

# Mobile Marketing in 2019 and Beyond: Trends and Tips You Need to Know

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**MMA Webinar Series**  
**September 5, 2019**

*App Annie*

 **MMA**



# MMA Purpose

**WHO** (The People We Serve):

**Prime Audience:** Chief Marketers

**WHY** (Our Reason for Being):

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

**WHAT** (Our Strategic Priorities):

**Primary Focus:**

1. **Demonstrating Measurement and Impact:** proving effectiveness and optimizing impact
2. **Cultivating Inspiration:** aimed at the Chief Marketer; guiding best practices and driving innovation
3. **Building Capability for Success:** fostering know-how and confidence within the Chief Marketer's organization

**Secondary Focus:**

**Advocacy** – monitoring and maintenance activity only; via partnership with the DAA



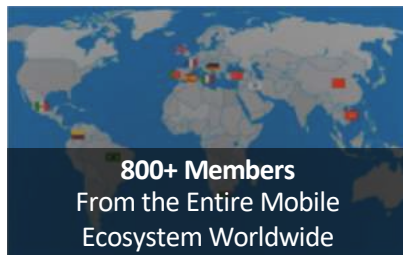
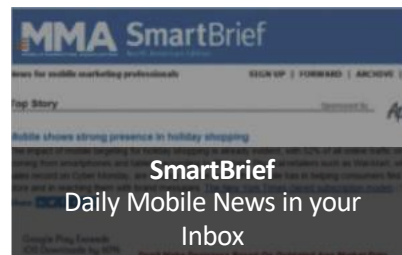
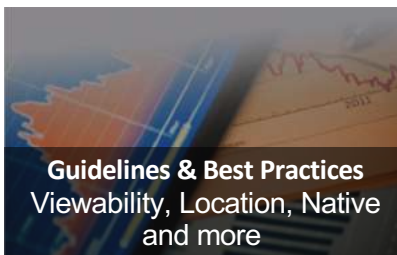
# MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





# MMA MEMBERSHIP



# MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

## PRESENTER



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## MODERATOR



Leo Scullin  
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# Agenda

- Mobile: A Disruptive Force
- Mobile Marketing Trends
- The Importance of Mobile Web & App
- How to Succeed in Organic Mobile Marketing: ASO
- Getting the Most for Your Money: UA

# Who We Are

## The Mobile Performance Standard

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App Annie provides the **mobile data** and **analytics** companies need to thrive in a mobile world.

