app promo

#1
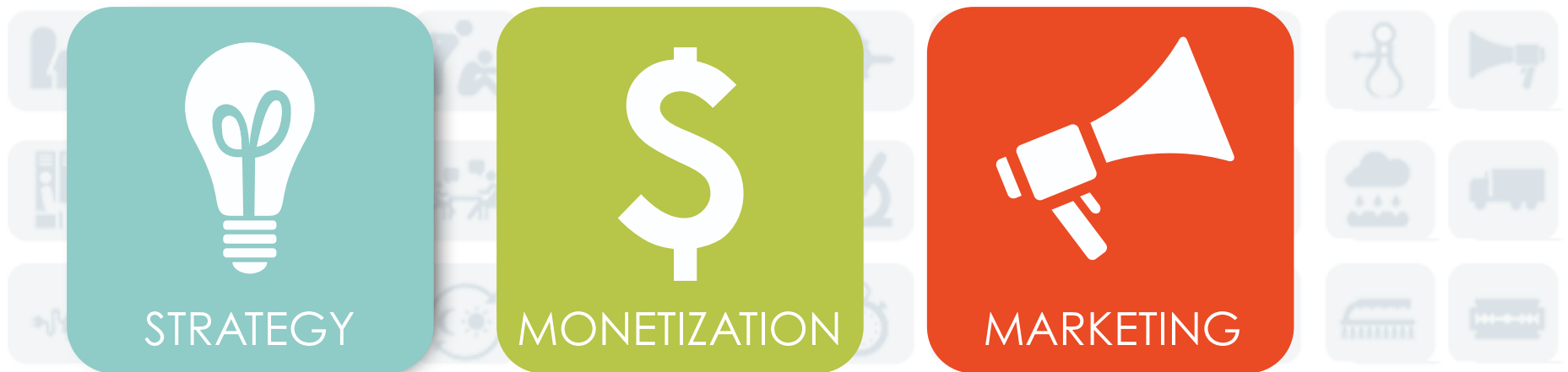
The Secrets of Being a No. 1 App

Mobile Biz Boot Camp Presentation

May 25th, 2013
Toronto, Ontario

app promo

STRATEGY
MONETIZATION
MARKETING

Leaders in Mobile Strategy, Monetization & Marketing

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

our services

STRATEGY
– Product Strategy & Positioning
– Market Analysis
– - Competitor Analysis
– Marketing Strategy
– Social Media Strategy

MONETIZATION OPTIMIZATION
– Business Modelling
– Monetization Strategy
– Pricing
– Revenue Analysis
– Mobile Ad Optimization

PR & BLOGGER OUTREACH
– Press Release Authoring
– Wire & Media distribution
– Blogger Outreach
– App-Promo network

SOCIAL MEDIA MARKETING
– Social Network Creation
– Social Network Optimization
– Facebook Applications
– YouTube Videos

CONTEST & PROMOTIONS
– Event / Calendar Promotions
– In-App contests
– Online & Social Media Contests
– Sales & Discounts

APP STORE OPTIMIZATION (ASO)
– Identify Keywords & Metadata
– Optimize Product Descriptions
– Icon & Screenshot Recommendations
– Off-Page Recommendations

SEARCH ENGINE MARKETING
– Keyword Optimization
– Paid Search
– App Search Engines

PAID MEDIA
– In-App Ad Networks
– Mobile & Online Ad Networks
– CPI / CTR / CPC
– Affiliate / Partnerships

ANALYTICS & INSIGHTS
– Data Collection & Consolidation
– Analysis & Benchmarking
– Product Insights based on Findings

STRATEGY   MARKETING

MONETIZATION   APP

GARY YENTIN, CEO & Founder, App-Promo

- Gary Yentin is a senior mobile executive, with over fifteen years of experience managing strategy sales, product, marketing, operations, and technology for established media entertainment, and technology companies.

