


# productcamp

@PCampSPb



“Everything in war is very simple, but the simplest thing is difficult”  
— [Carl von Clausewitz](#)

A person in a dark suit and white shirt is holding a blue rectangular sign with both hands. The sign has the text "About Us" written on it in white, bold, sans-serif font. The background is a blurred, light-colored wall.

**About Us**

# Top App Marketing Agency for 2015

<http://www.mobyaffiliates.com/blog/list-app-marketing-agencies-2015/>

## A List of the Top App Marketing Agencies for 2015

Posted on February 18th, 2015 by Tony Myers

 73  16  8  107 

Fetch

Somo

ComboApp

dci

M&CSAATCHI  
MOBILE

Mobile  
TRAFFIC

A new report from analytics company App Annie claims that total IOS and Google Play app downloads reached over 260 billion last year, with mobile apps and app stores rising even further in prominence in the developer ecosystem. On the back of this app explosion has been the emergence of specialist agencies offering services in app promotion, optimization and advertising. It's a vital service for developers working in the increasingly saturated mobile app industry.

Each of the companies on our list employ size fits all so take your time to discover most relevant for your app marketing ca terms of its methods, client base, service We hope it will help you choose the right

Here is our list in full:

- [Combo App](#)
- [MobileTraffic](#)
- [Fetch](#)
- [dmg](#)
- [Somo](#)
- [Dot Com Infoway](#)
- [App Promo](#)
- [Pulse Mobile](#)
- [The Mobile House](#)
- [App Marketing Agentur](#)
- [Yodel Mobile](#)
- [M&C Saatchi Mobile](#)
- [Kumaya Digital](#)
- [Iconmobile](#)
- [Phone Valley](#)
- [AppN2Q](#)
- [Consumer Acquisition](#)
- [Credence](#)



# The secret of success: making decisions based on data

- Analytics: hypothesis VS empirical
- 5 mobile app analytics misconceptions
- What can be done with mobile app specifics
- What can we improve based on our findings

# Hypothesis VS Empirical

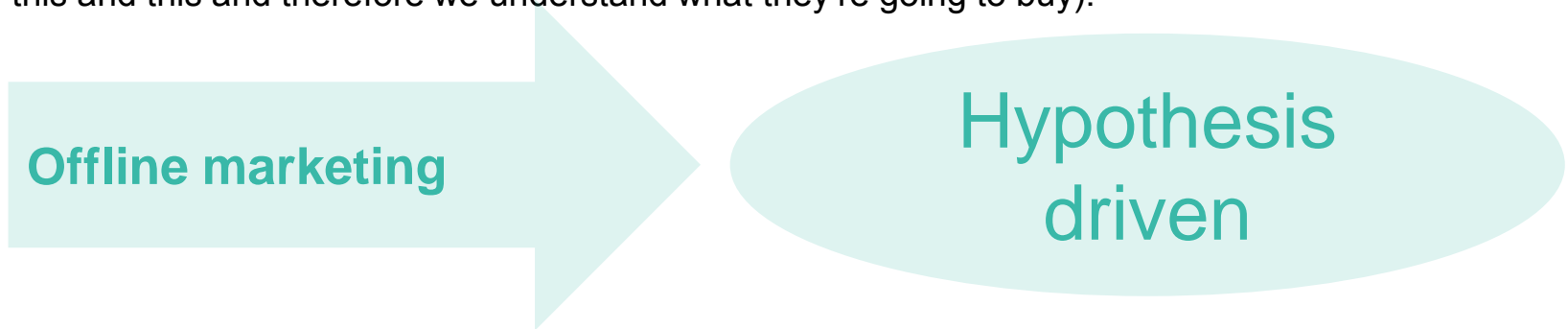
Basically there are two different approaches to identifying your audience/ potential users

Hypothesis driven	Empirical
Reflects the hypothesis about the current market state and existing audiences	Based on professional expertise and previous scenarios
Based on insights (assumptions) about the prospective audience	Resembles empirical actions by performed marketing actions
Rely on market research techniques	Based on available and collectable data

# Offline VS digital (and mobile app) marketing

While working in offline marketing we had never had a chance to realise completely why that product was successful that why that one was not. Because we didn't have any real scientific evidence.

To make an assumption of the target audience profile offline marketers would generally look at demographics of the clients (saying this is our 24-y.o. female or 33-old male and they bought this and this and therefore we understand what they're going to buy).



# From demographic profile to behavior profile

In mobile apps and games we have very limited demographic information. We know very little about the user, but we do know is huge amounts about their behavior: what they're doing, how they are playing the game, where are they getting stuck, where are they buying, what is the difference between somebody who spends money, 2% who actually spends the money in freemium game, and 98% of those who don't.

