

TAPSTREAM
— presents —
**ENGAGING
MOBILE
USERS**



Tapstream – a mobile acquisition and growth platform – is here to offer you a quick study of the different aspects of mobile marketing. From targeting to acquisition, onboarding to retaining and, finally, re-engaging – if you're looking for mobile marketing success, take a page out of our book!



TARGETING

Getting to the holy grail of an engaged mobile user starts with targeting. You can often acquire users for very little money or effort — but don't expect them to stick around beyond day one if they're not correctly targeted. In some cases, these users won't even open your app after installing it. Don't waste your time, energy and money on acquisition until you define your ideal user.



Finding your audience

Every app is different, even within the same App Store category. Take two fictional camera apps for example: App A appeals to teenagers by decorating their photos with colourful frames and flashy captions, while App B may have similar features on paper but is going after people in their twenties with artsy filters and integrations with a different set of social networks.

These two apps target very different audiences and should be marketed appropriately.

Ask: Where do potential users hang out? Is it Reddit, Instagram, Facebook, Twitter or somewhere else entirely? There is no point spending a lot on Facebook ads if your ideal users are not on there. Understanding this is the first step to acquiring not just a user, but someone who will be engaged with your app for the long haul.



The best ways to find them

Once you've identified the ideal user and where you might find them, your acquisition strategy will depend on how your app is monetized.



Free with Ads apps

Advertising-supported apps will have to look to free methods of promotions, as their Average Revenue Per User will often be too low for paid campaigns. There is an exception to this rule, and that is running a targeted burst campaign — a short-lived advertising stint meant to give your app more visibility until the natural app store and social discovery kicks in.

Free with In-App-Purchases apps

Free-to-play apps generally have much higher user value and are able to afford higher quality ad networks and acquisition channels. You still need to calculate your Average Revenue Per User to give you an idea of how much you can spend to acquire users, but that's not the hard part. Your challenge will be finding the right ad network; the ad network that covers your ideal customer base and yet is not overpriced for your per-user acquisition budget.

Free with Subscriptions apps

Apps with paid subscriptions often deal with lower overall user volume but much higher per-user revenue. Look beyond strictly mobile ad networks and get creative with user acquisition. This includes advertising on the web, through established email newsletters, as well as some of the non-trivial free methods of reaching customers like SEO and press.