1M+

Connected Apps

1M+

Registered Users

1100+

Enterprise Clients

\$100M+

ARR



# App Annie Intelligence Platform

The Most Complete Offering to Confidently Grow Businesses Through Mobile



## DISCOVER

Understand the opportunity, competition and discover key drivers of success



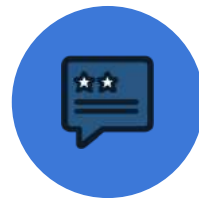
## STRATEGIZE

Develop a mobile strategy to drive market, corp dev or global objectives



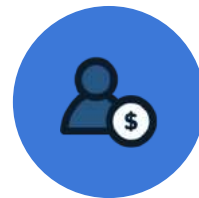
## ACQUIRE

Increase app visibility and optimize user acquisition



## ENGAGE

Better understand targeted users and drive deeper engagement



## MONETIZE

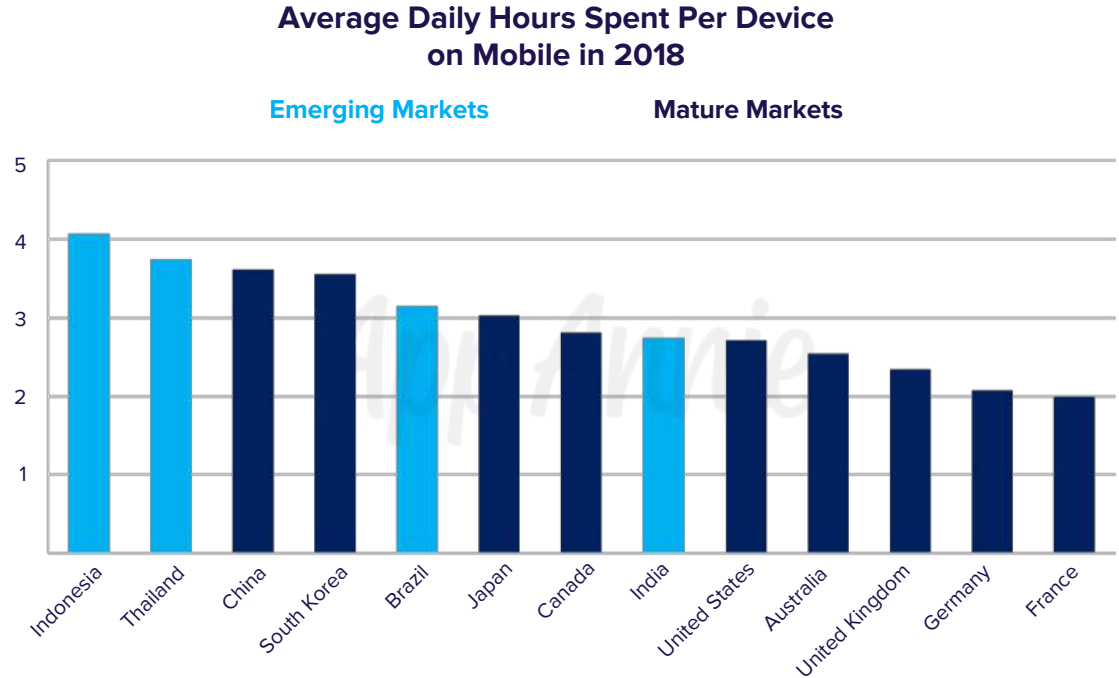
Accelerate revenue through mobile

## Our 1100+ Enterprise Customers Span Industries & the Globe



# Mobile: A Disruptive Force

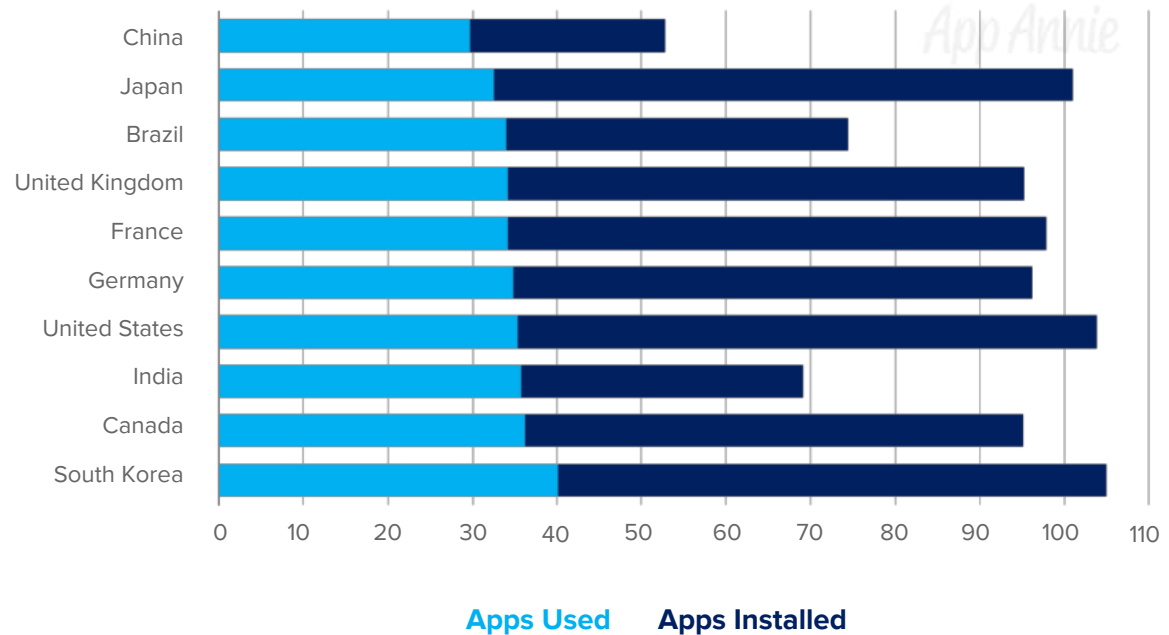
**We Spend Nearly 3  
Hrs / Day on Mobile**



Note: Android phone

**We Use Over 35  
Apps Per Month  
and Have Over 100  
Apps Installed**

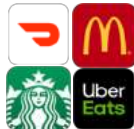
**Monthly Average Number of Apps Used and Installed**  
Smartphone Users in Select Markets, 2018



