



# Rise of the Machines: The Programmatic [R]evolution of UA for Mobile Games

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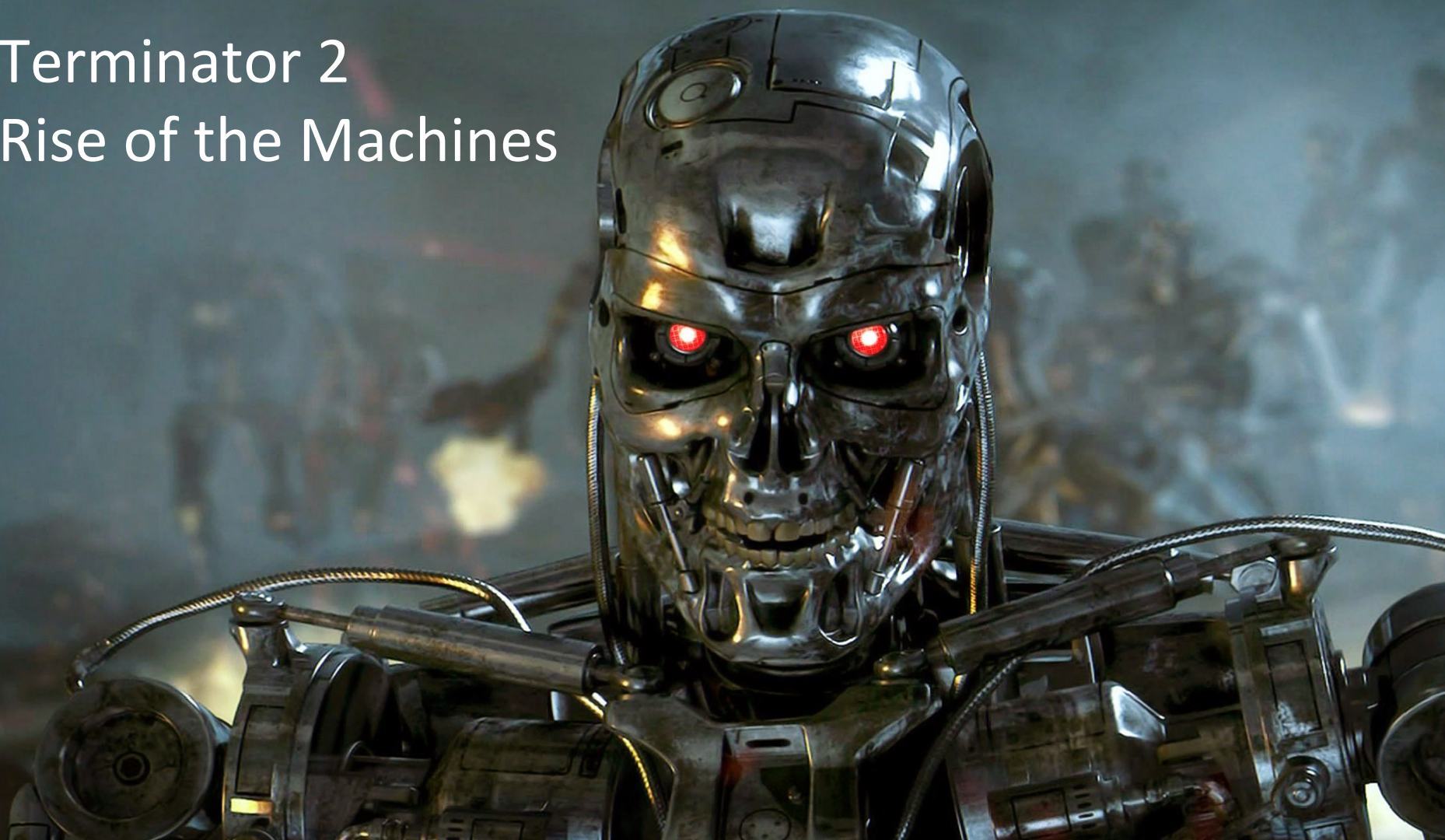
November 3, 2014



What We Won't Talk About...

# Terminator 2

## Rise of the Machines





But Don't Leave!

What We Will *Talk About...*





# Rise of the Mobile Ad-Tech Machines

Who is Fiksu, Why You Should Care!

