THE EVOLUTION OF ADVERTISING, AND THE APPSFLYER PERFORMANCE INDEX

October 7th, 2015

The Evolution of Advertising

Sign

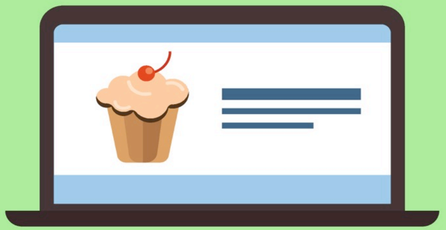
Leaflet

Newspaper

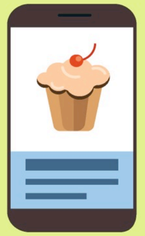
Magazine

Radio

TV

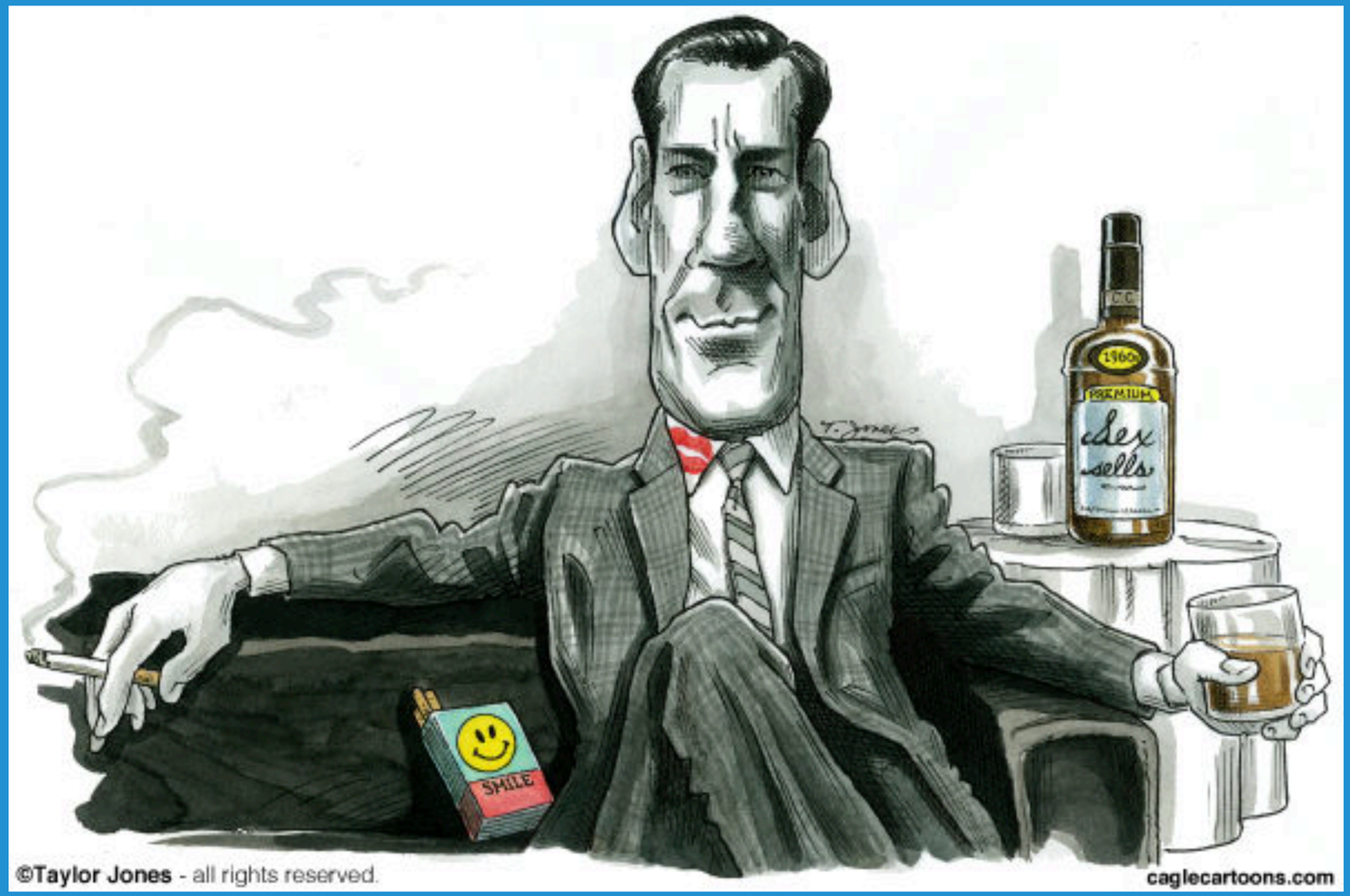


Website



Mobile application

The ‘old-school’ Marketer was like



Where the ‘new’ marketer is more like…

AppsFlyer

THE PROBLEM:

NO ROOM TO BREATH

AppsFlyer

A Device is just as flooded and so are the app stores with numerous apps just waiting for their chance

