


# User Acquisition Redefined:

Focusing on ROI to reach  
Top 10 Grossing

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AdColony

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**AD<sup>13</sup>C**  
APP DEVELOPERS  
CONFERENCE

NOVEMBER 5-7, 2013  
EXPO DATES: NOV 5-6  
LOS ANGELES, CA

ADConf.com

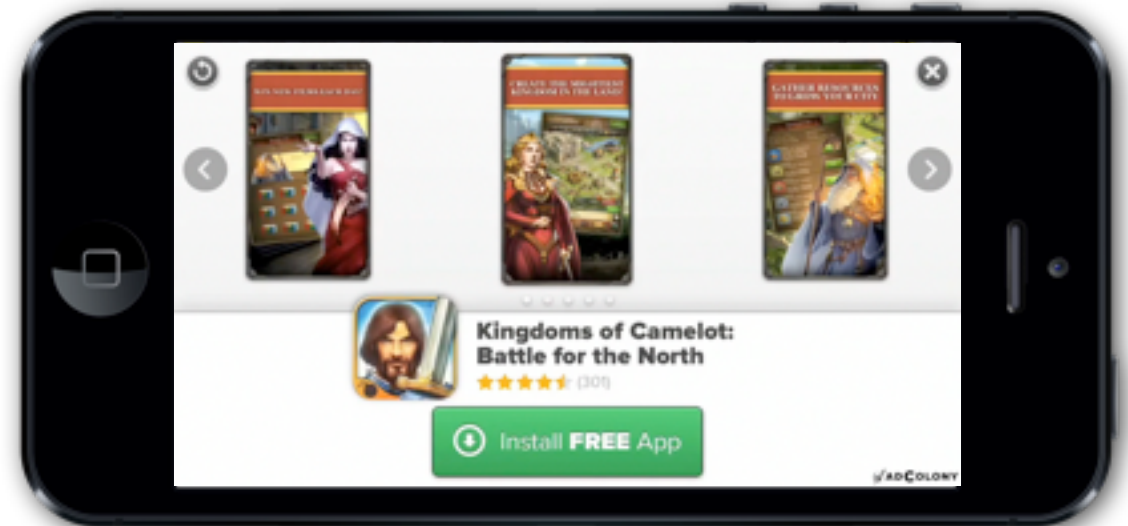


# AdColony

## Instant-Play™ HD Video



## Dynamic End Cards



## Top iOS & Android Apps



## Fortune 500 & Top Grossing