The Right Way to Build Your
App Marketing Strategy

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mon, January 2022

28% The worldwide uninstall rate for apps after 30 days is 28%. - Appsflyer
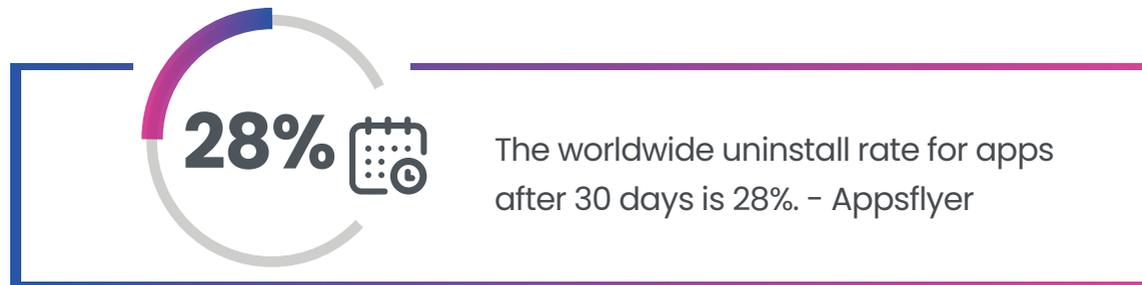
The number of smartphone users across the globe is increasing fast but what makes the devices truly functional is mobile apps. This creates a direct ever- growing demand of highly functional apps in multiple categories. there are more than 2.5 Mn+ apps on Play Store and 1.8 Mn+ on App Store. With such an abundance of choices, it is easy for an app to get lost in the crowd and never be found by the user.

However, if your marketing strategy is good enough to pierce through the crowd and reach the right users, you stand a great chance to make it big in the app ecosystem

To help you with that here are the steps that you can take to market your app better at every stage of the user journey in your app

1. Scale

How is your app discovered?

In the steep competition and abundance of choices, you can't expect the users to come looking for your app. If you are waiting for the users to take the first step, they might never discover your app's existence. So, you need to make an effort to take your app to the users.

Create visibility with proactive branding:

Proactive brand advertising can help you reach the users even before they know that they needed your app. With brand awareness campaigns you can even start with the spraying and praying strategy in the initial stage to experiment how different audience sets respond to your campaigns and app offerings.

Utilize multiple channels:

To gain a massive scale, you need to expand your app's discovery among all channels where users are looking for similar apps. While Google Play and App Store are dominating marketing share for app discovery, you should also consider platforms like OEM stores, social media, search engines, and review platforms.

1/2

Nearly 1/2 of smartphone users discover apps while browsing their phones' app stores. - Think with Google

Metrics to consider

Keep an attentive watch on your campaign performance right from the moment users start engaging with your ads to figure out optimization strategies continuously. At the top of the funnel when you are more focused wider reach, you should focus on running campaigns on Cost per Mille (CPM) or Cost per Install (CPI) metrics.

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2. Acquisition

What brings quality users to the app?

There is a significant gap between app install and app usage. There are various intangible factors that you need to address at this stage to drive quality user acquisitions from the downloads.

25%

25% of apps downloaded around the world are only ever used once.
Business of Apps

Utilize Audience Intelligence

Audience Intelligence is the process driven by machine-learning to leverage available user data points while showing ads. It treats various behavioral, appographic, and demographic data points in the available algorithms to build the user's affinity value, which can help acquire users with a probable high LTV.

Smoothen your onboarding process

As the onboarding process is the user's first experience on your app, ensure that it's a smooth process while educating them about your app's offering

Dig more data to understand campaigns better

Utilize the data science and tools to understand your campaign performance beyond the reports. Try to build advanced reports and analyze them with graphical representation to look at the ad performance more accurately and transparently. Relying on granular data-driven insights, Can help decide better on methods to boost quality user acquisition

3. Activation

How to get users to make the first move?

Getting users to start using the app is a constant challenge among marketers. Depending on the app model, it requires a data-driven and customized marketing approach to gain the customer's trust and get them activated on the app.

Utilize social media account integration

You can allow users to create new accounts with their existing accounts on social media or Google. Not only it simplifies the process of activating the account for them but also enables you to access verified customer information, which can be helpful in future communications

Give welcome rewards

By offering incentives to the users after they have activated the account, you can attract more customers into taking the desired action. Try to make these incentives look exclusive and valid for a limited period as that can attract faster activation.

51%

51% of smartphone users are more likely to use a company or brand's mobile app when browsing or shopping on a smartphone because they can get rewards or points. -Think with Google

Enhance customer experience with data

When the users have shared their details and device permissions, you can utilize them to offer custom solutions and deliver a more friendly environment. With the right data sets at your help, offer product recommendations that simplify app experience depending on their search behavior or on other users in similar cohorts.