Challenges of Game Marketing

Programmatic for New UA – Display & Video

Programmatic for Retargeting

Quiz Up Case Study



World's leading mobile app marketing platform



Boston  
New York  
Los Angeles  
Northampton  
San Francisco

London  
Helsinki  
Singapore  
Tokyo  
Seoul



900 CLIENTS

3200 APPS

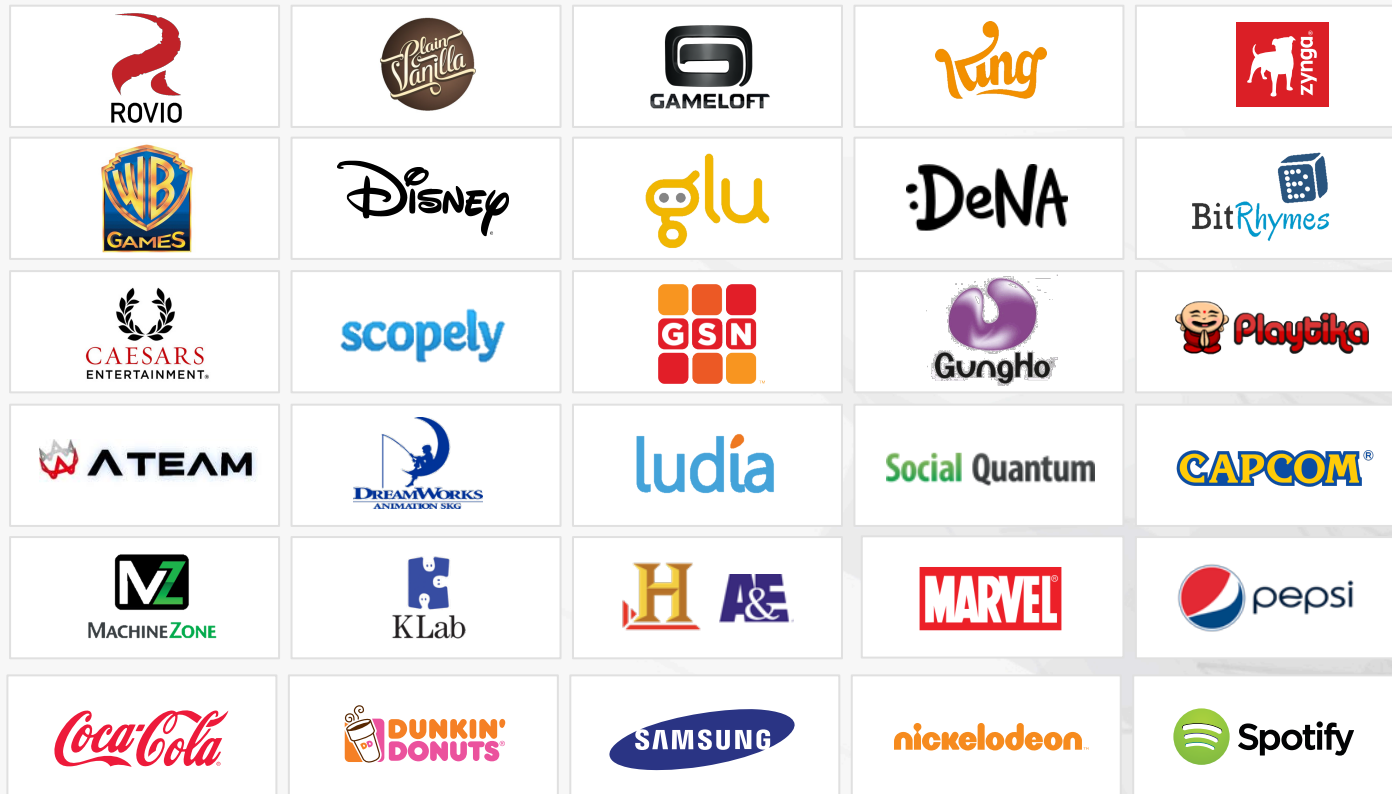
1.7 Billion  
DEVICE PROFILES



3.3 Billion  
DOWNLOADS GENERATED

4.9 Trillion  
MARKETING EVENTS

# Who We Work With...



250  
Game Clients

40 of Top 50  
Grossing App  
Publishers



# Fiksu's Data – Informs media decisions



**1.7B**

Mobile device profiles

**4.1T**

Marketing Events

**3.2B**

Downloads Driven

**15B**

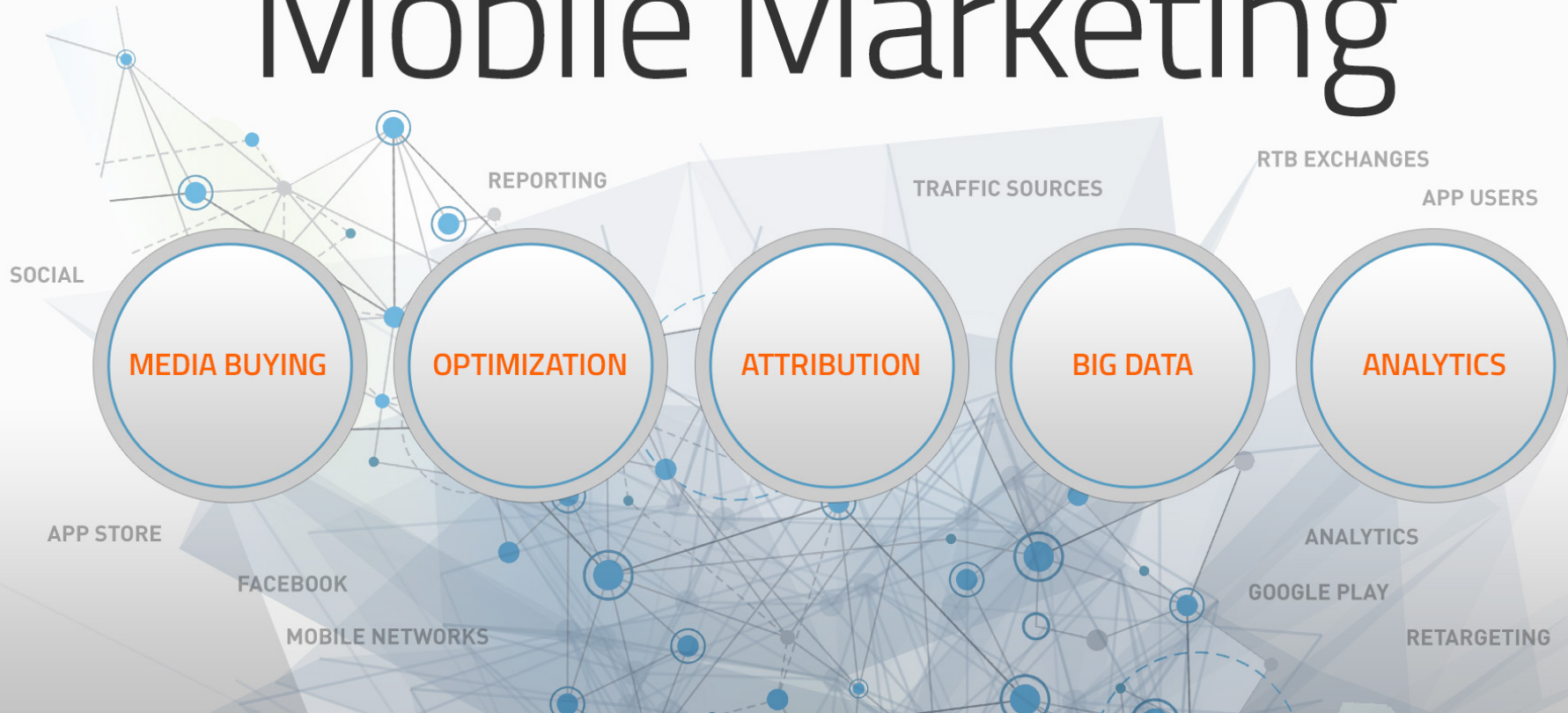
Daily Ad Impressions

**1.3B**

Loyal App Users