Developer Advertisers





# AdColony's Top 100 Developer Survey

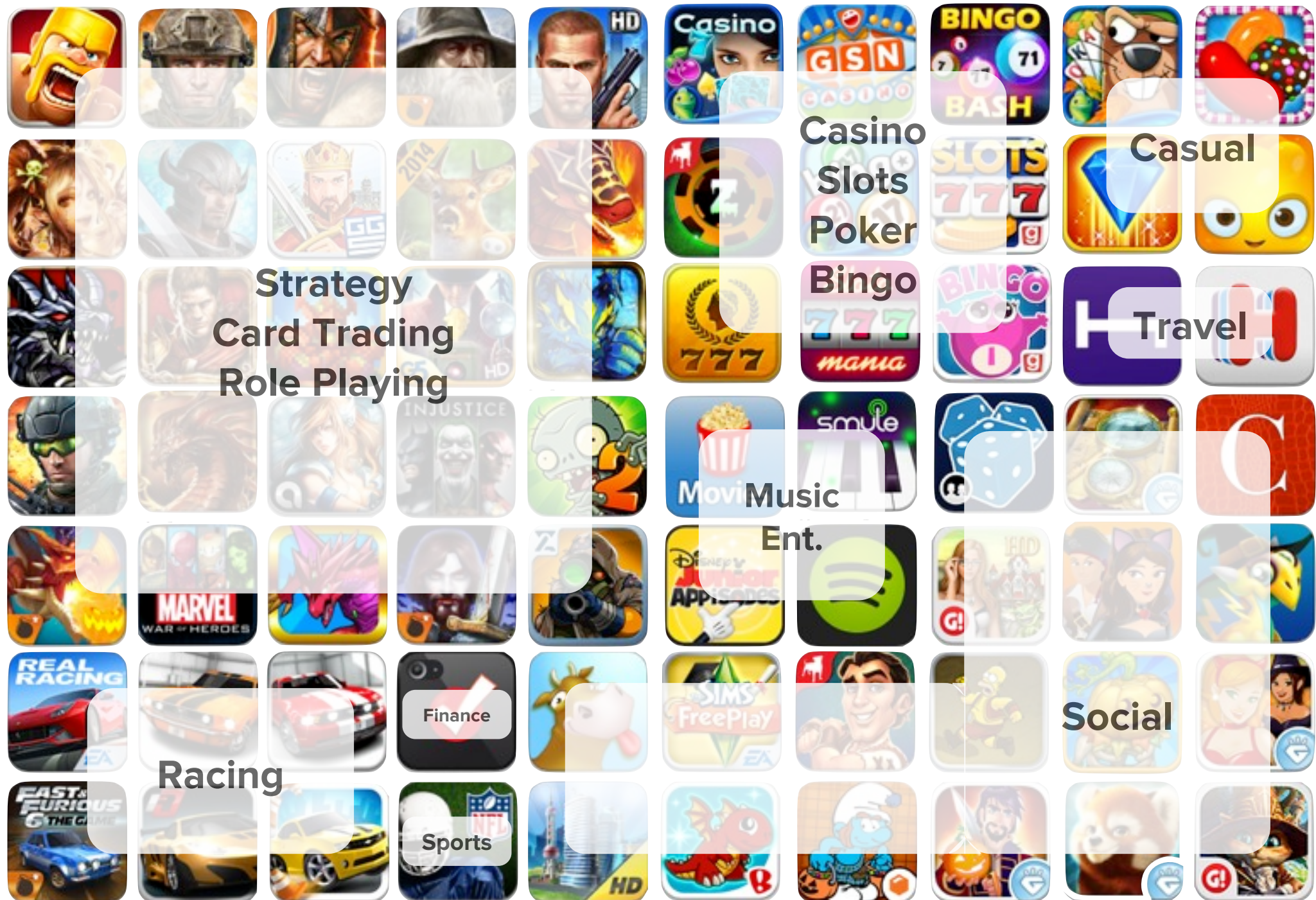
- **Goal:**
  - *Evaluate current state of user acquisition ecosystem (attitudes, preferences, platforms)* on iOS and Android to identify trends, insights and benchmarks for 2013 and beyond
- **Details:**
  - Fielded: Q3 2013
  - Participants: Top 100 Grossing developers and performance advertising agencies
  - 23 questions requiring 78 responses
  - 41% completion rate

