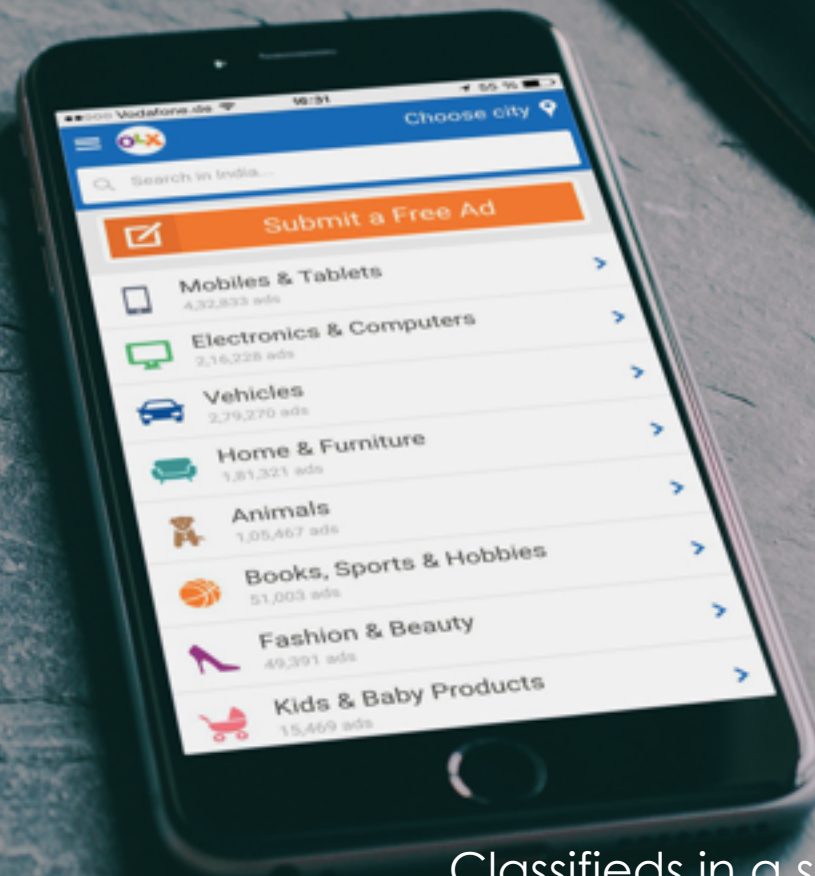


AppLift

User acquisition for marketplace applications



Classifieds in a sharing economy - Berlin

Who is speaking?