# Mobile Is Transforming All Industries



LISTEN



EAT & DRINK



CONNECT



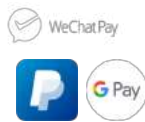
WORK



NEWS



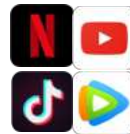
SHOP



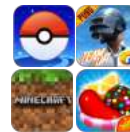
PAY



TRAVEL



WATCH

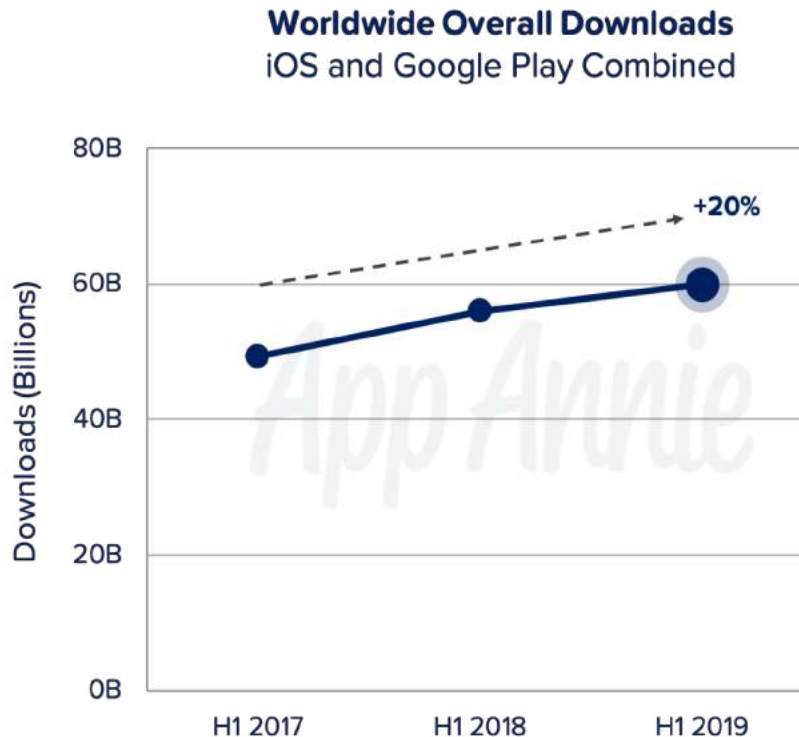


PLAY



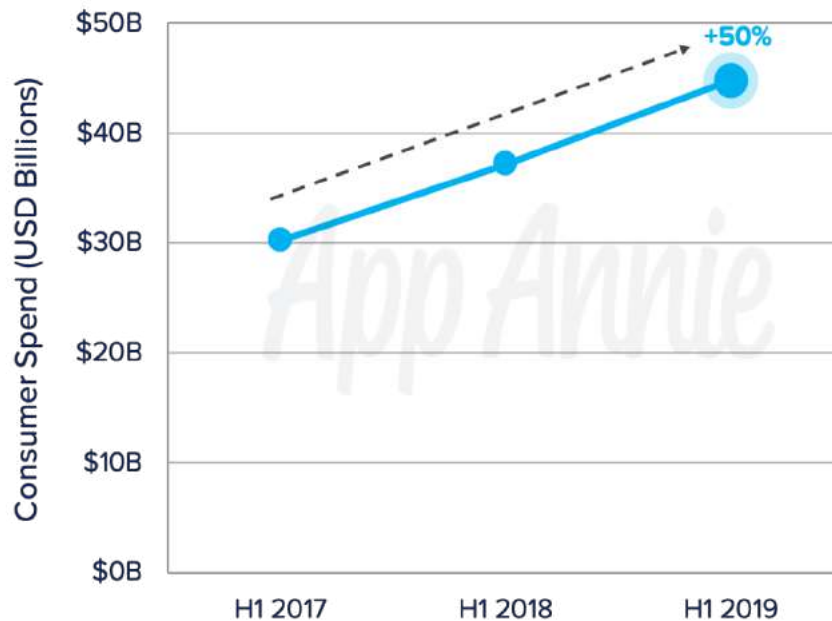
BANK

**Global App Downloads  
Hit 60B in H1 2019, up  
20% From H1 2017**



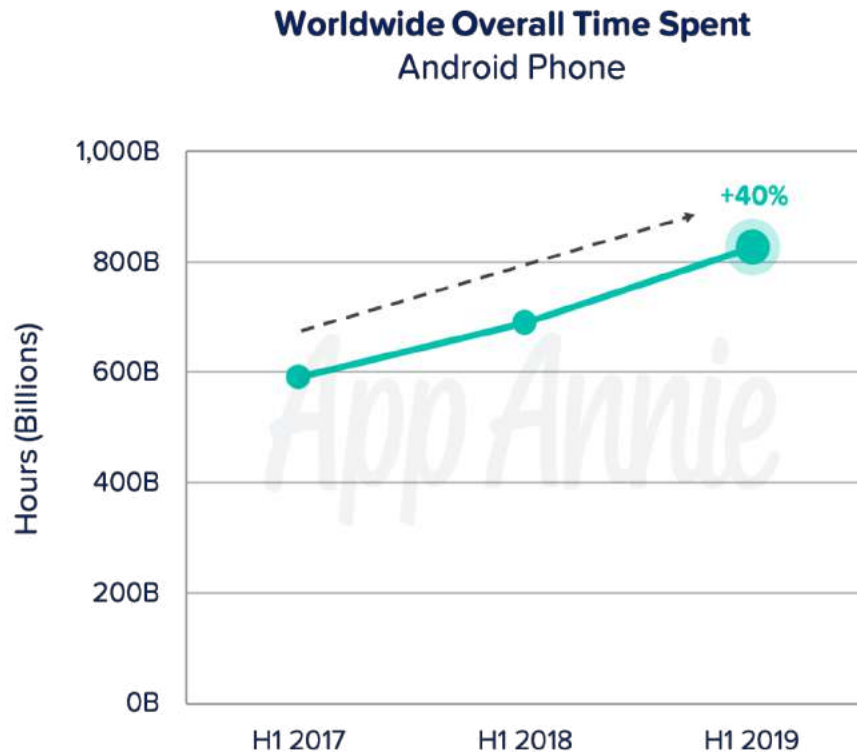
**Global App Store  
Consumer Spend Hit  
\$45B in H1 2019, up 50%  
From H1 2017**