- For the last ten years Gary has focused on mobile technologies, including content development and distribution having worked for m-Qube in the capacity of Vice President, and mobile advertising having worked with Admob, Enpocket, Nokia, Quattro and Jumptap.

- In the last three years, Gary has focused on the business of mobile applications, discovery, distribution and monetization and is CEO and Founder of the award winning agency- www.app-promo.com.

- Follow him @Apppromo or find him at http://www.linkedin.com/in/gyentin

WAKE UP CALL

If you ~~build~~ ^Spend it, they will come...

app promo

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
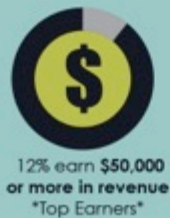
59% of apps **don't generate enough revenue** to break even on development costs

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

💡 **DEVELOPERS WHO SPEND = SUCCEED**

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

HOW DEVELOPERS ARE REALLY DOING WITH THEIR APPS

⬇ 11% had **500,000 or more downloads**

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

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

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

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

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

app promo

💡 CREATION $ MONETIZATION   📢 MARKETING   📱 OUR APP

www.app-promo.com

info@app-promo.com
www.facebook.com/AppPromo
Twitter @AppPromo

Source: First Annual Developer Survey 2012 - App Promo

Snapshot of the App Ecosystem

- **Over 2.1 million apps in top 4 platforms**: iOS, Android, BlackBerry & Windows

- **Apple App Store Totals:**

    ->818, 546 active applications

    ->252, 212 unique active publishers

- **Google Play**-> 613,000 active applications

- **Amazon App Store-**> 144,000 applications and growing

TOTAL APPLICATIONS/PUBLISHERS ACTIVE IN GOOGLE ANDROID MARKET

400K

Free   Paid   Publishers

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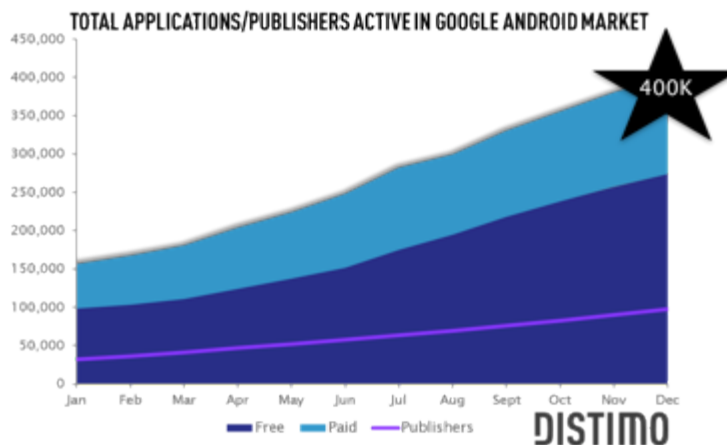
Weekly Growth Windows Phone 7 Marketplace and BlackBerry App World

Total   Growth

WP7 — Total Applications, Weekly Growth
APP WORLD — Total Applications, Weekly Growth

DISTIMO
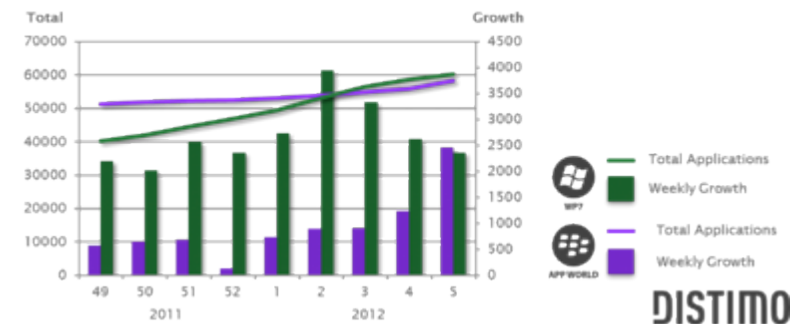
opportunity

- **Mobile App downloads** across the four stores – Apple's App Store, Google Play, the Windows Phone Store and BlackBerry World – **climbed 11% in Q1 2013** worldwide over the Q4 2012 total, while **direct revenue from paid-for apps, in-app purchases and subscriptions** combined grew by a slightly more modest **9%.**

- Combined, **downloads** from the stores totaled more than **13.4 billion,** and **revenue** reached **$2.2 billion** (before revenue sharing is taken into account) for Q1 2013.

