

SURVIVAL GUIDE

FOR A SUCCESSFUL TRIP FROM WEB MARKETING TO NATIVE MOBILE



Daniel Kahtan
Director of Market Development @ Appsflyer

David Jordan
Mobile Business Unit Leader @ Softonic



AppsFlyer is the market leader in mobile advertising attribution & analytics, helping marketers to pinpoint their targeting, optimize their ad spend and boost their ROI

Softonic, with more than 100M active users, has been leading the software & app discovery web ecosystem for the last 18 years. Now it is driving towards the mobile app development business.

AppsFlyer

Global The Attribution Authority



$4B Annual mobile ad spend measured

10K+ Advertisers

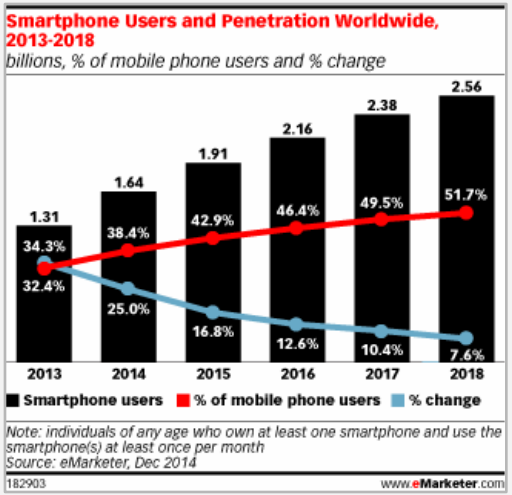
2,000+ Integrated Partners

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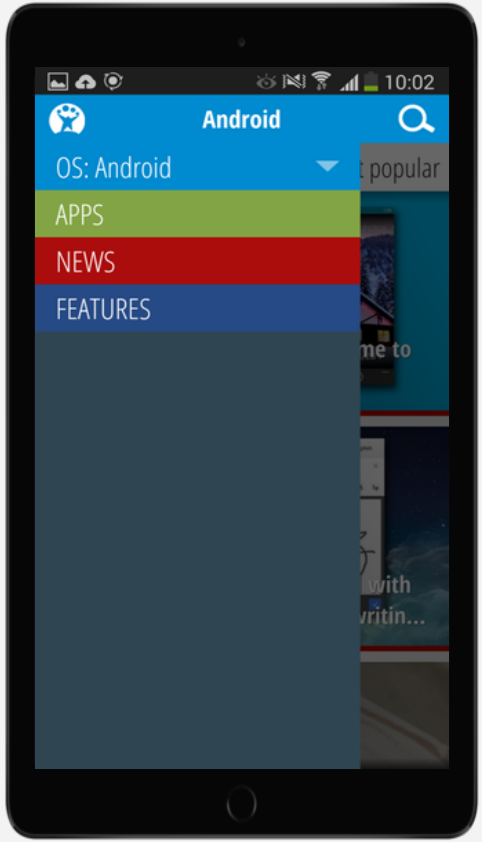
SOFTONIC HISTORY AND TRANSITION TO MOBILE

Winter was coming...






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APPS
GAMES
FEATURES
ANSWERS
VIDEOS
MISCELLANEOUS
WhatsApp
WhatsApp for Mac and Windows PC: Get started now
TOP LISTS
Three games to get you ready for Marvel's Captain America: Civil War
MISCELLANEOUS
10 apps that would have been useful for the characters in Game of Thrones
Start Download
3 Steps for a Faster Mac
Start Download
1. Click Start Download
2. Run the quick scan
3. Fix the errors.
- Secure Mac Cleaner
Advertisement


