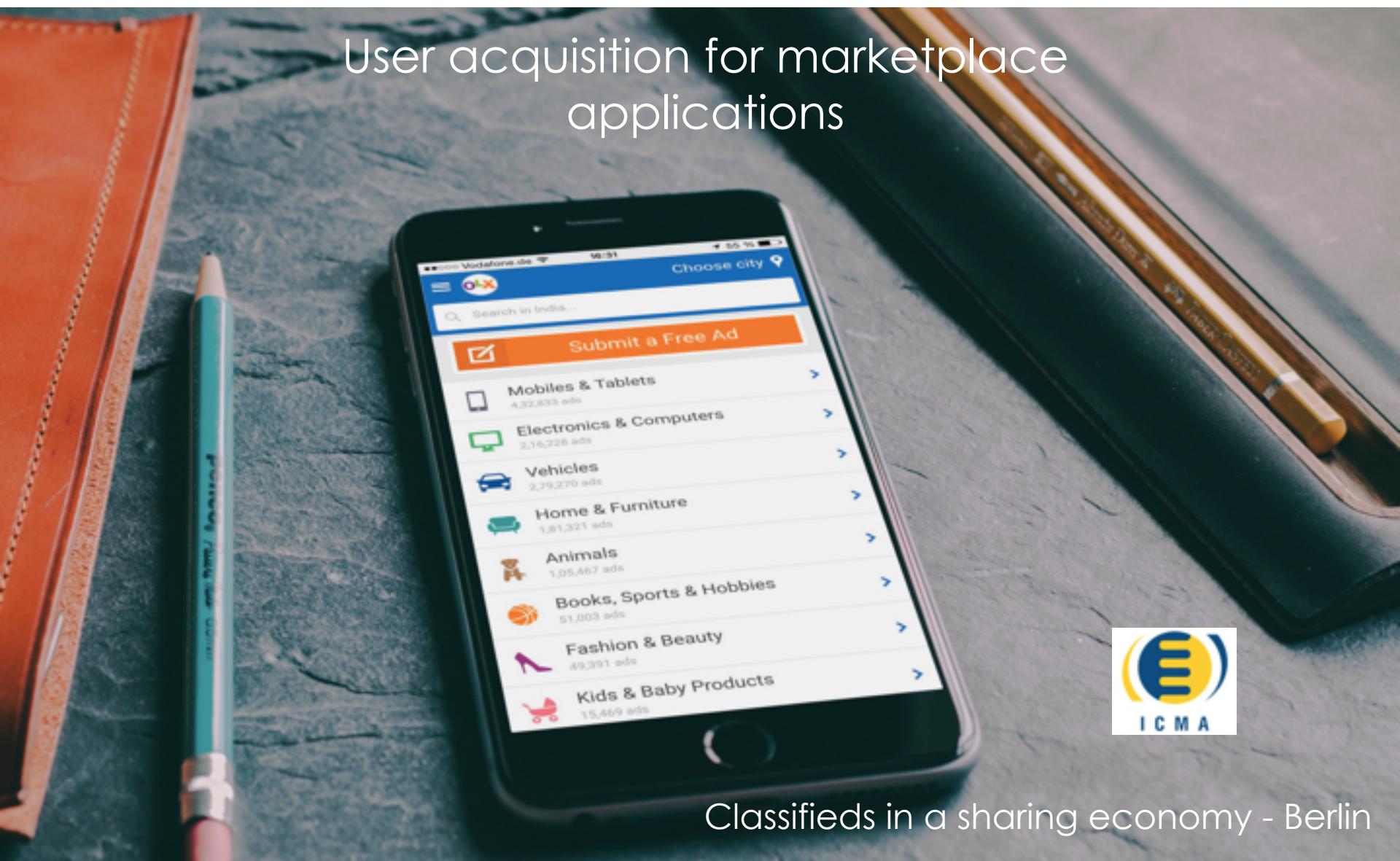


AppLift

User acquisition for marketplace applications



Classifieds in a sharing economy - Berlin

Who is speaking?



