

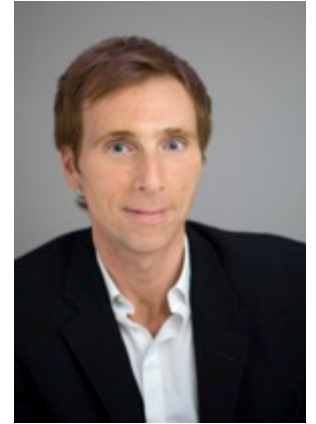
# The Secrets of Being a No. 1 App and Not Loose \$

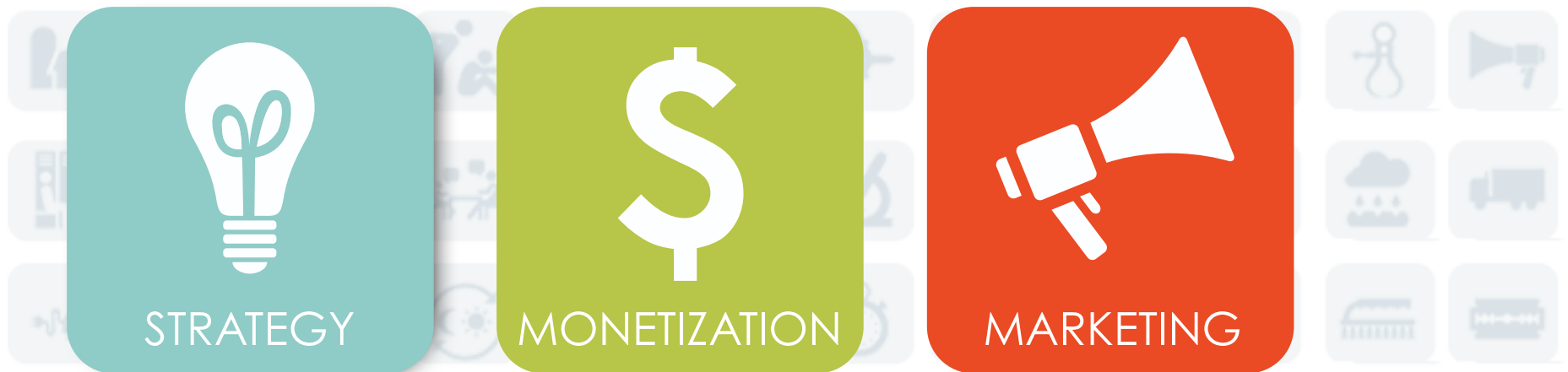
Android Toronto

October 25<sup>th</sup>, 2012  
Toronto, Canada

## Gary Yentin, CEO & Founder

- Over 15 years of experience in the mobile industry
- Proven success in mobile strategy, marketing and increasing revenue and brands engagement for companies with their digital and mobile content
- Past roles in senior management and consulting at m-Qube, VeriSign, Nokia, RIM, Admob, Quattro, Rogers and Bell





## Leaders in **Mobile** Strategy, Monetization & Marketing

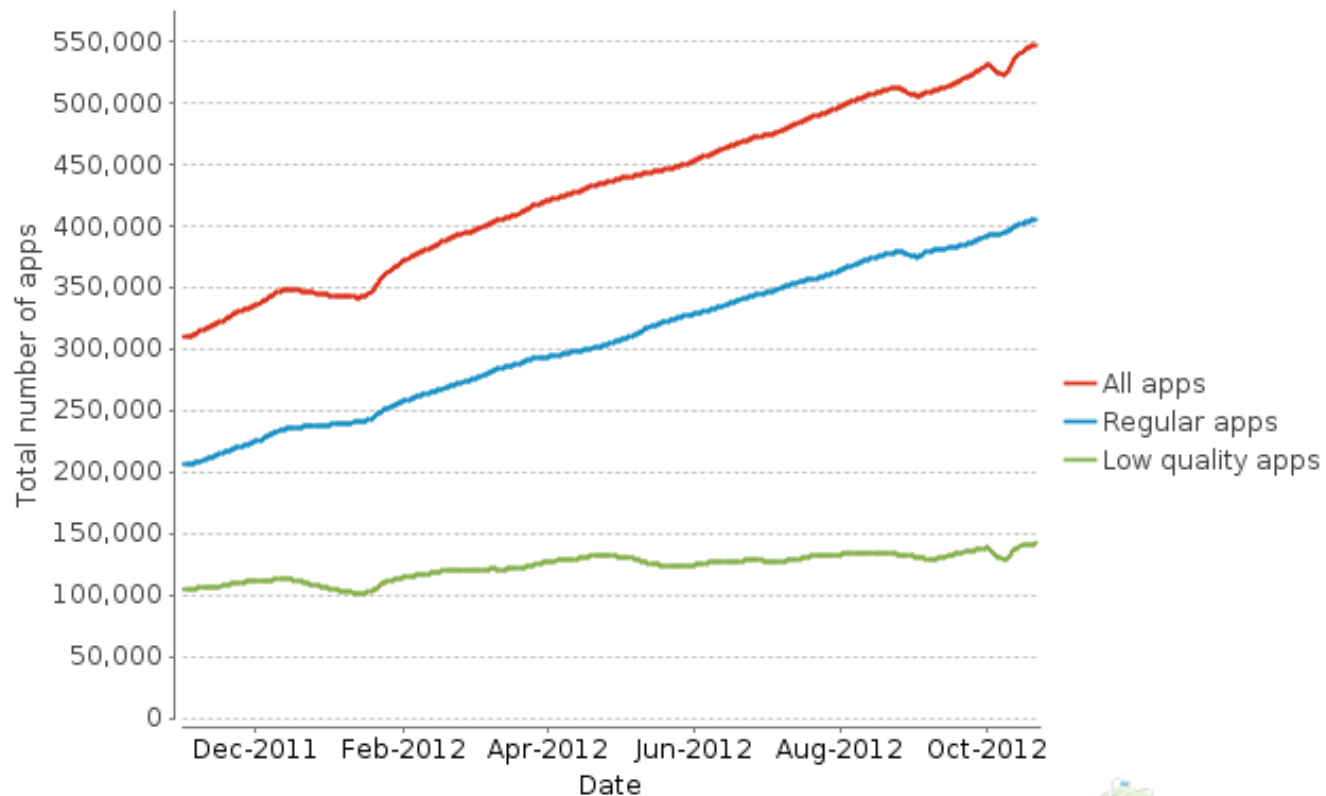
helping you succeed in the business *of* mobile and apps