- The strongest growth was seen in emerging markets, such as South Africa, Brazil and Indonesia, helped not least by the growing base of smart device users in those countries.

- Robust growth, both in revenue terms and download volumes, was seen in mature mobility markets, such as North America, up 8% and 6% respectively, and Western Europe, up 8% and 10% in Q1.

- Worldwide, Apple's App Store accounted for the largest indexed proportion of revenue between the four stores, at around 74%, while the Google Play store saw the greatest number of downloads, accounting for about 51% of the stores' collective total, with Apple close behind.

opportunity
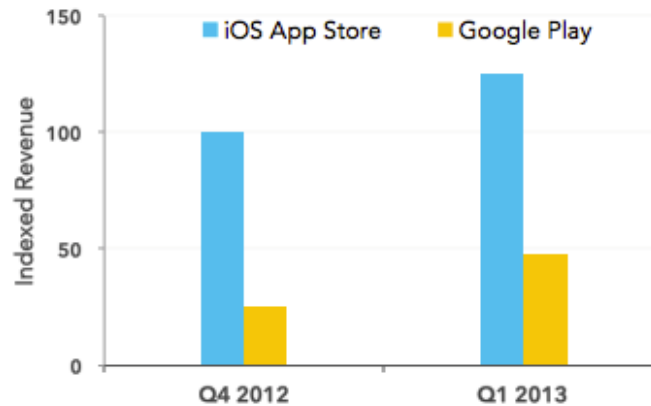
App Revenue

SOURCE: App Annie Intelligence

Top Countries by Revenue
iOS Q1 2013

	Country	Rank Change vs Q4-2012
1	United States	-
2	Japan	-
3	United Kingdom	-
4	China	▲ 2
5	Australia	▼ 1

SOURCE: App Annie Index ™

From Q4 2012 to Q1 2013, iOS App Store quarterly revenue grew by roughly one-quarter. Google Play app revenue grew by roughly 90%. While Google Play had the higher growth rate, the iOS App Store gained more in absolute revenue and earned about 2.6x that of Google Play in Q1.

The United States and Japan remained the leaders in the iOS App Store, responsible for close to half of total store revenue. While the United States drove much of the iOS revenue growth this past quarter, with Games leading the way, China's move up the iOS revenue ranks above is not to be missed.

The Discoverability Challenge

The State of Discoverability

In Search of Store Optimization

Solving the Discoverability

Maintaining Rank

The Discoverability Challenge

Consumers downloaded more than **40 billion apps** between 2008 and 2012, but experts estimate that half of the business goes to only **0.1 percent** of the available apps.

Nearly **1 billion apps** get added to devices every month. **One in four apps** are never used again.

53 percent of app shoppers learn about products in app stores.

The State of Discoverability

The biggest obstacles that app developers face:

▶ **The inability of many consumers to try an app before they download it.** Before people buy music, movies or television shows online, they can listen to or view sample content.

▶ **The preference for curated product lists.** Most consumers lack the patience to browse through thousands of potential apps,.

▶ **The chart model that boosts an app's rank as downloads increase.** This approach encourages developers to invest heavily in "burst" campaign to get on the radar.

▶ **The failure to consider user retention after download.** Just because an app is downloaded doesn't mean it is ever actually launched.

The State of Discoverability

Options for developers:

▶ **Marketing tools** that enable e-commerce for develops, push their products via social media and help them accomplish other marketing tasks.

