



Mobile App Trends 2021:

A Regional Benchmark of App Performance



PHAN BICH TAM
Country Director
Vietnam, Myanmar and Cambodia



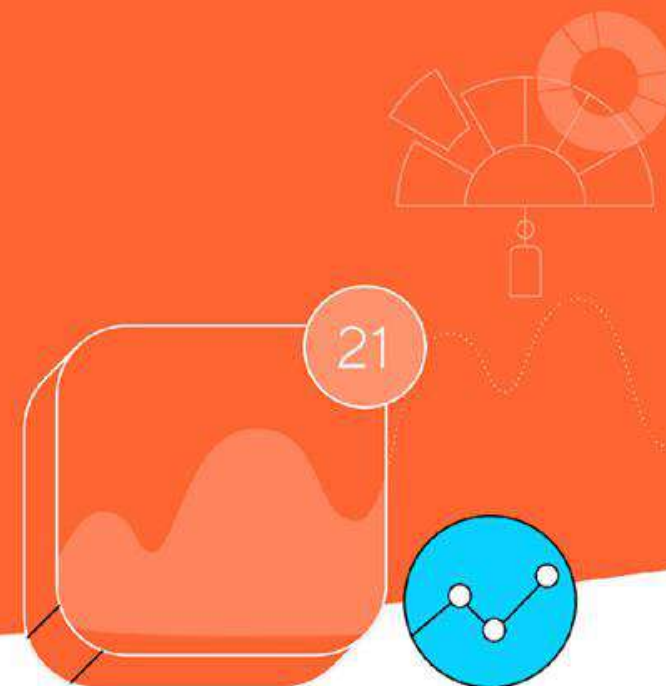
THAI MINH DIEM TU
Chief Marketing Officer
Techcombank



HOA TRAN
Sales Manager



NGUYỄN THỊ NGỌC LINH
Unit Head of Acquisition
Digital Marketing



- Mobile performance in APAC
- Insights to help marketers and developers understand users' trends

10.00AM - 11.00AM

09.09.2021

LOCATION | ZOOM MEETING

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

 Mobile ROI Research	 Marketing Attribution Think Tank	 To Rethink Mrktg Org	 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



CERTIFICATION PROGRAM MARKETING TECHNOLOGY (MARTECH) FOUNDATIONS

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Develop your tech stack. Enroll in the upcoming Online CDP x MMA Certification Program: Marketing Technology (MarTech) Foundations.



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One of the biggest
MODERN MARKETING
CONFERENCES IN VIETNAM

+50
INTERNATIONAL
SPEAKERS

+25
SESSIONS

+5000
REGISTRANTS



MMA
IMPACT
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SHAPE THE FUTURE OF MODERN MARKETING



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10:40 AM - 11:00 AM


Keynote

Tech for Good: Leave no one behind



NGUYEN THANH ANH

Head of Country Marketing
Grab Vietnam



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11:00 AM - 11:20 AM


Report 2021: The ecosystem landscape of modern marketing 2021


As digital services become mainstream and consumer behaviors continue to evolve with this shift, brands must keep up to drive relevance and preference. To help brands navigate challenges of modern marketing challenges, such as Artificial Intelligence, Machine Learning, Measurement, and Programmatic, MMA, GroupM and Google present Ecosystem Report 2021: Modern Marketing, a report that brings together consumer behavior, digital strategies, and case studies to help brands advance their digital marketing maturity. Learn more about how Vietnam brands should go beyond mobile with Connected TVs, beyond urban reach with rural targeting on digital, and beyond awareness with shopping solutions.



TAMMY PHAN


Country Head of Marketing for Vietnam
Google Asia Pacific





NGHIA NGUYEN

Head of Knowledge
GroupM Vietnam



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11:20 AM - 11:40 AM

E-Commerce in APAC & Vietnam

Vietnam's e-commerce is quickly catching up with its ASEAN peers, ranking 86 in the 2020 United Nations E-Government Survey. The country moved up two places among 193 nations, and it is aggressively improving its e-governance, aiming to be among the top four Southeast Asian nations by 2025. Its 40 million online shoppers annually spend US\$210 on an average to make it the region's second-largest e-commerce market. With rising internet access, wider adoption of smartphones, and increasing confidence in online shopping, Vietnam's e-commerce market is expected to continue to grow in the near term.

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MMA IMPACT VIETNAM | VIRTUAL

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Please fill in your information as requested to get our complimentary ticket. The invite will be sent within 48 hours. All invites are applied for all management levels.

For sponsorship & membership, please contact [Ms. Kim Ngan](mailto:kimngan.nguyen@mmaglobal.com) <kimngan.nguyen@mmaglobal.com> for further details.

First Name *

Last Name *

Company *

Title *

Email Address *

Phone *

Company Website URL *

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SUBMIT

Managing Your Questions

Question and Answer

All questions (2) My questions (2)

You 10:20 AM

Hi

Collapse all (1) ^

KD 10:20 AM

Hi

You 10:20 AM

Questions

Type your question here...

