

Driving Growth in the Post Covid-19 Era

July 16, 2020

In Partnership with:

CleverTap

MMA

MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data







Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 SMoX Mobile ROI Research	 MATT MARKETING ATTRIBUTION THINK TANK Marketing Attribution Think Tank	 MOSTT MARKETING ORGANIZATION STRUCTURE THINK TANK To Rethink Mrktg Org	 SAVE Brand Safety Council Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries



UPCOMING WEBINARS

- ≡ **July 17** - [\[APAC\] #Manoeuvre & Understand Multi-channel Consumer Journey](#)
- ≡ **July 21** - [\[India Webinar\] Build for Voice](#)
- ≡ **July 24** - [\[APAC\] Consumer Data Models in a Privacy Driven World](#)











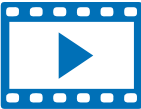

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MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

||| SPEAKERS



Francisco Mendes
Marketing Director
Southeast Asia
CleverTap



Ruby Nguyen
Former Vietnam Country
Manager
Elsa



Dinh Diep Linh
App Marketing
Manager
Sendo

Moderator/Host



Mai Vo
Territory Manager Vietnam
CleverTap



Phan Bich Tam
Country Manager
**Mobile Marketing Association
Vietnam, Myanmar & Cambodia**



Francisco Mendes
Marketing Director, Southeast Asia
CleverTap

Retention as the new lever to growth

Retention as the new lever to growth

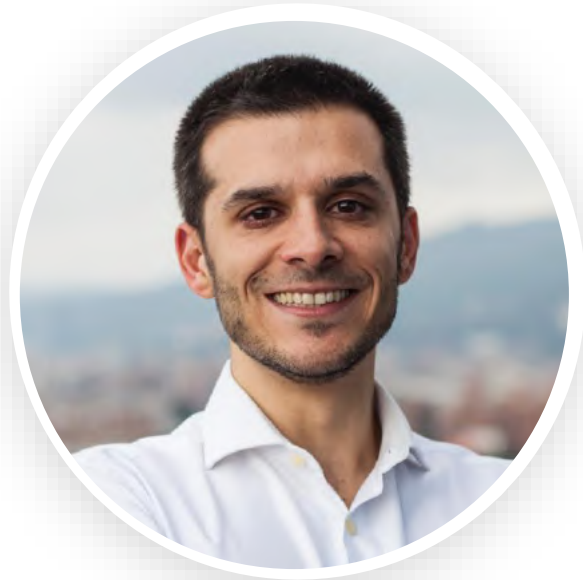
Francisco Mendes

Marketing Director

Clever**Tap**



Francisco Mendes



Marketing Director | Clevertap

Francisco is a Technology marketer that has been helping startups in Asia, Europe and Latin America to scale up. At CleverTap, as a Marketing Director for Southeast Asia, he is determined to support digital first companies to retain their users.

The Leaky Bucket Problem is Real

90%
of users churn in the
first 3 months



Phase 1: Initial Retention

The first 72 hours after download is the most critical, since it's where users get their first impression of your app. **Show new users the value of your app** and get them to the “aha moment” ASAP.



Phase 2: Mid-term Retention

Many app developers believe getting users to their “aha moment” will automatically mean success in phase 2. But you can't succeed with just one good experience.

Make Your App A Habit!



Phase 3: Long-term Retention

This final phase of retention is about **continuously improving the product** so it stays valuable to users. And understand your users' needs! Keep finding ways to solve their problems by adding new features, improving UI and UX, and fixing bugs.



The longer your users stay with your app, the more growth happens.
They become advocates, you upsell them, they buy more.



Pillars of retention

Audience Analytics

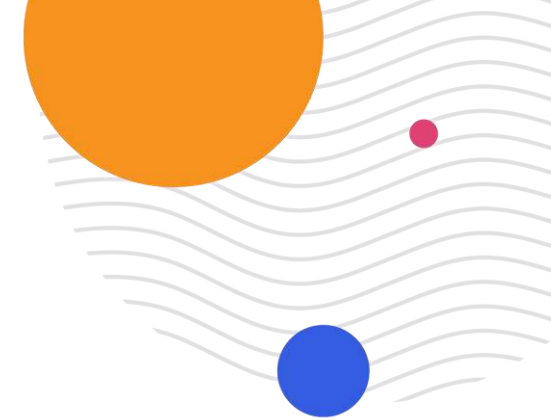
Identify the behavior patterns that are impacting retention