**Worldwide Overall Consumer Spend**  
iOS and Google Play Combined



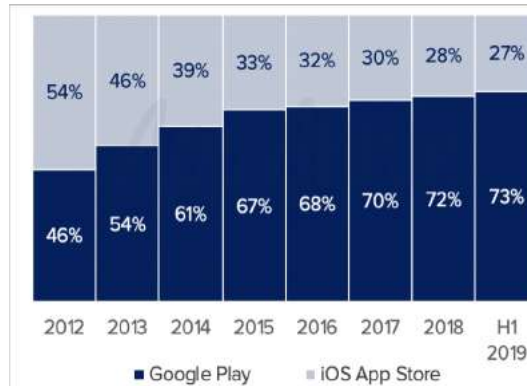


## Time Spent in Apps Globally Grew 40% From H1 2017 to H1 2019

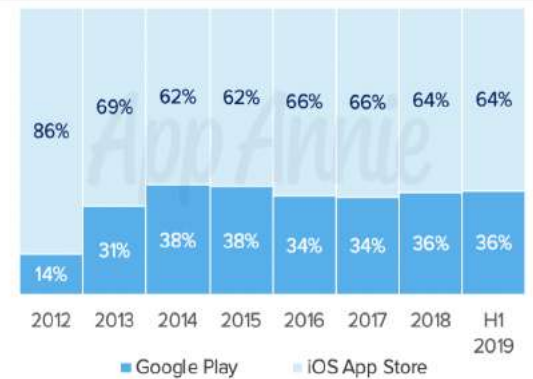


# Google Play Dominates Install Base, iOS App Store Leads in Monetization

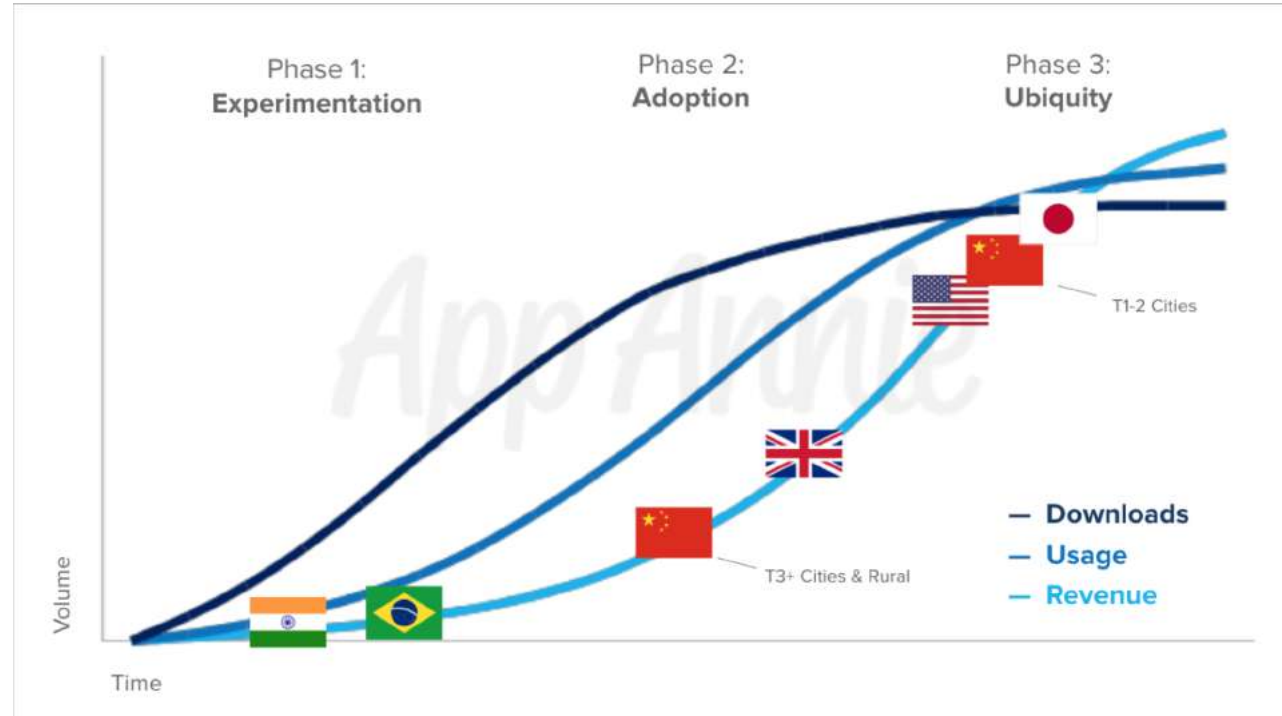
Share of Worldwide Downloads



Share of Worldwide Consumer Spend



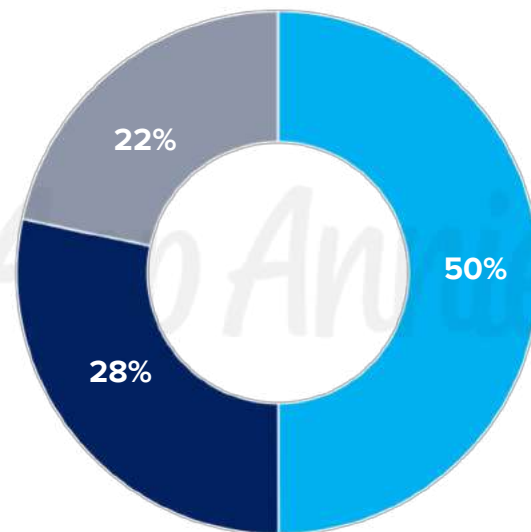
# App Market Maturity Model



# Mobile Marketing Trends

## Descriptions Are Most Used ASO Lever Today

**Breakdown of ASO Updates**  
iOS, US, H1 2019



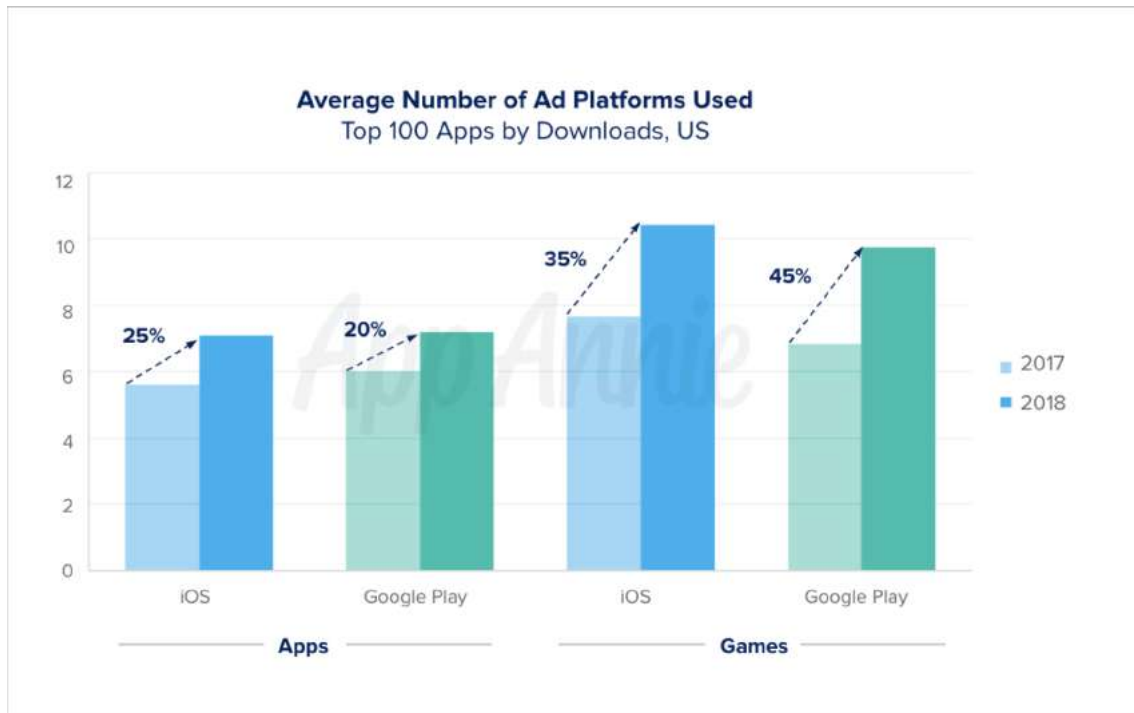
**Description Changed**  
**Icon Changed**  
**Name Changed**