Suggest relevant recommendations

To promote users to take actions that lead towards conversions, it is crucial that you offer the actions that are meaningful for them, such as add to favorite, move to cart, price drop alert, and so on. Based on their previous in-app activities and ad engagements, you recommend the products with higher affinity.

58%

58% of smartphone users feel more favorable toward companies whose mobile sites or apps remember who they are and their past behavior. - Think With Google

5. Conversion

What makes the customer buy?

Users will always have the reasons to buy and not to buy - from you? It is the responsibility to outweigh the reasons to buy from you rather than anyone else. From simplifying the sales process to picking the right marketing channel, you need everything in the right order to achieve the set goals.
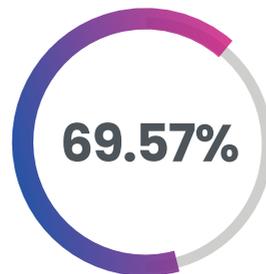
69.57%

The average documented online shopping cart abandonment rate is 69.57%. - Baymard Institution

Ride with data science

Data science can help you separate your ads from the crowd and increasing the relevancy score of your ads. A higher relevancy score means more converting users. The ad relevancy score is calculated on a large number of user data points processed by algorithms of your Demand-side Platform (DSP) and other ad partners.

Monitor your performance closely

Conversion is the stage where you justify your marketing and advertising spends. As the entire journey depends on several platforms, formats, and ad partners, their performance analysis will help you evaluate ROI, RoAS, incremental conversions, incremental uplift, and other metrics. The key is to analyze them and consistently look for the scope of improvement.

Look for upsell opportunities

When a user has converted into a consumer, you have ticked almost every right step in the journey. Now that you have the trust of the user, you can implement an upselling strategy that adds value for users' existing purchases. Build a product feed that is capable of suggesting add-ons for the purchased products, such as suggesting a phone cover with a phone purchase.

4. Engagement

How to keep users within the app?

A user with a smartphone has an average 60-90 apps in their phone Even without being in the same category, they are competing for user attention to capturing the maximum of the screen time. To win this competition, instate a multi-layer plan to keep the user engaged.

Utilize retargeting ads

Retargeting ads are effective at nudging acquired customers from one stage to another. By displaying ads of your app offerings, it encourages users to increase the number of sessions

Gamify your app actions

In the engagement stage, you would want to attract users to spend more time on your app and increase the session duration. Implement the standard elements of game playing in your app events to grip the interest of the users and keep them motivated to take more actions.

6. Retention

What will make the customer keep coming back?

It's one of the most commonly known facts that retaining customers is important for business survival. Not only the chances of conversion are higher, but the efforts involved are lesser too. To retain a customer in the app marketing environment, you need to focus on ways of staying on top of their mind even when they aren't planning a purchase.

60–70%

The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%. -Marketing Metrics
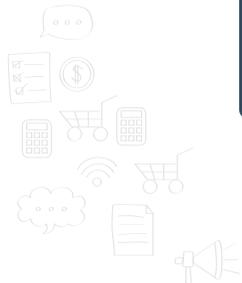
Category-specific targeting

While a grocery delivery app notice repeat orders from users mostly on a weekly or monthly basis, an ecommerce app may not observe a similar trend. It is important to analyze and understand the retention behavior of your customers and accordingly target them.

Give loyalty rewards

Customers love incentives that make it look like they made a deal better than anywhere else. Ensure that you are proactive in telling customers that they have earned special offers or loyalty rewards. Time-bound loyalty points that can be redeemed for future purchases will entice them into making more purchases.

Identify and target cohorts of high retention

At the retention stage, you can identify and analyze cohorts of users at different retention points (D1 vs. D7, D7 vs. D30, etc.). Accordingly, you can target users in similar cohorts at earlier stages so that you earn more high-value customers.

About Maas

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores

MAAS | Diversified Technology Unified at One Place

mFaaS
AML-based fraud detection system, to catch / highlight all prevailing ad fraud types, helping to drive real ROAS.

mDSP
Mobile-focused performance DSP connected to programmatic exchanges, SDK networks, direct publishers. Advanced Audience Modelling to ensure the right users sees the right ads

mKr8
Serve Hyper-personalized ads for each user at the right moment to drive higher conversions

mDMP
Customer intelligence repository of profiled connected devices to drive engagement and high quality conversions at scale

mInsight
Unified in-depth analysis across publishers & channels through fully transparent and granular reporting as per predefined business goals

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Need some assistance
in driving profitability
for your app?

Our platform consultants can help.

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