

Getting Your App Noticed

November 2013



1.7+ Million Apps &
Games



4 games consistently in iOS top grossing charts

125 MM+ downloads

Top 15 Grossing Developer (App Annie) across iOS and Google Play in 2012

170+ team members based in San Francisco

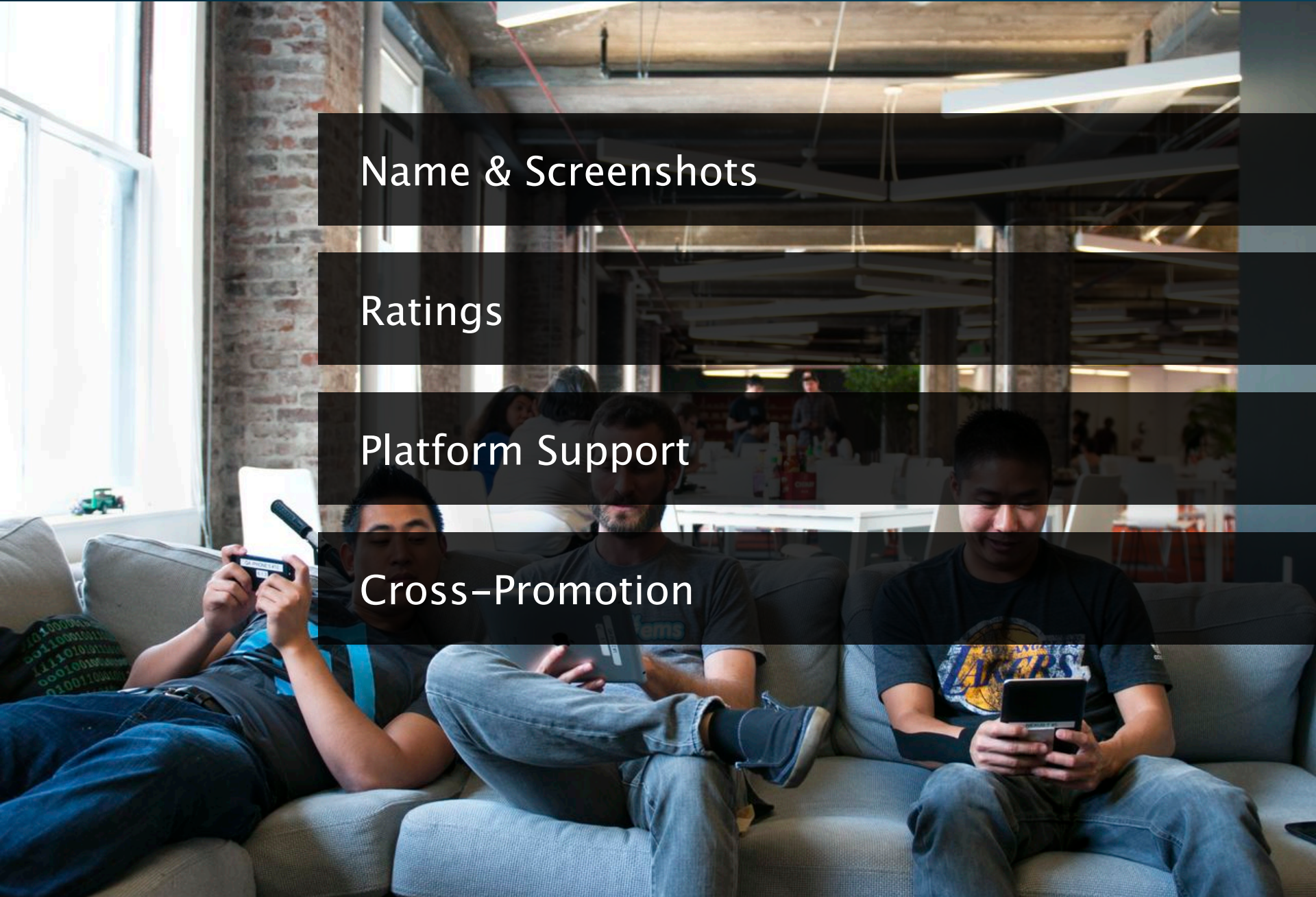
Backed by Sequoia Capital

Name & Screenshots

Ratings

Platform Support

Cross-Promotion



PARADISE COVE



44,9%
–
53.9%
Lift
after
testing



DSPs/ Agencies



Paid Marketing Channels



SSPs/ Exchange

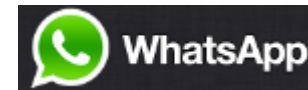


Chat Apps



LINE

kik



Tango



/MOBILE

Top 10 Mobile Ad

Companies

- AdColony
- Burstly
- Chartboost
- Facebook
- Flurry
- Google AdMob
- HasOffers
- InMobi
- Millennial Media
- MoPub