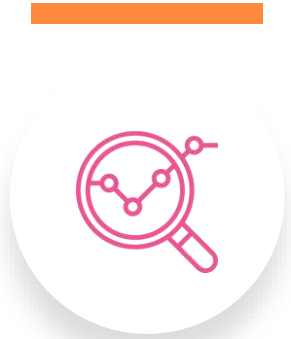
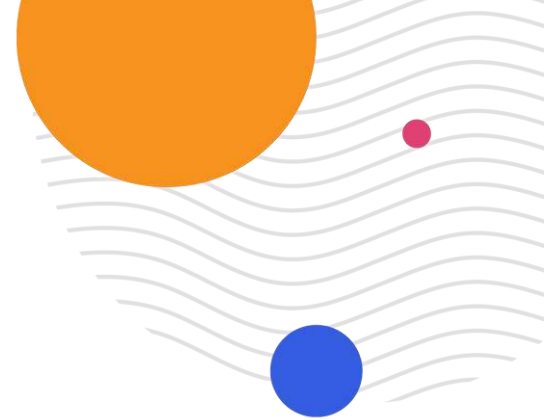
User Segmentation

Group users based on similarities and shared behavior

Omnichannel communication

Orchestrate omnichannel experiences for higher relevance.





1. Audience Analytics



Funnel Analysis

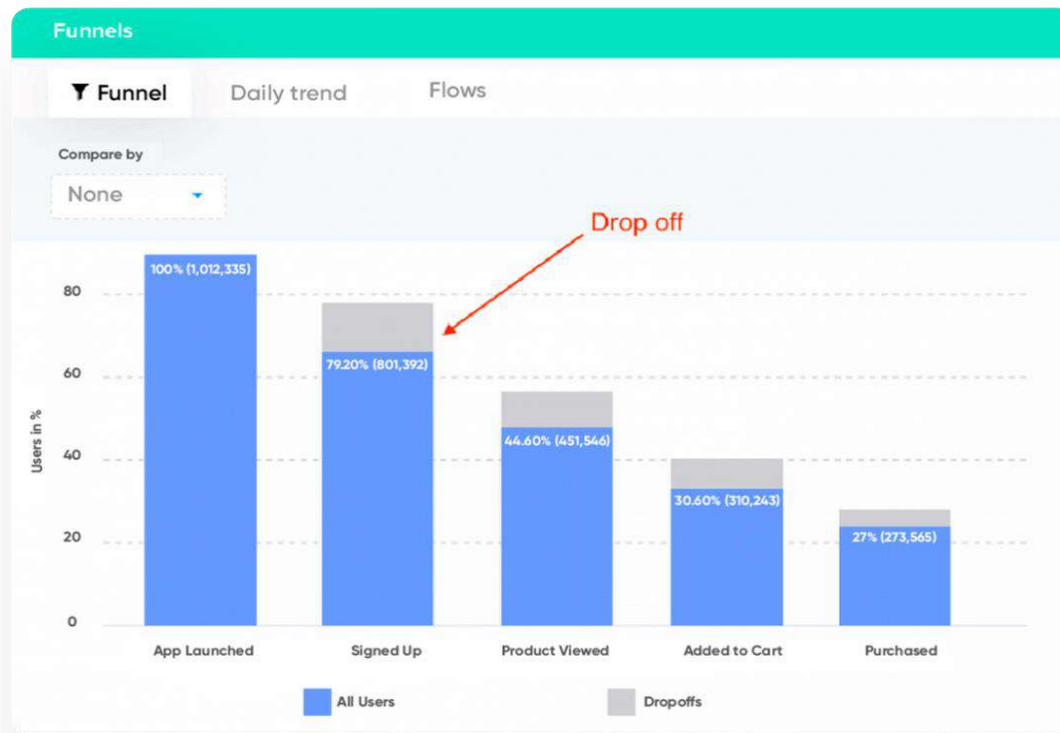


Flow Analysis

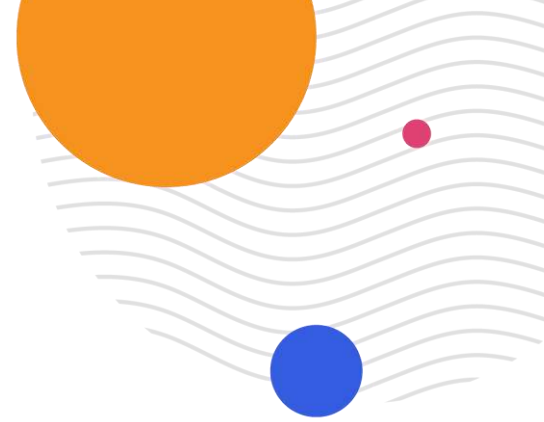
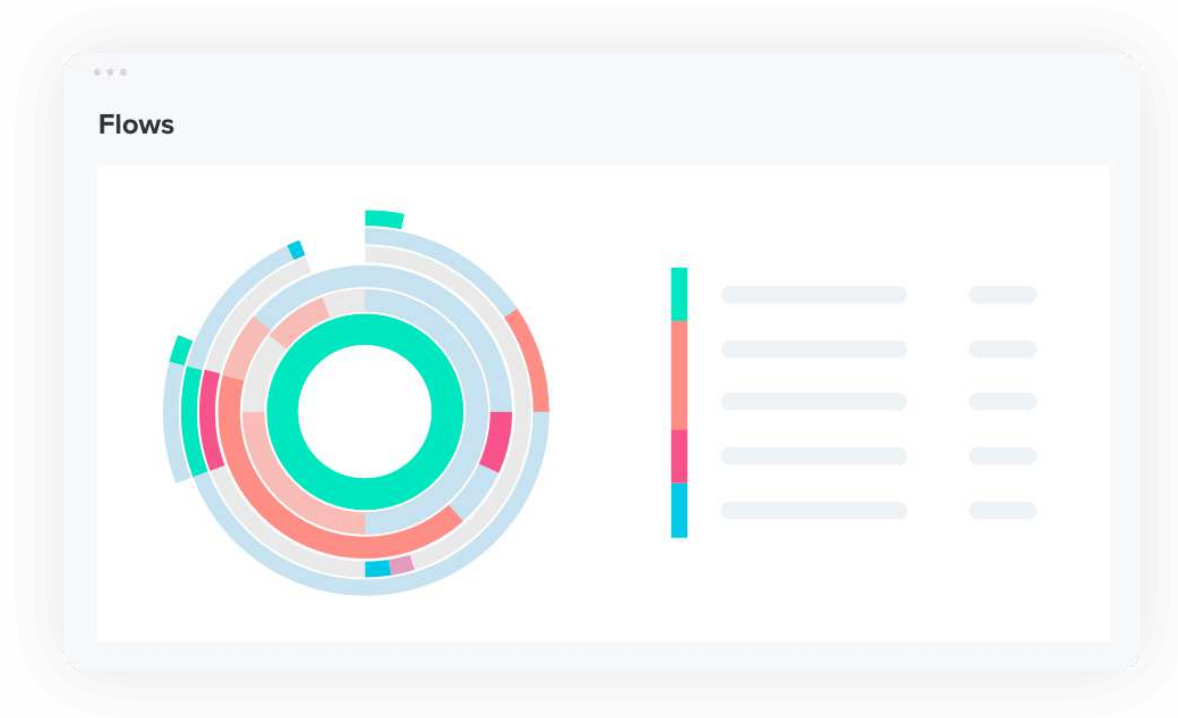