*Fiksu's vast repository of marketing performance data informs media decisions and drives better user acquisition results.*

# Comprehensive Mobile Marketing



# Everything Is Awesome in Mobile



Consumers now spend more time on mobile than on TV



2013 mobile app revenue Fiksu estimate:  
\$38 B

*ABI Research, March 2013*



1.5 B mobile devices expected to ship in 2014

*IDC – May 2014*



Mobile: 50%+ of transactions on Amazon, Gilt, Groupon, and many others, 75% of Facebook and Twitter usage

*Various*



Mobile commands 20% of all media time – but only 4% of media budgets

*Mary Meeker, May 2014*



\$95 billion in revenue will be generated by mobile apps in 2018

*eMarketer*





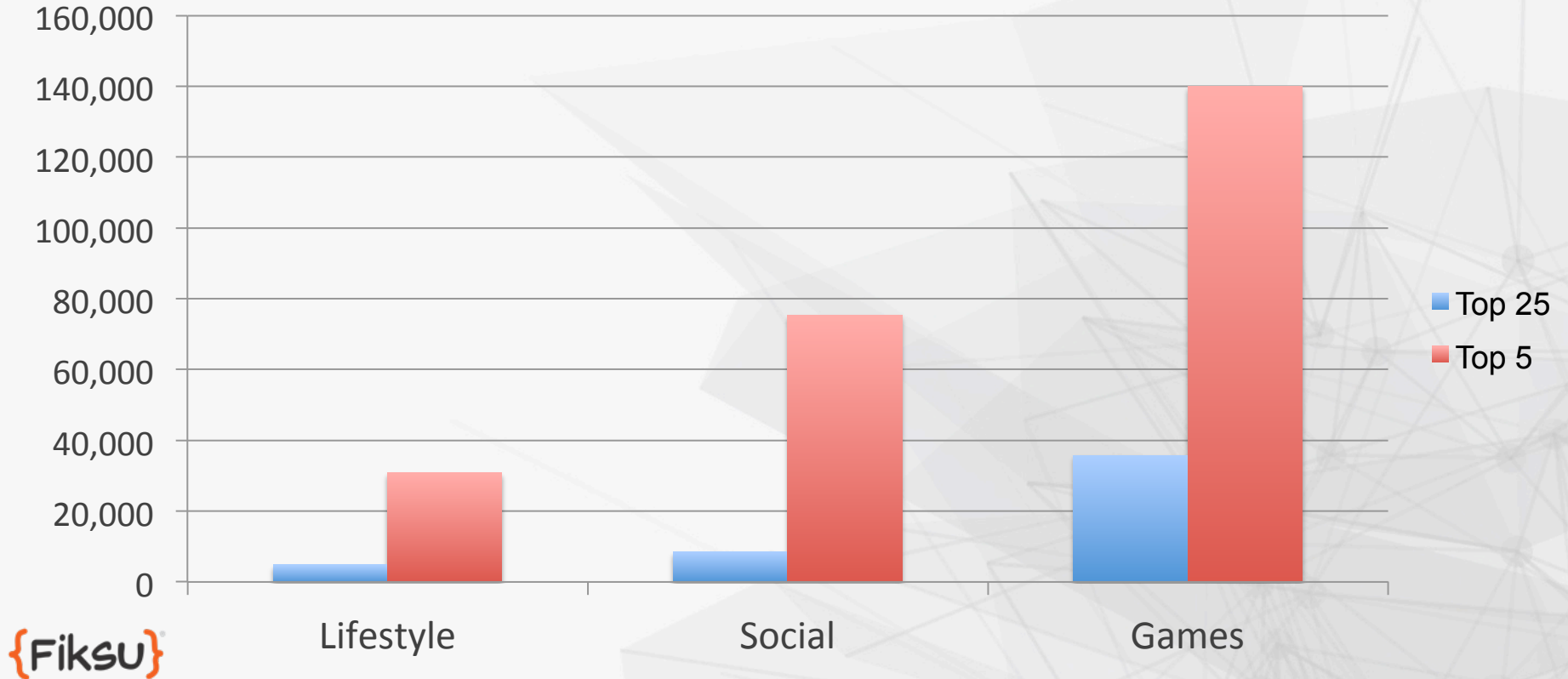
**247 different game publishers made more than \$1,000,000 last year**

