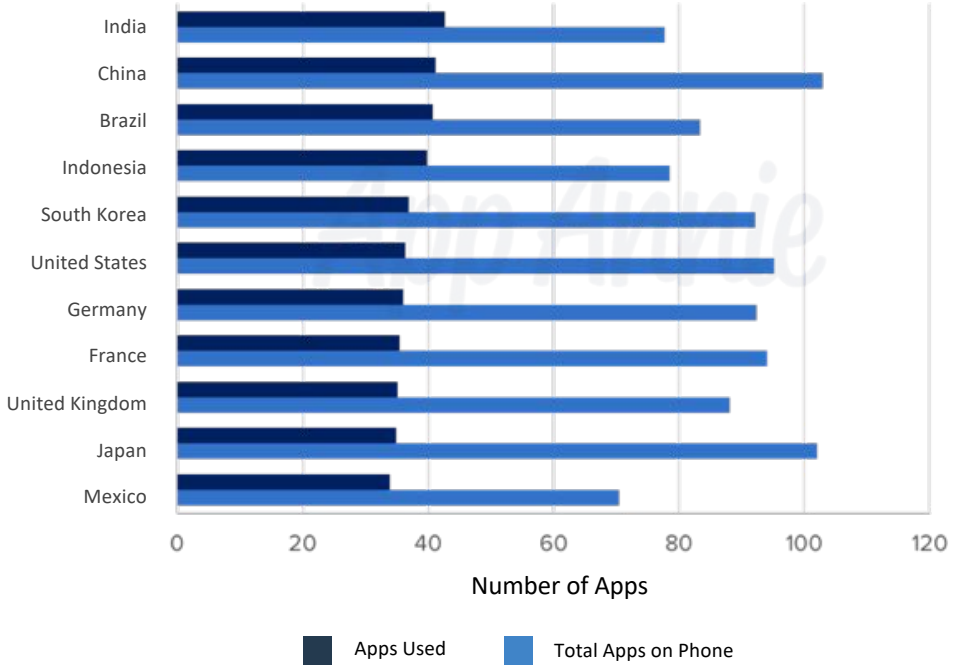
*iOS App Store, Google Play and third-party Android consumer spend combined; inclusive of app stores' cut of consumer spend. Does not include advertising or eCommerce revenue

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Engagement Hit New Heights: Nearly **40 Apps / Month**

- On average, smartphone users:
  - Have 80+ apps on device
  - Engage with ~40 apps each month
- Ongoing engagement drives higher customer lifetime value and differentiates quality experiences
- Users spend **7x** more time in Apps vs Mobile Browsers and are **3x** more likely to convert

Monthly Average Number of Apps Used and Installed
Smartphone* Users in Select Markets, 2017