**How can we identify those behaviors, how can we recognize those users**

So generally what we're looking at is a complex app user (customer) behavior

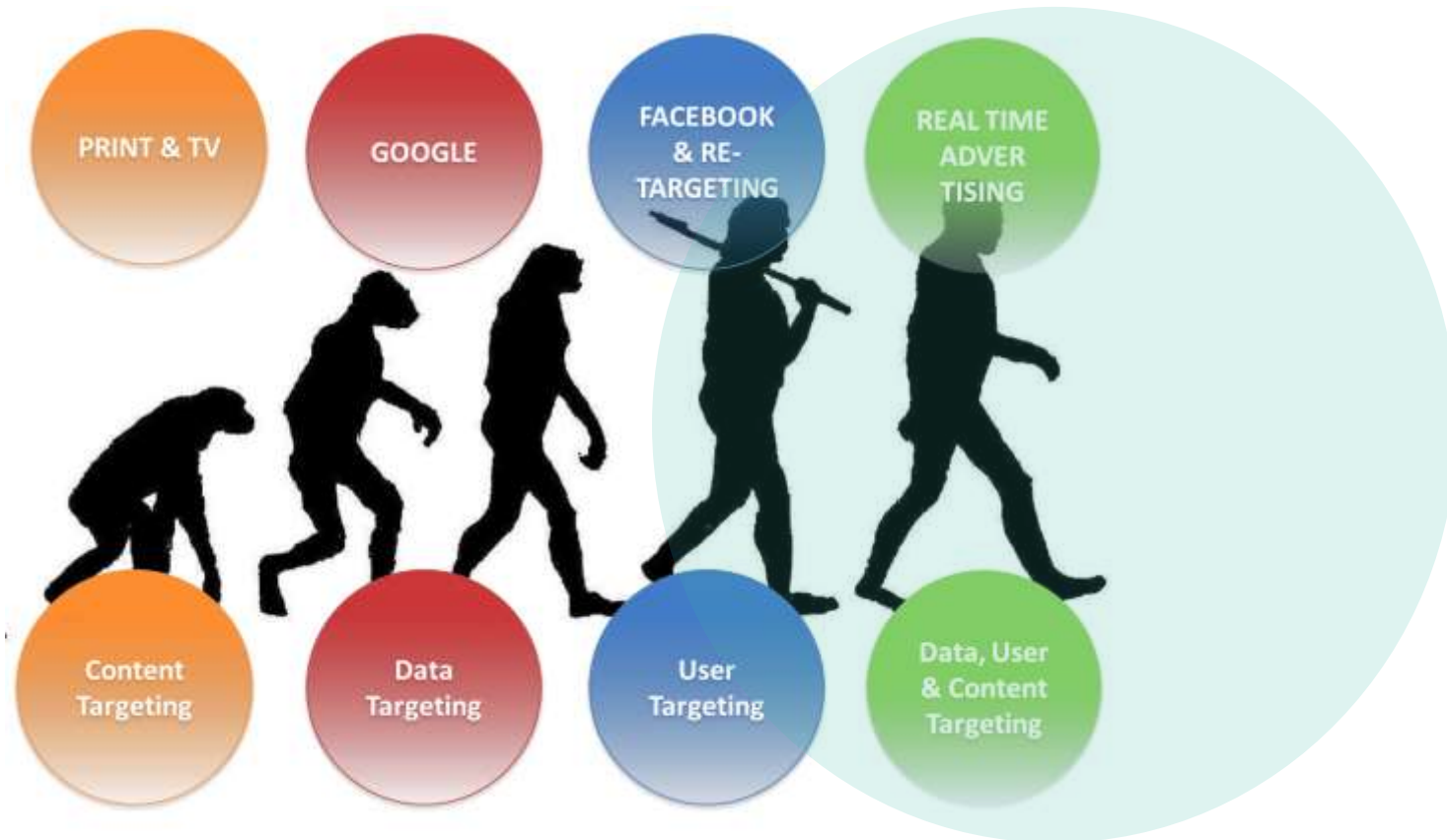


Mobile app marketing

Empirical / data  
driven



# Evolution of advertising (user acquisition)



# Making user behavior data actionable

As we have a chance to recognize those users and identify their behaviors, we can start thinking about looking at complex app user (customer) behavior and tie them up with monetization.

# George Yao, spent around \$5000 on Clash of Clans



George Yao spent six months as the # 1 ranked player in the world. He was the first player to break the 4000 trophy mark and instantly became famous worldwide.

He used to spend over \$250 a week on gems until one of his clanmates from Turkey offered to be his sponsor. On top of that he began taking over accounts in his clan when people stopped playing. But he kept all of them highly ranked by playing on five iPads at once.

