

A decorative dashed blue line that starts with a solid blue dot, curves around the top and right side of the central text area, and ends with a small blue square at the bottom right.

Re.Con by ADA

The Future of Marketing Measurement

Ronen Mense
APAC President & Managing Director



OK. ..Thats me :-)

Ronen Mense

An Asia Growth Hacker

**Doing mobile and start ups since
2005 (a.k.a Mobile Dinosaur)**

1st Global Hire @ AppsFlyer

**Hosts a Tech Leadership Interview
Series called "The Epicenter"
(www.1epicenter.com)**

The Marketing Measurement Authority

100%

Independent &
Unbiased

85K+

Marketers and
Developers

8,000+

Integrated
Partners

\$200M+

Annual
Recurring
Revenue

0

Financial interest
in ad networks

1T+

Mobile Actions
Measured Per Month

Backed by

8 out of 19 Offices are in APAC



**Ad Spend Measured in 2019,
Pre-Pandemic**

USD 20 Billion



Ad Spend Measured in 2020, During Pandemic

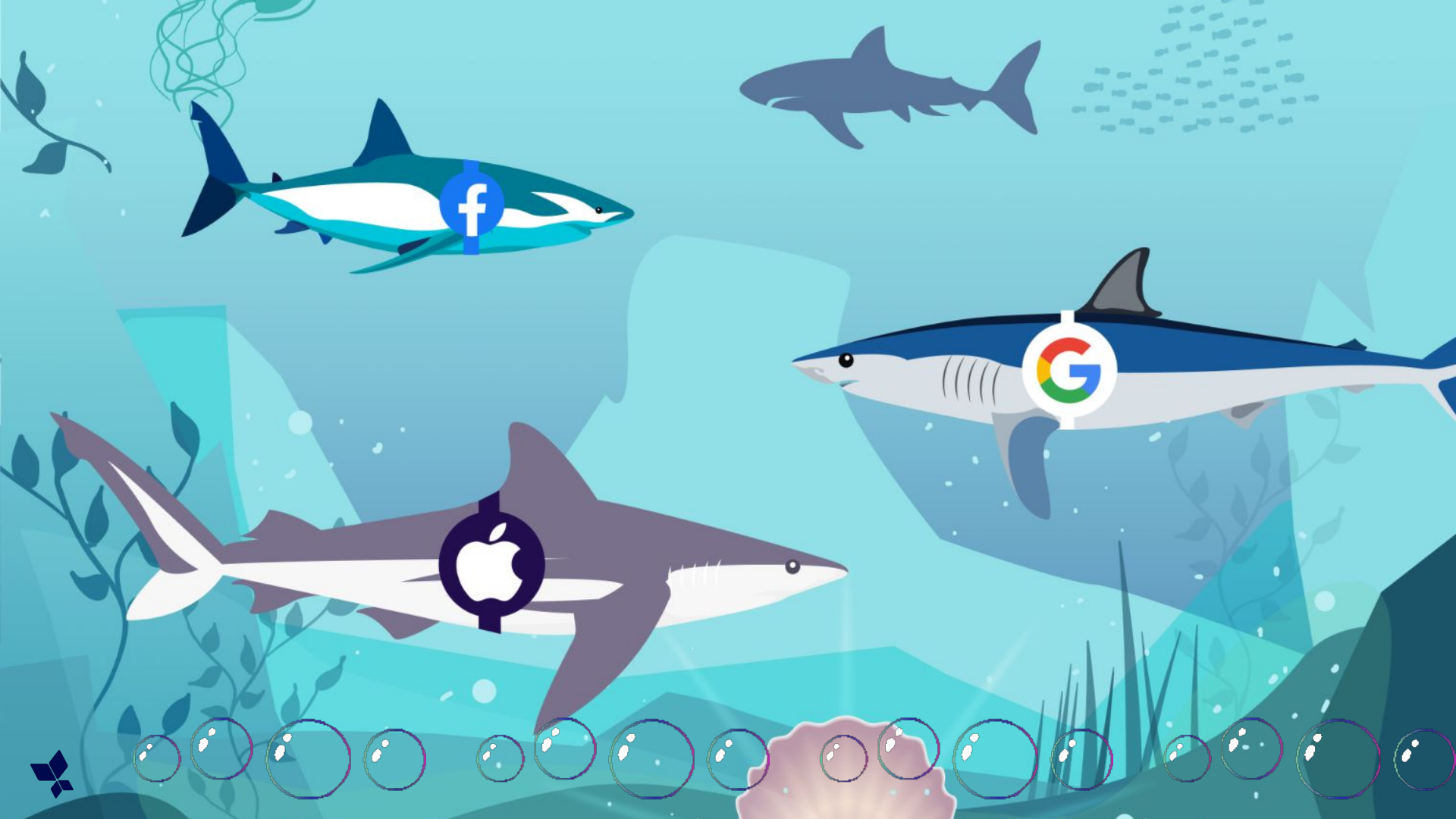
USD 31 Billion

55% Increase from 2019
Approx the Size of an Entire Country's GDP
Fintech and Gaming Spurred Growth in APAC