Christoph Godderidge

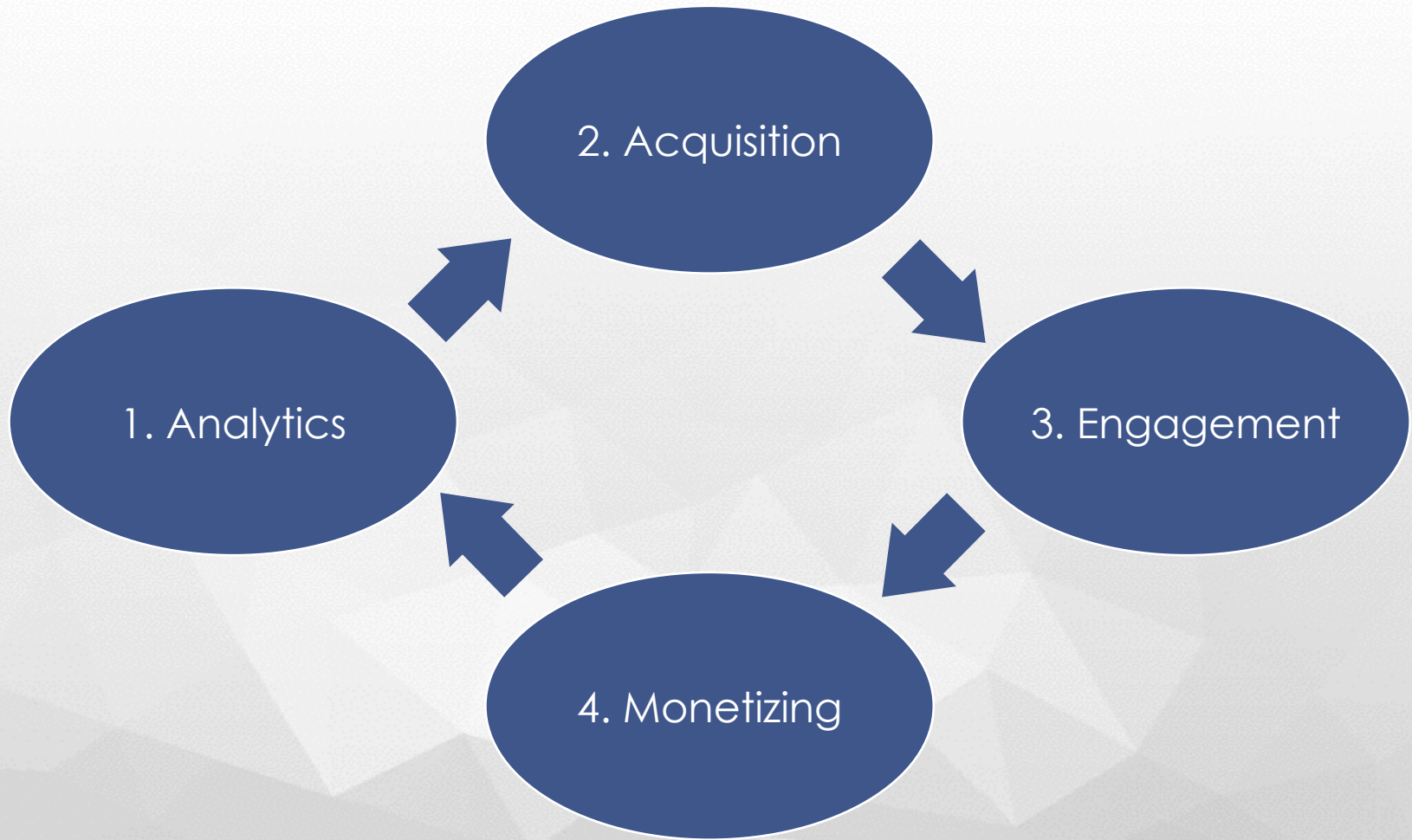
Director Advertising, Apps



Mobile Apps & Classifieds



Enabling the right strategy





1. Analytics

Tracking the right way

Campaign tracking

- 1. Attribution of installs to paid and non-paid channels**
- 2. Methods: Fingerprint, Device Identifiers (IDFA, Android ID)**

In-App analytics

- 1. Tracking of in-app events to measure and analyze user behavior**
- 2. Ability to create cohorts of users**

mobile app tracking
hascoffers

AD-X
ADVERTISING

AppsFlyer

adeven

★ KOCHAVA ★

Kontagent

5Rocks

swrve

FLURRY

Google Analytics



2. Acquisition

Paid user acquisition



RTB
Display



Search



Networks



Social

Select
partners



Run tests of
\$5k-\$10k



Cost Per
Install
ranges: \$0.3-
\$10

New strategies

Geo-related



RTB
Display

Industry-related





3. Engagement

How to engage?

Internal	External
<i>Content</i> <i>Push Notifications</i> <i>Mobile CRM, messaging system</i>	<i>Retargeting</i> <i>Branding campaigns</i> <i>Cross devices strategies</i>