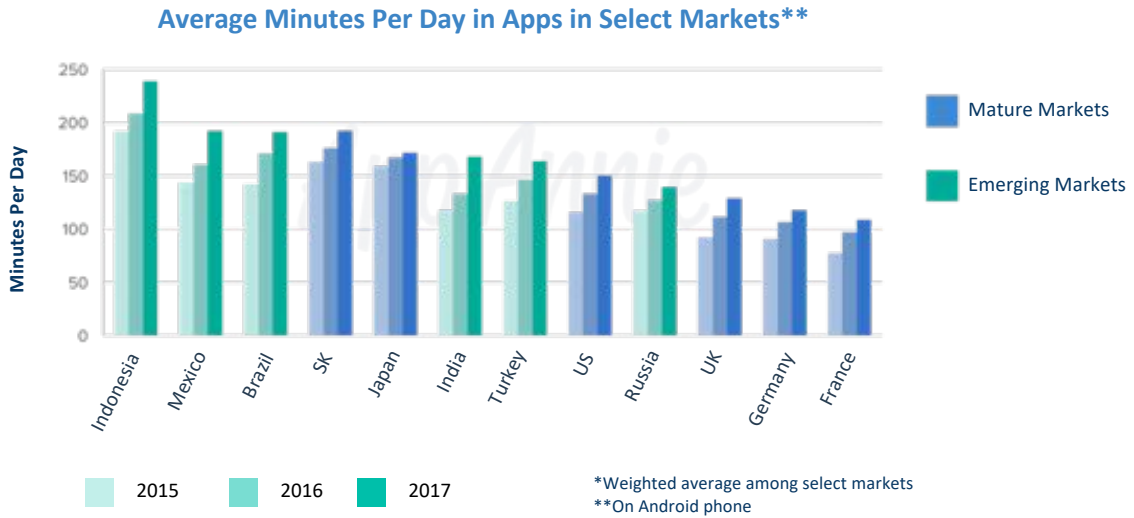


*iPhone and Android phone combined

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Consumers Spend Nearly **3 Hours in Apps / Day** on Average*

- Nearly 30% growth in average daily time spent in apps vs 2015
- Mobile is now the first screen in many markets
- Apps are a critical channel for customer interactions



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1 Month - 3 Category 4 hurricanes have made a U.S. landfall.

16 Days - 1st time on record 2 Category 4 landfalls occurred in the continental United States in the same hurricane season



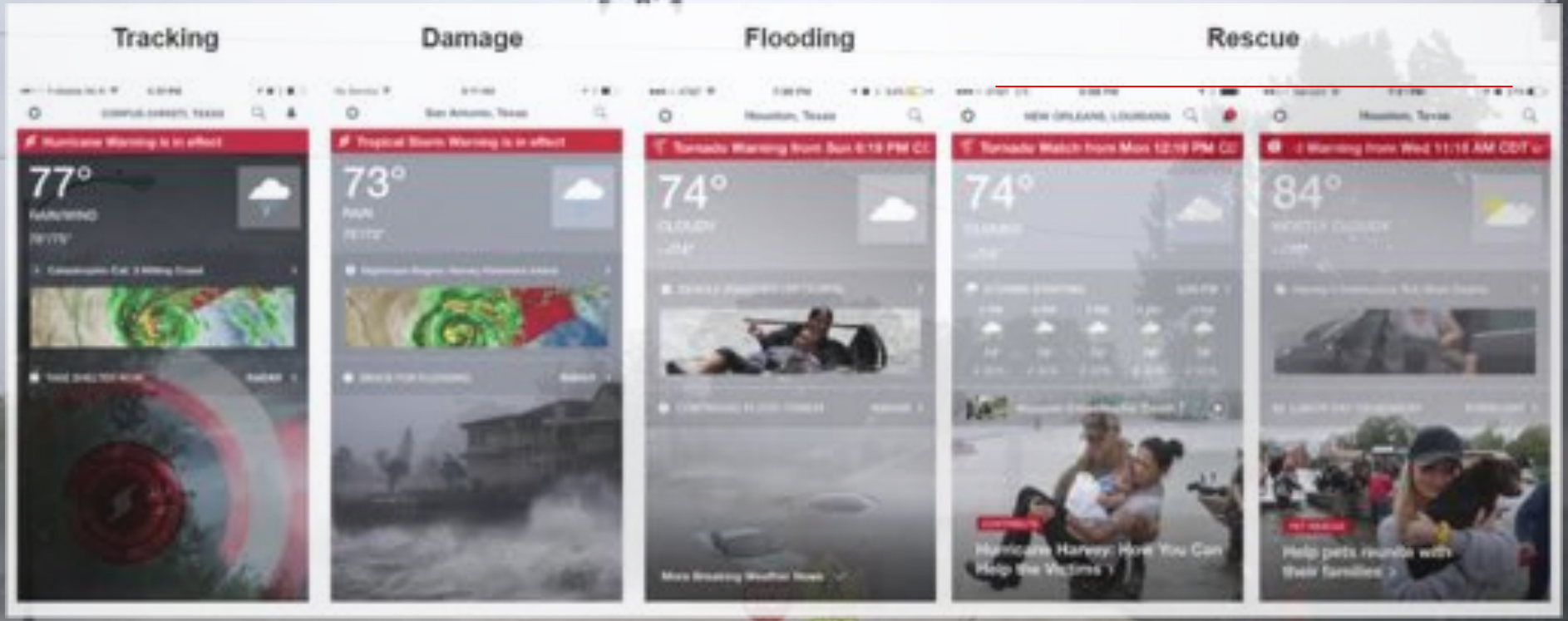
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Identify Your “Tentpole” Moments...And build a playbook