# Snapshot of the Android App Ecosystem

Current Number of Android Apps in the market **548,200**

Percentage of low quality apps : **26%** (3 stars or less or decommissioned by Google)

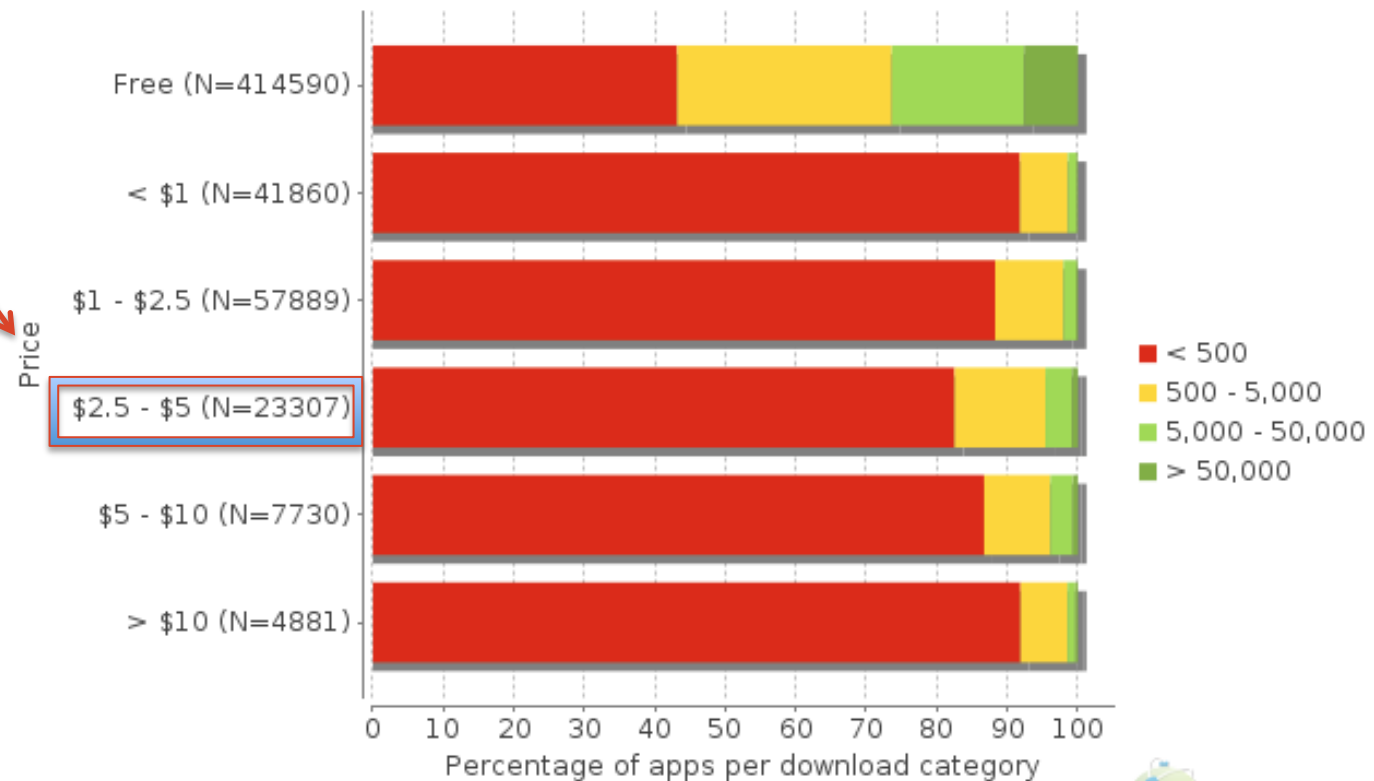
Android apps on the Android market, October 24, 2012



