The Evolving Mobile App Ecosystem – And How It Can Drive Your Business

MMA Webinar Series

September 6, 2016

Sponsored By:

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MMA
MOBILE MARKETING ASSOCIATION

MMA Purpose

Marketers, Agencies, Media Sellers, Technology & Operators

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.
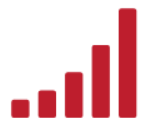
WHAT Our Strategic Priorities

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

Managing Your Questions

Share the Insights

#MMAWeb

Presenter

Tom Farrell
VP of Marketing
EMEA
Swrve

Moderator

Leo Scullin
VP of Industry Programs
Mobile Marketing Association

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Nurture, convert and grow each customer relationship through personalised, optimised mobile communications.

Companies use Swrve to grow their mobile business.

- Founded in 2011. > $50m funding.
- SF, LA, NYC, London & Dublin locations.
- Focus exclusively on large enterprises
- Installed in over 1.8 billion mobile apps
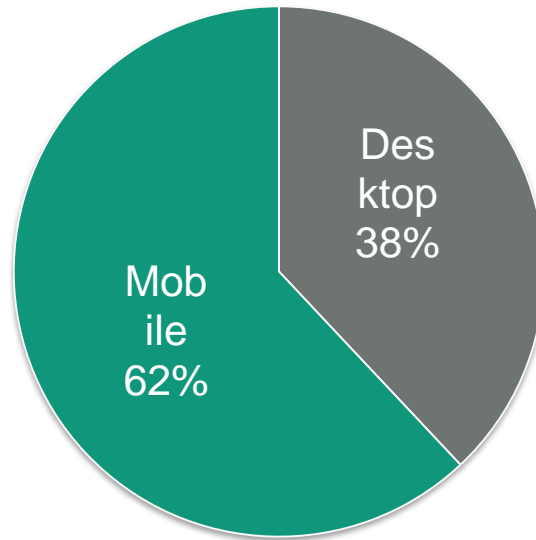
The future of marketing in three charts

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Quarterly Shipments millions

400m ···

Mobile is universal

6 billion users

300m ···

iOS/Android

200m ···

Marketing tech is PC based

100m ···
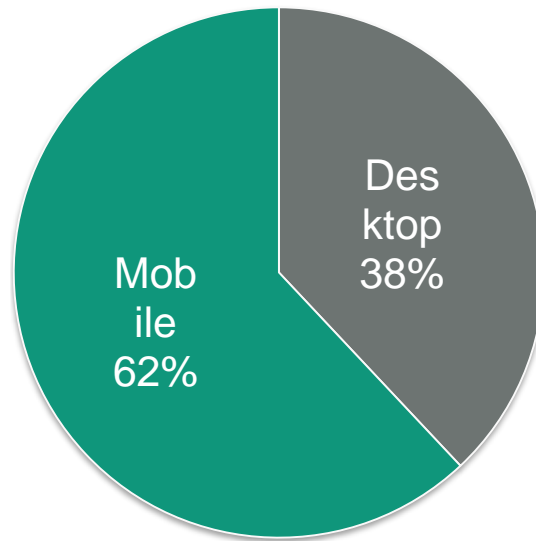
PC

07   08   10   11   13   14

source: A16Z

The future of marketing in three charts   swrve

| Mobile is universal 6 BN users | Digital time spent Mobile = 62% of time |

Quarterly Shipments millions

400m
300m
200m
100m

iOS/Android

PC

07 08 10 11 13 14

source: A16Z

Desktop 38%

Mobile 62%

source: Comscore

The future of marketing in three charts

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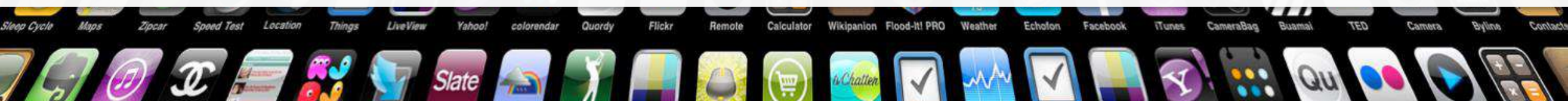| Mobile is universal 6 BN users | Digital time spent Mobile = 62% of time | Mobile Apps vs Mobile Web Apps = engagement, retention, conversion |

Quarterly Shipments millions

400m

300m

iOS/Android

200m

100m

PC

07   08   10   11   13   14

source: A16Z

Mobile 62%

Desktop 38%

source: Comscore

220

165

110

55

0

Minutes per user

Mobile App   Mobile Web
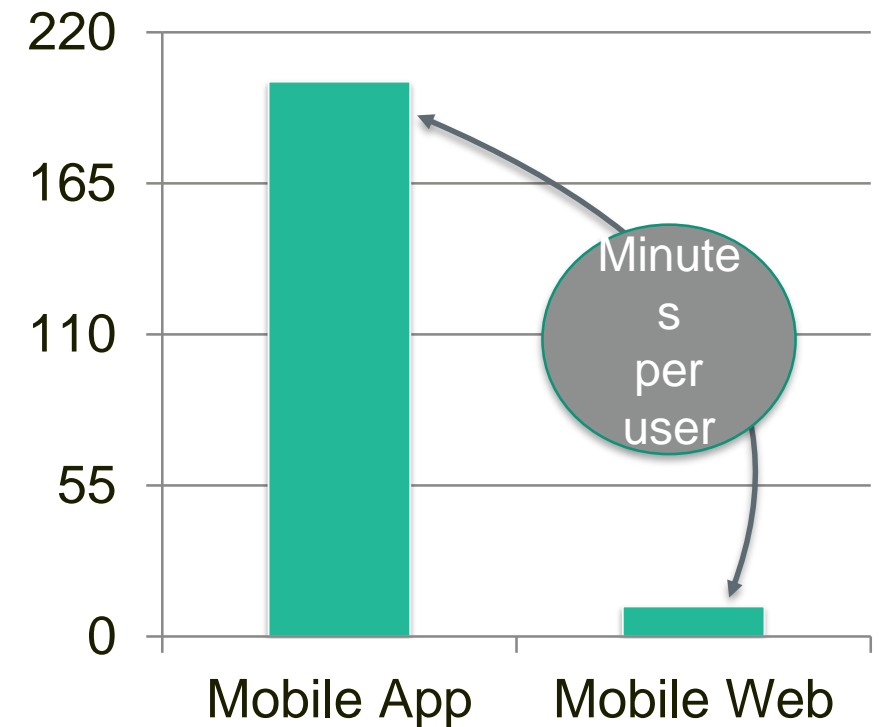
source: Comscore