**60% More Apps Will  
Monetize Through In-  
App Advertising in  
2019**

**\$185B**

Global Mobile  
Advertising Market

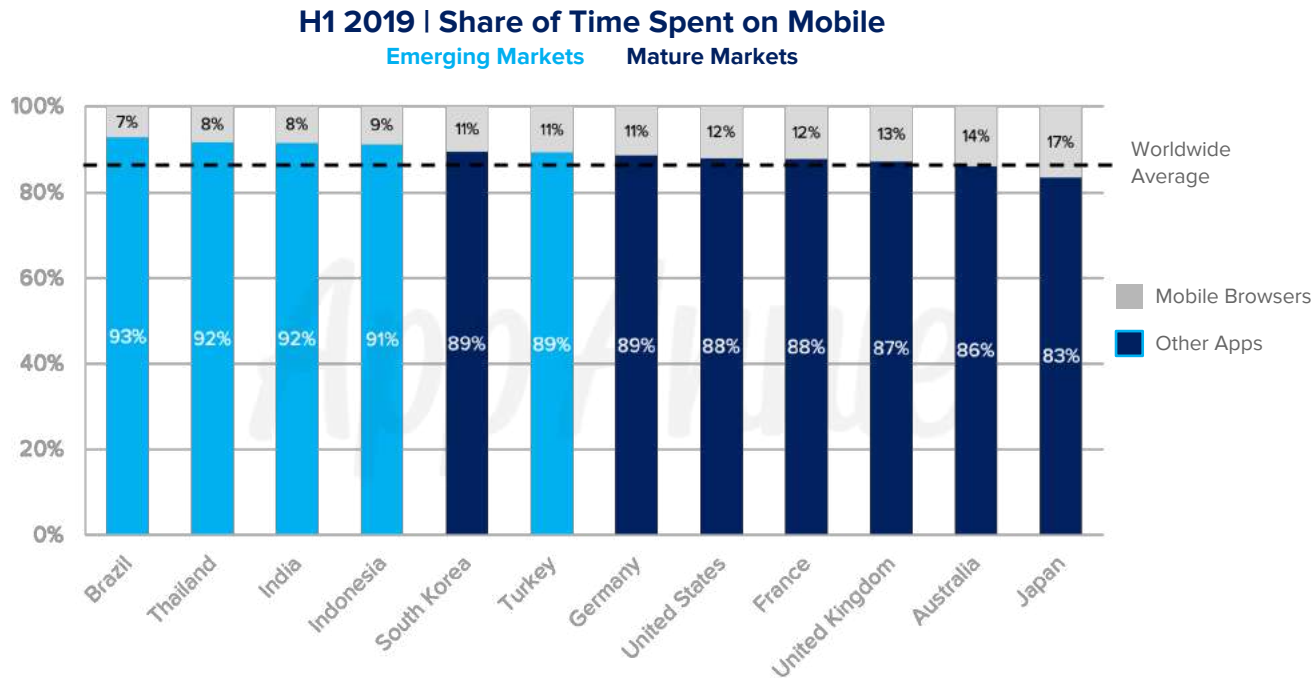
## Advertisers Leverage More Ad Platforms for User Acquisition



# **The Importance of Mobile Web & App**



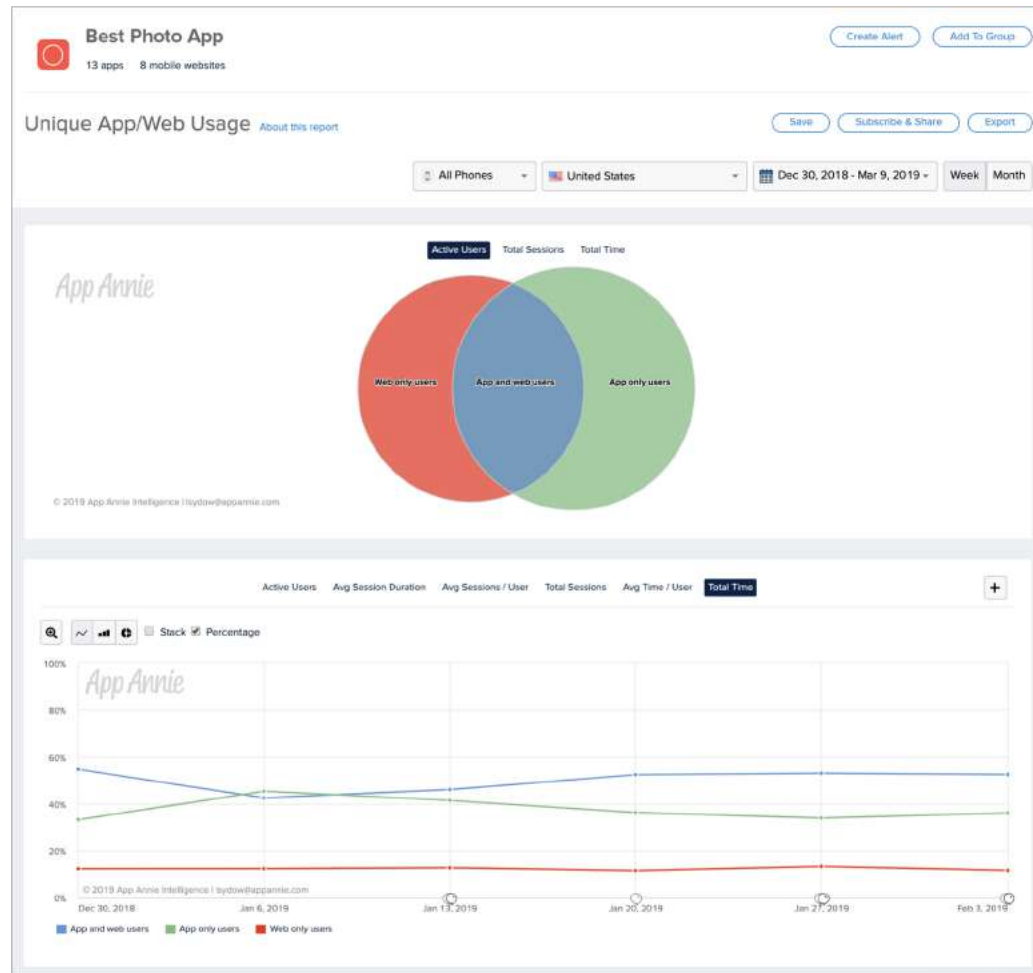
**90% of Time  
Spent on Mobile  
Is in Apps**