# Snapshot of the Android App Ecosystem

Current number of free apps in the market: **415,590** 75%  
Current number of paid apps in the market: **135,667** 25%

Download distribution of Android apps by price category, October 24, 2012

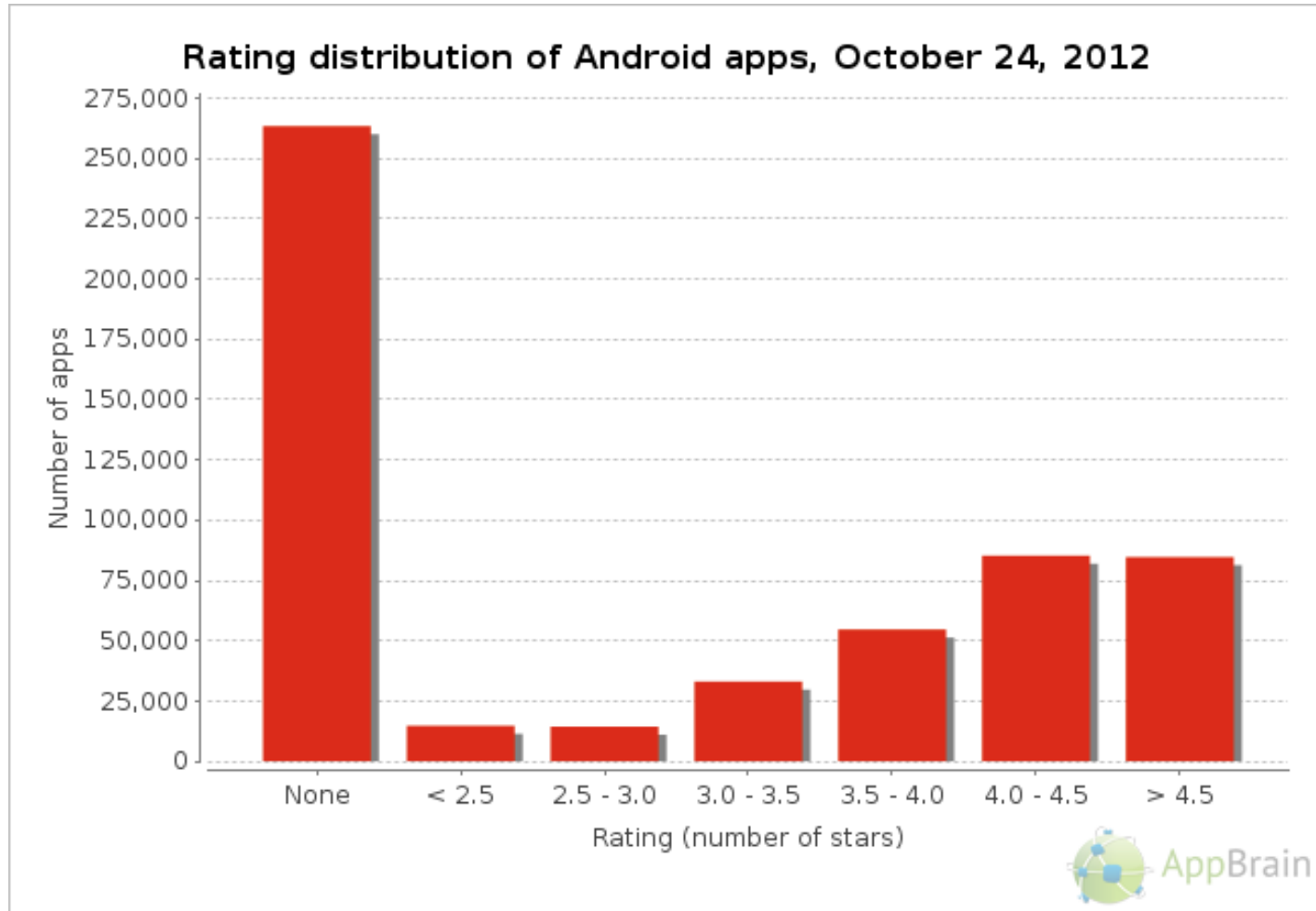


# Snapshot of the Android App Ecosystem

Total number of apps with ratings: **286,823** (49.3%)

