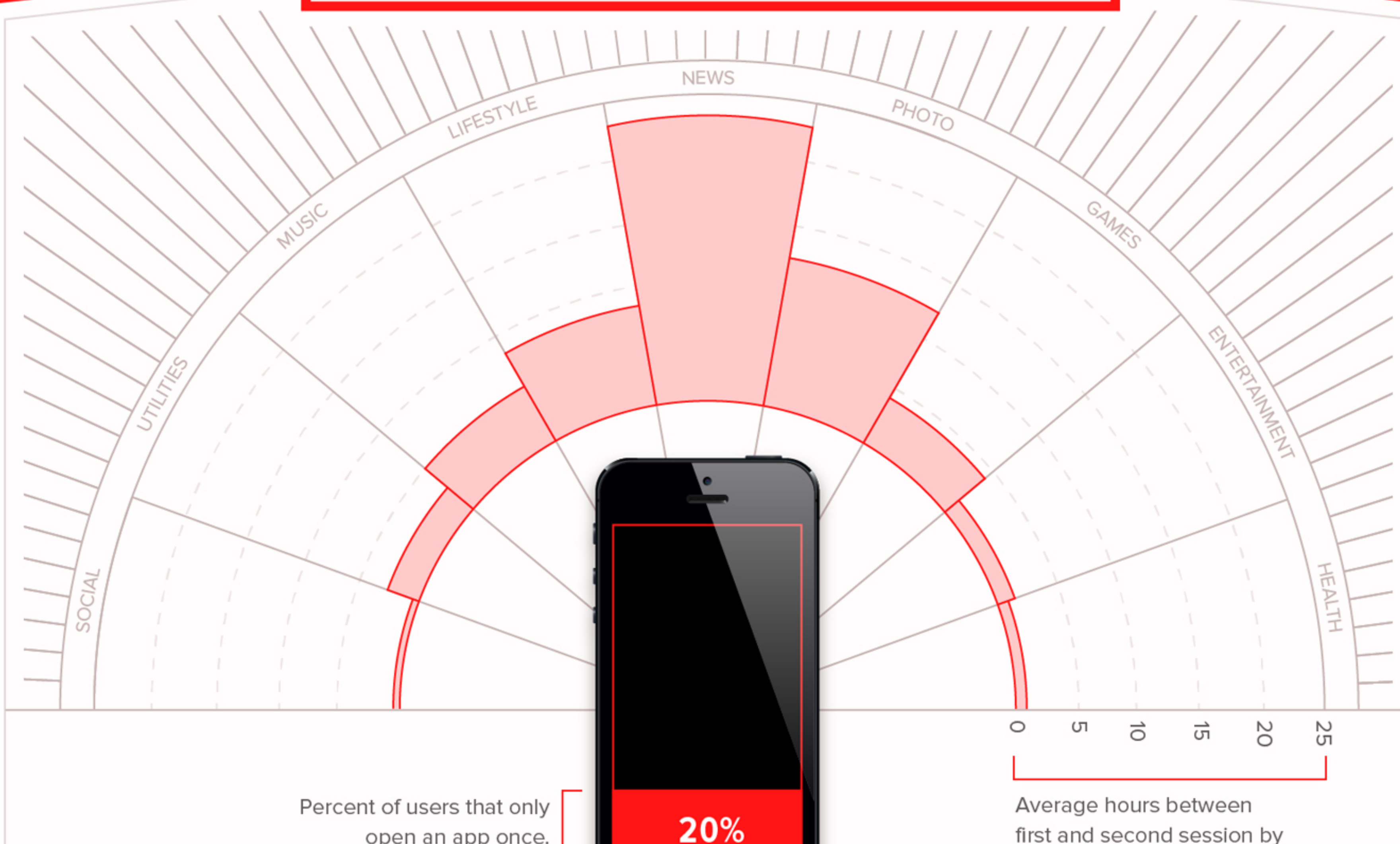


HOW TO DO AWESOME APP MARKETING

Want to boost usage, convert users, and improve ROI in your app?

The solution is simple: *app marketing*. Mobile app users demand to be engaged, but most apps fail to do so. Running awesome app marketing is all about using the right tools, analytics and techniques to keep your users coming back for more.