In Use: 57 partners

Tested: 148 partners

New Tests: \$5–10k based on LTV

Targeting

Creative

Bids

Tracking & Reporting

Targeting

Platform

Geography

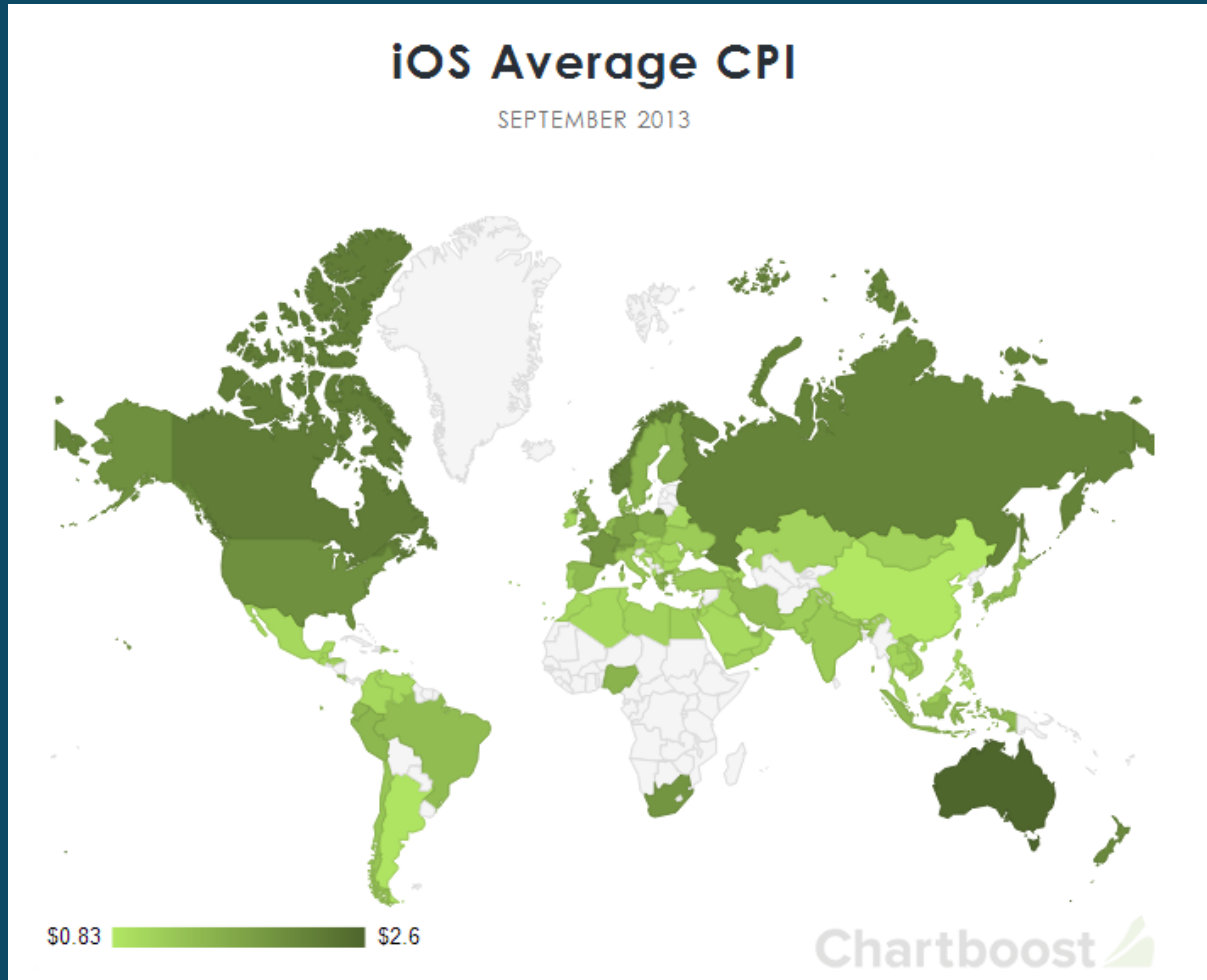
Device

OS

Age

Gender

Interests





8.4% CTR



8.8% CTR