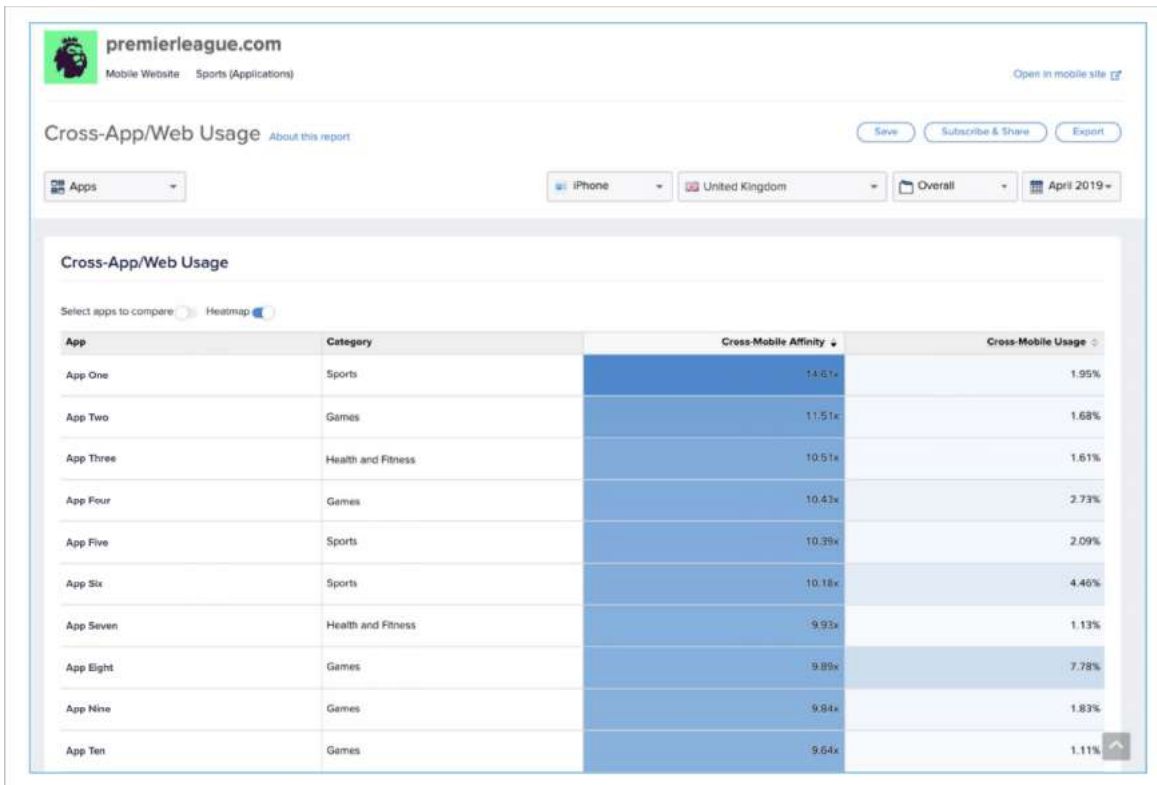
## Drive Traffic to the App Store via Mobile Web