1.5M
APPS

1.4M
APPS

42
APPS PER DEVICE

nielsen

IF ONLY THIS WERE POSSIBLE...

WHAT IS POSSIBLE?

DATA ANALYSIS

IMPROVED RETENTION

LTV UPLIFT

THE APPSFLYER PERFORMANCE INDEX

FOR

eCommerce, Travel and Utility Apps

Q3/2015

Index Methodology

Scope
- 450+ million installs
- 1200+ integrated media partners
- May to July 2015

Retention
- Based on days 1, 7, 30
- Normalized retention rates
- Normalized = Relative

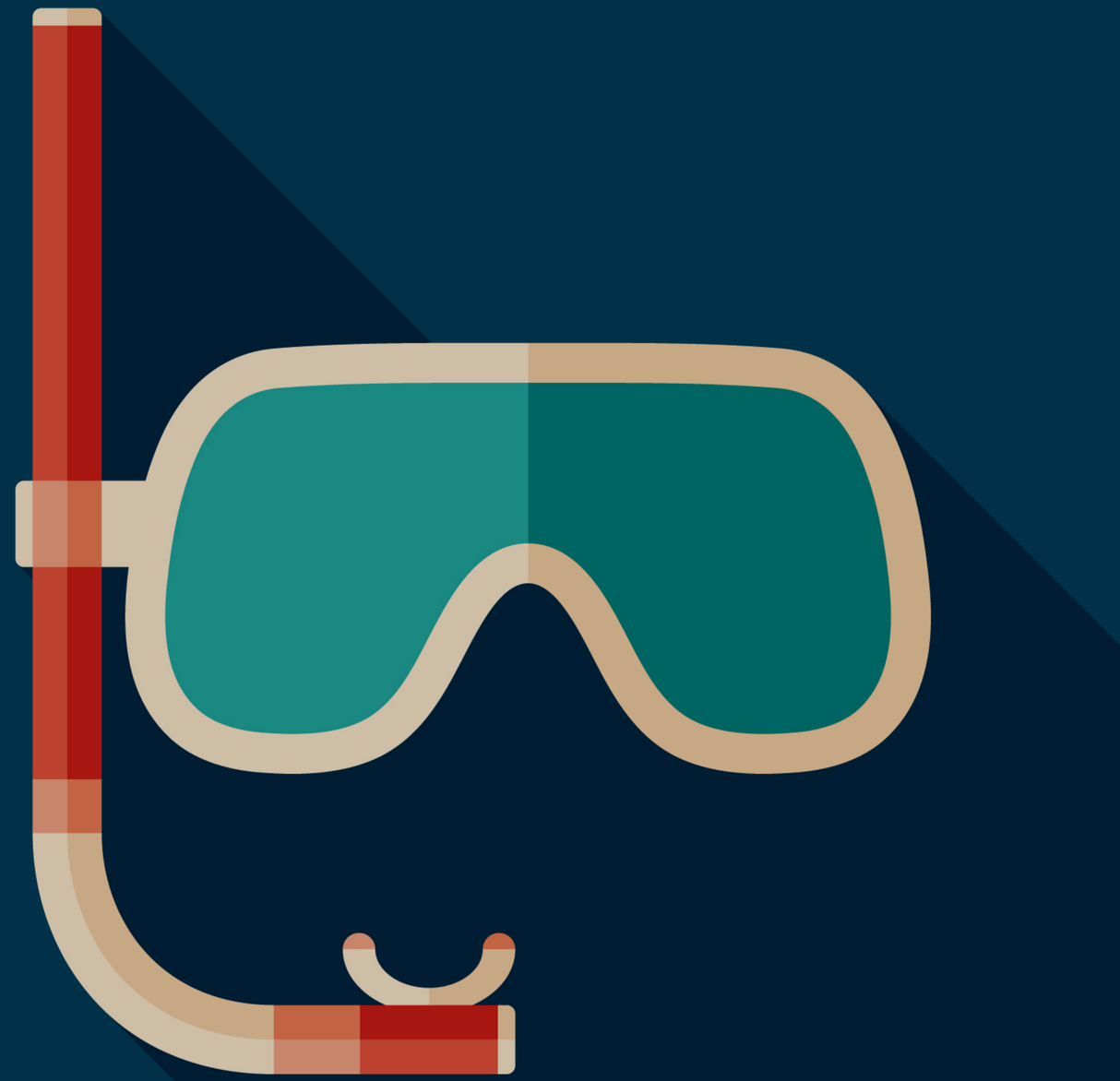
Power Ranking
- Retention (Quality) + Installs # (Quantity)

