

Return on Experience Cross Channel Marketing in 2021

MMA IMPACT LONDON 2021



Mobile marketer = taxi driver





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I've been doing B2B and B2C marketing for more than a decade. Today, I head marketing for AppsFlyer's customer experience & deep linking suite.

Head of Marketing – OneLink



AppsFlyer in numbers

20

offices globally

65%

global MMP market
share

\$300M

in funding

1,300+

employees



We'll answer five questions today

- 01** What is return on experience (ROX)?
- 02** What is the impact of being ROX-driven?
- 03** What is deep linking and how does it power ROX?
- 04** How can we calculate and measure ROX?
- 05** How can you implement ROX within our growth strategy?



What is **ROX**?

The job

Driving customers from their current location, wherever it is, to their desired destination, in our case the app.





The challenge

Bringing customers to the wrong destination, or, the right one via detours, may cause the customer to drop off, give a poor rating, or not convert.

ROX, the solution

ROX is a holistic approach to understanding and increasing the value of your investments across customer experience.

Better CX = Higher return.

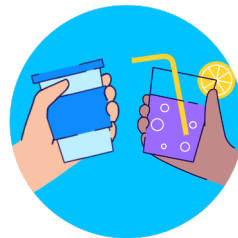


To increase ROX your mobile CX has to be...



Contextual

There should be a sense of where users are and where they're going, to create trust.



Personal

Users should feel like they are getting a unique experience tailored for them (just avoid being creepy 🙄).

To increase ROX your mobile CX has to be...



Private

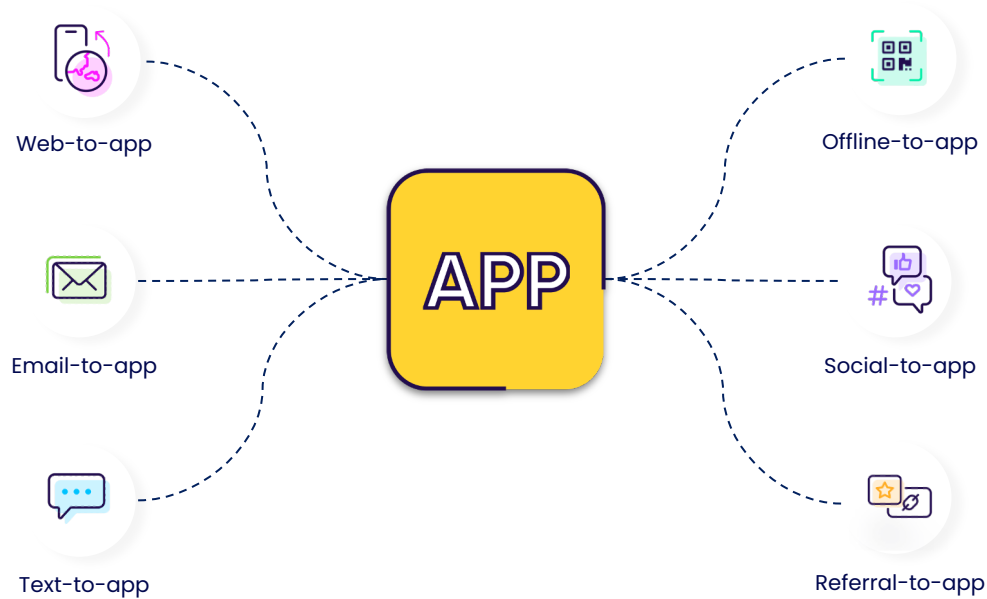
Users should be able to choose what personal data they want to share and which details to keep private.



Smooth

The journey should be so flawless that users won't recognize they've been taken through more than one touchpoint.