Cohort Analysis

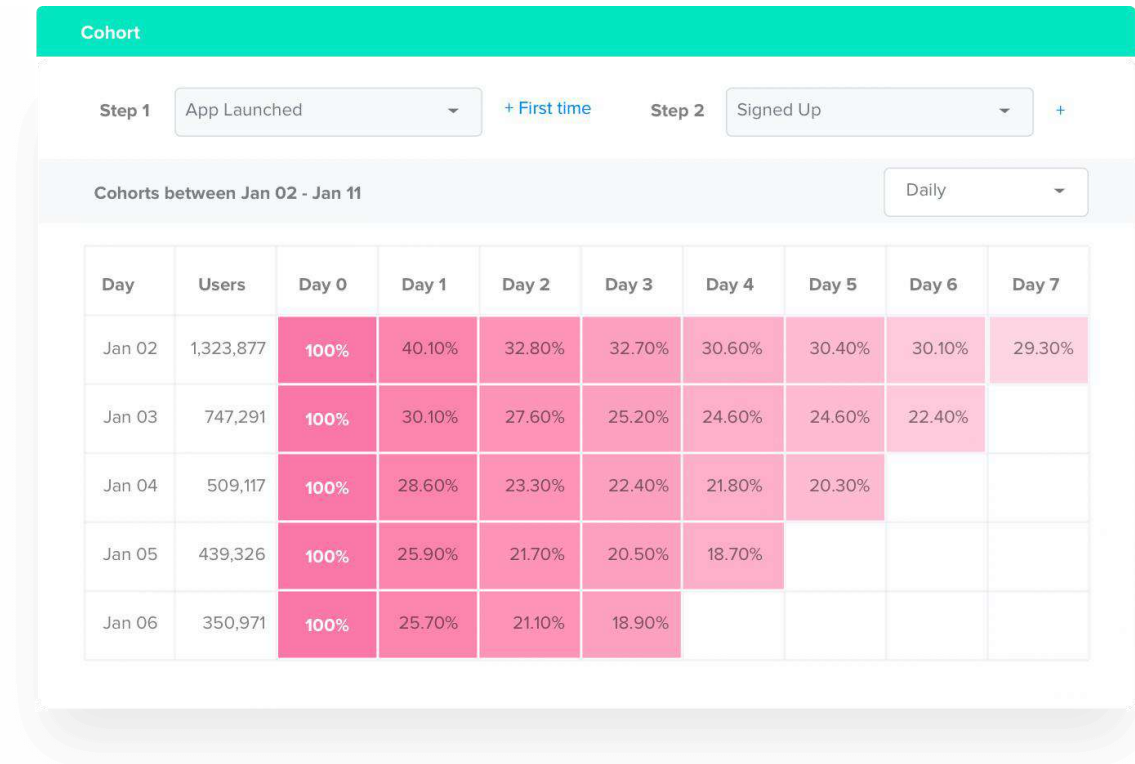
Funnel Analysis



Flow Analysis



Cohort Analysis





2. Segmentation Strategies

RFM Analysis

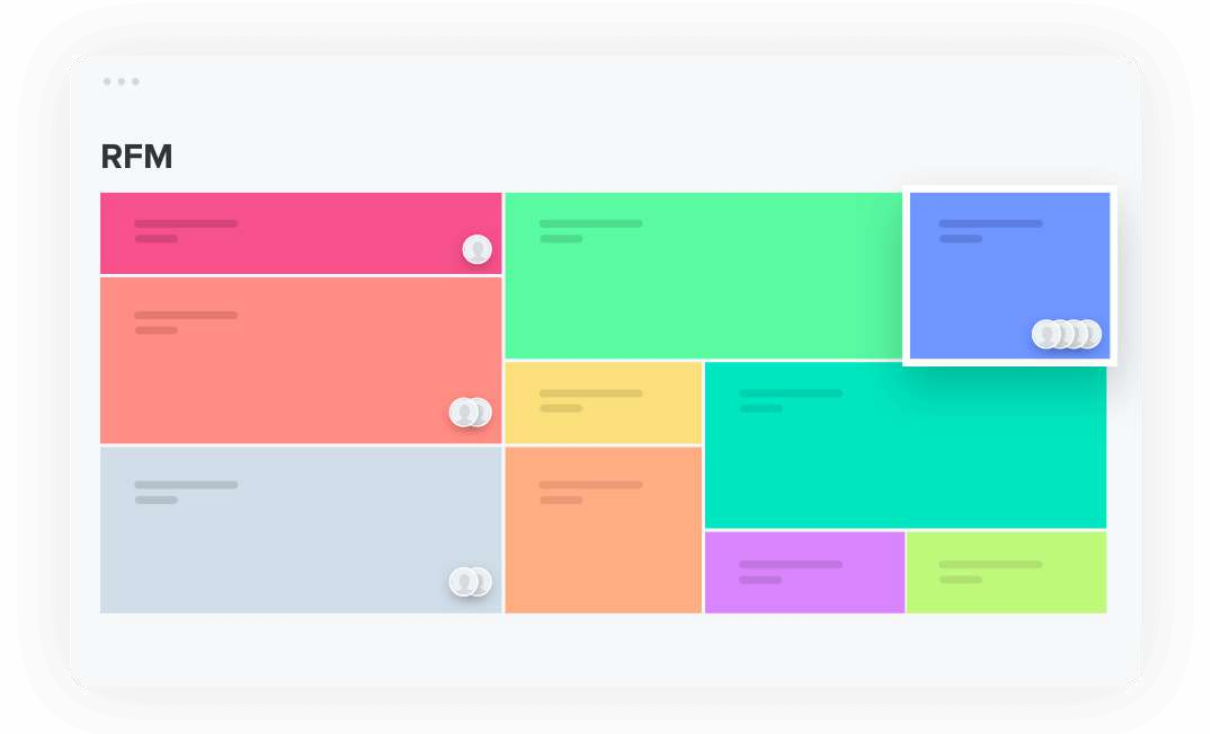
- Recency & Frequency of use
- 10 distinct segments
- Champions/ Loyal users vs. At Risk or Hibernating users