☐ Send anonymously

Cancel Send

Share the Insights

#MMAWeb

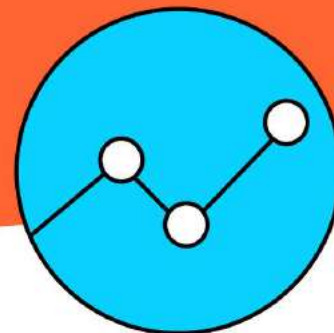
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ADJUST MMA



21



Ms.Hoa Tran

Sales Manager

ADJUST

ADJUST

A closer look at Vietnam's Fintech mobile market

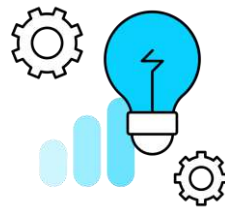


**Adjust is the
analytics platform
marketers trust to drive growth.**

We help mobile marketers be more effective



SMARTER

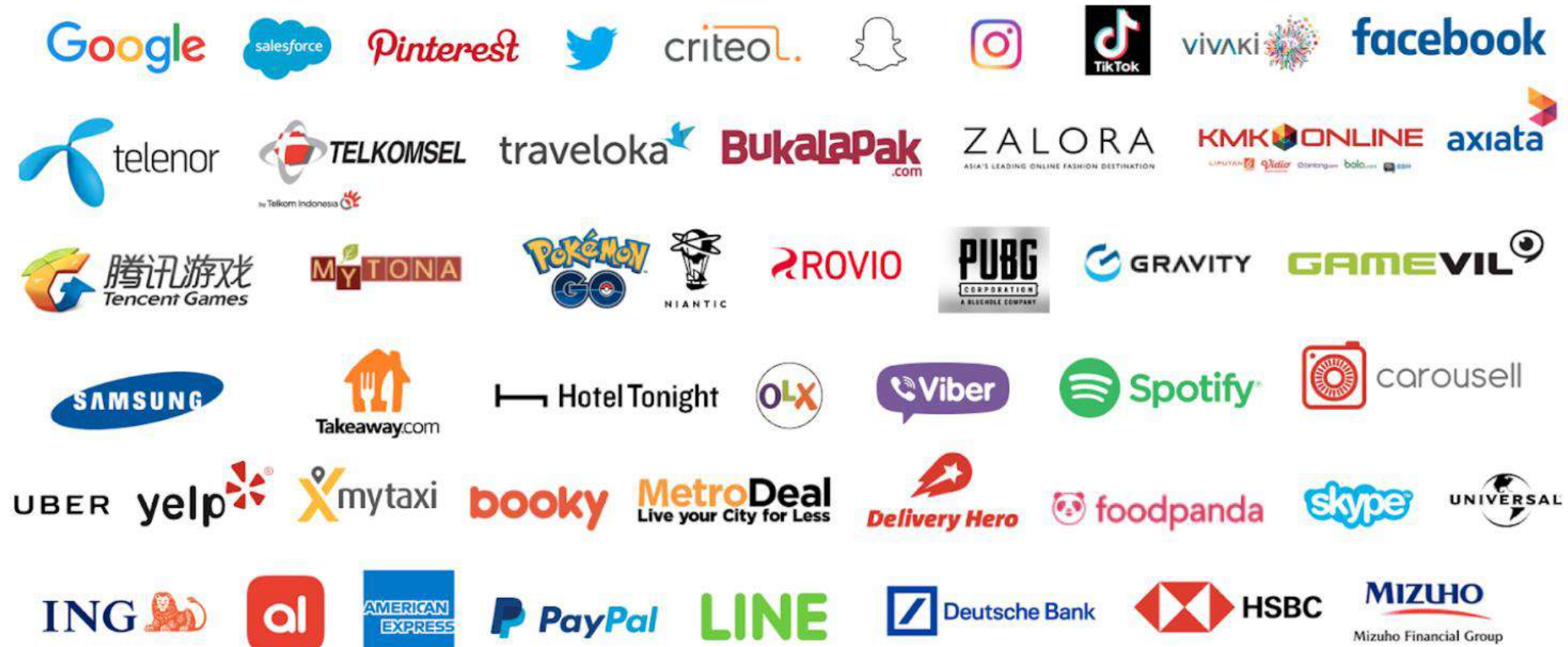


EASIER



MORE SECURE

Over 53,000 clients and partners rely on Adjust



Fintech clients in the region



Deutsche Bank



Current

AKBANK



MONOBANK



APAC Mobile App Trends 2021:

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Industry trends and predictions



APAC leads the world in mobile app download growth



APAC accounts for 64% of global mobile app downloads



45% of mobile app market growth is predicted to come from APAC between 2020 and 2024



