Data-Driven Mobile Marketing

MMA Webinar Series

January 16, 2018

Sponsored By:

CleverTap
making apps smarter

MMA
MOBILE MARKETING ASSOCIATION

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.

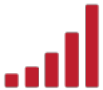
WHY Our Reason for Being

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

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members Strong Globally

Marketers, Agencies, Media Sellers, Technology & Operators

Managing Your Questions

Share the Insights

#MMAWeb

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Presenter

KC Karnes
Director of Marketing
CleverTap

Moderator

Leo Scullin
VP of Industry Programs
Mobile Marketing Association

Agenda

- Introduction
- The State of Data in Mobile Marketing
- Using Data to Drive Your Marketing Strategy
- Tips & Tactics to Maximize for Growth

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What is CleverTap?

An Intelligent Mobile Marketing Platform

CleverTap is a complete solution for understanding what users do in your app, so you can engage with them on any marketing channel and drive the metrics that matter to your business

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With CleverTap, you can manage

Everything in one place

Behavioral Analytics

+

User Engagement

=

CleverTap

Trusted by Today's Top Brands

4000
CUSTOMERS

1 billion
DEVICES REACHED

55 billion
EVENTS PROCESSED PER MONTH

10 billion
MESSAGES SENT PER MONTH

SONY · DC · DC · HOOKED ON PHONICS · SAMSUNG · DENVER BRONCOS · bookmyshow · curiosity · vodafone · FANDANGO

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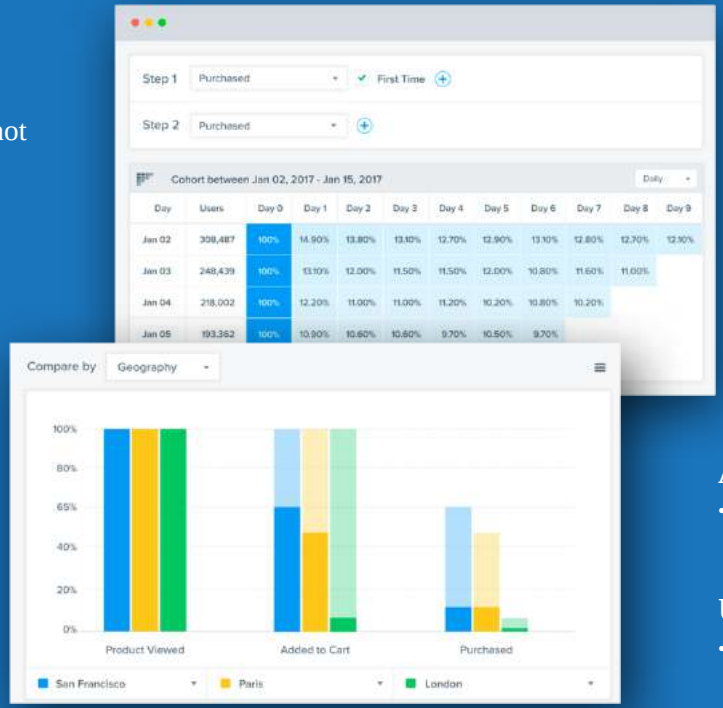
Features

Rich User Profiles
- Track every user, logged-in or not

Events Tracking and Trends
- Track user activity in real-time

Funnels & Cohorts
- Find out user drop-offs
- View retention cohorts



- **Pivots**
- Compare data across multiple properties

- **Flows**
- View exactly how your users flow through your app

Attribution
- Optimize your campaign spends across channels

Uninstall Tracking
- Track and analyze app uninstalls

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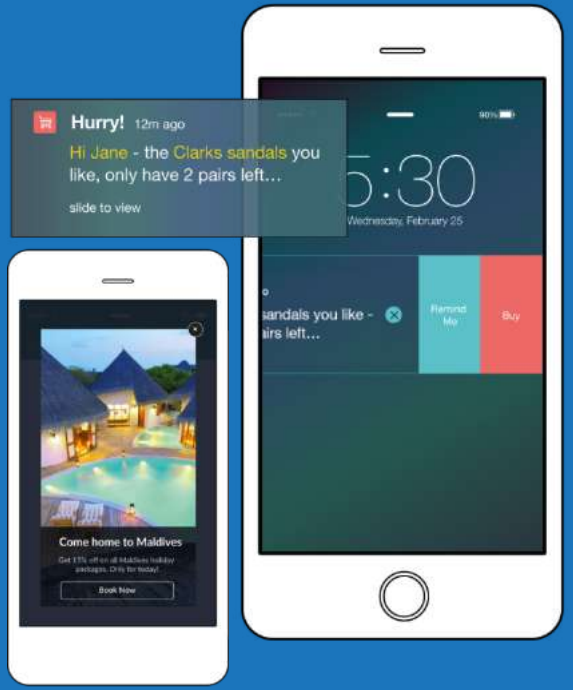
Features



Engage with users on their preferred channel:

- Push Notifications
- In-App Notifications
- Email Messages
- Web Notifications
- Browser Push notifications
- Facebook Remarketing

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The State of Data in Mobile Marketing

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Mobile Usage for Consumers

The amount of time consumers spend on mobile devices continues to increase with each passing year, and ad spend is rising with it.

- Users now spend an average 69% of their media time on smartphones, and 50% on mobile apps. **comScore*
- Mobile devices will drive 80% of global internet usage. **Zenith*
- People use an average of 9 apps on a daily basis, and 30 apps on a monthly basis. **TechCrunch*

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Data Usage for Marketers

Today's marketers are more connected to their audiences than ever before. And yet they say it's still a struggle to meet customer expectations.

- Mobile marketers use only 5% of their available data. *CleverTap
- Just 7% say they're able to effectively deliver real-time, data-driven marketing campaigns. *ChiefMarketer
- 43% say they don't have the proper tools to turn data into actionable insights. *CMO Council
- Only 44% of marketers trust the quality of their data to use it for important business decisions, leaving 52% to admit they rely on "gut feelings" to guide strategy. *Experian

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Using Data to Drive Your Marketing Strategy

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Where to focus:

- Too many apps flop because of poor metric tracking, interpretation, and misinformed business strategies.
- But mobile analytics doesn’t have to be complicated.
- Focus on three key areas of the mobile customer funnel.

