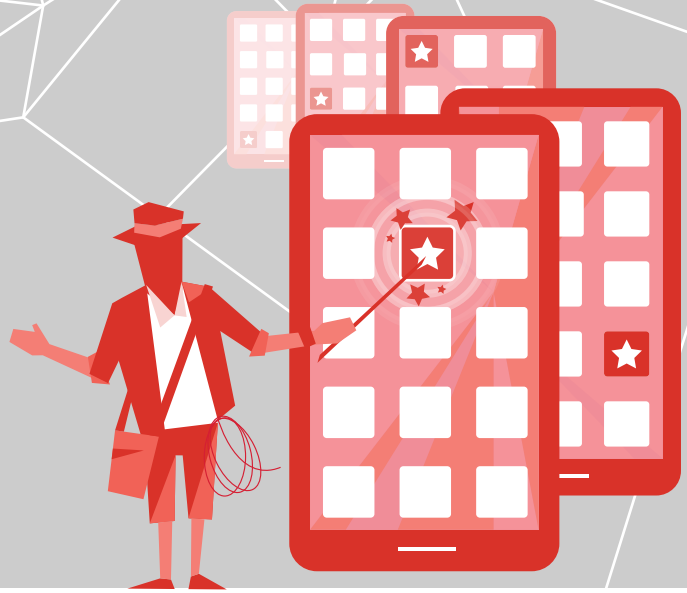


DRIVE YOUR
BUSINESS WITH

App

Marketing



web republic

DIGITAL MARKETING

webrepublic.com/appmarketing

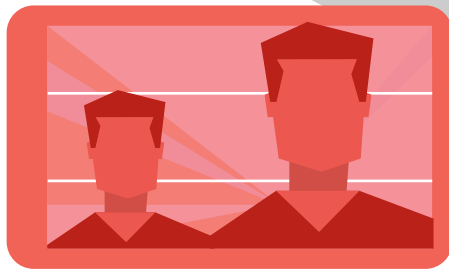


APP AND SMARTPHONE USAGE WORLDWIDE



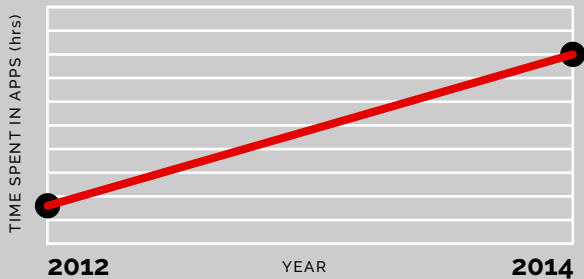
2016

The number of smartphone users is **2.1 billion**, with that number expected to rise to **2.87 billion by 2020**



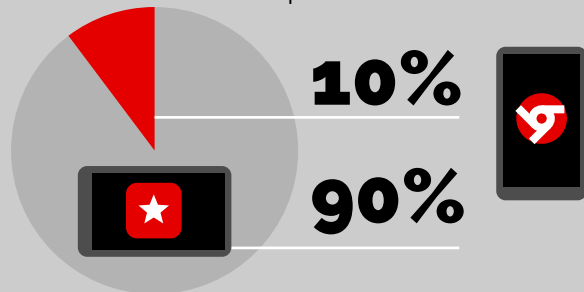
2014

Users spent over **37 hours** per month in apps, an increase of **63%** from 2012



2015

90% of the time spent on mobile is spent in apps, with the remaining **10%** spent in a browser





APP MARKETING FOR BRANDS



Leverage Brand Building

Apps...