Fintechs from APAC attracted USD 11.6 billion across 565 deals in 2020

Fintech trends in Vietnam

~120

Fintech start-ups
in 2020

+179%

Fintech growth from
2017 to 2020

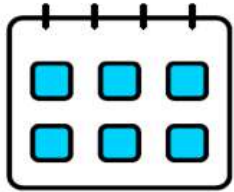
31%

Payment start-ups

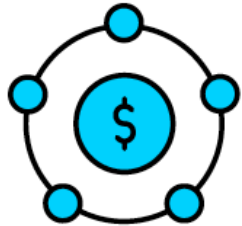
~\$8B

Fintech investment fund
in 2020

Adjust report **methodology**



Date: 01.01.2019 - 31.05.2021



Verticals: Fintech, Gaming and Ecommerce



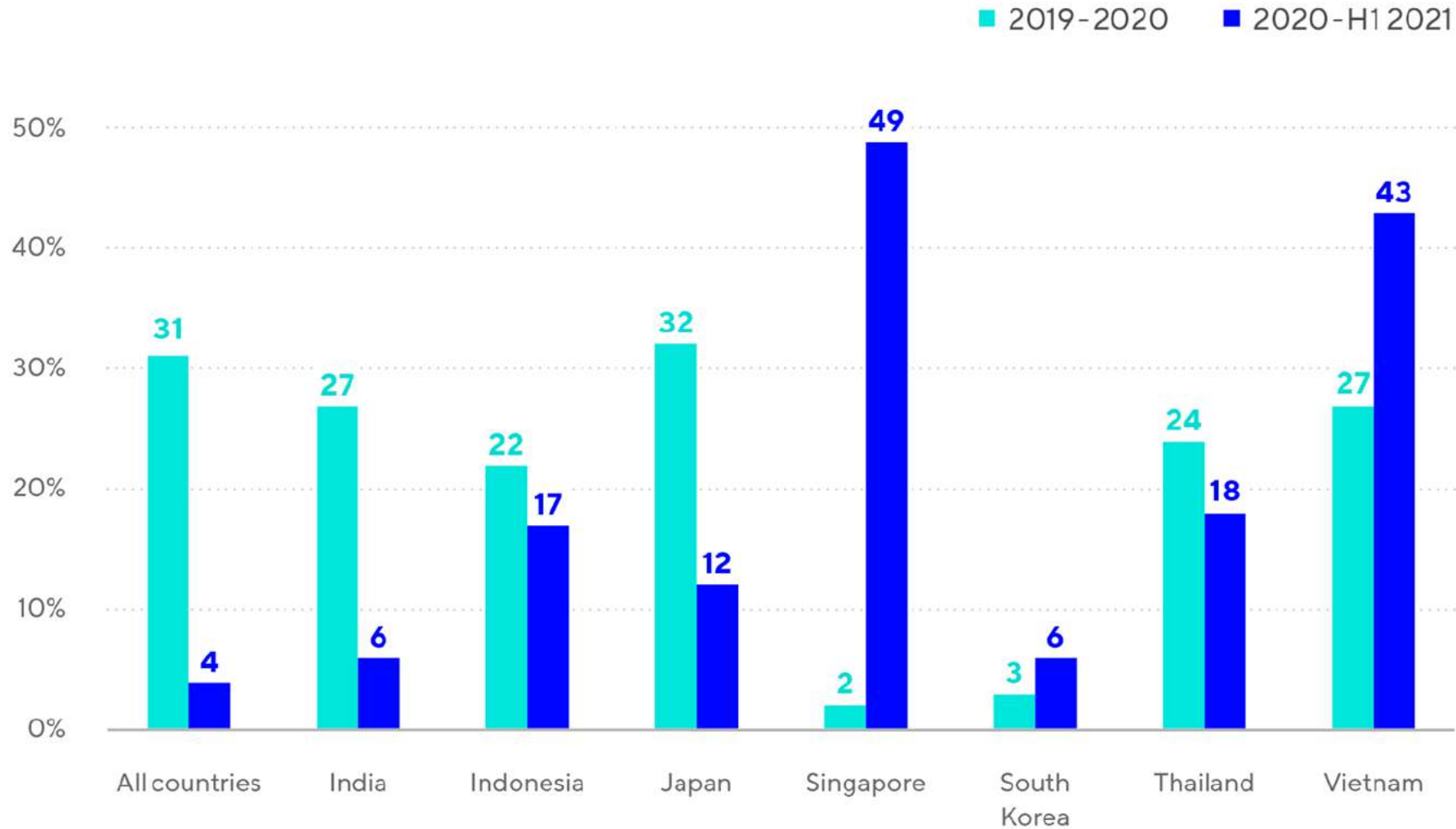
A mix of Adjust's top 910 APAC-based apps and the total dataset of all apps tracked by Adjust. Countries include: India, Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Installs across all verticals in APAC

