# WUZZON
app marketing agency

# A complete guide to successful app marketing

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## App Marketing

After months of design, development and testing, your app is now finally available in the app stores. If you think this was the hardest part of the process, think again. Unfortunately, the biggest challenge is yet to come: how do you ensure that users find, download and actually use your app?

Juniper research estimates that as many as 194 billion apps were downloaded in 2018. Many users are willing to download your app, but with more than 5 million apps available across the various app stores, it is not very likely your app will climb to the top organically.

*In this white paper Wuzzon has gathered and combined tips and tricks that will help you to advertise your app. You will successively read more about market insights, various channels that can be used (paid / organic) and promotional materials. You will also find information about conversion attribution, with which you can measure which channels convert people to engaged users. We conclude with a case study to show you how this can work for you in practise and your business.*

## Apps – Statistics at a glance

The mobile app niche is developing fast. To gain a little more insight into the market, here are some staggering statistics:

- Smartphone users used about 20,1 apps per month in 2019.

- The total app use has increased 50% from 2016 to 2018. In total that results into 1350 billion hours.

- Retail and Finance apps are used often, over 44% of the people use them daily. (Google/Ipsos.)

- The use of branded apps has a positive effect on the buying behaviour until 6 months after downloading the app.

- In mobile retail, in contrast to physical retail, there are very positive voices. Flurry has measured that the time spent in shopping apps has increased by 31%.

## Organic optimisation

This guide focuses in particular on how you can achieve as many relevant downloads as possible via paid advertising, with specific tips for success. However, before you fully commit to paid advertising, it is important to pay a lot of attention to the organic side of marketing your app.

It has been proven that every "paid install" can lead to 1.5 extra organic installs. However, this only works if the app can easily be found by users.

What follows is a short checklist you must keep in mind before launching your app.

● Title - Provide a catchy and distinctive name for the app.

● Competition – Analyse your competition and research which categories and keywords they use.

● Category - Select the correct category. Make sure to research the number of downloads needed to be on the top page of said category. The more competition in a certain category, the more your app might be downloaded.

● Keywords - Use 3 to 5 relevant keywords in the title. Avoid duplicate words, if you use the keyword in the title it is unnecessary to repeat this in the descriptions. Also be sure to name the parent company if the app is launched under a different brand name.

● App Store Optimization (ASO) - The counterpart of SEO is becoming increasingly important. Optimize the app to be found organically in the App or Play store. Although the aforementioned points have an impact, it is more than just keyword research. The knowledge and insights that you can gain with ASO are incredibly valuable.

● Website – Develop and provide a separate landing page / website around the app.

● Launch – When launching the app it is important to generate as many downloads as possible in the days following the launch, as this will help you end up in the top lists. Make sure you have a good reviews, use all your owned media and reach out to press, app review sites and blogs for promotion.
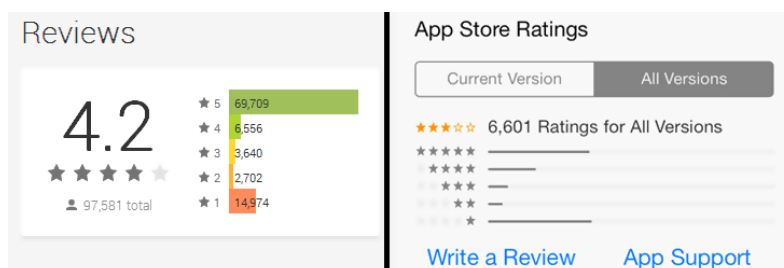
- Ranking / Review - The number of stars and reviews are usually one of the first things a user notices and they have a large impact on the decision-making process of the customer. If your

reviews are bad, the chance a user will download your app is slim. The influence of reviews is only increasing. Positive ratings are also of vital importance for App Store Optimization.

- Sharing / Social Media - If users are positive, they should be able to share the app easily. Think further than the standard social media buttons. A small incentive such as extra credit, life or a discount voucher can result in huge conversion improvements.

## Paid Advertising

Now your app is live, you have checked off the above mentioned checklist and all your property and earned media are involved as much as possible, it is time to boost the number of app downloads through the use of paid advertisements. We will list an overview of a number of possible channels through which you can advertise your app. For some channels there is the option to pay based on CPI (cost per install). This means that the risk of media purchasing is shifted to the publishers, and you as an advertiser only have to pay if a user has installed your app on their phone.

### In-App/ Mobile Web

The number of banner impressions you can attain via mobile traffic is almost unlimited. Hundreds of thousands of apps and mobile websites have options for displaying your advertisement. But with so many apps and websites on offer it is almost impossible to make a selection of partners who you want to show your advertisement.

There are several solutions to buy mobile exchanges via programmatic. You can purchase advertising space based on target group, device and location characteristics. You can select audience, CPI and location yourself and see which sources give you the best results. Mastering this kind of advertising does however take time. Before you know it, you have paid thousands of euros in fees and clicks for just a single install.

It is advisable to work together with a (mobile) performance agency that offers help in generating app downloads based on cost per install. This way you can test many different sources and only pay for actual installs.

## Universal App Campaigns

Within the various Google services, such as search, YouTube and the display network, you have the possibility to target both IOS and Android users. Depending on the settings and attribution tracking (more on that later) you can set a target CPI on Universal App Campaigns. The placements are optimized in such a way that an install ultimately costs as much as the target CPI. However, there will be a settling in period during which you have to pay for clicks and impressions while the algorithm finds the best cost per install for your app.

