

Finding your True North

Optimizing Every Campaign Based on True ROI

Sep 2015

WHAT IF I TOLD YOU



TRUE ROI IS NOT WHAT YOU THINK IT IS

Want to know the TRUTH?



Exclude cost from your calculations

Continue living in a world of data silos

Ignore online-offline connection

See how deep the rabbit hole goes



Focus on Tracking Revenue-Driven KPIs, Everywhere

Go Beyond Last Click Attribution

Measure Omni-Channel Impact

TRACKING EVERYWHERE



AD
NETWORKS



SEARCH



TV ADS



SOCIAL



CROSS
PROMOTION



EMAIL

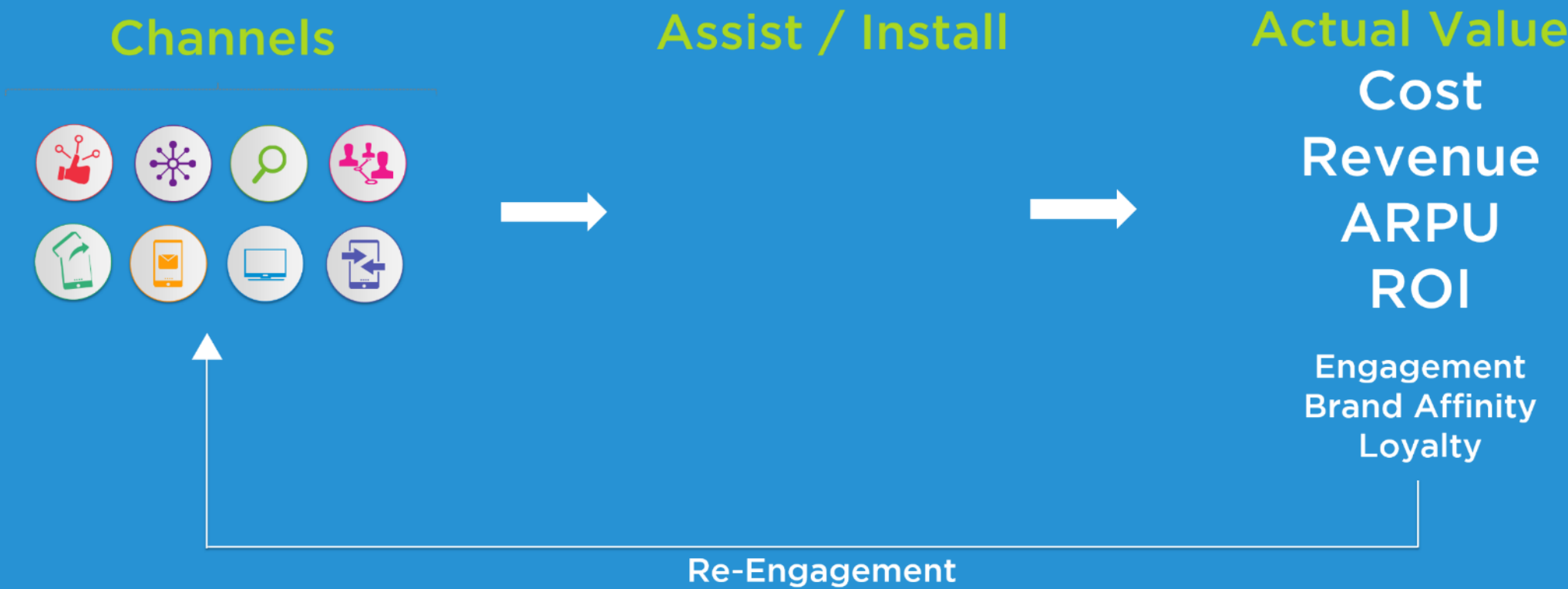


USER INVITES
& REFERRAL



ORGANIC
& VIRAL

FOCUSING ON QUALITY-DRIVEN KPIs



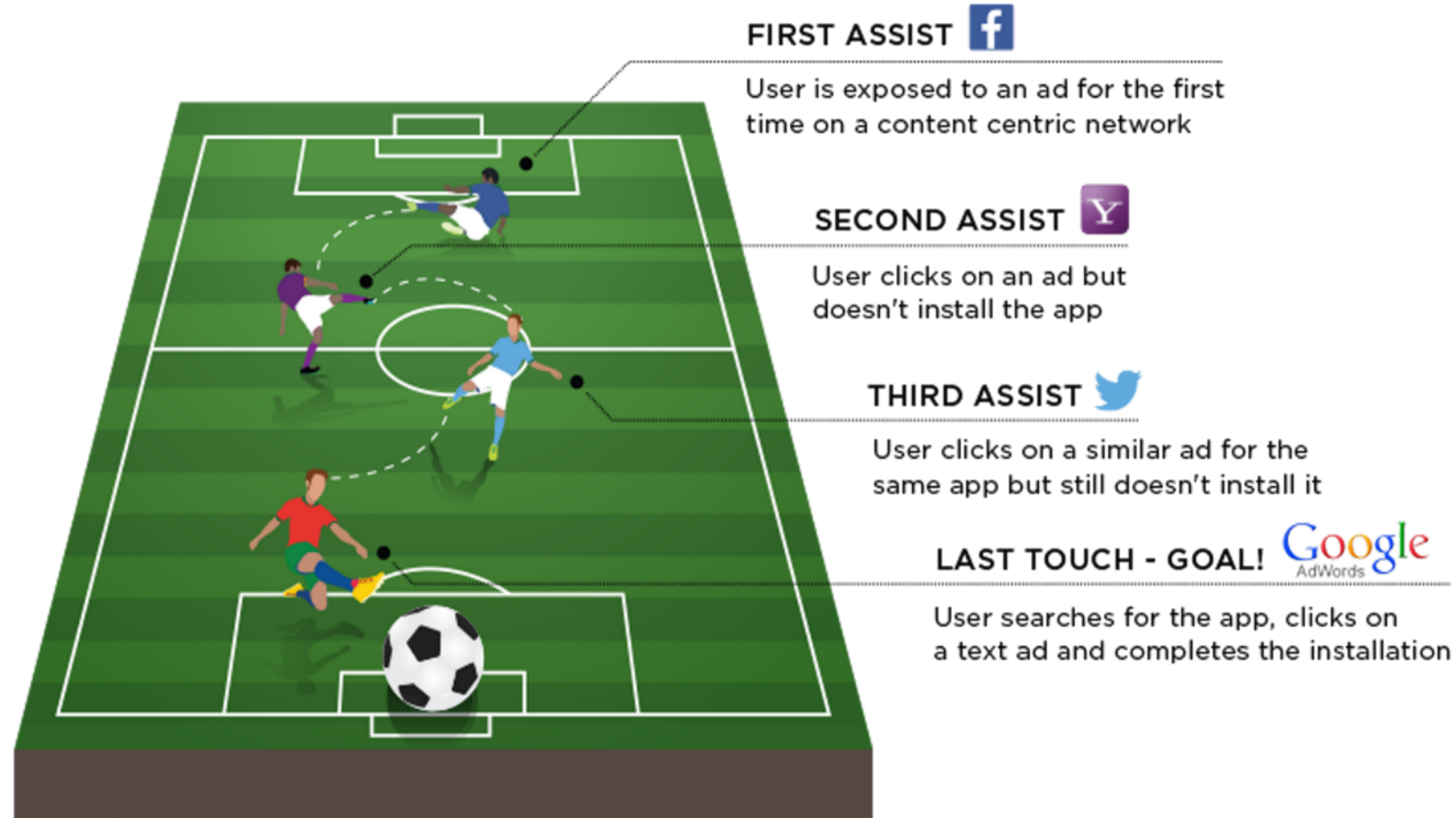
Facebook ROI

Aggregated Performance Report

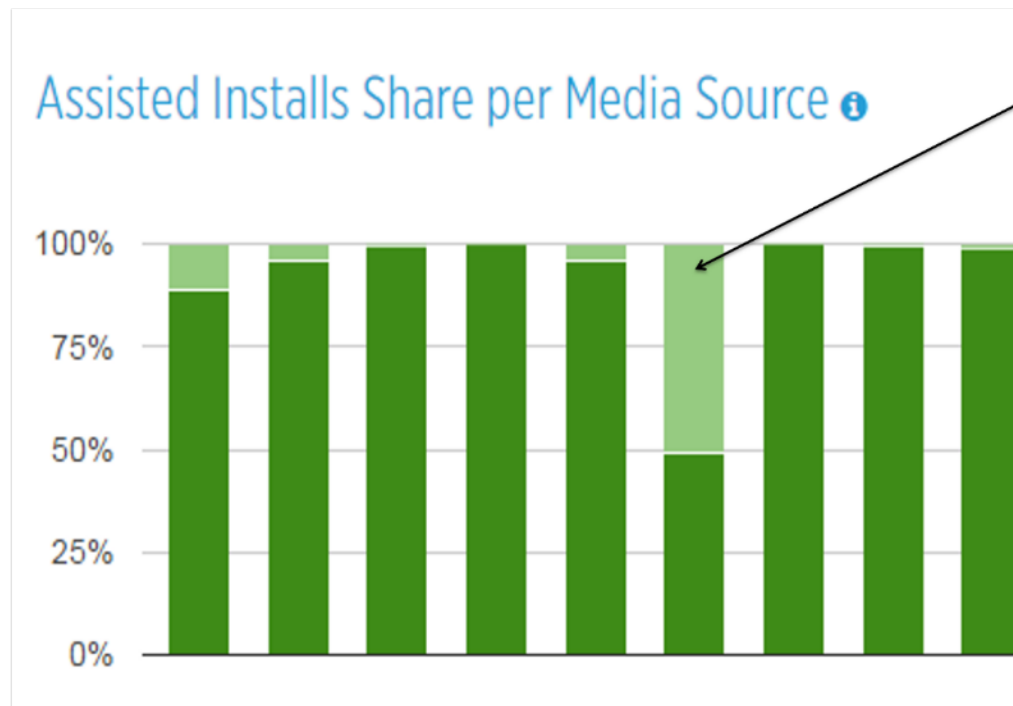
Export Table