But the 'app' is changing

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Apps	Mobile Internet
Sticky	Smooth
Consumer love	Meh…
Hidden	Discoverable

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What if the app
was as
'discoverable' and
frictionless as the
mobile internate?
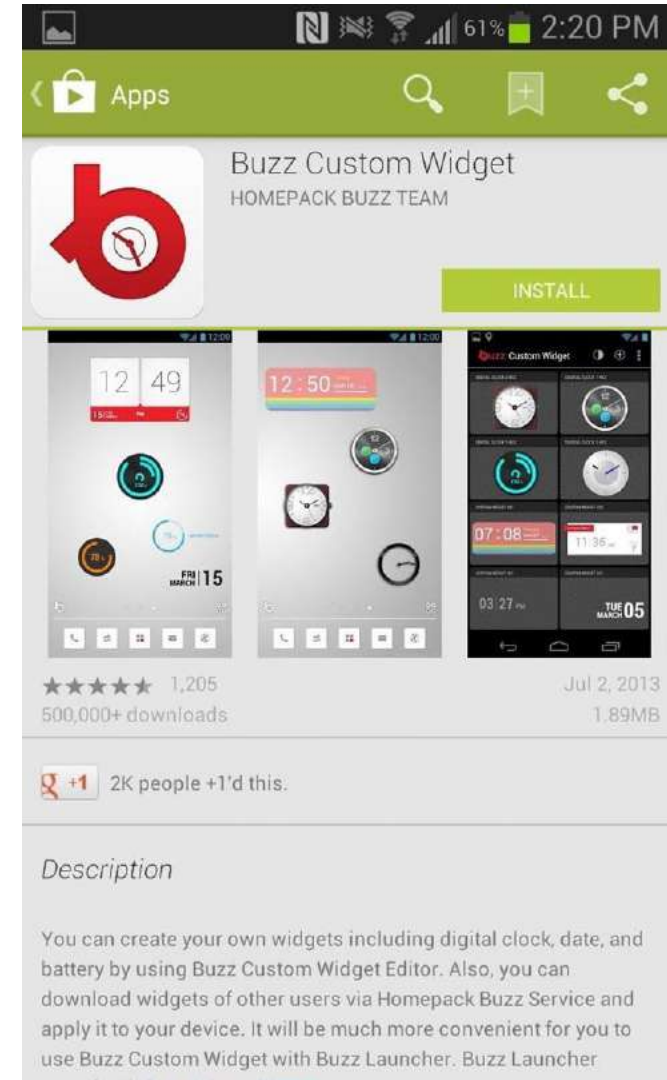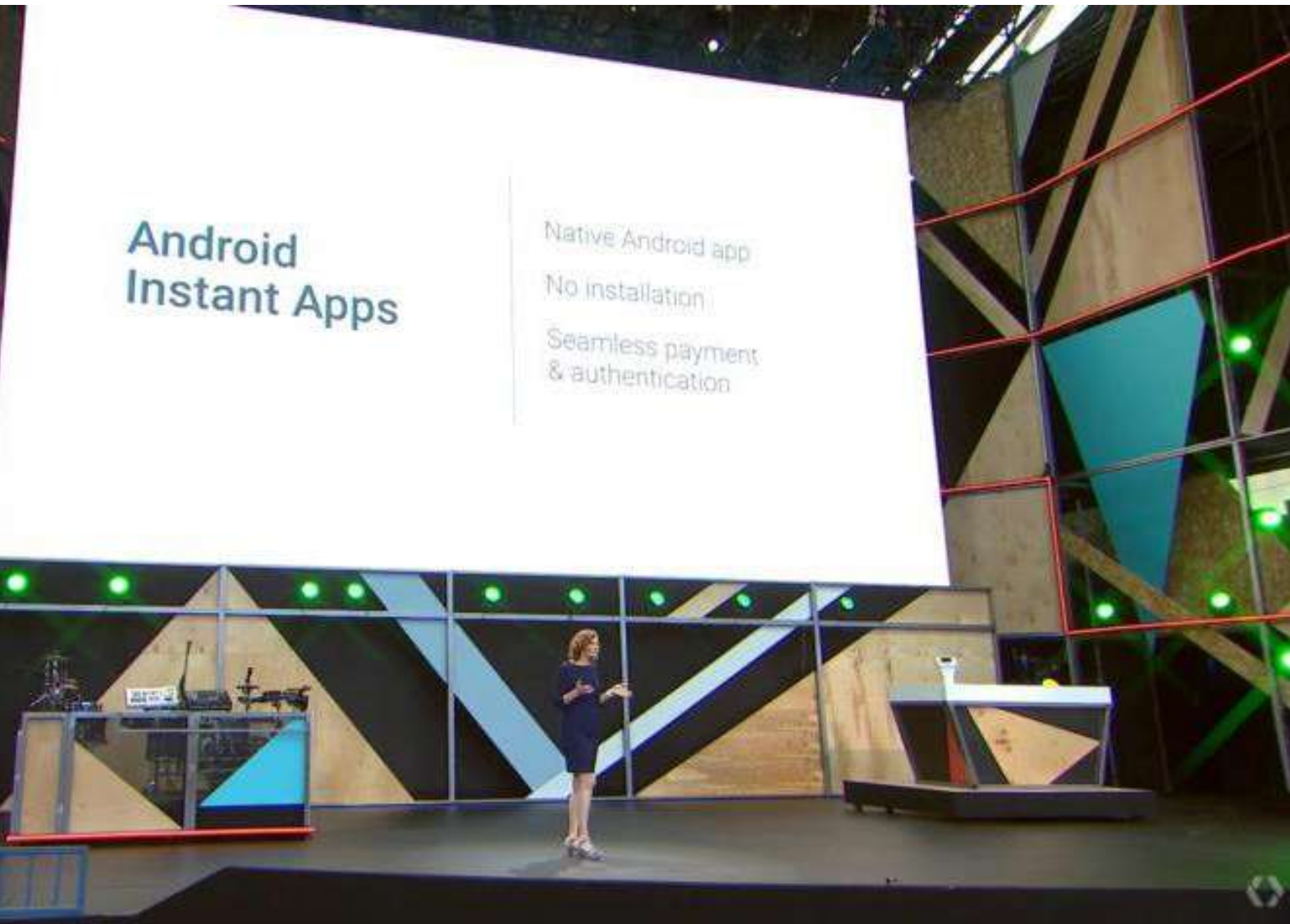
Small app snippets
delivered seamlessly
within browser
experience