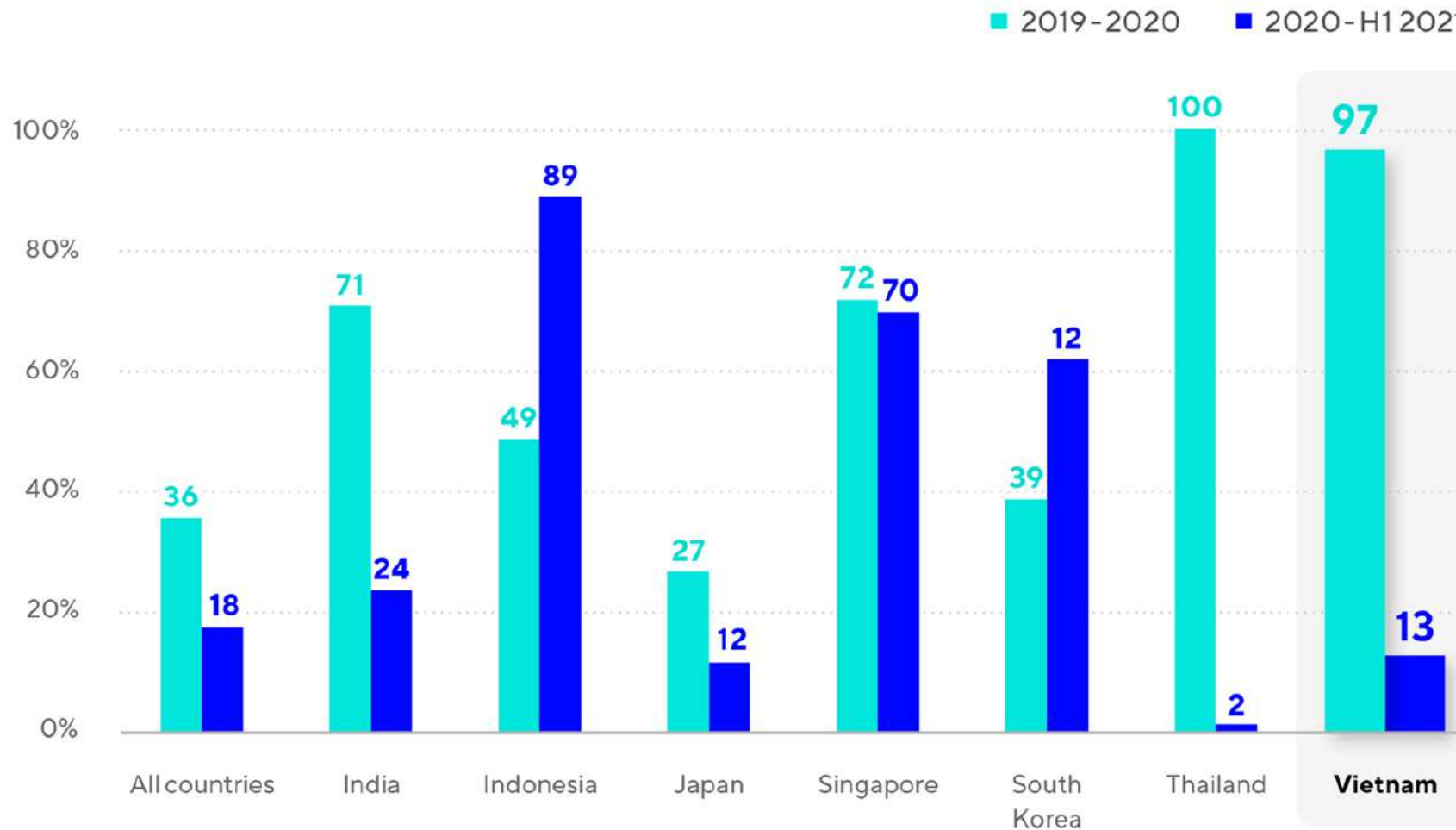
Q1 2020 - Q1 2021



Overall **install growth** in APAC by country

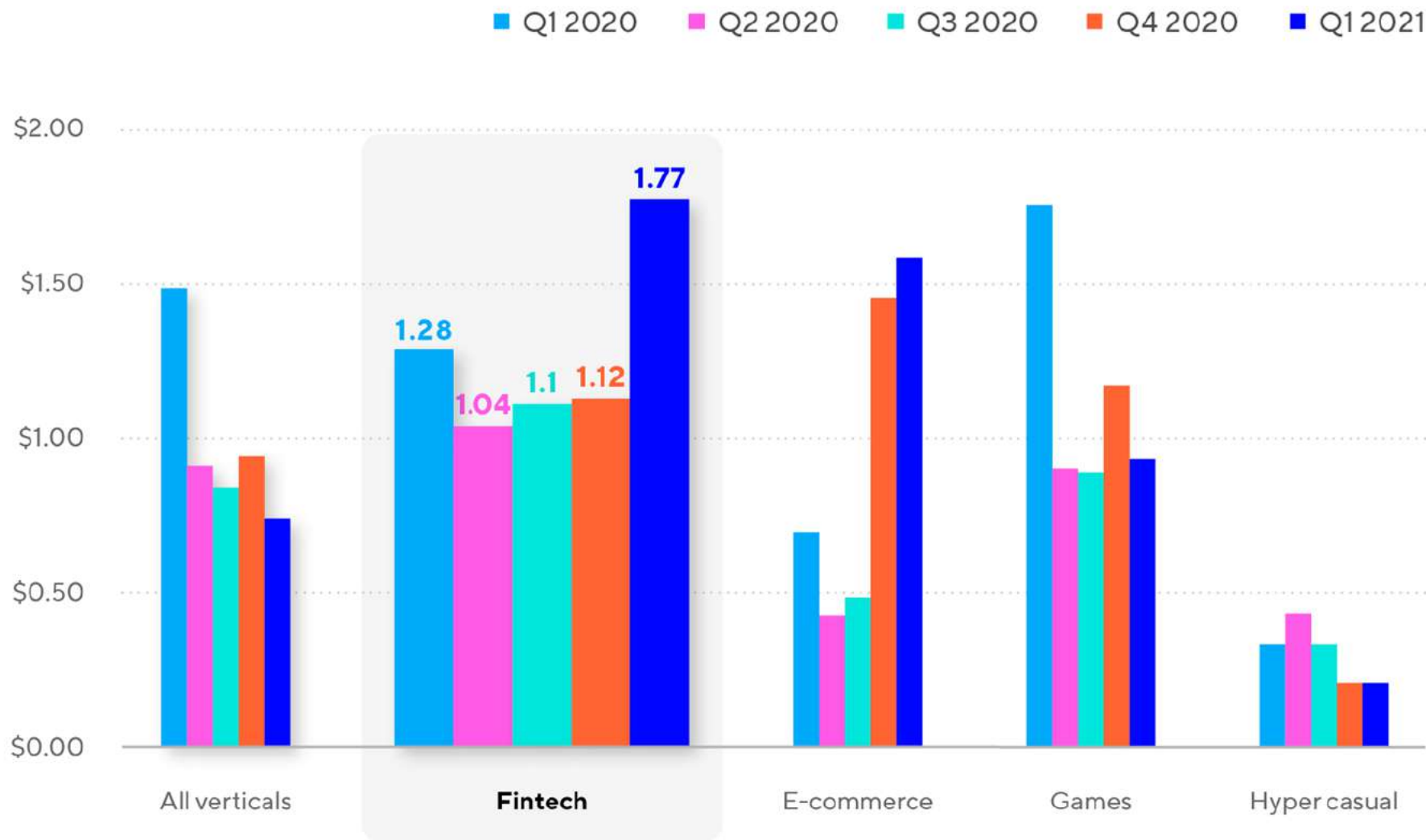


Fintech install growth by country

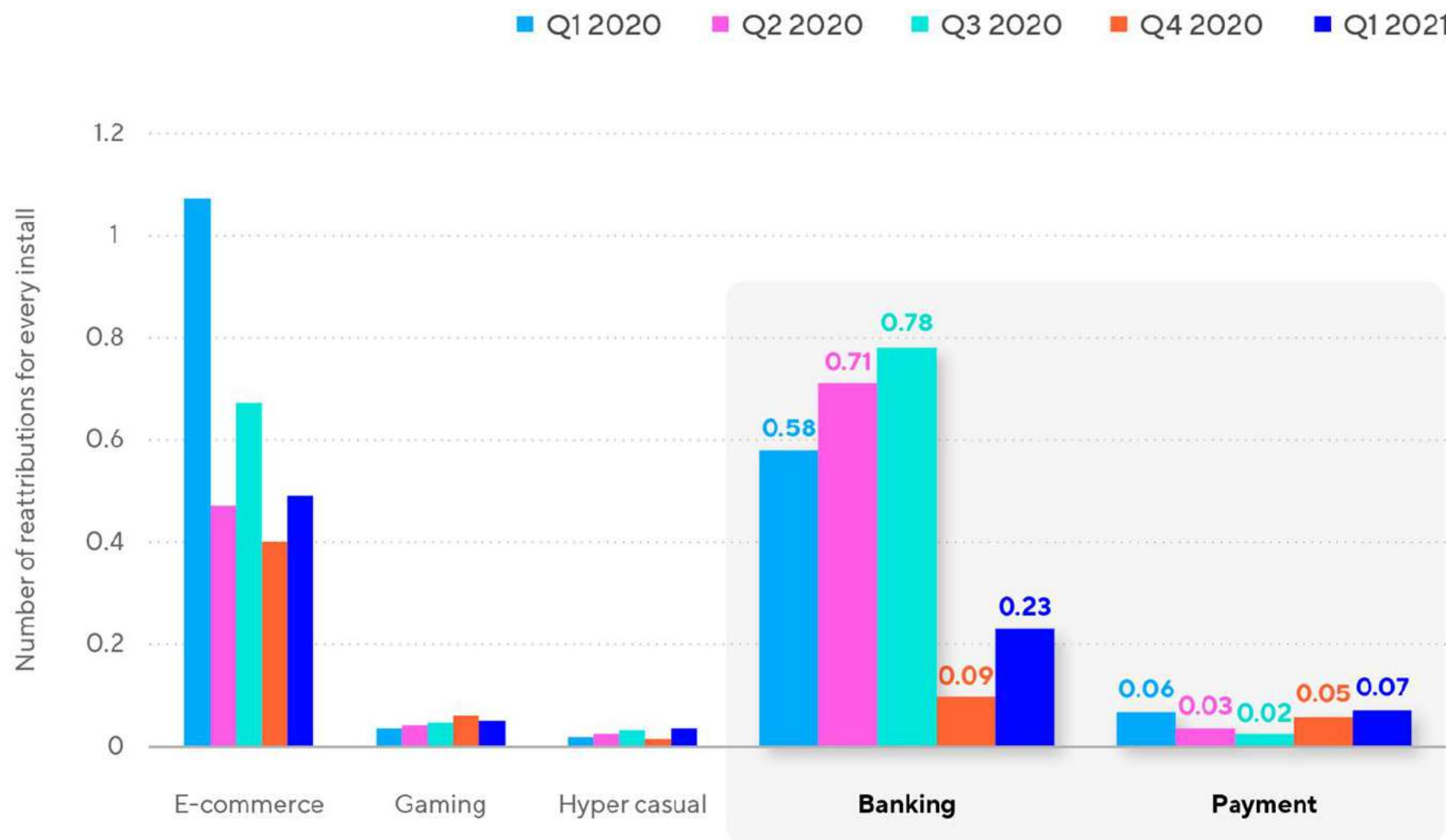


Vietnam ranks 2nd with strongest growth rate 97% in 2020

Effective cost per install by quarter in USD