Intent vs. Implosive

Or.. Search vs. Display…

Let's

Dive In



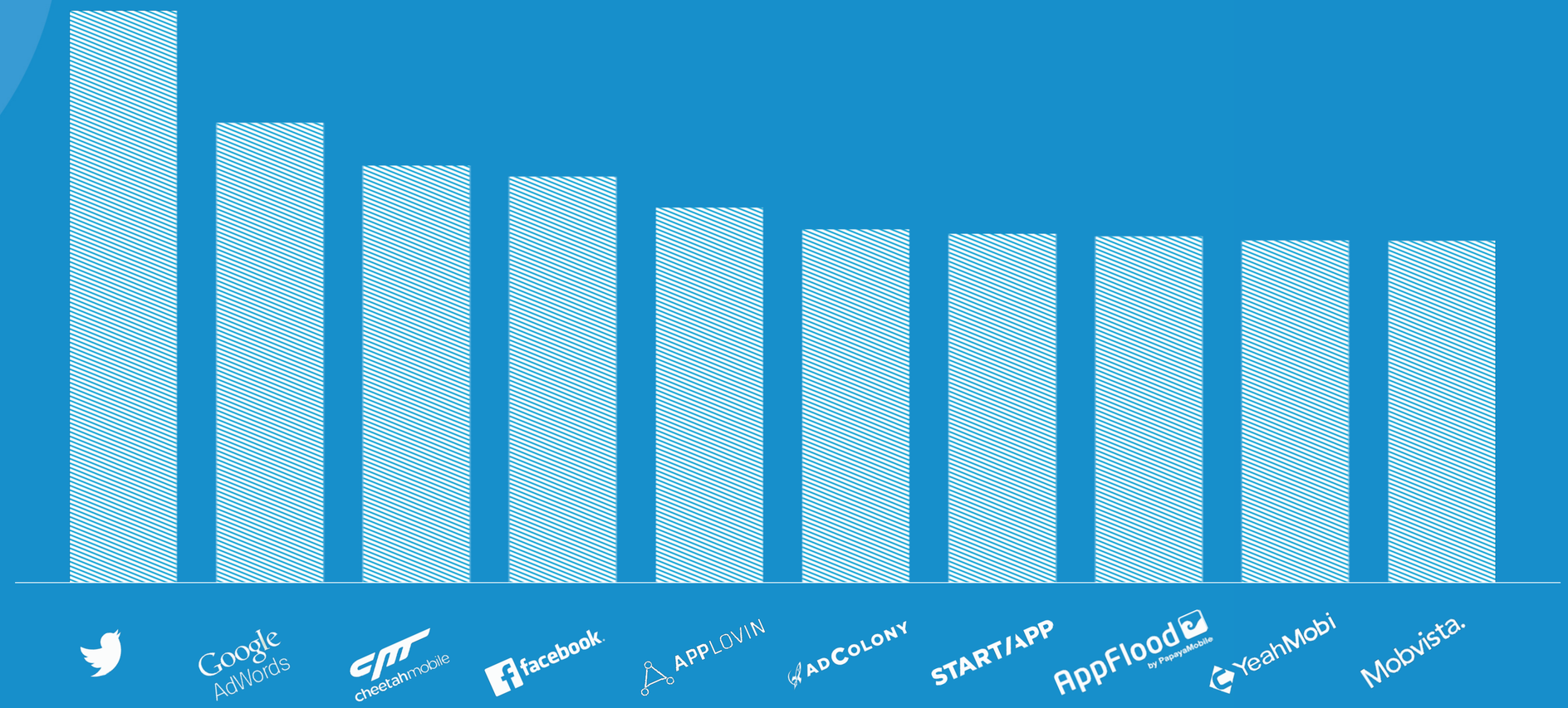
Part 1

Advertising Retention

Ad Networks
iOS vs. Android

The Bird Flies High in Android