# Know Your Mobile App and Mobile Web Users



# Uncover Strategic Partnerships

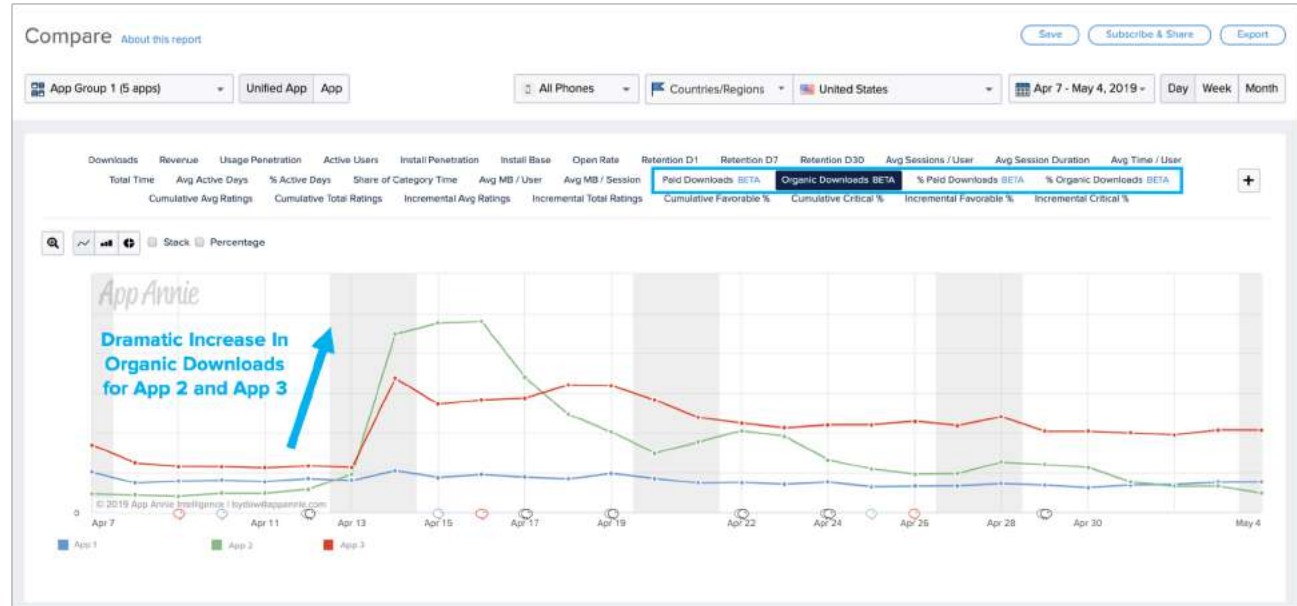


# How to Succeed in Organic Mobile Marketing: ASO

# Choose the Right Keywords: Spotify Optimized for “Podcasts” — Demonstrating a Strategic Expansion



# Keep Tabs on Competitors: Capitalize on Strategic Events



# Create Optimal Visibility and Drive Traffic

**Keyword Search** about  
Explore which apps are displayed by the app stores for different search terms.

stream

Trending: clash, netfix, youtube, snapchat, homescapes, fortnite, clash of clans

Device: iPhone Country/Region: United States Date: Jun 23, 2019

Top Apps for **stream** Save Subscribe & Share Export

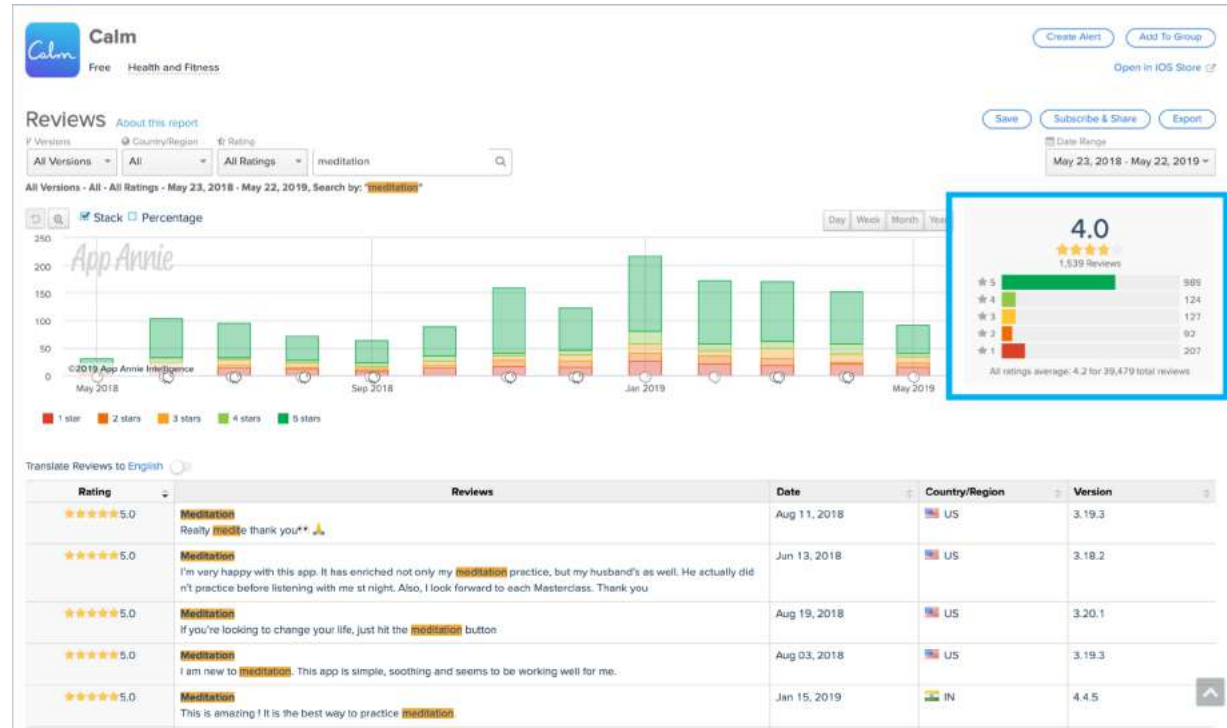
Search Volume: 47.0 - (Apr 2019) | Difficulty: 90.0 - 0.1 (Apr 2019) | Search Volume / Difficulty: 0.52 -