Can lead to full install –
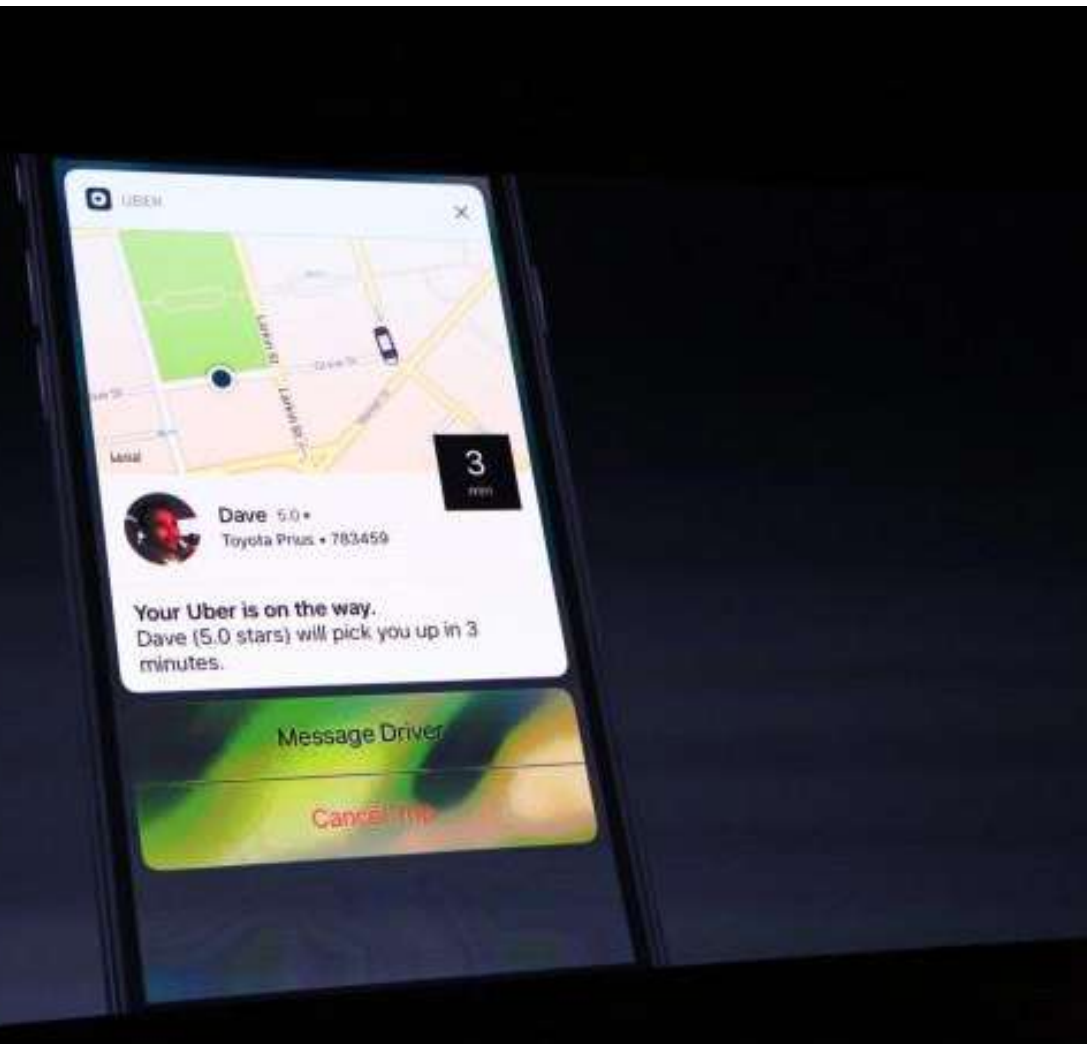but doesn't have to

Co-incidentally – helps
Google!

App 'thinning'

Faster downloads –
but doesn't remove the
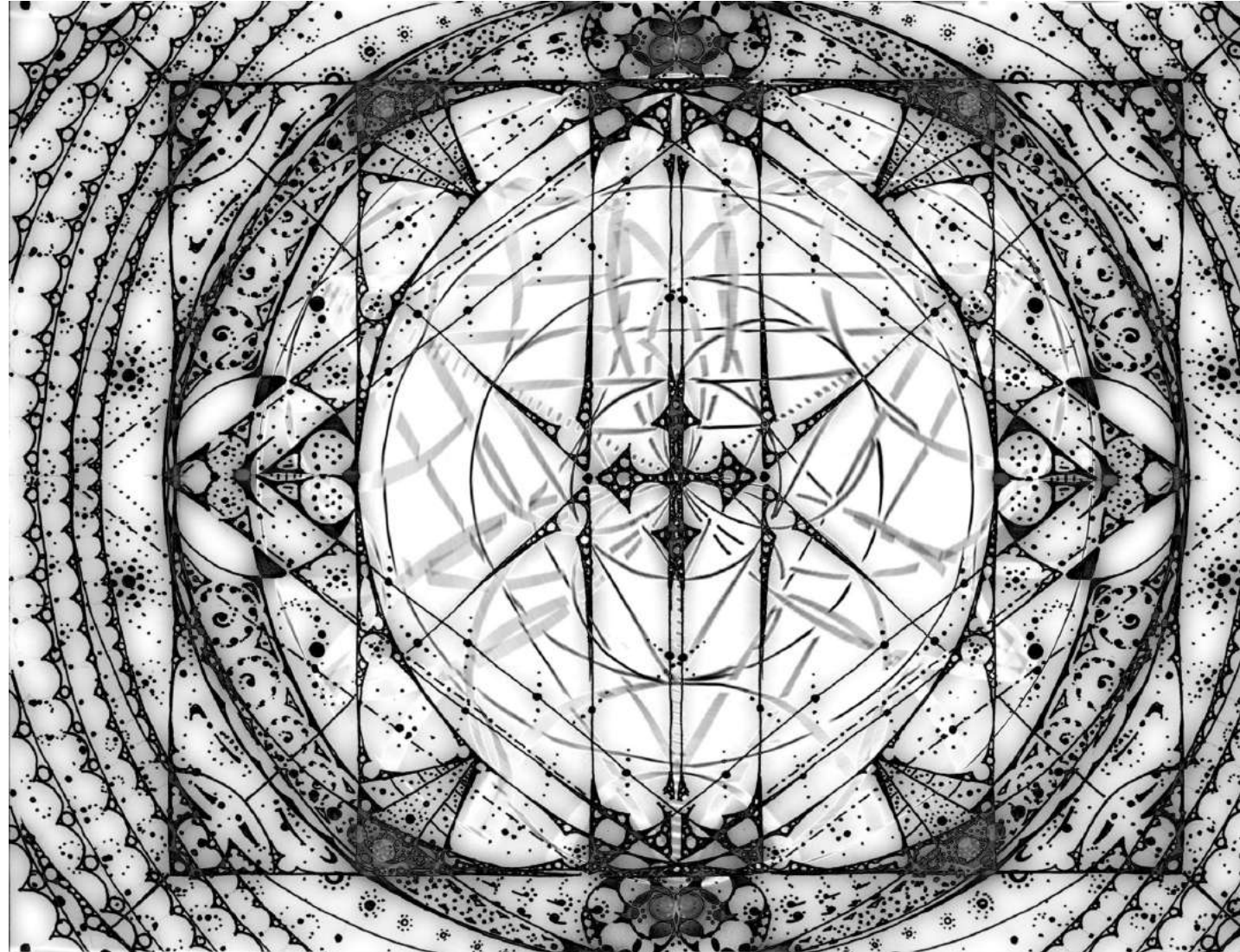app store process