10:02
Android
OS: Android
APPS
NEWS
FEATURES



Step back Breathe

We learned that a smartphone is not a tiny desktop PC

New approach: **Mobile Business Unit**
New opportunity: **Android Utilities**



Softonic Tools



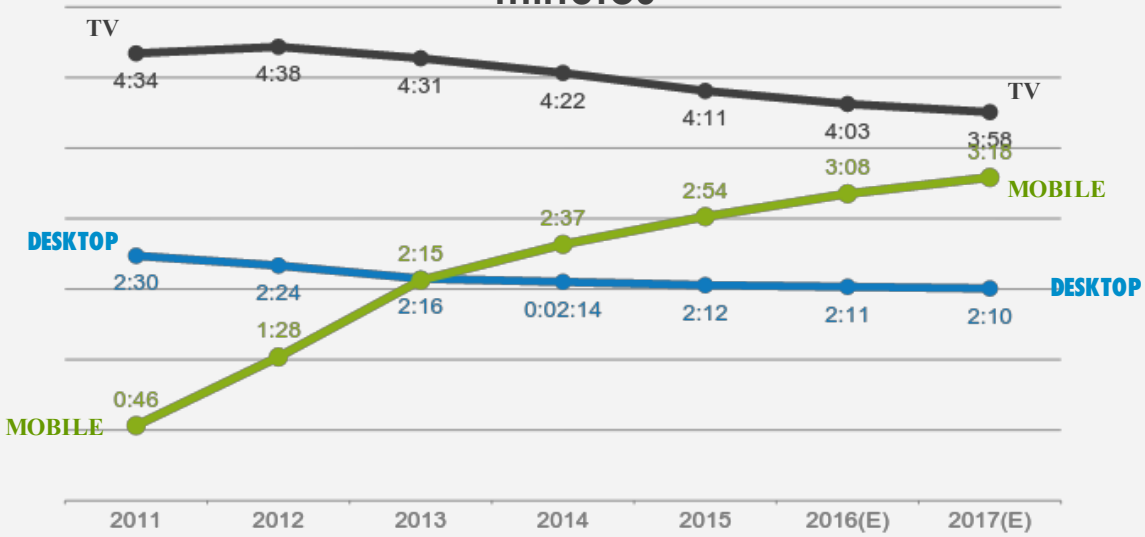




400% DAU growth in 9 months
1.5M MAU
48% Average retention DAY1
17% Average retention DAY7

Mobile is becoming the first screen

Average media time spent per day by US adults, in hours and minutes

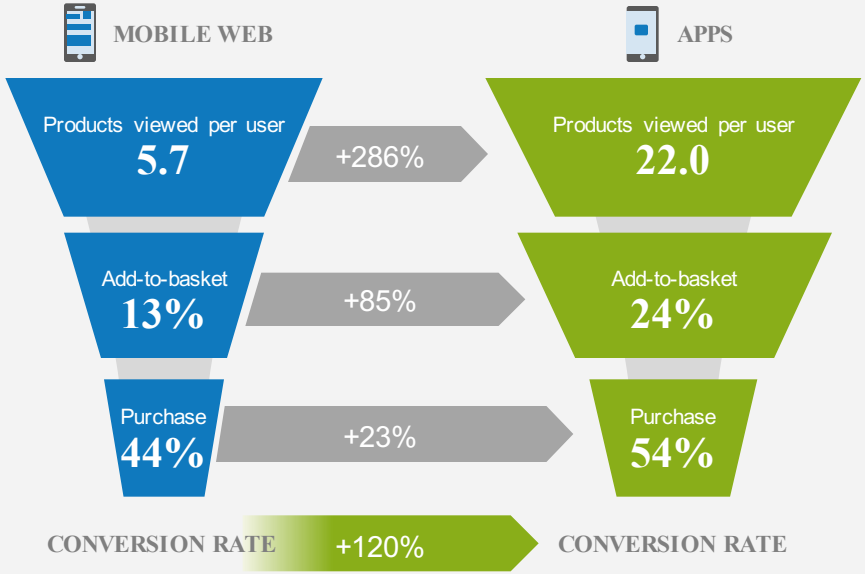


Source: eMarketer, Oct 2015

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Apps drive user engagement

Global retail conversion funnel – apps vs mobile web



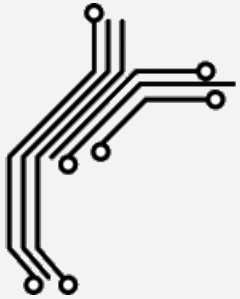
Source: Criteo, State of Mobile Commerce, Q4 2015

Alleviate your concerns

Mobile Measurement Has Come of Age



Multiple, Solid Options



Tech that can work with multiple identifiers and select best available ID in real time

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Mobile, here we go!

TIPS AND STEPS FOR TAKING MOBILE SERIOUSLY

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A1 / 16
Boston Sunday Globe
JANUARY 24, 2016
The road they take
There is nothing like the electoral gauntlet that is the New Hampshire primary and hasn't been for 100 years. Even in this outlandish age of dark money, polling delirium, and the Donald, it remains the first in the nation for a reason.
Funding for preschool is lagging and haphazard
Milton an odd exception to state promise unkept
Markey blocks FDA chief vote, citing opioid for children
Says agency bypassed experts on addiction risk
What do 12 and 18 add up to? History
Rattlers: Coming soon to an island near you
State plans to settle snakes in the middle of Quabbin Reservoir


12:31 PM
100%
Good morning.
Netflix is suddenly available in almost every country in the world.
Almost every?
Yeah, it's still not available in China, North Korea, and Syria. CEO Reed Hastings said it could take "many years" to launch Netflix in China.
What's the strategy?
Next



On the header, Above the fold...