Games make up 40 percent of all app-store downloads and about 75 percent of app store spend

Everything is awesome  
in games (*Well, not everything*)

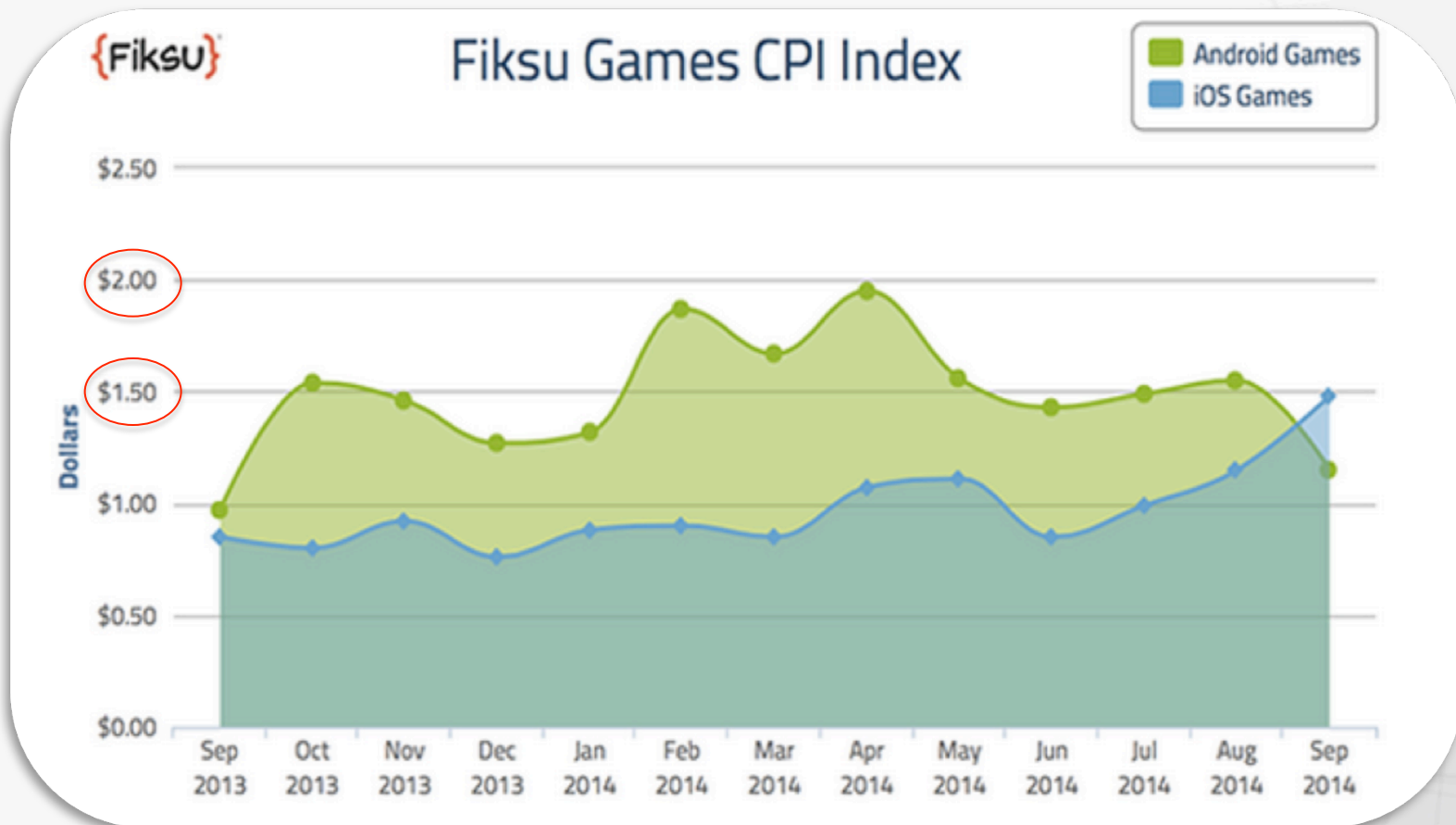


# Games Ultra-Competitive vs. Other Categories





# Challenges Mount for Games





Only 2.2% of  
players ever spend  
in-game

---


22% of all app  
downloads only  
used once<sup>2</sup>

- 50% of all in-game revenue comes from .15% of players
- 61% of all in-app purchases happen on day one