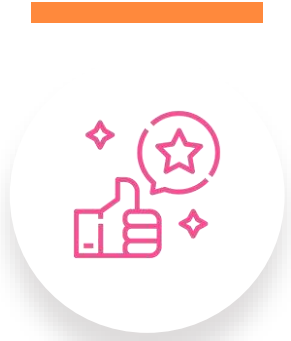
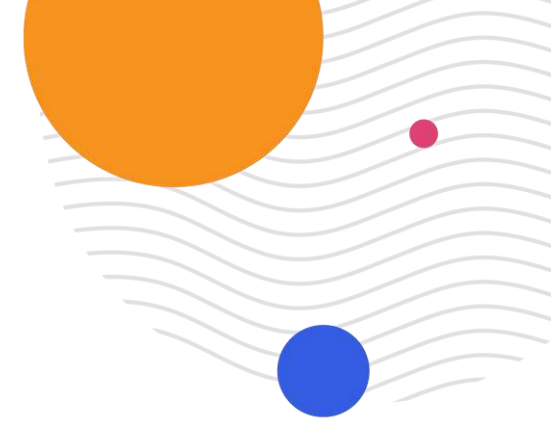
Intent-Based

- Most Likely to Convert
- Moderately Likely to Convert
- Least Likely to Convert

A. RFM Analysis

- Recency, Frequency, and Monetary Analysis (RFM)





3. Omnichannel Communication



Push
Notifications



In-App Notifications /
App Inbox



SMS/MMS



Email



Website



WhatsApp



Digital Ads (e.g. Remarketing
via Facebook, Google)

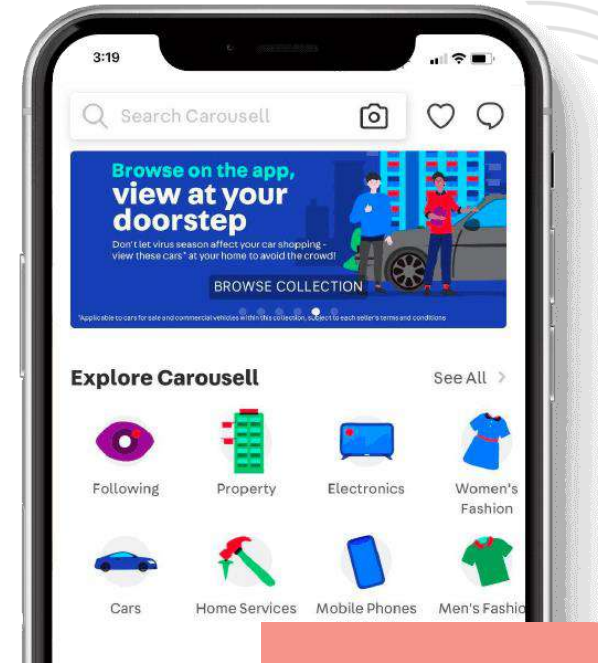
Case Study:



Increased retention and open rates

Solutions:

- Personalized Push Campaigns
- Advanced analytics
- Real Time product recommendations



↑ **71%**
Week 3
Retention Rates

↑ **73%**
CTRs
with personalized
push notifications

Case Study:



Increased conversion rates
& engagement

Solutions:

- Real time analytics
- Segmentation and personalisation
- Webhooks, to connect to 3rd party services



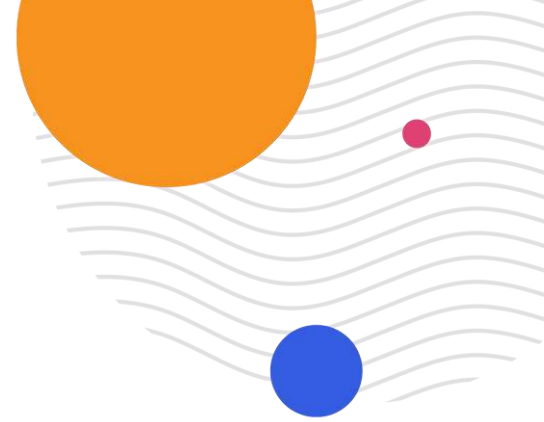
↑ **4x**

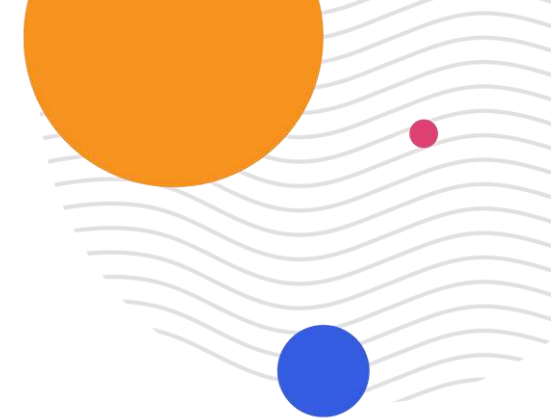
Conversion Rates
with campaign
A/B testing