The Digital Ad Marketplace: Swimming in \$\$\$, At Least on the Surface





The Future of Marketing... Rests on Reshaping Digital Privacy

Apple Search Ads



World's
Shiniest
Privacy
Badge

AppsFlyer

mixpanel

Amplitude

Google Analytics

AIRSHIP

braze

LEANPLUM

Iterable

Adobe Marketing Cloud

ORACLE
DATA CLOUD

salesforce
marketing cloud

Segment

TEALIUM

mparticle

amazon



While the surface-level status quo continues to paint a picture of overflowing \$\$\$ for marketers...



Big Tech is going deep in defining and designing privacy within their domains

(Apple so far has the clearest mandate but...)

Privacy didn't start with iOS 14



How Big Players are Enacting Privacy Changes



“Facebook engineers are actively working on how to deliver highly relevant ads to users, without knowing anything specific about those underlying users.”

*Facebook's VP of Ads & Business
Product Marketing Graham Mudd*



**Disablement of tracking
technology in Chrome**



ATT pop-up window

SKAdNetwork



Two sides of Apple's Privacy Coin

CONSUMERS

THE FUTURE IS PRIVATE

01.

What happens on your iPhone

Apple releases a plethora of new privacy features for users, with the claim that "what happens on your iPhone, stays on your iPhone".

02.

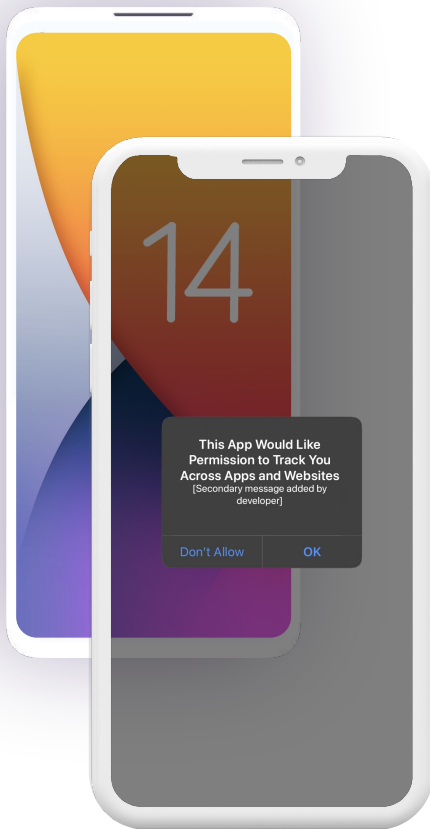
Full transparency on data practices

Each app is required to show a "nutrition label", detailing the types of data collected and shared so that users can make informed usage decisions.

03.

Opt-in to tracking across web & app

Users get to choose if and when to allow app developers access to their IDFA and sharing across apps.



MARKETERS

THE FUTURE IS COMPLICATED

01.

IDFA becomes obsolete

The IDFA prompt (ATT) results in massive opt-out rates, effectively making IDFA unavailable for advertisers

02.

SKAdNetwork is limited

The Apple solution for deterministic attribution is limited, complicated, and makes it difficult to measure LTV, retention and usage patterns.

03.

Monetization is a challenge

The loss of targeting data reduces the value of ads, putting further pressure on the ad-based app economy.

04.

User experiences are broken

Retargeting and deferred deep-linking are heavily affected by the loss of persistent identifiers, disrupting user flows and hurting the user experience.



