



# 6 WAYS

TOP APPS DRIVE MORE ROI

# Our Speakers

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VP Marketing, Apsalar



# Agenda

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- Test Mobile Ad Formats & Placements
- Explore App Monetization Models
- Measure User LTV in More Ways Than Just Dollar Terms
- Unlock the Power of KPI-Based Targeting
- Improve UA Through Richer Lookalike Targeting
- Leverage the Power of App Cross-Marketing



# About InMobi

World's Largest Independent Mobile Ad Network

1B unique users across 30k+ apps

80 of the top 100 AdAge brands advertise on the InMobi network

Recognized by MIT Technology Review as one of the 50 Most Disruptive

Companies in the world

**inMOBI™**

**Apsalar**



# Test Mobile Ad Formats & Placements

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Native



Video and  
Rewarded Ads



Banner



Interstitial



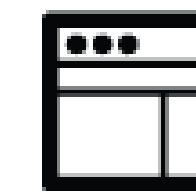
Offer Walls



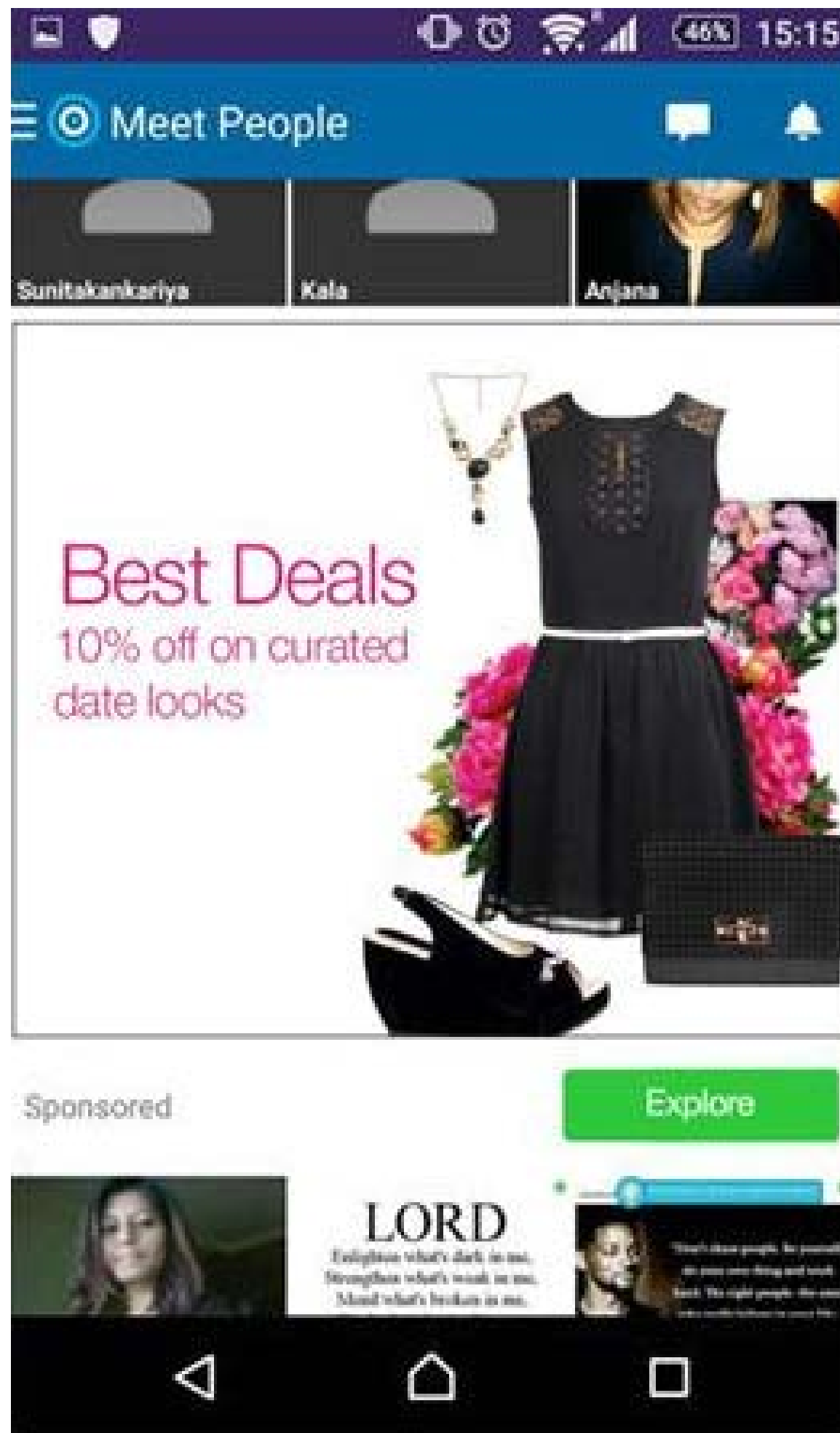
Notifications



Content



House Ads



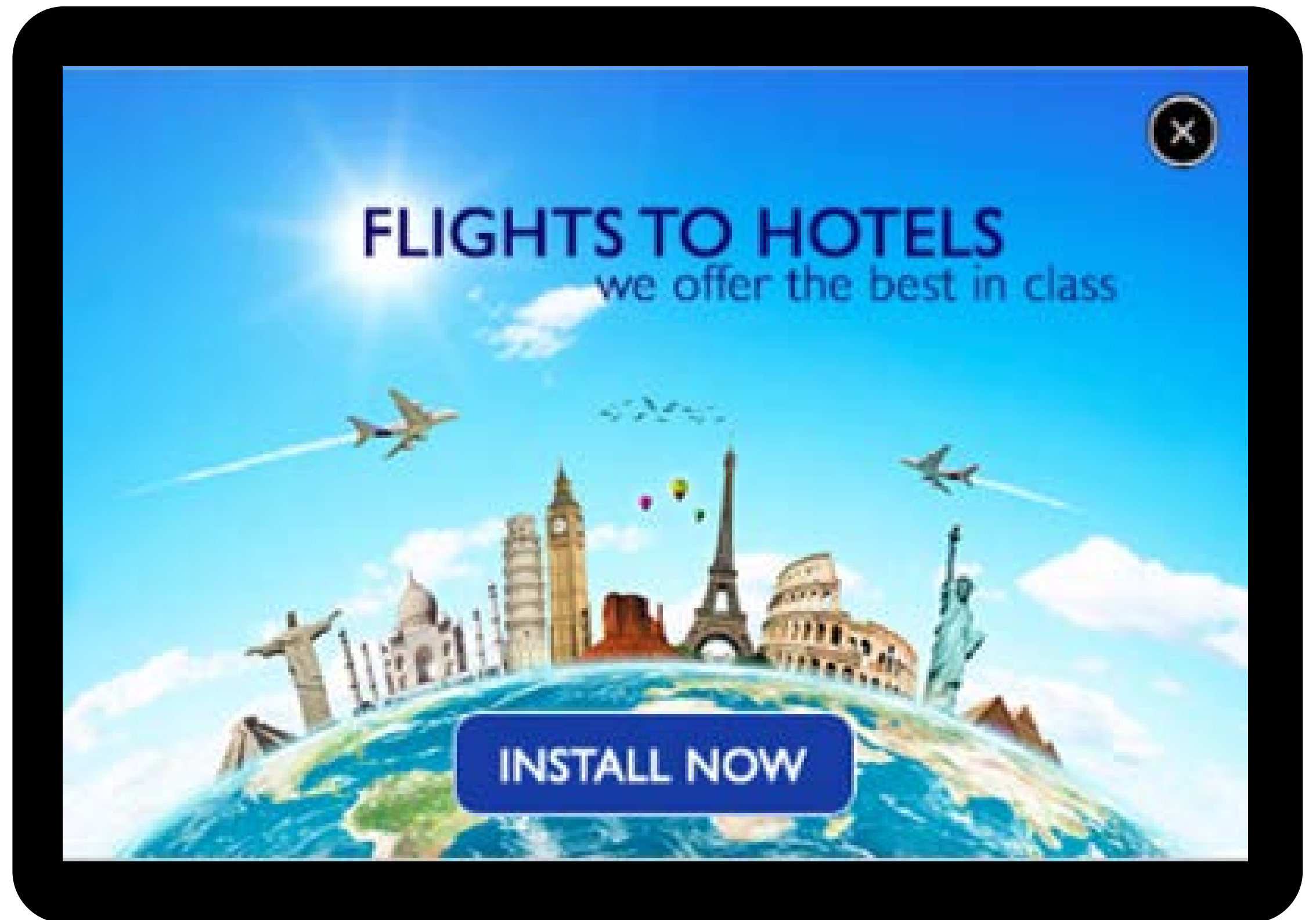
# Native Ads Case Study: Skout

- Skout is a social network focused on helping users meet new people
- Skout implemented Native Ads to preserve app UX and drive monetization

# Rewards Video Case Study: Apex Designs

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- Apex Designs is a mobile games studio that created Payback 2, which is an app ranked in the top 100 in the US-racing category.
