THE COMPLETE GUIDE TO
App Marketing

TUNE

SECTION 1: Acquisition

SECTION 2: Activation

SECTION 3: Retention

SECTION 4: Referral

SECTION 5: Revenue

TUNE

Welcome to The Complete Guide to Enterprise App Marketing! We made this book so that you, the app marketer, can have a resource to turn to for answers to all your app marketing questions.

This book is framed around the app marketing cycle, and is based on Dave McClure's **Pirate Metrics**[1]. The main sections you will find in this book are:

Acquisition

Activation

Retention

Referral

Revenue

(AARRR. Pirate metrics, get it?)

The goal of this book is to not only educate you on why each section should be a vital and important part of your app marketing strategy, but also to provide a guide and examples that you can take and apply to your app.

For the most part, this book is tailored towards enterprise app marketers so many of the tips and examples are geared towards the enterprise. However, everyone from an indie developer to a CMO can find useful information.

Before we dive in, we'd like to thank all the people who helped contribute to this eBook. This book wouldn't be here without the help and contributions of the following people:

Andrew Hansen	Sylvain Gauchet	Aaron Huang	Ezra Siegel	Francis Bea	Alex Klein
MobileAppTracking by TUNE	Apptamin	LeanPlum	Apptentive	AppFlood	MobileDEVHQ by TUNE
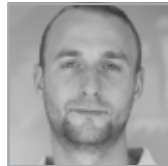
Each author contributed at least one chapter of this book. You can learn more about the authors and the companies they work for in their bios at the end of this book.

Now let's dive in!

Acquisition

You'll face numerous challenges when making and marketing an app. If you're involved in the actual development of the app, countless hours will go into testing, analyzing, and iterating to create an amazing app.

Just when you think you're nearing the end, and the light at the end of the tunnel starts to shine, you'll realize the most difficult part is still ahead: getting users to find and download your app.

Acquiring users is becoming increasingly difficult, especially with the way the app ecosystem is growing. As of June 2014, the iOS App Store and Google Play have about 1.2 million apps each. The space is crowded.

Although the user acquisition process might seem daunting right now, after reading this section you should have dozens of ideas to test and implement.

This section consists of two parts: paid acquisition and organic acquisition. Although we recommend you read it all, feel free to pick and choose the chapters that are most relevant to you and your app marketing needs.

TUNE

PART ONE:
Paid Acquisition

Paid acquisition is a fundamental component of most mobile marketing campaigns for everyone from well-established enterprise-level organizations with strong brand recognition to new apps trying to become the next Uber.

Part of what makes paid acquisition necessary is the simple fact that with over two million apps out there, the space is extremely competitive. When acquiring users as an enterprise, having strong brand recognition can definitely help, but getting your app to stand out from the competition requires well-crafted user acquisition campaigns.

Approaches to paid acquisition fall into two general categories: long-term campaigns and burst campaigns. Both of these strategies will be discussed at length later in the chapter, but here is a quick overview of the basics:

> **Long-term Campaigns**: These are designed to acquire quality, long-term users that remain engaged and contribute to the financial component of the app. Long-term campaigns also play a role in building brand recognition and re-engaging existing app users.

> **Burst Campaign**: These are designed to move apps up the Top Charts in app marketplaces. In most cases the quality of users is relatively poor, but moving up the Top Charts helps acquire additional organic installs.

These strategies each play a distinct and important role in paid user acquisition. Understanding the strengths and limitations of each type will enable you to implement successful paid acquisition campaigns and improve the probability of achieving a strong return on your ad spend.

TUNE

CHAPTER 1: LONG-TERM CAMPAIGNS

In 1885 Thomas Smith's *Successful Advertising* guide claimed that a customer must be exposed to an ad twenty times before a purchase would be made. In more recent times, the "rule of seven" suggests that **a prospective customer needs to hear or see a message at least seven times before the ad will lead to a purchase.** A number of alternative theories have challenged this rule, with claims that the actual number is anywhere between three and seven ad exposures.

Even in our advanced digital age, it's incredibly challenging to measure whether a user was truly exposed to an ad. The lack of consensus on this subject is precisely why long-term campaigns are so important, **as they deliver messages to users over an extended period of time and across multiple mediums.**

The purpose of long-term campaigns is to make an impact in one of three primary areas: **user acquisition (the focus of this section), re-engagement, and brand awareness.**

1) User Acquisition

Acquiring quality users is among the most important objectives of long-term campaigns. The precise definition of "quality user" may vary depending on the purpose of your app, but generally speaking, **a high-quality user is one that remains active and engaged with the app over time, contributes to the financial components of the app, and has a relatively high lifetime value (LTV).**

Over the years, the cost of acquiring new users has steadily risen. Recent data from Fiksu's CPI Index found that the average cost per install (CPI) for iOS users increased to $1.22 - a 16% increase year-over-year; while the CPI for an Android user increased to $1.27 - a 44% increase year-over-year[2].

http://adage.com/article/global-news/10-things-global-ad-market/245572/
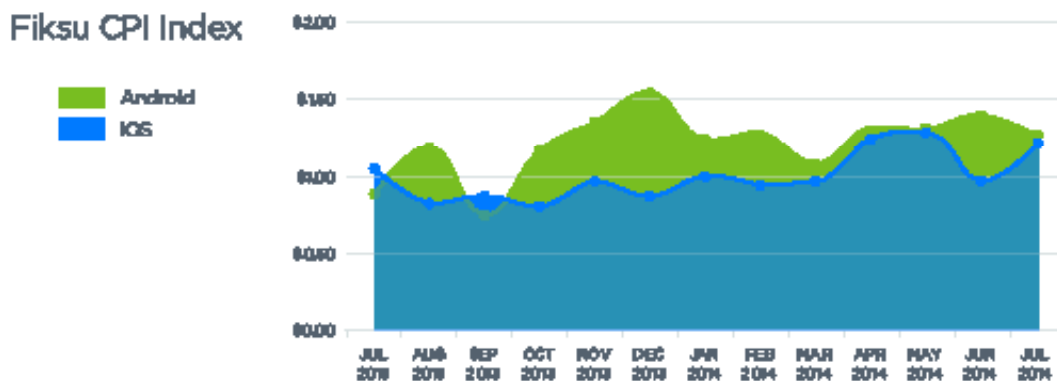
2) Re-engagement

Experienced marketers understand that acquiring new users is just the beginning of a much longer relationship. Re-engagement is the process of identifying users that were once actively utilizing your app and, through incentives or new content, encouraging them to once again become engaged with your app. Long-term campaigns play a natural role in the re-engagement process.

3) Creating Brand Awareness

Most large organizations work hard to ensure customers recognize and correctly associate products with the company's brand. A well executed paid user acquisition campaign can be extremely helpful in creating brand awareness. The ultimate goal is to have your app at the top of the user's mind when they are ready to make a purchase.

Because this is the Acquisition section, we focus mostly on that aspect of paid campaigns. But it's important to be aware of all the ways it can be valuable.

TYPES OF LONG-TERM CAMPAIGNS

In terms of global ad spend, TV has long been the dominant medium. However, as seen in the graphic below, the past several years have seen a fairly dramatic shift in where marketers are allocating their money.

Most notably, **the Internet has overtaken newspapers as the second largest medium[3].**

Enterprise apps can effectively be marketed through strategies on a number of different mediums.

2005

- Cinema 0.4%
- Outdoor 6.6%
- Radio 8.4%
- Magazines 13.1%
- Newspapers 29.1%
- Internet 5.6%
- TV 36.8%

2013

- Cinema 0.5%
- Outdoor 6.9%
- Radio 6.9%
- Magazines 7.9%
- Newspapers 17.0%
- Internet 20.6%
- TV 40.2%

http://adage.com/article/global-news/10-things-global-ad-market/245572/

TUNE
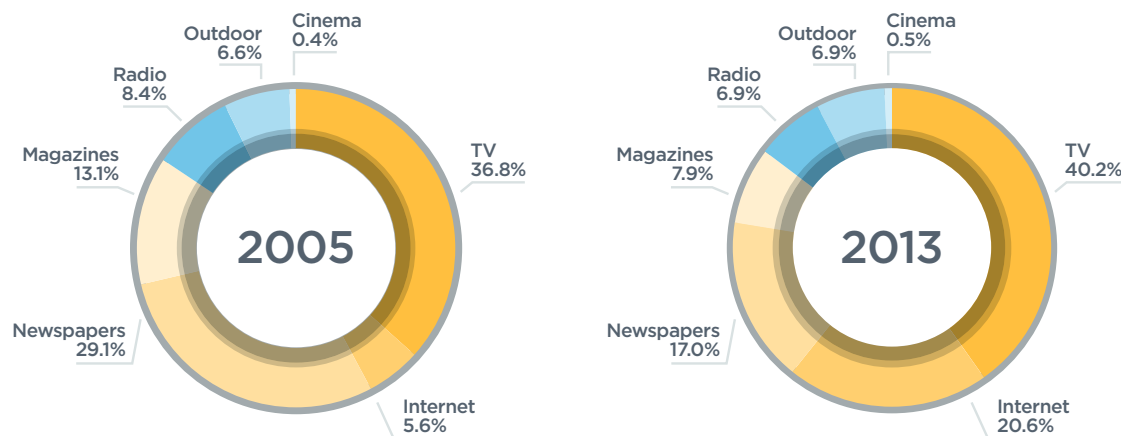
Described below are several different marketing campaigns that fall into two general categories: **digital and traditional media.**

DIGITAL MEDIA CAMPAIGNS

Digital media consists of anything having to do with online mediums or interactions. Although it is an expansive space, we'll cover the following strategies: paid social, paid search, and SMS campaigns.

Paid Social

In 2014, it's estimated that there will be around **1.82 billion social network users worldwide, with projections indicating the number could grow to 2.33 billion by 2017[4].** Access to this incredible user base is what makes paid social such an appealing option for enterprise marketers.

Major social media networks like Facebook and Twitter are offering new types of paid social opportunities that have shown promising results. One particularly successful emerging form of paid social is native advertising on mobile devices. Native ads are designed to mimic the surrounding content and user experience, creating as little disruption as possible for users.

https://developers.facebook.com/docs/ads-for-apps/mobile-app-ads

The image to the left is an example of a paid social ad on Facebook. Let's pull out some things to take note of:

• Notice the native design of the ad (mimicking the look and feel of a user's News Feed).

• The ad is fairly simple, featuring an attractive image and a clear call-to-action (Install Now).

• After tapping install now, users are taken to the app market (in this case, the Apple App Store), where they can download and install the app.

TUNE

A similar concept is applied to Facebook ads designed for desktop:

https://developers.facebook.com/docs/ads-for-apps/installs-desktop

Twitter also offers multiple opportunities for paid social, including Twitter Cards and Promoted Tweets. Below are two different app install ads with native design that show up directly in users' feeds. Again, notice the clean design with a clear call-to-action:

https://blog.twitter.com/2014/a-new-way-to-promote-mobile-apps-to-1-billion-devices-both-on-and-off-twitter

TUNE

👍 PAID SOCIAL TIPS

Experimentation is key: Major platforms like Facebook and Twitter provide a number of different advertising options, giving you the ability to test multiple ad formats before investing heavily in a particular strategy. Make sure to take advantage of this and try different options.

Test strategies: Running test campaigns and split A/B campaigns can help you identify which strategy is most effective, enabling you to get the most out of your ad spend. Some of the components you might experiment with in an A/B test include:

- Changes in the overall copy
- Call-to-action copy
- Time of day
- Platform
- Images used in creative

Consider the strengths of each of the major social networks: This can help guide you in selecting the best social platform for your ads. Here are some top options:

f Facebook: Due to the types of information users volunteer, Facebook has the ability to serve ads that are highly targeted to user preferences. For example, you can target ads based on things like interests, behaviors, location, mobile device, education, workplace, and more.

🐦 Twitter: One of the benefits of Twitter is the huge percentage of users that access the social network on mobile devices. As of early 2014, 184 million users - roughly 75% of Twitter's total user base - are monthly active mobile users[5]. The combination of a huge percentage of mobile users with emerging install and re-engagement ad campaign options makes Twitter a strong option for enterprise app marketers.

in LinkedIn: The main benefit of placing ads on LinkedIn is the ability to reach professionals. LinkedIn enables marketers to target ads based on demographic characteristics like age, gender and location, but one of the main differentiators is the ability to focus on business-specific criteria like company name, industry, job title, and others. If you are marketing an app with business application, LinkedIn can be the perfect platform.

TUNE

Paid Search

Paid search - also known as SEM (search engine marketing), CPC (cost-per-click) marketing, or PPC (pay-per-click) marketing - refers to driving traffic by purchasing ads on search engines. Paid search ads appear alongside search engine results when a user performs a query on a specific search term. These ads are PPC - meaning that advertisers pay for each ad click.

Google, Bing, Yahoo!, and other search engines all provide access to paid search. One factor worth pointing out is that the iOS App Store and Google Play do not yet have paid search (which is what makes app store optimization so important). **As an enterprise app marketer, capitalizing on paid search is the closest you'll get to ensuring a top ranking for a targeted search term related to your app.** You can use paid search to drive traffic to your app's web page or any other site you think will help acquire new users. Below is an example of paid search using Google AdWords.

> **Google AdWords:** Google's AdWords platform allows you to create and display ads associated with specific keywords. You can bid on the keywords of your choice, customize ad text, set specific budgets, and more - all within the AdWords platform. Ads show up at the top of the search results, and along the right side of the screen. For example, here are the ad results using "cheap flights" as the keywords.

ⓘ TRY THIS
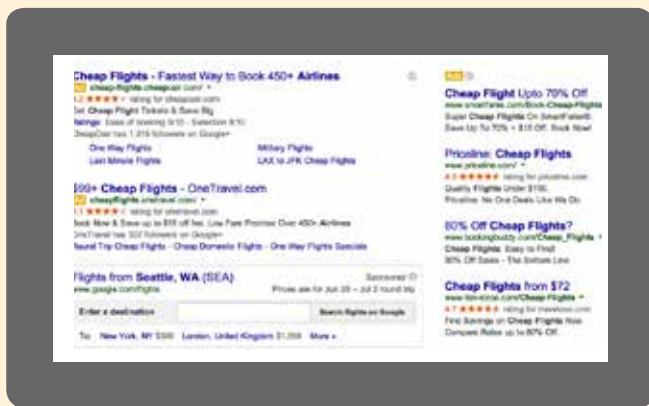
www.google.com

Make your app content searchable by Google by utilizing App Indexing. When a user searches Google on a mobile device for something related to your app, your app will show up with a CTA to either open a specific page within your app, or download the app if it's not already installed.

TUNE

👍 PAID SEARCH TIPS

Avoid broad keyword matches whenever possible: For example, a broad match on the term "shoes" might display your ad when users search "hiking shoes," "work shoes," "high heels" or any number of other shoe-related queries. Broad search might lead to more traffic, but it doesn't do a lot of good if you're actually targeting users looking specifically for running shoes.

Include a call-to-action: The call-to-action (CTA) is the text on a banner or button that encourages the user to click on the ad and move down the conversion funnel. CTAs are a great thing to experiment with using split A/B testing. Users might respond well to "Buy Now!" but be less interested in "Learn more."

Refine SEM strategy for mobile users: Due to the relatively small screen size, when a user conducts a search on a mobile device, the number of visible ads is relatively low (compared to searches conducted on a desktop). This means that ads that are displayed below the top few results may not even be viewed by users - particularly on mobile phones where screens are much smaller than tablets. Although it's more expensive, displaying ads in the top one or two positions increases the visibility of your ad and has the potential to drive more users.

Don't guess on your keywords: There are several tools available that can help you identify appropriate keywords. Trying to guesstimate based on your best judgement is a big mistake when access to reliable tools and data are available.

Choose app-specific keywords: When selecting keywords, choose words that are relevant to your app. You might be tempted to pick unique keywords where the competition and price are relatively low, but these fringe terms often fail to produce quality users.

Optimize the landing page: User acquisition campaigns almost always drive users directly to the page in the appropriate market where users can install the app. If ads link users to a landing page, be certain the page is optimized for mobile users. We'll touch more on this later in the eBook - don't worry.

TUNE

SMS

Short Message Service (SMS) is marketing through text messages on mobile phones. SMS marketing has been around since 2004, and the addictive and convenient nature of text messaging makes it a viable access point for enterprise marketers. Like other forms of digital marketing, SMS has the benefit of enormous reach.

To run an SMS campaign, you would publish an ad online, on TV, or any other medium, and encourage users to text a keyword to a five-digit short code. Users see the ad, follow the instructions, and send a text message with the keyword to the designated number. After the text is received, an SMS software solution captures the user's number, and sends an auto reply message featuring a promotion.

For example, a restaurant might run an SMS campaign and publish an ad in the local paper, encouraging users to text "Discount" to 55233. When a user sends the appropriate text message, the system would reply with a coupon code for 10% off the user's next meal at the restaurant.

Other types of SMS campaigns include:

- **Time-Sensitive Deals**: Deals that expire after a short period.
- **Special Occasions**: Holidays or major events.
- **Exclusive Offers**: Deals only available to mobile subscribers.
- **Contests**: Users are entered into a pool that is eligible to win a prize.

ⓘ TRY THIS

Similar to email marketing, SMS is a permission-based form of marketing - meaning that users must opt in. Consequently, campaigns should include language that indicates how users can opt-out (e.g. "Reply STOP to discontinue messages"). You'd rather have that person be happy opting out rather than be angry due to receiving unwanted messages.

The Chipotle restaurant chain has several examples of successful SMS campaigns:

- In an effort to raise awareness about a partnership with Major League Soccer, Chipotle ran an SMS text-to-win campaign where users could win an all-expenses-paid trip to the MLS All-Star game by texting "Homegrown" to a designated number.

TUNE

- In early 2014, Chipotle produced an original video series on Hulu called "Farmed and Dangerous" designed to educate users about food preparation and encourage healthy eating. Each episode included opportunities for users to text certain keywords to a designated number and opt-in to participate in a three-question quiz about the episode. Users that answered all three questions correctly were entered into a lottery to win free food.

- In the summer of 2013, Chipotle celebrated their 20th anniversary with a creative three-week campaign called "Adventurrito." Each day a puzzle was unlocked online and players that attempted to solve the puzzle would be entered into a lottery. Users could text a code received from Chipotle receipts to receive puzzle clues. If a player answered all the puzzles correctly they would be entered in a lottery to win free burritos for 20 years.

👍 SMS TIPS

Keep an eye on the time: Never send a text message late at night or early in the morning. Sending messages during standard business hours is a much safer strategy.

Find the right frequency: Sending multiple texts a day will eventually annoy most customers and lead them to opting out of the service. Identifying the right frequency may depend on the specific industry and the types of SMS messages being sent, but once a week is probably a safe starting point.

Offer real value: You don't have to offer huge discounts on your products or services, but if your SMS campaigns consistently fail to provide anything of value, users will opt-out.

Include opt-out instruction: Always make sure to provide users with an easy way to stop receiving messages.

Communicate the terms: Communicating early in your campaigns how often you intend to send messages will help. For example, in the initial auto-reply, you could inform the user that you intend to send no more than two messages a month. If the user doesn't like the terms, they can opt-out, but being transparent will help the user know what to expect up front.

TUNE

👍 BEST PRACTICES - **DIGITAL MEDIA**

Each of the sub-sections above included a handful of best practices specific to the particular medium. Described here are best practices that are applicable to digital media in general - especially to online and mobile ads.

Know Your Users

One of the major benefits found in digital media platforms is the ability to gain understanding and insight into your users through analytics. Regardless of whether you're marketing online or on mobile, one key to digital media campaigns is knowing your users. Utilizing web analytics has been a standard practice in every industry for many years. However, web analytics still leave many blind spots in your campaigns as data can only be measured on domains that you own.

Over the past few years there has been significant progress in mobile analytics - and this is great news for enterprise app marketers. There are two types of mobile analytics in particular that should be a part of every app campaign:

> **Marketing Analytics:** Also known as attribution analytics, marketing analytics enable you to understand which specific ad and publisher are responsible for an install. As mentioned previously, some enterprise marketers work with hundreds of publishers, and being able to identify which partners are actually driving app installs enables you to modify your campaign and get the greatest return on your ad spend.

> **In-app Analytics:** In-app analytics enables marketers to understand user behavior in the app. For example, with in-app analytics you can measure button clicks, ad clicks, levels completed, content read, or any other definable event. In-app analytics also give you the ability to gather basic demographic data and identify information about the user's device.

For enterprise marketers operating in the digital space, it's essential to know who your users are and how they interact with your app. Mobile analytics will allow you to do just that.

TUNE

Choose the Right Publishing Partners

Even if an app has strong initial funding, if new users with positive LTV are not acquired, the app will eventually fail. Building the right partnerships has a significant impact on the success of your campaigns. Finding publishers that can connect your content with the right types of users is essential. Some organizations work with hundreds of publishing partners, while others may only work with a couple dozen.

From our data, we segmented a random sample of 30 enterprise app providers and found that **the average organization works with roughly 150 publishing partners.** The full distribution can be seen in the image to the right.

Utilize Real-Time Bidding

Real-time bidding (RTB) is an emerging technology that enables organizations to display ads online to users that fit a desired profile. RTB is essentially an automated, instantaneous auction where advertisers bid for publisher impressions. As an ad impression loads into a user's browser, information about the user is passed to an ad exchange. The advertiser can place a bid for the impression if the user profile matches the desired criteria. The ad from the highest bidding advertiser is then displayed on the website. Incredibly, this entire transaction occurs in the time it takes to load a webpage.

As an enterprise app marketer, you need to be able to buy relevant ad placements in bulk. RTB is rapidly becoming the most effective way to reach a targeted audience, and is capable of handling large scale. Many marketing professionals feel that RTB is the future of advertising, as it is flexible and allows for maximum results in a short period of time.