Impact on Measurement

ATTRIBUTION

Attribution will fundamentally change

- Limited coverage & granularity
- Privacy centric attribution will be critical to provide more comprehensive attribution

AUDIENCES

First party audience segmentation and data will be limited

- Assuming relatively few users opt in to “tracking”, remarketing will be a challenge
- Seed audiences may be too small to build lookalike audiences for prospecting

DEEP LINKING

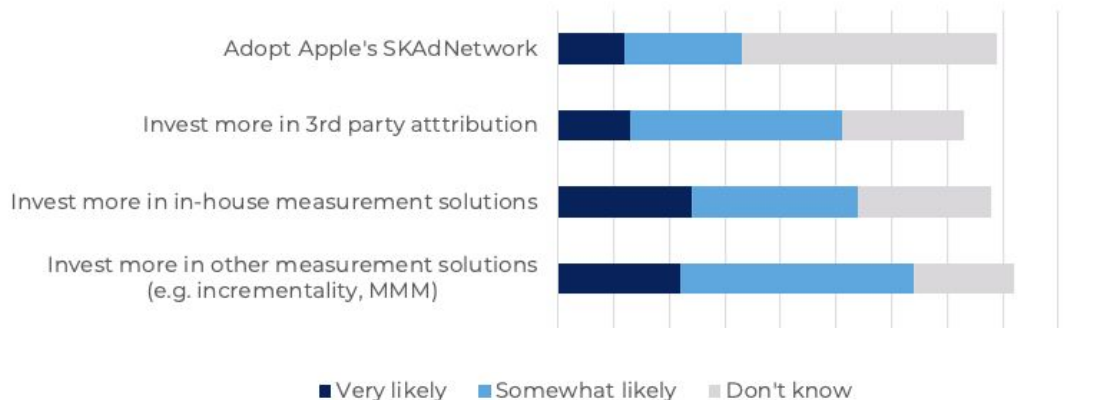
Deferred deep linking will be partially impacted

- Mobile web-to-app and owned media channels do not use IDFA and will not be affected
- Deferred deep linking will depend on probabilistic modeling



Marketers are rethinking their mobile attribution strategy

How likely are you to take each of the following actions in response to the changes in iOS 14 / IDFA?



Source: Mobile Marketing Association (MMA) and AppsFlyer, "Advertisers Perceptions on IDFA: Marketer Survey"



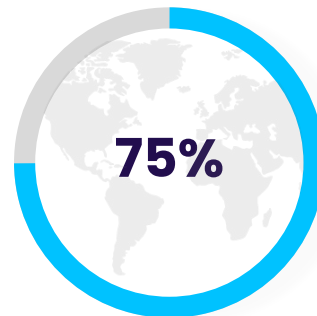
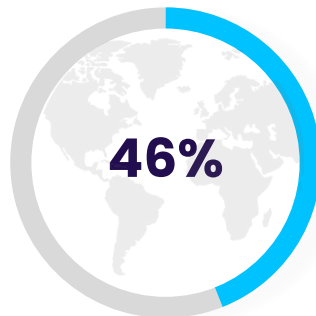
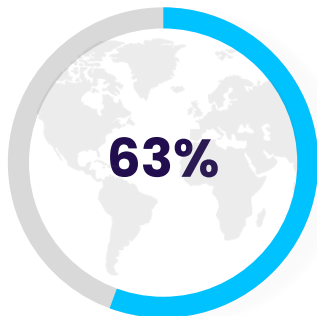
ATT Adoption insights: 14 Weeks into Implementation

Of developers who have implemented ATT within their apps

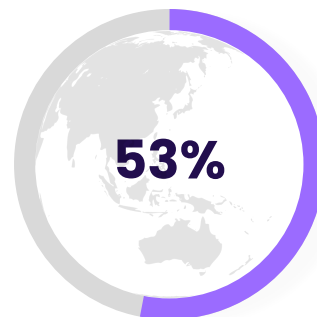
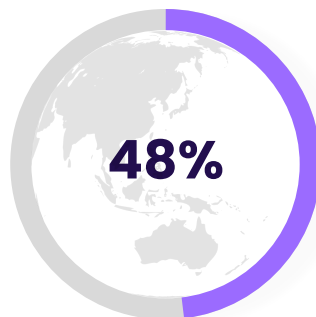
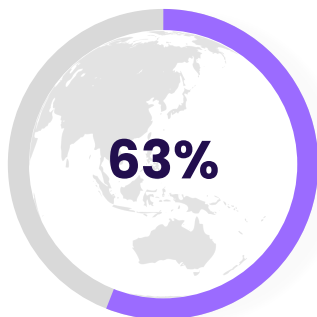
Advertiser Opt-in Rate (the share of users who opted-in to "tracking" via the ATT prompt)

iOS 14.5 and above user adoption rate

Global



APAC



Source: [AppsFlyer Study](#) (as of September 22)

***Within only three months of
implementation....***

**“Apple’s IDFA change/ATT
introduction has triggered 15% to 20%
revenue drop for iOS developers”**

—


VentureBeat, July 2021





...So is it endgame if **android** follows suit?
How does the future hold for marketers?





