

What's Spring?

No one's phone looks like this



Welcome to Spring



What's Spring?

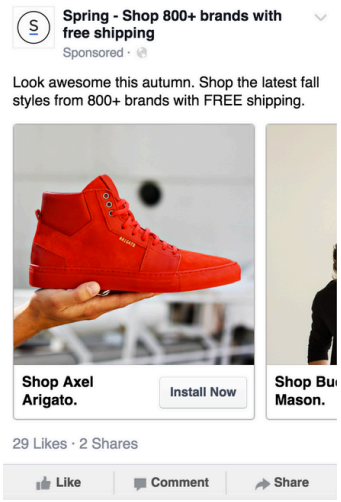
The mobile-first destination to shop your favorite brands and discover new ones

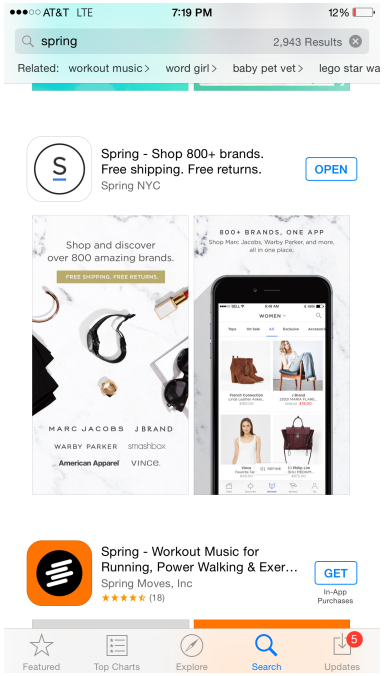
- ✓850+ Brands
- ✓Personalized
- ✓Hassle-free

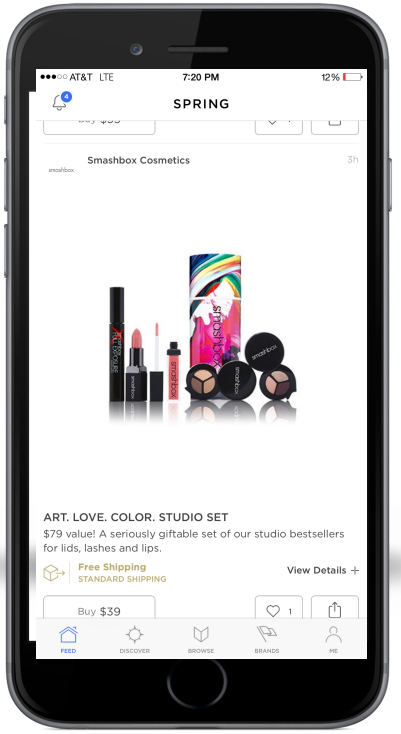
What's user acquisition at Spring?

- ✓ Partners
  - Social - FB, IG, TW, etc.
  - Direct publishers - Pandora, etc.
  - Display/Video networks
- ✓ Campaigns
  - Acquisition
  - Retention
- ✓ Creatives
  - Male/Female
  - Age Group
  - Product/Collection/Brand-specific

What's user acquisition at Spring?







- ✓ SIGN UP
- ✓ TAP on a product
- ✓ BUY a product
- ✓ LOVE a product
- ✓ FOLLOW a brand
- ✓ RETURN to the app

What's user acquisition at Spring?

- ✓ KPIs Engagement: D1 Retention Rate
  Conversion: D7, D30 1st Time Buyer Rate

Business Case

Installs and 1st Time Buyer Rate – May & June '15

	INSTALLS	30d 1ST TIME BUYERS %
MAY	**31,000**	**2.08%**
Facebook		**2.08%**
Male	15,000	2.16%
Female	16,000	2.04%
Twitter		**0.76%**
Male	5,500	0.66%
Female	13,000	0.80%
JUNE	**39,500**	**0.91%**
Facebook		**1.03%**
Male	9,000	0.74%
Female	20,000	1.15%
Twitter		**0.58%**
Male	7,500	0.51%
Female	3,000	0.74%

** NOT real numbers/partners*

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Business Case

Your 1st time buyer conversion rate is down month over month:

1. Why has it dropped?
2. What optimization would you perform to improve it?

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Questions

1. Why has 1st time buyer rate dropped month over month?
2. What optimization would you perform to improve it?

App Measurement Best Practices

- ✓ What's your 'north-star' KPI for UA?
- ✓ It's all about downstream events – track and measure them
- ✓ Be granular – are you analyzing your performance at the right level of granularity?
- ✓ Monitor cohort behaviors – cohorts often perform very differently over time