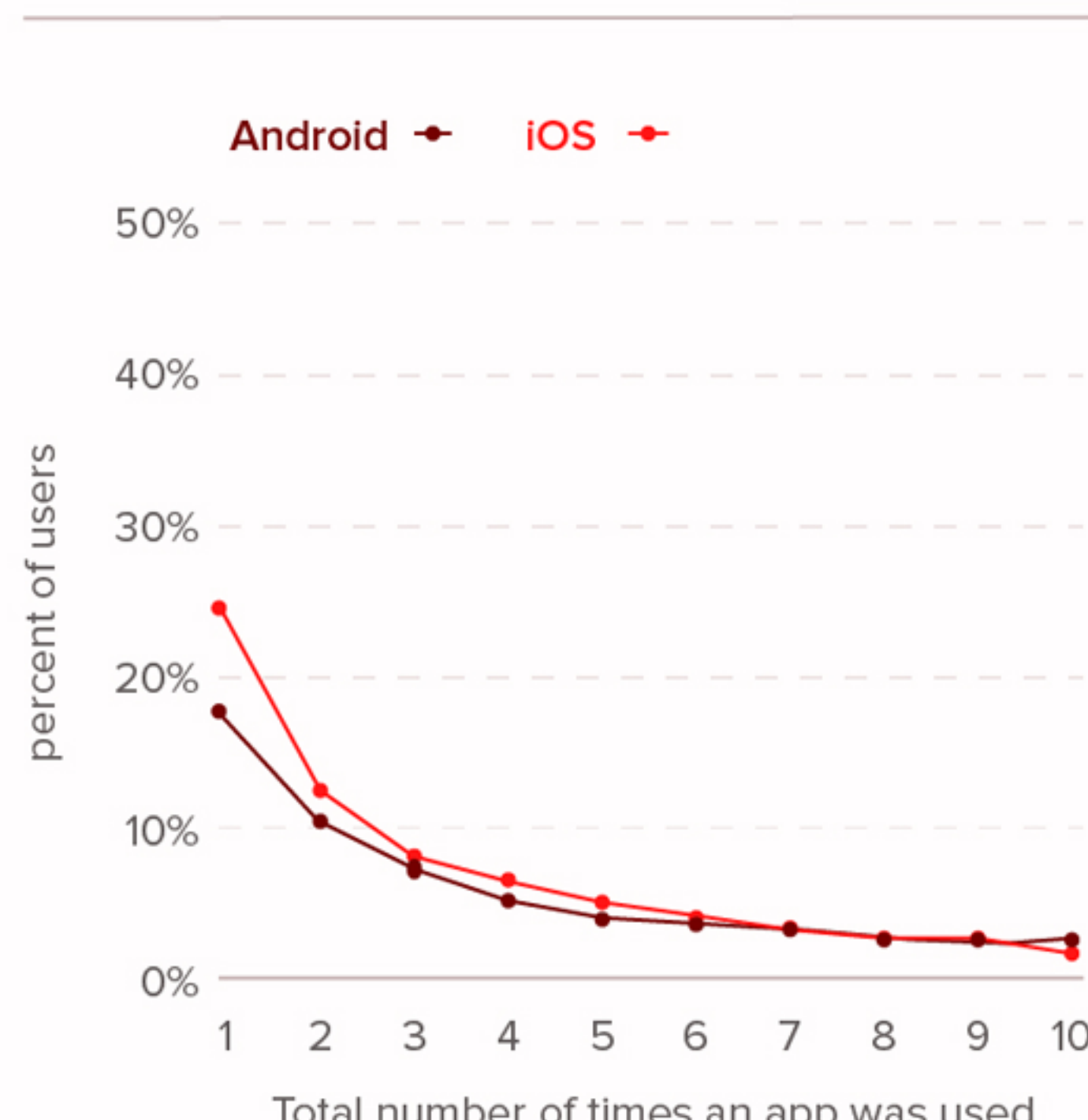
ENGAGEMENT TODAY



NATIVE VS WEB APP: TIME SPENT



APP RETENTION RATE



APP ABANDONMENT



APP ADDICTION



APP REVENUE



RUNNING AWESOME MARKETING



ACQUIRE

Acquiring new users requires running targeted ad campaigns across channels. Gain users and optimize your ad return by measuring—in real-time—downloads, user engagement, retention and value by campaign and source.