The best way
to predict the
future is to
create it

—
Peter Drucker

Thinking framework

Listen to

Clients

Partners

Market

Reinvent

Innovate

Overdeliver



STATUS QUO



NPC:1245BRC



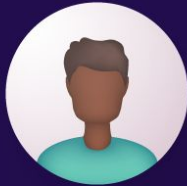
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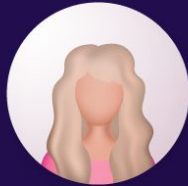
AKY:6329LBC



BUL:JK5322GH



TSJ:7864HNC



GRI:0457LME



FUTURE IS NOW



The Wake-up Call for Marketers NOW

01

Face it: Relying on End User-Level Data is Over

Transition marketing measurement away from deterministic, user-centric models

02

Embrace Privacy Preservation Methodologies

When privacy policy changes, the biggest pain point for marketers is infrastructure upgrades.

This sea change should be seen as an opportunity to invest in new and innovative technologies that not only comply, but also forward-looking.

03

Double Down on Trust

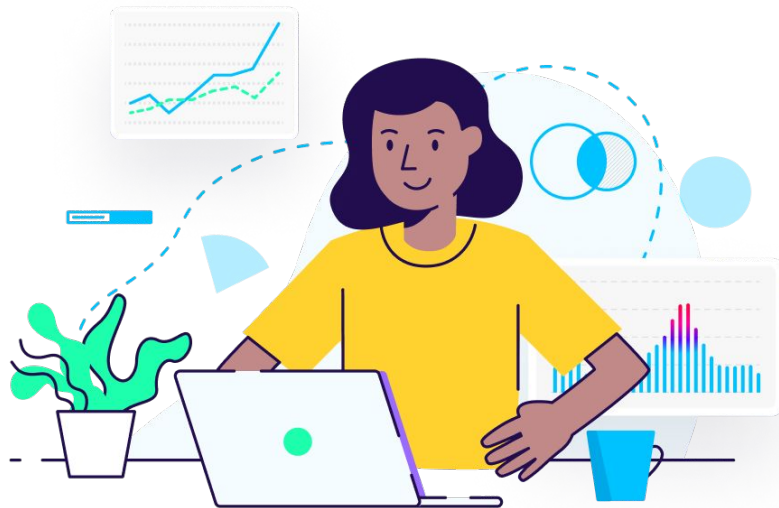
The industry needs all marketers to be making absolutely sure that consumers trust how their data is used.

Marketers must conduct an overhaul of due diligence, on the third-party platforms they work with.



AppsFlyer's mission

AppsFlyer aims to supply accurate insights while preserving user privacy. Accuracy and privacy do not inherently contradict each other.





1% Done



Ronen Mense



analytics · data · advertising

THE FUTURE OF MARKETING MEASUREMENT AND APP GROWTH

RIBO ALAM | REGIONAL DIRECTOR, ACQUISITION

CHASING MOBILE APP GROWTH IN A PRIVACY FIRST WORLD

With the ever-changing data collection policies set by Big Tech companies, marketers need to stay ahead of the game while finding the balance between ensuring customer acquisition and personalization while respecting consumer's growing concerns about privacy.

Challenges include:

Less Effective Ads for Businesses

Ad Retargeting Difficulty

Disruption in Ad Measurement & Reporting

Challenge in Analysing Data

A Shift in Focus From Third-Party Data to First-Party Data

New algorithm introduced by platforms

THE APP WORLD IS GROWING FAST!

**88% OF MOBILE TIME
IS SPENT ON APPS**



140.6 billion in 2016 to **218 billion** in 2020

It's projected that this will rise to **258 billion** by the end of **2021**, a whopping **83% increase** in a span of five years.