Average Number of stars for all apps: **4.0**

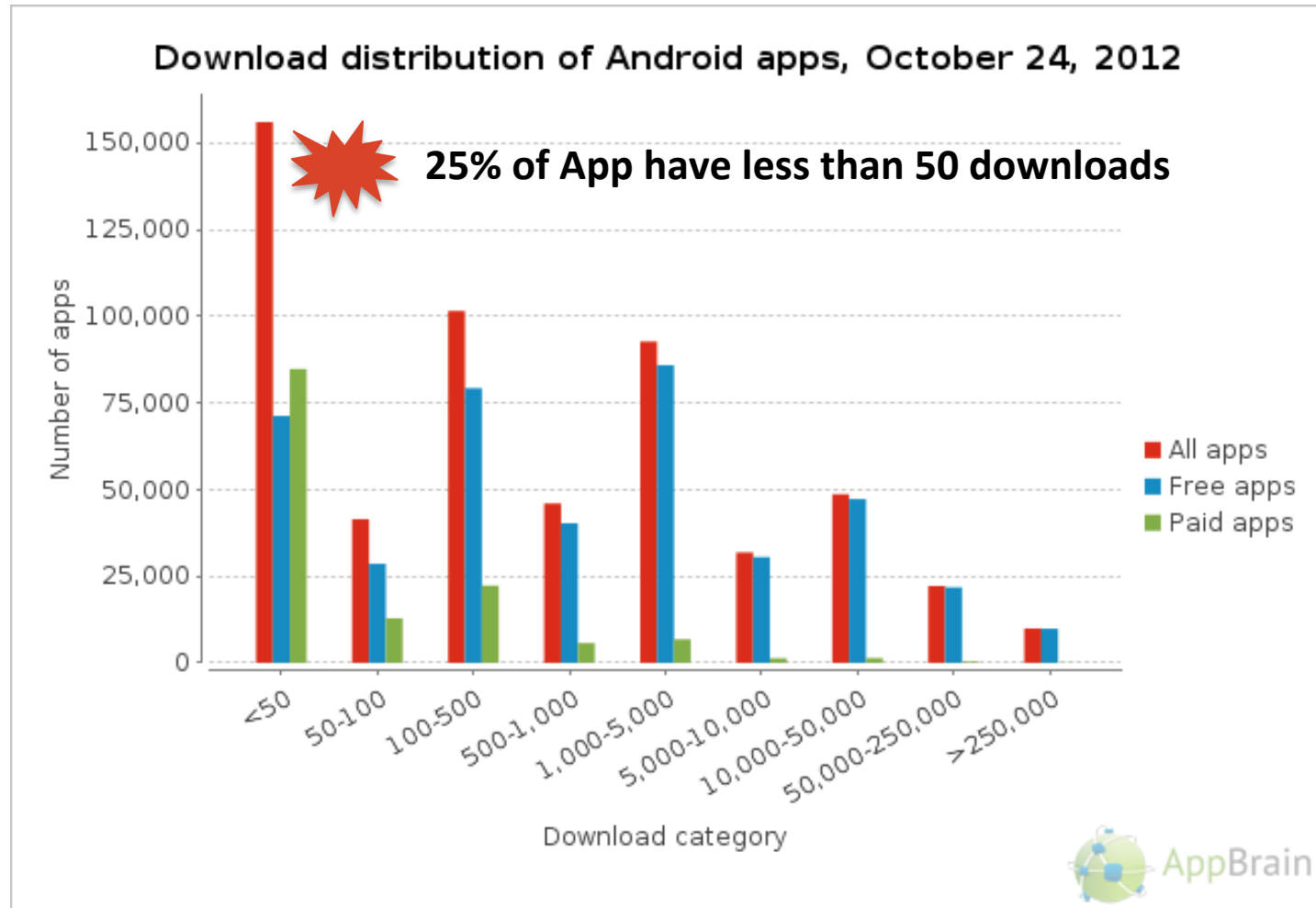
Number of apps with less than 3 ratings: **263,434** (47.9%)