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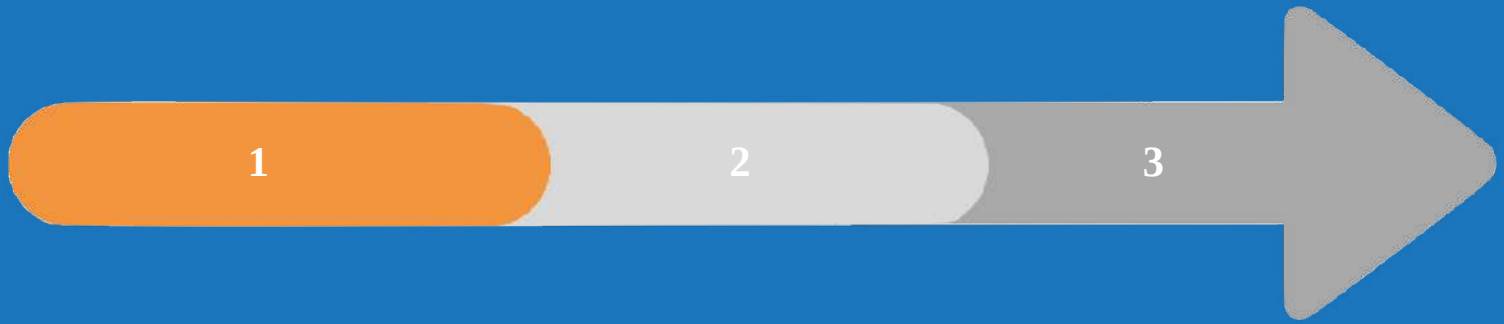
Key Stages to Focus On



Acquisition

The process of getting users to download your app.

Activation

The process of turning new users into active ones.

Retention

The process of keeping users coming back to use your app.

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The Acquisition Stage

Gaining new users

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Acquisition - Why it’s important:

You can’t grow your mobile app if you don’t acquire new users — and you can’t acquire more new users if you don’t **understand where your current users are coming from.**

That means tracking downloads and attributing those downloads to specific acquisition channels.

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Data to Focus on During the Acquisition Stage

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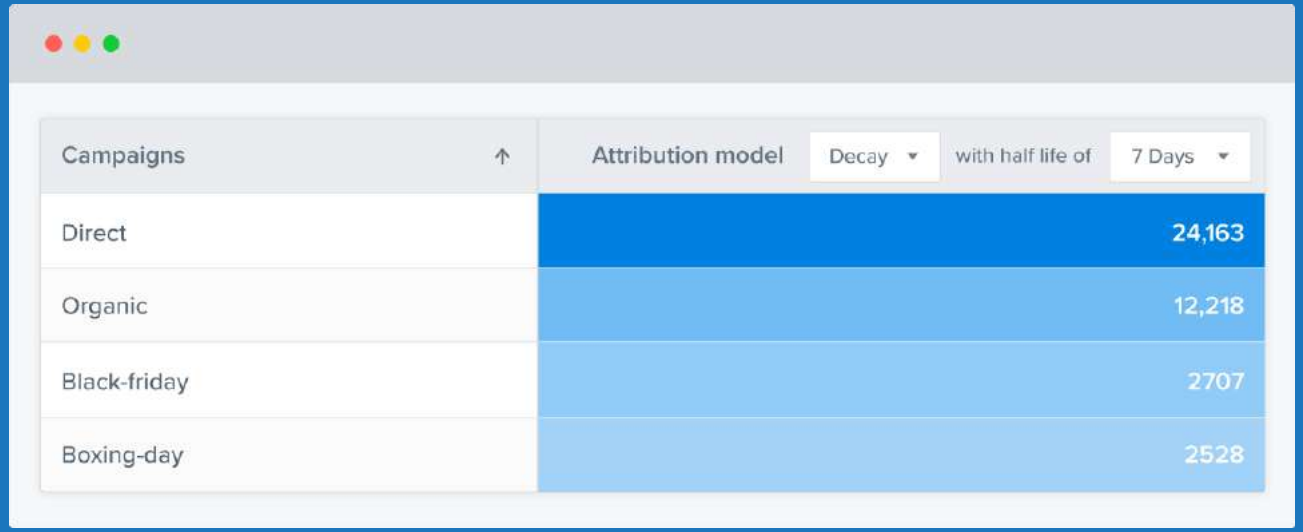
Number of new downloads in a given timeframe (daily, weekly, and/or monthly)



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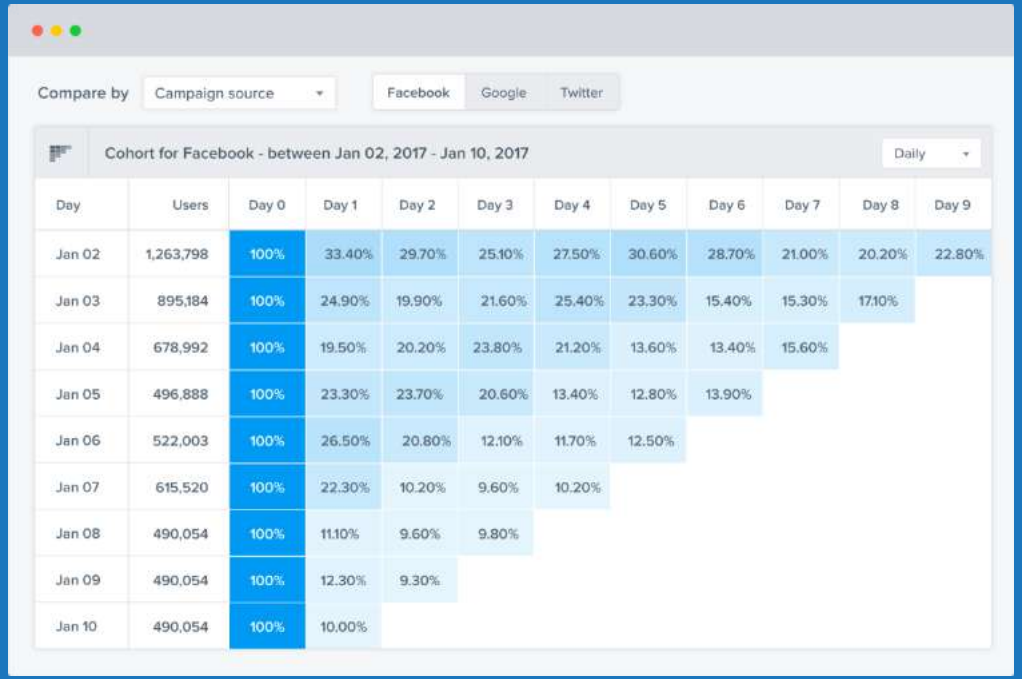
Channel attribution