Average Normalized Retention - Android Top 10

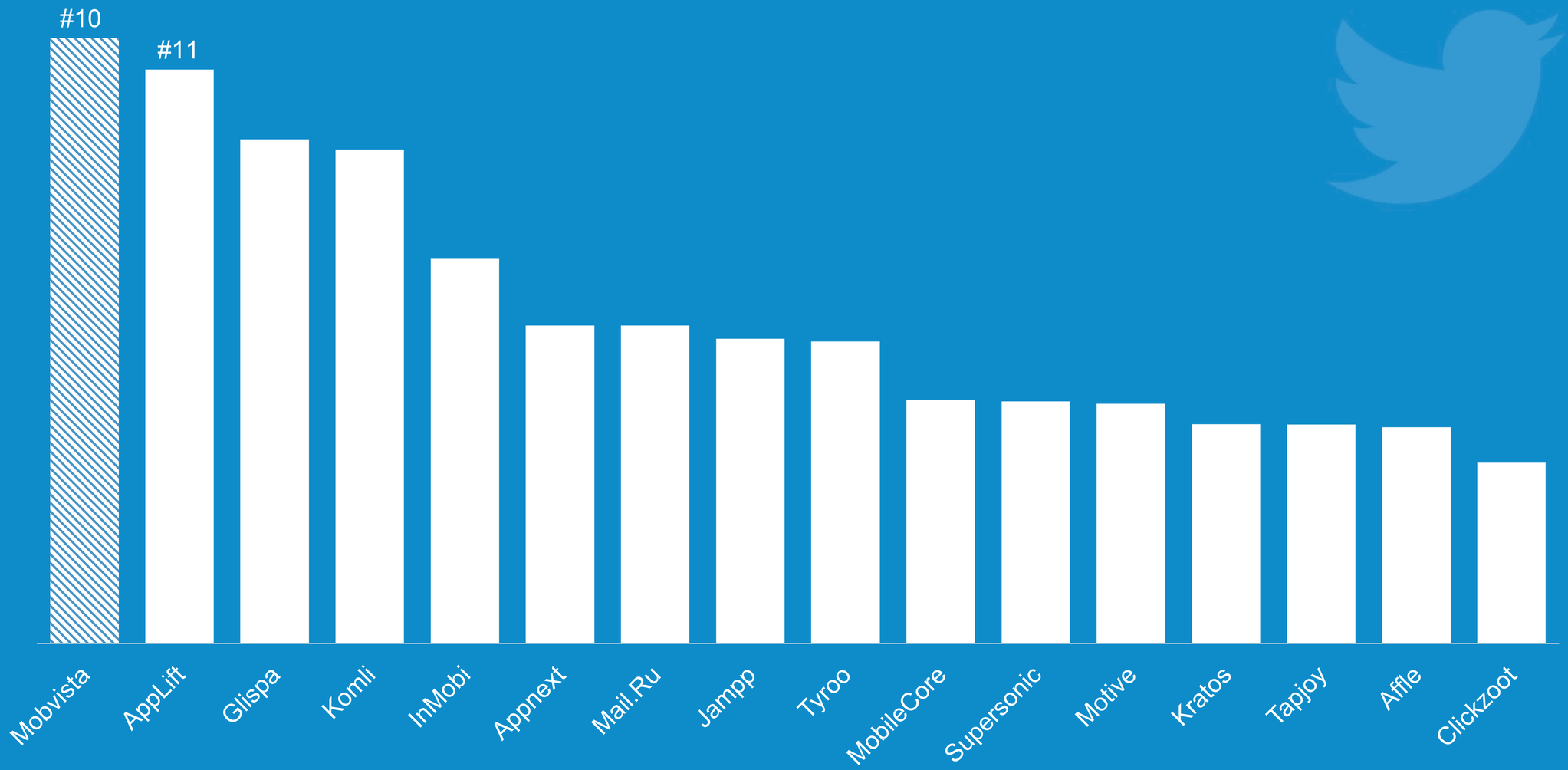


Takeaways

- Twitter works well on Android
- Similar mid-tail = test, test, test!