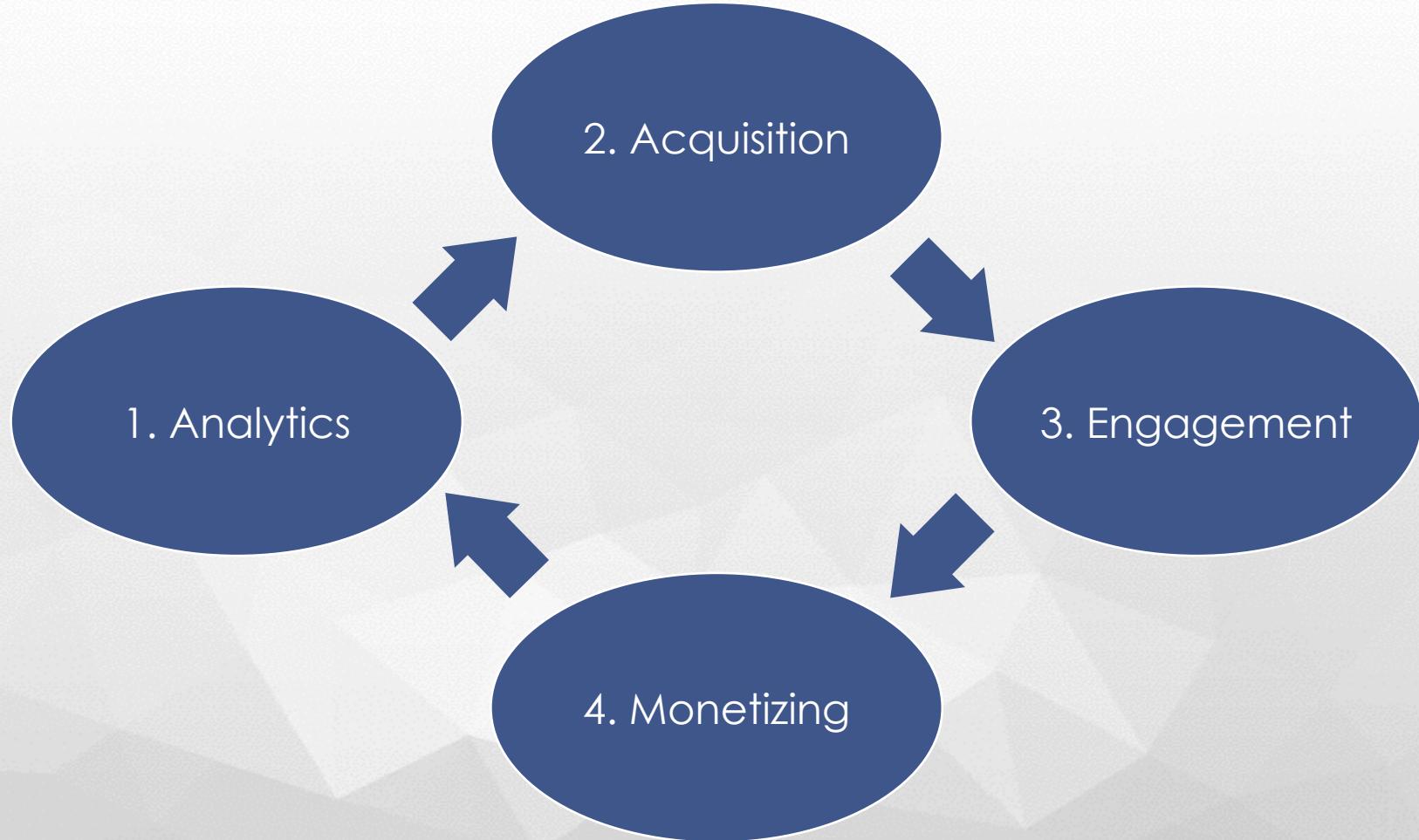
Christoph Godderidge
Director Advertising, Apps



Mobile Apps & Classifieds



Enabling the right strategy





1. Analytics

Tracking the right way

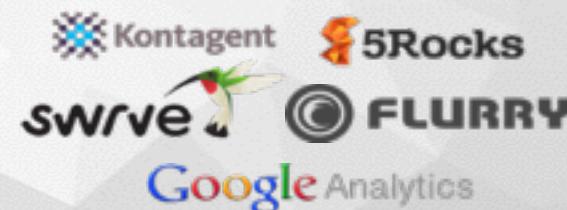
Campaign tracking

- 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**





2. Acquisition

Paid user acquisition



RTB
Display



Networks



Search



Social

Select
partners



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



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

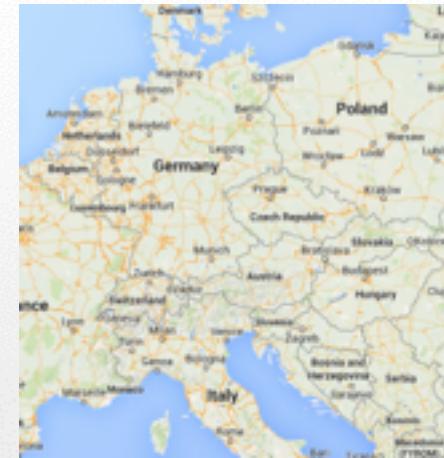
New strategies

Geo-related



RTB
Display

Industry-related





3. Engagement

How to engage?