Reattributions share by vertical by quarter

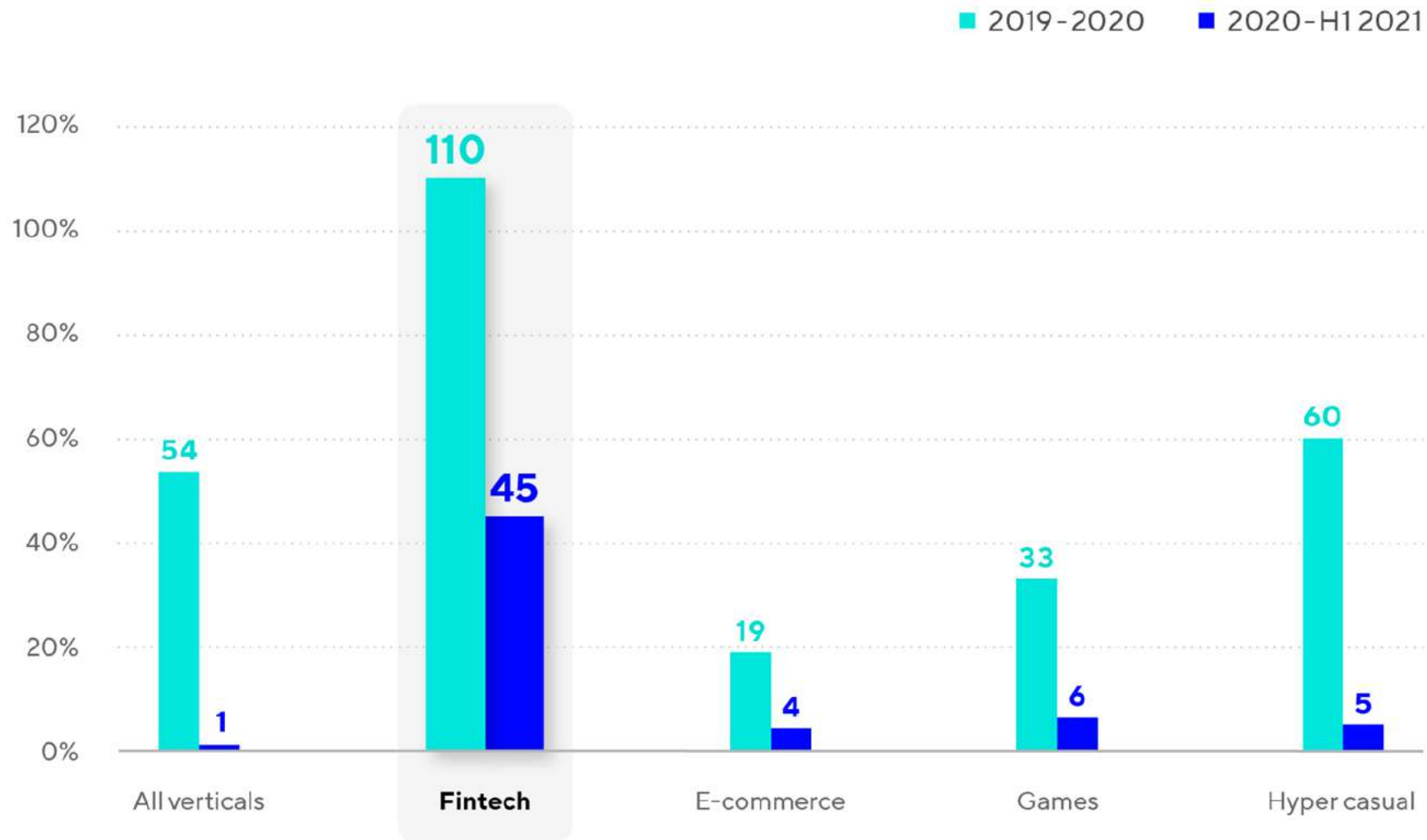


Sessions across all verticals in APAC

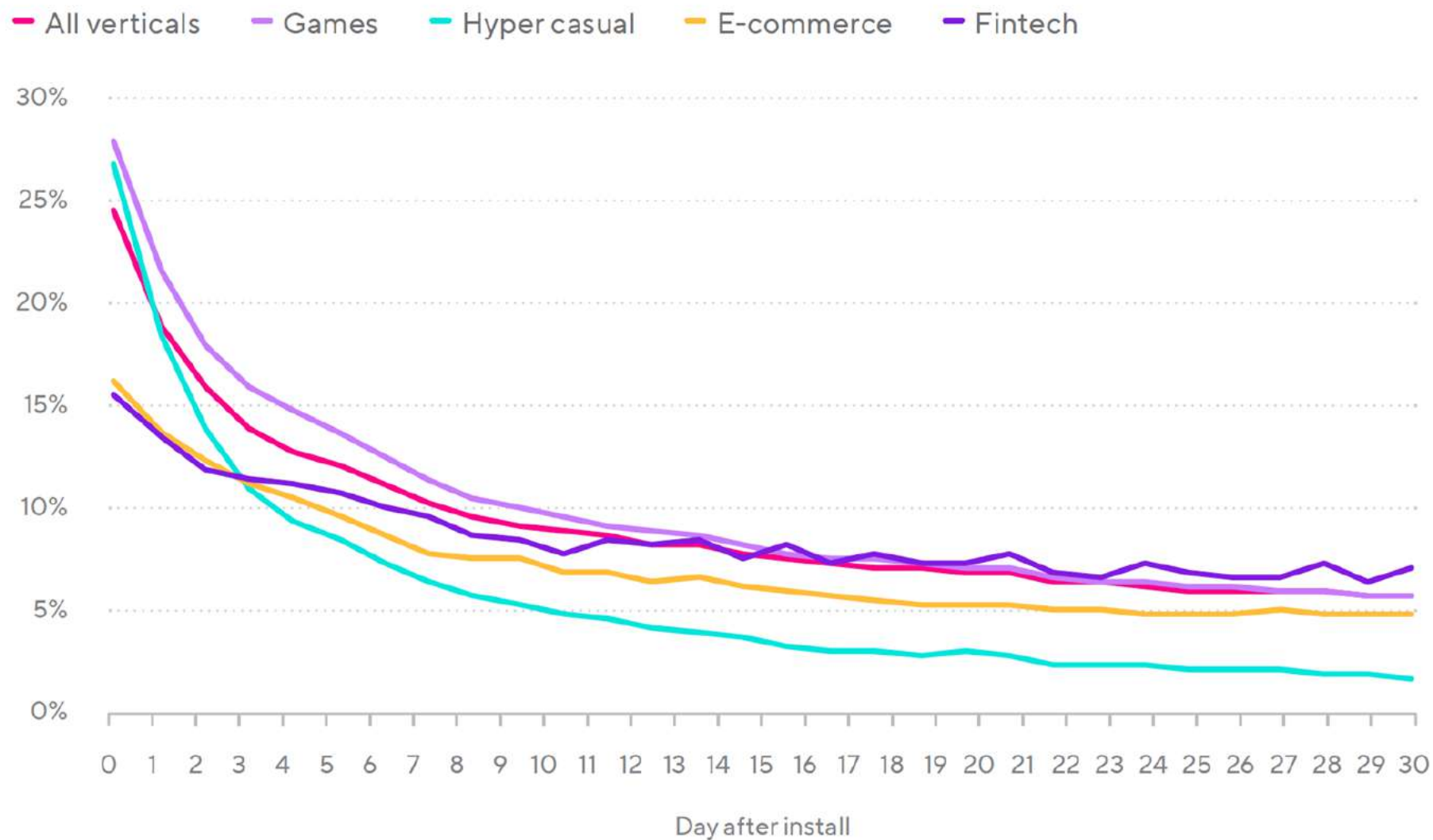
Q1 2020 - Q1 2021



Sessions growth by vertical



Retention rates by vertical Q4 2020



Top 3 takeaways



1