Just the beginning...

Interactive notifications allow users to perform common tasks outside the app

Services are 'pushed' rather than available via the app icon

The circle is squared!

Mobile businesses can commit to the app without compromising discovery

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1 Commit to the app

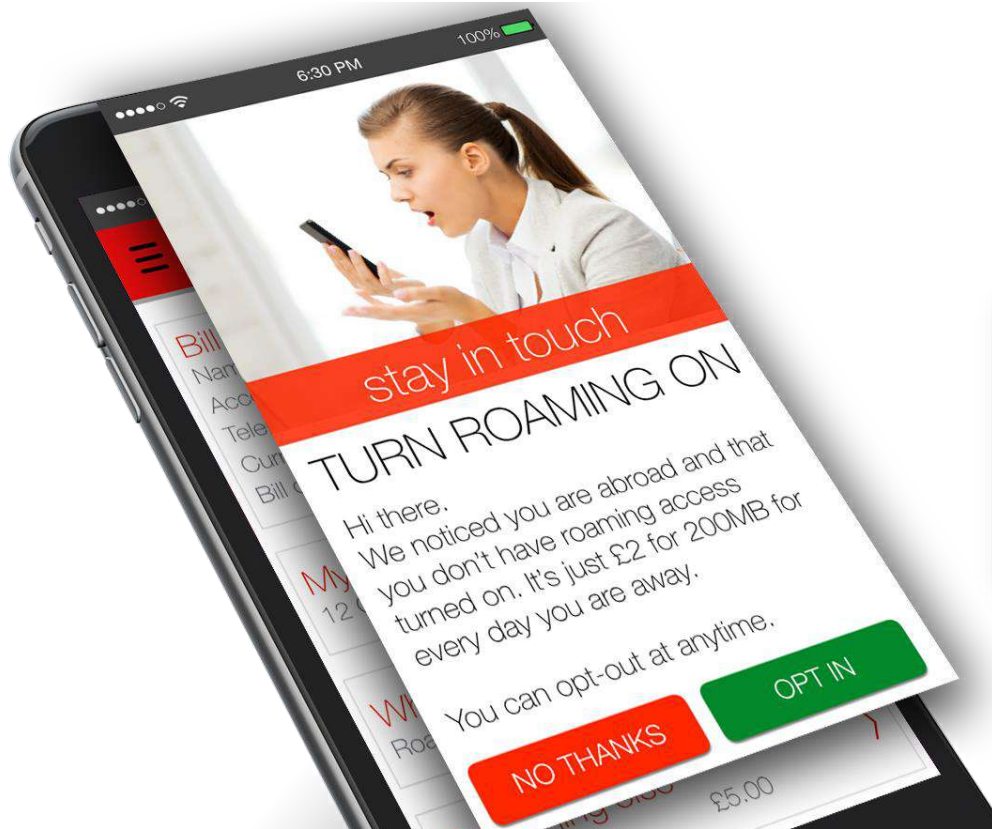**2** Consider which sub-sets of your app might be relevant
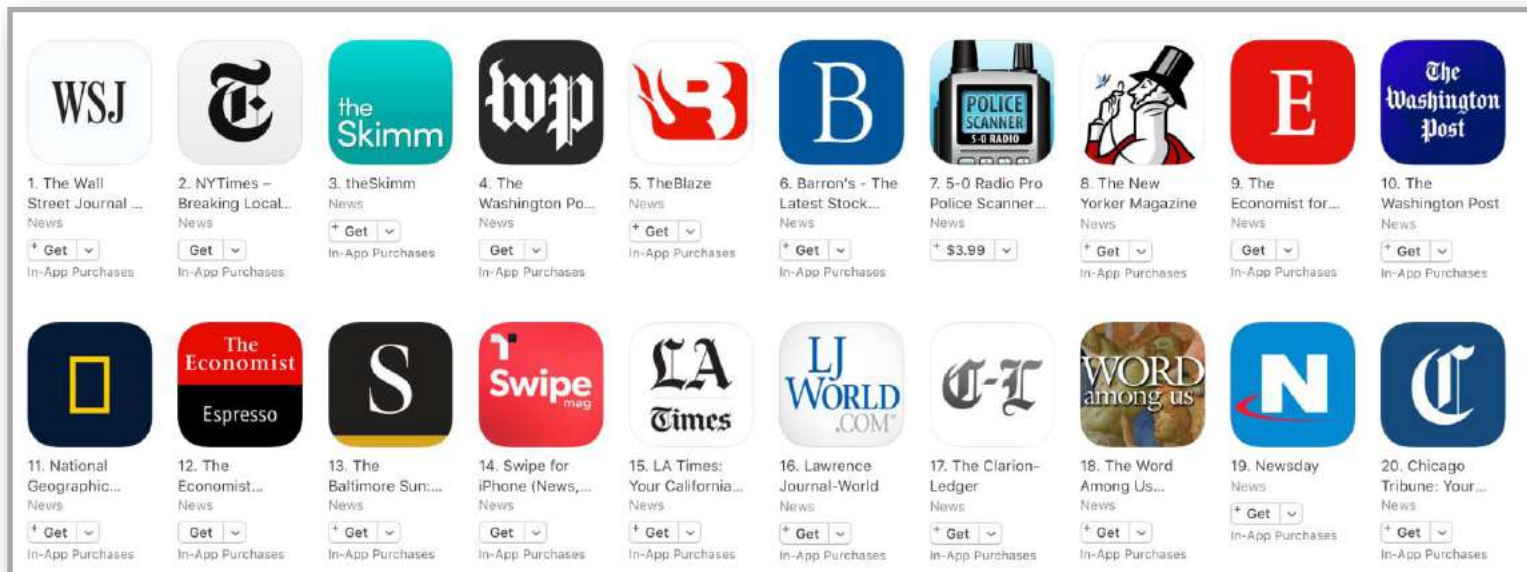
SWRVE