**3 HOURS 10 MINUTES: AVERAGE
SMARTPHONE USAGE**



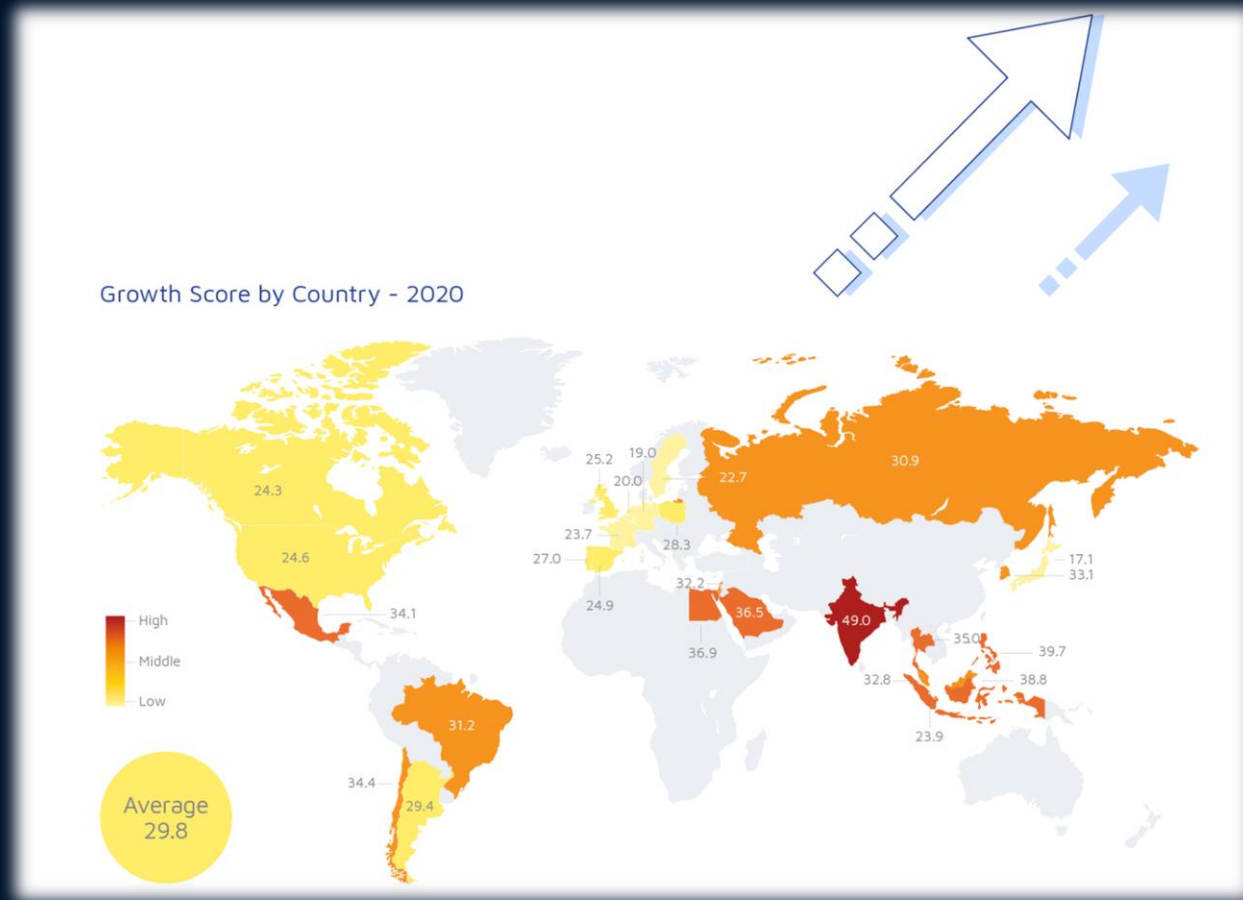
Of that, 2 and 51 minutes (or around 90% of smartphone usage) are spent on apps

From \$97.7 billion in 2014, the industry has consistently increased every year. In 2020, the mobile app space closed at \$581.9 billion in revenue



It's projected to continue **climbing** — generating an estimated \$693 billion in 2021, \$808.7 billion in 2022, and \$935 billion by 2023

MOBILE GROWTH SCORE TODAY



- APAC, MENA and South America saw the **strongest** growth, making up the majority of the countries on the growth map
- Marketeers looking for dynamic markets really cannot afford to avoid the **Philippines, Indonesia and Thailand**
- **The SEA region has some star performers this year- hitting around 20% YoY growth!**

Growth score = Total install/ MAU

UNDERSTAND YOUR **APP MARKETING FUNNEL**

MOBILE APP MARKETING FUNNEL



EXPOSURE

This stage is all about introducing your application to its potential users

CONSIDERATION

Engaging your target audience with marketing messages

CONVERSION

Motivating prospects to download your app and nurturing them throughout the on-boarding process

CUSTOMER RELATIONSHIP

Listening and responding to the app users

RETENTION

Giving your customers reasons, such as new content, features and flawless user experience to keep using your app