## Apple Search Ads

Apple Search Ads has been available in the Netherlands since the beginning of 2019 and is already a hit with app marketers. ASA not only helps you to generate brand recognition, but also to appeal to the right audience. Apple Search Ads can also be used to compete in the Apple Store with competitors who are advertising within branded searches of your App

For example, in the past Nike used the brand name of Adidas in ASA, so consumers who entered Adidas in the search bar were shown an advertisement from Nike. By bidding on your own branded search terms you can negate the effects of this kind of advertising. In addition, you can advertise directly to consumers who are looking for similar keywords. This way you only advertise to people who are looking for an app that offers the same or a similar service as yours

## Social Media

It is estimated that two billion people on this planet use social media this year. These **social media platforms** are also very suitable for app marketing. Facebook and Twitter in particular have been proven successful channels and both also have their own app proposition.

Testing is yet again very important. On both platforms you can run A/B tests with different images, texts and target groups. Within Facebook it is possible to find similar target groups based on the app IDs of your existing app users. This way you are able to directly advertise to your target group.

## Other channels and platforms

In addition to the channels mentioned above, there are countless other options for bringing your app online marketing it to the right target group. There are various app discovery platforms where new apps are highlighted daily.

Rewarded video is also on the rise. Rewarded video is when you are playing a game and watch an add or a video to gain a reward within the game. When, for instance, you are out of lives you can earn more lives or chances to play in exchange for watching a short 15-second video. Every video has an option for the customer to download the app from the App Store. It is easier to explain the workings and the USP's of your app through a video than a static banner.

### Burst campaigns

The channels discussed so far have all been "non-incent", or "non-rewarded". There are also campaigns that allow rewarded traffic. Users receive a payment, often in the form of virtual points / lives / coupons to download an app. The cost per install of these campaigns is much lower, but the quality of the installs is also not very good.

Burst campaigns are mainly used if you want to increase the visibility of the app for a short period of time, with the aim of getting a huge number of installs so you can rise to the top of various app stores. Once your app is in the top lists, the number of organic installs will increase considerably. Organic installs often yield the most valuable users. For every install via incentivised traffic, you can expect 1-2 organic installs from users who see your app in the top lists. The algorithms of the app store do change regularly, so it is best to check with an expert for an estimate of the period and the number of installs required to achieve your goal.

## Attribution Tracking

Now that you have an overview of different kinds of possibilities to promote your app, it is important to find out how to invest your money in order to get the most valuable users.

To gain insight into this, it is advisable to use attribution tracking. This software ensures that you have a very detailed overview of what you have spent in which channel, how many downloads that campaign has produced and whether the users are active on your app or not. You can also set up so-called post-install events in the aforementioned software. Think of registrations, purchases, updates of the app to a new version, or other in-app events that are relevant to you.

Through this, it is possible to continuously optimize, not only on the number of downloads, but also on the most valuable users. You can scale the best channels and switch off poorly performing sources.



Wuzzon is an integrated media partner and an expert in using the top three attribution tracking systems: Tune, Appsflyer and Adjust, and can assist in setting up the attribution correctly.
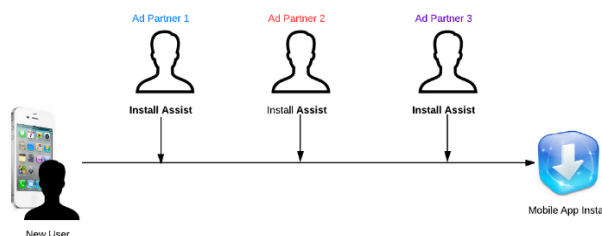
## Case – Zalando

One of the frontrunners in the field of mobile e-commerce is Zalando. During the Emerce Digital Live event, Christian Mueller said that more than 90 percent of Zalando's mobile revenue comes through the company's various mobile apps.
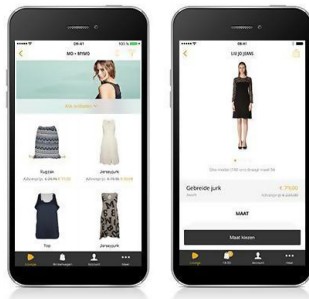


Wuzzon works closely together with Zalando to promote Zalando Lounge to Dutch consumers in The Netherlands. Zalando Lounge is the Zalando shopping club where consumers can find new offers from various top brands and huge discounts daily.

Through the network of publishers and its own media buying team, Wuzzon has provided tens of thousands of installs on a CPI base. We also monitor post-install events like registrations and purchases via the app on a weekly basis. Sources are turned on or off based on the data we collect through various attribution tracking systems. We now see that more than a quarter of users make a purchase within 30 days and the installs have contributed to the Zalando turnover of many hundreds of thousands of euros.

In addition to Zalando Lounge, Wuzzon also provides app installs for, among others, Takeaway.com, Picnic, Payconiq, and Wehkamp.

## About Wuzzon

Looking to increase your volume in app installs? Wuzzon translates your performance marketing objectives into creative and effective campaigns. The international network of publishers ensures targeted traffic through all possible channels, including in-app traffic, social and mobile display.

We have been doing this successfully for satisfied customers such as Wehkamp, Payconiq, Centraal Beheer Achmea, Thuisbezorgd, and many others. Would you like to receive more information? Our in-house team of enthusiastic specialists will be happy to welcome you at Wuzzon HQ at Nieuwezijds Voorburgwal 314 in Amsterdam to discuss your project.

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