# Misconception #1: Concentrating on “whales”



# Making that data valuable

Generally in 2015 people are now getting understanding of collecting data.

**The next step is how to really drive the value out of that data.**



I have access to dashboard of my analytics tool, why would I need anything else?

# Misconception #2: Analytics = dashboard

Usually developers tend to mix analytics and dashboards



# Analytics

Finally it's about how do you action your analysis results



# We splitted our services to better suit needs of our clients



Product growth consulting services for companies



Affordable promo solutions for small indie devs

# Misconception #3: “All size fits all” solution

A/b testing is about putting 2, 3 or 4 versions of the app in front of people, and seeing which of them is more successful.

It works in the theory: if we see which version of working better, we move with that one.

But as you move forward have a bigger user base, **you start having people who really like one version and you the other people who really like the other version.**

# Our custom approach and flexible service list

Our approach is basically to offer customized proposals in each case depending on client's brief, its needs, goals, targets, market considerations and budget limitations.

- Calculate projected annual user base growth
- Develop pitch deck for investors
- Manage cross-channel marketing campaign
- Research and evaluate monetization model
- Provide recommendations based on the app UI/ UX analysis
- Research user base to identify the most engaged segments and paying user segments

# Misconception #4: The Horizon effect

You have a kind of “all size fits all” problem with a/b testing and you also have “the horizon effect”.

**It means you can look so far ahead but you can't look over the hill.**

# The market changed and we followed the changes

CPM - > Burst campaigns - > CPI -> LTV-driven user acquisition

# Three waves of mobile app marketing

	1st wave	2nd wave	3rd wave
Timeframe	2009 – 2011	2012 – present	2013 – present
Goal	Volume through top chart position	Volume with a focus on the price of installs	Volume with a focus on the quality of installs
Marketing strategy	Incentivized Downloads	Shift to quality: Non-incent	ROI-positive media buying
Pricing Methods	<ul style="list-style-type: none"> <li>• Flat fee</li> <li>• Cost Per Click</li> <li>• CPM</li> </ul>	Cost Per Install	<ul style="list-style-type: none"> <li>• Cost Per Action</li> <li>• Cost per Reengagement</li> <li>• adjusted CPI (aCPI)</li> </ul>
Technology focus	None	<ul style="list-style-type: none"> <li>• Install attribution tracking</li> <li>• In-app analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Post-install, in-app event tracking</li> <li>• Programmatic buying</li> <li>• Deep linking</li> <li>• (Cross-device) Retargeting</li> </ul>
Tracking technology	<ul style="list-style-type: none"> <li>• iTunes Connect</li> <li>• UDID matching</li> </ul>	<ul style="list-style-type: none"> <li>• MAC Address</li> <li>• openUDID</li> <li>• Fingerprinting</li> </ul>	<ul style="list-style-type: none"> <li>• Platform-specific device identifier (IDFA, Advertiser ID)</li> <li>• Social Media login</li> </ul>
Level of platform regulation and transparency	Low	Medium	High
Market dynamics	Emergence of new “pure” players	Growth, stronger positioning of existing players	Consolidation, M&A activity, older players start getting involved

# Misconception #5: Funnel analysis

Funnel analysis is a tool that came to mobile app marketing from web space.

It's great for linear technologies, it's great for understanding how people progress through a linear sequence which is obviously what a web site was.

**But it's actually not that good for mobile apps and games because mobile apps and games are much more complicated.**

**We recommend:**  
**Focus on the specifics of the mobile app**



# Focusing on mobile app specifics

We encourage to really focus on what's specific for mobile apps and games rather than bringing technologies from other sectors like web.

1. Behavioral segmentation
1. Predictive modelling
1. Granular in-app messaging

# 1. Behavioral segmentation

Rather than just segmenting players by age, sex, or when they've started, let's rather concentrate on their behavior and segment by types of users:

- Social users
- Struggling users
- Fun users
- Lots of different kinds of segments...

## 2. Predictive modelling

Predictive modelling allows us to take data and start to predict player behavior.

So rather than just looking at what people have done, you can start to predict what people will do.

**We're looking at people who will fall out of the game, people who'll abandon the game, people who will start to pay money.**

# 3. Granular in-app messaging

Ultimately you HAVE to talk to your users / customers.

Using analytics to talk to users in the game at the point when it's important. So you need to be exactly in the right time with the right message to influence that user. So you help them move with the struggling point they have, help them to buy the right item.

# The power of prediction

By understanding player behavior, understanding what MOTIVATES that players, you can react accordingly

Once you understand your different players, you can start predict what they want, and use that information to deliver immediate player value.

# The Power of prediction: London Pub example





# Thank you!



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