3 Think in terms of how you go to the user (rather than how they come to you)

Auto-renewable subscriptions now open to all categories of apps. No longer just media.

The top 20 grossing media apps all use auto-renewable subscriptions

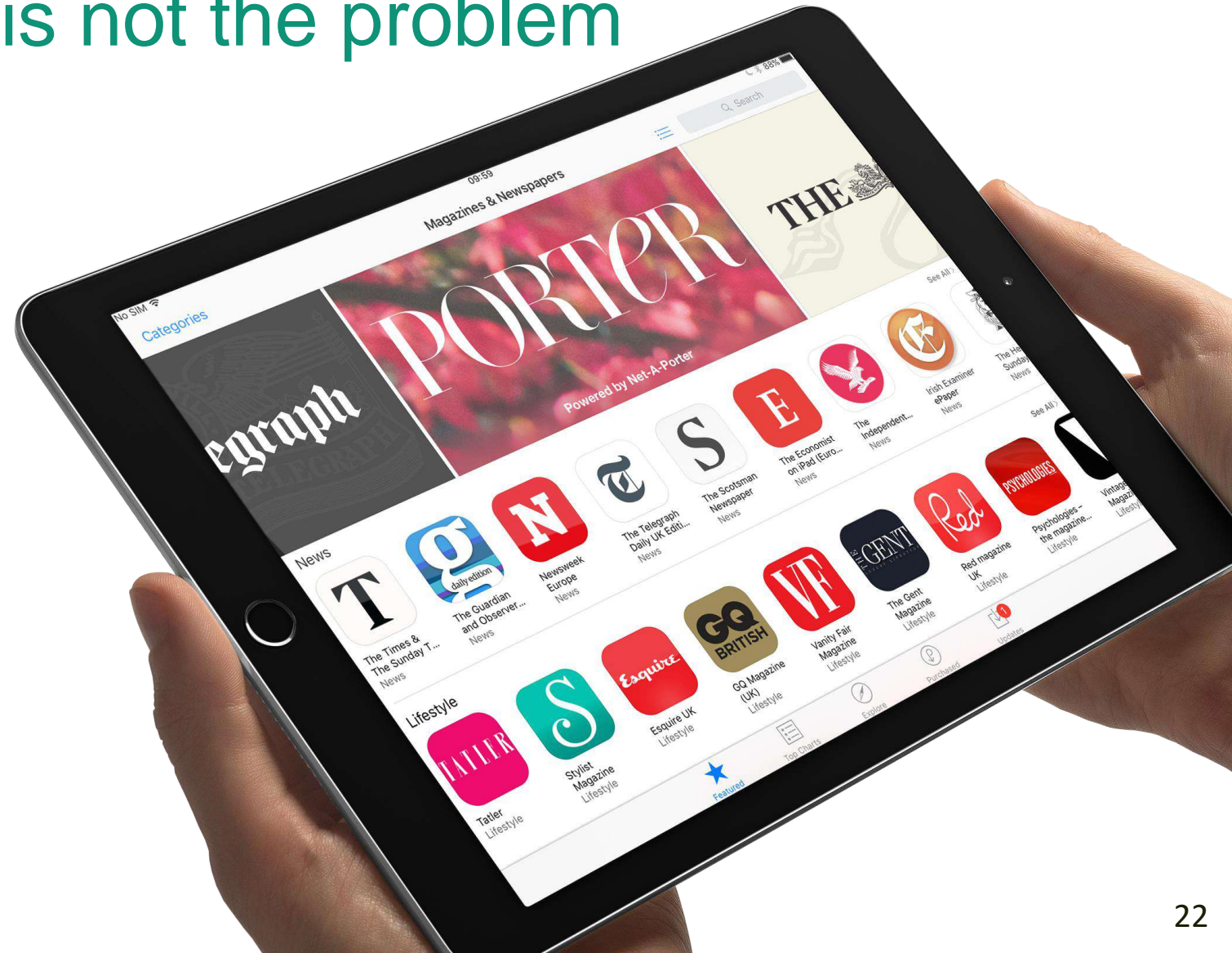# The publisher gets more proceeds after the first year.
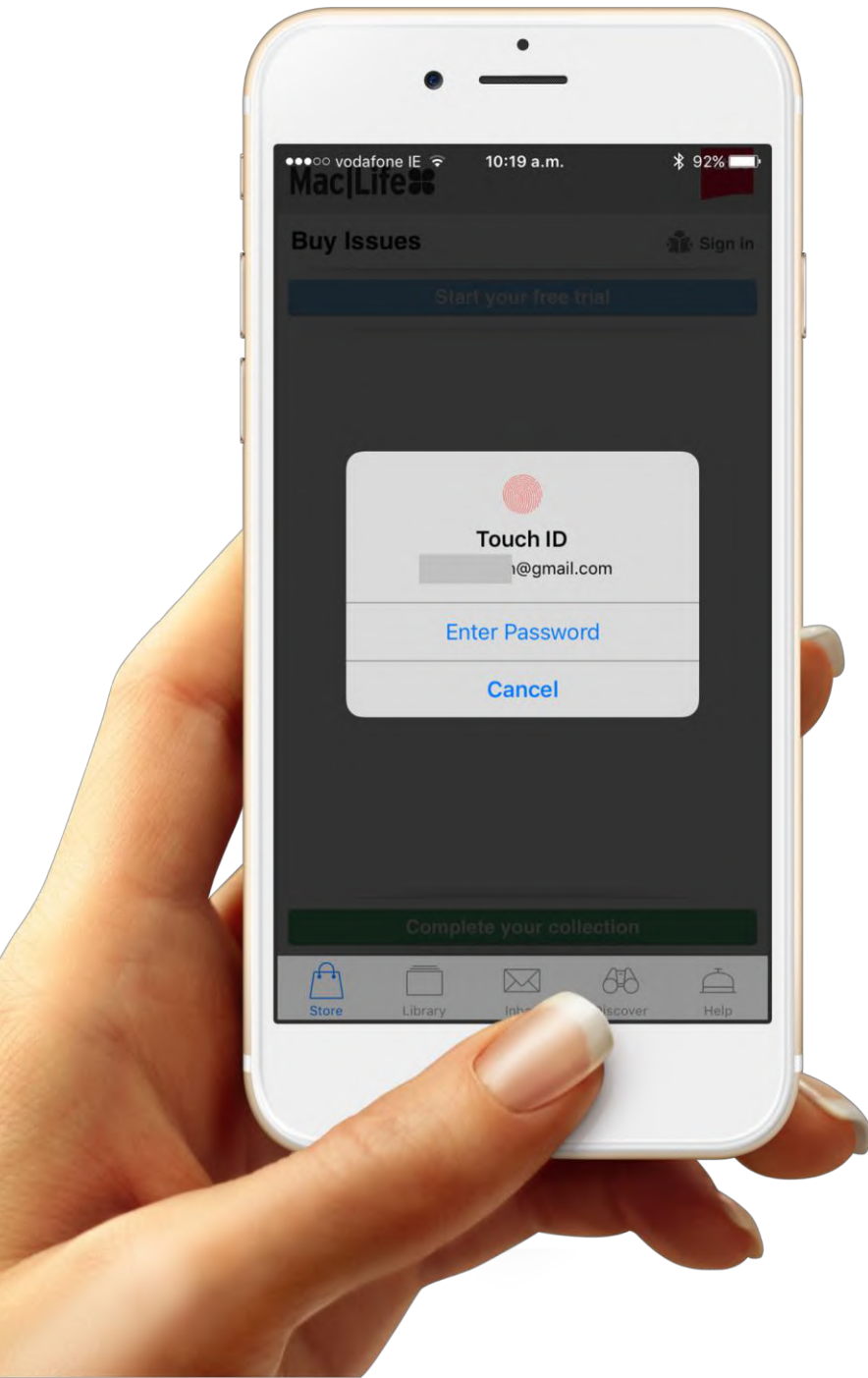
70%