▶ **Distribution platforms** that either push apps with certain themes or go big by creating mega-portals to bypass and compete with app stores.

▶ **Recommendation algorithms** that tie app marketing to the information that consumers and their friends reveal online.

▶ **Search engines** that scour app stores by topic and keyword.
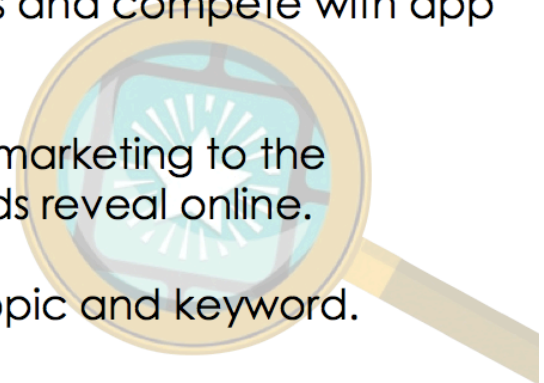
App Store Optimization (ASO)

In Search of Store Optimization

App Store Optimization (ASO) an offshoot of search engine optimization,"the art of making apps rank in both popularity lists and search results within their respective app stores."

- Peter van der Graaf,
Search Engine Watch

In Search of Store Optimization

Optimization is a three-step process:

1. Pick the keywords that best identify an app.

2. Incorporate those keywords into the app's title and description.

3. Convert shoppers who react positively to those keywords.

Solving the Discovery Puzzle

Pre-launch marketing

▸ Build lists of app review sites and niche blogs - activate at launch.

▸ Study the content.

▸ Create a press kit.

▸ Establish relationships with reviewers, bloggers, and journalists.

▸ Offer discounts and prize giveaways.

Today's popular app-review websites

- AppAdvice
- AppScout
- AppShopper
- AppStorm
- Crazy Mike's Apps

- Daily App Show
- Euro Games
- iMore
- Macworld
- T3

- TechRadar
- Top Ten Reviews
- ZDNet

Solving the Discovery Puzzle

Paid mobile advertising

▸ Pay per click mobile advertising can increase an app's visibility and rate of conversion.

▸ Hit multiple yet targeted networks.

▸ Cross-promotion networks such as AppFlood can be an effective strategy for developers without a marketing budget.

Solving the Discovery Puzzle

App discovery tools

▸ Developers should test as many tools as possible to see which tools yield the most downloads and usage for their apps.

▸ Tracking and analysis tools are equally important, as developers constantly need to gauge the success of their discoverability tactics.

The app discoverability tools on the market today

- Appsfire
- AppFlood
- Appflow
- AppGrooves
- Chartboost
- Crosswalk

- Discovr Apps
- Facebook Connect
- Fiksu
- GetJar
- Hooked

- Hubbl
- Kinetik
- Mapsaurus
- Ooomf
- Quixey
- Tapjoy

- Tapstream
- Xylogic
- Yahoo App Search

Solving the Discovery Puzzle

Software updates

Be on top of upcoming [software development kit] updates and **plan to use new functionality as soon as it is released.** This will not only allow you to stand out from the crowd but it will increase the chance of being highlighted in the app stores as many [original equipment manufacturers] are looking to showcase the new features included in software updates.

Solving the Discovery Puzzle

Grassroots activity

▸ Word-of-mouth advertising ranks no. 2 in lead generation for apps.

▸ Favorable blog reviews can create "appvocates."

▸ Social media can generate hundreds of leads.

▸ Consider social advertising.

Solving the Discovery Puzzle

App search optimization

▸ Search app stores to identify marketable keywords, and then incorporate those words into app titles and descriptions.

▸ Draft titles and descriptions that sound natural and differentiate the app from others. Avoid highly competitive and generic keywords.

▸ Keywords are like hashtags on Twitter. Do not use any more than necessary, and do not force them.