TUNE
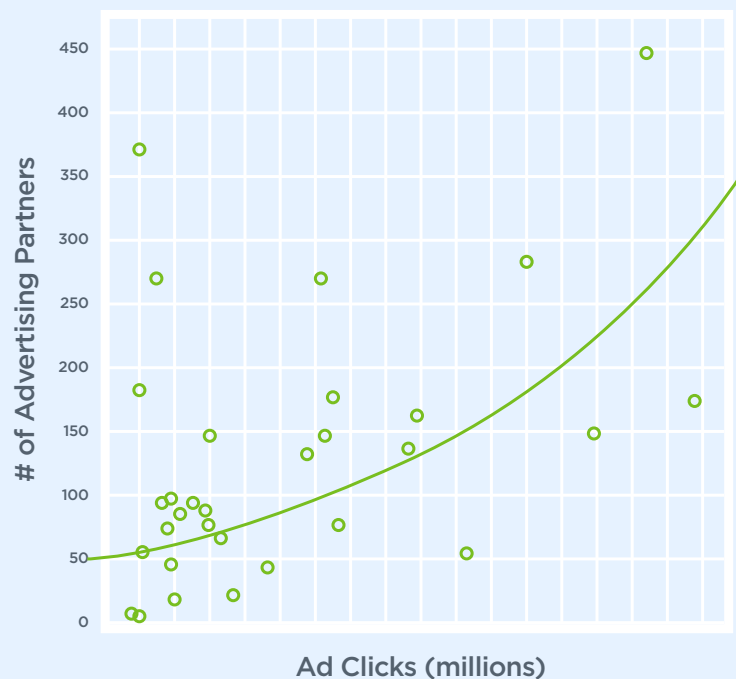
TRADITIONAL MEDIA

Long before the Internet came along, marketers had a number of powerful resources to deliver the brand message to customers. Several of these marketing channels are still being used today, and in many cases, they are still generating notable success. TV, radio, print, PR, and direct mail are traditional mediums that are particularly relevant for enterprise app marketers.

TV

There are a number of major organizations promoting mobile apps through TV commercials. Like other marketing channels discussed previously, one of the major draws to TV is the access to audience at a large scale. However, gaining this access comes at a price, as TV is the most expensive advertising medium.

ⓘ TRY THIS

Tracking how many installs a TV ad leads to is difficult. To help, try implementing a commercial specific SMS campaign within the TV spot so you can attribute installs to an individual TV campaign.

The cost of TV ads is driven by three primary factors:

Production Costs: Talented actors/actresses, royalty fees for music, writing, editing, designing, directing, etc. It has the potential to get expensive quickly.

Ad Placement: An ad placed on a channel during the broadcast of a major sporting event is obviously going to be more expensive than an ad placed during the broadcast of a mid-afternoon infomercial.

Ad Length: All other things being equal, a 60-second commercial will obviously be more expensive than a 15-second spot.

Despite the potential for higher cost, a number of major organizations have chosen to promote mobile apps through TV commercials. Examples include: GEICO, Chase, Famous Footwear, PokerStars, Nike, Big Fish Games, and many others. Whether promoting apps through TV commercials is a viable long-term strategy is yet to be clearly determined, but the fact that companies from such diverse industries are experimenting with the concept lends credibility to the potential.

TUNE

Radio

Radio may seem like a slightly antiquated medium, but the reach of radio continues to be strong. Many of the same cost factors that drive TV costs apply to radio (i.e, production costs, ad placement, and ad length), but radio ads are generally not nearly as expensive.

Print

Print includes mediums like magazines, newspapers, and directories. As alluded to earlier in the chapter, in terms of ad spend print mediums have definitely taken a hit over the last ten years. For several years, mobile marketers have been trying to connect users to digital content through QR codes. Scanning a QR code enables users to download a mobile app or access other digital content, but many marketers have not seen the level of success necessary to justify a QR strategy. Including URLs in print media is an additional way enterprise app marketers can connect users to mobile, though it's important to keep URLs as short as possible.

PR

Public relations (PR) is the practice of managing the spread of news and other information about an organization. Announcing the launch date of an app through a press release is a standard practice, but there are several other opportunities to promote mobile apps that fall under the PR umbrella. For example, organizing activities that generate buzz is a guerilla marketing tactic that has the potential to raise awareness around the app. Reaching out to journalists or authors in the blogging community is also a common practice that can help raise the profile of a mobile app. We'll talk more about PR and Earned Media in Part Two of this section.

Direct Mail

Direct mail encompasses marketing materials like postcards, brochures, newsletters, and catalogs that are sent to prospective customers through the mail. Similar to other print mediums, direct mail can incorporate QR codes or shortened URLs in the materials to drive users to digital sources where apps can be downloaded. For example, fast food restaurants often include QR codes on direct mail coupons that connect potential customers to exclusive deals or additional offers.

⚠ TRY THIS

Magazines allow you to target a very specific demographic. Try finding some magazines that might target someone interested in your app. For example, a golf app might want to run a print ad in Golf Digest. Again, using an SMS campaign can help you see how successful a specific ad was.

TUNE

👍 BEST PRACTICES - **TRADITIONAL MEDIA**

Know Your Audience

Similar to digital marketing, the key to marketing mobile apps through traditional mediums is to know and understand your users. Although the user insight may not be as rich and targeted as what is available through digital sources, in many cases, TV, radio, newspaper, and print mediums have significant knowledge about their audiences. Taking advantage of any available demographic data and ensuring your ads are displayed to the most appropriate audiences will help you deliver higher conversion rates.

Ensure Your Content is Compatible

Before you place an ad, listen to the radio station or watch the channel during the time period you are planning on running your ad to ensure your ad is compatible with other content. For example, you probably wouldn't want to run a commercial for a cutting edge gaming app during a local talk program.

Limit Calls-to-Action

This is particularly relevant to TV and radio ads, as these are relatively short. Trying to cram multiple CTAs into a single commercial is a disservice to user acquisition. Keep the CTA simple and clear, giving users a clear first step in the conversion process.

TUNE

CHAPTER 2: BURST CAMPAIGNS

A burst campaign occurs when a marketer concentrates ad spend over a short period of time in order to boost the visibility of the app and increase installs. **The primary purpose of burst campaigns is to move the app up the Top Charts in the major app markets, as Top Charts are one of the primary ways users find apps.** In fact, a recent MobileDevHQ study found that 10% of iPhone users and 9% of Android users found the last app they downloaded through Top Charts, making it the fourth largest download channel on both platforms (behind app store search, friend referral, and reading about it on the web).

To better understand how burst campaigns work, and why they can be an important component of enterprise marketing strategies, it's helpful to understand how Top Charts work.

The App Store and Google Play both organize apps into a number of basic categories and subcategories, helping users navigate to apps that are relevant to their interests. Both Google Play and the App Store further assist app discovery by prominently featuring lists of top apps. For example, if you navigate to the Games category in the App Store, you can see Best New Games, Best New Updates, What We're Playing, and other lists. In Google Play, each category under Games has its own Top Paid and Top Free lists.

There are a number of theories about the factors that influence which apps are featured in the Top Charts, but undoubtedly, the popularity of the app (measured by the number of app installs) plays a major role. Considering that being featured in the Top Charts is a very common way for new users to discover apps, it makes sense that marketers go to great lengths to move their apps up these lists.

Enter burst campaigns. By concentrating ad spend in a short period of time, marketers hope to draw a large number of new users. The mass influx of new users moves the app up the Top Charts, increasing its visibility and creating more organic installs.

TUNE

WHEN TO USE BURST CAMPAIGNS

Burst campaigns are not appropriate in every situation, but the following examples outline opportunities where a burst campaign may be ideal:

Initial Launch of an App: Remember, there are over one million apps on both Google Play and the App Store. Launching an app without a strong marketing campaign is a safe way to ensure your app disappears into the digital oblivion. Accompanying your app launch with a strong burst campaign can help get your app moving up the charts.

A Lull in App Downloads: It's common for the number of app downloads to experience some fluctuation. But sometimes an app remains flat for an extended period of time, or experiences an unexpected lull. In cases like this, a good burst campaign can be just the thing to get the app back up to speed. As seen in the example below, installs for this enterprise app remained fairly flat for an extended period of time - but you can clearly see when the burst kicked in. You'll also see that when it came down from the initial boost, the new baseline was much higher.
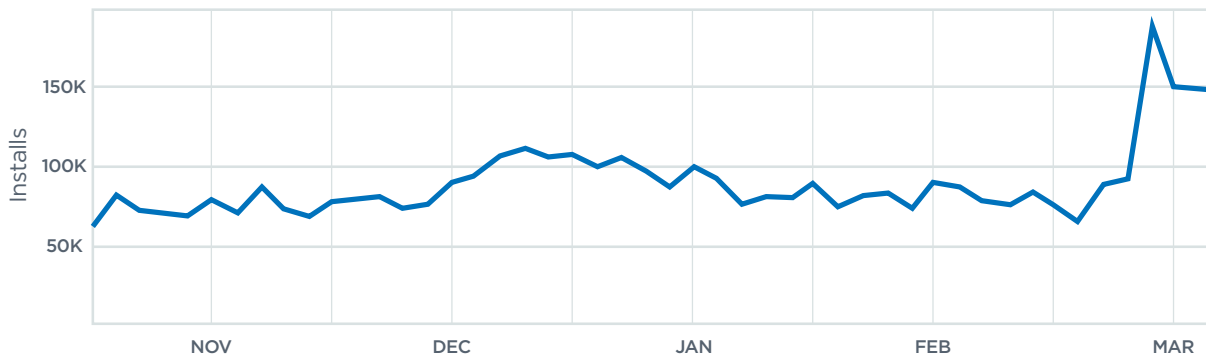
Peak Season: It's a well-known phenomenon that apps peak around holidays. Users often get new devices and are interested in experimenting with apps. Boosting your app up the Top Charts around peak season can be a great way to pick up a fresh round of new users.

TUNE

⚠ TRY THIS

Data from MobileDevHQ shows that in the Apple App Store, apps receive a ranking boost for the first seven days after launch. Keep this in mind, and use a burst campaign to either 1) Further increase this 'newcomers boost' or, 2) Combat the drop after day seven with a burst campaign.

POTENTIAL PROBLEMS WITH BURST CAMPAIGNS

The biggest drawback of burst campaigns is that user quality is notoriously low. In particular, burst campaigns don't have a great track record of acquiring users with a high LTV. Users often uninstall apps from burst campaigns after only one or two uses. In theory, this might be acceptable **- remember, one of the main purposes of burst campaigns is that an influx of new users will drive the app up the charts, making it more visible and resulting in more downloads.**

For example, the enterprise app featured to the right had been experiencing low activity for several months. After launching a burst campaign in early March they were able to see a considerable spike in both paid and organic installs. At one point, organic installs were higher than paid installs, but most important, organic installs were able to remain at a level considerably higher than before the burst campaign (likely the result of being featured in Top Charts).

TUNE
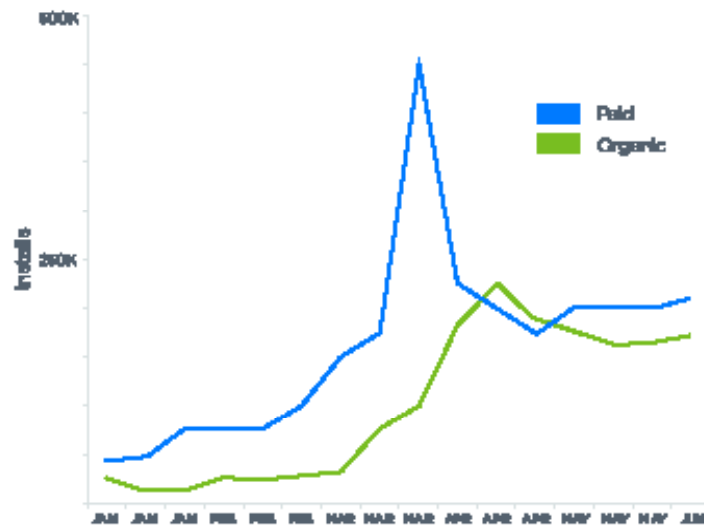
👍 BEST PRACTICES - **BURST CAMPAIGNS**

Advertise on Multiple Ad Networks

Ad networks have access to inventory on a variety of publisher websites. As an enterprise marketer launching a burst campaign, you'll need to be able to purchase big blocks of ads. Working with multiple ad networks will give your ads a much broader reach. Some of the most popular ad networks for enterprise marketers include:

- Chartboost
- InMobi
- Fiksu
- Millennial Media
- AdColony

Rotate Your Creative

Because you are going to essentially be flooding the world with ads for your app, rotating your creative can help your ads stay fresh. Repeatedly displaying the same ad leads to message fatigue and can actually have a negative impact on potential users.

TUNE

PART TWO:
Organic Acquisition

Both paid and organic acquisition have respective advantages and disadvantages. Paid offers you the luxury of pre-defined user groups by allowing you to leverage the users of publishers or ad networks. You can also set goals for how many installs you'd like, and if you pay enough, you're almost guaranteed to reach those numbers.

Unfortunately, you can end up paying a hefty price for meeting those goals.

This is where organic acquisition comes in. Organic acquisition is essentially any download you receive from a non-paid channel. This can include anything from the app store to a random blogger writing about you. If you truly want your app to dominate, you need to be optimizing every channel to gain market share, acquire high quality users, and maximize your app's potential.

This part of the eBook will cover the main organic acquisition channels including: **app store search, earned media, social media, and your website.**

TUNE

CHAPTER 3: APP STORE SEARCH

Optimizing your app for search is extremely important to having a successful app. App Store Optimization (ASO), which is the equivalent of Search Engine Optimization (SEO), is quickly becoming a staple of every mobile marketing plan. It not only provides a base from which to inform and enhance your other marketing tactics, but it also drives up downloads and delivers a high quality user.

If you're not already convinced, here are a few more reasons why you should care about it:

REASON #1 - SUSTAINABLE, QUALITY, DOWNLOADS

There are two key differentiators between the app store search and other marketing channels.

First, users searching in the app store show targeted intent. For example, I recently returned from a ten day trip in Europe, and before leaving, I decided to download a translation app. I went into the app store and searched for 'free voice translator.' After scrolling through a few options, I came upon the app 'Speak & Translate - Live Voice and Text Translator with Speech.' It was free, had a great rating, and descriptive screenshots, so I decided to download it. And after getting lost in a tiny Swiss town where they spoke both French and German, but little English, I was glad I had it.

When users search for apps in the app store they show intent, which means more often than not it drives a higher quality user. This increases the chances you will receive positive reviews and have happy customers, which will help your search ranking and word-of-mouth marketing.

The second major differentiator is that ASO is sustainable long-term. The great part about search is that you have zero marginal cost for each additional user you acquire. Whatever costs you incur when optimizing your app for search is not impacted by the number of users who download your app.
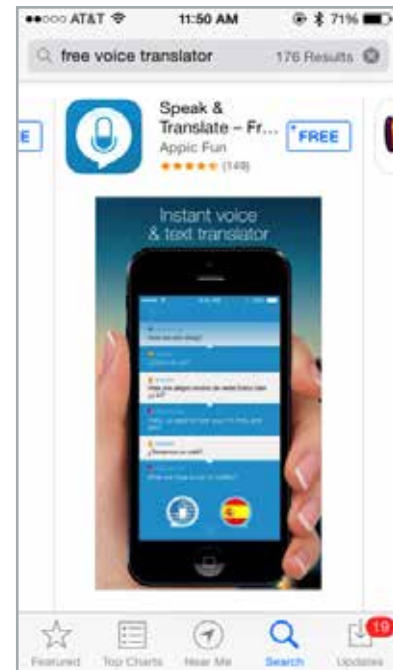
TUNE

This segues perfectly into the next reason why ASO should be a huge part of your marketing strategy.

REASON #2 - GOOD ROI = HAPPY BOSSES

If you're in a marketing role (or any role for that matter) for a big company, you're going to have to report your numbers to higher-ups. In most cases, what these people are really interested in is how much revenue you're bringing in, and how that compares to what you're spending. They might be interested in how you're acquiring users, but everything ultimately boils down to return on investment (ROI). The more bang for the buck you're getting, the better you look. This is another reason you should care about ASO: **it improves the ROI of your paid marketing channels.**

In the case of app marketing specifically, running a paid install campaign produces an important byproduct: increased organic downloads due to improved rankings in Top Charts and search.

Two of the major factors influencing your app's rank in the app store are total downloads and download velocity. That means when you run a paid campaign, you boost these metrics, which in turn boosts your Top Charts and search ranking in the app stores.

A recent study we conducted found that, on average, paying for an install correlated with an increase of about 1.5 organic installs. This means if you were to pay for 50K installs, you could actually see a benefit of 125K installs due to the correlated 75K additional organic installs. You'd be getting more bang for your buck.

The Point: When running paid campaigns for your apps, the paid downloads will increase your search and Top Charts ranking in the app store and lead to an average of 1.5 organic installs per paid install. You'll want to have done thorough ASO research to make sure you are targeting the right keywords so you can take full advantage of the ranking boost and increase that multiplier above 1.5x. You will receive increased downloads because of your improved visibility, in addition to the direct downloads you're paying for; but if your ASO measures aren't in place you won't be maximizing the impact.

REASON #3 - YOU CAN (AND SHOULD) DOMINATE THE APP STORE

As an enterprise, you have significant advantages when it comes to app store rankings. You have all the mechanisms in place to improve some of the key metrics that influence your ranking such as total downloads,

download velocity, current rating, number of ratings, and more. Now those are just a few of the many factors that go into the complicated search ranking algorithms, but there's no reason for enterprises to not be crushing those metrics.

Indies and smaller dev shops have restricted budgets, are understaffed, have limited brand recognition, and smaller cross-promotion capabilities. Enterprises, on the other hand, have larger marketing budgets, deep engineering and marketing teams, recognizable brand names, and suites of products with large existing user bases to leverage. There's really no excuse for not dominating the app store.

But why should you?

Surprise! Mobile's not a fad. Apps aren't going away. In fact, they're taking over.

Recent reports from ComScore show that mobile, and apps in particular, are driving the growth of time spent on digital media. As you can see, **mobile app usage has increased by over 50% in the past year, while the time spent on the desktop has stayed relatively static.**
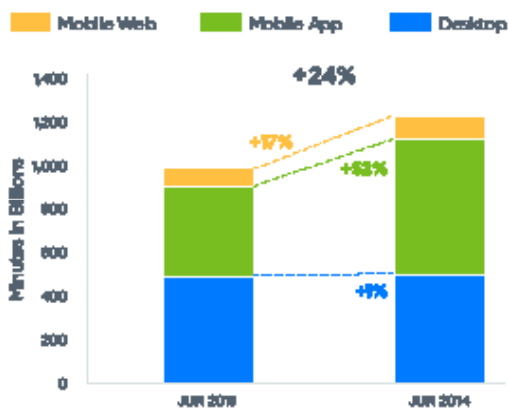
comScore Media Metrix Multi-Platform & Mobile Metrix, U.S.,
June 2013 - June 2014
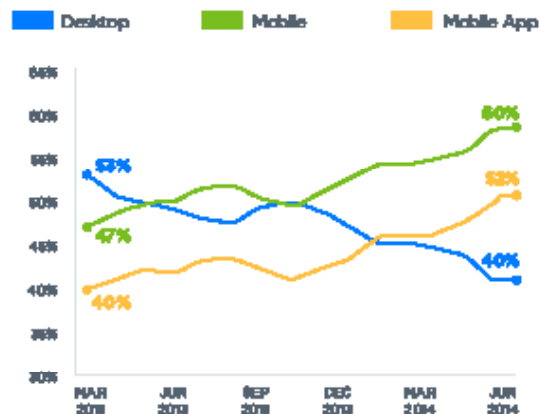
comScore Media Metrix Multi-Platform & Mobile Metrix, U.S.,
March 2013 - June 2014

The data speaks for itself. Mobile apps are here to stay. They account for the majority of digital media time in the US, and are propelling digital media growth.

TUNE

HOW TO THINK ABOUT ASO FOR AN ENTERPRISE

Hopefully now you're convinced that you should care about ASO and search in the app store. But how should you be executing ASO as an enterprise?

ASO tips and tricks can be found all over the internet, especially as it becomes a more broadly practiced marketing tactic. However, as an enterprise you need to think differently. You're not marketing your app the same way as the majority of app makers, who tend to be smaller indie devs. In the following section, we'll cover three important things you need to keep in mind as an enterprise app marketer:

1. Title
2. Branded vs. non-branded search terms
3. Competitive intelligence

Title

One of the most common things you'll see in any guide about ASO is that your title is important. This is true - it's very important. But what exactly makes the title so important?

• First and foremost, apps rank higher in search for terms used in their title. Our data shows that over **60% of the apps that ranked in the top five for a keyword included that term in their title.**

• Second, it's one of the first things people look for and notice when scrolling through search results.

In the case of the enterprise, it also provides a prime piece of real estate for companies to go beyond their brand name to give further explanation of their app. This is especially important if the app you're marketing is an extension of your brand rather than an already established product.

Agoda Example

An example of this is Agoda, a company that was acquired by Priceline. Priceline has numerous other marketing channels and has done a great job of raising brand awareness through TV and internet ads. The majority of people searching for travel related apps in the app store would probably recognize Priceline, and need no further explanation of what they do. However, Agoda, a less recognizable brand, might get skipped over in a long list of search results if it didn't further explain its product. Their app title is 'Agoda.com - Smarter hotel booking.' **This not only helps them rank higher for 'hotel' and 'booking,' but it quickly lets users know what they do and helps pique their interest.**

TUNE

Our enterprise customers often ask us if using keywords in their title will muddy their brand or hurt aesthetics in the app store. This is a valid point to bring up. A short and simple one word title might look better than a more lengthy one. *However, in our opinion, the advantages far outweigh the disadvantages.*

As it pertains to the enterprise specifically, the title is important for the following reasons:

For Enterprises, Title Keywords Almost Always Have Good Rankings
This goes back to our point about dominating the app store search: Don't leave anything up to chance.

Enterprises Can Target or Highlight a Specific Feature Set Within the App
Going back to the travel app scenario, we can look at KAYAK and Expedia for examples of utilizing a title. Although both apps provide features for booking travel related products, they focus on different things. Take a look at the screenshots below:
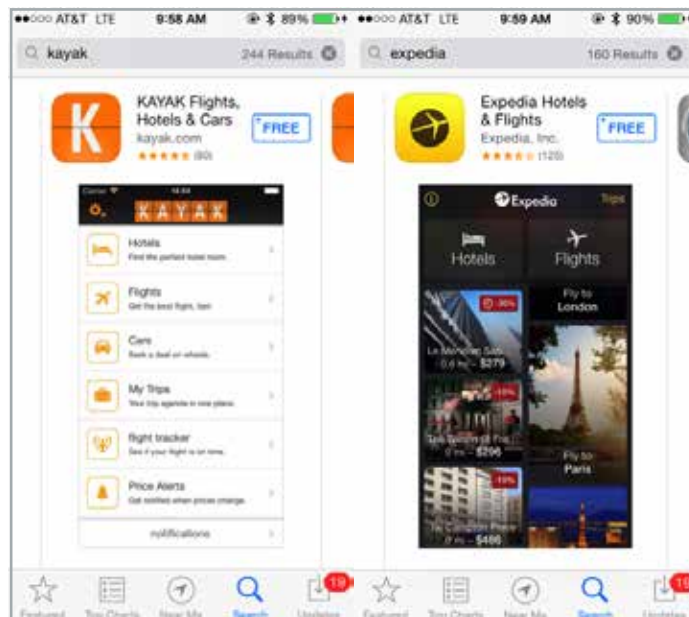
There are two minor differences in the title.