The Flock that Follows

Average Normalized Retention-Android 11-25



Power Ranking

1 2 3 4 5

6 7 8 9 10

11 12 13 14 15

16 17 18 19 20

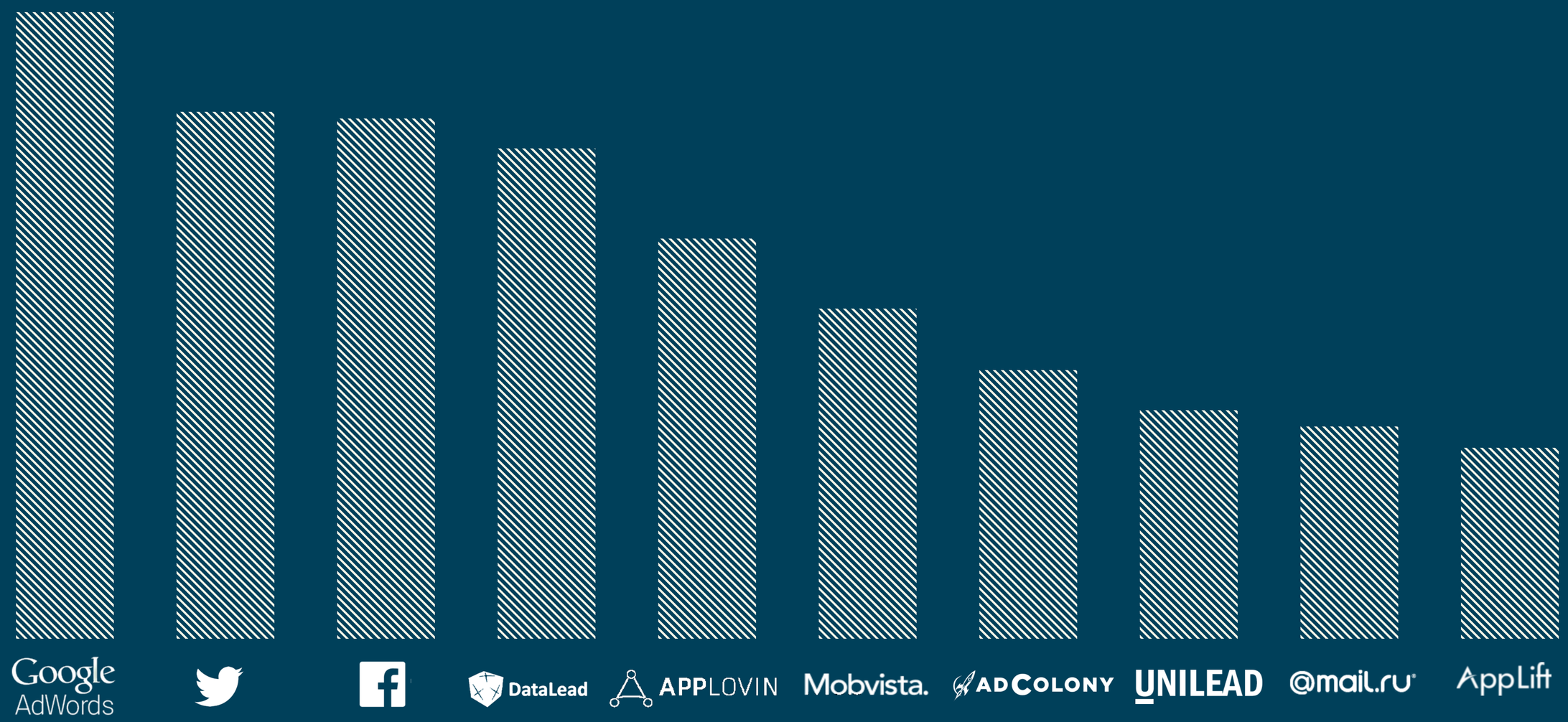
21 22 23 24 25

Takeaways

- Facebook is Power
- China & India are growing like crazy

Intent Drives Retention