Which channels are new users coming from?
Use this data to optimize marketing spend and improve ROI.



Compare by: Campaign source | Facebook | Google | Twitter

Cohort for Facebook - between Jan 02, 2017 - Jan 10, 2017 — Daily

Day	Users	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Jan 02	1,263,798	100%	33.40%	29.70%	25.10%	27.50%	30.60%	28.70%	21.00%	20.20%	22.80%
Jan 03	895,184	100%	24.90%	19.90%	21.60%	25.40%	23.30%	15.40%	15.30%	17.10%	
Jan 04	678,992	100%	19.50%	20.20%	23.80%	21.20%	13.60%	13.40%	15.60%		
Jan 05	496,888	100%	23.30%	23.70%	20.60%	13.40%	12.80%	13.90%			
Jan 06	522,003	100%	26.50%	20.80%	12.10%	11.70%	12.50%				
Jan 07	615,520	100%	22.30%	10.20%	9.60%	10.20%					
Jan 08	490,054	100%	11.10%	9.60%	9.80%						
Jan 09	490,054	100%	12.30%	9.30%							
Jan 10	490,054	100%	10.00%								

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The Activation Stage

Turning new users into active ones

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Activation - Why it’s important:

You may be surprised by how many users download your app but never use it.

Nearly 1 in 4 users abandon an app after launching it just once. *

Downloads are great... but **activations fuel growth — and profits**.

Activation has also has a major impact on overall retention rates.

* [Source]

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Data to Focus on During the Activation Stage

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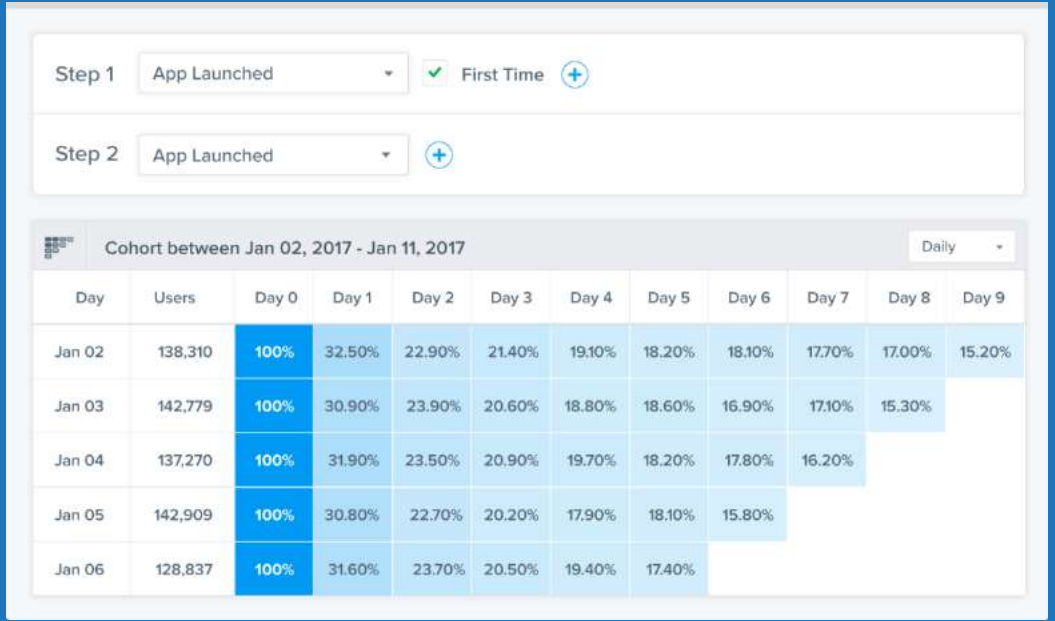
Activation Rate

Percentage of downloads that launched the app

Day-1 Retention

Percentage of users who came back to the app on day 1



Day	Users	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Jan 02	138,310	100%	32.50%	22.90%	21.40%	19.10%	18.20%	18.10%	17.70%	17.00%	15.20%
Jan 03	142,779	100%	30.90%	23.90%	20.60%	18.80%	18.60%	16.90%	17.10%	15.30%	
Jan 04	137,270	100%	31.90%	23.50%	20.90%	19.70%	18.20%	17.80%	16.20%		
Jan 05	142,909	100%	30.80%	22.70%	20.20%	17.90%	18.10%	15.80%			
Jan 06	128,837	100%	31.60%	23.70%	20.50%	19.40%	17.40%				