1. **KAYAK decided to include cars in their title**, indicating that they offer this service.
2. **Each app decided to include a different keyword first, right after their branded title**. Because most people read top down and left to right, this changes which words people notice first, and might be an indication of which services each respective app cares more about.

TUNE

⚠ TRY THIS

A new strategy we've noticed is the lack of any branded name in the title. For example, Trulia, an app for real estate, includes their title in their icon rather than the actual title field. This leaves more room for keyword targeting. Booking.com does something similar by including their brand in their first screenshot as well as their title (but it is the third term in their title, not the first).

👍 TITLE TIPS

Use three to five targeted, important keywords in your title: Strategically and naturally include keywords you'd like to rank highly for or terms you'd like associate with your app in your title.

Don't repeat terms in your keyword field: Once a term is used in your title, you don't need to include it in your keyword field again. You receive no additional ranking benefit.

Include parent company for off-brand apps: If the app you're marketing is under a different brand name, you might want to consider including the parent company name. Something like: '[app name] By [parent company name].'

BRANDED VS. NON-BRANDED KEYWORDS

You're a well-known enterprise; if someone wants to download your app they'll just search for your name, right? Wrong.

This is a common misconception. This might have been true in the early days of the app store, but user behavior has moved far beyond just branded searches in the past few years. In 2013 Google released that they see over **six million unique phrases searched monthly[6]**!

Apps provide a great way to expand your product onto a new platform. The app store is also an extremely efficient and effective means of acquiring new users. If you want to take full advantage of what your app and the app store has to offer, you need to move beyond branded search.

TUNE

Let's take a look at some examples to help convince you:

Keyword	Relative Search Volume	Branded?
Hotels	40x	
Flights	30x	
Expedia	20x	Yes
Travelocity	3x	Yes
Hotels Tonight	1x	Yes

You can see here that we have the relative search volumes of a number of keywords, branded and non-branded. These are terms one might search for when looking for an app to book travel related products or services. **You might notice that Expedia, by far the most searched branded keyword, has half the volume of 'hotels', and two-thirds the volume of 'flights'**.'

Still not convinced that non-branded keywords should be a key part of your ASO strategy? Let's look at another example:

Keyword	Relative Search Volume	Branded?
Music	200x	
Radio	90x	
Spotify	90x	Yes
Free Music	80x	
Pandora	60x	Yes
Beats	40x	Yes
Listen	20x	
Stream Music	3x	

In this example, the branded searches seem to hold their own. Well, one branded search in particular is keeping up. But it still has less than half the volume of 'music.'

Could your app succeed on branded search alone? Maybe. If you have a strong non-mobile marketing presence and have established yourself as a leader in the space, you will probably have enough loyal users who will convert to mobile. But you won't thrive, and you won't be growing your business by taking full advantage of this rapidly rising medium (remember those graphs you saw above – mobile is taking over the world!). As mobile keeps growing, the app store and non-branded search is only going to become more important.

TUNE

👍 BRANDED VS. NON-BRANDED KEYWORDS TIPS

Don't skimp on keyword research: When you're brainstorming your list of keywords to target, you can never think of too many. Hopefully you're convinced that you should move beyond just targeting branded search terms, so make sure you're diving deep into research of terms you think your users will search.

Target a competitor's brand at your own risk: You can try to target a competitor's brand name, but be warned, it might get your app rejected by Apple or Google. It's a risky endeavor and might not be worth the risk.

COMPETITIVE INTELLIGENCE

Competitive intelligence is another important part of enterprise ASO. There's a lot of useful information you can get from performing in-depth competitive research. App marketers are becoming more and more creative with how they approach marketing. This ranges from narrowing the focus of their app to include only certain features of their product suite, to targeting specific keywords for seasonal search patterns. Competitive intelligence is one of the lesser-utilized app marketing tactics. As it pertains to apps, competitive intelligence breaks down into two main focuses:

      1. User messaging related to apps

      2. What keywords competitors are using

ⓘ **TRY THIS**

Is there a major holiday coming up? Try switching up a few of your keywords to target holiday specific themes and search terms. You might even try making a holiday specific app, or customizing the look and feel within your current app to fit the holiday. If you do this, don't forget to change the icon and screenshots in the app store as well. Anything that can catch the user's eye and draw attention to your app within search is useful.

TUNE

Common User Language

The app store affords you the unique opportunity to see exactly how users are talking about your app and the apps of your competitors. By scanning over reviews, you have the ability to pull out common user language and messaging. You can also see if the themes are framed in a positive or negative light by the ratings associated with the reviews.

For example, here we can see that one of positive aspect of the eBay app is the ease of use. Our reviews tool shows that, over the time period selected, 27 users have posted five-star reviews with language specifying how easy it is to use.

What all can you gain from a competitor's reviews? As we just mentioned, you can see what aspects of their app people love. Whether that be a specific feature or a general UX theme, it's important to know what elements people enjoy so you make informed decisions about your own app. Equally as important is knowing what features or experiences people don't like. You can get insights into this by scanning one-star reviews rather than five-star reviews.

The actual wording people use when talking about an app is another important element reviews shed light on. Looking at the five-star reviews of eBay again, we can see that 13 users wrote reviews with the language 'buying,' 'shopping,' or 'selling.' Note that they didn't use 'buy,' 'sell,' or 'shop.' With such limited space for keywords, this is an important distinction to make. Whether eBay is your app or the app of a competitor, you can use this information to your advantage to make sure you are targeting the most effective keywords.

ⓘ TRY THIS

Are you targeting your competitor's brand name or keywords? Some developers have tried this, but be warned, it's risky. Some apps have been denied by Apple for blatantly targeting another company's brand name.
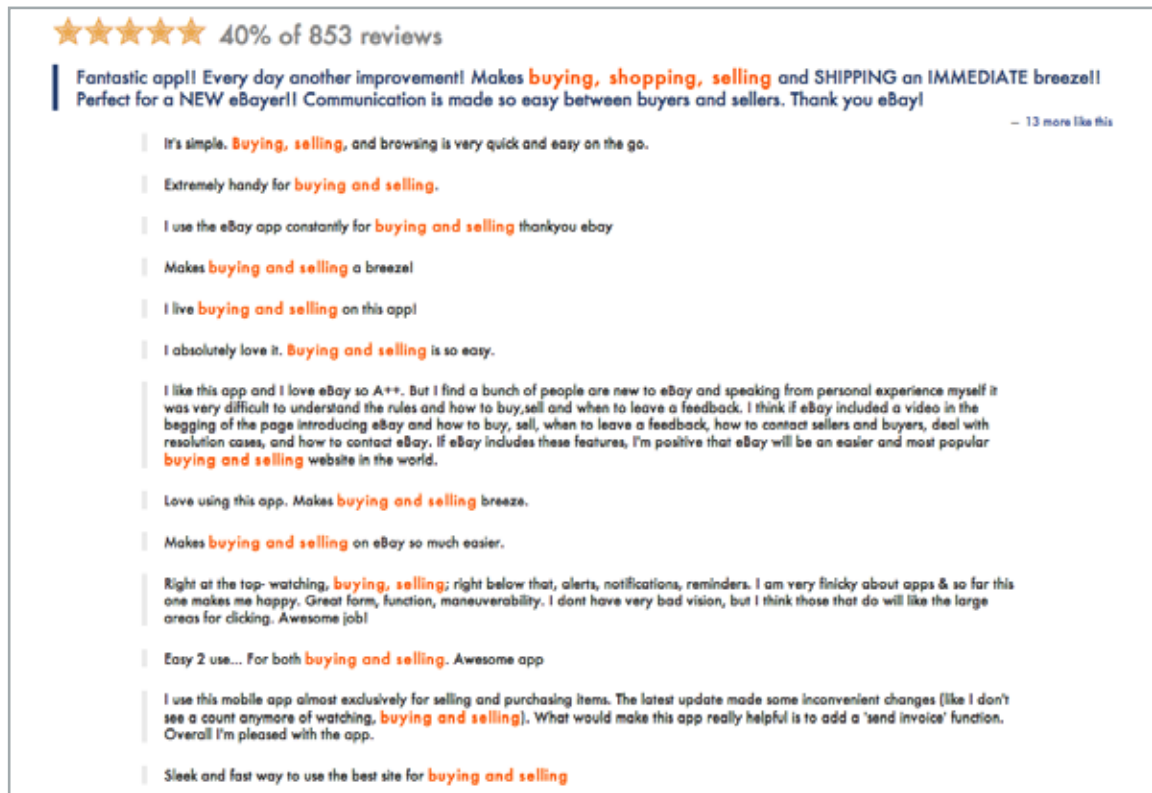
What Keywords Competitors are Targeting

Another obvious part of competitive intelligence is finding out what keywords your competitors are targeting. Knowing what keywords a competitor cares about gives you a glimpse into their mobile strategy.

You might have noticed that Expedia's app only includes 'flights' and 'hotels' in their title. This is only a small portion of the offerings they provide on their website; they leave out things like cruises, vacation packages, and most notably, car rentals (a feature KAYAK does include in their title). Upon closer inspection of their app and all the keywords they rank for, we found nothing pertaining to car rental or cruise booking.

TUNE

We're not in the travel booking space, so we can't say whether or not this is a good decision, but it's interesting to note, and can help inform marketing and product decisions going forward. Does this mean there is an opportunity in the car rental and cruise-booking space? Or is there a strategic reason Expedia is avoiding these areas? Do they have other apps targeting these verticals? If so, is splitting up your own offering across apps a good strategy to go with? These are a few of the big questions you could begin to ask yourself – and they came from just knowing which keywords Expedia is targeting.

ASO encompasses much more than just picking a few keywords. As you can see here, the knowledge and insights you can gain from doing in-depth and thorough app store optimization can lead to bigger strategic decisions.

ⓘ TRY THIS

How do you figure out what keywords your competitors are actually targeting beyond their title? Good question.

Finding Competitor Keywords

In Google Play, this is slightly more straightforward than in iOS. For Android apps, there are only two places apps have direct control over the keywords they're targeting: their title and their description. Other keyword sources include review language (another reason it's important to scan competitor reviews), and any anchor text on inbound links to their Google Play page. But app marketers have little control over these last two sources.

Scanning a competitor's description and title will give you a glimpse into the keywords they are attempting to target. Make sure to keep your eye out for keywords appearing more than once.

In iOS apps, you can also scan a competitor's description and title (although the description isn't proven to be an important source of keywords as of June 2014). One of the biggest differences between Google Play and iOS is the keyword field provided in iTunes. Unless you somehow gain access to your competitor's iTunes Connect account, you won't be able to see the keywords they put here.

This leaves you with two other ways to find out what keywords they're targeting.

> **Guess and Check:** You could create a list of any and all keywords you think might be pertinent to their app or the space they're in. Once you've created this list you can search for all those terms in the app store, and see which ones they show up for.

TUNE

Use Currently Ranked Keywords: The second option is much easier – but includes a shameless plug of our product. All users can simply add competitors, and instantly get a list of every search term they show up for and what their ranking for that term is. It will look something like this:

Currently Ranked Keywords

Below are search terms for which the app ranks, grouped by keyword.

| start date | 05/04/14 | end date | 06/03/14 |

Word / Search Terms	Count / Rank
⊕ application	(13 terms)
⊕ de	(12 terms)
⊕ education	(11 terms)
⊖ beautiful	(7 terms)
beautiful drawn	10
beautiful wwe	10
beautiful clean	12
beautiful iphone	12
a beautiful	12
beautiful application	12
beautiful	19
⊕ presentation	(6 terms)
⊕ powerpoint	(4 terms)

Voila! You can now see that this presentation app (not PowerPoint) ranks for these keywords. The list is obviously more comprehensive than this, but we cut it off there.

TUNE

👍 BEST PRACTICES - **APP STORE SEARCH**

Utilize Your Title

Your title is an important part of your ASO. It will help you rank higher for keywords, highlight specific features of your app, and dominate app store search.

Find Common Keywords with Competitors

When you're entering keywords into your ASO tool, make sure you add any relevant competitors as well. This way you will be able to see which competitors rank well for terms you might be interested in. You can then decide if it's worth it or not to compete for visibility.

Give Yourself a Boost

If you're ever dropping or staying static in search rankings and you feel like you need a boost, try running a 2-3 day paid campaign. The increase in downloads should boost your rankings in Top Charts and for the keywords you're targeting.

Monitor the App Store

If you ever notice a drastic drop in rankings - make sure to check out our Sonar tool. This will let you know if the ranking drop is because of something you did, or because Apple or Google have altered their ranking algorithm.

TUNE

CHAPTER 4: EARNED MEDIA

Earned media can have huge impacts on your app. As an enterprise, you invest a lot in delivering messages to a targeted set of people through different marketing channels. The majority of these messages are meant to convince the audience that they should buy or use your product. As it turns out, one of the most powerful sources of persuasion can actually be the ones trusted third parties deliver. This is where earned media comes into play.

Earned media has three main characteristics that make it such a valuable form of marketing:

It's Cheap (for the most part): You might throw an expensive launch event where you invite the media in hopes that they will love the new product and write about it, but the majority of earned media can be acquired for little to no cost.

It Holds Trust: For media outlets to be successful, they have to hold a certain level of trust with their audience. Now obviously not every person in the world trusts every major media source, but if a reputable media outlet is successful at all, they must have a large following that trusts what they're saying. This is a key part of what makes earned media so effective.

It Allows You to Broaden Your Reach to an Entirely New Audience: You most likely have a targeted user in mind for your app that you try to reach with specific messaging. And there's a good reason that you target these people: they're the ones who are most likely to want your product and they're the ones who are most likely to spend money. If you're investing time and resources into marketing, you want to be sure they will yield returns. But getting covered by media outlets with followers outside your target market is a cheap way to broaden the reach of your message and test out other audiences.

But how much impact can earned media actually have on your app? Let's take a look.

THE IMPACT OF EARNED MEDIA: SNAPCHAT CASE STUDY

Below we have two examples of how receiving positive press coverage can impact an app's rankings. Both instances come from the company Snapchat, that received a lot of media attention in late 2013 early 2014. Snapchat is an app that allows users to send disposable pictures, videos, and messages. They are the guys who popularized the concept of a message that will self-delete after a set amount of time.

The first example of media coverage came when they released a new featured called Stories. This was news because it allowed users to see the same message multiple times in a 24-hour period. Although it went against the concept of an immediately disposable message, the overall response was positive, and the story (no pun intended) got picked up by numerous media sources including Mashable, TechCrunch, and The Verge.

Snapchat Spike #1
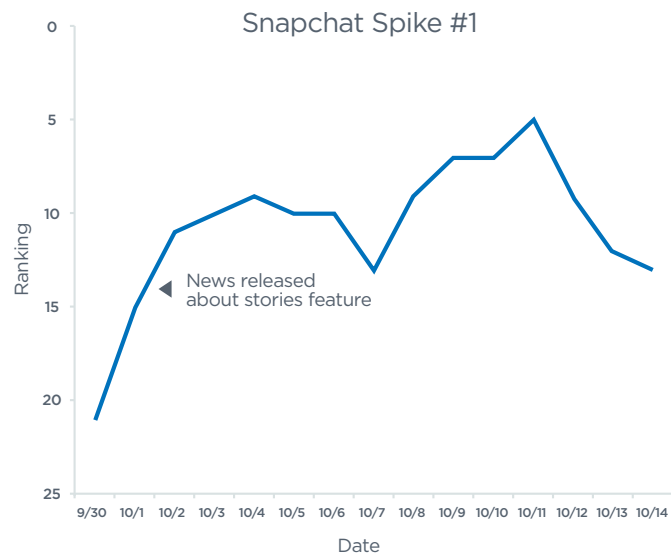
As you can see, this had a pretty significant impact on their Top Chart ranking in the Top Free iPhone apps. It's also important to note that a spike in this chart is almost certainly due to a surge in downloads. In the days leading up to the news, Snapchat was ranked in the low 20s. However, as soon as the media started writing about them, they spiked immediately to the single digits, reaching a peak of two.

Two weeks after the news, things started to settle down again and their ranking dropped. But the coverage nonetheless led to a huge ranking surge, again, most likely caused by an equally huge surge in downloads and new users.

The second piece of high volume media coverage came when it was announced that Snapchat had received a four billion dollar valuation. This was quickly followed by the breaking story that they turned down a three billion dollar cash offer from Zuckerberg and the Facebook crew. This led to another huge surge in the Top Chart for Top Free iPhone apps – again likely due to a spike in downloads. It also transformed Snapchat into a globally recognized brand. Where you previously saw millennials using the app almost exclusively, you can see they've now started to reach an entirely different generation.

It's clear that earned media can be beneficial. But as an enterprise there are some specific things you should keep in mind.

TUNE

👍 BEST PRACTICES - **EARNED MEDIA**

With Great Power, Comes Great Responsibility

Everyone who releases an app has the goal of becoming the next huge hit; e.g. the next Snapchat that goes from zero to 60 million installs in two years.

However, Snapchat was definitely wishing they weren't in the spotlight when news was released that information from 4.6 million accounts had been leaked to hackers. This brings up one of the challenges that comes along with a

recognizable name; when you're a big company, you're always under the spotlight. Mess-ups like this don't go unnoticed, and as much as positive press can help, negative coverage can hurt just as bad. Snapchat's rank in the Top Free iPhone apps dropped from two down to 12 in the four days after the news broke.
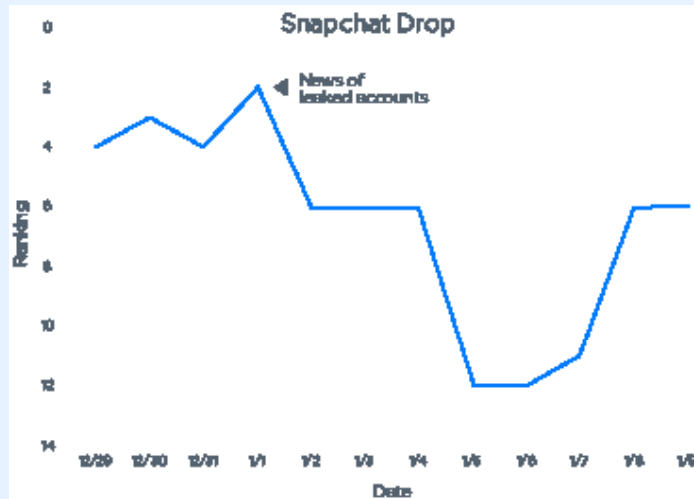
Here's the short of it: if you're an enterprise app marketer, you and your company are always being watched. This means you will have an easier time getting covered for positive press, but screwups need to be extinguished ASAP.

Frame the Story Properly

The main focus of this section is to make you aware of the impacts earned media can have on your app. We aren't a PR firm, so we're not writing an extensive guide on how to get picked up by the media. That being said, there are some patterns we've noticed that you might find interesting. Here are a few of the ways you can leverage your app to gain earned media.

> **New Features:** You've probably picked up on this one already, but any important changes you're making to your app will always spark at least some interest from the media. How you frame these features will play an important role. If you are a company whose app is already a primary focus, you should tailor the message towards how this new feature will drastically improve or change the experience. This will draw attention because your current users will be interested and impacted.

Shazam utilized this type of news with the redesign of their app by getting covered in big publications like 9to5Mac.

If your product is not necessarily built around mobile, it's better to frame the release in the way of a big company or environmental shift. It should be less about the product, and more about

http://9to5mac.com/2014/02/10/shazam-iphone-app-redesign-incoming-w-new-features/

what it means. Starbucks did a great job of this when they released a mobile payments feature on their app. It was not only big news because it signified a huge shift in their business, but it was also one of the first times an industry tycoon like Starbucks had successfully pulled off mobile payments.

Consumer Insights: Another valuable source of information you have access to is insight into consumer behavior. There's a lot of data within your apps. Much of it might seem insignificant, but if spun the right way, it can lead to interesting industry insights. Unlike features, this news won't be focused on what your app does, but rather on the data your app provides. Going back to the Starbucks example, they were able to utilize the data about their mobile payments to plug their app in a Forbes story about the future of mobile wallets. Now don't get all NSA-y on your users, but you can dig into trends and patterns to reveal information even your users will be interested in.

You might read this section and think it's something that your PR team will handle, so you don't need to worry about it. And although they might be the ones actually following through and making the magic happen, you need to aware of the positive and negative impacts earned media can have. **Communication between teams is an important aspect to successfully using earned media.** If you're planning on launching an important new feature, your PR team needs to have a constant stream of contact with your product team. If you're working on analyzing the behavior of your users and find a golden nugget of information, you need to share this with them. As a marketer, part of your responsibility is to connect and nurture the communication between different teams in your company – don't underestimate the impact this can have.

TUNE

CHAPTER 5: SOCIAL MEDIA

Social media can be an extremely powerful part of your marketing strategy. It allows you to connect with your consumers, build brand voice, establish thought leadership, help customer issues, can lead to viral ad campaigns, and more. Social media is a vast space, and because there are so many different channels, we decided to highlight some general social best practices that can be applied to all your platforms rather than focus on each one individually.

As an app marketer, it's important to be aware of these so you can apply them to your social media strategy (if you're running it) or coordinate with your social marketing team to give them guidance as they try to drive downloads and awareness of your app.
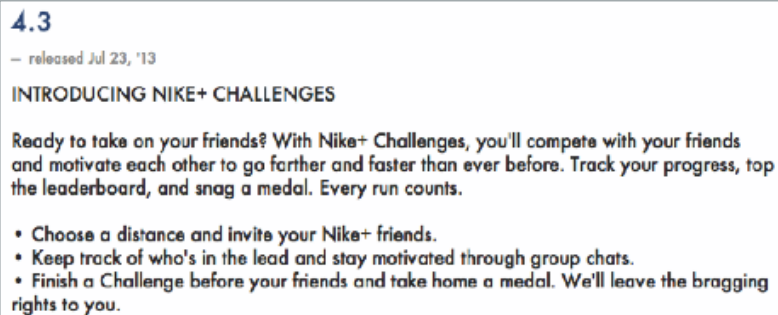
TUNE

👍 BEST PRACTICES - **SOCIAL MEDIA**

More than Just a Button

'Social marketing' can take on a number of different forms. The first thing most people relate it to is being active on different social media platforms. Updating your company's Facebook status, responding to tweets, posting pictures on Instagram, etc. **However, there's also the side of social that you don't directly control, which entails getting users to talk about your app on their social networks**.