From anywhere to your app

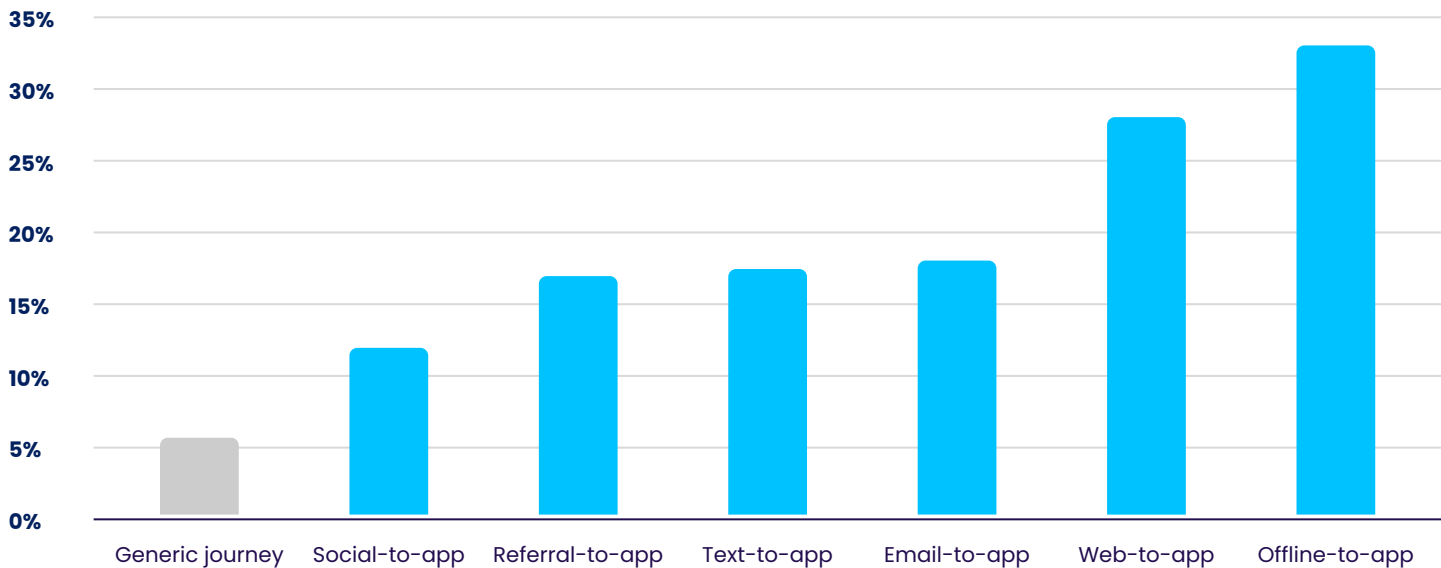




ROX in the **numbers**

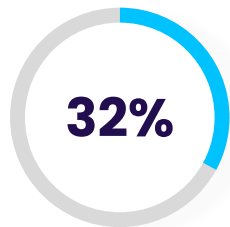
ROX-driven impact

Average click-to-install conversion
rate per channel

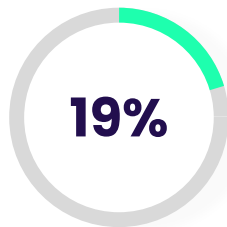


ROX-driven impact

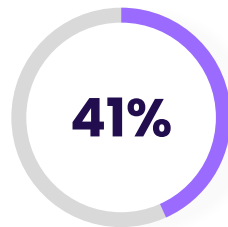
Average click-to-install conversion rates by
channel and vertical



Web-to-app in
travel



Referral-to-app in
finance



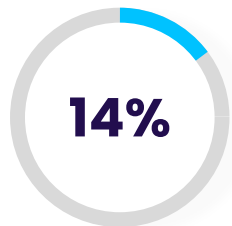
Offline-to-app in
shopping



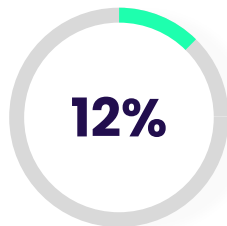
Email-to-app in
food & drinks

ROX-driven impact

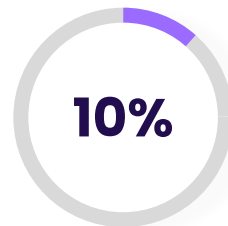
Average share of paying users rate by
channels and verticals



Text-to-app in
food & drink



Web-to-app in
shopping



Social-to-app in
gaming



Email-to-app in
photography



Quiz time

**What is the click-to-install rate
for web-to-app in the UK?**



23
%

Which channel has the highest share of paying users in the UK?