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4 Chapters - The Weather Channel Hurricane Story Arc



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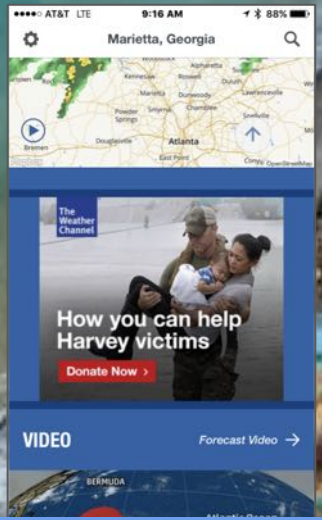
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10 plays. We track Atlantic storms as far away as Africa, and as soon as our meteorologists call "severe mode" for the US, we immediately execute the first 10 steps of our playbook to start the story arc

Desktop Web



Mobile Web



Editorial/Social



Display



Search copy, App Store imagery/metadata, App Store ads bids, SEO/PPC for storm name, pause campaigns with conflicting tonality, boost Editorial content, set messaging campaigns.

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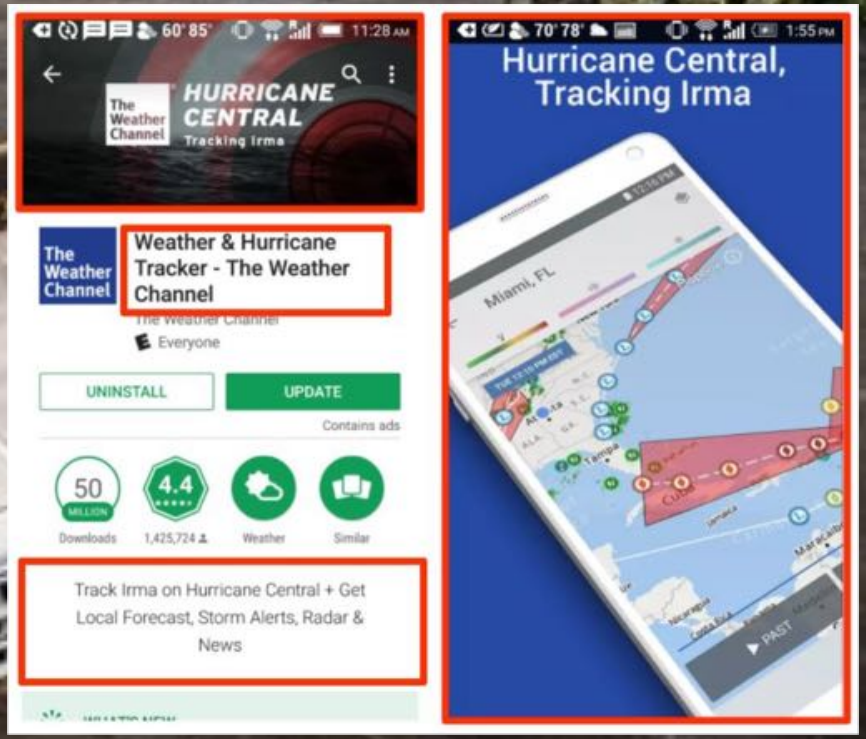
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ASO - Visibility and Conversion

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#4. ASO optimizations and features helped TWC reach #4 in all free apps for both App Store and Google Play during Irma