↑ **43%**

engagement
with better user
onboarding

Navigating Covid times



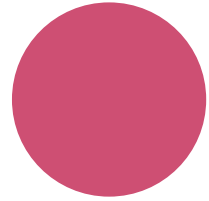
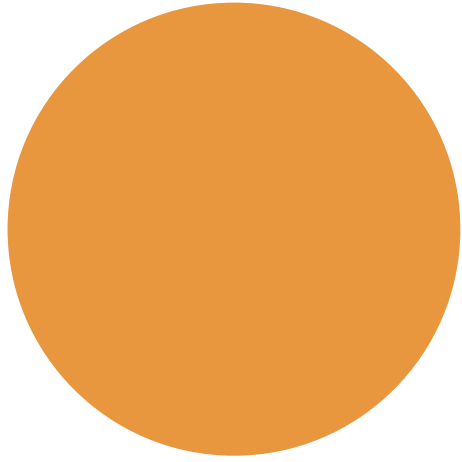


Mobile Clinic Consultation

Get a chance to win a complimentary consultation with our mobile growth experts. These experts, who serve over 8,000 mobile apps around the globe, will study your platform and customer journey to shore up your strategies and ignite your growth..

How to enrol for the consultation?

- Answer all the poll questions appearing on your screen
 1. Number of monthly active users
 2. Analytics SDK installed
 3. Engagement SDK installed
 4. Your objective to learn during mobile clinic consultation
- Our experts will evaluate and get in touch with you shortly!



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PANEL DISCUSSION



Ruby Nguyen
Former VN Country Manager
Elsa



Dinh Diep Linh
App Marketing Manager
Sendo

Moderator/Host



Mai Vo
Territory Manager Vietnam
CleverTap

Key Findings in the last 3-4 months

- Apps increased their install ad spend by 20% by early May.
- In-app revenue remains strong: consumer spend in non-gaming apps has grown nearly 50% since mid-March, and gaming revenue jumped 42% by early May.
- Some app industries have seen a surge in user engagement — some as high as a 177% average increase in [daily active users \(DAUs\)](#).
- For struggling industries, app launches fell as much as 60-80%.
- Marketers in thriving industries responded by ramping up campaign activity, in some cases by more than 60%. Meanwhile, struggling industries showed a significant drop in campaign volume as marketers refocused strategies and determined next steps.
- In general, marketers who reduced campaign volume saw a corresponding dip in CTRs, while industries that increased campaign activity were rewarded with higher engagement — suggesting users remain responsive to marketing activity.
- For some industries, [Day 7 retention](#) jumped almost 70%. Other verticals are struggling to retain customers after seeing up to 68% higher churn in March and April.

@Growthmarketers: Reach out to me for the detailed report on trends

Key Takeaways



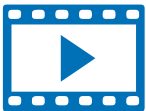







- ✓ Thích nghi với thay đổi nên là DNA của mỗi doanh nghiệp để đối phó với mọi khó khăn phía trước
- ✓ Tập trung vào những sản phẩm cốt lõi, cải thiện branding, sáng tạo với những sản phẩm mới
- ✓ Phân tích được dữ liệu đang có theo thời gian thực, tận dụng thời điểm vì mô giữ chân khách hàng cuối tốt hơn.
- ✓ Tạo ra các nội dung hấp dẫn, có liên quan, để xây dựng được sự tin tưởng và tăng được lòng trung thành với mỗi khách hàng.



Q&A



PARTICIPATE WITH MMA

 <p>MMA Smartbrief</p>	 <p>Smart Fundamentals</p>	 <p>Case Study Hub</p>	 <p>Mobile Marketing Playbook</p>	 <p>Guidance Reports</p>
 <p>MMA Linked-In Group</p>	 <p>MMA on Social Media</p>	 <p>Webinar Library</p>	 <p>FAQ</p>	 <p>Benchmarks & Standards</p>



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Thank You!