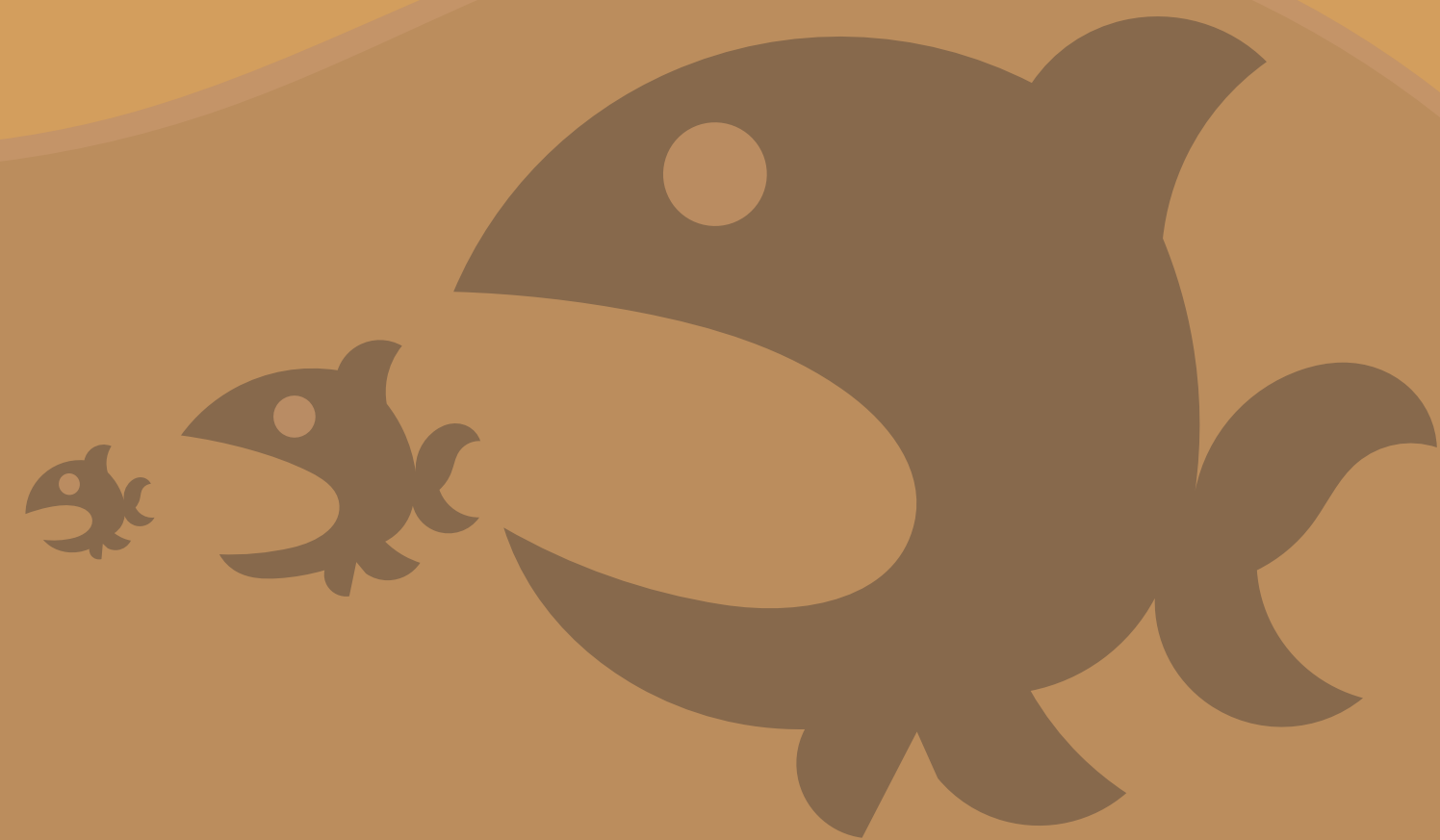
Free with Ecommerce apps

Ecommerce apps are often backed by a website — leverage existing web visitors and email lists to drive installs. For external sources of new customers, some of the bigger mobile ad networks can be a great fit, as well as advertising on social networks. If your website and your app have separate marketing strategies, consider merging them to be more effective.