- Implemented Reward Video Ads in combination with Interstitial Ads. Saw eCPMs increased by 4.5x.



# 1. Test Mobile Ad Formats & Placements

- Location in the app, timing based on app events, frequency, ad fatigue/rotation, & geos all affect revenue and retention
- A/B test ads based on above factors to increase revenue and retention
- For non-gaming apps, Native Ads offers the most non-intrusive monetization opportunity
- For gaming app, Rewarded Video offers the most non-intrusive monetization opportunity



## 2. Explore App Monetization Models

01

Ads

02

In-App  
Purchases

03

Subscription

04

Affiliate

e

05

Freemium

06

Paid  
App

07

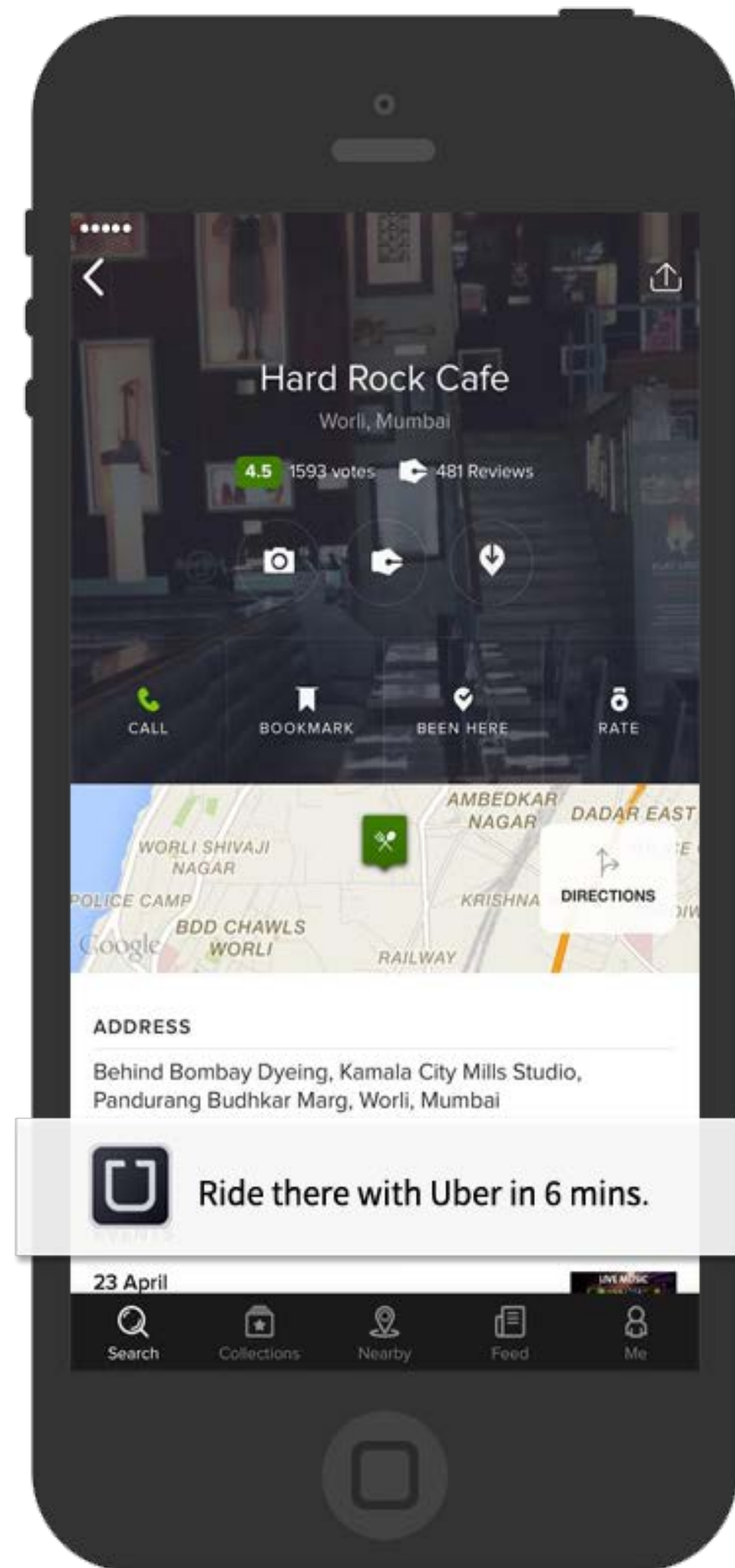
Sponsorship  
(Direct Ad  
Sales)