MANAGE YOUR ACQUISITION:

- Ad campaigns
- Third-party sources
- Channels and ROI

INVEST WHERE IT MATTERS: Worldwide mobile advertising is forecasted to reach **\$24.5B** by 2016.



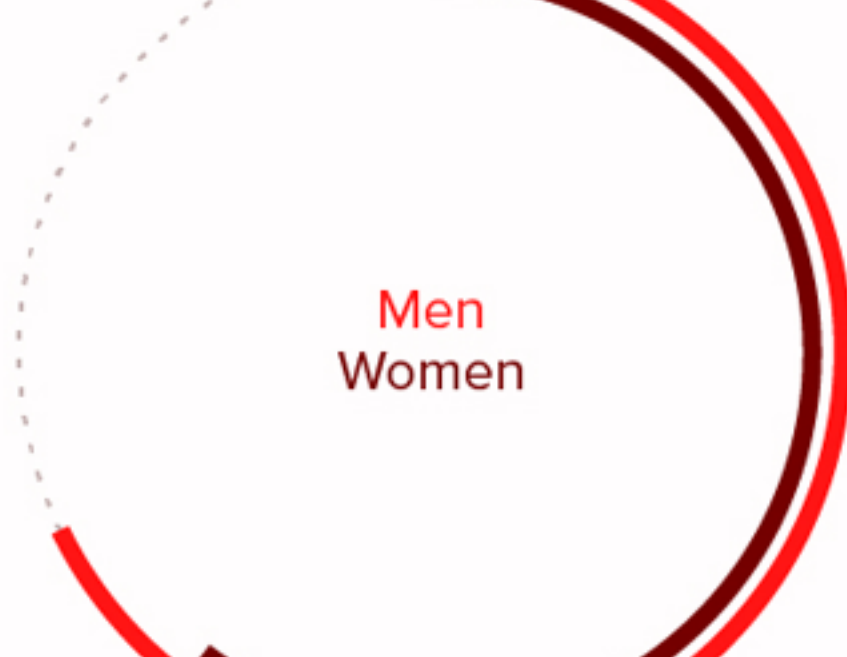
SEGMENT & ANALYZE

See what is and isn't working, and make your app better. Using real-time analytics, you can get to know and adapt to your users immediately. Identify your users based on key attributes by creating audience segments, and analyze session length, screenflow, and retention metrics to further optimize your app and create targeted marketing offers.

Learn more about your users by analyzing:

- Conversion funnels
- Segments
- Behavior
- Interactions

FIND TRENDS: **68% of men** are likely to make purchases in-app, as opposed to **58% of women**.