Text-to-app (7.73%)

**Which industry has the highest
click-to-install rate in the UK?**

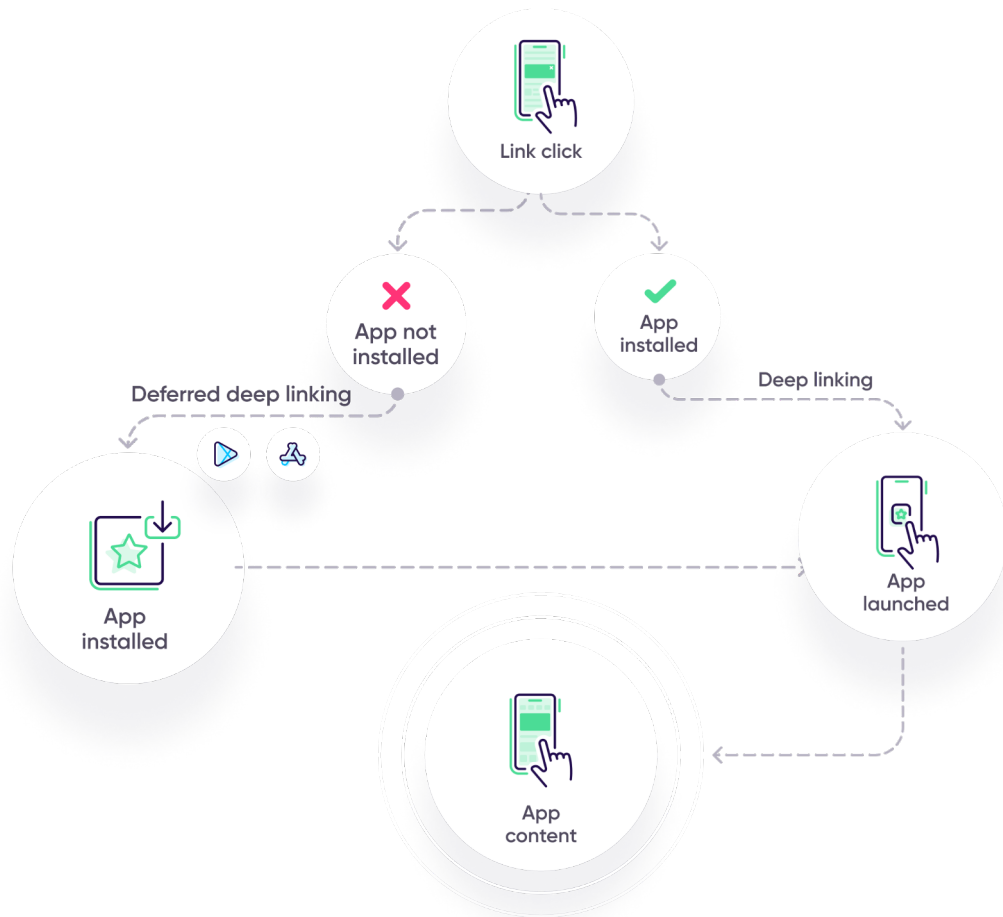
Productivity & Utilities (33%)



Deep linking, the tech behind ROX

What is deep linking?

The mechanism of sending users either directly to the chosen in-app content, or to download the app in the right app store and then to the right in-app content.