"Where" is not the point anymore

Smartphones are on your customer's pocket 24/7

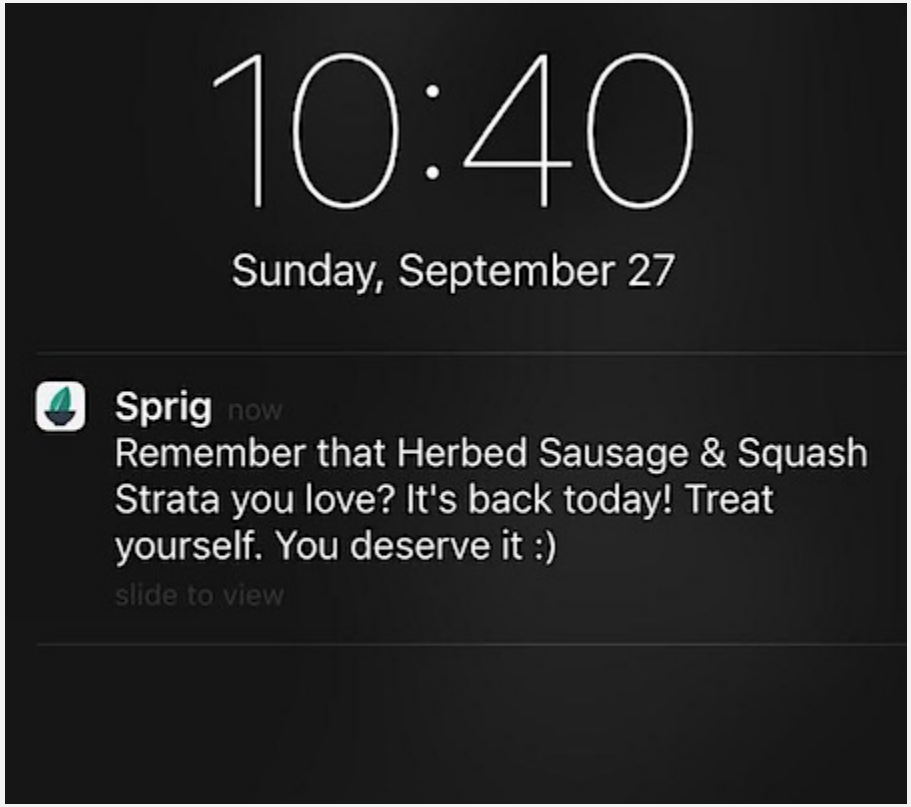
This is about "**when**", "**how**" and "**why**"

This is about **triggers**

This is about **context**, activity and time

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SUNDAY EVENING. YOU ARE EXHAUSTED. YOU ARE AT HOME. YOU GET THIS:





TIPS AND STEPS FOR TAKING MOBILE SERIOUSLY

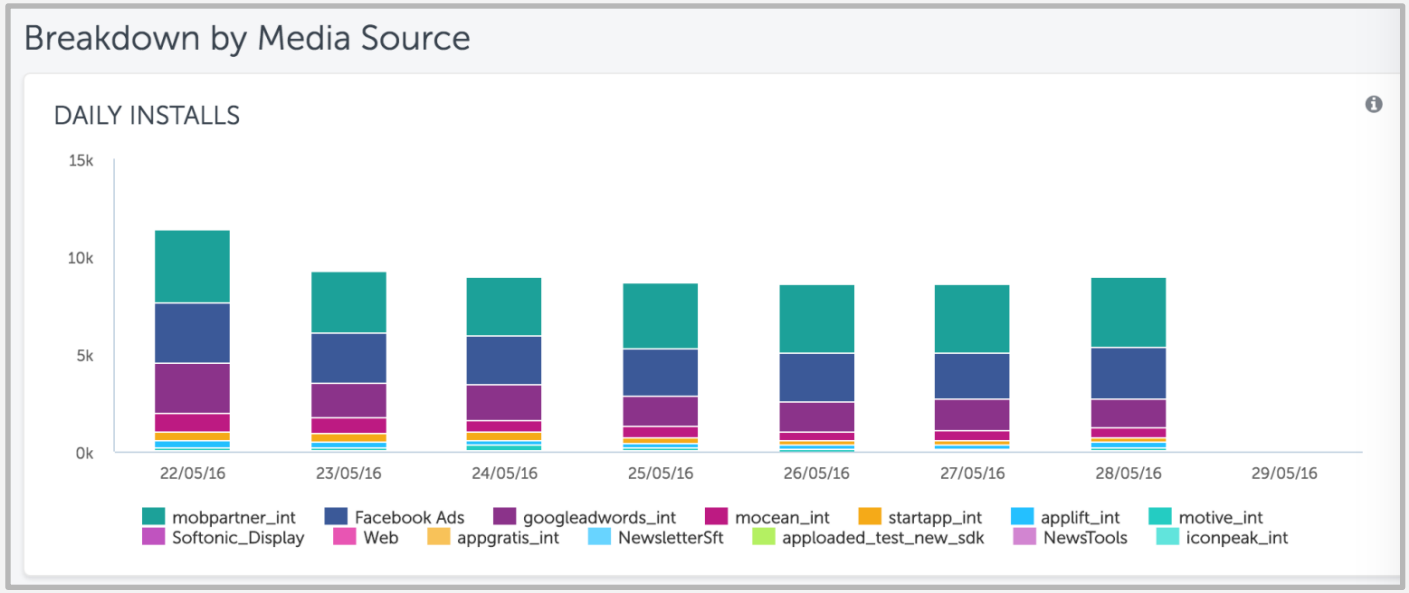
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Balance your growth hacking efforts with paid user acquisition

Facebook is great but it is not enough
Diversify your sources

There's no magic network or publisher to work with, it will depend on the app and its target

Without attribution analytics, your UA efforts are wasted



Get to know where your best users come from to take decisions on your UA strategy

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You already got 1 million installs? Stop counting!

Measure the right stuff for every single UA source

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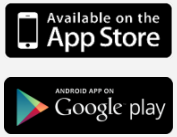
Basic In-App Events

Multiple Channels



Click

App Stores



Install

Value-Driven In-App Activity

- App launches -> retention
- Lifetime Value
- Average Revenue Per User
- Number of purchases
- Revenue

Connect value back to acquiring channel & optimize

Vertical Specific In-App Events



Gaming

- ✓ Tutorial completion
- ✓ Facebook registration
- ✓ Achievement unlocked
- ✓ Level passed
- ✓ In-App Purchase



eCommerce

- ✓ Product viewed / added to cart
- ✓ Registration
- ✓ Logged-In
- ✓ Purchase



Travel

- ✓ Hotel/flight/package searched/viewed
- ✓ Registration
- ✓ Initiated flight checkout
- ✓ Booking

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Forget about pageviews and bounce rates

Enjoy the rich native mobile KPIs

User Base Growth & Engagement	Value & ROI	Build your own
DAU & MAU	eCPI	Funnel analysis
Cohort analysis	Cost per loyal user	Conversion Rates
Retention Day 1 and Day 7	LTV	Create your KPIs

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Centralize Your ROI Data

Media Source	Clicks	Installs	Sessions	Loyal Users	Loyal Users/Installs 36.14% ↓	Cost	Revenue	ROI
Network 4	30,371	2,544	30,019	1,321	51.93%	$4681	$6922	48%
Network 1	6,529	635	5,818	278	43.78%	$322	$511	59%
facebook	1,206,159	411	3,814	176	42.82%	$199	$326	64%
Network 5	1,243,726	429	3,965	180	41.96%	$2533	$1587	-37%
Network 2	N/A	9,701	69,141	4,032	41.56%	$8611	$13277	54%
Network 7	2,320,624	3,281	23,077	1,275	38.86%	$3879	$3327	-14%
Network 6	N/A	5,569	38,218	2,073	37.22%	$8177	$8865	8%
Google	351,639	943	6,630	347	36.80%	$21044	$27353	30%

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Welcome to a fast paced environment.
Train your organization to be ready for more, more and more changes

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Hey marketers, beware of next opportunities...

Instant apps
Chatbots
Homebots
Mobile DSPs
VR
Whatever comes next



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- Native mobile is not just another channel, you need to approach it with a dedicated strategy.
- It is all about the user context.
- You need a team with lean approach. A group of fast learners that enjoy in fast paced environments. Hire them or train your organization.
- Mobile User Acquisition Campaigns are key and need to be diversified.
- Attribution analytics are essential, your marketing strategy cannot be built without it.
- Counting installs is useless. Build a set of KPI that make sense to the mobile ecosystem and your products.

QUESTIONS ¿?



THANKS!