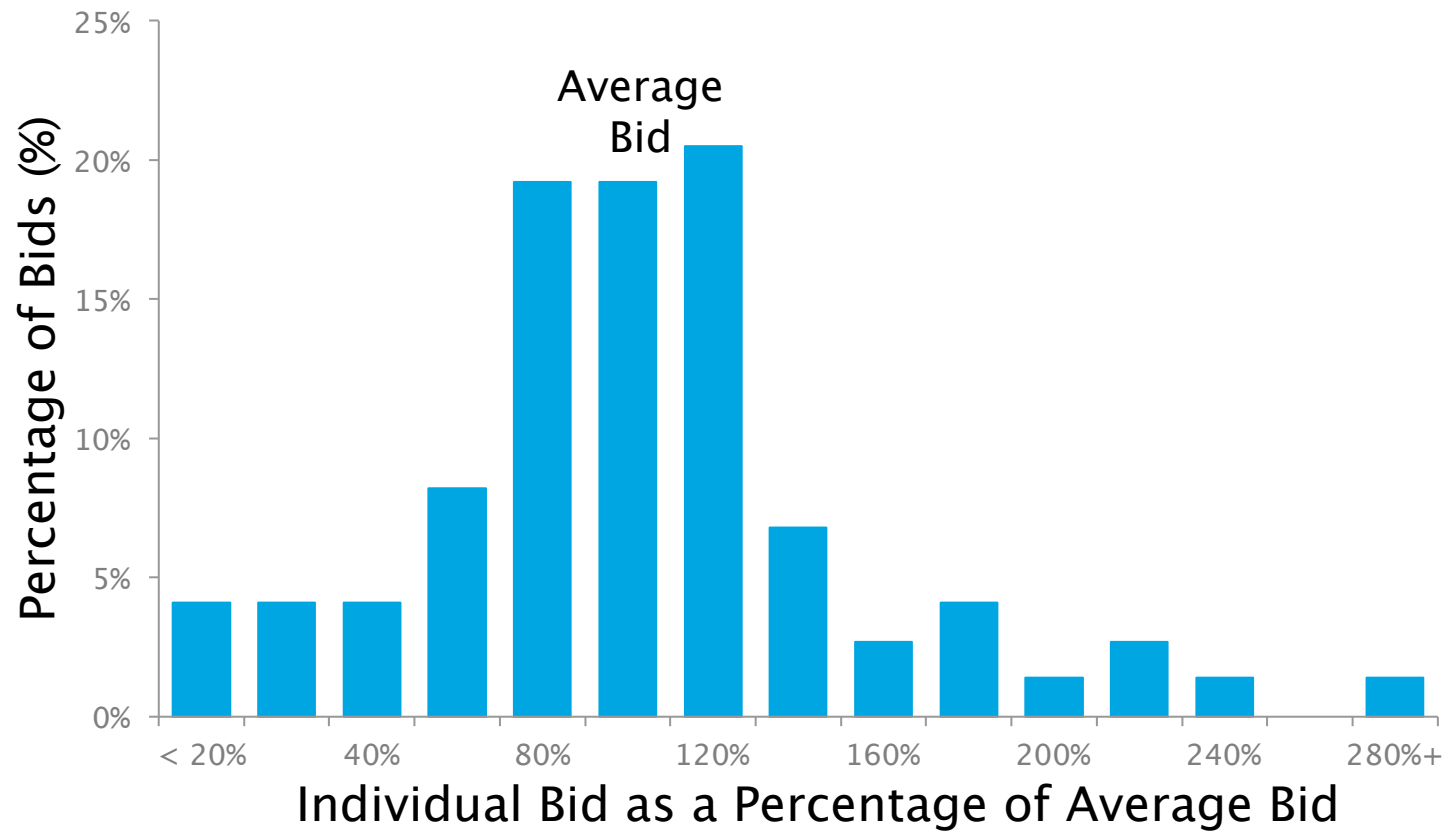


8.5% CTR

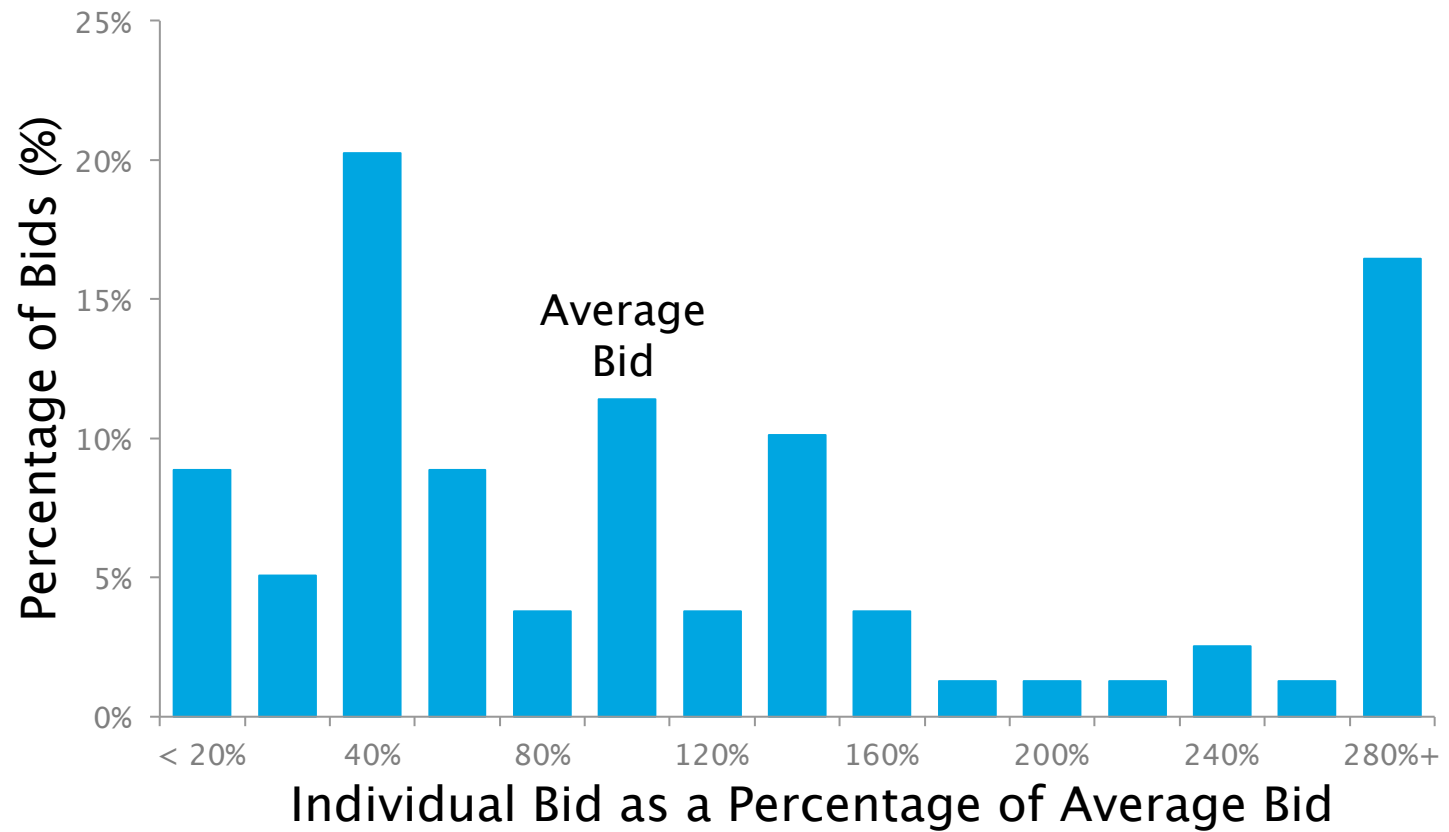


9.4% CTR

Campus Life Bid Distribution as a Percentage of Average



Paradise Cove Bid Distribution as a Percentage of Average



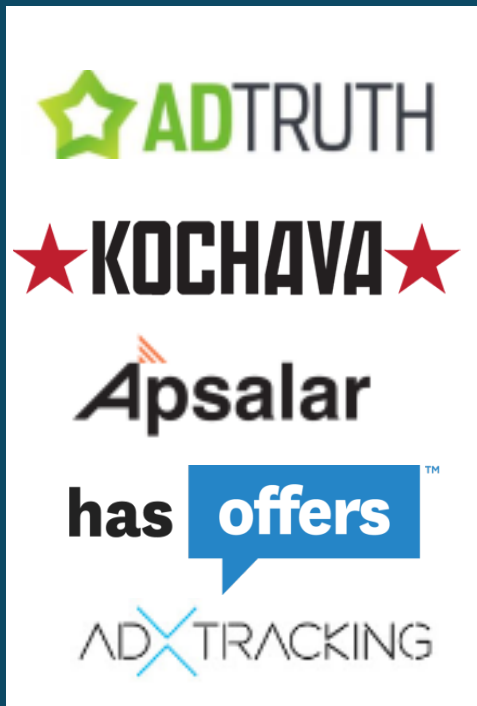
Tracking



Analysis



Adjust Bids



Real-time
Reports



Data



LTV
Model



Email



APIs

Verify tracking is working

Ensure targeting is right

Understand overlap: 5–30%

PARADISE cove



Geo: US
Device: iPad
Other: Male

Bid
\$8.00–10.00
eCPI
(\$0.38 CPC)