08

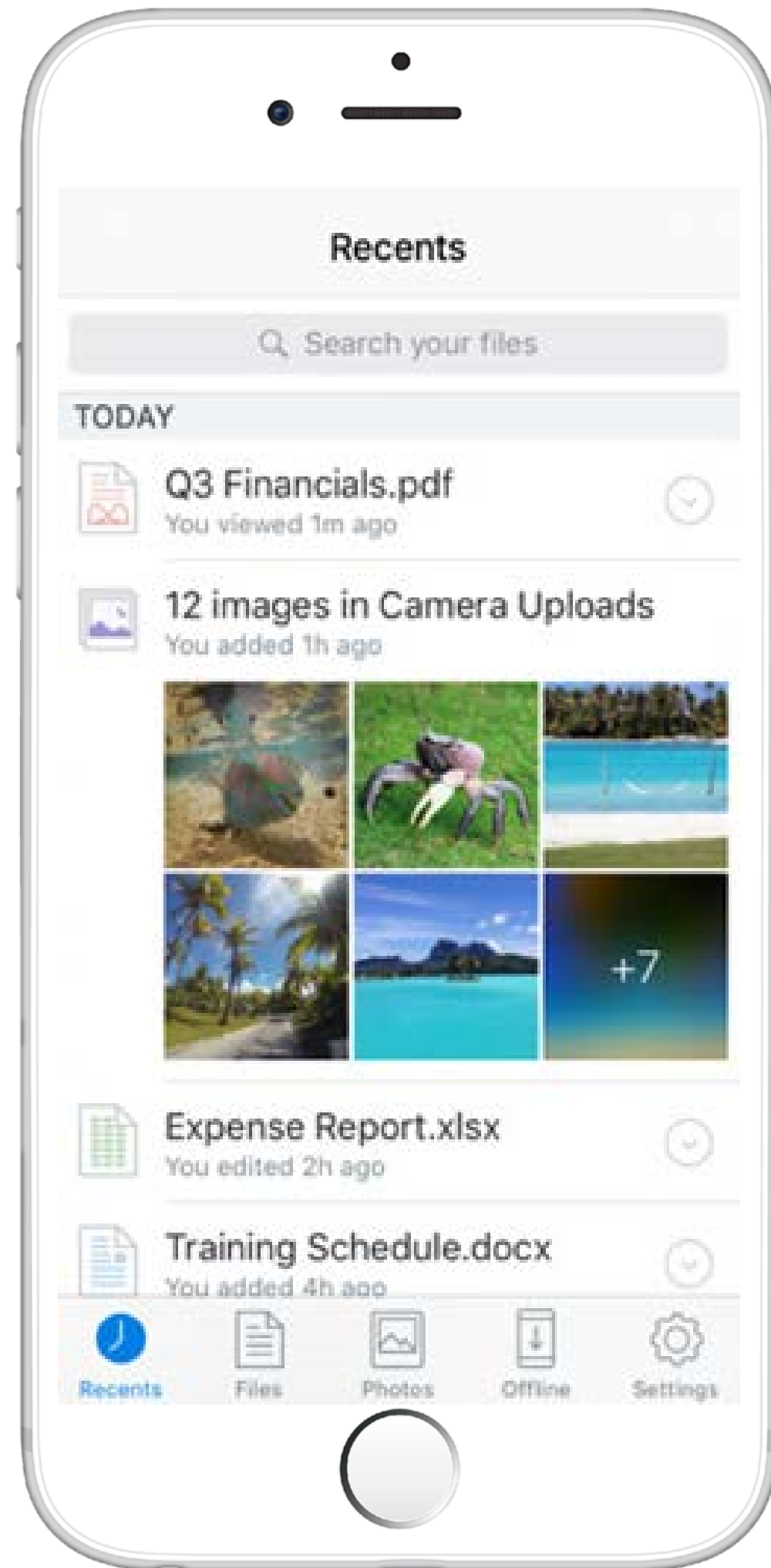
Whitelabel

# Affiliate Case Study: Zomato

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- Zomato is the Yelp of India
- On a restaurant page in Zomato, the user sees an Uber icon that opens up the Uber app
- Uber pays Zomato for each new signup



# Subscription Case Study: Dropbox

- Dropbox is a productivity app with 300M users
- Sells monthly subscription to unlock more features (ex: extra storage)

## 2. Explore App Monetization Models

- Ads and paid downloads still most popular monetization route. Most lucrative monetization model is affiliate (Vision Mobile Report Q3, 2015)
- Casual Games - Best practice is ads because of longer engagement sessions and less user appetite for IAP (ex: Angry Birds)
- Mid Core Games - Best practice is IAP /freemium model (ex: Clash of Clans)
- Non-Gaming Apps: Best practices is subscription & Native Ads

# 3. Measure User LTV in More Ways Than Dollar Terms

- LTV not equal to ARPU
- LTV includes retention, monetization & virality
  - Monetization = User spend + ad revenue over user lifetime
  - Retention = How long average user interacts with app
  - Virality = How many additional users each user will bring
- Virality examples: word of mouth, social sharing, reviews, app cross-promotion



# Calculating LTV Example

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- Let's say an app has 100k users that earns \$10k monthly revenue
- 25% of users churn per month
- 50% of users share app with one person
- ARPU monthly = monthly revenue / active user base  
= \$10k / 100k users = \$0.10
- ARPU lifetime = ARPU per month \* (1 / churn rate)  
= \$0.10 \* (1 / 0.25) = \$0.40
- LTV = (1 + viral coefficient) \* ARPU  
= (1 + 0.5) \* \$0.40 = \$0.60

# About Apsalar

Mobile Attribution, Analytics and Audience Segmentation



700+ Partners

2.3B+

Devices with SDK



49% US  
51% Intl

65K+

Apps Tracked



mCommerce Focus

125+

Leading Clients



No Conflict of Interest



USA



INDIA



BRAZIL



## 4. Unlock the Power of KPI-Based Targeting

- Many brands still using CPI as the optimization metric
- Optimization MUST be to true KPIs, not surrogates
- CPI not a good surrogate for revenue, transactions, LTV
- One of the largest performance improvements we see every day: optimization to core KPI