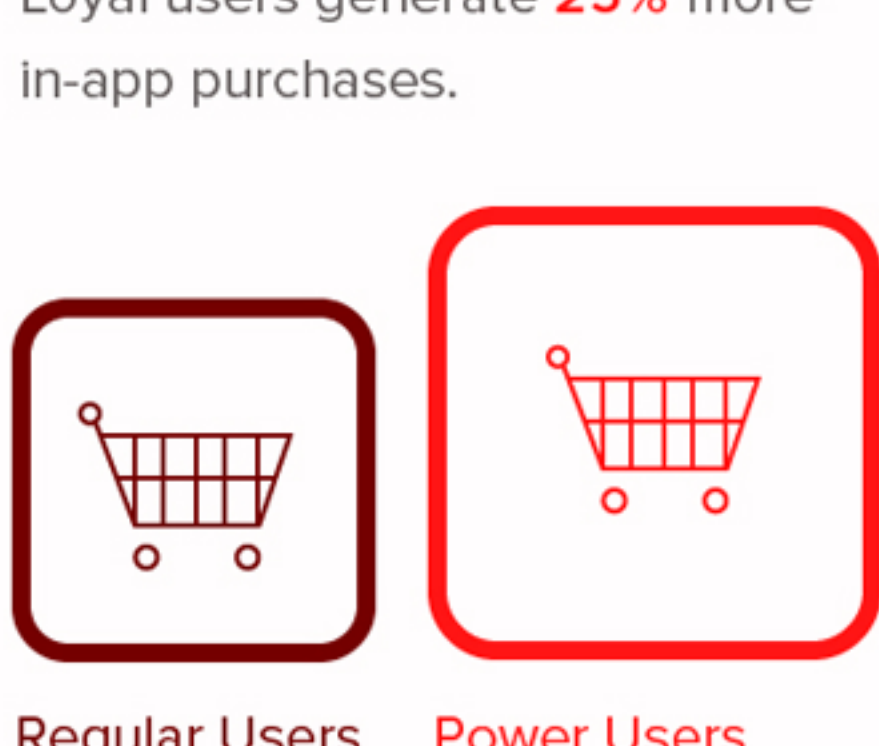
ENGAGE & CONVERT

Downloads signal one-time users—engagement creates loyal users. Engaging your mobile users through ongoing optimization and marketing is the key to creating a profitable app. Convert your users within app funnels by leveraging customized user segments, targeted messaging campaigns, and special offers.

Top app marketing campaign tactics:

- Push messaging
- In-app messaging
- Email

HARNESS SUPERFANS: Loyal users generate **25%** more in-app purchases.



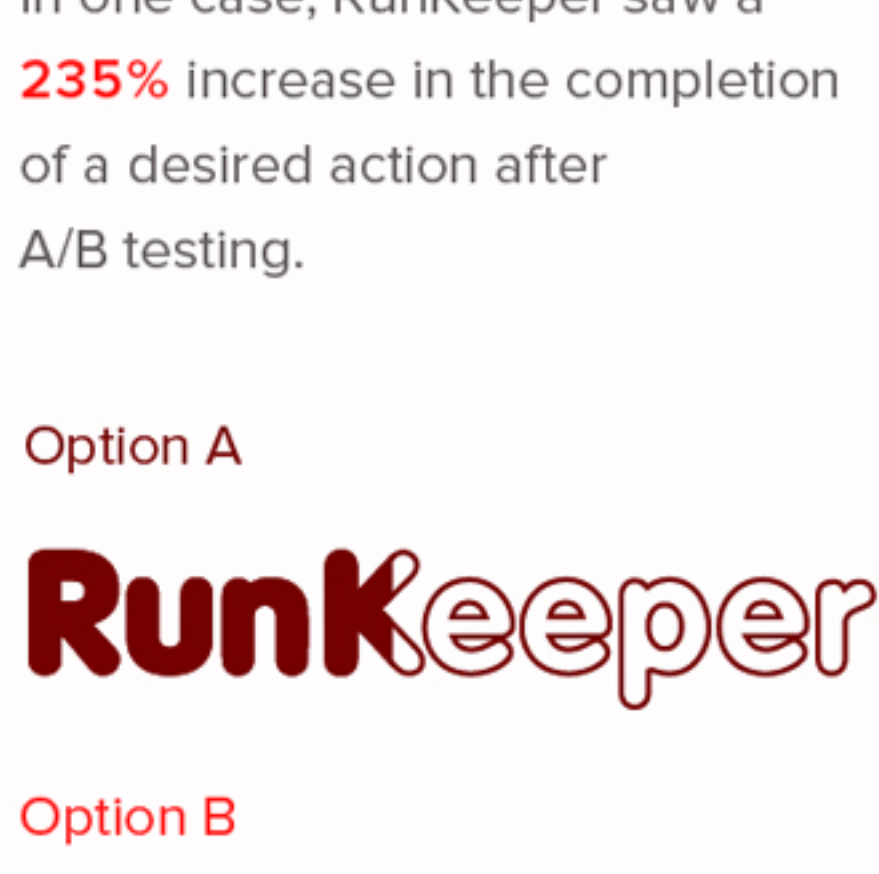
TEST

Drive impactful marketing with ready-to-run, in-app A/B testing. Test different messaging and offers with users by segment, and measure against control groups to understand the impact on conversions, offer relevancy, and lifetime value (LTV).

Top app marketing campaign tactics:

- Content
- Frequency
- Offer
- Timing

FIND WHAT WORKS FOR USERS: In one case, RunKeeper saw a **235%** increase in the completion of a desired action after A/B testing.



MEASURE

Prove the success of your campaigns and evolve your strategy by tracking the right long-term metrics like LTV. Improve your marketing campaigns over time, and use these insights to grow your acquisition channels and put more money behind sources that deliver.

Evaluate your:

- Content
- Frequency
- Offer
- Timing

FIRST IMPRESSIONS CAN BE MISLEADING: Users who wait and interact with an app multiple times before making their first in-app purchase make **25%** more in-app purchases over their lifetime as a customer.