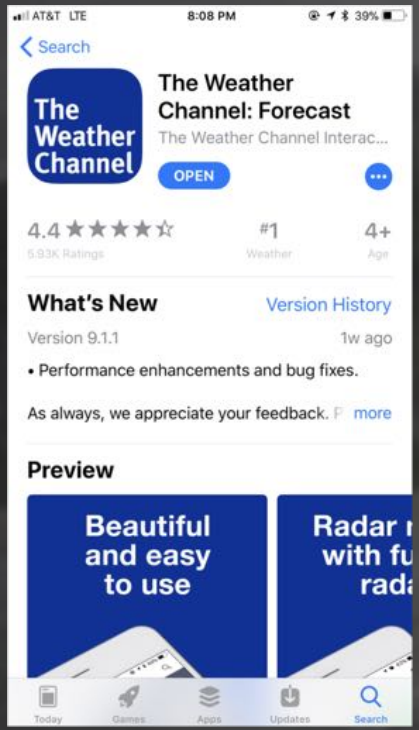
500%+ increase in daily downloads for The Weather Channel App

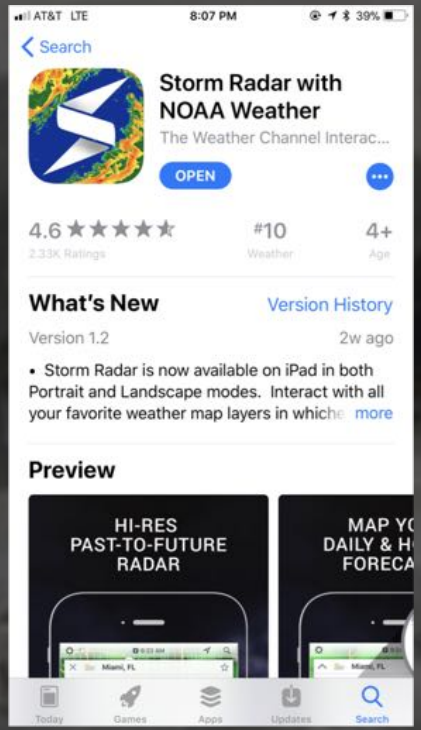


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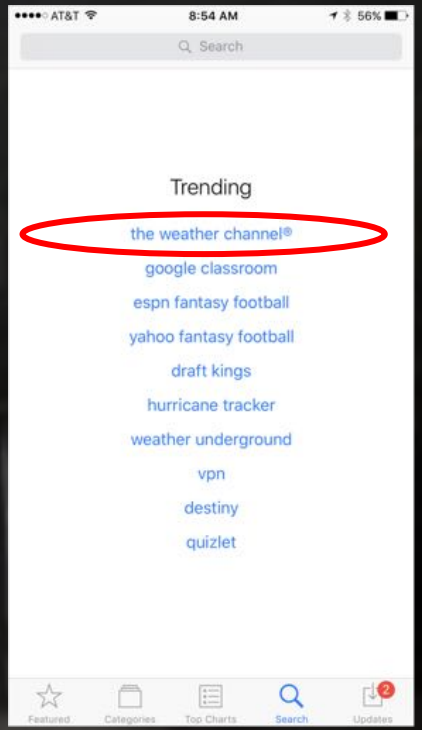
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2. Number of TWC apps featured in both in App Store and Google Play









Our portfolio strategy featured 2 apps in the category with different, complementary objectives

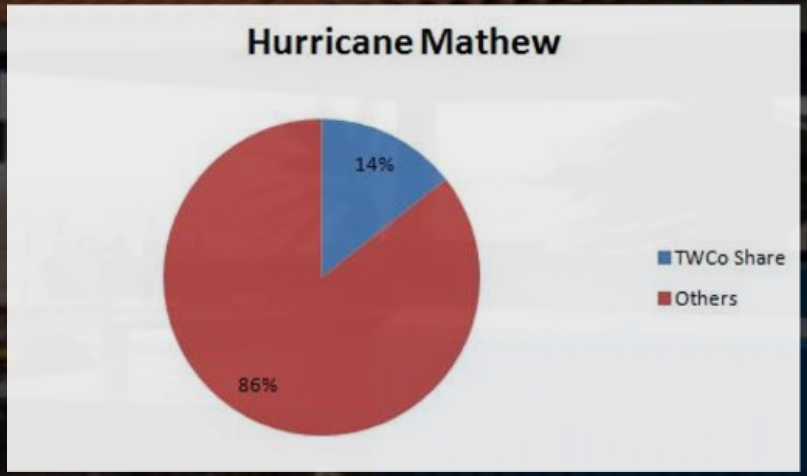
TWC included in "Stay Safe This Hurricane Season" feature on iOS App Store