Campaign	Campaign Id	Impressions	Clicks	Installs	Conversion Rate	Sessions	Loyals	Loyals/Install Rate (avg. 48.81%)	Cost	Revenue	ROI (avg. 9.93%)	ARPU (avg. \$0.87)	Average eCPI (avg. \$0.8%)	in-app-purchase (Unique users)	in-app-purchase (Event counter)	
Nanigans_25-30 F JP-TOK	6014683490102	35,692	5,911	1,037	17.54%	1,386	496	47.83%	\$624.00	\$966.00	54.81%	\$0.93	\$0.60	287	3,500	
Adquant_25-30 M US-CA	6014683490105	160,252	21,094	4,324	20.50%	7,175	2,657	61.45%	\$3,723.00	\$5,038.00	35.32%	\$1.17	\$0.86	2,464	15,050	
SocialClick_25-30 F BR-SAO	6014683490106	45,882	8,586	1,126	13.11%	1,974	441	39.17%	\$520.00	\$669.00	28.65%	\$0.59	\$0.46	616	3,906	
Nanigans_31-35 M JP-TOK	6014683490103	28,482	6,289	875	13.91%	1,848	669	76.46%	\$541.00	\$619.00	14.42%	\$0.71	\$0.62	595	3,087	
Adquant_25-30 M UK-LON	6014683490101	49,670	7,885	1,218	15.45%	1,834	589	48.36%	\$848.00	\$963.00	13.56%	\$0.79	\$0.70	196	4,424	
Adquant_31-35 M US-CA	6014683490095	61,237	8,350	1,263	15.13%	1,806	273	21.62%	\$571.00	\$635.00	11.21%	\$0.50	\$0.45	315	3,507	