It's a common belief that integrating social into a product means just adding a Twitter, Facebook, or Pinterest button in the right places and prompting users to share at the right times. Although this definitely helps, truly embracing social takes more than this. You need to actually build social aspects into the product itself. These don't have to be big changes, something as small as adding a sharing incentive such as challenges can do the trick.

The Nike+ Running app did just this in the release of version 4.3. As you can see in their release notes, it was the sole reason for the update, which shows that it was a fairly important addition.

> **4.3**
> – released Jul 23, '13
>
> **INTRODUCING NIKE+ CHALLENGES**
>
> Ready to take on your friends? With Nike+ Challenges, you'll compete with your friends and motivate each other to go farther and faster than ever before. Track your progress, top the leaderboard, and snag a medal. Every run counts.
>
> - Choose a distance and invite your Nike+ friends.
> - Keep track of who's in the lead and stay motivated through group chats.
> - Finish a Challenge before your friends and take home a medal. We'll leave the bragging rights to you.

A small feature addition like this can pay off by incentivizing friends to share with other friends or their community. If we look at the days leading up to the new release, **the Nike+ Running app was ranked all the way down at 173 in the Top Free iPhone apps. The day of the release, it jumped to 127, and a few weeks after that it went all the way up to 93 – an 80 spot improvement.**

Your app might not lend itself to a feature exactly like this, but there is almost certainly some way you can integrate a social element. As a marketer, you don't always need to think of what exactly this feature might be. But it's important to communicate and inform the rest of your team and the product team about the importance and necessity of trying to socialize your app.

Create a Community

Another thing the Nike+ Running app does a great job of is creating a strong social community around running and around their app. Within Nike, there are numerous product lines and sports verticals, but they do a great job of creating communities and cultures within each one.

As it pertains to mobile, they went a step further and actually created a specific app to help spur on a social community. Nike doesn't make any money directly off downloads from the Nike+ Running app. **They created it as a product for their consumers to enjoy, but also to help create a culture and passion around running.** They enhanced this with their social media accounts by not only constantly posting inspirational running pictures and quotes, but also engaging their followers and encouraging a social conversation. You can see here that Nike actually cares about their users and wants to engage in a conversation with them.

https://twitter.com/NikeRunning

Again, this might not directly translate into your product. But the point is you can be more than just a stale, boring social account. Find a way to actually create community around your product and your space, and use social media to help ignite passion for your product.

Utilize Real Estate

The social landscape and environment is constantly changing. It seems like every few months there's a new social network or change in the UI. However, one of the more recent trends has resulted in a lot of real estate for you to promote your app.

Your social networks don't necessarily have to be devoted specifically to your app, and in most cases they won't be. However, that doesn't mean they can't be used to help promote it – even in a small way. Three of the biggest social networks, Facebook, Instagram, and Twitter, all offer up huge amounts of real estate for you to post pictures, which provide great opportunities for your app.

There are many ways this space can be used. **One thing you can do is simply use it as a billboard for your app.** As you can see here, Match.com uses the entire cover photo on their Facebook profile page as a big advertisement for their app, and it's a great use of the space!

https://www.facebook.com/match

They have thousands of targeted, interested users coming to their page every day. Making them aware of the app and reminding them that the Match.com service is more than just a website is a brilliant way to help shift their image from a traditionally non-mobile company into a mobile focused brand.

You can also use that space to drive actual engagement with your app. We recently came across a great campaign from Draw Something, which is made by Zynga. They had a contest where users could submit a picture, and the winner got to have their image take the place of Draw Something's cover photo. It was a perfect way to help engage their followers around the central theme of their app – drawing.

Get creative with the space and find ways to drive awareness of your app and engagement with your brand.

Shocker! Actually Talk About Your App

Even if you don't have social media accounts dedicated to a specific app, you can still utilize the accounts you do have to raise awareness for your app. If you're an enterprise, you most likely have a team of people assigned to manage your social media – which in turn means you have a following and you're active on social channels. It's important to use these networks to promote your app and make it known that you actually have something for people to download.

Unfortunately, you can't just assume that all your current and potential users are aware of your mobile presence – you need to make it known! Although there are plenty of companies that have been built around mobile apps (e.g. Uber), if you've been around for more than five years, you're primary focus probably hasn't been in apps. It will take some time and effort to get your customers to associate your brand with mobile.

This is similar to utilizing the real estate, but slightly more challenging because you need to actually look for opportunities to mention your app rather than passively promote it in a cover photo. As an app marketer this means you need to do a few things:

> **Communicate with the Social Media Team:** The social media marketing team has a lot of areas they need to cover. Their responsibilities range from promoting new products to solving customer issues. As an app marketer, you need to be in constant communication with that team to let them know that you want your app covered and talked about. **Getting more coverage and exposure for your app on social channels can be as easy as just reminding the team about your app so it's always on the front of their mind.**

https://twitter.com/bookingcom

> **Help with Content**: You should always be on the lookout for news and opportunities to talk about your app. If you see something that might be relevant to another marketing team – in this case the social media team – share it with them so they know about it. Above is a great example of Booking.com taking the opportunity to share some news about their app.

> **Think Big**: Social media can also provide great channels to run bigger organic marketing campaigns. HBOGo recently published a series of short videos on YouTube. The videos highlighted the awkwardness of watching certain shows with parents. The content was perfect because it targeted 18-30 year olds - the exact people who share most often via social media, are most likely to use apps, and subscribe to HBO[7]. The seven videos acquired more than 4.5 million views.

The great part about social media is that you can get creative with it and integrate it into multiple different marketing channels. Although having an active social media presence and running social campaigns can have impacts on your app's downloads, it's primarily a way to drive awareness and buzz.

TUNE

CHAPTER 6: THE WEBSITE

Your website is one of the most fundamental and important acquisition channels, and you shouldn't underestimate it. Although there might be more and more people using apps everyday, those same people still use the web. Whether it's accessed from a desktop, a tablet or a mobile phone, the web experience of your customers and potential users is something you can't neglect. That's why making sure your app can be found on the web is an important part of your app marketing efforts.

The main goal of your website should be to rank highly in web search, help potential users understand the value of your app, and convert them into customers (which in this case means having them download and use your app). Putting time and resources into your site yields two distinct benefits.

>**You Have Complete Control:** You control the format, messaging, and branding. Unlike in the app stores, you don't have to follow any specific rules or fit strict guidelines - meaning you can show your app in its best light and focus on what you and your users really care about.

>**You Can Reliably Test:** A website also gives you the opportunity to test what's working and what's not, which you can later transfer to the app store(s). Sure, on the app store pages you can experiment, but it's (much) harder to get conversion data and you can't do any real A/B testing. You end up testing one thing after the other, but a lot of other external factors can make it challenging to draw precise conclusions. You also have to wait for an update of your app to change most of the elements on your app details page, which makes testing a painful and long process. **Use your app website to test your headline and the pitch for your app.** Try changing the way you formulate the benefits it offers. And keep what's working.

Let's dive into the details! The rest of this chapter will discuss the best ways to present your app, how to drive traffic, and what you should do to convert users!

HOW AND WHERE TO PRESENT YOUR APP

There are a few different ways to create great web pages for your app. We'll present the pros and cons of each one, but from there you need to pick the one that makes more sense for your company and brand.

TUNE

SECTION 1: Part 2, Chapter 6

OPTION #1 - STANDALONE APP WEBSITE

One solution is to create a completely new website just for your app. This allows you to give your app website the exact look you want it to have, and its own domain with an easy-to-remember name. It also gives you a place to redirect your app marketing efforts: PR, commercials, web acquisition campaigns, etc.

It also means less clutter: it's all about the app.

http://srv.mcdapp.com:9999/nchant/getmcdapp.
jsp?mid=1000&src=McD

You can fully describe it, state the benefits and features, and clarify the app's value when it is integrated into a user's life. One great example of a standalone app website is mcdapp.com. Let's look at some of the good and not so good things on their page:

• You quickly see the value proposition of the app: "Download Now for Delicious Offers."

• The phone with an offer on the screen shows context and helps you understand a use case.

• The official app store badges above the fold allow for quick downloads.

• Want to learn more? They have a video available.

• Below the fold, they show the benefits of the app and give a bit more information about its features.

• The "Get it now" button they included along the page is a great idea. On a mobile device it brings you straight to the correct app store details page so you can download the app. But on the web it just brings you back to the top of the page. They're assuming you then know that you have to click on the store badge of your choice, which is a bit confusing.

• The website is responsive, which is good because they can assume that someone watching a TV commercial has a phone nearby. But on an iPhone the top part of the website doesn't display well and you can't even read the tagline.

What can you learn from this? Make your site easy to use, intuitive, and make sure you test it on all devices.

THE COMPLETE GUIDE TO APP MARKETING - 45

TUNE

You're probably asking yourself: how do I know if I need a completely separate website (rather than just a dedicated page)?

One scenario would be **if your app branding and messaging are quite different from your main activity.**

A good example of this is the Dumb Ways To Die app released by Metro Trains Melbourne. To raise awareness about the need to be careful around trains, they did an entire campaign based around a mobile app. They chose to release a website for this, with a very specific design that is not aligned at all with their general branding.

http://dumbwaystodie.com

Having a separate website allowed them to create a whole different universe, produce a great (viral) video with a catchy soundtrack and make the campaign a success. Hopefully fewer people die in dumb ways because of this :)

This brings us to another advantage of having a dedicated website for your app: although the person in charge of marketing the app might have to respect specific design branding guidelines from the company, a separate website can offer more control. No need to rely on the person/department managing the "main" website for every request. It's all in your hands!

TUNE

OPTION #2 - A PAGE ON YOUR WEBSITE

Even if it allows you to present your app just like you want, one of the drawbacks of a standalone website is that it's going to be hard to organically drive traffic.

You would need to make sure you create interesting content, maybe on a blog. This is a good idea either way, but it can also be quite time consuming. You might want to leverage the resources needed for that into driving traffic to the main website instead.

By having a page on your main website about your app(s), you **take advantage of the domain authority** it already has and the **traffic** (paid or organic) that goes with it.

However, if you decide to do this, you might be tempted to just throw a page up that simply lists your apps. Don't fall into this trap! Let's take a look at the example below:

http://www.gq.com/magazine/apps

GQ example

- It presents the fact that the app is available for different platforms and they have some kind of call to action.

- It's not clear what the value of the app is.

- It's hard to understand what the user will get exactly (I'm assuming they get all of the GQ magazine content).

- There is no attempt at SEO. They're even using an image map (a picture with different links), not text.

- On a mobile device or a tablet, you see the exact same thing and have to zoom in to read the content.

GQ (and any magazine, really) is all about content. Looking at their site, they obviously have a lot of offerings: Kindle Singles, e-books and a "Style Manual" app for iOS. The page on their website should put more emphasis on the content users can get by downloading the apps and eBooks. It should get GQ readers excited!

TUNE

OPTION #3 - A MOBILE/APP SECTION WITH A CUSTOM DESIGN: BEST OF BOTH WORLDS?

So how do you take advantage of your main website domain authority while presenting your app in its best light?

A very good compromise in most cases is creating a dedicated section of your website that's just for your app. This can have a custom design, which enables you to showcase your products well and is optimized for conversion.

Let's take a look at the example below: RetailMeNot got a lot of things right on their app page.

http://www.retailmenot.com/mobile/
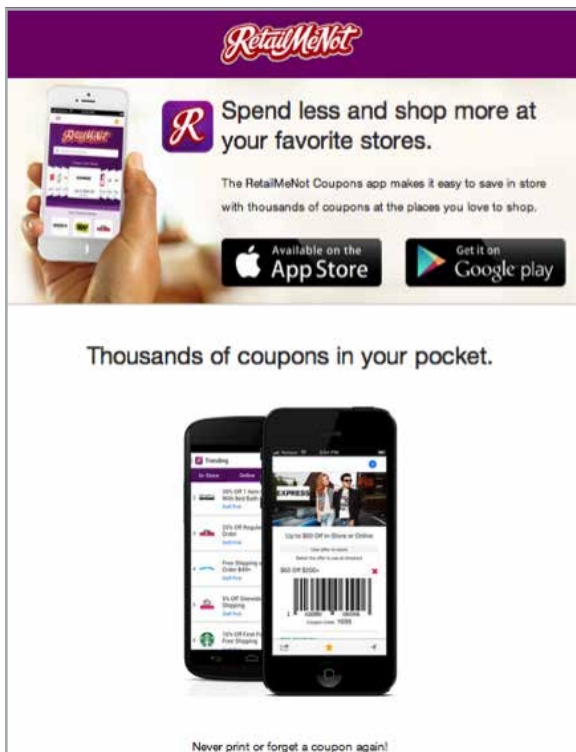
- The headline and CTAs (app store badges) are two most visible things above the fold.

- Visitors can quickly understand what the app is and where to get it.

- Their logo and app icon are clearly visible, which re-enforces branding.

- Nice screenshot showing what it's like to use the app.

- When you scroll down, they go on to explain the main feature/benefit and further show how it looks.

- At the end of the page they repeat the value of the app and have another call to action with the app store badges.

This last point is good because once they've given the visitors a full overview of the app, they remind them what's most important about it and put the app just one click away (two if you count the actual download).

TUNE

HOW TO FUNNEL SITE TRAFFIC TO YOUR APP'S PAGE

Creating a great page for your app is only half the battle. You now need to drive traffic to that page to convert as many people as you can into users.

Everyone will have a few different tactics and strategies they decide to use, and there's always room to test new ideas. Here are a few common ones you might want to try out with your app.

Funneling Main Site's Traffic - Desktop

As an enterprise, it is likely that your website gets good traffic. This can be a big advantage when it comes to acquiring users. There are three best practices you can implement to try and drive traffic from your main landing page to your app's page.

👍 FUNNELING DESKTOP TRAFFIC TIPS

Utilize the header: If you're really trying to drive up installs for your app and convert as many visitors as possible, have a mobile section clearly labeled in your header.

Utilize the footer: If you're trying to make it easy for users who are already interested in your app and want more information, put a link in the footer.

Implement a banner: A banner or call-out somewhere in the body of your webpage can be used in addition to either the header or footer link.

TUNE

Funneling Main Site's Traffic - Mobile

Taking advantage of users who visit your website on a mobile device is even more important. In many cases, your app allows users to do the same thing as your website (sometimes even more efficiently and with even more value due to the context, the mobility, etc.). Because users will already be on a mobile device, there will be less friction in getting them to download your app.

The first thing you need to know is that you absolutely want to have either a responsive website or a mobile version. **In this day and age, it's unacceptable for users to need to pinch and zoom in order to read and use your website on their mobile device.**

You can follow much of the same advice here as for the desktop experience, but because the mobile website experience is more important, we'll take a look at a few more examples and cases.

FUNNELING MOBILE TRAFFIC TIPS

Banner to dedicated apps page: On the Amazon.com homepage, mobile visitors see a "Get Amazon Apps" banner which brings them to a page listing all apps belonging to Amazon. Here the website was accessed from an iPhone, which is recognized, and only iOS apps are displayed.

Banner to app details page: At the bottom of the Retailmenot.com website, mobile visitors see a "Download the RetailMeNot App" banner. The banner also states the benefits that users can get from downloading the app, which can help convert users. When tapping on that banner, they are brought to the app store details page.

Banner to publisher page: Yahoo, having several apps to offer, redirects mobile users to their publisher page. This way the users are already in the app store and can see all the app offerings.

TUNE

www.mint.com

Interstitial page: If you really want to push your mobile app over your responsive site, you can have an interstitial page when the mobile visitor first arrives on your website. Mint.com's interstitial is essentially a mini landing page:

- A headline explaining the added value (the mobility in this case)
- A clear call to action.
- Bonus idea: a thumbnail that lets mobile visitors watch their explainer video full screen.

Smart app banners: Another way you can get more mobile visitors to download your (iOS) app is to use Smart App Banners. By adding a small code to your website, it will be able to recognize that a user is browsing the web on iOS and will display a banner presenting the app that leads directly to the App Store.

OPTIMIZING FOR CONVERSION

Remember: the goal of your app's page is to acquire new users. An important part of succeeding in that is having a high conversion rate of visitors to users. There are a few essential elements you should try to optimize to convince people they should download your app.

👍 CONVERSION TIPS

Headline/Pitch: One of the most visible elements on your app's page should be one sentence clearly stating the value added of your app. This can be called out in the headline.

The headline will be one of the first things a customer sees, and will likely define if they decide to leave the page or learn more about what your app has to offer. The headline should quickly and clearly describe the basic premise and value of your app.

TUNE

> ⓘ **TRY THIS**
>
> Try A/B testing different headlines on your webpage. You can then use this information to help optimize your app store page, and maybe even your app's title.

However, it's also important not to give too much away too early. If users think they know exactly what your app does, they might make up their minds on if they want it or not before understanding the full extent of the value your app can provide. Unless your app literally gives people free money and you can have a headline like 'Download this app and receive $100 – no strings attached,' you want to make sure your headline leaves the user wanting to learn more.

L'Oreal's Makeup Genius, for example, used 'A virtual makeup experience like never before.' This gives enough information for the user to have a basic idea of what the app does, but it also has a sense of mystery. Hopefully, after reading that, the user is hooked, but not sold (either way) and will then explore more about the app.

They could have gone with something like 'See how your makeup looks before you buy.' This one, though enticing, might be just enough for users to decide they don't need it, and wouldn't give L'Oreal a chance to provide more in-depth content to help convert visitors.

Video: Having a video on your website is a great way to highlight what's unique about your app, show off its features, and portray it in its context of use. They also educate your customers before they download the app and provide a better understanding of the actual product by giving users an idea of the context in which they can actually use it.

Make sure your video is rather short (aim for 60 seconds or less) and to the point. Don't try to show how nice the settings of your app are, people don't really care. You want to focus on the main benefit(s).

Call-to-action: In order to get people to actually download your app, you need to get them to your app store details page. You should have at least one clear call-to-action above the fold, to ensure that it requires no effort for a visitor to go and download your app.

There are a couple different ways you can display your call-to-action(s):

App Store Badges: This is what we see most of the time, so that's what I recommend unless your tests suggest otherwise.

Over the years, the app store badges have evolved to become real call-to-actions: they went from "available on" badges to "download on" or "get it on" badges. People are getting used to them and expect to find them. Users know that by clicking those badges they should be brought to their store to download the app.

Alternative Call-to-Action: There are also a few alternative CTAs you can use if you'd like to A/B test and optimize your site for conversion. On some app websites there's only one call to action, like a "Get the app" button.

When clicking that button on a desktop browser, the choice of store option pops up, or if it's on a mobile device, the smartphone OS is recognized and visitors are brought to the right store.

You should also try to include multiple CTAs on your site so when a user reaches the point of decision, it's not hard for them to find a download button. We saw this with the McD App and RetailMeNot. Repeating your call-to-action along the page and at the bottom of the page makes it easy for visitors to download the app.

Providing an incentive / Creating "urgency": Next to your call-to-action, you can add a small element that creates a sense of urgency or provides an incentive to download the app. This is just another way you can try to increase your conversion rate.

The idea is to **give visitors a good reason to download the app right now.**

Expedia does a good job at this: they offer visitors the opportunity to save $25 on their first hotel booking on the Expedia app, as long as it's done within a certain time frame.

Social proof: People like to know what others think of your app before downloading. It probably won't be their only criteria for choosing your app, but it can definitely impact the decision they make. Showing great (and real) testimonials from customers doesn't have to be limited to your app store details page; you can have some on your webpage as well.

In addition to social proof, if you have awesome ratings, your website is a great place to display those as well.

http://www.cvs.com/promo/promoLandingTemplate.jsp?promoLandingId=mobile-apps

TUNE
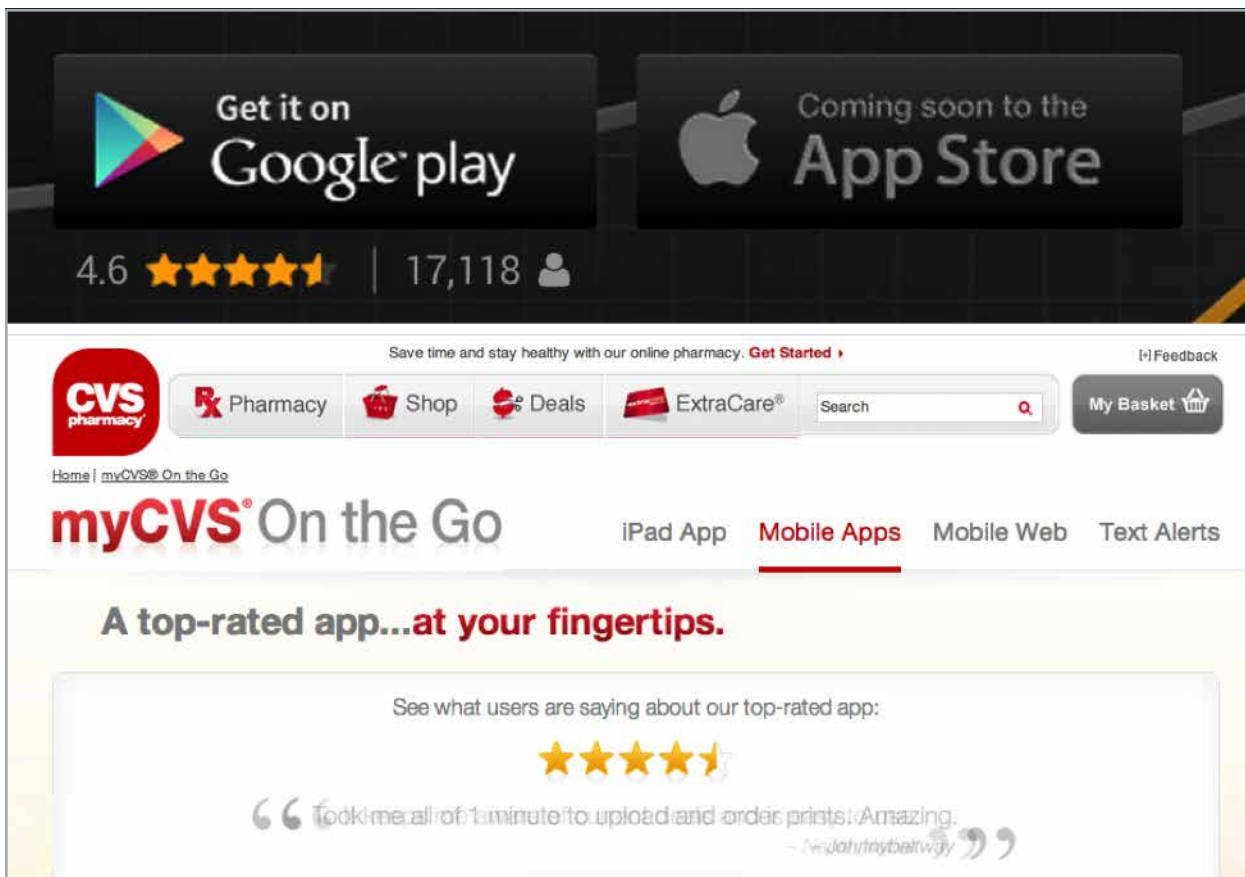
👍 BEST PRACTICES - **THE WEBSITE**

There are also a few extra tips related to your app's webpage that you'll want to note before we conclude this chapter.