-- Swrve, Feb 2014





A photograph of Shaquille O'Neal, a large Black man with a beard, smiling broadly while holding a white smartphone in his right hand. He is wearing a dark grey sweater over a white collared shirt. He is seated in a black leather chair. The background is dark with some blurred logos, including a Chevrolet logo. A semi-transparent grey box with white text is overlaid on the right side of the image.

“Honestly, I probably  
spend \$1,000 on  
apps a week.”

*-- Shaquille O'Neal*

# 945+ Mobile Ad-Tech Players & Growing

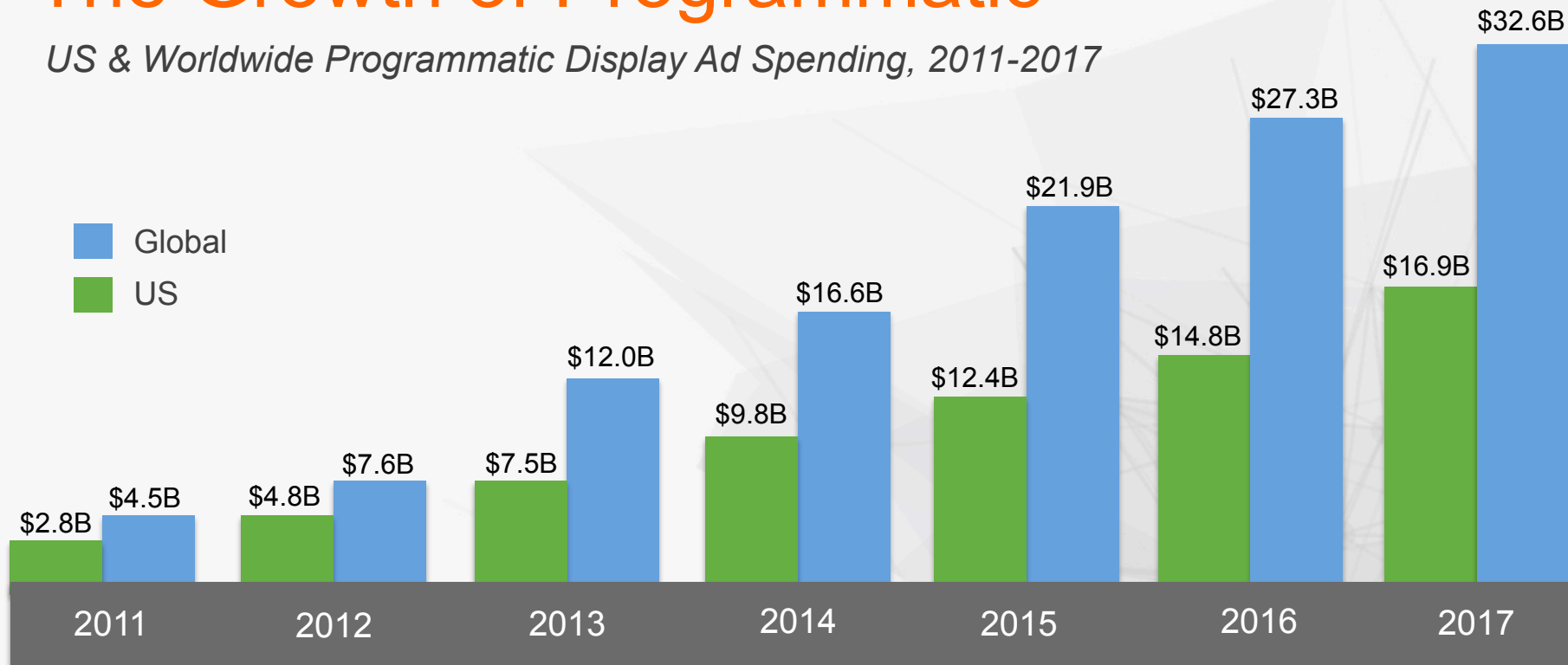


# Programmatic Display & Video New Gamer Acquisition



# The Growth of Programmatic

*US & Worldwide Programmatic Display Ad Spending, 2011-2017*





# What Is Programmatic Buying?

“Programmatic buying is using an automated process to make inventory placement decisions, execute on those decisions through closed-loop feedback.”



# Optimization to the Metrics that Matter

Programmatic technology optimizes on key value metrics, resulting in lower-cost, higher-quality users that take actions tied to your ROI.

For games this can include:

- In-app purchases
- Repeat visitors
- Custom events



## Programmatic Buying Drives Down Cost

- Access 99% of world's in-app ad impressions
  - 15 billion ad impressions daily



A cartoon illustration of Daffy Duck running quickly through a desert landscape. He is wearing a blue shirt and has a determined expression. The background features a sunset sky, cacti, and distant mountains.