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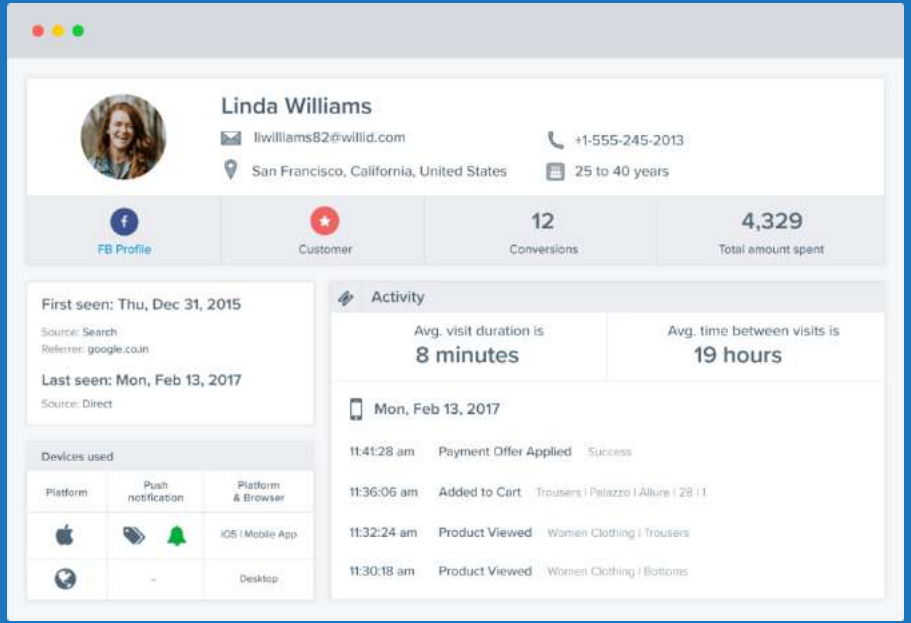
Registrations

Number of new users who complete the registration process

User Profiles

Data on who your users are and what they do



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The Retention Stage

Keeping users coming back to use your app

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Retention - Why it’s important:

Because acquiring a new user is virtually meaningless if your users don’t stick around.

The average app loses 95% of its daily active users within the first 90 days after install.*

It doesn’t matter how many people download your app if you can’t keep them coming back.

* [Source]

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Data to Focus on During the Retention Stage

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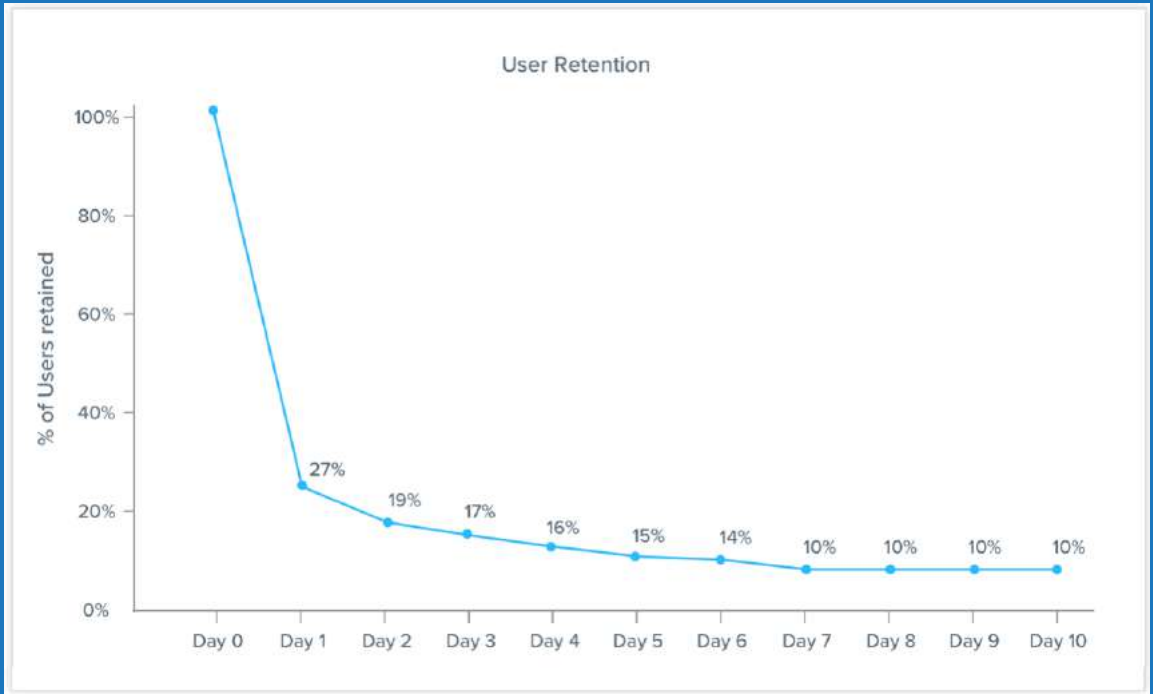

N-Day Retention Rates

Shows you the percentage of users who come back on a specific day.

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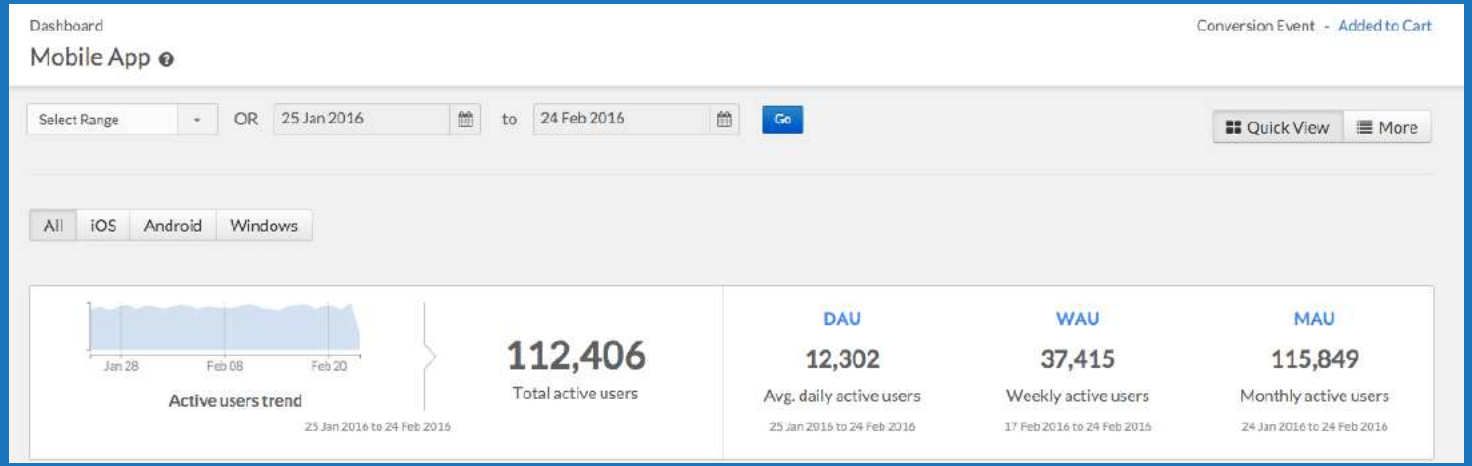
DAU, WAU, MAU