Respect the App Stores' Guidelines: Respecting the marketing/branding guidelines of the different stores might require some extra work, and some additional updates to your page, but it's important that you **keep showing the latest OS, the latest devices, and the latest app store badges.**

If you don't, at some point your website and your app will appear outdated and you'll miss out on some customers. You might even miss out on being featured in the stores, as both Apple and Google like it when brands and developers use their latest marketing assets (and technology).

ⓘ TRY THIS

Make sure you utilize any new technology Apple is getting prepared to launch. This can help if you're trying to get featured by Apple, which MobileDevHQ shows leads to a spike in downloads.

Localization

If you have a good number of customers (or potential customers) that don't speak English, you probably have your app localized in different languages already.

Localizing your website and/or the dedicated section about your apps will help global users find you and most likely improve conversion.

FAQ and Support Contact

A FAQ makes it easy for users to get answers to their questions, and eases the support load on your side. And as a bonus, a thorough FAQ helps with SEO as well.

You also want to make sure to provide a way for users to contact you (from your website and from within your actual app) to give you feedback. Not that anyone would want to say bad things about your app...But just in case, an angry email is much better than a one star angry review on a store. We'll talk more about this in Section Four.

Activation

First impressions are everything - especially when the relationship is as fickle as the one between a user and their app. People download and delete apps in the blink of an eye, and if you're not making a great initial impression, it will be tough to get a large and loyal user base.

This is where activation comes in. You want your users to have a seamless entrance into your app, but you also want to make sure you have as much information about them as possible.

This section will discuss on-boarding. We'll give you an overview of some solid on-boarding flows, provide some metrics you should measure, and leave you with some best practices.

TUNE

PART ONE:
The "Now What" Optimization

Think about all the resources and effort you've expended just to get the user to the point where they've decided to install your app. You've created assets for landing pages, banner ads, press releases, blogs, and you've probably optimized your app keywords continuously and done a ton of cross-promotion. Regardless of what it took, you reached the right user and they're now giving you a chance.

The user has proven they're intrigued by your messaging, brand, concept and value proposition. Now comes the hard part - keeping and converting them into fans. **A new user makes a lot of conscious and unconscious decisions during the first 30-60 seconds they're in your app - so it's important to take advantage of this time.**

Whether they decide to stay and become an avid fan or drop your app like a bad habit comes down to one question: now what? "*I'm in your app. Now what do I do?*" More specifically, "*What does your app help me do and how does it help me do it?*" The user is looking to you to guide them towards a specific goal. Optimizing your mobile user experience to make this question dead easy to answer will result in higher engagement and loyalty.

It's helpful to think about this question three times during different on-boarding stages of the new user experience (NUX). We've broken this section up into three short chapters:

- Registration
- Tutorial / Overview
- Post Tutorial Goal

Your app may have one or all three of these stages presented separately or combined depending on your design. Let's dive into specific optimization tips and best practices to help you formulate the right strategy for your app's success.

TUNE

CHAPTER 7 - THE FIRST "NOW WHAT?" - REGISTRATION

Many apps have a linear flow that guides a user to complete a registration form before they move on. This flow, new user on-boarding, is an important area to optimize for the following reasons:

- **You can collect meta-data on who your user is**
- **You can enable your user to connect and share your app with their friends**
- **You can reiterate what brought them into your app in the first place from your landing page and create excitement for what's to come.**

This new user flow usually highlights the value propositions of the app and can also generate a branded experience that excites the user. Let's take a look at a few different scenarios you can learn from and review some best practices you can apply to your app.

Game NUX example

Many games don't require user registration. There is usually less of a need to capture login information unless your game is a social or cross-platform experience. King.com's Candy Crush Saga is a good example that shows a specific reason for the user to sign in with Facebook: users can share the game with friends and ask for power-ups and access to new levels.

*Candy Crush Saga Mobile App*

Social App example

For non-games the NUX is subtler and evocative of the experience the brand is trying to convey. This is where highly stylized and polished designs and interfaces come into play. Figure 1.2 below is an excellent example. Dating app Tinder effectively reiterates and highlights the value propositions for joining and creating an account through Facebook.

TUNE

WHAT TO OPTIMIZE - REGISTRATION

The registration process is an important part of the NUX. You want to make sure to collect information, but you also want to get the user started with your app ASAP. Every registration process will be slightly different. As we mentioned, some apps like Games might not have any registration, while others might collect as much information as they can such as an address.

Below are a few key aspects of your registration process that you might include and optimize:
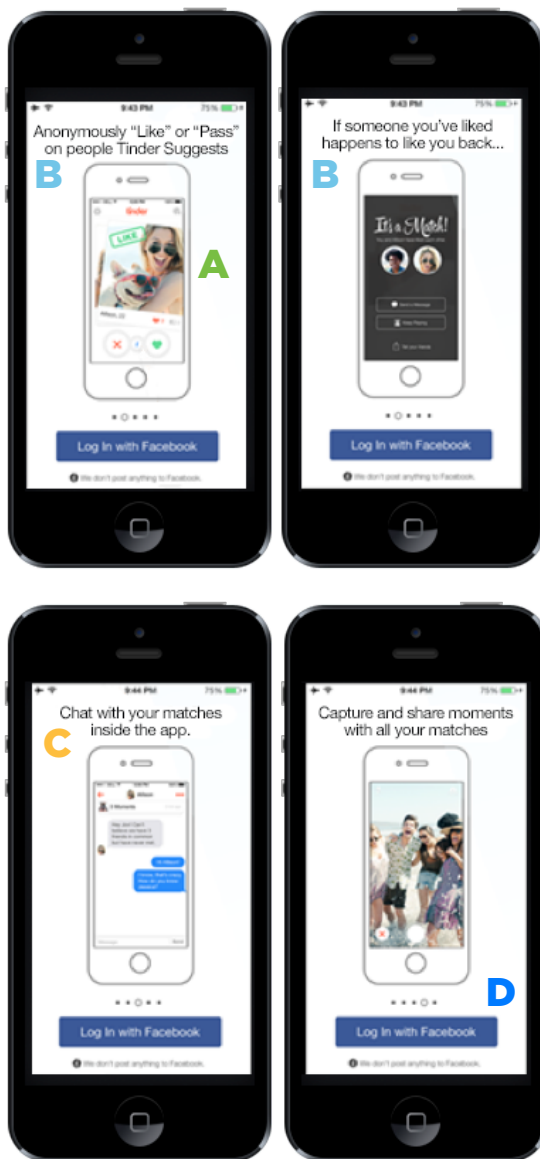
A. Background / feature images

B. Number of value propositions

C. Messaging copy / context

D. Social sign-in on/off

• **Call-to-action copy / color**

• **Email capture option on/off**

Tinder Mobile App

TUNE

WHAT TO MEASURE - REGISTRATION

There are a few data points you'll want to look at to know how your NUX is performing. Every app is different, so there are no great industry benchmarks to compare yourself against. However, it's important that you're looking at the data to see where you're losing users, how happy they are with your app, how much you're making per user, etc.

Funnel Analysis:

- Registration completion rate
- Step-to-step completion rate
- Time spent in each step
- Time spent from first to last step
- Average first session length
- Number of users who sign in using social versus email

TUNE

👍 BEST PRACTICES - **REGISTRATION**

Always Tell Your User Why They Should Register with Your App

Don't leave them guessing. If your app is a social shopping app, tell them they'll be able to see what their friends are interested in. If it's a game, tell the users how they'll stack up versus others on a leaderboard or how registration will benefit them.

Filter and Analyze Your Downstream Performance

You should do this by concentrating on users who signed in using a social plug-in versus email (if you provide them the option): there are different ways to engage, re-engage, and message users depending on their registration choice. You'll be able to create re-engagement campaigns later, depending on whether you captured an email address or permission to send them push notifications.

TUNE

CHAPTER 8 -
THE 2ND "NOW WHAT?" - TUTORIAL OR OVERVIEW

The first "what now" addressed optimizing the NUX for registration completion. If your app does not have a registration or sign-in process, your "what now" moves on to showing the user **how** to use your app.

Along with the design of the user experience itself, it's important to include a tutorial to explicitly initiate the user into the app experience. Of course, some apps may merge the on-boarding experience and the tutorial into one elegant flow. Here are some key benefits of including a tutorial:

• The user knows exactly what the intended goal of your app is.
• The user stays more engaged during these first few steps by following your flow and is less likely to abandon during this process. The more steps you can get a user to complete, the more likely they are to stay engaged for a longer period.

*Plants Versus Zombies 2 Mobile App*

Game example

For games, this is where your users familiarize themselves with the controls and the intended goals. It's where they get their sea legs with your help. EA Popcap's Plants Versus Zombies 2 starts with a fun cinematic trailer foreshadowing the gameplay to come. Once the tutorial starts, the user walks through each step to understand and execute the basic gameplay functions.

If your app is a shopping app, the users already know they'll be browsing and finding products and items they're looking for. If it's a travel app, the users know they'll be looking for the best flight, hotel or car rental. The question is how easy is it to figure out what to do? Once users lay their eyes on your app, they're already searching your interface for these clues. **Your tutorial takes the mental guesswork out of this, and reduces the risk of confusion and abandonment.**

Social App example

One of the best tutorial examples is by Pinterest, highlighted below.
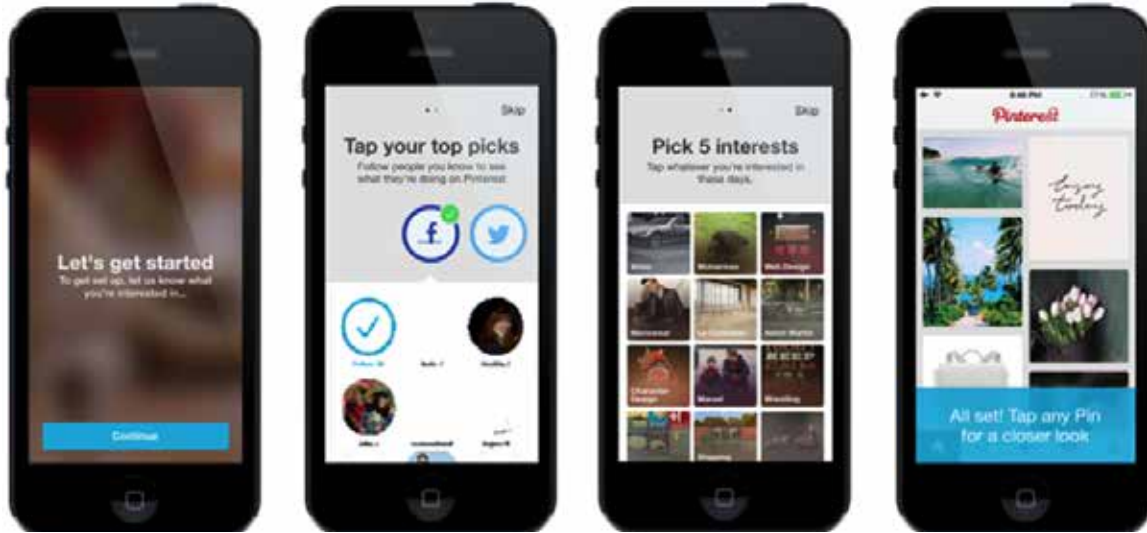
Pinterest Mobile App

Not only is the user guided through the initial high-level setup, including linking to friends and selecting interests, but the tutorial then moves on to a "how to" tutorial. In the image above, once the user has set up his or her basic credentials and interests, the "what now" moment is answered by showing the user the core engagement loop (searching > pinning > searching).

WHAT TO MEASURE

Remember, you manage what you measure. It's important to always measure and continue to test your NUX. **The tutorial is especially important because it often impacts how excited a user is** to engage with your app **and decreases any UX confusion.** Make sure to always be monitoring and optimizing these metrics:

- Tutorial completion rate
- Step-to-step completion rate
- Time spent in each step
- Time spent from first to last step

TUNE

WHAT TO OPTIMIZE - TUTORIAL / OVERVIEW

Again, your app will have a very specific tutorial section. However, there are some key things most apps will want to make sure to think about or include:
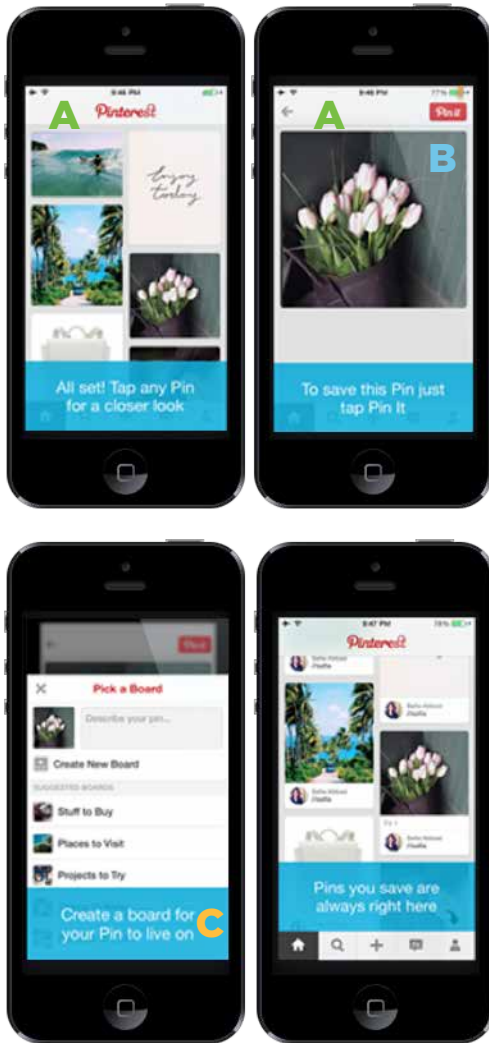
A. Number of tutorial / overview steps or screens

B. Use of animation or static assets to validate milestones

C. Message copy

- Rewards or incentives for completing early milestones

Pinterest Mobile App

⚠ TRY THIS

Try segmenting and analyzing data based on different user groups. See if there's any correlation between how a user registered and their tutorial metrics. Maybe users who come through Facebook ads complete more of the tutorial?

TUNE

👍 BEST PRACTICES - **TUTORIAL / OVERVIEW**

Use a Mobile Content Management System

These can be used to turn on/off different elements you're testing so that you don't need to re-submit for App Store approval each time you want to make a small tweak or update. Creating an entirely new user flow is also a good A/B test to see if a completely different type of tutorial affects engagement and retention.

Limit the Amount of Information You Convey During the Initial Tutorial Phase

It should highlight the core engagement loop and provide subtle animation or validation when each step is completed. But don't feel like you have to show every single feature of the app. You want the users to know enough about your app that they are comfortable using it, but you also want to let them discover some features on their own.

TUNE

CHAPTER 9 - THE 3RD "WHAT NOW?" - POST TUTORIAL GOAL

Now the training wheels are off. How long does your user ride the bike before falling and giving up? Has your value proposition excited them enough to keep them going? Has your tutorial given them enough of a push to set them in the right direction? Will your core loop keep them highly engaged?

From a design perspective, the focus of your efforts now revolves around optimizing for the main goal of your app. It's a best practice to have one core metric your entire team rallies around as a key performance indicator (KPI).

FINDING YOUR SINGLE ENGAGEMENT INDICATOR

Digital mall Wanelo has one single indicator they rally the team around. This indicator is "saves," and for a social site that thrives on users being able to see relevant products, users saving products to their own feed is a critical indicator of high user engagement.

Here, "what now" refers to two deeper questions:

> 1. Was the tutorial / overview representative of what the user should be doing?
> 2. Does the interface encourage or make it dead simple to carry out the stated action or goal?

There are certainly other parts of your app that you want the user to discover and unlock on their own, but it should still revolve around the single engagement indicator of your app.

The benefits of optimizing for this single engagement indicator are innumerable. This is where your secret sauce comes into play, and determines if your app sinks or swims. Even if you have a great UX, you're going to have user drop-off. This isn't always a bad thing, as it can help identify some key areas to focus on.

Game example

Sonic Jump Fever has a very simple gameplay mechanic, which is to jump to the next platform while gaining boosts. The tutorial is integrated in the first few steps. Coupled with achievements, the user quickly gets acclimated and then finds motivation through the progression and bonuses. **Areas to optimize here would be places where new users lose their lives the most, as well as trying different incentives and difficulty levels depending on how quickly users master the initial levels.**

TUNE

Social Shopping example

Wanelo's shopping app has a three tabbed feed on top which limits the navigation and provides as much screen area to showcase the products and items in each respective feed. The layout focuses the user on selecting and consequently saving products.
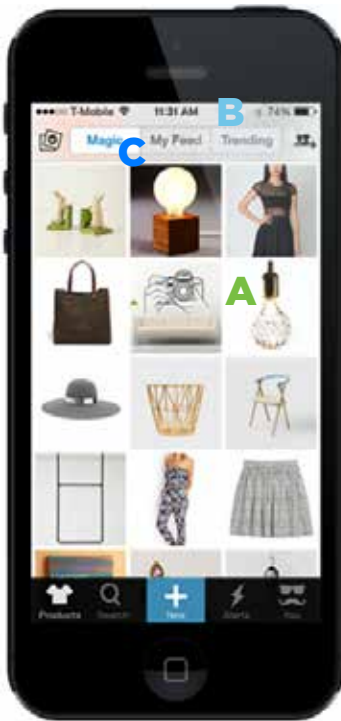
Wanelo Mobile App

Sonic Jump Fever Mobile App

WHAT TO OPTIMIZE

A. Background / feature images

B. New interface configurations

C. Personalized recommendations for items, content or other features

D. Call-to-action copy / color

• A/B test user flows

• Custom in-app messages targeted towards user personas

WHAT TO MEASURE

Remember, you'll want to have a KPI that you focus on at the highest level. But you should also be looking at some of the following metrics to try and find any important relationships.

- Path Analysis: user flow with highest goal completion rate
- Goal completion rate
- Average first session length
- Time spent in app per daily user
- DAU / MAU
- Day 1, 3, 7, 14, 30 retention
- ARPU / ARPPU (if applicable)

TUNE

👍 BEST PRACTICES - **POST TUTORIAL GOAL**

Understand Your User

In order to create a mobile experience that's highly relevant and personalized, try to understand as many facts about your user as possible:

- Who are they? (Gender, age, demo)
- Where are they from? (Location)
- What are they interested in? (Likes, interests and other attributes)
- How did they find your app? (Marketing channel, paid or organic)
- What are they doing in your app? (Behavior)

You might choose to include this in the registration process, or you might collect the information later. Armed with more data about your user, you can target and personalize the UX. You can message them with relevant information or send them offers you know they'll be interested in.

In the next section, we'll talk more about personalization and turning first users into avid fans.

SECTION 3
Retention

If you've managed to tackle the problem of acquiring and onboarding users (hopefully with the help of this guide), the next challenge you're likely to face is retaining the attention and engagement of those users.

As an app you have to compete with everyone else trying to solve the same problem as you along with the unrelated apps also fighting for the attention of your user. It's tough to create a product that keeps users engaged for days, let alone weeks and months. In many cases, it's not that people get tired of your product (although this is a big challenge as well). Rather, users have so many apps on their phone that you just get lost in the shuffle.

This section will help you learn how to keep your app in the front of the user's mind. We'll discuss identifying where you lost the users, and give you some strategies to try to win them back.

TUNE

PART ONE:
Optimizing User Drop-Off

We just talked about the importance of measuring and optimizing user paths with funnel analysis and A/B testing.

Have you successfully optimized your NUX? If so, congratulations! You're now in the clear and your NUX is hopefully super clear, stylized, and optimized. You've made it past the first date with your user. **Now this person is going to get to see what you're really made of, and whether or not they like you as a fling or a long-term relationship.**

Converting users from install, to casual fling, to avid fan is the focus of any dedicated mobile team. With the average smartphone owner using 27 apps per month, what's the secret sauce in your app that's going to make it a habit for them?

In order to figure out the next steps in optimizing your UX, it's useful to come up with some data-driven hypotheses about why the user left.

Without analytics, many of the initial questions are left to guesswork. **While analytics may not answer the why, pinpointing when and how a user abandoned will enable you to formulate the right optimization strategies.**

When analyzing user drop-off, you need to ask and answer two questions:

1. *When did it occur?* Are you losing users after their first experience with the app? Or later in the lifecycle?
2. *How did it occur?* What were the circumstances leading to the drop off?

Let's dive into more detail about these questions and how you should respond.

TUNE

CHAPTER 10 - THE BREAKUP

QUESTION ONE: WHEN DID THE BREAKUP OCCUR?

One of the first things you want to ask yourself is when did the user stop using your app? If a user abandons your app, the first thing you'll want to check is if it was his or her first time using the app. Now of course for any session following the first one, there could be a number of reasons the user might abandon your app. But for now we'll simplify and stick to these two groupings. Here are some possible reasons why they abandoned your app:

WHEN did they abandon?	Educated Hypothesis on WHY
First session	• Disconnect between value prop and actual experience • App crashed
Subsequent sessions	• Not the right time / distracted • Waning interest • App crashed

ⓘ TRY THIS

Try contacting users who deleted or abandoned your app to ask why they left. See if you can identify any discrepancies between what they expected to have with your app and what you actually provide. It's always better to get direct feedback from users rather than try to guess why they took a certain action.