# Survey of Top Grossing Developers





# Top Grossing Apps

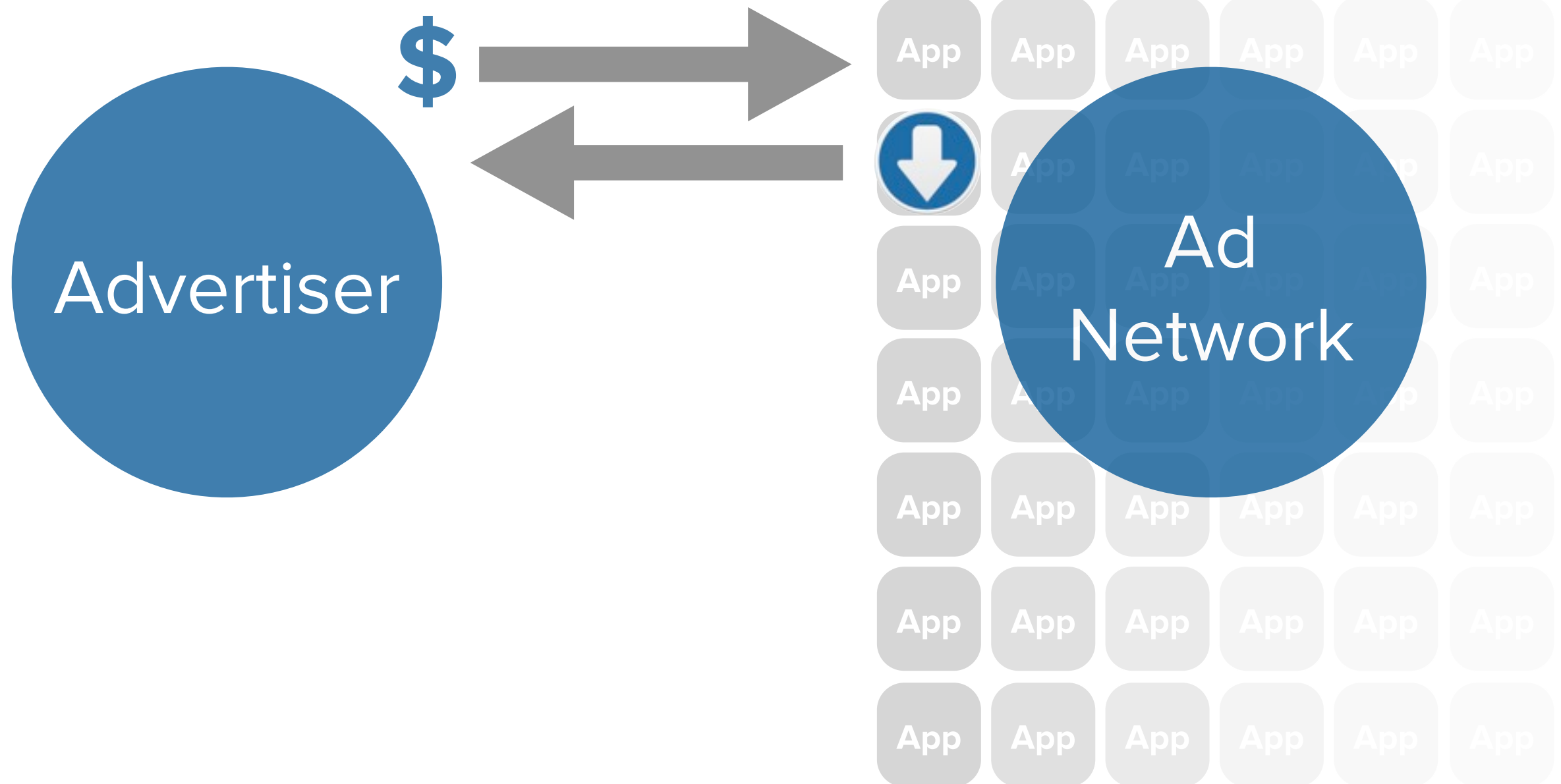


# 3 Main User Acquisition Strategies

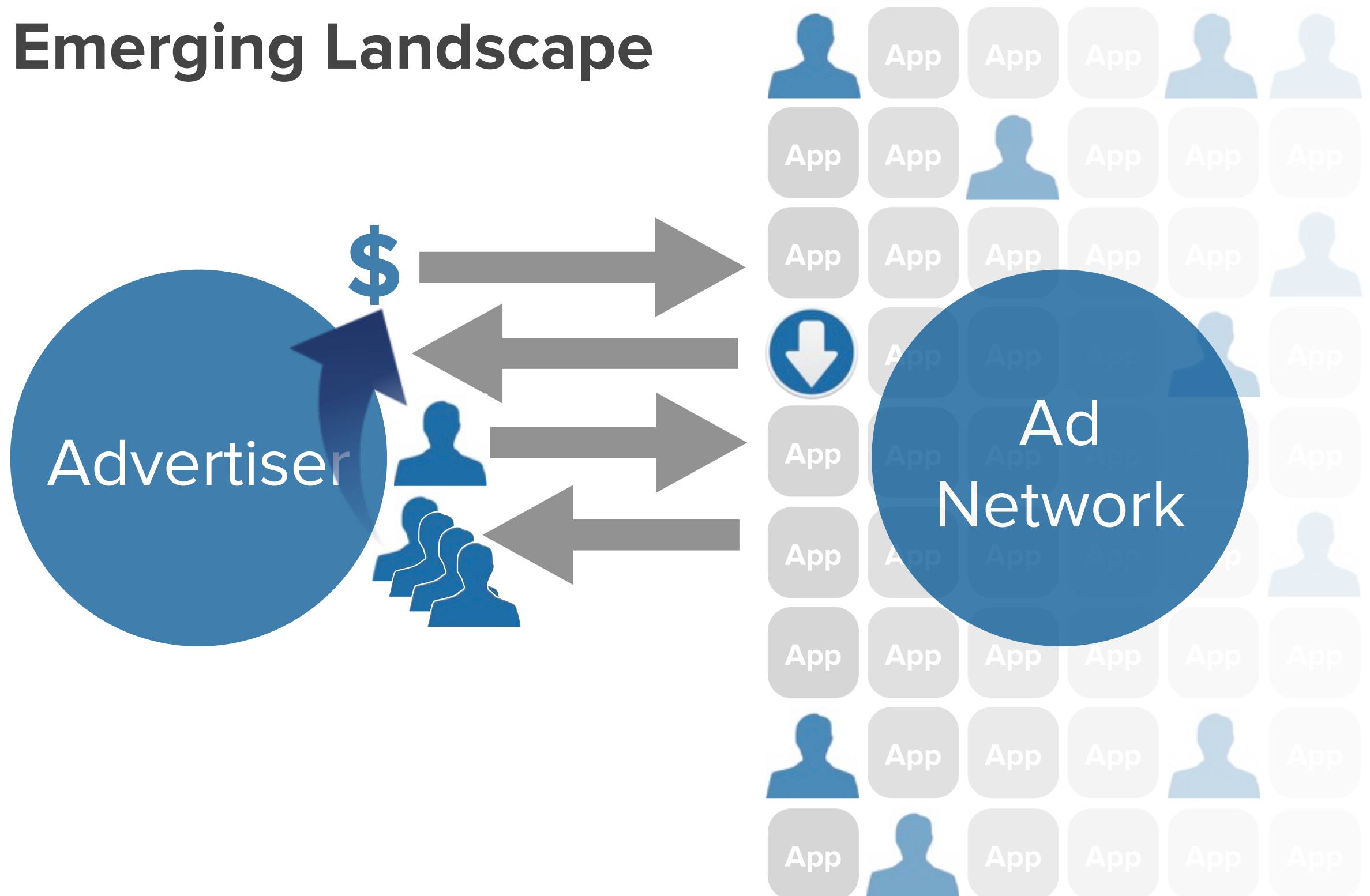
- **Burst (Launch)**
  - Focus on charts and short term goals
  - Quantity > Quality
- **Sustained / Engagement**
  - Focus on ROI and long term goals
  - Quality > Quantity
- **Buzz & Awareness (pre-launch)**
  - Focus on building pre-launch awareness



# Current Landscape



# Emerging Landscape





# Roadmap to Top Grossing

☐ What are my campaign goals?