Proceeds
Less Than One Year

85%

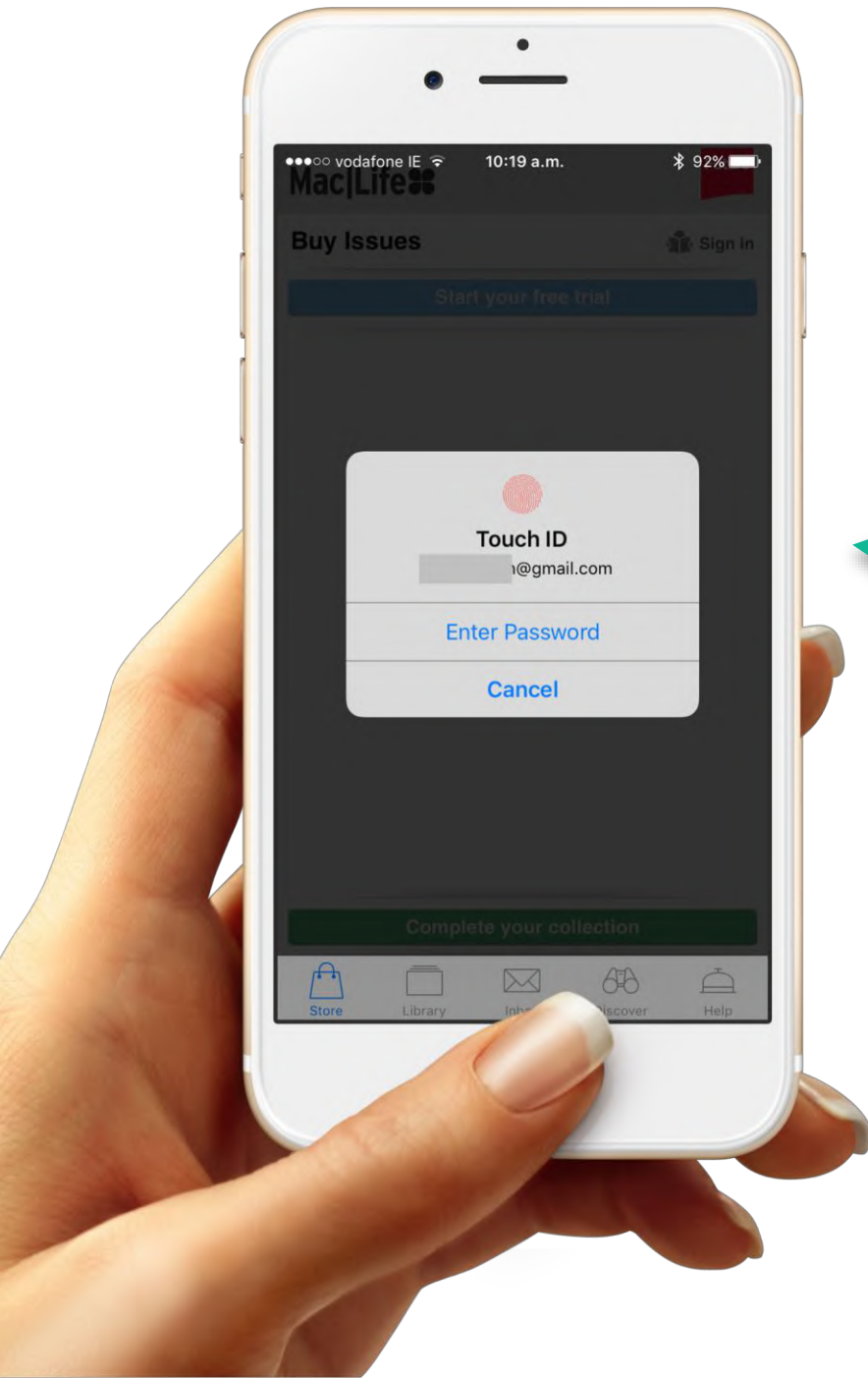Proceeds
One Year or More

The 30% / 15% rake is not the problem Conversion is.