# Real World Example (Retailer, KPI: ROAS)

VENDOR	AVE CPI	ARPU	SPEND CHANGE	
			Optimize to CPI	Optimize to KPI
A	\$5.97	\$544.63	↓	↑
B	\$5.89	\$536.51	↓	↑
C	\$3.95	\$213.65	↑	↓

Vendors A and B drive about \$91 per dollar invested. Vendor C drives about \$54

# 5. IMPROVE UA THROUGH RICHER LOOKALIKE TARGETING



Demographics



Lifestyle



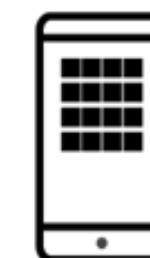
Lifestage



Interests



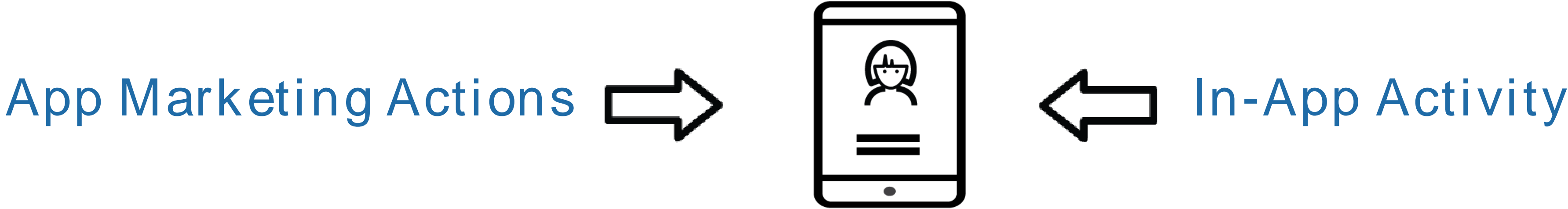
Devices



Apps



# MORE, RELEVANT DATA IMPROVES RESULTS



  
Clicks

  
Installs

- Across paid and organic
- All partners
- All actions

  
Launches

  
Events

  
Searches

  
Add to Cart

  
Purchase

# More Precise Lookalike Audience Examples

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Heavy  
Buyers



High  
Profit Buyers



Cart  
Abandons



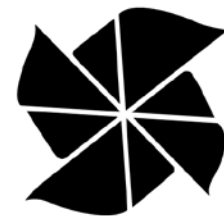
Category  
Buyers



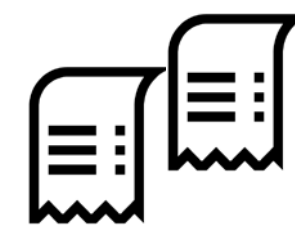
Frequent  
Players



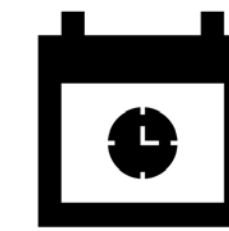
IAP  
Makers



Frequent  
Purchasers



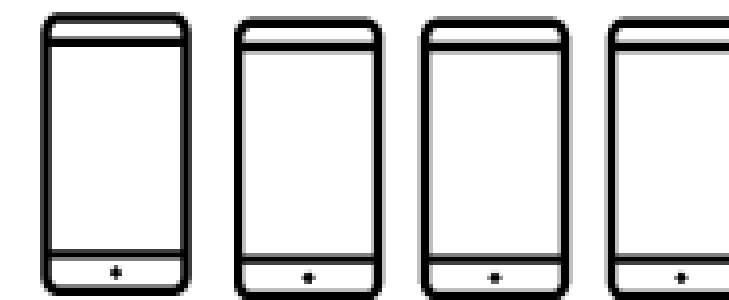