## Programmatic Buying Drives Down Cost

Fiksu: 380K+ impressions / second

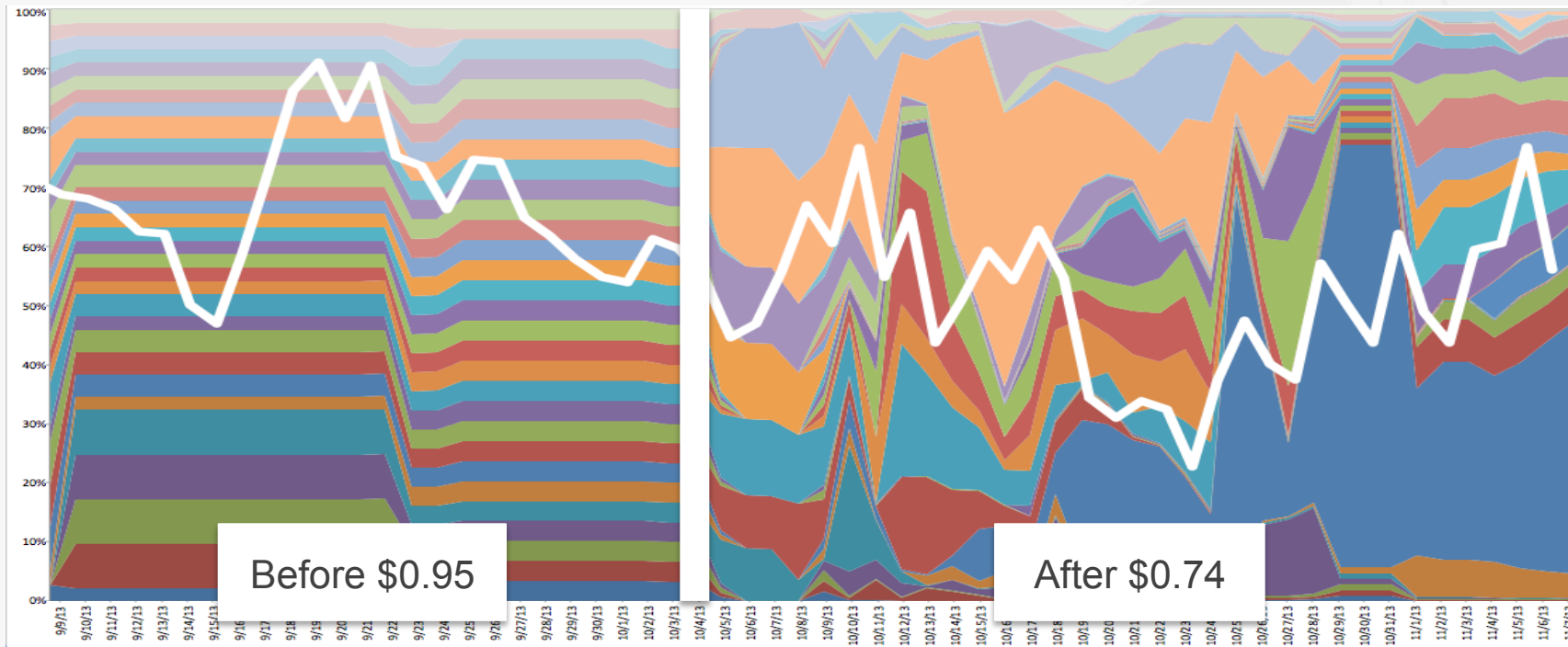


# Programmatic Buying Drives Down Cost

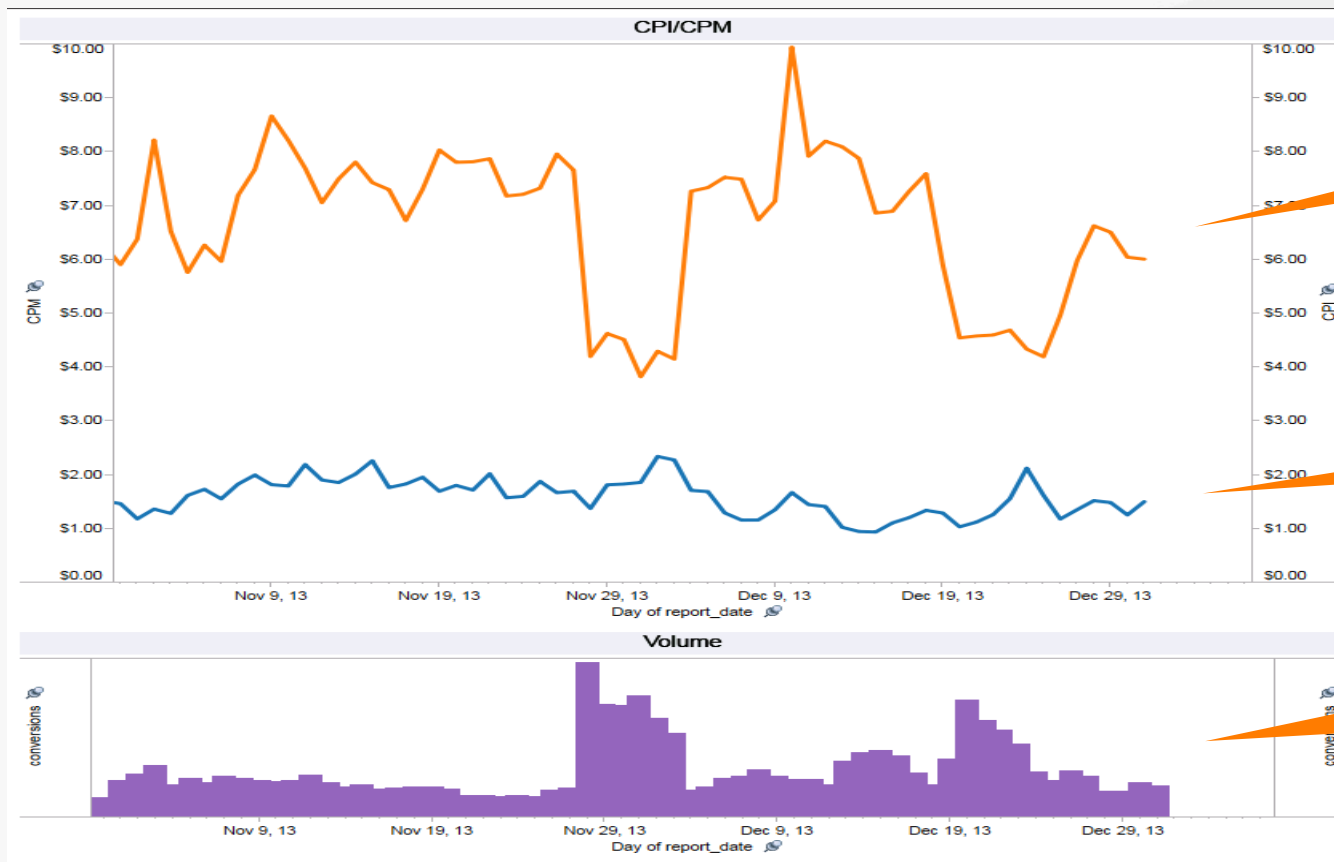
## Precise Bidding Algorithms

- Full Data Tracking & Optimization is key
- Tagging of Secondary Action Events (Post Install)

# Dynamic Bidding Improves Results



# Automation & algorithms bring predictability



# Expanded Programmatic: Social and Retargeting





# Precise Audiences & Insight

## Demographic

Countries, Regions, Cities, Zip, Radius  
Locales, Gender, Age

## Education

Education Status, College Networks, College Majors  
Work Networks, College Years

## Relationships

Relationship status  
Interested in