You'll naturally see some drop-off occur in the first session, particularly if your marketing message and value proposition don't completely gel with what the user sees and experiences in your app. Keep optimizing the initial user flows and tighten the messaging and targeting of your marketing campaigns to make sure there is minimal disconnect.

TUNE

For example, if you're a shopping app, here are some possible ideas for tightening and optimizing your messaging campaigns:

- Measure the drop-off rates in the in-app purchase funnel
- Optimize your app to try and minimize drop-off, usually by changing things near the top of the purchase funnel where a user browses products/items. Try testing:
  - Product images
  - Product features/benefit copy
  - Discounts
- Recommended similar items
- Tighten and test your targeting down to the behavioral level, based on where the user dropped off in the purchase funnel
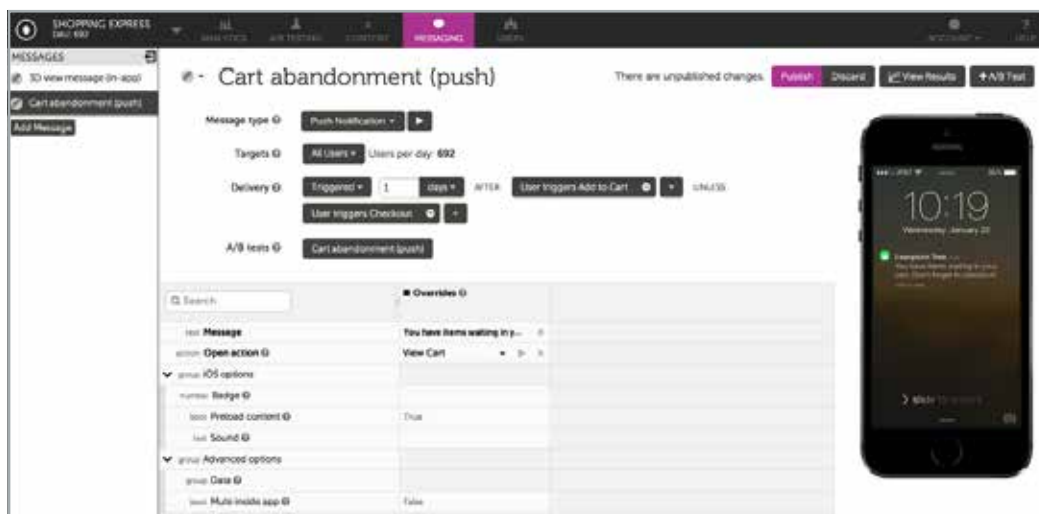
www.leanplum.com

One of the most important issues concerning user abandonment during all sessions is app performance in terms of speed and uptime. Make sure you have full visibility into crash reports and bugs so you can quickly fix the issues and minimize negative reviews.

By the time your users start reporting issues in negative app reviews, you'll be in hot water and your install rates will suffer. Without knowing whether or not your app is performing and loading for all device types, browser and OS combinations, you won't be able to move on and optimize the UI/UX of the mobile user experience.

TUNE

QUESTION TWO: HOW DID THE BREAKUP OCCUR?

Once you are in the clear and have a rigorous monitoring system in place for app performance, using analytics to discover how users abandon your app becomes much more actionable. You'll want to look closely at how specific user groups left your app, and then try to draw some conclusions as to why that specific group might have left. Here are some examples of common 'hows' and possible 'whys' of user abandonment:

HOW did they abandon?	Educated Hypothesis on WHY
They were avid and then dropped off and never came back	• User burnout, not enough content to keep them engaged • A competitor entered the market with a more compelling experience
They looked for an item that was not available at the time	They left because the right product / size / color was not available
They left after they browsed which of their friends were in the app	They left because they didn't have an existing and trusted network using the app
They left after seeing the final price of their items in a cart	• They weren't ready to make a purchase or the price was too high • The transaction failed and they got frustrated and left
They kept losing a difficult level (game) and finally abandoned	User got frustrated by a lack of achievement and quit

The more specific examples of user drop-off you can discover the more likely it is you can formulate an actionable plan to re-engage them.

By answering when and how the user dropped off, you can get a better idea for why users are leaving. But how do you stop it? In the next chapters, we will discuss actionable ways to minimize abandonment, including:

1. Churn Prevention
2. Re-engagement

TUNE

CHAPTER 11 - MAKE THE FIRST MOVE: CHURN PREVENTION WITH IN-APP MESSAGES

Measuring user drop-off helps you understand when and how users dropped-off, but that's only the first part of improving retention. **Using that data, you can also pinpoint the patterns that are indicative of a user who is about to churn, and take action to prevent it.**

With this data-driven intuition and a set of educated hypotheses, start thinking about ways to keep users engaged before they lose interest. One way to increase the chances your users are seeing and responding to new features, products, offers, or game levels, is to notify them with targeted in-app messages.

In-app messages can be anything from standard notifications, to highly stylized full screen takeovers. They can even be daisy-chained together to form entirely new user flows. In-app messages are used to announce the latest offers, events, and features for returning users. Be creative and make sure to target and personalize these new experiences to specific segments of users.

Using our table from before, we can come up with some examples of specific optimization recipes using in-app messages for each hypothesis:

HOW did they abandon?	Educated Hypothesis on WHY	**What to Optimize (In-App Messages)**
They were avid and then dropped off and never came back	• User burnout, not enough content to keep them engaged • A competitor entered the market with a more compelling experience	• Notify the user of new content and direct them towards the relevant content in your app • Encourage them to upgrade to the latest version of your app to access the new content
They looked for an item that was not available at the time	They left because the right product / size / color was not available	• Make sure an item is always in stock! If it's not, enable the user to be notified when it is back in inventory • If the user comes back again, show a message that deep links directly to the product they were interested in

TUNE

HOW did they abandon?	Educated Hypothesis on WHY	**What to Optimize (In-App Messages)**
They left after they browsed which of their friends were in the app	They left because they didn't have an existing and trusted network using the app	Create a custom user flow with in-app messages to invite friends and implement incentives for inviting friends
They left after seeing the final price of their items in a cart	• They weren't ready to make a purchase or the price was too high • The transaction failed and they got frustrated and left	• Make sure you notify the user each time they come in of relevant offers and sales that may apply to their items • Notify users of improvements made to previous problems causing the app to fail
They kept losing a difficult level (game)	User got frustrated at a lack of achievement and quit	Unblock the user by providing them special hints with in-app messages

If you're testing out in-app messages, you'll want to measure and test them just like everything else. Make sure that you're keeping track of the following metrics for each message (at the very least):

- Total views
- Total clicks
- Click-through rate

TUNE

👍 BEST PRACTICES - **CHURN PREVENTION**

Consistent Look and Feel

Continuing with the theme of personalization, **your messaging templates should be stylized and consistent with your look and feel.** Make sure that your messaging and branding are consistent with the rest of your app. These are small details, but they are also easy to mess up.

Minimize Interruption

Make sure your in-app messages are seamlessly integrated into the core loop and flow. If your messages deep-link to a specific point in your app, make sure you measure the new user flow that is created vis-a-vis your current core loop.

Plan Ahead

Apps are dynamic and ever-changing and every time they come back users want to know that there is relevant new content, offers, or features to check out. It's easy to automate, so make sure you're planning ahead. **Create a calendar and schedule marketing campaigns in your application highlighting new and timely announcements.**

Test New Flows

Create entirely new user flows to test. With daisy-chained in-app messages, new user flows can be designed and launched without taking up precious developer resources.

TUNE

CHAPTER 12 -MAKE THE SECOND MOVE:
RE-ENGAGEMENT WITH PUSH NOTIFICATIONS

Truth be told, your user won't want to date you forever. However, that doesn't mean they're gone for good. If you've gotten this far and provided a compelling, engaging, and relevant mobile user experience, you've already got a lot to celebrate.

It's hard to create an app that a user doesn't get sick of and uses constantly. Different categories of apps face different challenges. If you're a game, you have to balance creating a game that isn't too challenging, isn't too easy, and has dynamic game play. If you're a travel app, you're only really relevant to users when they are traveling. If you're a social network, you have immense competition for your user's time and interest. The point is **it's hard to keep users retained and engaged.**

Some of your users are going to leave. It's a fact. The next challenge is giving them a reason to come back. Let's dive back into our table again and look at how automated push notifications can make your life easier.

HOW did they abandon?	Educated Hypothesis on WHY	**What to Optimize (Push Notifications)**
They were avid and then dropped off and never came back	• User burnout, not enough content to keep them engaged • A competitor entered the market with a more compelling experience	Send users who may be interested in new content or features a push notification when you've launched
They looked for an item that was not available at the time	They left because the right product / size / color was not available	Notify them when their item is back in stock
They left after they browsed which of their friends were in the app	They left because they didn't have an existing and trusted	Notify them when one of their friends signs up

TUNE

HOW did they abandon?	Educated Hypothesis on WHY	**What to Optimize (Push Notifications)**
They left after seeing the final price of their items in a cart	• They weren't ready to make a purchase or the price was too high • The transaction failed and they got frustrated and left	Send them a specific discount or limited time offer
They kept losing a difficult level (game)	User got frustrated at a lack of achievement and quit	Notify the user of a new boost or power-up that might help them advance

www.leanplum.com

Just like your in-app messages, you'll want to track the performance of your push notifications so you can constantly iterate and optimize them.

- Total views
- Total clicks
- Click-through rate

TUNE

👍 BEST PRACTICES - **RE-ENGAGEMENT AND PUSH NOTIFICATIONS**

Precision is Key

Your push notifications should be highly precise and targeted. No more blast campaigns. **Messages that are not relevant won't improve your chances of re-engaging a user who's left.** In fact, blast messages can further alienate them. Make it personal. The goal should be to make the user feel like that message was only sent to them.

Timing is Important

Tentpole events, or events that center around holidays or other special events are good times to send targeted push notifications with special deals and new features. **Users are more open to receiving messages during this time and may be more willing to re-engage outside of their normal life patterns.** Again, planning ahead is important. Although last minute campaigns might work better than nothing, it's better to plan weeks or even months ahead. You can then ensure that all your marketing teams are on the same page, and even make changes to the apps to help cater to the event you're targeting.

Referral

Word-of-Mouth (WOM) marketing is a key driver of installs for apps. A recent study conducted by TUNE on how users discovered their last app, found that friend or family referral was the second highest discovery channel behind app store search.

Happy users refer your app to their friends and give your app high ratings. This section is about getting users to the point where they are happy enough with your app that they want to let other people know how great it is, whether that's by referring it to someone in person, or posting a five-star review.

This section is broken into three parts:

1. Ratings and reviews
2. Collecting customer feedback
3. Improving customer happiness

TUNE

PART ONE:
Ratings & Reviews

Due to our curiosity and inquisitive nature, we seek to know how other people feel about things before we try them ourselves. For many experiences this is a survival technique, but for mobile apps it's as simple as knowing if the app is worth the ten seconds it takes to download. The influence of ratings and peer reviews has grown and can noticeably affect the success of an app.

Ratings are often the first looked at attribute of a mobile app and in a single second a potential customer will often decide, just based off the rating, whether or not to download the app. **From the beginning of the published app lifecycle ratings play an immediate role impacting search rankings, customer decision making, and brand reputation.**

Ratings and reviews are also a clear indicator of an app's success. Only 6% of all apps in Google Play and the Apple App Store have more than 50 reviews. Increasing your ratings and reviews will help separate your app from the majority of apps in the app stores. Yet, clearly this is a difficult task as less than 1% of an app's customer base leaves a rating.

Commonly, and unfortunately for you, the majority of ratings for a mobile app are from unhappy customers looking to vent their frustrations. On the other hand, happy and satisfied customers rarely leave reviews because, frankly, it often doesn't occur to them to do so.

So all this raises the question: what can you do to improve your ratings and reviews? Let's look at a few options.

TUNE

CHAPTER 13 - UTILIZING RATING PROMPTS

Sometimes the best way to get something that you want is to simply ask for it. Rating prompts are the perfect tool for reaching out to customers and encouraging them to leave ratings and reviews for your mobile app. Even though prompts are incredibly effective, they can also have a negative impact for a mobile app depending on how they are used. **Any interaction you have with your customers in-app that doesn't fit the usual flow of the application can feel like an interruption and degrade the customer experience.**

Urbanspoon, an Apptentive customer, is a prime example of an app that was able to increase its ratings and reviews by over 1000%. In less than a month, they received over 300 ratings and reviews. Overall they have also seen a rating improvement of over 1.5 stars, an 11x increase in the number of daily reviews, and a consistent rank in the top 10 of the Food & Drink category in the app store.

www.apptentive.com

The power of using ratings prompts is clear, yet in practice it takes a lot more than just popping up a prompt to get it right. After working with thousands of companies there are some clear "do's" and don'ts" when displaying a rating prompt inside your app.

TEST, TEST, TEST

Rating prompts need to be tested and optimized just like any other feature, as there is no one-size fits all solution for when and where to use them. Every app is different and as a result, customer behavior is unique to each app.

When you set a rating prompt your first question should be, "If we place it here, will it be a disruption for my mobile customers?" If so, try to find another spot in your app to have a rating prompt appear. The last thing you want to do is to have a negative effect on keeping your customers engaged.

TUNE

Even though every app is different, there are key questions that can help you figure out the best time to show the rating prompt:

- How many times does it take for a customer to feel the value of your app?
- What is an accomplishment or achievement in your app?
- When you think about the lifecycle of your customer, at what point do they become an evangelist?

For Urbanspoon, the value of the app is being able to provide people with restaurant suggestions that they enjoy. Just using it once may provide value, but it's hard to know if in a single session a customer found a restaurant they attended. Urbanspoon allows members to write reviews and book reservations through the app. These actions are much clearer examples of the app providing value and also double as an accomplishment or completed task inside the app.

The point where members are spending their time booking a reservation through an app or writing reviews means they have graduated from being a basic customer. They are an ideal candidate to ask for a rating.

Knowing the answers to these questions will guide you to using your prompt at the correct time. However, testing is always important when trying to maximize results. The first place you think may work best for using a ratings prompt may not actually be ideal. **Try testing for two weeks, collecting the data, and then choosing another spot inside your app.** Compare the data and continue trying to find the best time in-app to talk with your customers and keep making changes based on what you see.

If you aren't seeing an increase in reviews through a rating prompt it can mean one of two things:

You're being too conservative in surfacing the rating prompt: In this scenario, customers aren't getting to the point in your app where the prompt is popping up.

You're being too aggressive in surfacing the rating prompt: In this scenario, you are surfacing the prompt at a time when the customer is engaged with your app and the prompt will be more annoying than anything else.

Just remember, testing makes perfect so don't be afraid to experiment.

TUNE

👍 BEST PRACTICES - **RATINGS PROMPTS**

Here are a couple of points to keep in mind when setting your rating prompt:

Don't Prompt the First Time a Customer Launches an App

They haven't experienced anything yet so don't ask for a rating. Would you rate a restaurant before eating any of its food? Probably not. And if you did, your rating most likely wouldn't be accurate.

Don't Set Your Rating Prompt to Appear When the App is Launched

No matter how many times the user has opened before, you should avoid doing this. **When a customer opens your app, they want to use it, not rate it immediately.** As good as getting a rating is, it's more important to have them actually using your app. Don't distract them from doing that.

Do Prompt After a Customer Accomplishes a Task or Receives an Achievement

Some examples might be logging a workout, beating a level, or completing a purchase. Actions like these are usually followed by a natural 'lull' in the UX of your app, and are also often correlated with a happy user. Take advantage of this, and ask them to rate your app.

Make Your Prompt Two Dimensional

This means allowing your customers to reach out to you directly. It shouldn't be a one way street; **give customers an outlet to provide feedback if they are unhappy.** This decreases negative reviews and gives you constructive notes to work on.

Segment Customers

Not all users are created equal, and there will inevitably be customers who don't like your app. You probably want to avoid asking these people to give you a rating (but they might be useful for other things like surveys which we'll talk about later). Target power users of your app and customers who fulfill certain requirements to prompt your happiest customers to ask for a rating.

Track Events to Perfect Timing

Consider tracking different events in your app that you can tie to moments of success and happiness to reach your customers at moments that improve the customer experience. Developing a sophisticated prompt can take a considerable amount of time away from your development team. Instead of committing your own resources consider Urbanspoon's approach and use a service like Apptentive who are experts in customer communication and improving ratings and reviews for mobile apps.

OTHER METHODS FOR INCREASING RATINGS AND REVIEWS

While ratings prompts are the most effective method for increasing ratings and reviews for mobile apps, there are a couple of other tactics you can also employ to give your app a boost. Here are a few best practices and ideas:

Release Notes

By placing a kind and respectful message in the release notes for new versions of the app you can encourage customers to rate your application with a message from outside of the application.
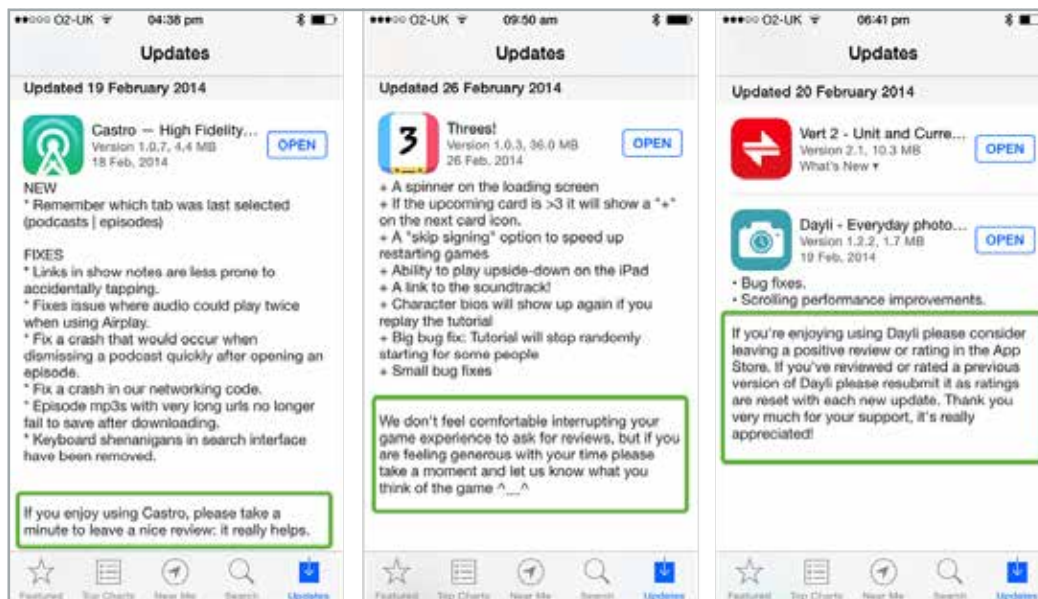
DanCounsell.com

In-App Button

In the menu or help section of your mobile app you can dedicate a button that can direct customers to the app store to leave a review.

⚠ TRY THIS

This tip is actually a don't try this. When including an in-app button to rate your app, Apple will reject your mobile app if the button misrepresents what it will do when it's tapped. Limit text on the button to phrases similar to "Rate This App" or "Give a Review."

TUNE
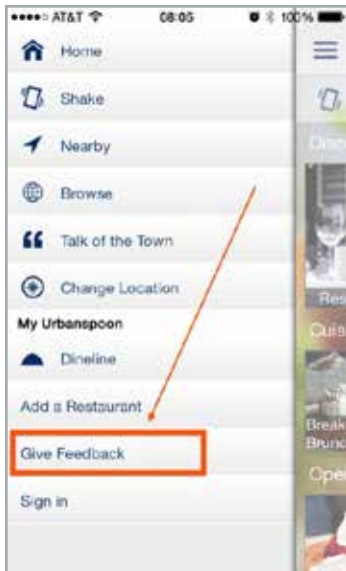
Customer Support

Every time you successfully support a customer in your mobile app, you are strengthening the relationship between your brand and the customer. If, after solving a customer complaint, the customer shows extreme satisfaction and happiness with the service received, asking for a rating, person to person, can yield results.
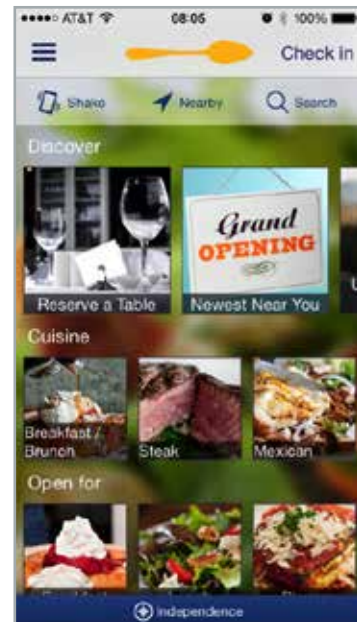
Customer Feedback

Creating a mobile app for your business can be a difficult process, especially if it's your first one. Mobile is an entirely new experience and within that space your customers have very different needs and use cases. For most businesses, apps should not be overloaded with every feature that is available on your website.

Urbanspoon Mobile App

Knowing exactly what the mobile use cases and needs are for your customers can be challenging. **The best way to learn what your customers want is by listening to them. Only your customers can tell you what could be better or what doesn't work.** Companies that don't listen to their customers often make uneducated guesses as to what their customers need and want.

Feedback lets your customers help drive your product roadmap with the confidence that you're making the changes that matter most to your users. It also eliminates time trying to figure out what features you think are most important. **The more customer feedback you receive, the better you can understand their perspective and how your app is being used.**

Did you know that on average only 1 out of 26 customers complain if they experience a problem? This means that every time you hear about a problem, it's most likely affecting more customers than you think. Creating a channel that makes it easy for customers to give feedback is essential to making sure you hear about problems early and learn how you can improve your app.

But how? Let's find out in Part Two.

Urbanspoon Mobile App

TUNE

PART TWO:
Customer Feedback

CHAPTER 14 - ASKING FOR FEEDBACK

With high customer churn rates for mobile apps, every time a customer exits your mobile app it may be the last time they use it. Don't guide customers who want to leave feedback or ask a question outside of your app in order to reach a FAQ page, e-mail form, or third party website. The ability to send feedback and receive an answer should be as simple and easy for the customer as any other function in the app. **The moment it is difficult for customers to use their voice is the moment you will lose them.**

The ratings prompt shown above for Urbanspoon asks customers for feedback if they respond with "No" to the initial prompt question. After implementing the ratings prompt, **Urbanspoon received more than 7000 pieces of feedback that helped them improve the app, make their customers happy, and keep negative reviews out of the app store.** Proactively reaching out with a prompt that asks for feedback was essential for gathering feedback, but it is not a solution by itself.