Average Normalized Retention – iOS Top 10

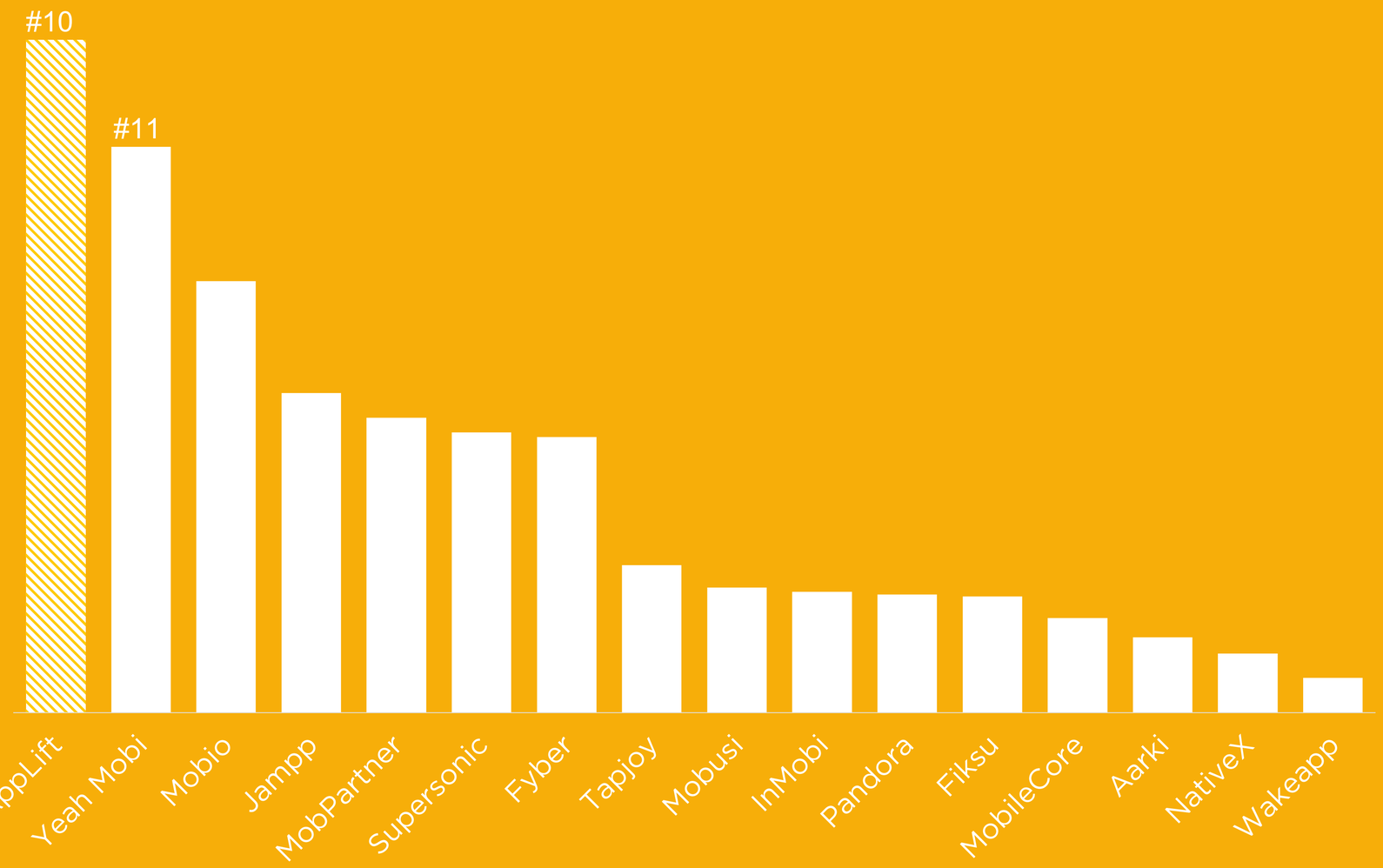


Takeaways

- Google performers better on iOS
- 3 Russian Networks

Also Getting a Bite of the Apple

Average Normalized Retention iOS 11-25



Power Ranking

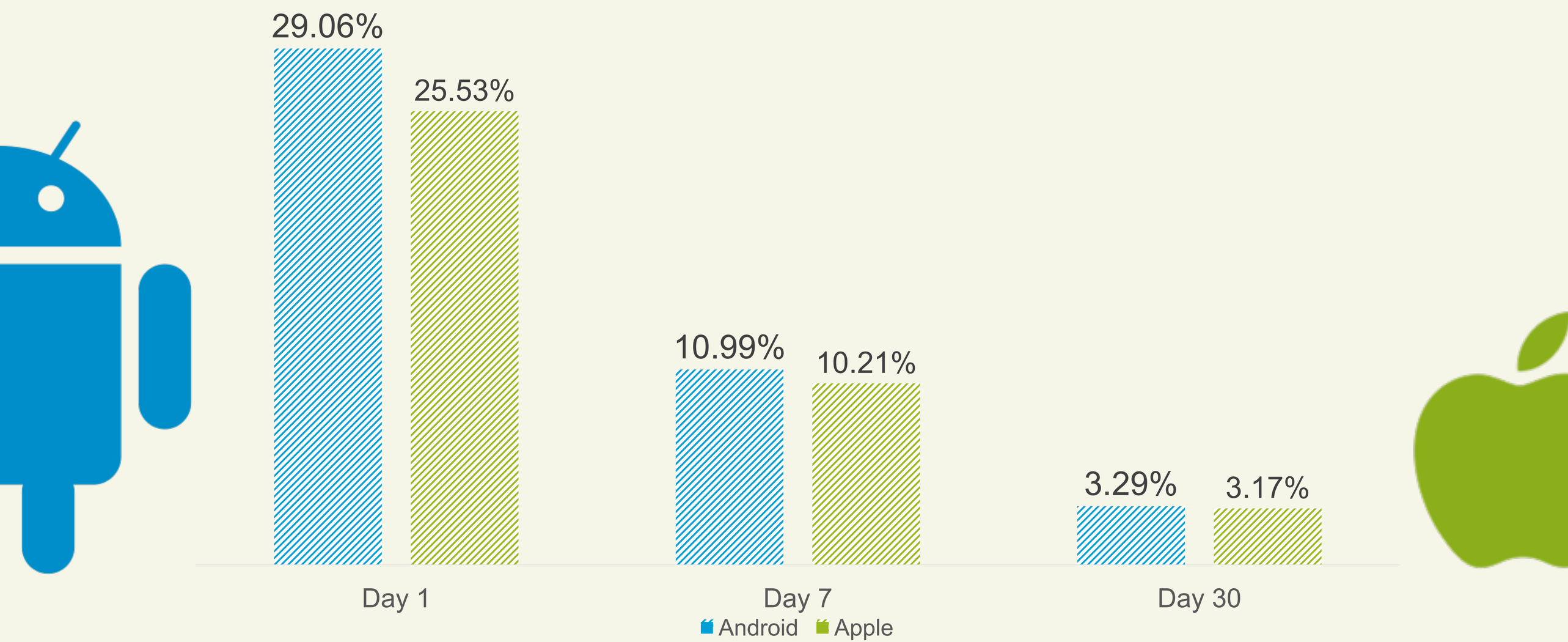
1 Facebook
2 Twitter
3 Google AdWords
4 APPLOVIN
5 DataLead
6 Mobvista.
7 YeahMobi
8 AppLift
9 Tapjoy
10 mobusi MOBILE ADVERTISING
11 UNILEAD
12 @mail.ru
13 ADCOLONY
14 AARKI
15 MobPartner
16 supersonic
17 Mobio
18 Fyber
19 FIKSU
20 INMOBI
21 jampp
22 nativeX
23 WAKEAPP
24 glispa
25 MDOTM