Installs and sessions in APAC grew by 31% and 54% respectively from 2019 to 2020, and are continuing to grow in 2021, demonstrating that the industry is hanging onto users acquired during lockdown and continuing to bring new users in.



2

Fintech is the strongest vertical with installs and sessions growth of 36% and 110% respectively from 2019 to 2020, and is seeing a double digit growth in first half of 2021.



3

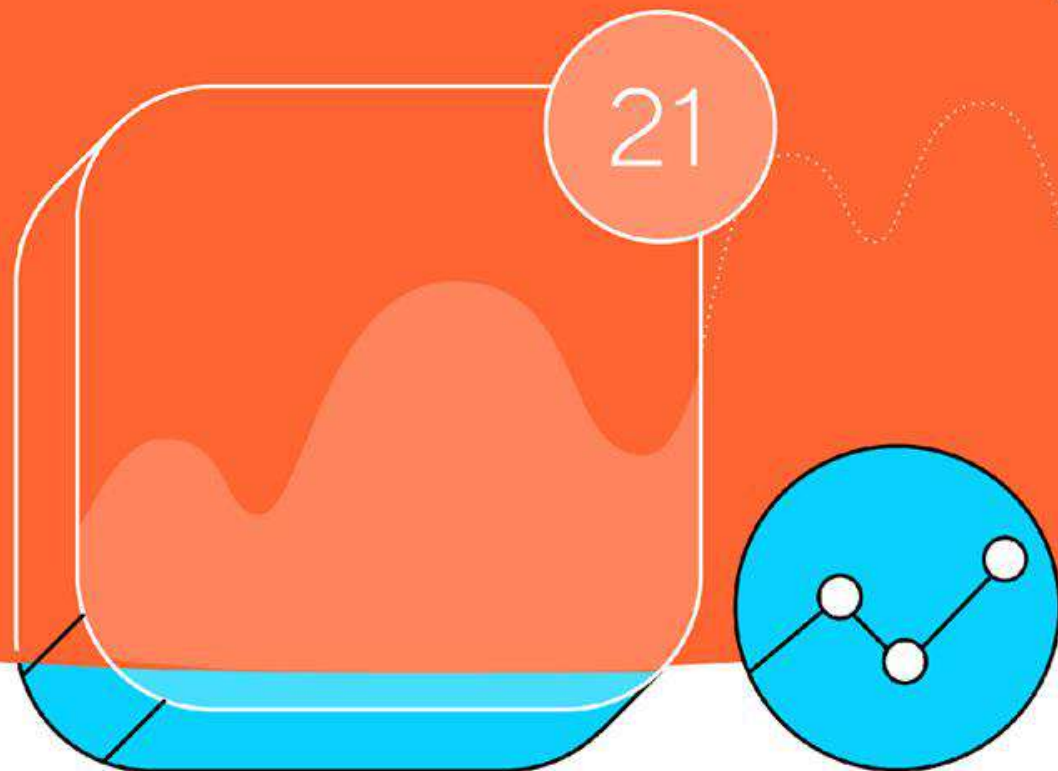
Retention rate for fintech apps is exceptionally high, keeping a 7.14% of users by day 30, well above the overall average of 5.68%. This shows just how well the industry adapted to the large number of users acquired during lockdowns.