The number of active app users on a given day, week, or month



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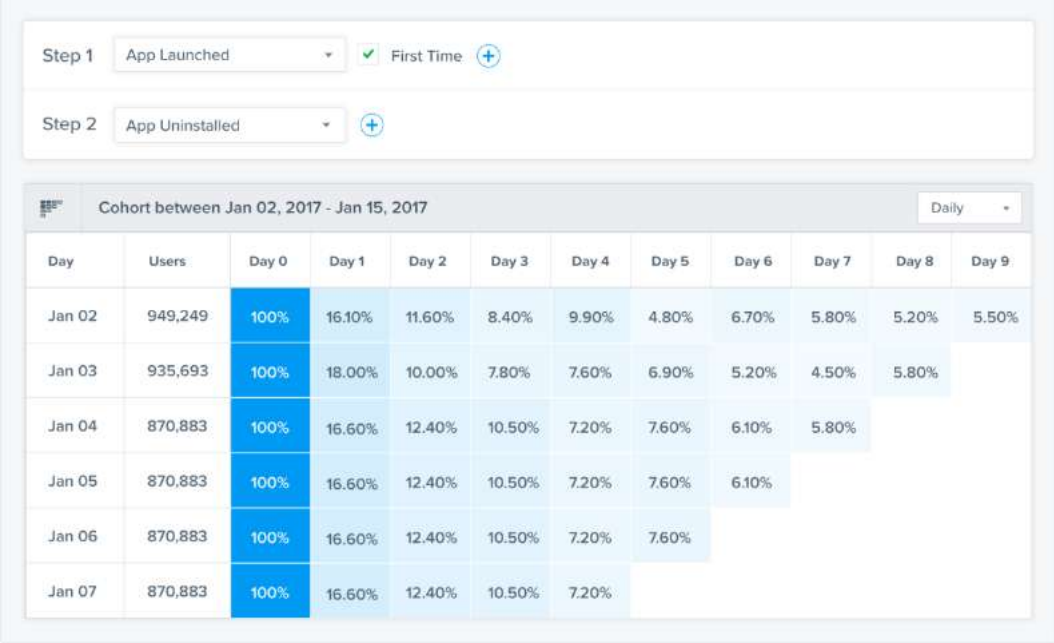
Uninstalls

How many users uninstall your app on a daily, weekly, and monthly basis



Day	Users	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Jan 02	949,249	100%	16.10%	11.60%	8.40%	9.90%	4.80%	6.70%	5.80%	5.20%	5.50%
Jan 03	935,693	100%	18.00%	10.00%	7.80%	7.60%	6.90%	5.20%	4.50%	5.80%	
Jan 04	870,883	100%	16.60%	12.40%	10.50%	7.20%	7.60%	6.10%	5.80%		
Jan 05	870,883	100%	16.60%	12.40%	10.50%	7.20%	7.60%	6.10%			
Jan 06	870,883	100%	16.60%	12.40%	10.50%	7.20%	7.60%				
Jan 07	870,883	100%	16.60%	12.40%	10.50%	7.20%					

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Key Data Points Recap

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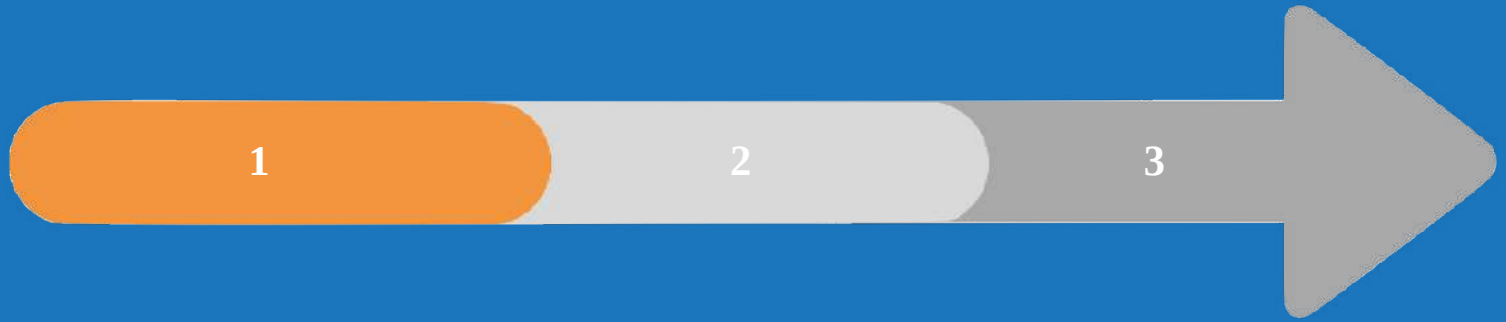
Key Data Points



Acquisition

- Number of new downloads
- Channel attribution

Activation

- Activation rate
- Registrations
- Day-1 retention
- User profiles

Retention

- N-Day retention
- DAUs and MAUs
- Uninstalls

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Tips and Tactics to Maximize Growth

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The Process of Growth

Build, measure, learn, repeat.

There are no shortcuts.

The faster you learn, the faster you can improve your product and deepen relationships with customers.