VITAL MOBILE APP KPIS YOU SHOULD TRACK

Regularly measuring mobile app KPIs gives you the best insights into your app

| | | |
|------------------------|---|--|
| APP DOWNLOADS | An early indication of how your app's doing | # of times the app has been installed |
| DAILY ACTIVE USERS | Number of users who continue using the app every day | Of DAUs |
| MONTHLY ACTIVE USERS | Number of people who use the app at least once per month | Of MAUs |
| STICKINESS RATE | The likelihood of turning an MAU into a DAU | $DAU / MAU = \text{stickiness rate}$ |
| DAILY SESSIONS PER DAU | How often people use the app within a day | $\# \text{ of daily sessions} / \text{of DAU} = \text{Daily session} / \text{DUA}$ |
| RETENTION RATE | Percentage of customers who return to the app after their first visit | MARKETING MESSAGES |
| CHURN RATIO | Percentage of customers who stop using the app | $1 - \text{retention rate} = \text{churn rate}$ Example $1 - 30 = 70$ (or 70%) |

HOW SHOULD YOU TACKLE PRIVACY POLICY CHANGES?

Step 1: Learn Everything You Can About Your Potential Users
To Develop A Concrete Target Audience

Step 2: Develop An Initial User Acquisition Plan

Step 3: Create The Best Possible Landing Page Both Online And In The App
Stores

Step 4: Double Down on Quality content

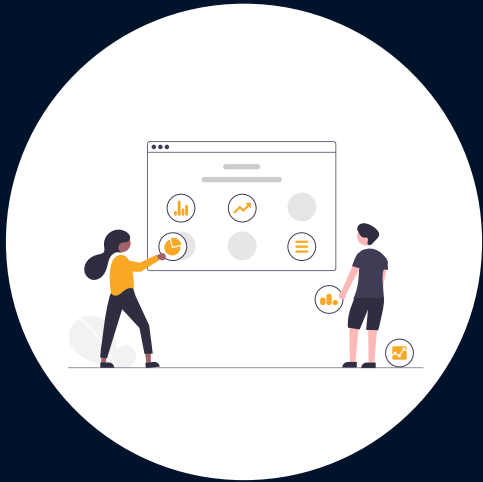
Step 5: Increase your SEO effort

Step 6: Post Launch, Continue Tracking And Iterating On Your Marketing
Efforts

Step 7: Cultivate Good App Store Rankings

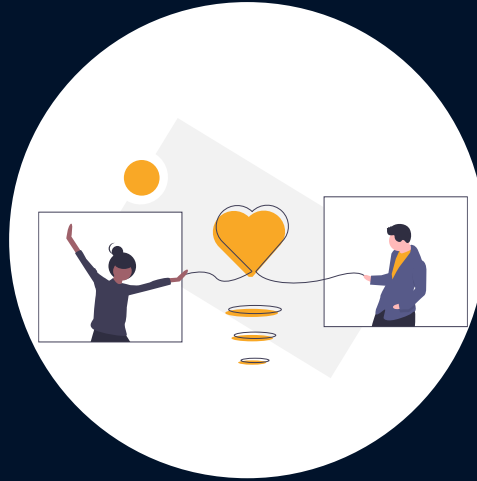
Step 8: Make Sure Your Marketing Efforts To Your User Base
Leverage Different Tactics And Approaches