Urbanspoon Mobile App

A customer needs to be able to give feedback, ask a question, or report a bug as easily as completing any other task inside the app. It needs to be an open door that customers can walk through at anytime. Urbanspoon is a great example of this. Inside their menu you can see a simple button titled "Give Feedback" allowing customers to reach out at their convenience and the feedback form is a slick native experience right inside the app.

USING SURVEYS

Surveys have proven to be incredibly powerful tools for market analysis and driving customer insight. Restaurants and auto shops have surveys asking "How did we do today?" and retail stores often have their cashiers ask "Did you find everything you were looking for?"

These may seem like simple questions to the consumer, but to a business these questions are crucial for understanding how they can improve. Don't make the mistake of thinking these simple questions aren't useful or that you already know the answer.

For online businesses, surveys have quickly become the best way to get insight into a customer base to determine who their customers are, how their customers feel, and what their customers truly want. All of which is very useful information!

Originally conducted with paper and pencil, surveys are now commonly found all over the internet, but rarely inside mobile apps. Mobile apps are like any other business and stand to benefit from surveying customer and potential customer bases.

For mobile apps, surveys are great tools to save money, prioritize features, learn more about your customer base, engage customers, and receive structured feedback.
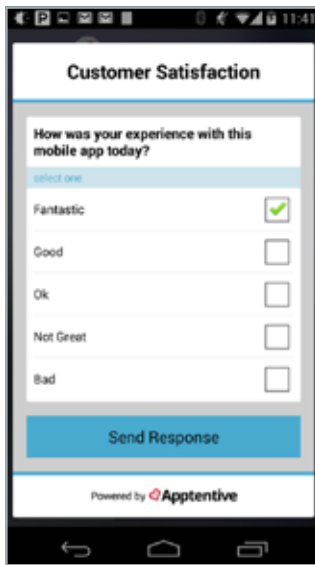
www.Apptentive.com

Save Money: Mobile app development is expensive. Every new feature and functionality costs additional money. Playing guessing games about what to create next can be incredibly costly and ends up sinking your app. Never assume you know what your customers want because you will often be surprised by what they will write when given the chance. Using an in-app survey can cut costs and much of the guess work from mobile app development.

From the beginning, incorporate a survey in your minimum viable product to capture responses about what you're developing and what your customers would like to see. It's never too late or too early to use surveys as a channel to better understand how your customers feel and think about your app. Having these answers can help you save money as you create what your customers want instead of what you think they want.

Prioritize Features: Creating a mobile app can be extremely exciting, especially when you get caught up in the fervor of "we can build this, and that, and oh we can do this too." However, trying to do too much too fast or in the wrong order can hamper the success of your app. Spending time on a feature that really isn't all that great can waste valuable time and resources. It's important to be able to prioritize your features and plan a product roadmap with confidence. **This is also extremely important if you're translating an existing web product to an app.** Your most popular feature on the web might not translate as well to mobile as you might think.

TUNE

Enter surveys. Surveys are perfect for figuring out not only what your customers want, but also what is most important to them in the context of your app. Give your users a voice to aid you in your product roadmap and so you can be confident that you're spending time on the correct path to grow your mobile app business.

Who Are Your Customers?: A few simple questions can provide a treasure trove of insight on your customer base. **Collecting demographic information such as age and gender is important data for future app development and can even aid you in choosing the correct ad agency or in getting the right partnership.**

Demographic surveys can also include questions about customer likes and dislikes, problems they have, and address areas not directly related to your app. The more you can understand about who your customers are, the easier it will be to create something that they love to use.

Structured Customer Feedback: All customer feedback is valuable, but sometimes you need feedback about a specific item. If you've released a new feature or entirely overhauled your app design you may want to learn what your customers think about the updates. Do they hate it? And if so, why? You may be curious why customers stopped watching an instructional video halfway through or why they abandoned their purchase partway through the check-out process.

Using a mobile survey can give you insight into how your app is fairing, whether it's a game, retail, or entertainment app. Getting specific feedback can tell you how a feature was received and why customers are abandoning their carts. If a new update results in unhappy customers it's essential to find out quickly to help avoid an onslaught of negative reviews in the app store.

Engage Your Customers: The amount of people who provide feedback in-app or in the app stores is a very small percentage of your entire audience. **Encouraging the rest of your audience to share their thoughts is important to get the full perspective of your customer base and not just the vocal customers.** Surveys are a proactive tool that can help you reach and get responses from a larger portion of your customer base.

TUNE

👍 BEST PRACTICES - **ASKING FOR FEEDBACK**

The data from a survey is only as good as the questions asked. To help you out, here are five tips to make the most effective surveys.

Personalization
Holding the mobile device is a single individual you are looking to engage and have answer a couple questions for you. You need to write questions that feel as if they are directed at each customer instead of a general approach.

Begin your questions with phrases like "How do you feel about…" and "What do you think of…"
The importance of the survey is to hear what your customers think. There is no wrong or right answer. Phrasing questions in this way opens the way for customers to share their thoughts and provide new insight on something you haven't considered.

Simple, Direct Questions
There isn't a lot of real estate to use on mobile devices, therefore your questions need to be simple, direct, and to the point. Don't waste space circling around the real questions you want to ask - just get to it.

Provide Accurate Answers
The more accurate the answers you provide are the easier it will be for you to analyze the data. Avoid number rating scales because it's difficult to gauge an experience with numbers. In a rating scale up to 10, there are some people who think six is still a positive experience, but many who feel otherwise. Words are a better way to accurately portray how someone is feeling in a way that other people can understand.

When providing ranges in your answers, don't let your answers overlap or your data will be off. If you ask "How often do you play Angry Birds a day?" Don't include the following: 1-2, 2-5, 5-10. Instead use: 1-2, 3-5, 6-10.

The Other
One of the most over-looked answers to many questions is "Other." Where appropriate, including the "Other" as a possible answer, followed by the generic "Please Specify" input area can be an incredibly useful method to learn something important from your customers that you may not have expected.

TUNE

All Questions Required

All questions included in a mobile survey should be required. If you have a question you are not requiring, don't include it in the first place. This will force you to **focus on only the most important questions to include in your survey.** The one exception is the common "Do you have any other feedback or suggestions for us?"

Between surveys, proactively asking for feedback, and having a clear channel in-app for customer support and communication, you are on the right path to getting the feedback you need to make a great app and keep your customers happy.

TUNE

PART THREE:
Customer Happiness

CHAPTER 15 - CREATING HAPPY CUSTOMERS

Besides app store search, word-of-mouth is the largest driver of organic downloads for a mobile app. According to data from TUNE, **15% of people found their last app from a friend referral,** placing it second behind search (47%) for the most popular channel for finding apps. For Google Play, 12% of people found their last app from a friend or family member, again second behind search (53%).

Getting people to tell their friends and family about your app is an important method to organically and sustainably grow your customer base. People don't talk about mediocre experiences; they talk about what positively affects their lives. One of your app's goals should be to make your customers happy. Happy customers recommend the app to others and become your personal evangelists.

With the myriad of problems that mobile apps inherently have, you must have a strategy in place to ensure customers are happy even when things go wrong. Doing customer support right is far from an easy job, but taking the time to do it correctly will pay out in the end.

CUSTOMER SUPPORT IMPROVES CUSTOMER HAPPINESS

Nothing is more frustrating than having an issue and feeling like there's nothing you can do to get it resolved. This is one of the main reasons why having an open channel, like Urbanspoon, for feedback is crucial. Customers who feel listened to are happy customers. It's that simple.

Just like your best friend or your significant other, customers often just want acknowledgement. They want to know that you care about what they have to say and that you're listening.

In an increasingly noisy, busy, self-promoting world, many of us have come to expect that no one is really listening, they're just waiting for the chance to talk. This leads to an obvious opportunity for you - **the simple act of listening can become a happiness-creating moment.**

TUNE

👍 BEST PRACTICES - **CREATING HAPPY CUSTOMERS**

Communicate with Customers

Customers who leave feedback drive your business forward, and every piece of feedback, whether it's praise or criticism, should be valued and then validated. It's important to let customers know they've been heard and that the suggestion itself and the time it took to give it was also appreciated.

When there are updates or changes made to the app, give credit where credit is due by thanking your customers in the update notes. You can even take this one step further by personally reaching out to those who gave feedback and thanking them privately. Always keep the conversation open, and encourage customers to share feedback at any time.

Handle Negative Feedback

Always respond with a "thank you," even if the feedback was incredibly rude or it was something you've heard a million times.

Next, express your appreciation for feedback and make efforts to solve the problem on the spot. Use a short phrase similar to "We appreciate the feedback, how can we solve the problem?" If it's a problem that can't be fixed or is a low priority, be honest with your customers and tell them why.

Always Follow-Up

Always be sure to follow-up with your customers about their feedback or problems. Let them know, even months later, that their issue has been solved or that the app is going in a different direction. Make them feel involved and invested in the app by showing your appreciation for their help and letting them know their feedback helped to improve the app. Going the extra mile to follow-up and make sure everything has been taken care of makes customers feel appreciated and happy.

Revenue

App adoption is on fire. If you're not considering or already utilizing apps as a source of revenue, you're missing out on a huge opportunity. It's not enough anymore to just create an app for your business and think you're keeping up with technology.

As an old soccer coach used to tell me - 'if you're not ten minutes early, you're late.' In the app world, if you're not thinking ten steps ahead, you're going to fall behind your competition. Figuring out an effective way to monetize your app is a huge part of making apps a successful part of your mobile presence. That doesn't mean you have to be making money from it today - but you should have a plan for the future.

This section will take a look at some of the popular way businesses are generating revenue through their apps so you can pick one that's best for your company.

TUNE

PART ONE:
Different Types of Business Models

In this day and age, your customers are on mobile devices. The importance of mobile will be further emphasized as time spent on mobile devices and mobile shipments grow. Logically, if customers are spending more time on their smartphones than any other device, doesn't that also mean mobile is where revenue is to be made?

Right now is an opportune time to generate mobile revenue. **Mobile advertising budgets are rising 58.1% per quarter, according to AppFlood, as mobile ad spend tries to catch up to the time spent on mobile devices.** This suggests that businesses are allocating more of their marketing budgets to mobile marketing and user-acquisition activities in an effort to penetrate new markets.

But the question that every business should answer before getting started is "does mobile monetization make sense for me?" As with any new business strategy, you have to think about the ROI. It's not only games that have a foothold in the mobile market. **Businesses from laundry franchises to healthcare services are tapping into the growing mobile trend and finding ways to diversify their businesses with the intention of adding an extra revenue channel or expanding to mobile[8].**

If you're exploring new ways to generate additional channels for revenue or looking into how you can monetize your business on mobile, we can boil down the core revenue models into four main channels:

1. Freemium
2. Paid
3. Subscription
4. M-Commerce

TUNE

CHAPTER 16: FREEMIUM APPS

It's a freemium world out there. As much as 95% of worldwide revenue on Google Play, according to data from TUNE, is generated from freemium apps. The freemium model might not necessarily earn you revenue up front, but when executed well, it can boost your bottom line greater than those apps that generate revenue from requiring up front fees to download. Under the freemium model, you can use either in-app purchases or display ads to drive revenue.

OPTION #1 - IN-APP PURCHASES

Let's start with in-app purchases. Typically in-app purchases (IAP for short) are virtual items you can purchase (for real money, mind you) within an app. These can include in-app upgrades, in-app consumables, and in-app currency, all of which we'll explain in detail.

It's easy to appreciate the flexibility of in-app purchases if you're a developer. The freemium business model applies to all types of mobile games and apps across the board. In fact, if in-app purchases aren't available in your app already, you should rethink your business model (assuming you're keen on generating revenue from your app in the first place).

In-App Upgrades: These require you to "unlock" new content within the app to progress to the next level or offer additional features that weren't available in a version of the app that was made available for free.

For example, Evernote has the free version of their content, but allows you to upgrade for more features such as access to notes offline and additional security.

In-App Consumables: These will account for the majority of IAPs. By offering in-app consumables, whether that's an extra life, a new wardrobe for the user's avatar, exclusive camera filters, or game-enhancing abilities, the customers are spending real-life money to purchase items. In fact, the most effective apps at generating revenue are those that strike a balance between providing free content and encouraging users to pay for vanity virtual goods and game-advancing features. These goods and features are what drive "whales" (top spenders) to spend thousands or even tens of thousands of dollars within apps.

For example, Candy Crush Saga lets you play for free, but once you run out of lives, you can either buy new ones or ask Facebook friends to send you some. This either spreads the word about Candy Crush Saga or gives them revenue!

In-App Currency: In-app currency is fairly straightforward. Many apps or games will be run on an in-app economy that includes virtual currency, which users can purchase for cash. They spend the virtual money, and once they run out, they need to buy more.

For example, Zynga Poker gives new users 20K 'chips,' but once you run out you have to purchase new currency to play with.

The downside to a freemium app is that you'll never be guaranteed to earn revenue per user, as users aren't forced to pay for the app. In fact, just **0.15% of mobile gamers account for 50% of in-app purchases in free-to-play games[9].**

But that doesn't go to say that these revelations should discourage your mobile monetization goals. In fact, major apps including Angry Birds, Candy Crush Saga, and Temple Run are famous examples of profitable apps that have raked in hundreds of millions of dollars (and more) with the freemium model.

While standout apps in the mobile ecosystem are realistically few and far between, Candy Crush Saga is the quintessential freemium game and a game its peers often look up to. Candy Crush's developer, King.com, generates as much as $850,000 per day from in-app purchases.

However, King.com also claims that 70% of its users who've reached the last level never spent money to advance through the game, which emphasizes just how much money Candy Crush "whales" are spending on in-app purchases[10].

TUNE

👍 IN-APP PURCHASES TIPS

Make the description clear: Make it clear in your description that your app includes IAPs. Although most app stores try to make this clear, you should have some transparency and include it in your description as well. You don't want to appear deceptive or untrustworthy. If the user doesn't see it and is angry or feels misled, you can point to the description.

Test pricing: Test different price points for you IAPs. If you're not seeing great adoption, try dropping the price (if possible) and see how MoM revenues compare. On the other hand, if a lot of users are making IAPs, you might be able to raise the prices. Find the right mix between sales volume and price to maximize your revenue.

Make IAPs easy: You can't expect users to make IAPs if they can't find the place to actually buy what you're selling! Make it clear when and where users should be making purchases. With that being said, don't over-do it. If users feel annoyed or harassed, they'll abandon your app.

Don't rely on IAPs: Don't make a product that is useless without IAP. Part of what makes Candy Crush Saga so successful is that they allow users to play the game for a while before hitting them with an IAP. They also provide alternatives to making a purchase, and have a fun and useful product even if you never make a purchase.

ⓘ TRY THIS

Keep a business model in mind when planning and developing your app, even in the early stages. You don't have to stick to this model, but you should already be thinking about it. If you are going to make a freemium app, plan ahead. You want to make sure the features you provide are valuable to both free and paid users. The freemium model doesn't work if you're really just providing a paid app disguised as a free one.

TUNE

OPTION #2 - DISPLAY ADVERTISING

An effective supplement to generating app revenue yourself is of course through display advertising. You've all heard about the Flappy Bird phenomenon, whereby an indie developer hit the top of the App Store charts (before being taken down) with little or no marketing and generated $50,000 per day in mobile ad revenue.

There are several immediate benefits to monetizing by displaying mobile ads:

Fast to Get Started: For starters, compared to other revenue channels, monetizing apps by way of advertising is arguably the fastest way to generate revenue for your business, particularly if your app boasts a high volume of users.

The implementation of ads to generate immediate revenue is easy considering the alternatives. These steps include finding a mobile ad network, then integrating the network's software developer kit, and finally deploying a mobile ad format that works best for your app.

Of course the mobile ad integration process is an oversimplification. The hardest part with monetizing on mobile doesn't have anything to do with coding – rather developers tend to stumble most frequently when it comes to optimizing your ad formats for generating maximum revenue.

Minimal Resources: Selling in-app content requires a team to conceptualize, design, and deploy new content. Partnerships demand a sales team. Mobile advertising on the other hand isn't rocket science and it's possible to manage in-app monetization with minimal additional resources.

More Revenue to be Made: As the mobile advertising industry matures, we're witnessing the allocation of mobile advertising budgets by U.S. advertisers slow down. But Chinese advertisers are picking up the slack. Their budgets, according to AppFlood's Q2 2014 report, are growing 123% QoQ, as overall global mobile ad spend grows 58.1%. In fact, Chinese advertisers accounted for 60% of the total global ad spend in Q2 2014.

ⓘ TRY THIS

Make sure to localize your keywords! You can change and target specific keywords for different regions. This can help improve your ranking in different app stores to help boost downloads. You shouldn't be targeting English keywords in a country where English is not the first language. But make sure to do your research and make sure English isn't the dominant language.

TUNE

Users Are Receptive to Mobile Ads: Mobile users are becoming more accustomed and receptive to mobile ads. According to a study from xAd and Telmetrics, as much as **50% of mobile shoppers have said that they've found ads to be helpful in 2014**[11]**.** That's a 113% increase from 2013.

The Difficulties of Monetizing with Mobile Ads

It's important to keep in mind that the best way to maximize the revenue you're earning from your mobile ad campaign is by building a high volume of users. Let's illustrate why traffic volume is so important.

Click-through rates can vary anywhere between 0.23% for the banner ad format to 5.70% for interstitials, and even higher for other types of formats like list ads (which simply lists recommended apps). According to AppFlood however, the rate at which users install apps isn't as frequent as you might expect. Average install rates for banner ads are 0.93%, while app lists on average garner 3.76%[12]. For every 100 clicks, you'd be generating between one and four installs, which might net you a total of $1 dollar. This is why high volume is so important - to make any significant revenue you'll need to boost those traffic numbers.

👍 DISPLAY ADS TIPS

Format correctly: Make sure that your ads are formatted correctly, especially if your app is available on tablets and smartphones. It doesn't look great for an ad the width of an iPhone showing up on an iPad.

Consider native: If you're planning on using display ads for your app's primary source of revenue, you should consider creating some sort of native ad. As we mentioned before, these are ads that have the same look and feel as the layout of your app. You'll notice these on Twitter and Facebook. You can either develop your own system, or use a third party like Mopub to help you.

Make it easy to exit: If your ads are pop up ads that may block the user from using your app (like the ads Pandora serves up to free users), make it easy for the user to exit out of the ad without accidently clicking it.

TUNE

HOW FREEMIUM CAN DISRUPT YOUR BUSINESS MODEL

If you have scale, you can easily employ any one of the above freemium business models and monetize your traffic. The freemium model should provide content that's convincing enough that users will spend money inside of an app that's free to use, or should leverage the high volume of users to monetize the small percentage of users that will generate the lion's share of the app's revenue. While conversion rates to paying users are generally low, the more users your app boasts, the better your chances are of generating more revenue for your app. And as we've seen with businesses like Candy Crush, one freemium app can transform an ailing company (King.com) into a billion dollar business.

TUNE

CHAPTER 17 - PAID APPS

Paying for apps, by definition, is straightforward. Developers list their apps on the app store and check off the option to sell the app for a nominal fee which ranges between $0.99 to $5.99. **That price won't make a dent in the wallets of most smartphone owners, but can add up to a sizeable amount for developers.**

The elephant in the room here is the very fact that few paid applications remain in the app stores due to the success of the freemium business model. 24 out of the 25 Top Grossing apps were freemium as of 9/22/2014.

Before you automatically jump on the freemium bandwagon, let's start off by clarifying that freemium isn't for every business. **Though there are some compelling arguments and statistics floating around the web, the pay-to-download business model does make sense for certain apps.**

Obviously, paid apps have their own set of challenges to face. It's inherently difficult to scale a paid app in a culture that no longer likes to "pay for things" up front – at least where mobile apps are concerned. By requiring potential customers to pay for an app, you immediately put up a barrier that prevents them from downloading the app as a test.

You also can't ignore the fact that **the popularity of paid apps are declining rapidly year by year as freemium took 90% of the total app market share in 2013[13].**

Keep in mind that the freemium model is a marketing strategy in its own right that the paid model doesn't have access to. Mobile users browsing the app store might stumble on a freemium app and decide to check it out, but that acquisition strategy isn't available with paid apps. **Rather than letting a freemium app to speak for itself, paid app developers face the challenge of convincing users of the value of the app beforehand, leaving it up to the marketing campaign and hype behind the app to speak on behalf of the app's quality.**

Now remember, the paid model does make sense for certain apps. Just because freemium is more popular, doesn't mean that paid can't have its niche. Let's take a look at when a paid app makes sense.

TUNE

WHAT TYPES OF APPS ARE A GOOD FIT FOR THE PAID MODEL?

Whether you make your app paid or freemium depends on the type of app you're offering and the quality of the user experience you expect customers to have.

The biggest difference between paid and freemium is the fact that freemium is best for apps that can accept micro-transactions for entertainment purposes. For example, adding extra virtual content that users can pay small sums of money for within mobile games, or providing $0.99 stickers in messaging apps.

Deciding to require customers to buy your app hinges on the inherent value of the app to the user. Blockbuster mobile games of console-like quality like the Infinity Blade series can get away with offering paid games because of the brand recognition and game quality. The first Infinity Blade sells for $5.99 and the third one sells for $6.99.

Among different categories, photo and video apps are often offered as paid apps. This makes sense seeing as how even a photo app as large as Instagram is just starting to monetize its platform. Medical and fitness apps for enterprise or professional use are also often pay-to-download and can sometimes sell for tens or even hundreds of dollars in the app stores. You'll also find many business & finance, productivity, and education apps selling as paid versions.

ⓘ TRY THIS

Many apps offer hybrids where the initial app is paid, but they also offer in-app-purchases. If you do this, make sure that you have a great app without having to make additional purchases. If users pay for your app and then find they need to pay more to unlock useful functionality, they won't be happy.

HOW PAID APPS CAN DISRUPT YOUR BUSINESS MODEL

With all that's been said, it doesn't seem like there's a really compelling reason to be opting for a paid app model. But there are instances where paid apps are capable of disrupting your business model. Paid apps are ideal for businesses or developers who have an existing loyal user base that wouldn't hesitate at downloading your paid version. It could also make sense for an indie developer just trying to bring in some additional revenue.

TUNE

CHAPTER 18 - SUBSCRIPTION APPS

While not quite as popular as freemium, the subscription business model offers an attractive means of generating recurring revenue on a regular basis. A subscription service can be part of either a paid or freemium app, but provides a unique business model.