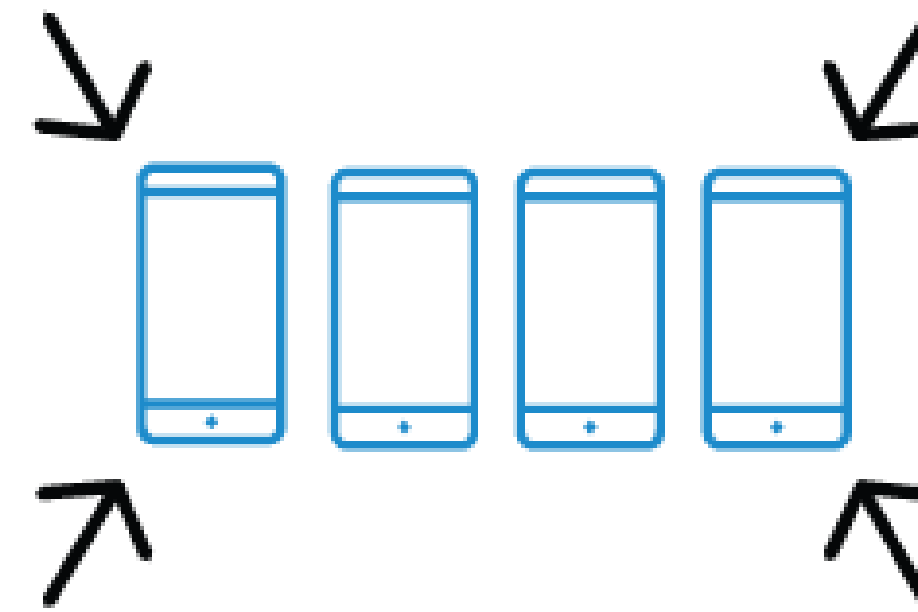
Lapsed  
Buyers



# Leverage Blocklists to Prevent UA from Reaching Install Base

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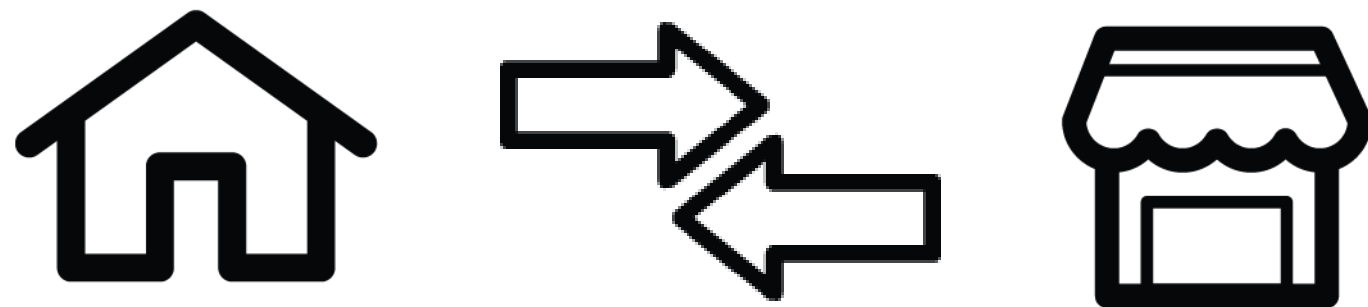
- Export list of install base advertising IDs to share with media partner
- Media partner automatically avoids delivering UA ads to those devices
- Efficiency improvements as high as 30% depending on penetration and size of target audience



Block List

# 6. Leverage the Power of App Cross Marketing

- Fast-growing remarketing strategy
- Opportunity to cost effectively drive UA by sharing a list of device advertising IDs with media partners for specific outreach
- Not just an advertising strategy – great for using CRM vehicles like email and push notifications to drive highly efficient installs



# What We're Seeing with App Cross-Marketing

- So far, most common in gaming, retail



- Large user bases are critical in order for media companies to deliver scale
- Best results come by leveraging a combination of vehicles, not just CRM