- App Store purchases have the least friction and best conversion.

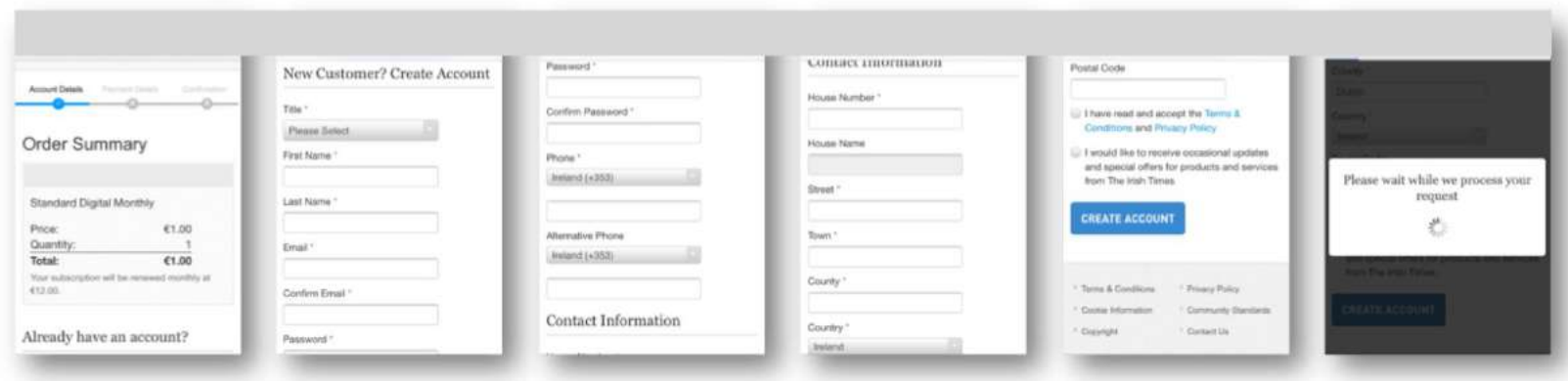- Some say the downside is not knowing the identity of the user. However, that's simple to fix.
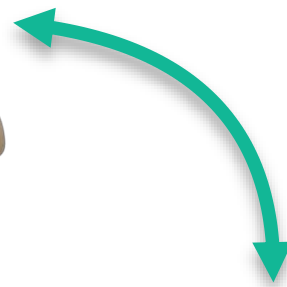
App Stores give people a familiar and simple way to purchase

One touch always beats six pages of account and credit card entry.

The publisher gets more proceeds after the first year.

70%
Proceeds
Less Than One Year

85%
Proceeds
One Year or More

Lesson 2:
Retention of paying subscribers is even more important

Subscription groups were once limited

Subscription Level	Duration
Gold Service	1 Week │ 1 Month │ 1 Year

Subscription groups are now greatly expanded

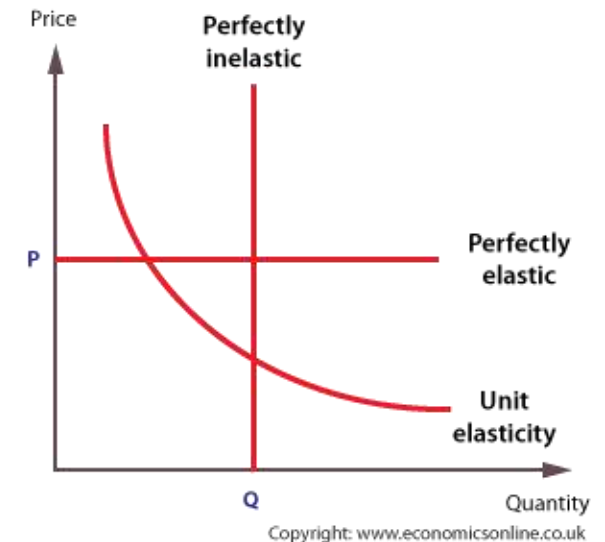| Subscription Level	Duration
Gold Service	1 Week | 1 Month | 1 Year
Silver Service	1 Week | 1 Month | 1 Year
Bronze Service	1 Week | 1 Month | 1 Year

These new groups open up many opportunities for the marketer.