Select apps to compare

#	App	250 Results	Est. Downloads May 2019	Est. Revenue May 2019	Traffic Share	Keyword in Title	Last Update	Category Rank	Category	Star Rating	Ratings
1	Xfinity Stream Comcast					Yes	Jun 24, 2019	27	Entertainment	2.9	27,966
2	Stream Hyperwallet					Yes	Jun 24, 2019	1,167	Finance	N/A	N/A
3	Twitch: Live Game Streaming Twitch Interactive					Yes	Jun 24, 2019	11	Photo and Video	4.7	763,140
4	Omlul Arcade: Livestream Games Mobisocial					Yes	Jun 24, 2019	244	Photo and Video	4.6	10,644
5	Musi - Simple Music Streaming Musi					Yes	Jun 24, 2019	5	Music	4.8	1,090,028
6	Streamlabs: Stream Live Streamlabs					Yes	Jun 24, 2019	118	Social Networking	4.3	2,371
7	YouTube Music Google	▲ 2				No	Jun 24, 2019	4	Music	4.6	145,590
8	YouTube: Watch, Listen, Stream Google					Yes	Jun 24, 2019	1	Photo and Video	4.7	7,878,786
9	Stream - Live Video Co... Intake Tutors	▼ 2				Yes	Jun 24, 2019	1,024	Social Networking	3.9	376



# Design User Feedback Loops: Influence of Ratings & Reviews



# Getting the Most for Your Money: UA

# Monitor Your Paid & Organic Downloads Mix



# Drive Consistent Demand with Long-Term, Steady Drip Campaigns

**Creative Gallery** [About this report](#)













Device: iPhone | Country/Region: United States | Category: Overall | Ad Platform: Platform 1

Date Range: Week | Month | May 12-18, 2019

View: [Table Icon] [List Icon] | Filter by: Advertiser | Search for an app | All Formats | All Dimensions | Filter # active days

Displaying 100 of 4595 creatives found.

Select apps to compare

Creative	Advertiser App	Apps Seen in	Share of Network	Share of Advertiser	Top Countries/Regions	First Seen	Last Seen	Active
	Google Photos Google	0.75%			1	Feb 27, 2018	May 22, 2019	450 Days
	Google Photos Google	0.48%			1	Apr 27, 2018	May 22, 2019	391 Days
	TikTok - Real Short Videos Musical.ly	0.38%			1	Dec 18, 2018	May 17, 2019	151 Days
	Facebook Facebook	0.18%			2	Nov 25, 2018	May 22, 2019	179 Days

# Meet Consumer Preferences: Video and Both Orientations Are Key

**Creative Gallery** [About this report](#)

Device: iPhone | Country/Region: United States | Category: Overall | Ad Platform: Platform 1

Save | Subscribe & Share | Export

Date Range: Week | Month | May 12-18, 2019

View: 18 | 25 | Filter by: Advertiser: Wish - Shopping Mad... | All Formats: All Dimensions: Filter # active days

Displaying 22 creatives found.

Select apps to compare

Creative	Advertiser App	Apps Seen In	Share of Network	Share of Advertiser	Top Countries/Regions	First Seen	Last Seen	Active
	Wish - Shopping Made Fun ContextLogic	208			1	Nov 15, 2018	May 22, 2019	189 Days
	Wish - Shopping Made Fun ContextLogic	32			1	Nov 15, 2018	May 22, 2019	189 Days
	Wish - Shopping Made Fun ContextLogic	124			4	Oct 11, 2018	May 22, 2019	224 Days
	Wish - Shopping Made Fun ContextLogic	5			2	Aug 8, 2017	May 20, 2019	651 Days

# Offer Rewards for Downloading



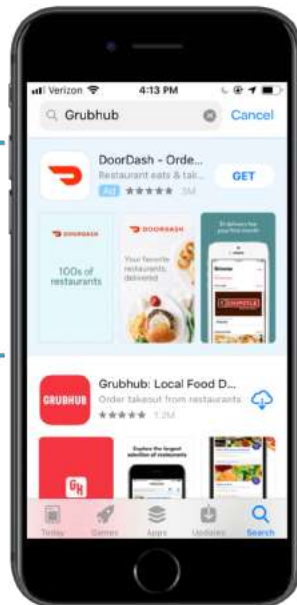
## Search Ads by Store

iOS

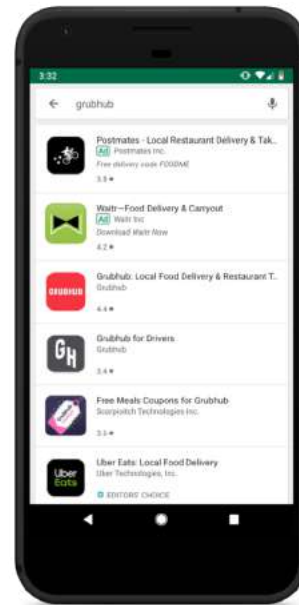
Google Play

Leverage Search  
Ads Defensively &  
Offensively for  
Optimal App Store  
Placement

Search Ad  
on  
keyword  
"grubhub"



Search  
Ads on  
keyword  
"grubhub"



# The State of Mobile in 2019



## 194B

Worldwide  
**Downloads** in 2018



## \$101B

Worldwide App  
Store **Consumer  
Spend** in 2018



## 3 Hrs

**Per day** spent in  
mobile by the  
average user in  
2018



## 30%

**Higher engagement**  
in non-gaming apps  
for Gen Z vs. older  
demographics in  
2018



# Q&A

## PRESENTER



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## MODERATOR



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 MMA

# #ShapeTheFuture® with the MMA

## UPCOMING MMA WEBINAR SERIES

How to stop wasting ad impressions: Holiday audience targeting guide for 2019

*Tuesday, September 17*

Sponsor: Cuebiq

The State of eCommerce: Trends for 2020 and Beyond

*Tuesday, October 22*

Sponsor: jumpshot

## UPCOMING MMA EVENTS



The Smarties  
November 6, 2019  
Los Angeles, California













Innovate  
November 6 - 7, 2019  
Los Angeles, California



# MMA PROGRAMS & INITIATIVES



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



# Thank you!