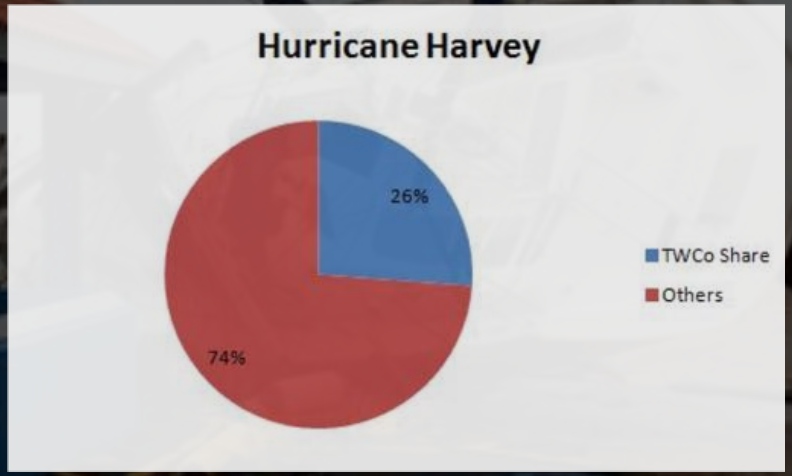
TWC was trending on iOS App Store

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85% Increase in total market share with a multi-app portfolio strategy





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TWC Old Screenshots



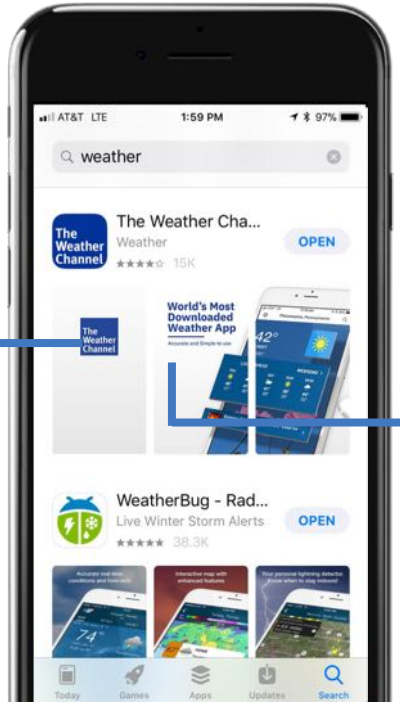
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TWC Current Iteration

Critical - 90+% users stop here



iOS - Video is 1st Frame



Android starts here and just shows the screenshots (like above).