How to measure **ROX**

The ROX formula

$$\text{ROX} = \frac{\text{Benefits}}{\text{Cost of experience}} \times 100\%$$

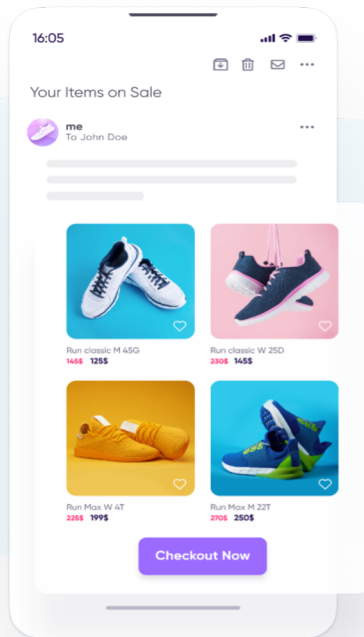
Incremental revenue attributed to the experience

Tools, human resources, or services used to deliver the experience

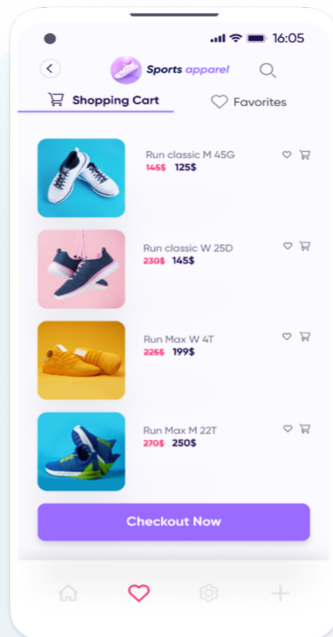


ROX use cases

Shopping – Cart abandonment

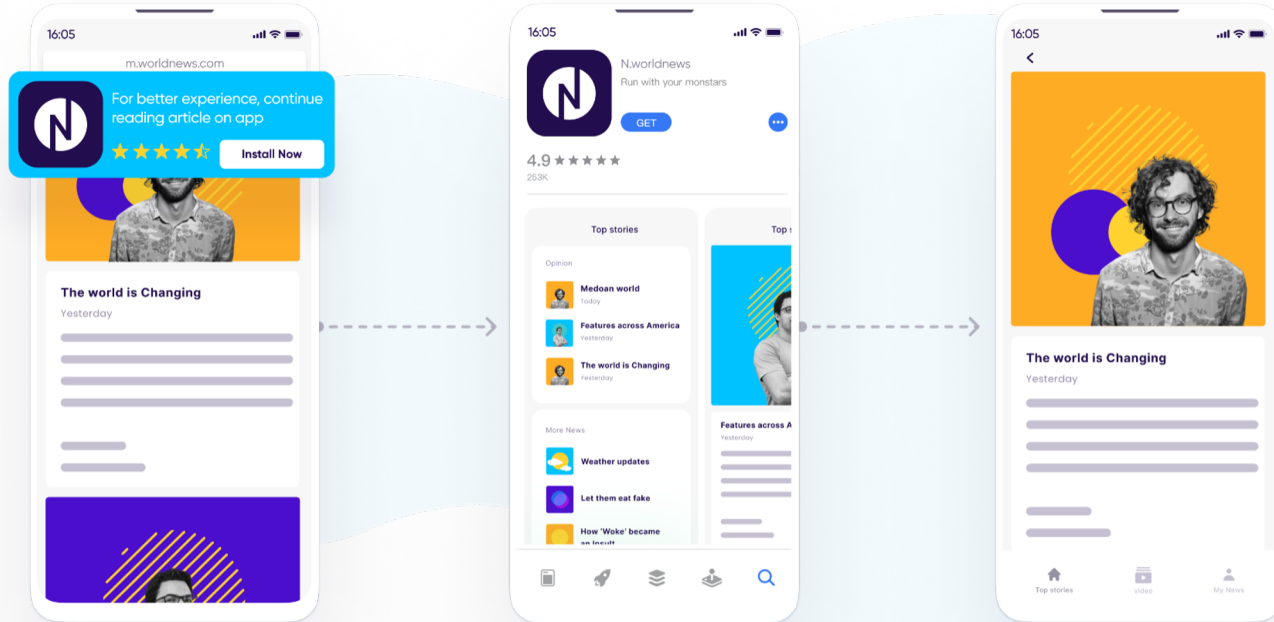