# Snapshot of the Android App Ecosystem

Download distribution of Android apps

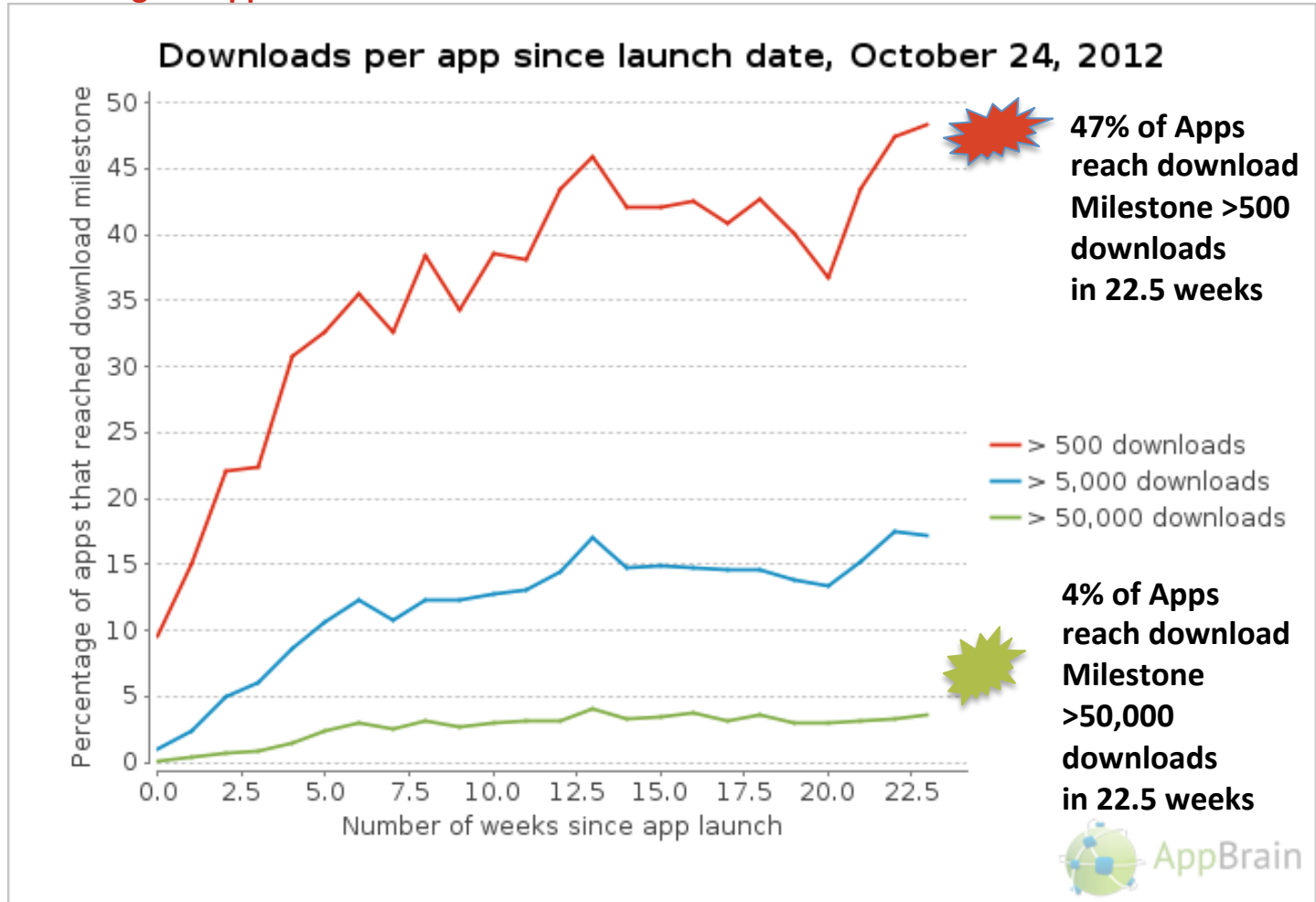
Distribution of downloads for all apps, free apps and paid apps



# Snapshot of the Android App Ecosystem

Development of downloads since app launch date

Percentage of apps that reaches each of those download milestones develops over time after launching the app:

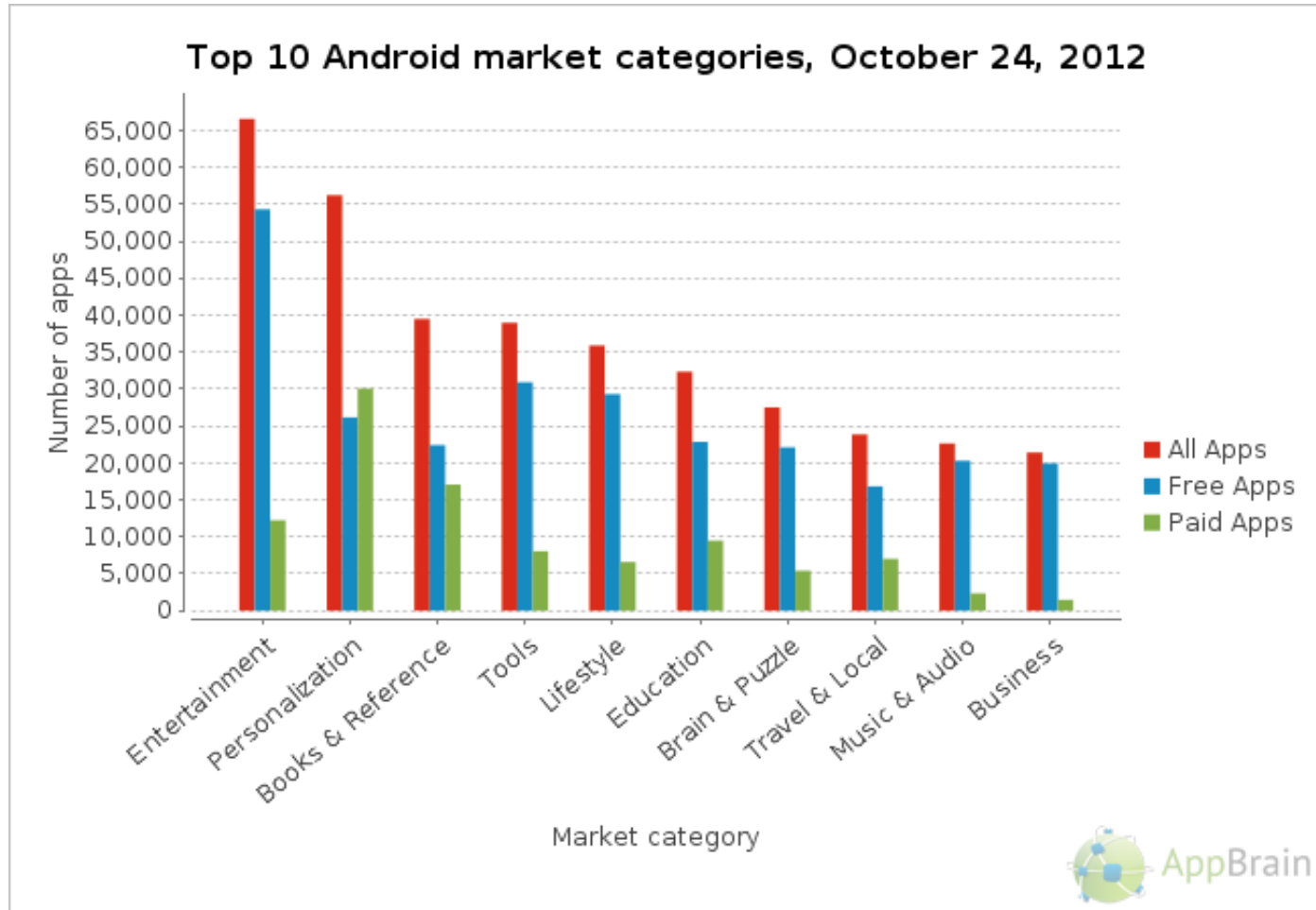




# Snapshot of the Android App Ecosystem

Most popular Android market categories

The total number of apps, free apps and paid apps per Android market category

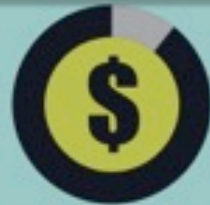


# Common Challenges and Obstacles



## The Truth Behind Success with Mobile Apps

With over a million applications in app stores across platform, app developers are finding it increasingly challenging to cut through the noise and get their app discovered and downloaded. So what does it take to succeed in this marketplace?



12% earn \$50,000 or more in revenue  
"Top Earners"



**DEVELOPERS WHO  
SPEND = SUCCEED**

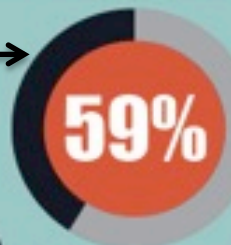


11% had 500,000 or more downloads

Top Earners spend an average of 14% of their time on marketing



Top Earners have nearly \$30,000 as an average marketing budget



of apps don't generate enough revenue to break even on development costs



68% earned \$5,000 or less with their most successful app



80% don't generate enough revenue to support a standalone business

**HOW DEVELOPERS  
ARE REALLY DOING  
WITH THEIR APPS**



63% had downloads of 50,000 or less for their most successful app



52% had \$0 set aside for marketing despite 91% believing that marketing is necessary for success



52% spend 5% or less of their time promoting their app

# How to be a No.1 and Not Loose \$

## Google Play Marketing Tips

- **Search, Search, Search and Search!**
- **Test, Test, Test, and Test !**
- **Spend Wisely, Spend, Spend and Spend Wisely !**



# Google play Insights



# Organic Discovery-Search Driven

- **Organic users seek your app** on their own – **without paid advertising**. These users are not only “**free**,” but are much more likely to become **loyal users** than those who install your app after viewing an ad.
- **Android app marketers have more tools to drive organic users on Google Play** than in the **Apple's App Store**.
- Google Play and the App Store use very **different methods of determining rank**, and have different capabilities for supporting app discovery.
- In the **App Store**, **Rank** is the driving force behind organic discovery. Rank is determined primarily by the number of installs, and how recent the installs are. Apps that cannot sustain large numbers of installs find that their rank slips quickly.