It's all about continuous improvement. Some advancements will be big, some will be small, but progress is progress — even if it's learning what doesn't work.

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Optimizing the Acquisition Stage

Evaluate the success of various user acquisition channels.
Double down on what works and re-evaluate what doesn't.

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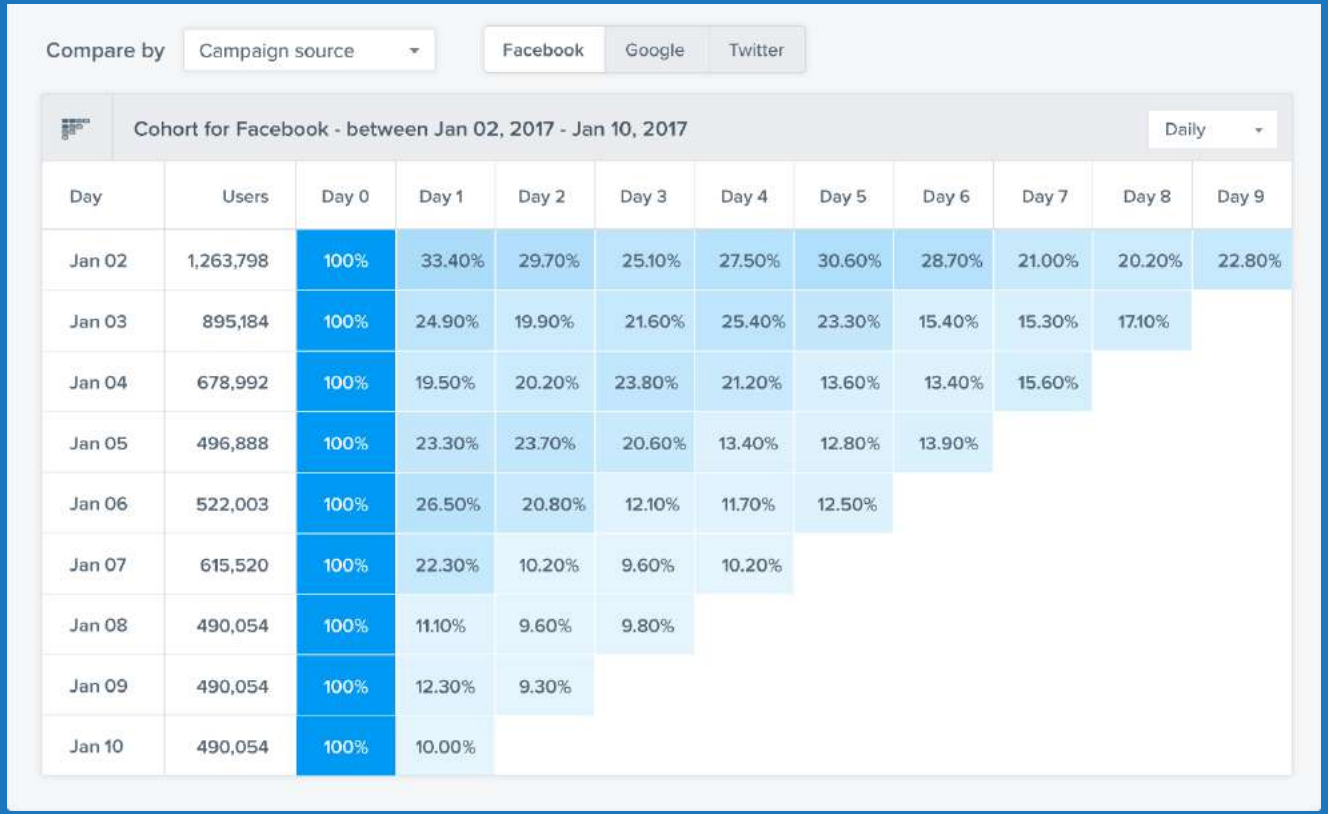
Find Your Most Successful Channels with Acquisition Cohorts



Compare by Campaign source ▾ | Facebook | Google | Twitter

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Enhancing the Activation Stage

Activate new users with an ideal first time user experience that includes using in-app messages, emails, and an effective onboarding flow.

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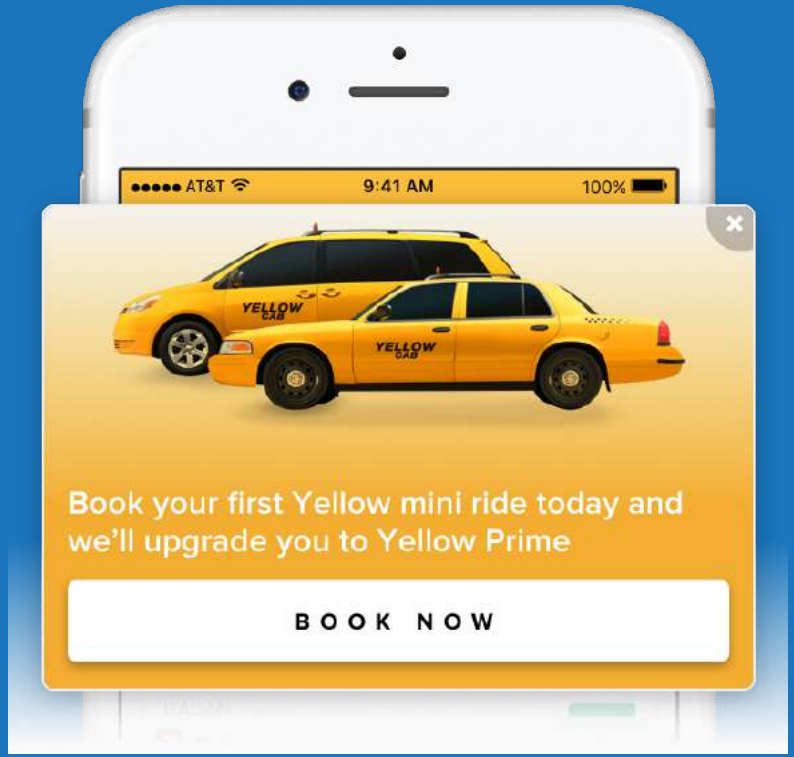
In-app messages



Send in-app notifications to help new users find value as quickly as possible — and increase the likelihood of converting new users into customers.