## Device

OS Version, User Device (brand)  
Wireless Carrier

## Keywords & Interests

Broad interests  
Keywords

## Custom Audiences

“Lookalikes”  
Phone, Email, Identifiers



# Precise Audience & Insight



## Tailored

Target specific sets of users



## Look-a-Likes

Find users similar to your followers



## Followers

Leverage brand advocacy



## TV

Research users talking about TV shows



## Search

Target users searching for specific keywords



## Location

Narrow in on country, state, city or zip



## Mobile

Reach users by device and platform



## Gender

Increase relevance with gender targeting



## Keywords

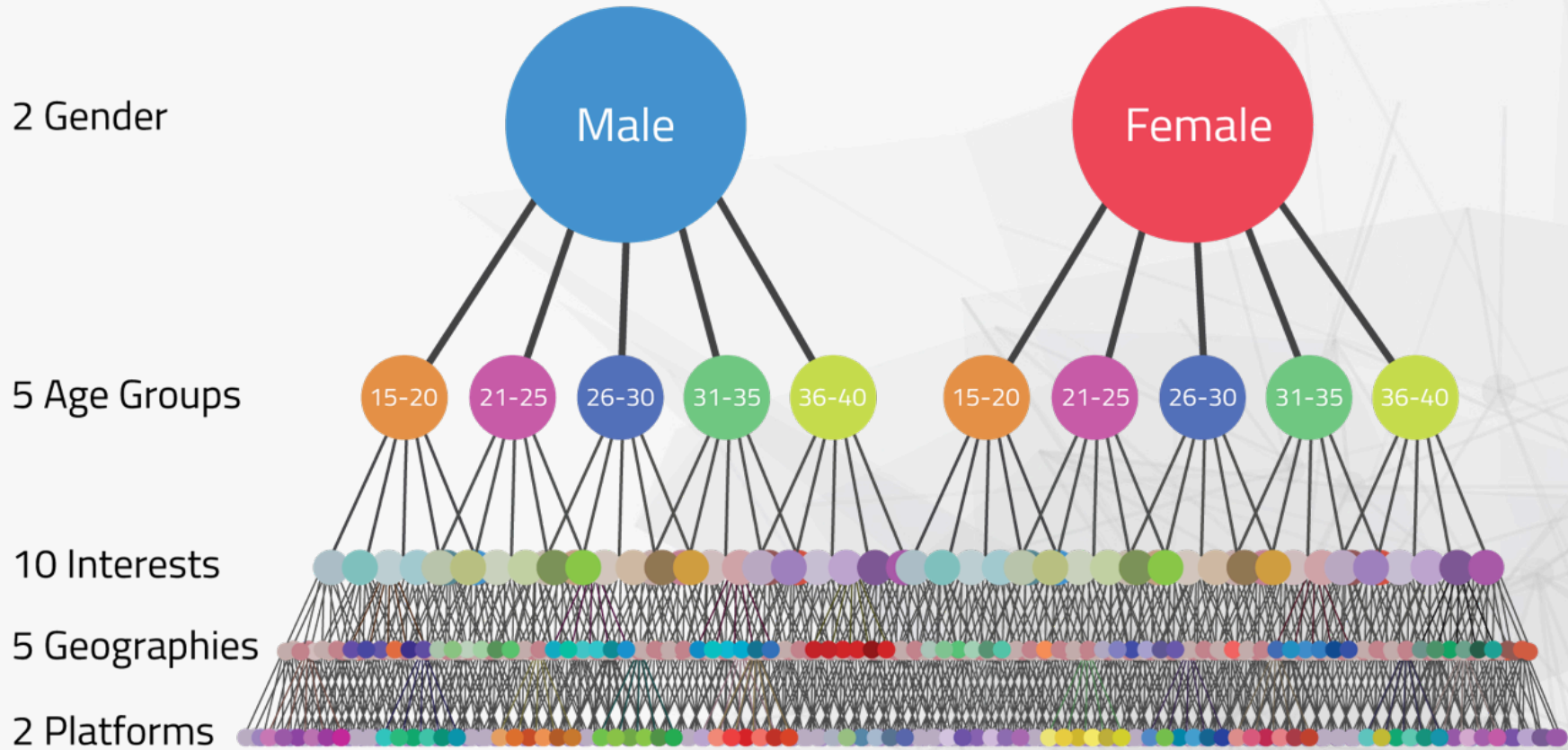
Target users tweeting specific words/terms