3 MAJOR PILLARS FOR YOUR LIFE CYCLE GROWTH



MOBILE SDK INTEGRATION

Set up all events:
Registration,
transactions, rewards



DATA DRIVEN CONSUMER STRATEGY

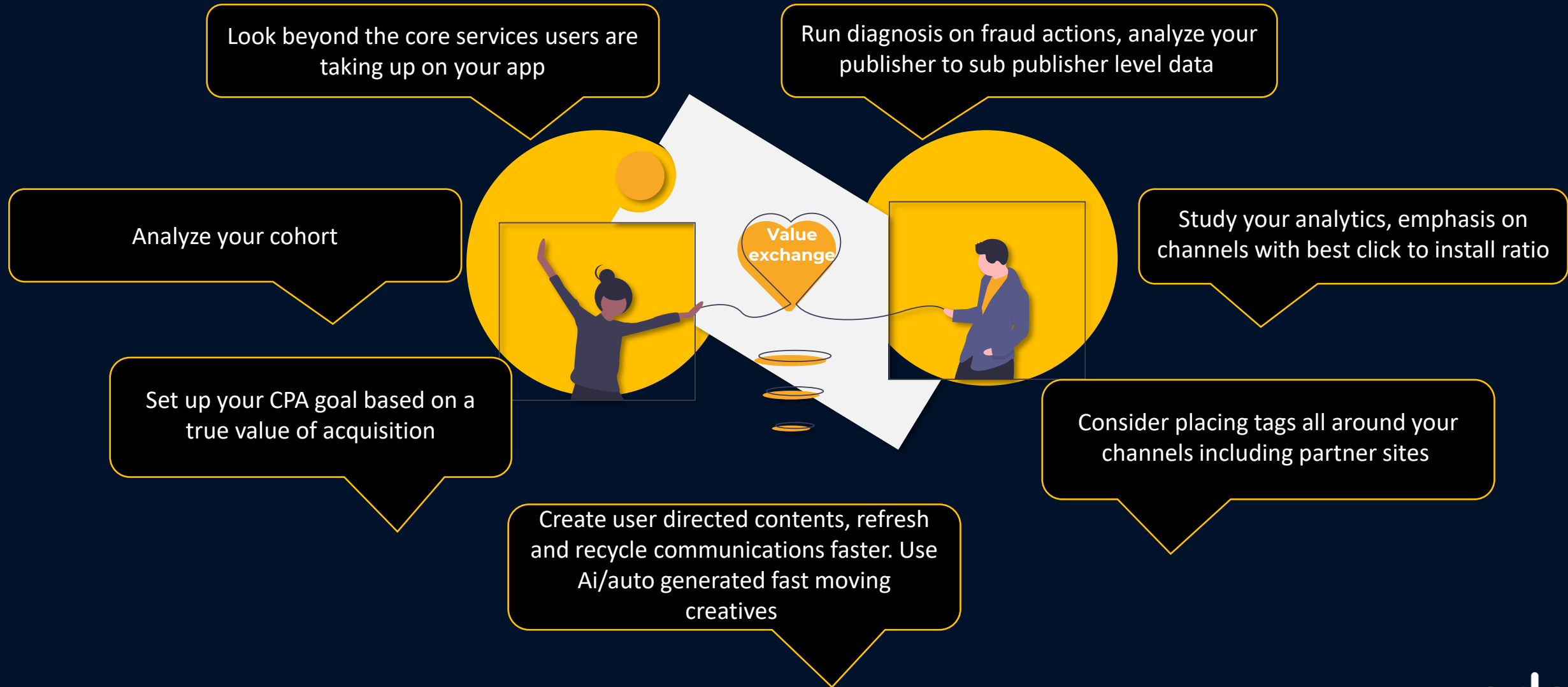
First party data and SDK events:
Install ---> *Not registered*
Registered ---> *Not used/minimal user*
Lapsed users



SEQUENTIAL APP ENGAGEMENT AND MEASUREMENT

Drive Registrations; not
just install but
bring in more value by
delivering **app usage**
and **transactions**

SCALE YOUR PAID CAMPAIGNS



EXAMPLE OF AN EFFECTIVE MARKETING FUNNEL

AdTech MarTech

*Estimated number only. We can not guarantee the actual results.