Welcome new users, highlight key features, or offer promo codes for a first order.

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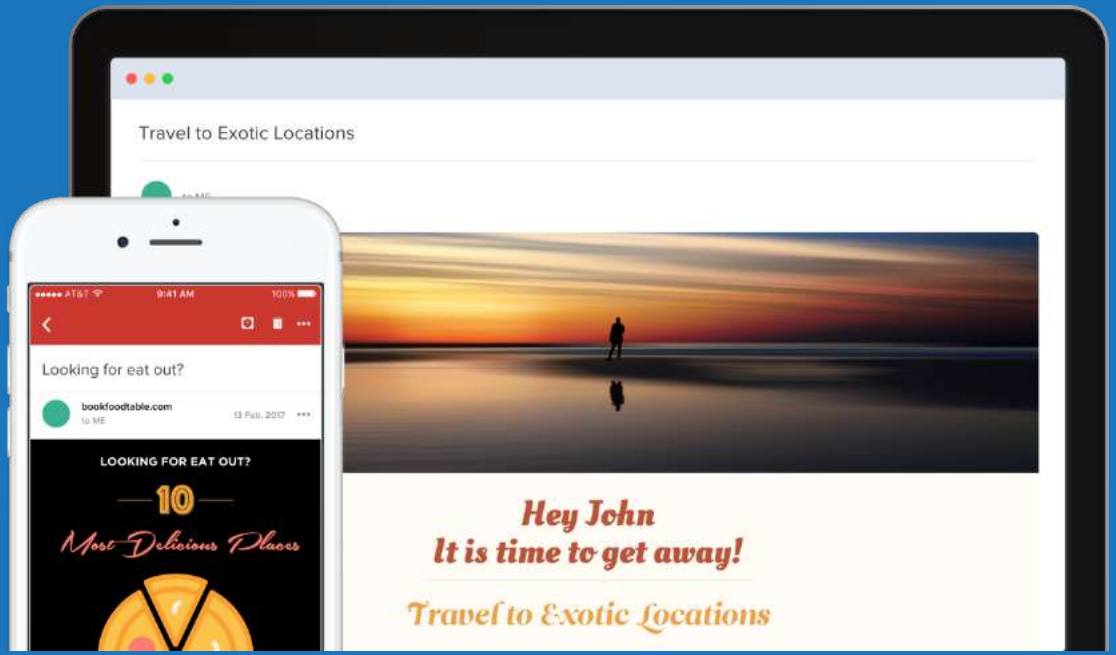
Email messages



Engage new users outside your app with personalized emails that greet them by name, suggest a specific action for them to take, and highlight the app's core value.

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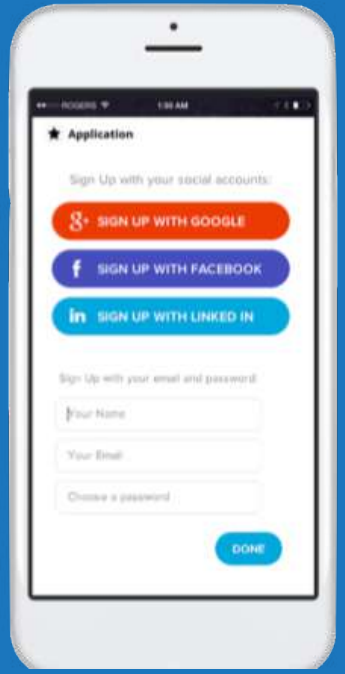
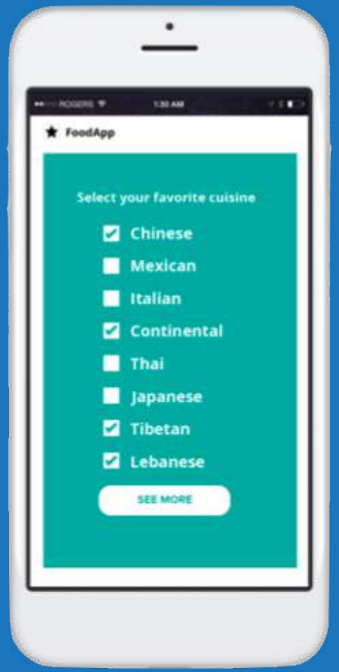
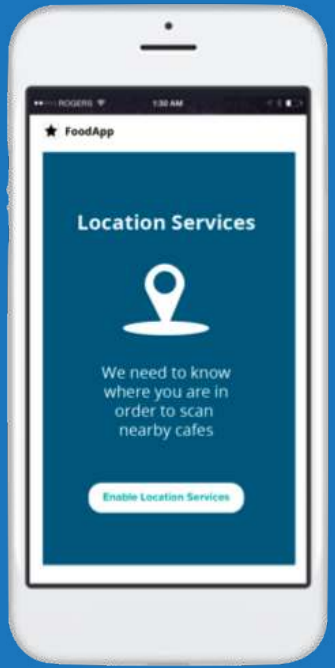
First-time user experience



Offer social login options to make sign ups quick & easy.



Ask user preferences so you can quickly personalize the app experience.



Always give new users a good reason to opt in to permissions.

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Improving the Retention Stage

Retention is built on delivering value and building user habits.

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Identify core habits

“Unfortunately, if a habit isn’t formed within the first week of use, you’ve likely lost your chance to keep these users over time.”
-Nir Eyal

Find out what users who stay actually do, as opposed to those who leave.

Example: users who add five friends in two days are more likely to continue to use your app than those who don’t. So it makes sense to encourage users to add friends as quickly as possible.