# Campaign Goals

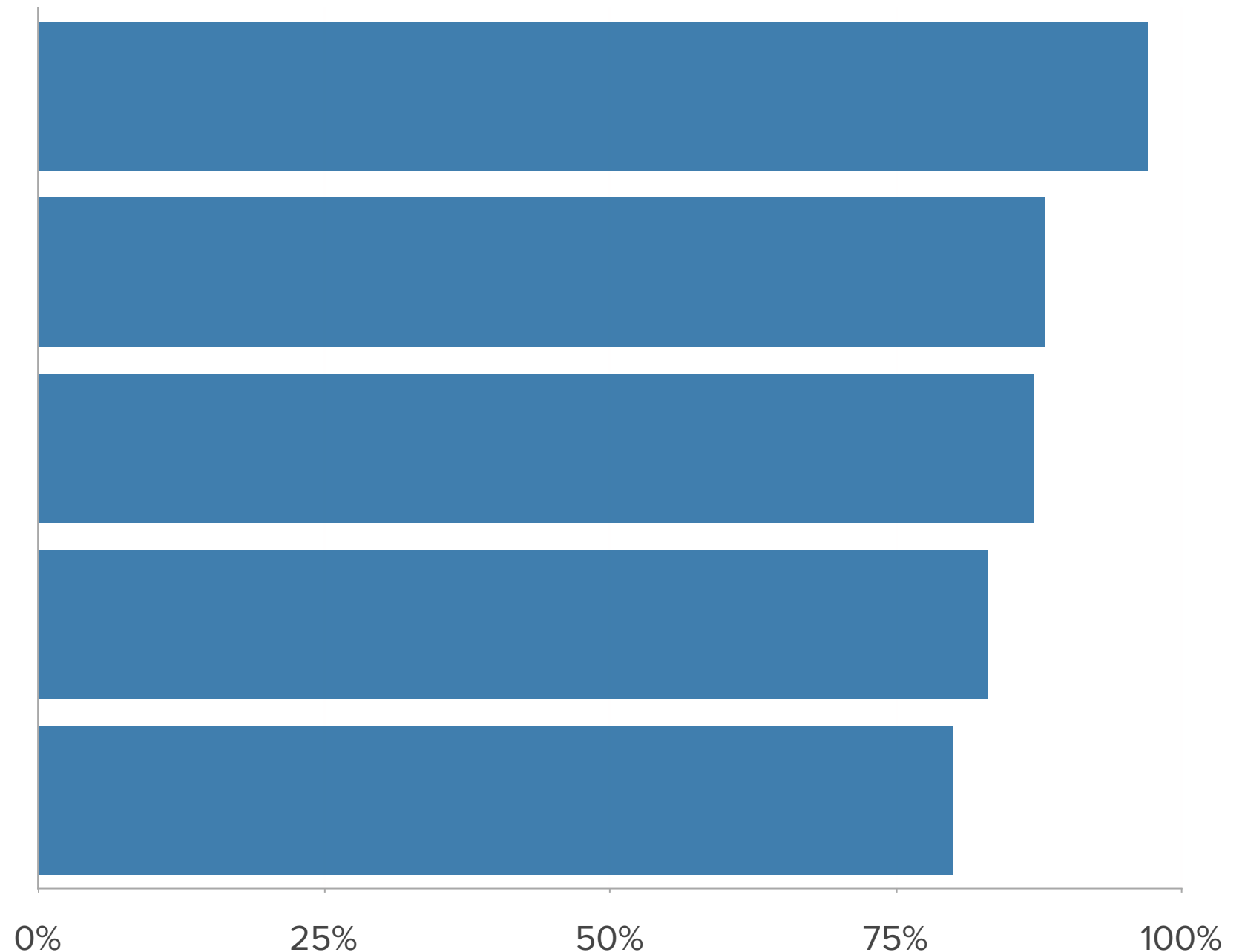
Quality of User

Price

Targeting

Service

Volume



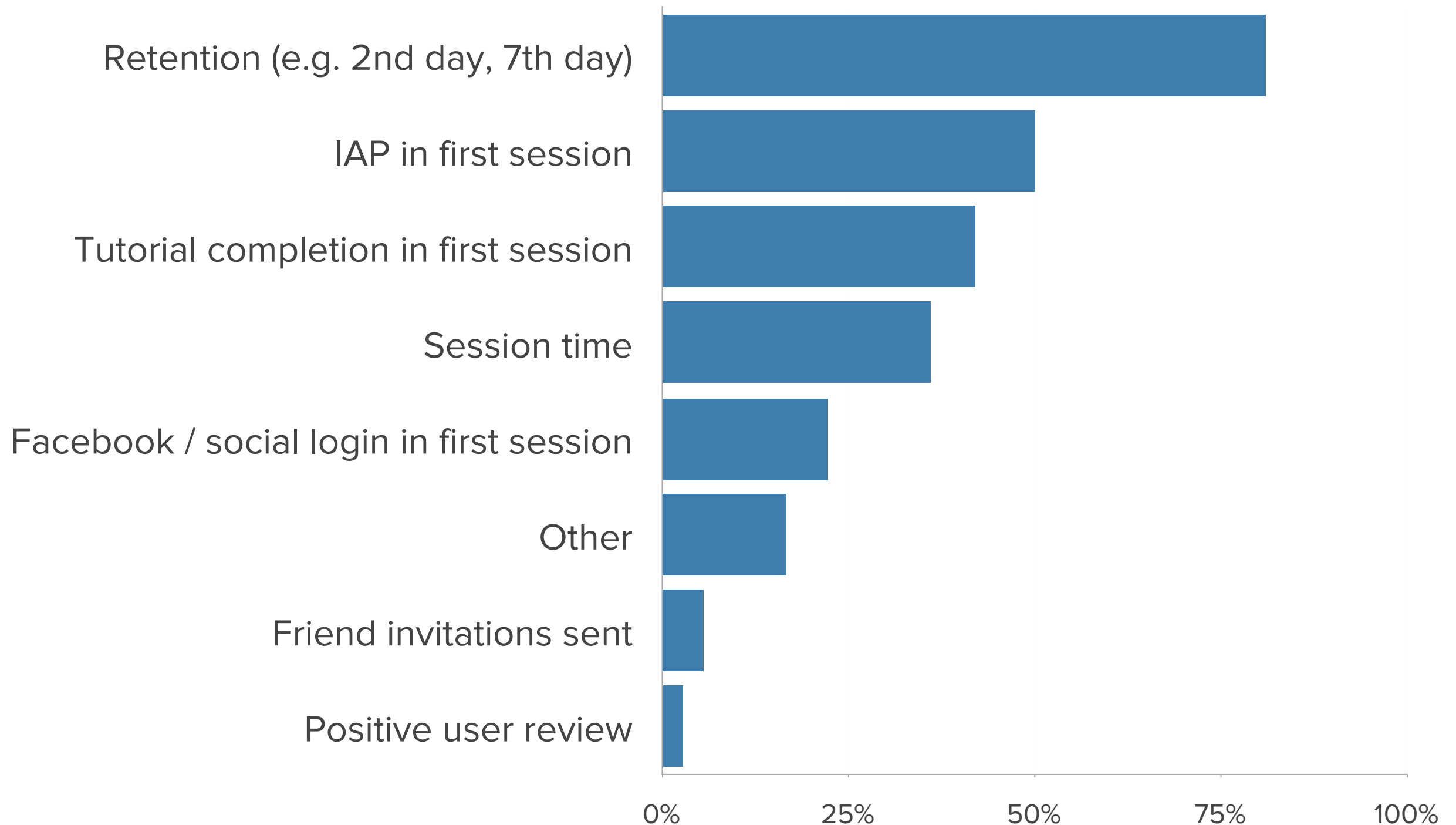
% of Top 2 Box Responses ("Very & Most Important")



# Roadmap to Top Grossing

- ☒ What are my campaign goals?
- ☐ What is quality?

# What is Quality?





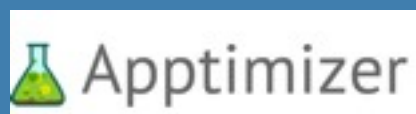
# Roadmap to Top Grossing

- ☒ What are my campaign goals?
- ☒ What is quality?
- ☐ How do I track installs and sources?

# Tracking Users & Sources

mobile  tracking  
hasoffers (50%)

Custom in-house tools (44%)