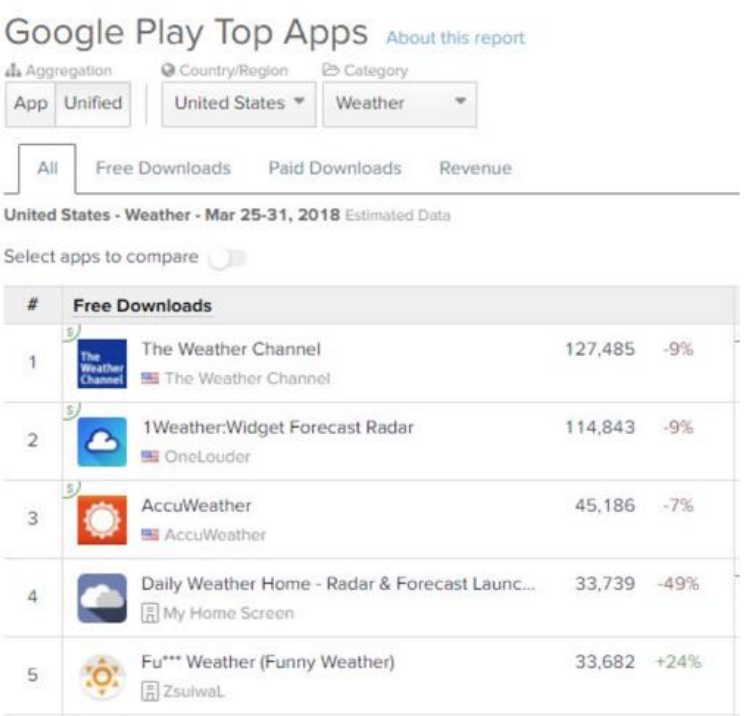
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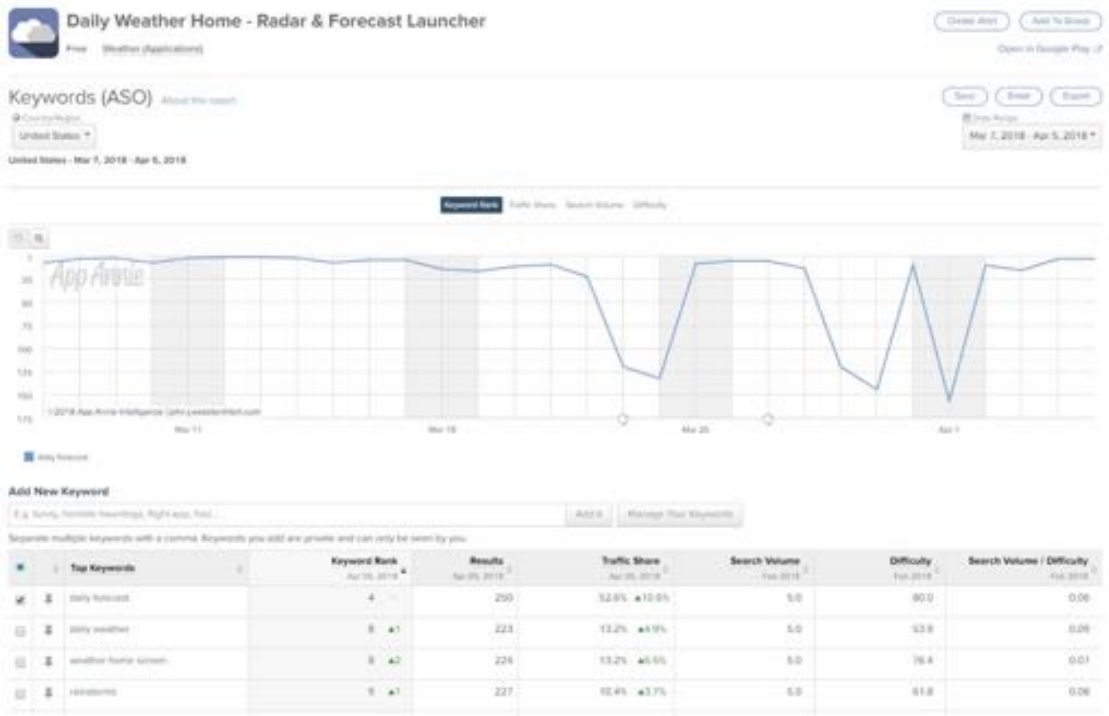
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Tracking Competitors

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ID Threats With Weekly Review of Install Volume





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Full Circle - Track App Vitals

Product Performance Matters

iTunes Connect & Google Play Developers Console

- Track:
  - Uninstalls
  - Crash Rate
  - Reviews & Reply with Fixes!



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5 Key Takeaways

1. Look at the big picture: Identify growth categories
2. Know your tentpole moments of growth & prep your playbook
3. Optimize your ASO and know the value of your top keywords
4. Always be tracking your competitors through their app data
5. Product performance metrics matter - read your reviews and squash those bugs!

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Q&A

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