Gold Service

Silver Service

Bronze Service

1. Much greater flexibility in pricing strategies.

2. Create upgrade paths.

3. A/B test different variants

4. Facilitates upgrades

Price

Perfectly inelastic

P

Perfectly elastic

Unit elasticity

Q

Quantity

Copyright: www.economicsonline.co.uk

Better handling of price changes and customer retention

Apple have also made opt-in for new pricing much more frictionless with:
- Push notifications
- 1-touch opt-in
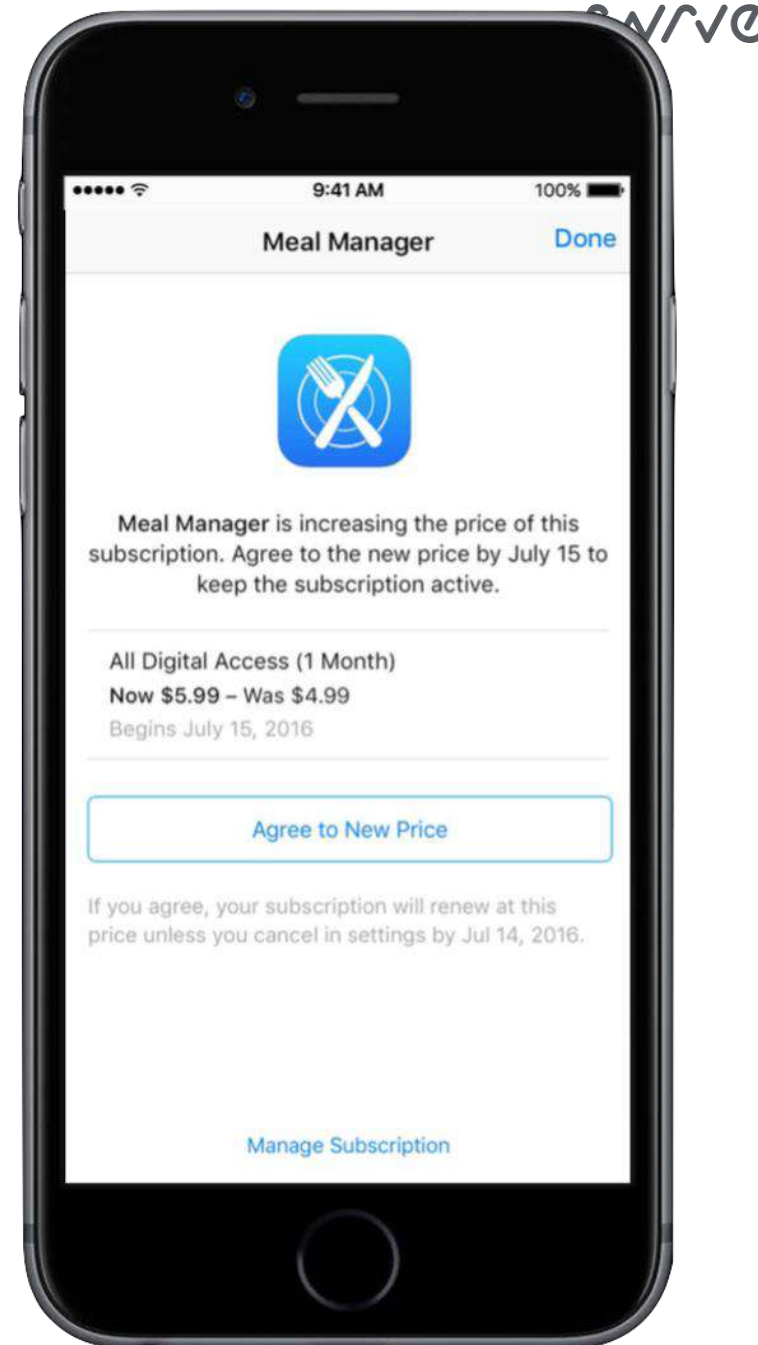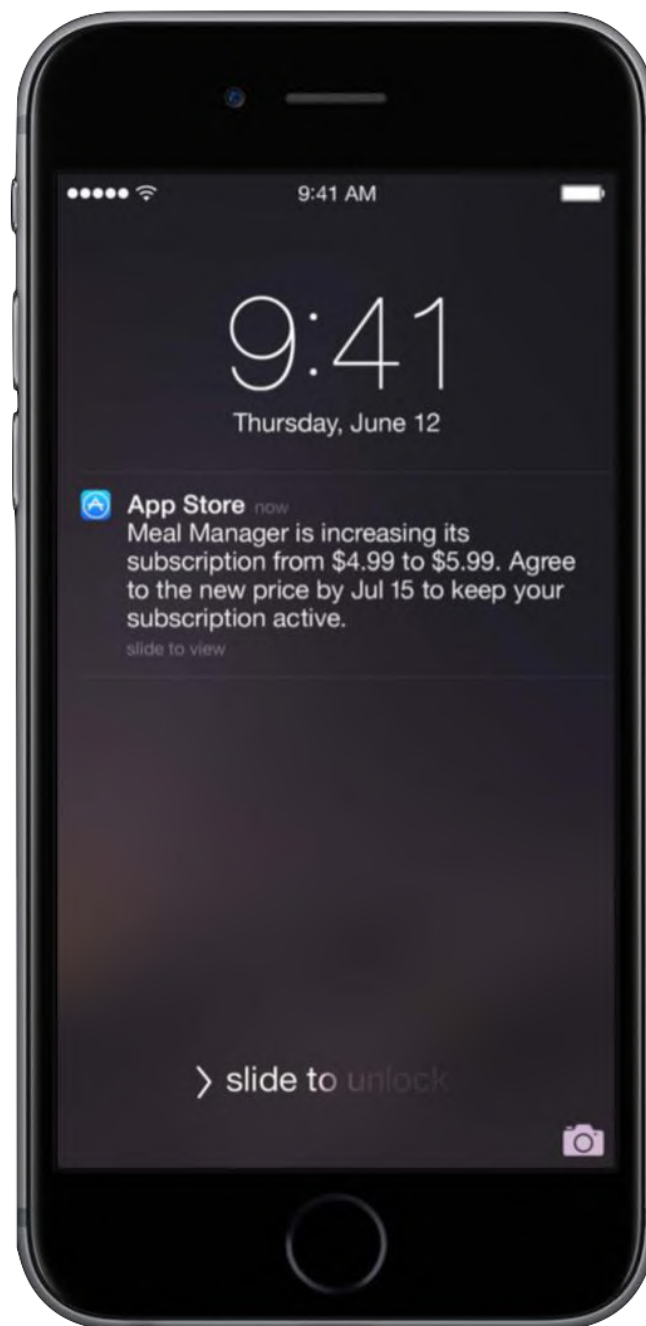
Be Inspired and Learn

MMA Webinar Series

Top 5 Tips for DemysitifyingViewability
Wednesday, September 7th

Discover 3 Ways Foot Traffic Can Help you Drive More Sales
Thursday, September 8th

10 Tips for Crafting a Better Mobile Experience for Holiday Shoppers
Thursday, September 15th

mmaglobal.com/webinars

Upcoming MMA Events

MMA Mobile AdTech Brasil
September 13, 2016

MMA Forum Indonesia
September 22, 2016

MMA SM2 Innovation Summit
September 26-27, 2016

mmaglobal.com/calendar/monthly

Take a Seat at the Table

MMA 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.

Attribution Analysis	Currency Measurement	Internet of Things	Location	Mobile Messaging

Mobile Native Advertising	Mobile Programmatic	Mobile Shopper Marketing	Mobile Video	Privacy

To join a program, contact committees@mmaglobal.com.

Participate in the Conversation

MMA Smartbrief

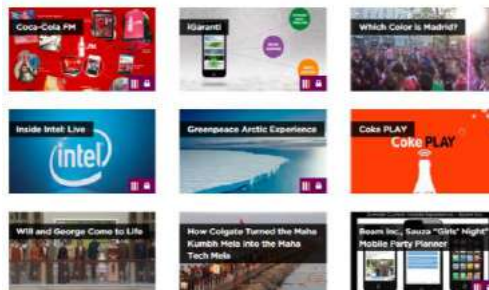Mobile Marketing Insights

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Thank You!