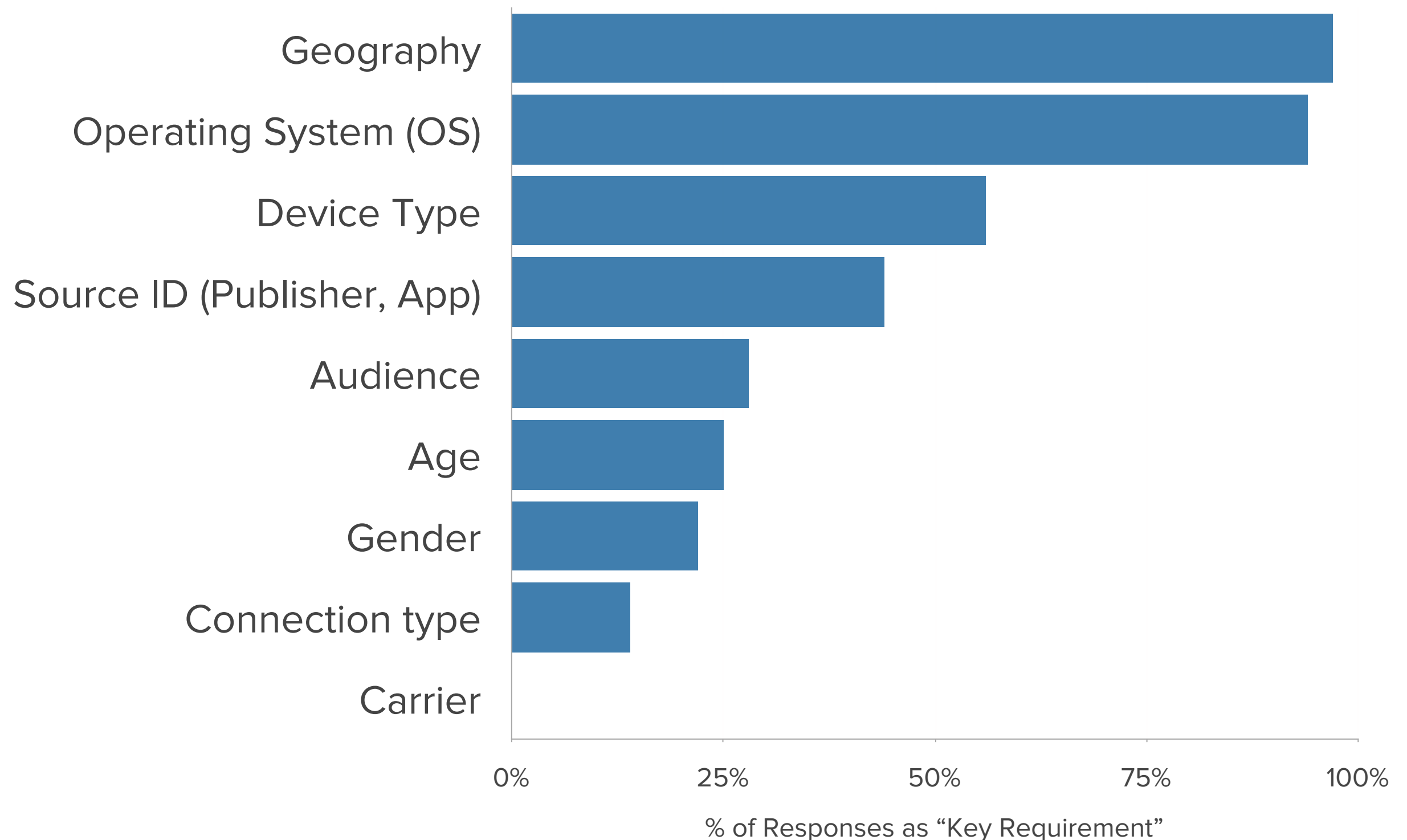




# Roadmap to Top Grossing

- ☒ What are my campaign goals?
- ☒ What is quality?
- ☒ How do I track installs and sources?
- ☐ How do I target high quality users?

# Targeting





# Roadmap to Top Grossing

- ☒ What are my campaign goals?
- ☒ What is quality?
- ☒ How do I track installs and sources?
- ☒ How do I target high quality users?
- ☐ What ad formats should I focus on?

# What Ad Formats Should I Focus On?

- **Q:** What UA channels and ad formats are most effective at achieving campaign goals?

Video	89%
Facebook / Social	88%
Interstitials	74%
Direct Deals	43%
Cross Promotion	39%
Display / Banners	39%
Offer Walls	24%
Free App Networks	9%
Other	0%

# Roadmap to Top Grossing

- ☒ What are my campaign goals?
- ☒ What is quality?
- ☒ How do I track installs and sources?
- ☒ How do I target high quality users?
- ☒ What ad formats should I focus on?
- ☐ How do I track and measure ROI?



# What tools can I use to analyze campaign results and ROI?

**Custom tools** (100%)  
**Spreadsheets** (47%)

ADX TRACKING

mobile  tracking  
hasoffers

Graphite

“SQL”







Apsalar

★ KOCHAVA ★

“Analytics Team”

“Tableau on top of Hadoop/Hive/Impala”

# Roadmap to Top Grossing

-  What are my campaign goals?
-  What is quality?
-  How do I track installs and sources?
-  How do I target high quality users?
-  What ad formats should I focus on?
-  How do I track and measure ROI?