DISPLAY



EMAIL



VIDEO



PUSH



# Summary

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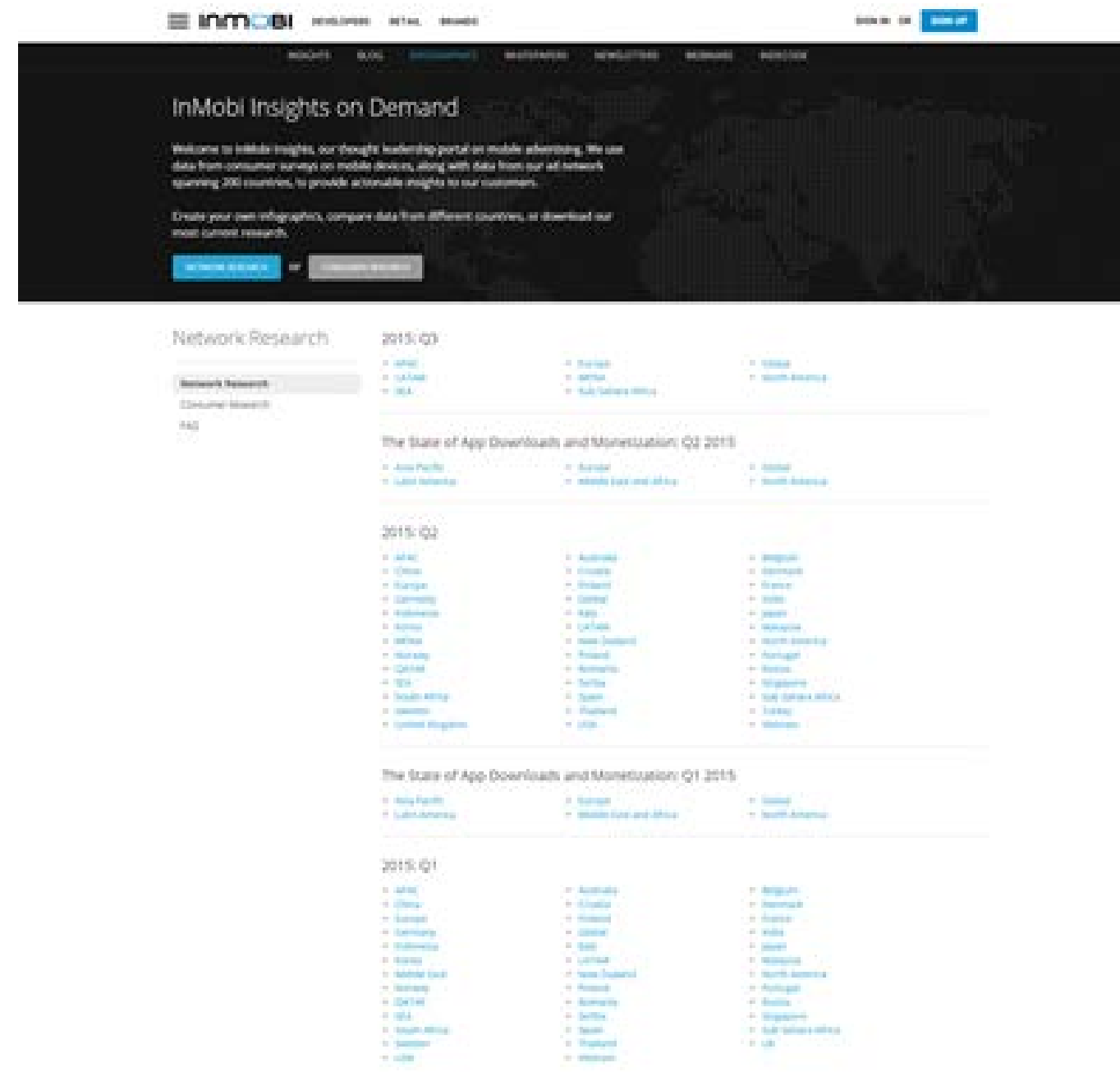
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# QUESTIONS

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# More Insights

## Webinar Video Posted Tomorrow



<http://www.inmobi.com/insights/on-demand/>



<https://apsalar.com/resources/>

# Thank You!

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