Internal

Content
Push Notifications
Mobile CRM,
messaging system

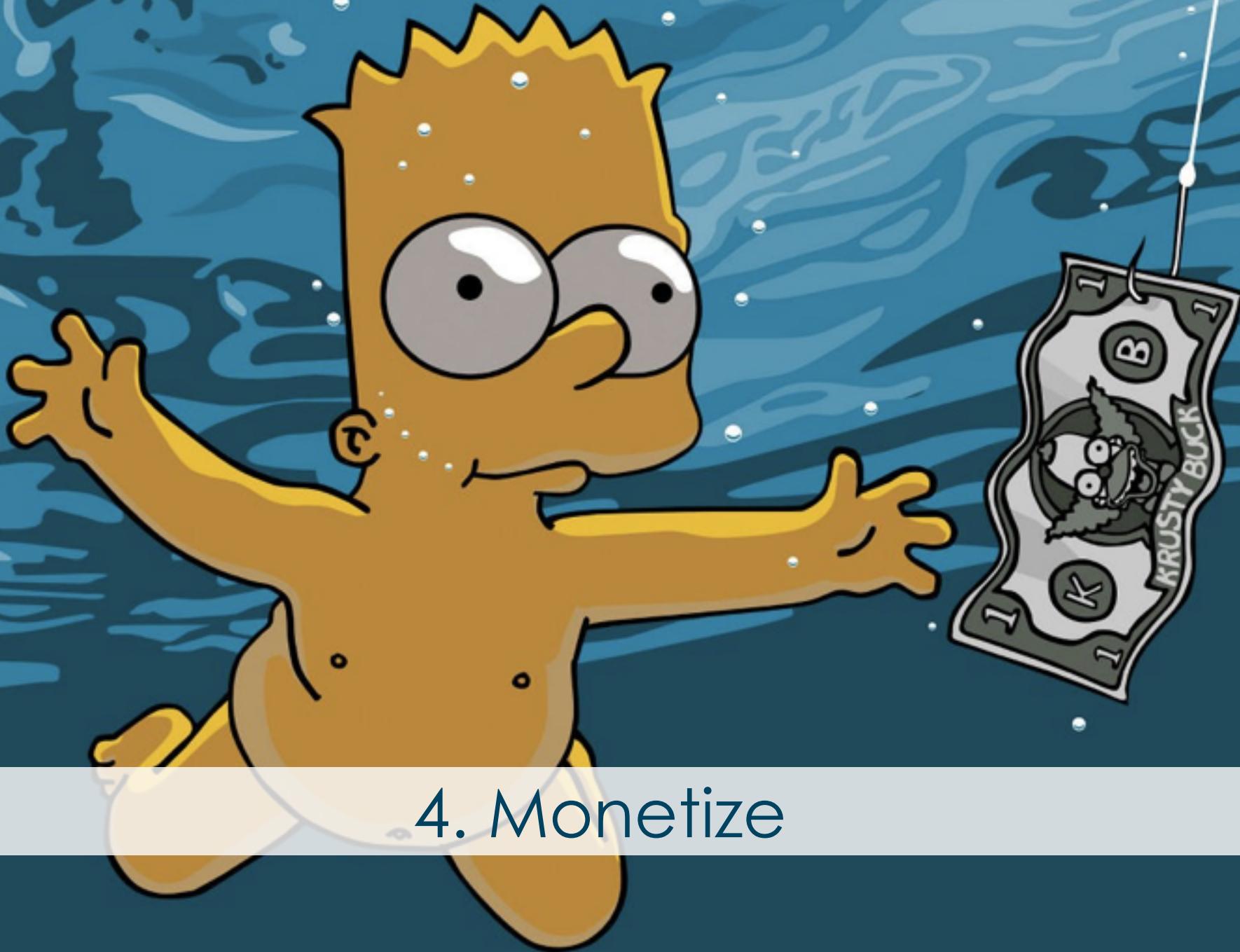
External

Retargeting
Branding campaigns
Cross devices
strategies



India: case study





4. Monetize

All about being creative

shpock

Shpock premium features

Handy tools for buyers and sellers

Photo credits left: 0 [more](#)
Add more than 3 photos to your items

Current VIP Highlighted items: 0 of 0 [more](#)
Stand out of the crowd and draw more attention to your item

Current Hot Placement items: 0 of 0 [more](#)
Be on top in the Hot area on top of the discover screen and in your item's category.

Current Premium Result items: 0 of 0 [more](#)
Be on top of matching search results and search alerts.

Premium search alerts: 0 days left [more](#)
Get alerts earlier and more often than users with regular search alerts - works for all search alerts

Search alert credits left: 0 [more](#)
Never miss something new again

Discover [€](#) Sell [My Shpock](#)

TAKE

MY MONEY!

tinder

tinderplus

Do more with Plus:

- Rewind your last swipe
Go back and swipe again
- Change your Location
Swipe and match with people anywhere in the world
- Unlimited likes
Have fun swiping
- Turn Off Ads
Uninterrupted play

Get Plus for €1.99/mo

Restore Purchase

In a nutshell - recap

1. What?

2. Who?

4. How?

3. Why?





Questions?

Thank you