

# The Secrets of Being a No. 1 App

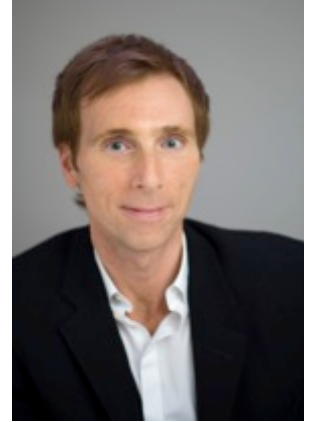
Cannes Lions Festival Workshop

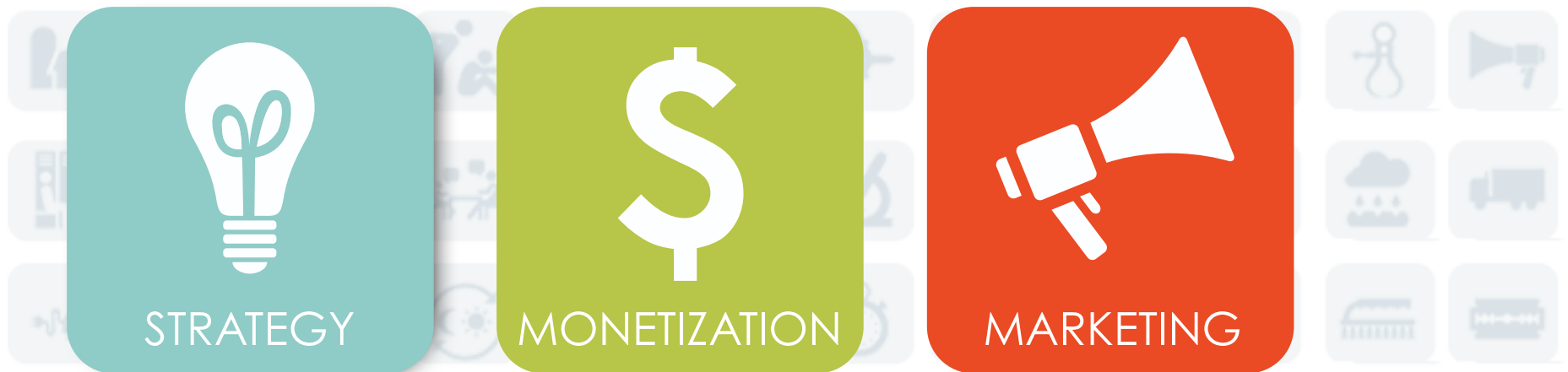
June 19, 2012

## 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

app   
promo



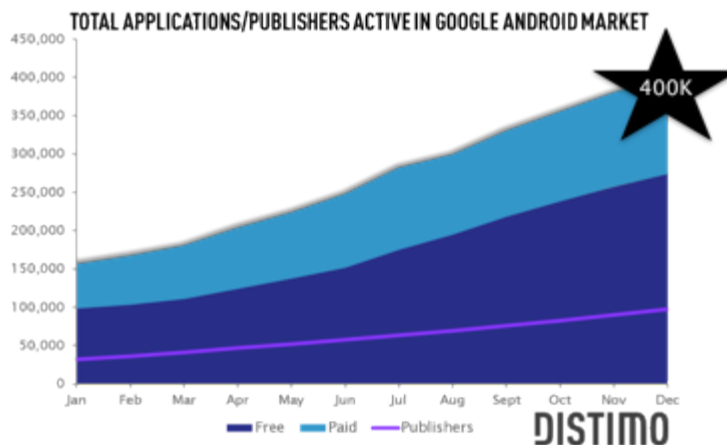


## Leaders in **Mobile** Strategy, Monetization & Marketing

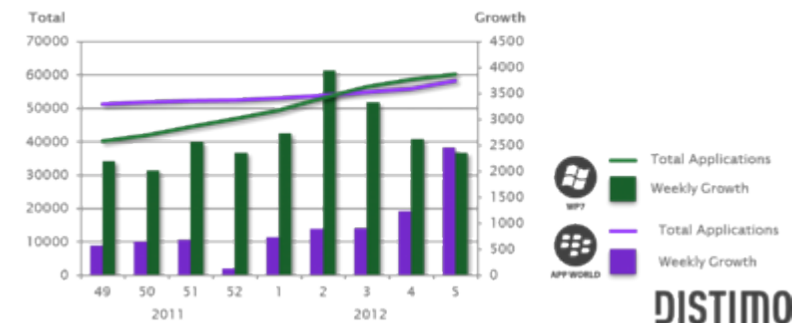
helping you succeed in the business *of* mobile and apps

# Snapshot of the App Ecosystem

- **Over 1.4 million apps in top 4 platforms:** iOS, Android, BlackBerry & Windows
- **Apple App Store Totals:**
  - >618, 546 active applications
  - >152, 212 unique active publishers
- **Google Play**-> 413,000 active applications
- **Amazon App Store**-> 44,000 applications and growing



**Weekly Growth Windows Phone 7 Marketplace and BlackBerry App World**



# Common Challenges and Obstacles

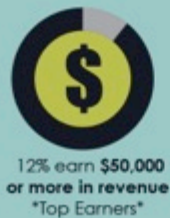


# WAKE UP CALL

If you ~~build~~ <sup>Spend</sup> it, they will come...

## 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?



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



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

\$0

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

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

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



www.app-promo.com

Source: First Annual Developer Survey 2012 - App Promo

app  
promo

app  
promo

HOW DEVELOPERS ARE REALLY DOING WITH THEIR APPS

80%

don't generate enough revenue to support a standalone business

# 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**

## **Format:**

- Participants will be lead through a series of 5 exercises.
- 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



# 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

## 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.

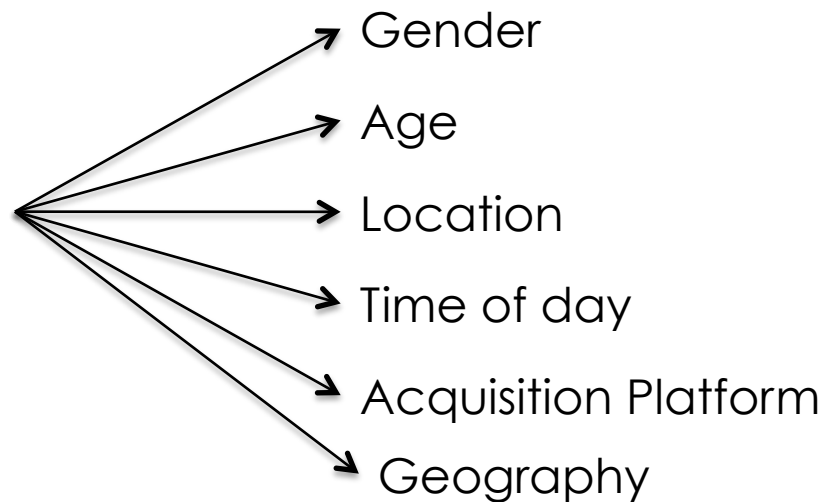
#### Features:

- 720 unique and puzzling levels
- Universal app
- 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.



# 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

**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 networks like **Jumptap** and similar will be used to supplement revenue. Important to work with these networks to help them better target their buys.

## FREEMIUM

**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**

- Distimo
- Flurry
- Crittercism
- Urban Airship
- Jumptap

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# great resources-**app promo app**

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.

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



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