Estimated AD BUDGET

X Million AD BUDGET

Digital Advertising Impressions

Estimated X Million impressions

Estimated X Million impressions

Media Optimisation

Digital Advertising Click to Install

Estimated X clicks to Install

Estimated XK clicks to installs

MAU

28%
30-day Uninstall¹

Estimated X are Monthly Active Users*

Estimated X K are Monthly Active Users*

MarTech Optimisation

MAU Uplift

2.5%-3%*

Purchase Package

96.6%
30-day Inactive Users²

Estimated X click to purchase*

Estimated XK click to purchase*

23-24%*

Transaction Rate Uplift

2.5%-8.5%*

MarTech Optimization

Sales

86%
Cart Abandonment³

X Million SALES
ROAS X%

X M SALES*
ROAS X%

AOV Uplift

5%-16%*

ROAS Uplift

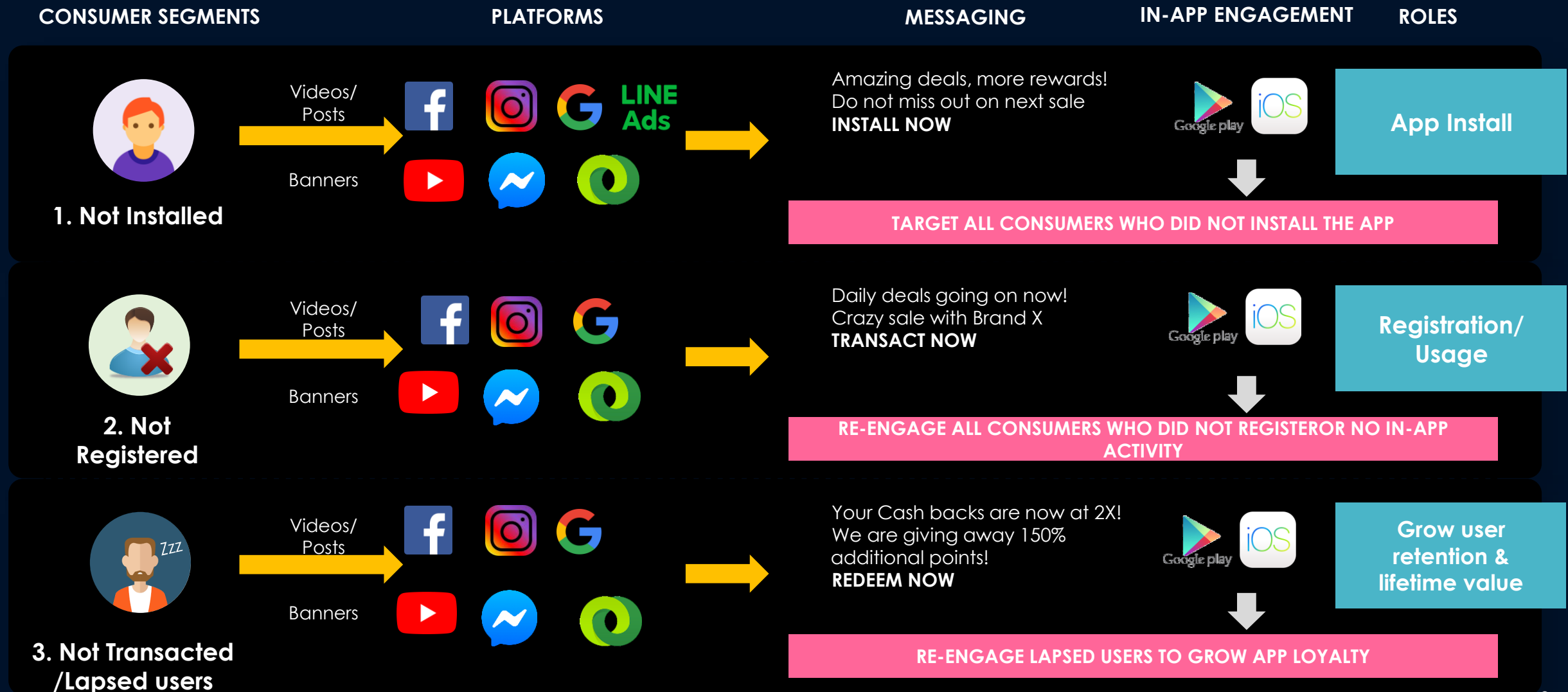
15%-35%*

¹Source: 30-Uninstall rate: <https://clevertap.com/blog/app-uninstalls-arent-forever>

²30-Day App retention rate: <https://www.apptentive.com/blog/2021/03/23/2021-app-retention-benchmarks/>

³Cart Abandonment: <https://sleeknote.com/blog/cart-abandonment-statistics>

DRIVE CONSUMER ENGAGEMENT USING SEQUENTIAL ENGAGEMENT



PRE AND POST LAUNCH LIST



Things to do **BEFORE** you launch your app

- Build a great website for your app
- Integrate attribution and user behaviour analytics into the app
- Develop a robust SEO strategy
- Recruit influencers to promote your app
- Create a promo video
- Establish social media profiles for the app
- Put together PR kit for the media outreach
- Get active on social and Q&A platforms
- Make it easy for people to share your app
- Perform App Store Optimisation
- Consider alternative app distribution channels

Things to do **AFTER** you launch your app

- Submit your app to review sites
- Reach out to high-ranked bloggers
- Start mobile ads campaign
- Encourage user reviews and respond to them
- Apply for app awards
- Organise and/or sponsor a contest
- Get your app listed on Product Hunt and Hackers News
- Leverage affiliate marketing programs
- Use push notifications to engage and re-engage with users
- Monitor analytics and user feedback to improve your app
- Tell your success story to the world and keep the excitement going

THANK YOU FOR TUNING IN.

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2021 sessions, visit
www.ada-asia.com