Paid apps

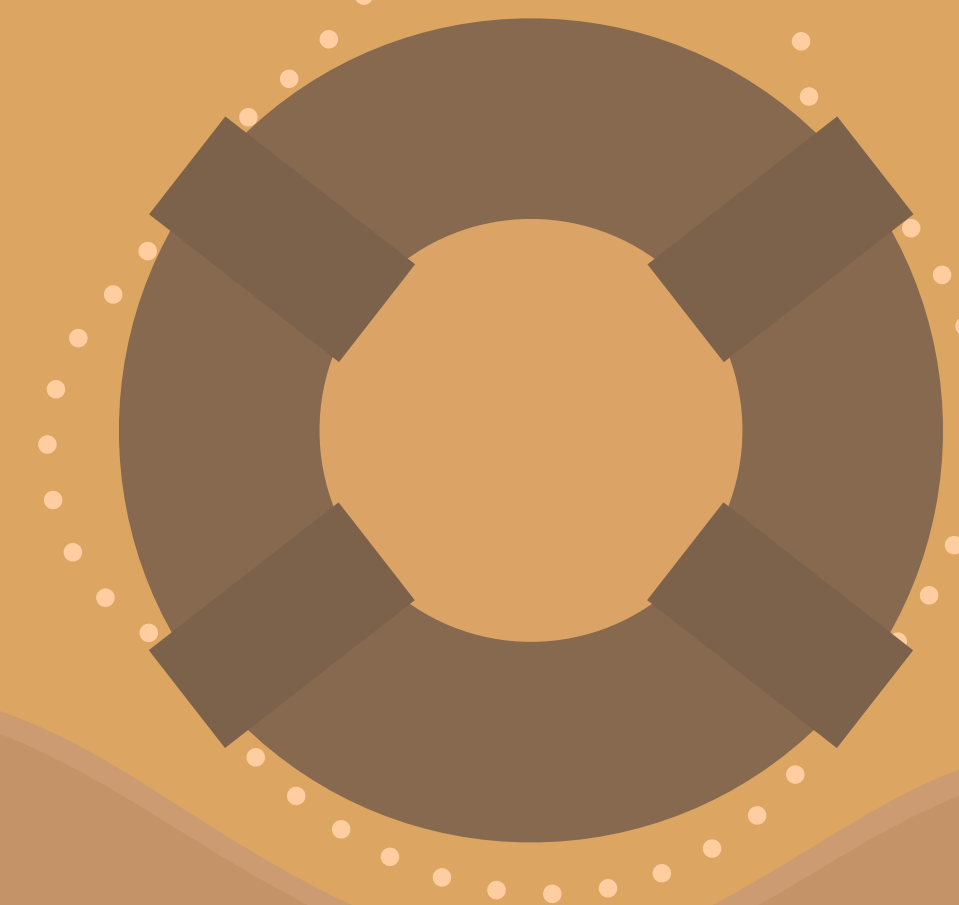
Paid apps generally have lower overall install volume as free apps drive orders of magnitude more downloads. Mobile ad networks generally don't promote paid apps so focus on brand-building and treat your app almost as a traditional web property you need to promote.