# Organic Discovery-Search Driven

- On **Google Play** user **find apps** via a combination of **searching** and **browsing**. While app rank is critical for generating organic users on iOS, on **Google Play** - **Search** - **not rank**, is the primary means of organic discovery.

## Organic Discovery Google Play

Brand search: 50%  
General search: 25%  
Browse: 20%

*Approximately 75% of organic downloads on Google Play originate from a user search.*

- Data shows that **users who find an app through search are 50% more likely to become long-term, loyal app users.**
- Rank, while still important, holds much less sway over how an app is discovered on Google Play.

# Google Search Rank Algorithm

## 1. Keyword In The App Title

The most important element for Google Play rank. The **proper keyword** can **increase search rank 80 to 100 spots**.

## 2. Keyword Frequency In The App Description

When a **keyword is used multiple times** in the app description, **rank is increased, often up to 20 spots**.

## 3. Number Of Net Installs

Google's ranking algorithm is skewed in favor of apps that show user retention. The **more "net" installs**, the **higher the rank**. The Google algorithm **tracks uninstalls** and takes into account only apps that remain installed.



# 5-Steps to increase Organic Discovery

- ① **Define keywords that are relevant to your app**  
(Use Google AdWords Traffic Estimator to help you prioritize)
- ② **Include top keywords in the app title**
- ③ **Include app name and all other keywords multiple times in description.** Use city and country names if the description of geographies are relevant to your app
- ④ **Test search rank for all your keywords**
- ⑤ **Measure and optimize your results from search on keywords**

# Install Loyal Users- not just installs

- **To build a thriving app business**, you need installs by loyal users. It is loyal users who use your app repeatedly, make purchases, register, or take other actions that tie back to an ROI. **An install, or even an app launch, does not mean that you have a loyal user.** In fact, studies show that many users who install an app never even use it, or abandon it after a single use.
- It is loyal users on which you ultimately build your app business.
- Loyal user acquisition also benefits your rank on Google Play, since **Google Play's rank algorithm rewards retention.** Try to optimize your Android marketing efforts on traffic sources that are delivering your loyal users.



# Test your App Presentation on Google Play

- Take advantage of the fact that **you can update your app immediately on Google Play.**
- Test the way **your app is presented.**
- Try different **app titles, and meta tags.**
- Test the **app name in the logo.**
- **Explore new ways to describe your app, and look for new keywords.** You can apply these learnings to your iOS versions and reduce your costs and risks.

# Conduct longer term ad campaigns

## Multiple Ad networks

- **Google Play's ranking algorithm rewards long-term user acquisition** - apps that acquire and retain users are rewarded with higher ranks.
- **Advertising campaigns should be run over a longer term and sustained over several months, as opposed to the short bursts of activity often seen in the iOS market.**
- The best strategy is to try to **work with as many traffic sources as possible**. This will enable you to reach your largest potential audience, realize the lowest-possible cost per acquisition, and also protect your app from audience saturation.
- Work with many traffic sources to:
  - Identify the best-performing sources
  - Drive installs from more loyal users
  - Insulate your app from audience saturation
  - Keep your costs down



# Marketing Attribution-Insights

- Google play provides a marketing attribution framework that gives you insights that help you make more informed advertising decisions.
- A piece of tracking code called an “**Android Referrer**” - **part of the Google Mobile Analytics** anonymously “attributes” each of your app installs back to the ad network and ad creative from which that install originated.
- This marketing attribution gives you valuable marketing intelligence, while balancing the need for user privacy.

# Android Toronto

## Workshop - Goals

- Teach **participants** tactics and techniques to help them **better market** and **monetize** their **apps**
- Encourage an open discussion using real-life examples of apps in the market by the group
- Inspire participants to consider new ways to market mobile applications!



# topics & format

This workshop will cover the following topics

- 1. App Store Optimization**
- 2. App Marketing**
- 3. App Monetization**

# workshop exercise

The application in discussion is an iOS application that is a freemium game in the genre of Plants versus Zombies





# exercise #1-ASO/App Store Optimization

Which app icon do you feel is doing a better job of selling the app? Why?



# exercise #1 – Sample Response

Which app icon do you feel is doing a better job of selling the app? Why?

#1



High Quality  
Bright  
Colorful  
Uses a Zombie

#2



High Quality  
Bright  
Colorful  
No direct reference to the genre

#3



Dark  
Poor Quality / Graphics  
Can't read/make out words  
Don't translate to small icons  
No immediate recall to Zombies

## exercise #2-ASO/App Store Optimization

What are the **keywords** you would use for this app? Where would you consider using these keywords to help with discovery of the application? (**Mobile Search/SEO**)



## exercise #2 – Sample Responses

What are the **keywords** you would use for this app? Where would you consider using these keywords to help with discovery of the application?