▸ If a new app works in conjunction with another, consider including the name of the second app in the title field of the other one.

▸ Create compelling visuals, including the logo.
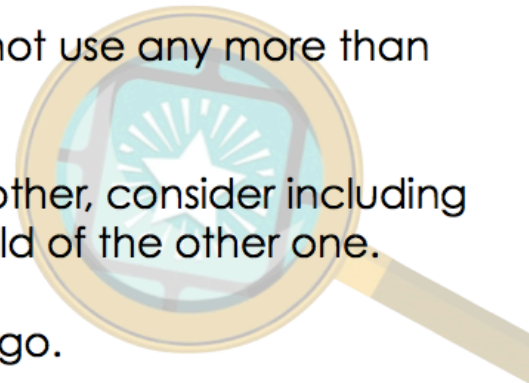
Maintaining Rank

▸ Track where you rank for certain keywords and optimize app titles and descriptions to reflect how users search the store.

▸ Update your app every four to six weeks to improve the experience for customers.

▸ Make apps in multiple categories.

▸ Release brand extensions of your app to add value for consumers.

▸ Make sure your apps do not crash.

Being a No.1 App - Workshop

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

topics & format

This workshop will cover the following topics:

- App Store Optimization
- App Marketing
- App Monetization

Format:

- Participants will be lead through a series of exercises.
- Participants will sit at tables in groups
- Each table will be assigned an exercise
- Each group will elect a spokesperson
- Each group will present their response to illicit discussion
- Presenter will provide feedback on response and then review the preferred answer and reasons why
- Workshop will continue until all exercises are complete
- Workshop will end with general Q&A

exercise #1

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

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

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

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

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

300x50

exercise #3 – Sample Responses

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

Zombies are attacking. Download to kill them now

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

Kill Zombies in your spare time. Download the app!

exercise #4

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.
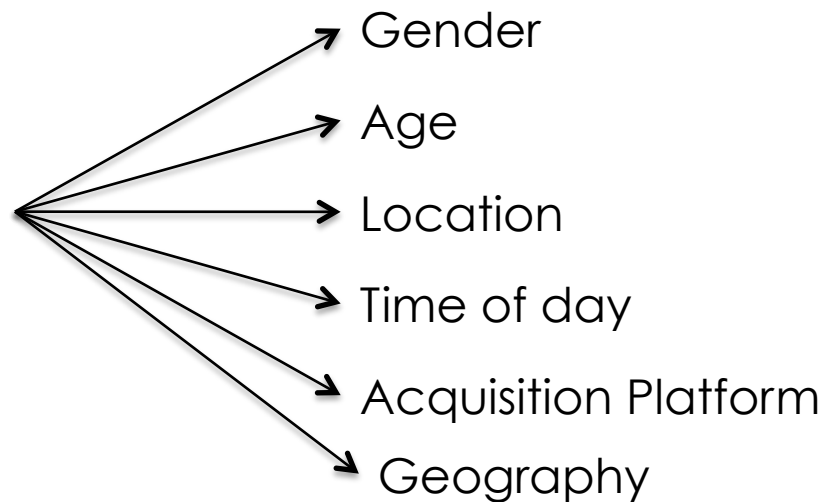
Features:
- 720 unique and puzzling levels
- Universal app
- Supports Retina display
- Game Center leaderboards

exercise #4 – Sample Responses

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

Gender

Age

Location

Time of day

Acquisition Platform

Geography

exercise #5

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?

Possible Scenario

Have a FREE pricepoint
- Reason: No barrier to entry. Will help to drive downloads.

Implement Mobile Advertising including offer walls and game networks as well as 3rd party networks.
- Reason: Game networks will drive downloads but will also provide niched ad buys which reflect the app user segments. 3rd party networks like Admob and similar will be used to supplement revenue. Important to work with these networks to help them better target their buys.

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

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