Adquant_25-30 F US-CA	6014683490096	108,369	18,664	2,778	14.88%	5,306	1,750	62.99%	\$3,037.00	\$3,057.00	0.66%	\$1.10	\$1.09	1,904	9,233	
Adquant_31-35 F UK-LON	6014683490100	50,326	7,321	1,166	15.93%	1,806	323	27.70%	\$793.00	\$686.00	-13.49%	\$0.59	\$0.68	658	4,025	
SocialClick_25-30 M BR-SAO	6014683490097	47,626	7,288	1,165	15.99%	1,043	487	41.80%	\$416.00	\$329.00	-20.91%	\$0.26	\$0.36	994	3,668	
Nanigans_31-35 F JP-TOK	6014683490104	135,069	17,711	1,279	7.22%	1,771	237	18.53%	\$1,841.00	\$1,235.00	-32.92%	\$0.97	\$1.44	574	4,410	

GOING BEYOND LAST CLICK ATTRIBUTION



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Significant value contributing to conversions

MAXIMIZING TRUE ROI POTENTIAL



Measuring detailed
user actions

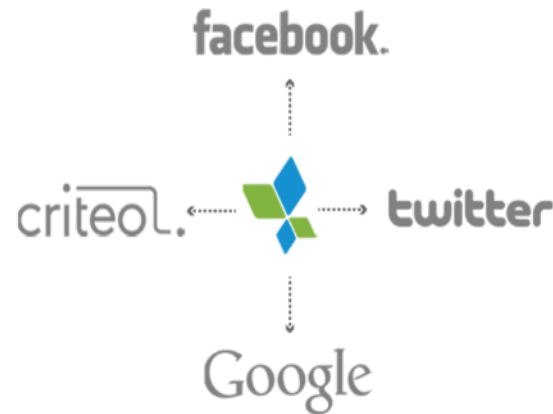
In-app event
Add to cart



Examples:

Price, Content, Type,
Content ID, Currency

Transferring data
to networks in real time



Enabling advanced
audience targeting campaigns
(lookalike, retargeting)



Example:

Users who added a dress
priced \$50 to the cart,
Users with consumer IDs
who searched for
tablets

"I clicked on an ad that led me to install an app after which I've made 3 purchases"



Disconnect



"Sadly, my LTV is only \$50"



Connected

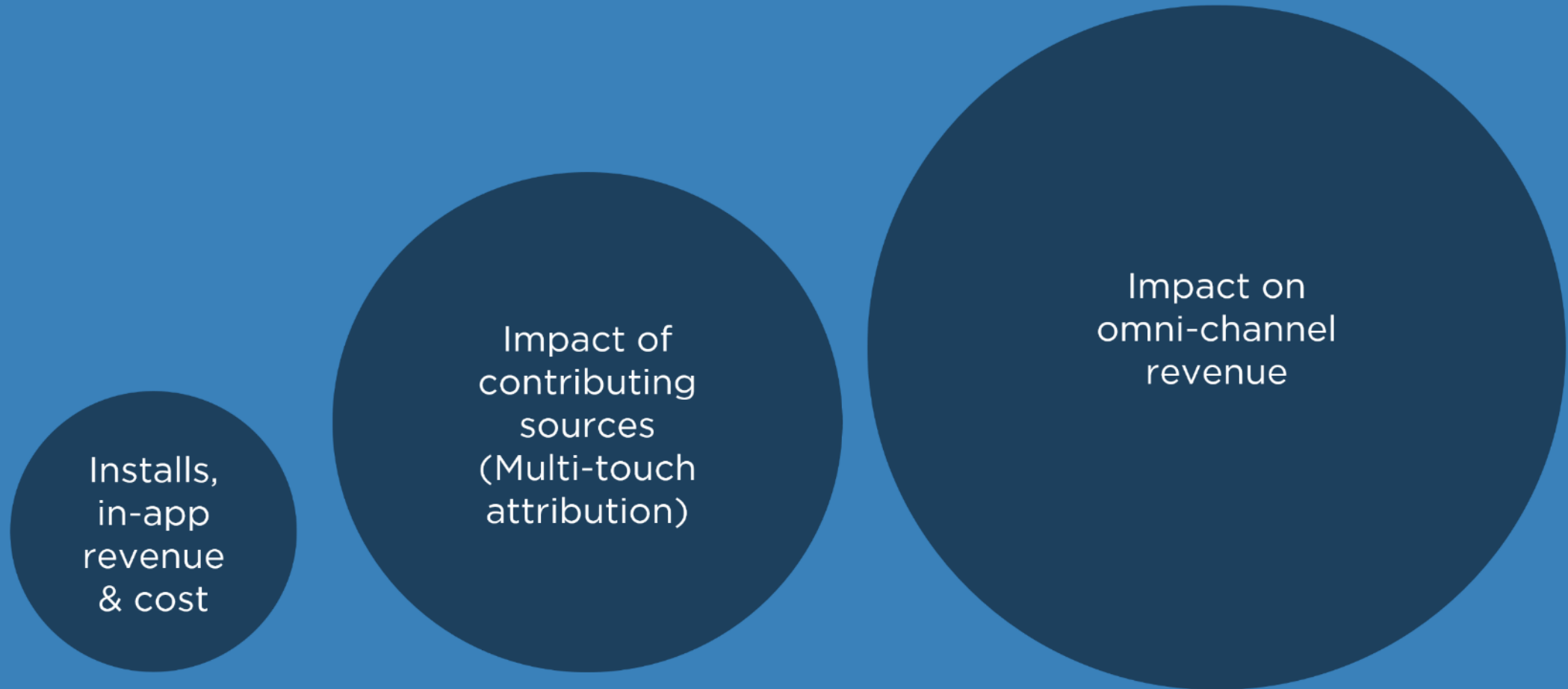


"When it's all connected I'm worth \$350!"



Measuring Omni-Channel Impact

TRUE ROI





Welcome to the real world!

Thanks!

www.appsflyer.com