User clicks on CTA in
email



Purchase completed on app's
checkout page

Media – Migration to mobile app

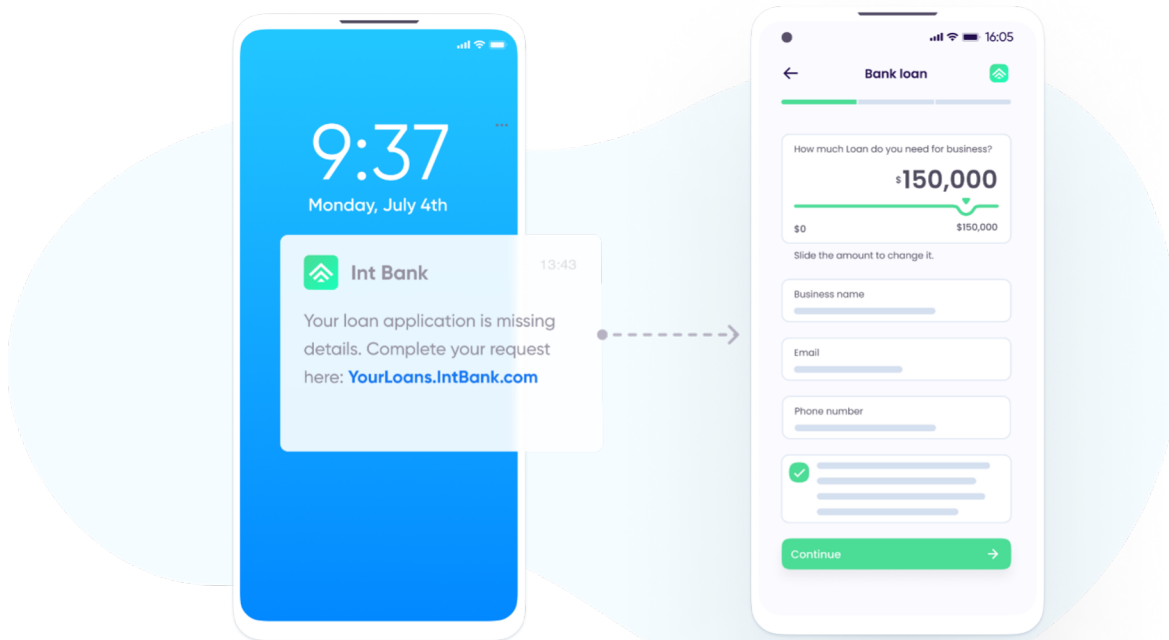


Smart Banner is on a
web article

User is redirected to
the App Store

App launches on the
same article

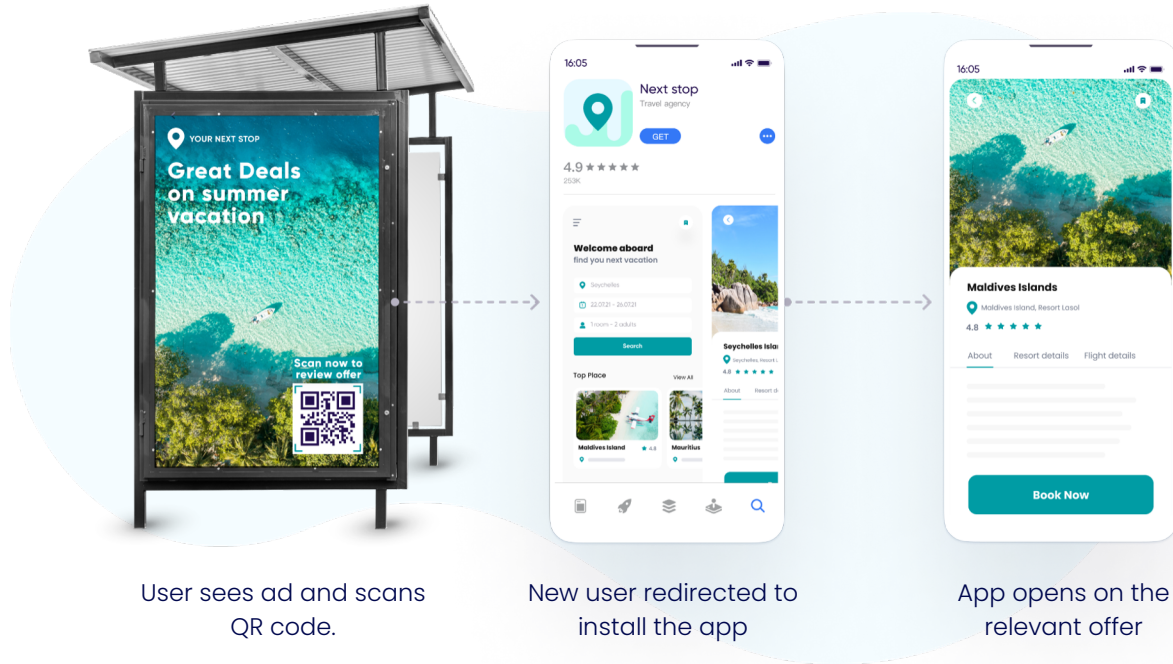
Finance – Process abandonment

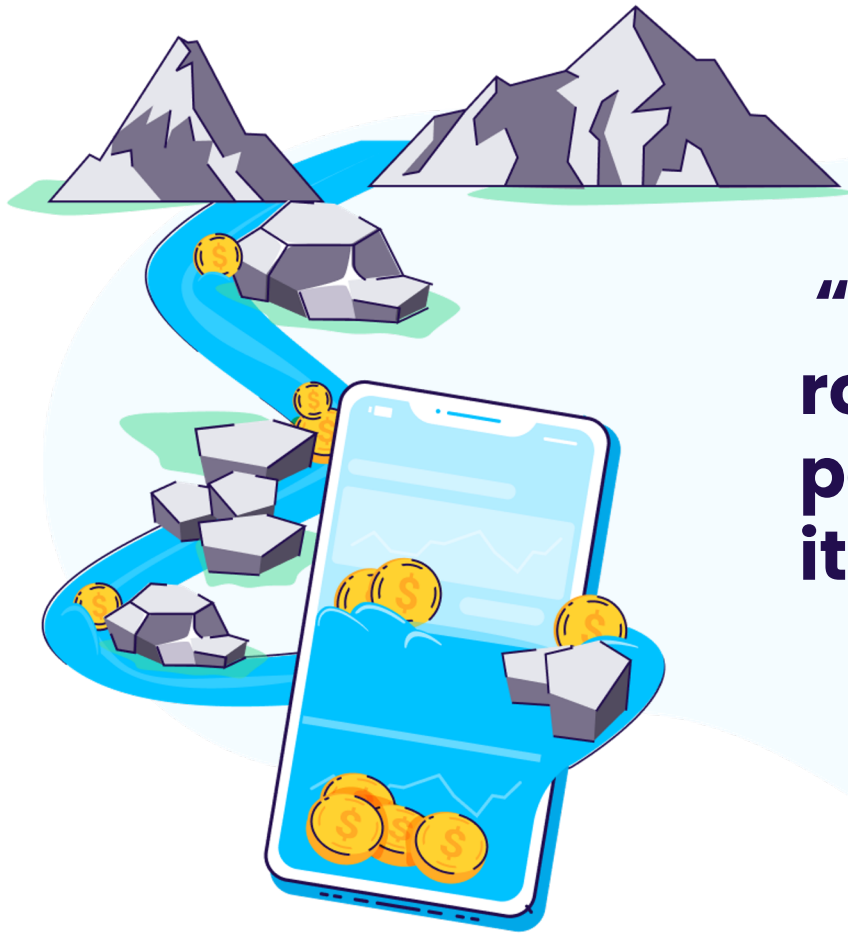


SMS reminder about
incomplete form

App opens on relevant page
where details are missing

Travel – Migration to app





“A river cuts through rock not because of its power, but because of its persistence.”

So does the marketing budget

Q&A time...

Don't be shy!



Want to learn more about
return on experience (ROX)?
Check out this guide!



Want to continue this
discussion offline? **Let's**
connect on LinkedIn!