ACQUISITION

Once you have your acquisition strategy in place, it's time to deploy your time and/or your money in the right direction.



How much are your users worth?

Make sure to use marketing analytics like Tapstream inside your app so you understand user value across different sources, both during their lifetime and in terms of Average Revenue Per User (ARPU) over a period of days. Don't stop at gathering data — work on improving ARPU by making constant changes and improvements to your app. Better analytics providers, Tapstream included, can track not only clicks on your marketing links but even impressions on your website and connect visitors to spending customers inside your app — great for content and ecommerce apps.





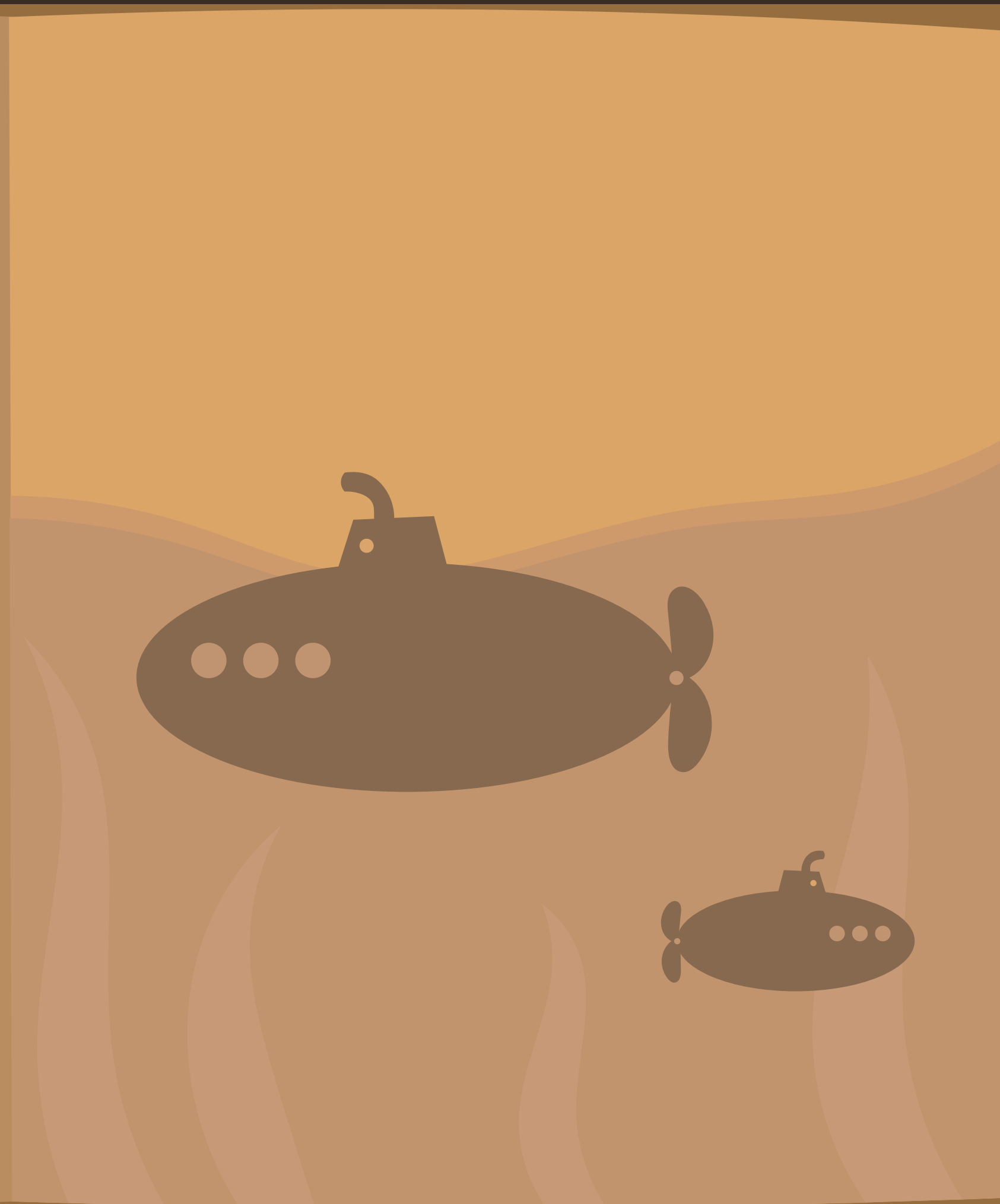
Paid User Acquisition

Games often rely on the many mobile ad networks that reach users through other games they play. From banner ads to video and interactive game demos, there are literally hundreds of mobile ad networks to choose from. Great mobile ad networks include Ad Colony, Vungle, InMobi, AppLift and AppLovin amongst others. In most cases you will be expected to pay CPI (Cost Per Click), though there are a few opportunities to pay CPC or even CPM.

To get a better control over your targeting, turn to Facebook and Twitter. Games can do very well on Facebook, while Twitter's interest graph is great for other apps of all sizes.

Generally speaking, the better you target your advertising, the more it will cost you per user. Have app metrics to back this out by knowing how much revenue your average user generates. Better ad networks will even accept post-install data from your app via your attribution provider (aka Tapstream), so that they know how to send you more valuable users.

Don't limit your paid acquisition to mobile ad networks, especially if you sell subscriptions or have a higher average revenue per user. Many apps do most of their acquisition on the web, through website interstitial ads, sponsoring email newsletters or websites, running promotions and endorsements.



Free User Acquisition

Buying users is definitely not the only way to get your ideal customer. Free user acquisition is alive and well, it just takes more time to research, setup and execute. Some ideas:

- Work on your App Store Optimization strategy to drive free installs
- Implement an effective viral loop as the core of your app
- Build or partner with a successful web property to reach mobile web visitors
- Beef up social sharing with products like Tapstream's Word of Mouth
- Build email lists to notify about new product releases
- Run active and useful social marketing that drives real engagement
- Extend the value your app provides to user's friends
- Reach out to local press with your app success story
- Create compelling content and reach customers through SEO



ONBOARDING

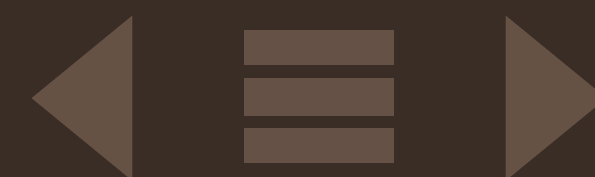
Engaging a new user is crucial to reducing your app abandonment rate. On average, 86% of new users abandon the app after day one. This is a huge waste of your acquisition efforts and you can remedy it with better user onboarding and engagement.