# Thinking Beyond User Acquisition

- **Pre-launch awareness & buzz**







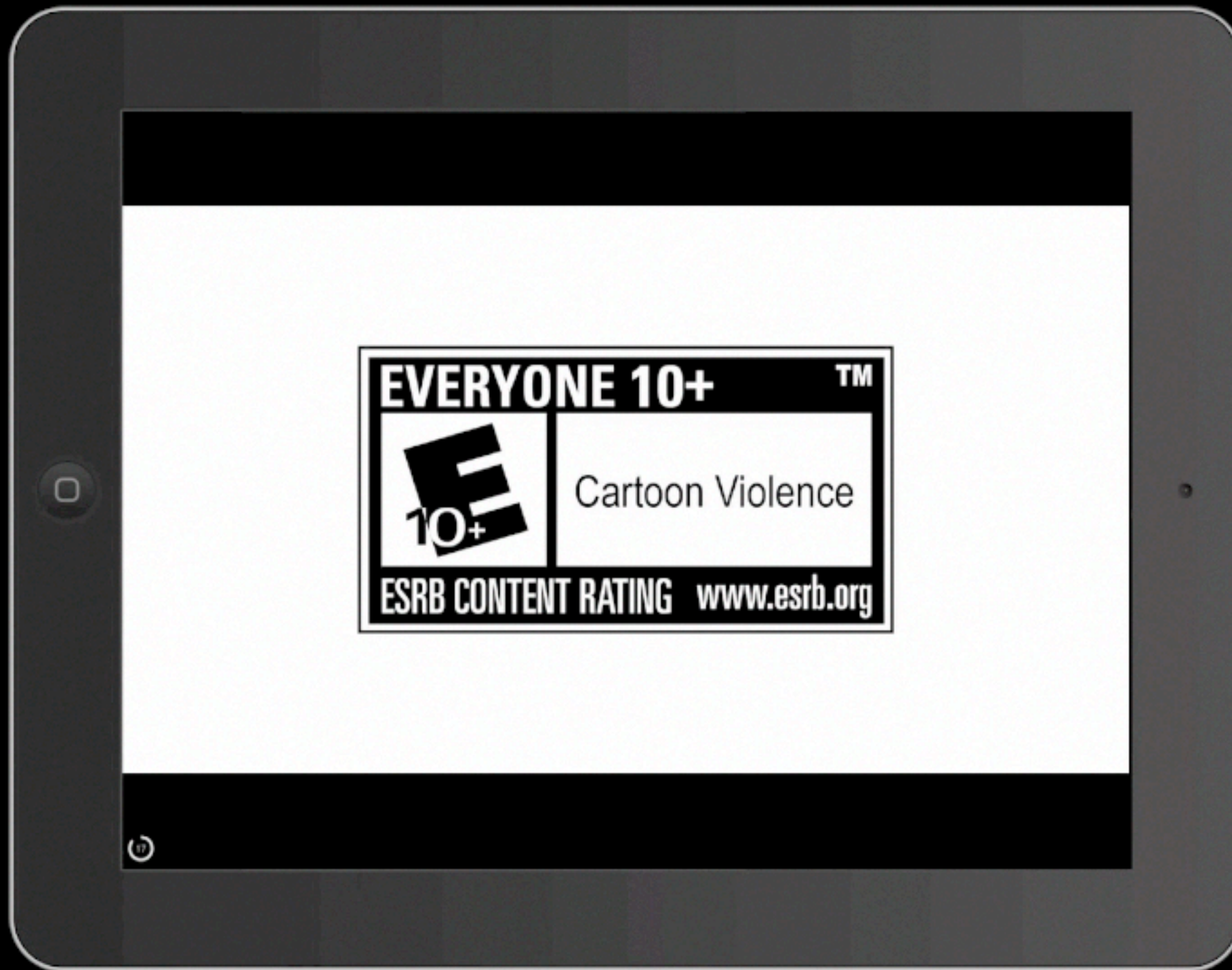
**UBISOFT®**





# Thinking Beyond User Acquisition

- **Pre-launch awareness & buzz**
- **Engagement**



# Thinking Beyond User Acquisition

- **Pre-launch awareness & buzz**
- **Engagement**
- **Downloads**



**UBISOFT®**



# Thinking Beyond User Acquisition

- **Pre-launch awareness & buzz**
- **Engagement**
- **Downloads**
- **Purchase**



# Thank You!

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