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Panel Discussion





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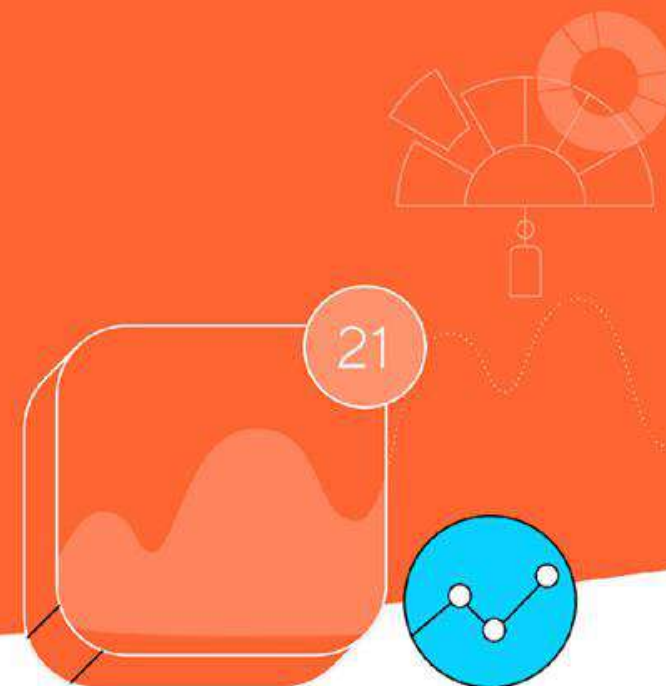
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Panel Question 1

- As more people turned to mobile banking and payments, Adjust data shows fintech apps installs grew 36% in 2020 and Vietnam particularly has a very strong growth of 97% in 2020 (ranked 2nd amongst other countries in APAC), and this trend is expected to continue in 2021.
- Covid-19 is one of the factors driving this trend, but besides that, what do you think contributes to the growth of mobile banking and e-payment in VN?
- What do you see in the trend of mobile lending? How was the user acquisition performance of FE\$nap and FE Credit Mobile App?

Panel Question 2

- Techcombank has been a well-established bank since the 90s and your app F@st Mobile has also been around for some time. Could you share your acquisition strategy when marketing your app?
- Digital MKT of FEC maintains the ROMI (Return Of Marketing Investment) at 203% during 2020 and H1- 2021, 68% Digital SOV and expanded the power of Digital MKT through MKT Automation Implementation in H1 - 2021. Could you share more about how you are applying automation in your MKT activities?
- Which challenges do you often see that fintech companies face when they are acquiring users?

Panel Question 3

- Reattribution is a re-install of a user who hasn't used an app in an extended period of time and has returned due to a retargeting campaign. Do you face the same challenges with many dormant users or having users uninstalling the app?
- How do you ensure users stick around and continue using your app? And a follow up question to that is given the current Covid situation, what is your strategy to balance acquisition vs retention? Do you prioritise on acquiring new users or ensuring your existing users continue to use your app?

Panel Question 4

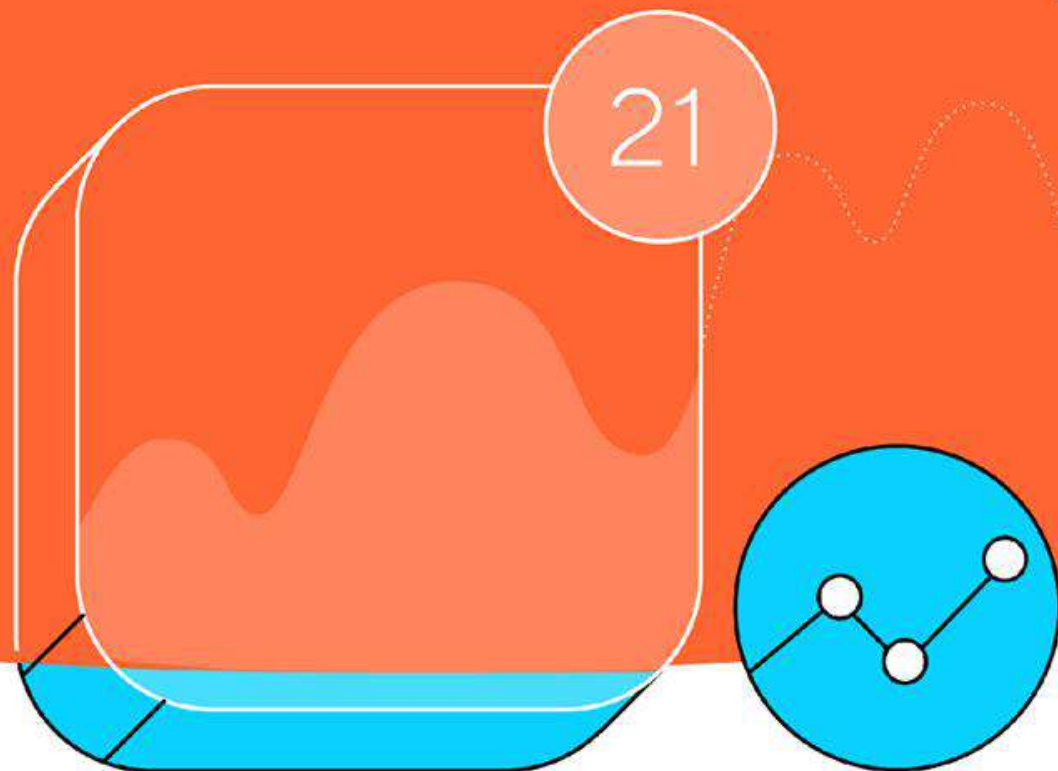
- What is your view of Vietnam's fintech app market in second half of 2021 and beyond? And what final advice do you have for the audience when it comes to recovering from COVID-19 crisis?

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Q&A Section



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THANK YOU