### KEYWORDS

zombie, killing zombies, zombie killer, target zombie shooter game, zombie slayer, zombie fight, fight zombies, zombie attack, zombie game, zombie iphone app, zombie iphone app game, kill zombies on your iphone, living dead, walking dead, zombies at night, night walkers, zombie defense

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### KEYWORD USAGE

- App Title
- App Metadata
- App product description
- Social Networks
- Online & Mobile Pages (Metadata & on page copy)
- YouTube
- Press Releases & Blogs Posts

## exercise #3-app marketing

Keeping in mind mobile ad banner size, use this app and to create a **CALL TO ACTION BANNER** that you feel will best drive conversion to download.



**320x50 pixels**

- GIF, PNG, JPG for still images
- Animated GIF for animations
- <5kb file size for basic banners
- <7.5kb for enhanced banners
- Optional 24 character text tag line

## exercise #3 – Sample Responses

Keeping in mind mobile ad banner size (320x50), use the app icon and create a **CALL TO ACTION BANNER** that you feel will best drive conversion to download.

Zombies are attacking!  
**Download** and kill them now



Download Zombie Target for  
**FREE** on your iPhone today!



**Download** Zombies and save  
the world before its too late!



# exercise #4-monetization strategy

Using this app, describe **what information you would need** in order to calculate **cost per acquisition** for the target user.



## Stupid Zombies

### Description

Those stupid zombies are back, and you are humanity's last hope to keep them brainless. One man, one shotgun and lots of stupid zombies.

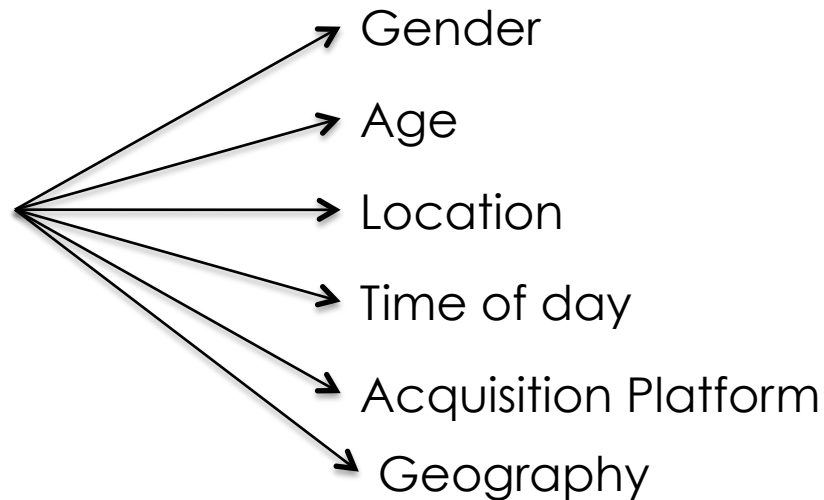
#### Features:

- 720 unique and puzzling levels
- Universal app

## exercise #4 – Sample Responses

Using this app, describe what information you would need in order to calculate **cost per acquisition** for the target user.

*(results achieved by targeting and testing on various ad networks)*





# exercise #5-monetization strategy

If the cost per acquisition of this app is \$1.00, what **monetization strategies** would you employ in order to make this a successful app? Why?



Mobile Advertising

Paid App

Freemium (Upsell to Pay)

Freemium (In-App Purchases)

Sponsorship

Subscription

# exercise #5 – Sample Responses

If the cost per acquisition of this app is \$1.00, what monetization strategies would you employ in order to make this a successful app? Why?



## **FREE-MOBILE ADVERTISING**

**Implement Mobile Advertising including offer walls and game networks as well as 3<sup>rd</sup> party ad networks.**

- **Reason:** Game networks will drive downloads but will also provide niched ad buys which reflect the app user segments. 3<sup>rd</sup> party mobile ad networks and similar will be used to supplement revenue. Important to work with these networks to help them better target their buys.

## **FREEMIUM (IN-APP PURCHASES)**

**Introduce In-App Purchases for additional levels, bonus content or virtual goods**

- **Reason:** Ad revenue may not be enough so to mitigate the risk you will want to diversify your monetization strategies. In-App purchases work well with games and will help to drive usage (e.g. buy a premium gun) which will in turn help ad revenue

# great **resources**

- App-Promo
- Distimo
- Flurry
- Crittercism
- Urban Airship



# great resources - **app promo app** **app promo blog**

App Promo has packaged up the tips, tricks, and steps necessary to increase app discovery and downloads for your app in our very own app marketing tool.

**[www.app-promo.com](http://www.app-promo.com)**

Download it for **FREE** on your [iPhone](#), [Android](#), [BlackBerry](#), [Windows](#) or [Nokia](#) device.



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