ROI
18%

Chartboost 

Geo: France
Device: iPhone

\$2.00 CPI

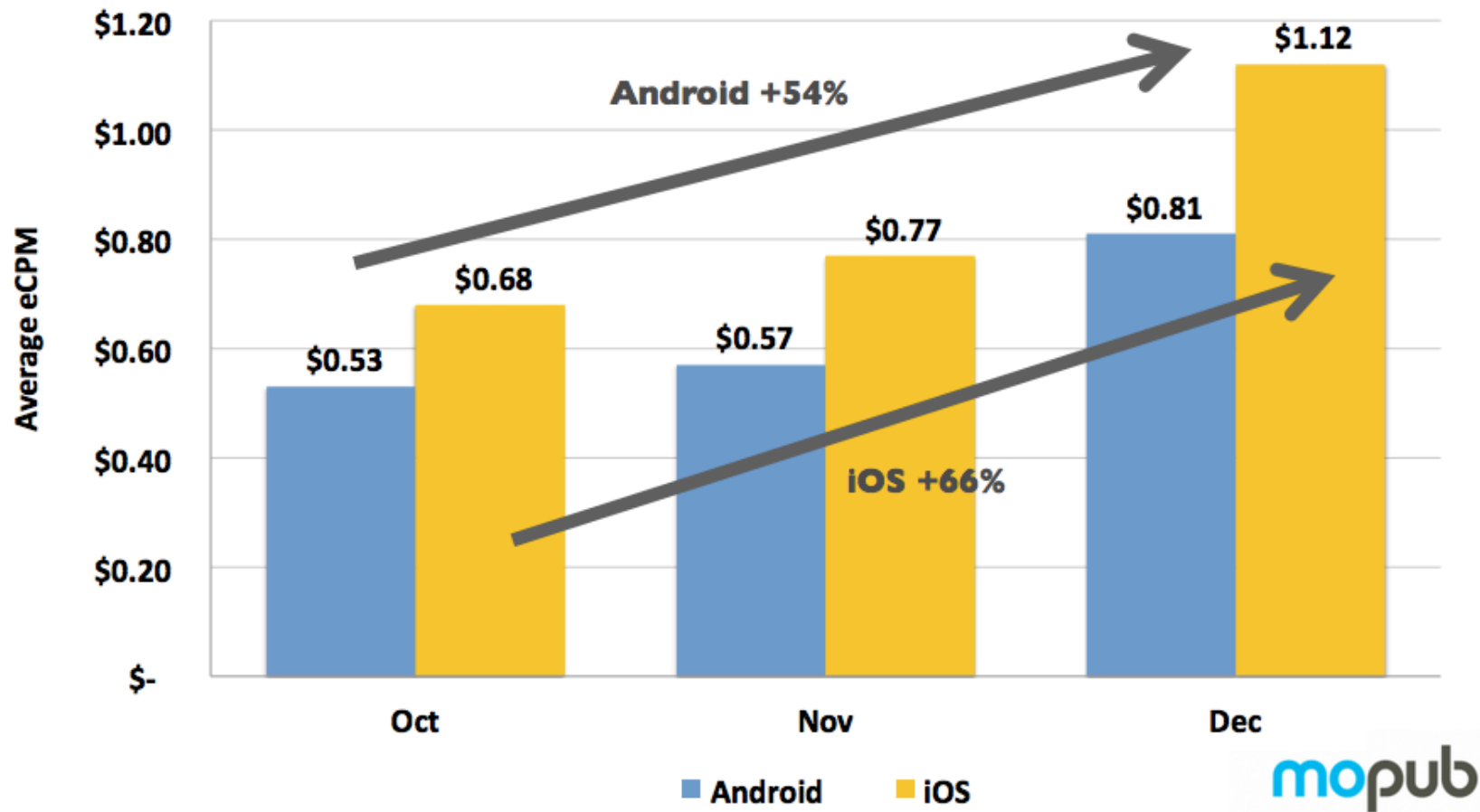
40%

REVMOB 

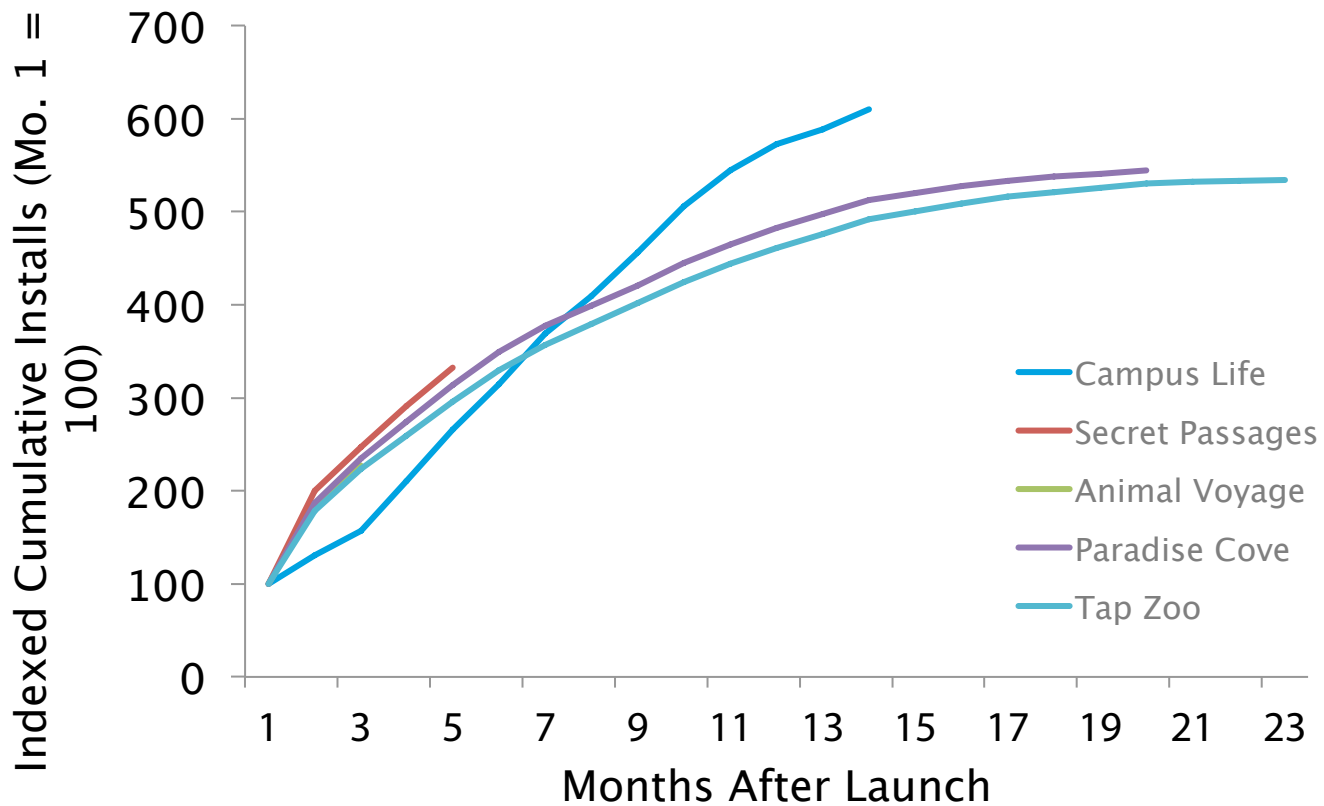
Geo: Brazil
Device: iPod 4

\$0.30 CPI

220%



Cumulative Installs By Months After Launch



A group of nine Pocket Gems team members posing in an office. A woman on the left is jumping in the air. The rest of the team is standing or sitting behind her, many wearing 'Pocket Gems' t-shirts and making enthusiastic gestures like waving and giving thumbs up. The office has red walls, a large potted plant, and desks with computers in the background.

Thanks

Learn more about Pocket Gem:
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