## Interests

Resonate w/ users through their interests

# Automated Segmentation





# RETARGETING





# Case Study

The background is a solid orange color. On the right side, there is a faint, abstract graphic consisting of several overlapping, semi-transparent geometric shapes (polygons) and a network of thin lines connecting small circular nodes, resembling a molecular structure or a data network.

## CASE STUDY: Quiz Up

### Plain Vanilla Games mindset:

“We thought if we made a really good product it would just sell, but that’s not the case.”

- CEO Thor Fridriksson

### Key metric:

10 organic downloads  
for every paid download

20x  
Industry average



“Our marketing partnership with Fiksu gave us the promotional boost we needed to not only succeed but to dominate the games app category.”

— Neal Ostrov, CMO,  
Plain Vanilla Games

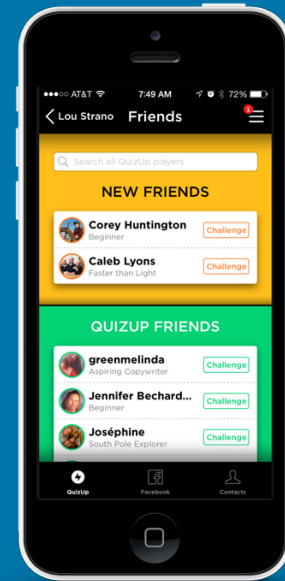
## CASE STUDY: Quiz Up

# Virality Key To Growth

- Social mechanics needs critical mass to trigger viral effects

## SAR Goal

- Find users with the highest propensity to invite friends



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Plain Vanilla Games

# CASE STUDY: Quiz Up

## Creative and Channel Optimization

### Channels

Video

RTB (CTR 5.6%)

Ad Networks

Social ?

### Creatives

Banner & video

Message

Colors



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## CASE STUDY: Quiz Up

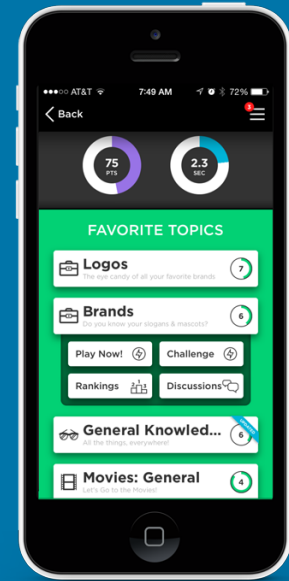
Registered Engaged Users:

1M in 8 days

5.5M in 1 Month

10M+ to date

Avg. 35 minutes play/day

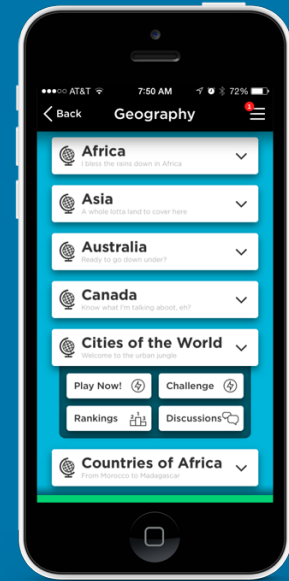


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## CASE STUDY: Quiz Up

\$1 CPI non-incent  
7:1 organic to paid



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CASE STUDY:  
**Quiz Up**

1 week



#1 overall



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