The caveat here is that there aren't too many types of apps that can effectively justify a service like this. **To the customer, the value has to justify the price, and recurring payments usually require that apps provide unrestricted access to a wide dearth of content that's updated on a regular basis.**

Typically you'll find music apps like Pandora, Spotify, eBook subscription services, and massively multiplayer online games picking up the subscription model. These apps all offer unrestricted access to high quality content that is constantly changing and improving at scale.

The discernable benefits of a subscription model are obvious. You're collecting recurring revenue. However as great as the subscription model sounds, keep in mind that if your app is downloaded through Google Play or Apple App Store, you're at the mercy of their rules. Google and Apple prefer to maintain a direct relationship with customers as far as in-app purchases are concerned – which the subscription model falls under – which means less control over users.

This can lead to a few minor hiccups. There's an issue with transparency, for instance. Because the type of data you'd be receiving from both stores is aggregated, Google Play and Apple's tracking information isn't necessarily sufficient enough to cater to complaints or requests by tracing back the root of the issue. Auto-renewals and cancellations for instance need to first go through the App Store or Google Play, which makes it difficult to identify the supply chain starting from the purchase of the subscription to the fulfillment of the order without certain processes in place.

EXAMPLES OF SUBSCRIPTION APPS

Although few and few between, subscription apps have their place among businesses. **You'll find music apps and publications serving content on mobile devices among the most popular types of apps that are based on the subscription model.**

TUNE

Take Pandora or the New York Times for example. Pandora, a music app that gives its users the freedom to decide on a freemium (with ads) or subscription model, generated $427.1 million in revenue during 2013. Pandora does offer a free version of its app that comes with a few caveats: users must listen to ads, there's a limit to the number someone can skip, and the quality of music is slightly lower. However, for $4.99/month, users can have full access to the app with no ads, skipping capability, and the highest quality of music. You can see that they do a great job of providing a compelling free version while also creating significant added value if a user decides to subscribe.

Surprisingly, the freemium model is actually a better revenue model for Pandora. The music service is said to generate more revenue per song from non-paying customers[14].

The New York Times, which is admittedly struggling to keep up with its competitors in a digital age, implemented a subscription service across its mobile site requiring readers who want to read more than ten articles per month to pay for additional access.

However, to diversify its revenues, the Times recently launched standalone mobile apps that they hope will meet the news consumption needs of a variety of different types of readers on mobile. These apps will require readers to purchase access through monthly subscriptions. For example, an app called NYT Now will run for $8 per month, and will include a daily editorially curated digest of the top daily stories from the New York Times. Two additional apps on food and opinion pieces will also be available as subscription models, although it's not clear how much these apps will cost.

HOW SUBSCRIPTION APPS CAN DISRUPT YOUR BUSINESS MODEL

There are many ways you can utilize the subscription model with your app. **One common strategy we see is utilizing a subscription offering to entice users to pay an up-front fee.** For example, you could offer 12 months worth of access to the app for the price of ten months, essentially giving them two free months. You could also offer multiple pricing tiers, with each tier offering additional upgrades. Take a look at your app and see if a subscription model makes sense. If done right, they can be hugely profitable.

TUNE

CHAPTER 19 - SALES AND MERCHANDISING

Apps are quickly becoming a viable channel for traditional brick-and-mortar or online retailers to sell merchandise. While some companies use apps as a direct retail channel for all of their products, others utilize them for more specific or niche cases. The two most popular ways to use apps for sales and merchandising are deals and coupons, and mobile commerce.

DEALS AND COUPONS

Coupons and deals can be used in numerous ways by large and small businesses alike. Although this might not necessarily be directly tied to generating a profit, offering deals and coupons is a solid strategy for collecting short bursts of revenue, attracting customers, or even re-engaging existing users. It's important to note that in most cases, deals and coupons aren't considered to be a traditional business model. Although companies like Groupon have turned coupons into an actual product, **it's best to think of them as a strategy for retaining existing customers in conjunction with other types of revenue models, including the subscription, freemium, or e-commerce model.**

That being said, retaining or finding new customers is an important part of monetizing your app that shouldn't be ignored. With the mobile coupon model there's plenty of flexibility with how a business can deploy this strategy.

How to Integrate Deals and Coupons

There are a variety of ways to leverage deals and discounts via mobile apps. **Some businesses like to use them to promote their goods with third parties, while others actually provide the deals directly within their native app.**

Examples of some third-party apps include Yowza, which will alert users to mobile coupons directly from merchants around the user's geographic location; or RetailMeNot, which aggregates the latest deals from major brands.

Businesses like Target and even CVS, on the other hand, have taken the native approach and offer customers deals and coupons that are delivered straight to the user's smartphone within their branded apps. Convenient for users to redeem, these mobile coupons can be scanned straight from the phone at the register.

TUNE

As for developers with mobile apps or games, the deal and coupon model might be as simple as integrating a mobile ad network like SparkFly to display redeemable mobile coupon ads within your app, or sending push notifications for free or discounted virtual goods – a strategy that the mobile racing game CSR Racing uses to entice users to purchase discounted virtual racing automobiles.

HOW DEALS AND COUPONS CAN DISRUPT YOUR BUSINESS MODEL

Deals and coupons won't necessarily "disrupt" your business model, but think of it as an instrument in your mobile marketing toolbox that you can utilize to entice existing or new users to drive discounted purchases of your physical or virtual goods through your app.

There isn't much of an excuse not to deploy deals or coupons within your mobile app if you can find a natural way to do so. Regardless if your app is based on a freemium, paid, or subscription-based business model, deals can be implemented readily within your app on top of those existing models without disrupting the user experience.

MOBILE COMMERCE

Many game and app companies are focused on selling in-app purchases, which is an easy low maintenance option. But the importance of m-commerce – e-commerce on mobile – is becoming too great to ignore.

Forrester estimates that mobile commerce in the U.S. will account for as much as $114 billion in 2014. The report also adds that mobile commerce is expected to make up as much as 54% of $414 billion in e-commerce sales by 2018[15].

As you can see, increasingly more businesses are turning to mobile for creative commerce solutions. This can include traditional retail businesses looking to expand their distribution platforms to target mobile shoppers, or completely new companies building a business around the mobile commerce opportunity. Mobile offers the opportunity to shake up an existing business model, and provides a completely new platform for selling goods.

TUNE

EXAMPLES OF MOBILE COMMERCE SUCCESSES

One example of an iconic retailer making the jump onto mobile is Louis Vuitton. They have decided to sell their inventory of luxury goods, but in a manner that's specific to mobile. Louis Vuitton's mobile experience provides users with a suite of features to provide a convenient mobile shopping experience.

The Louis Vuitton app enables users to snap photos of a LV product, and then automatically opens up a product page and directs the user to purchase the photographed item. Traditionally, shoppers were required to call their local Louis Vuitton retail outlet for a price, and pick-up the product in person.

ⓘ TRY THIS

Even if you don't have inventory available or your business isn't in manufacturing, you can still break into the e-commerce market by becoming an affiliate seller. This option might not be e-commerce in the purest sense of the term, because what you're doing is selling another company's products in exchange for a small cut. But it allows you to avoid the typical risks of manufacturing such as the cost of maintaining inventory and shipping products. For example, through Amazon's Mobile Associates API, mobile businesses can list Amazon products and take up to 6% of the purchase price for each product sold.
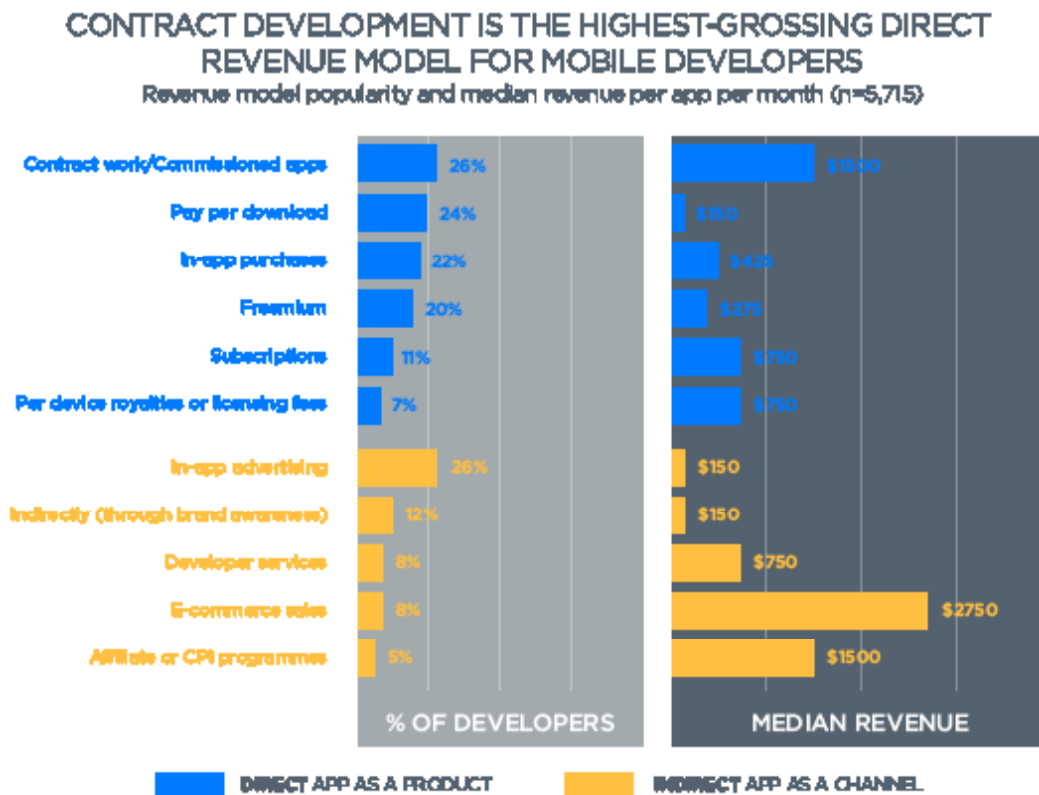
HOW MOBILE COMMERCE CAN DISRUPT YOUR BUSINESS MODEL

Just 8% of developers are engaged in e-commerce according to VisionMobile[16]. This is just a fraction of the developers who've opted for freemium and paid mobile business models. There is definitely room to grow in this space.

E-commerce is reportedly the highest revenue-generating business model on mobile, with the median revenue for e-commerce apps coming in at $2,750 per month. Compare this figure to median iOS revenues, which generate between $500 and $1,000 in one month and Google Play median revenues, which generate

between $100 and $200 per app, and you'll be wondering why developers are scrambling to deploy a freemium model instead of e-commerce.

If you're already selling products through a brick-and-mortar store or online, you should absolutely consider building a mobile app. You already have the infrastructure in place to sell physical goods, the app just provides another platform for users to make purchases. It's a way for you to stay ahead of your competitors and boost your revenue. And now you have an entire eBook to help you handle marketing your new app!

CONTRACT DEVELOPMENT IS THE HIGHEST-GROSSING DIRECT REVENUE MODEL FOR MOBILE DEVELOPERS
Revenue model popularity and median revenue per app per month (n=5,715)

Revenue Model	% of Developers	Median Revenue
Contract work/Commissioned apps	26%	$1500
Pay per download	24%	$150
In-app purchases	22%	$425
Freemium	20%	$275
Subscriptions	11%	$750
Per device royalties or licensing fees	7%	$750
In-app advertising	26%	$150
Indirectly (through brand awareness)	12%	$150
Developer services	8%	$750
E-commerce sales	8%	$2750
Affiliate or CPI programmes	5%	$1500

DIRECT APP AS A PRODUCT   **INDIRECT APP AS A CHANNEL**

http://venturebeat.com/2014/02/06/7000-app-developers-in-127-countries-say-e-commerce-is-now-the-best-mobile-monetization-strategy/

TUNE

THE END

All things must come to an end, and unfortunately this is where I'll have to leave you. It's been quite the ride, and I hope you're able to move forward with some of the app marketing tactics you found in this book.

Again, I'd like to thank everyone who contributed to the content and made this eBook possible. If you're interested in learning more about each contributor and the company they work for, find their profiles on the following pages. If you have any questions or would like to chat, please don't hesitate to reach out to any of us.

Good luck in all your app marketing endeavors!

TUNE

CONTRIBUTOR PROFILES

Alex Klein
TUNE

Organized eBook and wrote Section One Part Two - Organic Acquisition

About Alex: Alex is a Marketing Operations & Intelligence Analyst at TUNE. Prior to this role, he worked in Demand Generation and was with MobileDevHQ before it was acquired by TUNE and became App Store Analytics. He is a graduate of University of Washington, and has passions for marketing, tech, and sports.

About TUNE: TUNE is on a mission to make mobile marketing better for everyone. As the most adopted measurement and attribution provider for the top 100 apps across iOS and Android, TUNE is trusted by Expedia, Sephora, Starbucks, Amazon, and many other world-class brands. Tune builds solutions that arm marketers and their partners with insights to help effectively engage consumers with timely, personalized marketing messages. Headquartered in Seattle, Washington, with over 325 employees in eight offices worldwide, TUNE's solutions are globally recognized as the most innovative, reliable, and best supported in mobile marketing.

Website: www.tune.com
Twitter: @aoklein @tune
Interested in TUNE? Contact: alexk@tune.com

Andrew Hansen
TUNE Marketing Console by TUNE

Contributed Section One Part One - Paid Acquisition

About Andrew: Andrew is the Marketing Content Manager for Attribution Analytics, part of the TUNE Marketing Console, at TUNE. Andrew has a diverse background that includes risk consulting research and consumer reporting, experiences that helped him learn how to study industries and simplify complex concepts. His current focus is making sense of the mobile ecosystem and helping app developers and mobile marketers improve their campaign performance. Andrew received a Bachelor's degree in Information Systems from the University of Utah and a Master's in Information Management from the University of Washington.

TUNE

About the TUNE Marketing Console: The TUNE® Marketing Console (TMC) is the only enterprise platform that unifies measurement across user discovery, acquisition, retention, and engagement. Mobile marketers trust the TMC every day to easily find actionable insights and streamline their workflow, helping them focus on driving results. The TMC seamlessly integrates with marketers' agencies, ad networks, and other technology to provide critical reconciliation, transparency, and efficiency in marketing efforts. Four integrated best-in-class solutions are featured in the TMC: Advertising Attribution for paid user acquisition, App Store Analytics for app store optimization, In-App Marketing for marketing engagement automation, and TUNE® BI for deeper insights.

> **Website:** www.tune.com
>
> **Twitter:** @AndrewHans3n @tune
>
> **Interested in the TUNE Marketing Console? Contact:** jennifer@tune.com

Sylvain Gauchet
Apptamin
Contributed Chapter 6 - The Website

About Sylvain: Before co-founding Apptamin, Sylvain worked for several years on marketing mobile apps. He's passionate about lean startup, content marketing, and app promotion and has been learning as much as possible so he can keep sharing insights and advice. He also loves food and bbqs, the beach, good rum and a funky bassline.

About Apptamin: Apptamin produces app videos, game trailers, and app previews for developers, startups, and Fortune 500 companies. The idea is that video is the quickest way to assess an app, and is a powerful tool for app developers to get their point across. App videos can be used in many places: app website, Google Play store, the App Store (with App Previews), mobile video ads, Facebook video ads, etc.

> **Website:** www.apptamin.com
>
> **Twitter:** @sylvainww   @apptamin
>
> **Interested in Apptamin? Contact:** sylvain@apptamin.com / company: contact@apptamin.com

TUNE

Aaron Huang

Leanplum

Contributed Section Two - Activation and Section 3 - Referral

About Aaron: Aaron has a background in economics and finance. After starting his own online clothing company while working in Asia, he decided to move to San Francisco and has been involved in early stage start-ups ever since. As a digital marketing technologist, Aaron is a data-driven product evangelist with expertise in analytics, both as a consumer-based and B2B marketer. Most recently as head of product marketing at Kontagent (now Upsight) and advisor and consultant to Leanplum, a mobile optimization company, Aaron has spearheaded efforts to ensure marketers understand and act on data to attain measurable ROI.

About Leanplum: Leanplum is a fully integrated optimization solution for mobile apps. The company enables developers, product managers and marketers to unleash the value of customer data by easily optimizing mobile content and messaging via flexible A/B testing, marketing automation and powerful analytics. Leanplum was founded in 2012 by ex-Google engineers with years of experience in video ad optimization. Leanplum graduated from the TechStars Seattle program and is now based in San Francisco.

Website: www.Leanplum.com

Twitter: @Leanplum

Interested in Leanplum? Contact: info@leanplum.com

Ezra Siegel

Apptentive

Contributed Section Four - Referral

About Ezra: Ezra Siegel was the VP of Community for Apptentive. He's a native of Chicago, and is a lover of sports, music, food, and drink. He is an avid traveler, and enjoys riding his motorcycle.

About Apptentive: Apptentive helps app developers improve retention, get better ratings, get more reviews, and increase feedback for their mobile apps. Many mobile apps have trouble receiving feedback from customers, receive negative reviews in the app store, and don't understand how they can improve their app. By integrating the Apptentive SDK, app developers are given the tools to intercept negative feedback,

improve their star ratings in the app store, and grow a community of loyal app customers. This tool provides customers with a better app experience by giving you a direct channel to hear their feedback and have conversations that enable you to turn an app into something customers love to use.

Website: www.Apptentive.com

Twitter: @EzraMax @apptentive

Interested in Apptentive? Contact: info@apptentive.com

Francis Bea

AppFlood

Contributed Section Five - Revenue

About Francis: Francis Bea is the Content Marketing Manager at PapayaMobile, where he leads content marketing and communications for its programmatic mobile ad platform, AppFlood. He's been a technology contributor at CNET writing about the budding tech scene in China, and has previously written for Digital Trends and TheNextWeb.

About AppFlood: In 2012 PapayaMobile launched AppFlood, the leading global programmatic mobile ad platform. AppFlood's proprietary technologies drive performance for internationally competitive premium advertisers and brands with global mobile advertising strategies. AppFlood's SmartConvert™ algorithmically optimizes advertisers' user-acquisition campaigns using machine-learning and predicts users that are most-likely to convert. AdMatch Pro™ mobilizes AppFlood's expertise in big data and user-behavior marketing to accurately target relevant user segments flexibly, reliably, and at scale. Connected to 82,000 apps, AppFlood delivers nearly half a million daily installs and 800 million daily impressions.

Website: www.AppFlood.com

Twitter: @francisybea @app_flood

Interested in AppFlood? Contact: francis@papayamobile.com

TUNE

1. http://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version

2. "Fiksu Resources." Fiksu. http://www.fiksu.com/resources/fiksu-indexes (accessed July 9, 2014).

3. Johnson, Bradley. "10 Things You Should Know About the Global Ad Market | Global News - Advertising Age." Advertising Age Global News . http://adage.com/article/global-news/10-things-global-ad-market/245572/ (accessed July 10, 2014).

4. "Number of worldwide social network users 2010-2017 | Statistic." Statista. http://www.statista.com/statistics/278414/number-of-world-wide-social-network-users/ (accessed September 23, 2014).

5. Twitter, Twitter Reports Fourth Quarter and Fiscal Year 2013 Results, accessed July 11, 2014, https://investor.twitterinc.com/releasedetail.cfm?ReleaseID=823321.

6. Reyburn, Scott. "Google discloses how search for Google Play works for the first time; 12 percent of DAU search for apps daily - Inside Mobile Apps." Inside Mobile Apps. http://www.insidemobileapps.com/2013/05/17/google-discloses-how-search-for-google-play-works-for-the-first-time-12-percent-of-dau-search-for-apps-daily/ (accessed September 24, 2014).

7. Reyburn, Scott. "Google discloses how search for Google Play works for the first time; 12 percent of DAU search for apps daily - Inside Mobile Apps." Inside Mobile Apps. http://www.insidemobileapps.com/2013/05/17/google-discloses-how-search-for-google-play-works-for-the-first-time-12-percent-of-dau-search-for-apps-daily/ (accessed September 24, 2014).

8. Bea, Francis. "AppFlood Global Mobile Android Advertising Insights Q2 2014." AppFlood . http://appflood.com/blog/appflood-global-mo-bile-android-advertising-insights-q2-2014 (accessed September 24, 2014).

9. Takahashi, Dean. "Only 0.15 percent of mobile gamers account for 50 percent of all in-game revenue (exclusive)." VentureBeat. http://ven-turebeat.com/2014/02/26/only-0-15-of-mobile-gamers-account-for-50-percent-of-all-in-game-revenue-exclusive/ (accessed September 24, 2014).

10. Boone, John . "Candy Crush App Makes $230 Million a Year: How Much Have You Spent?." E! Online. http://www.eonline.com/news/454970/candy-crush-makes-almost-a-million-dollars-per-day-admit-it-how-much-have-you-spent-on-the-game (accessed September 24, 2014).

11. Southern, Matt. "New Study Shows Consumers More Receptive To Mobile Ads." Search Engine Journal. http://www.searchenginejournal.com/consumers-receptive-mobile-ads-study-shows-mobile-ad-engagement-increasing/113003/?utm_source=feedburner&utm_medium=-feed&utm_campaign=Feed%3A+SearchEngineJournal+%28Search+Engine+Journal%29 (accessed September 24, 2014).

12. Bea, Francis . "What is an average mobile ad click-through rate?." AppFlood. http://appflood.com/blog/average-ctr-by-ad-formats (accessed September 24, 2014).

13. Gordon, Mary. "The History of App Pricing, And Why Most Apps Are Free." Flurry. http://www.flurry.com/bid/99013/The-History-of-App-Pricing-And-Why-Most-Apps-Are-Free#.VCM7jytdWDp (accessed September 24, 2014).

14. Pagliery, Jose. "Pandora raises subscription fees." CNNMoney. http://money.cnn.com/2014/03/19/technology/innovation/pandora-fees/ (accessed September 24, 2014).

15. Del Rey, Jason. "Mobile Commerce Sales to Top $100 Billion in 2014, Forrester Estimates." Recode. http://recode.net/2014/05/12/mobile-commerce-sales-to-top-100-billion-in-2014-forrester-estimates/ (accessed September 24, 2014).

16. Koetsier, John. "7,000 app developers in 127 countries say e-commerce is now the best mobile monetization strategy." VentureBeat. http://venturebeat.com/2014/02/06/7000-app-developers-in-127-countries-say-e-commerce-is-now-the-best-mobile-monetization-strategy/ (accessed September 24, 2014).