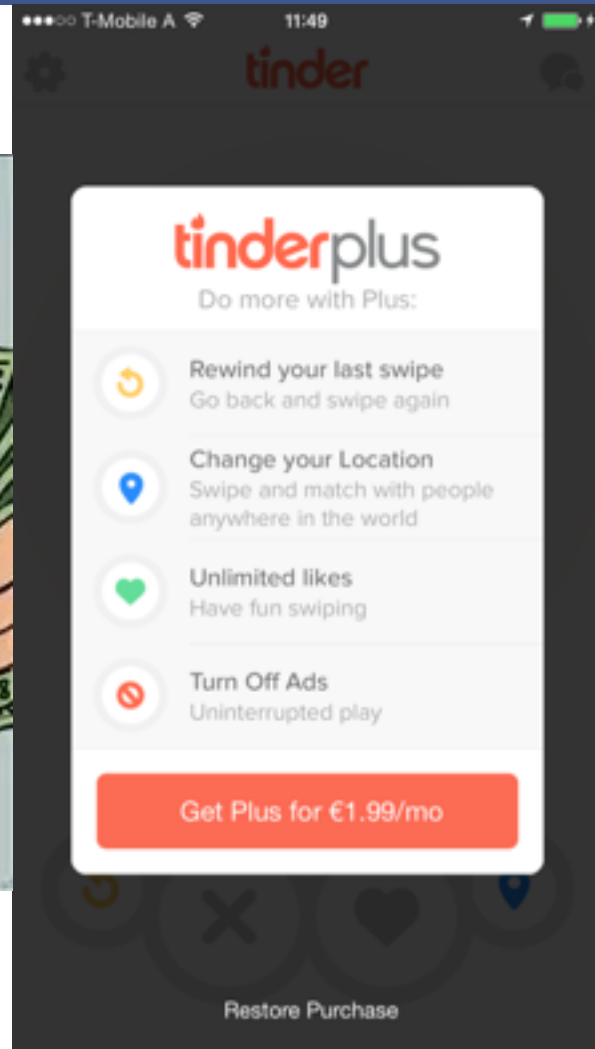
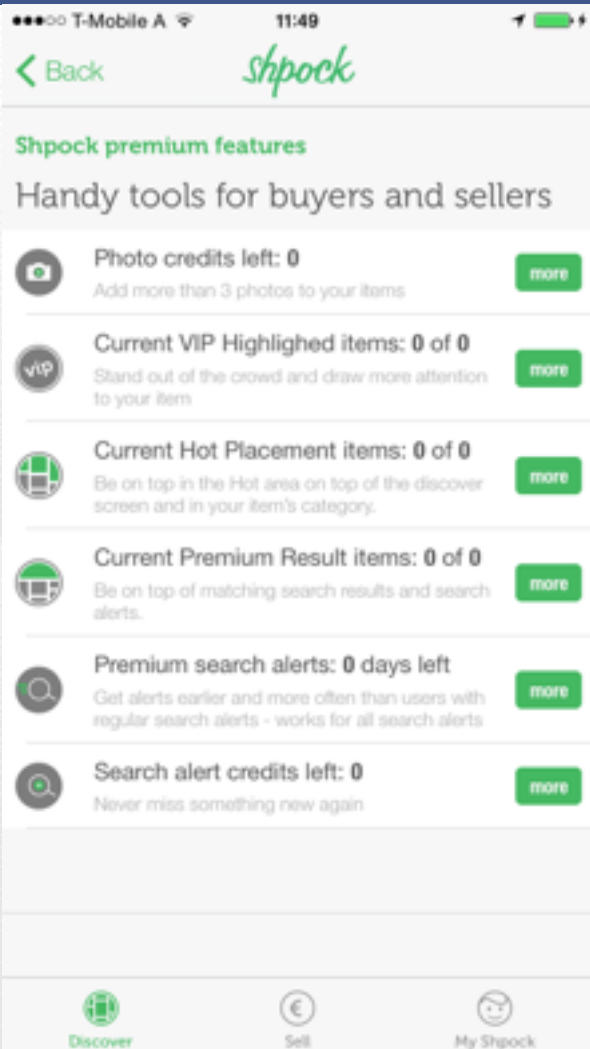
India: case study





4. Monetize

All about being creative



In a nutshell - recap

1. What?

2. Who?

4. How?

3. Why?





Questions?

Thank you