But before you work on onboarding, make sure your potential users are installing the app in the first place:

- Create a compelling App Store page for the app, with an enticing video and screenshots, clear description text and approachable visual identity
- Keep the download size as small as you can, but definitely under 100MB to allow potential customers to download your app when they're on the go

First impressions are long lasting — delight the new user with your app right from the start:

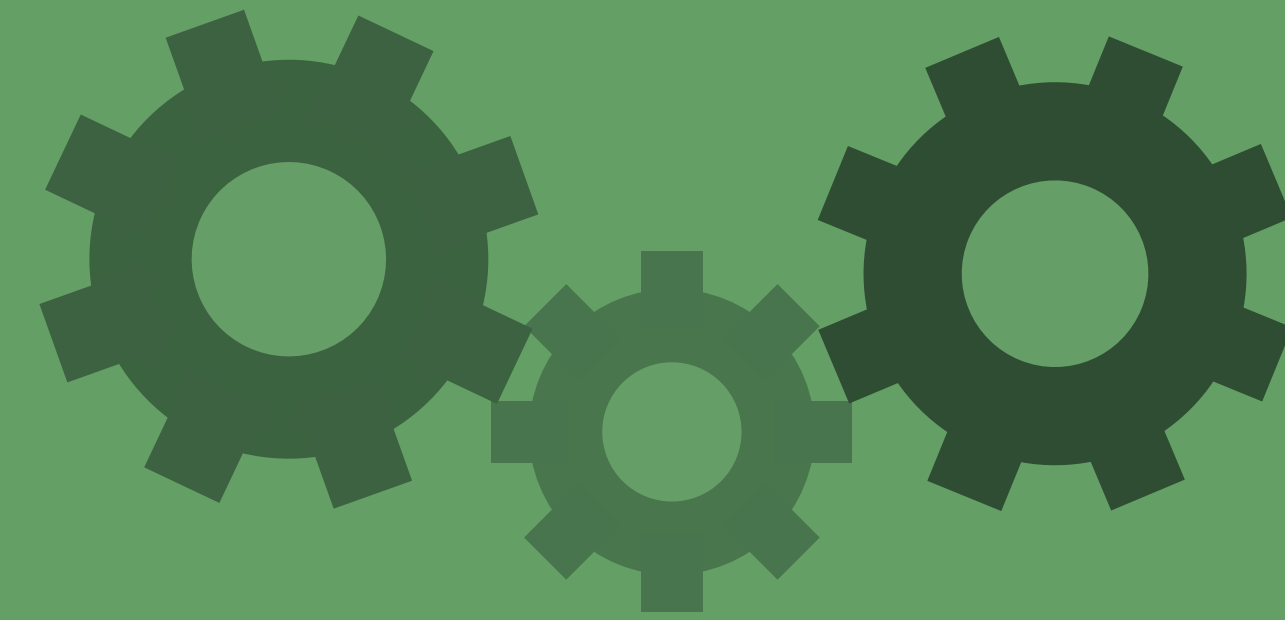
- Avoid an arduous setup process, reduce friction as much as you can
- Entice the user with app's benefits, even if they're to come later
- Personalize their onboarding process with a tool like Tapstream's Onboarding Links
- Don't ask for too many system permissions at once; prompt for a specific permission at the appropriate time and explain why the app needs it before making the ask





RETENTION

Once your ideal user has signed on, they are still not invested in your app. Not until it becomes one of the handful of apps they launch regularly. So in the beginning, it's crucial to keep them coming back for more, and delight them every time. The key here is "delight" and not "pester."



Some example of retention techniques include:

- Send relevant and timely push notifications
- Create a Today Extension and allow your users to get value from your app even when it's not running
- Integrate a compelling Share Extension and show clear instructions and a call to action for your users to turn it on
- Use automatic application updates to tell users of great new features you just added
- If you have a website, integrate Smart App Banners, deep links and deferred deep links and use them to drive visitors back into the app



RE-ENGAGEMENT

Eventually, most of your users will abandon your app. An average user uses 27 apps in any given month, so as new apps get released, yours will eventually get phased out. Getting your users back is not easy, but it is still cheaper than acquiring new users.

Some strategies to reduce app abandonment rates long term:

- Put out frequent minor updates and a major update twice or three times per year to keep users engaged
- Send out push notifications to disengaged users (who still have the app installed) to re-engage them; let them know when a big update comes out, or give them something of value inside the app
- If you are able to collect their email, keep them in the loop with a separate useful email newsletter
- Run re-engagement marketing campaigns through networks like URX to reach existing users; utilize deep links to drive them into a specific spot inside the app

A lot of these strategies no longer work once the user deletes the app from the device. But the app is still a few clicks away, available to them for free on the App Store. Promoting your app and the brand behind it can be an effective way to bring back those users.



THE END

— for more —

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