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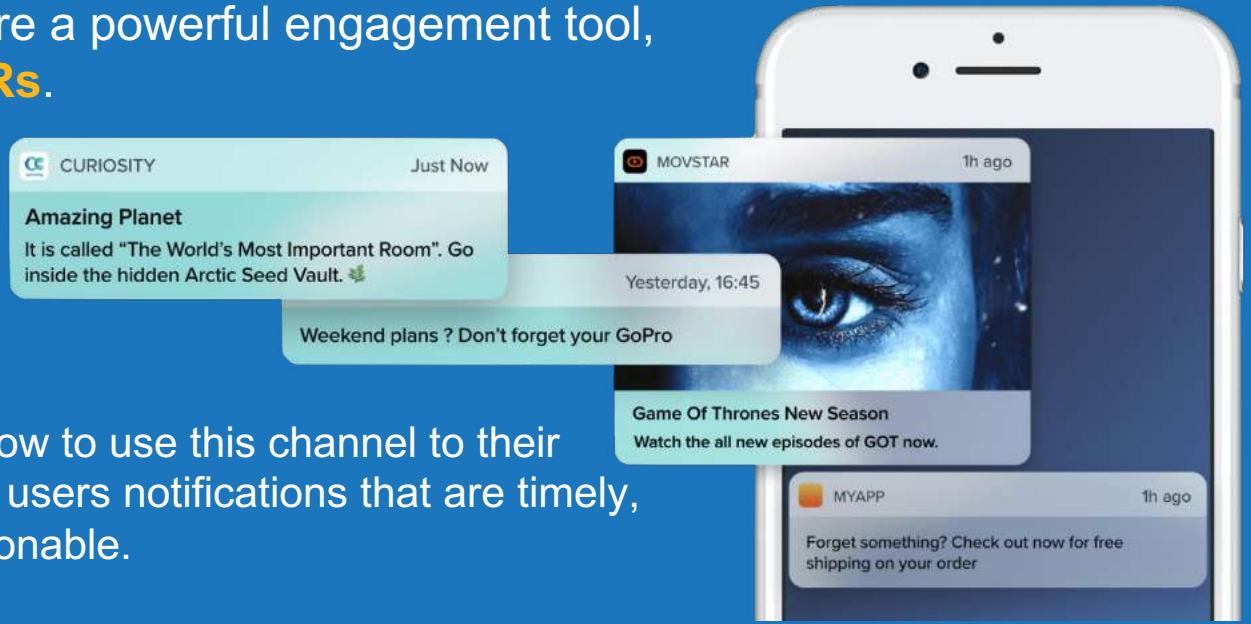
Push notifications

Push notifications are a powerful engagement tool, with **up to 40% CTRs**.



The best apps know how to use this channel to their advantage by sending users notifications that are timely, personalized, and actionable.

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Push notifications - examples

Send users helpful reminders and updates, personalized recommendations, and tips to help them meet their set goals.

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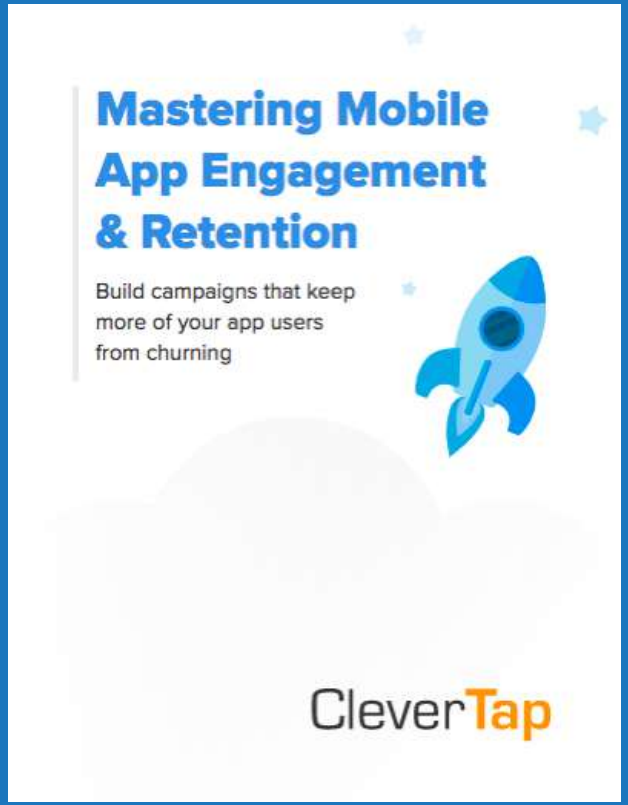
Resources



- Ebook: Mastering Mobile App Engagement & Retention
- Blog: The Mobile Marketer's Guide to Mastering User Retention

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Q&A

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Be Inspired and Learn

Upcoming MMA Webinar Series

Location Data: Paving the Path to Integrated Marketing
Wednesday, January 24th

APAC Webinar: The Ultimate Survival Guide for Mobile Marketers in 2018
Wednesday, January 24th

mmaglobal.com/webinars

Upcoming MMA Events

MMA Mobile Mobile Marketing Impact Forum
April 10-11, 2018
NYC

MMA Leadership Forum Brasil
April 2018
Sao Paolo

MMA Forum London
May 2018

mmaglobal.com/calendar/monthly

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MMA Programs Overview

Currency Measurement	Internet of Things	Location	Mobile Games
Mobile Messaging	Mobile Native Advertising	Mobile Programmatic	Mobile Shopper Marketing
Mobile Video	Privacy	Meeting Call-In Details +1(917) 336 – 1495 No PIN Needed uberconference.com/leo72	

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Participate in the Conversation

MMA Smartbrief

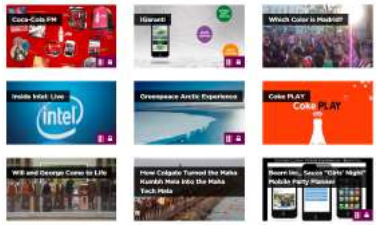
Mobile Marketing Insights

MMA LinkedIn Group

Get Social with MMA

Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook

Guidance Reports and Benchmarks

Webinar Library

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Thank You!

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