Are part of our daily micro-moments that shape decisions and preferences

Complement a brand's online and offline experiences

Nurture long-term customer relationships

Drive Revenue



2015

Global app revenue reached **USD 70 billion**

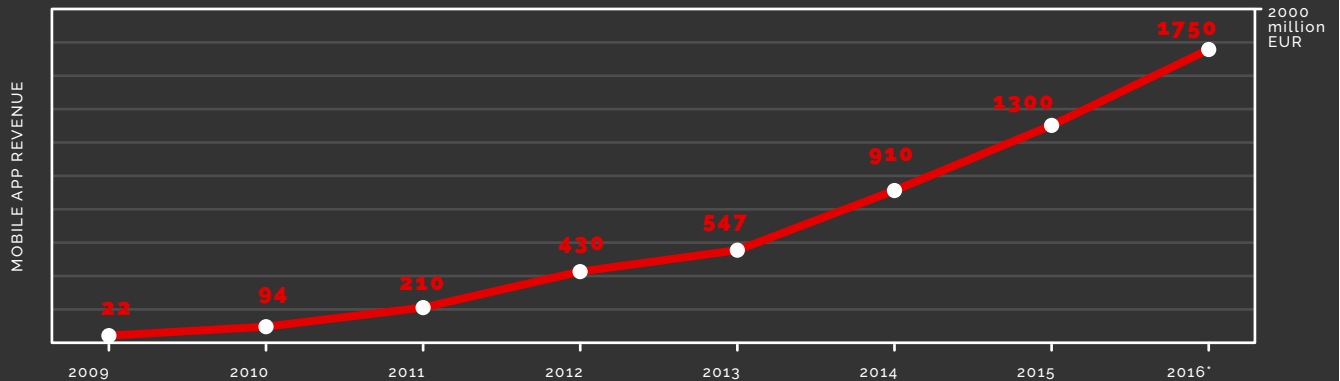
2020

Global app revenue is expected to hit **USD 189 billion**



GERMANY:

Since 2009, mobile app revenue has been growing constantly in the German market



*Webrepublic estimation

SWITZERLAND:

2015

Mobile revenue (incl. app) was **CHF 2 billion**, equaling to **CHF 341** per Swiss smartphone user

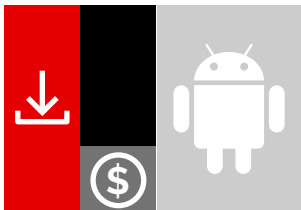


100

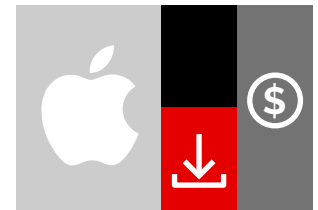
100

100

100



Compared to iOS apps, Android apps had **double the downloads in 2015**. However, iOS apps earned **75% more revenue**.



Get on the Boat

THE APP MARKET IS GROWING. A COMPREHENSIVE APP MARKETING STRATEGY IS KEY TO LEVERAGING THE FULL POTENTIAL OF APPS FOR YOUR BUSINESS.





FIVE CORNERSTONES FOR YOUR APP MARKETING SUCCESS

1. App Store Optimization

As of June 2016:



2.2 million apps were available on **Google Play**



Apple's **App Store** came in second with 2 million apps



STAND OUT

Make sure your app meets the app store's ranking criteria and optimize it regularly



2. App Indexing



25%

of consumers discover apps through a search engine



GET YOUR APP ON SEARCH ENGINE RESULTS PAGES

Enable deep linking to specific content in your app



Annotate links in the associated web pages



Allow Google's crawlers to index your app's content



3. App Promotion



40% of apps are discovered by browsing app stores. To get even more attention and app installs, promote your app on additional channels:



- GOOGLE SEARCH AND DISPLAY NETWORK
- YOUTUBE
- SOCIAL MEDIA CHANNELS LIKE FACEBOOK, TWITTER, INSTAGRAM AND SNAPCHAT

TEST, ANALYZE, AND OPTIMIZE

Be creative



Test different app marketing channels

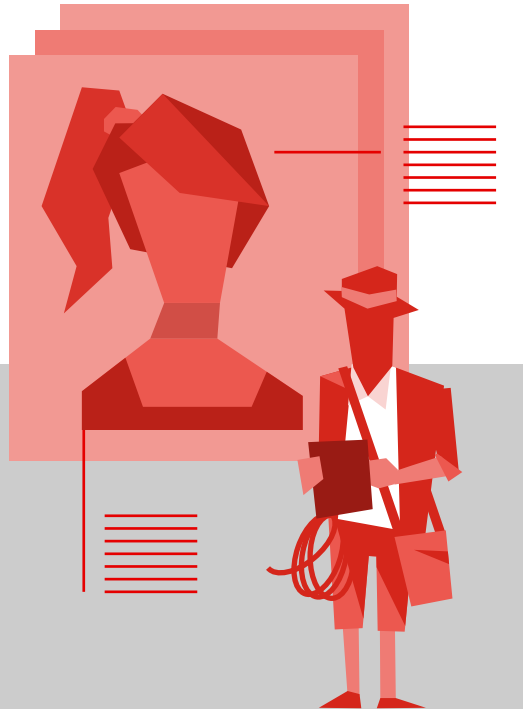


Allocate marketing budgets based on your results



4. App Tracking

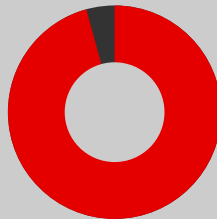
App usage tells you a lot about your users.



Example:

Insight:

MOBILE APP SHOPPERS HAVE A **90%**
HIGHER ADD-TO-BASKET RATE THAN
MOBILE WEB SHOPPERS



Plan:

GET YOUR TARGET AUDIENCE TO INSTALL YOUR APP

TRACK AND LEARN

Use app tracking tools (e.g. Firebase Analytics, Adjust)

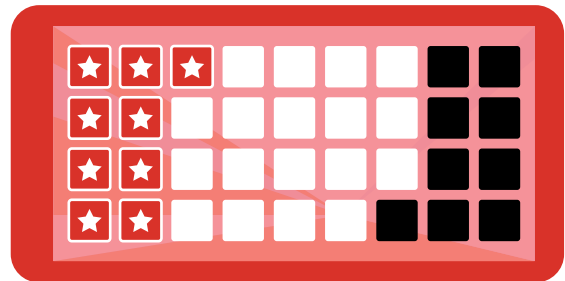


Define relevant Key Performance Indicators and optimize accordingly

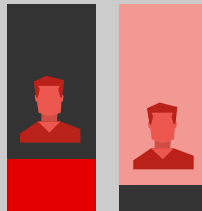


5. App Re-Engagement

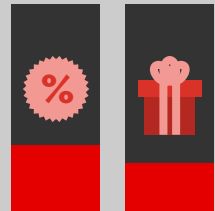
The average user has **36 apps** installed on their smartphone, **25% of which are used daily** and **25% of which are never used.**



The percentage of users who return to the app one day after first use is **fewer than 25%**, while retention by the end of the week is only **11%**



30% of users start using the app again if offered a purchase discount, while **25%** return if they receive exclusive or bonus content



RE-ENGAGE

Promote incentives outside the app to increase usage among existing users





DIGITAL MARKETING

+41 44 542 90 60

appmarketing@webrepublic.com

@webrepublic

webrepublic.com/appmarketing

SOURCES:

- <https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/>
- <http://www.nielsen.com/us/en/insights/news/2015/so-many-apps-so-much-more-time-for-entertainment.html>
- <http://flurrymobile.tumblr.com/post/127638842745/seven-years-into-the-mobile-revolution-content-is>
- <https://www.thinkwithgoogle.com/collections/micromoments.html>
- <https://www.thinkwithgoogle.com/articles/mobile-app-marketing-insights.html>
- <http://venturebeat.com/2016/01/20/app-annie-2015-google-play-saw-100-more-downloads-than-the-ios-app-store-but-apple-generated-75-more-revenue/>
- <https://hwzdigital.ch/app-marketing-wie-wir-um-unsere-user-kaempfen-koennen/>
- <https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>
- <https://developer.android.com/training/app-indexing/index.html>
- https://support.google.com/adwords/answer/6357635?hl=en&ref_topic=6360908
- <http://www.criteo.com/news/press-releases/2016/02/q4-mobile-commerce-report-reveals-top-companies-bet-big-on-mobile-consumers/#sthash.1nfOZg83.dpuf>
- <https://think.storage.googleapis.com/docs/mobile-app-marketing-insights.pdf>
- <https://arc.applause.com/2016/05/20/app-retention-rates-2016/>
- <https://www.statista.com/statistics/445607/revenue-from-mobile-apps-in-germany/>