Takeaways

- Facebook dominant on both platforms, Twitter follows
- Try and find who's the **right** partner for you

Neck & Neck

Android vs. iOS Retention



Part 2

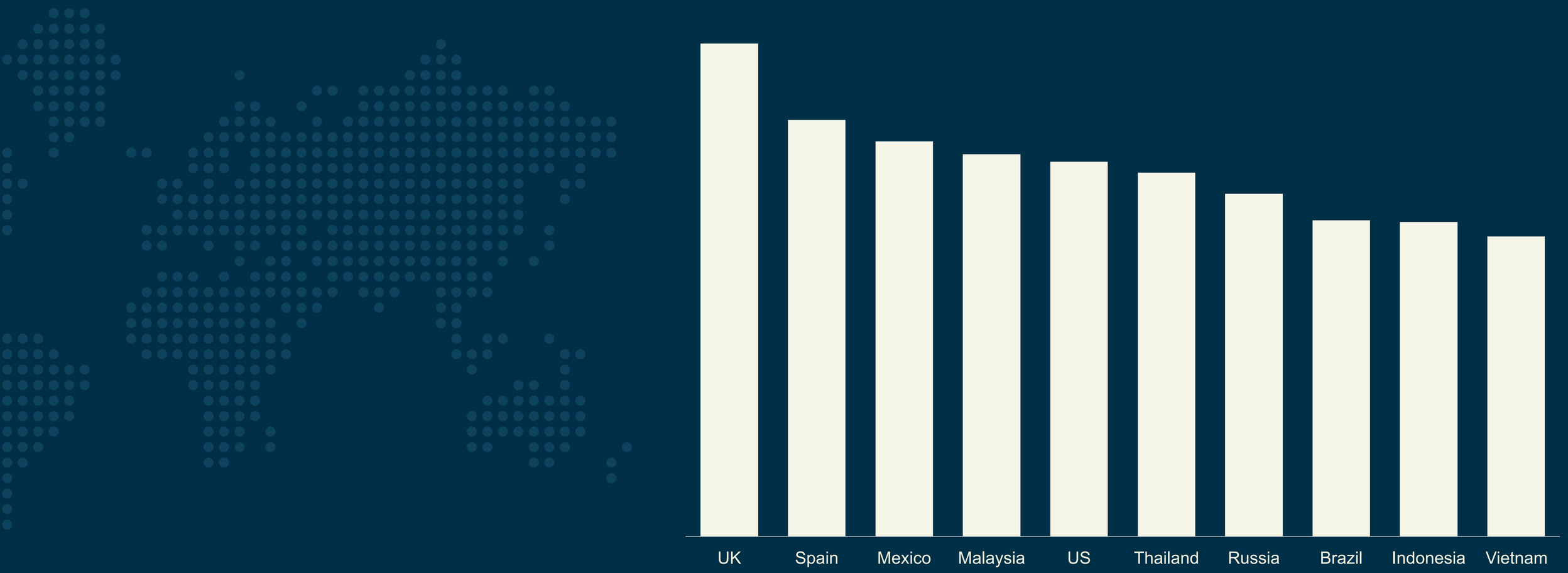
Device-Related Retention

Brands
Countries
OS versions

Samsung Rules but Local Asian Suppliers Making a Mark

Europe Going Strong, Asian Nations Show Value

Average Normalized Retention per Geo – Android Top 10



TOP 10 POWER RANKING GEO

IN 1

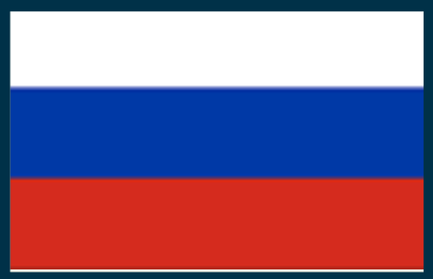
US 2

BR 3

IN 4

MX 5

TH 6



RU 7

VN 8

PH 9

MY 10

MUITO BEM!

Average Normalized Retention per Geo – iOS Top 10

TOP 10 POWER RANKING GEO

US 1

RU 2

GB 3

IN 4

BR 5

ES 6

CA 7

FR 8

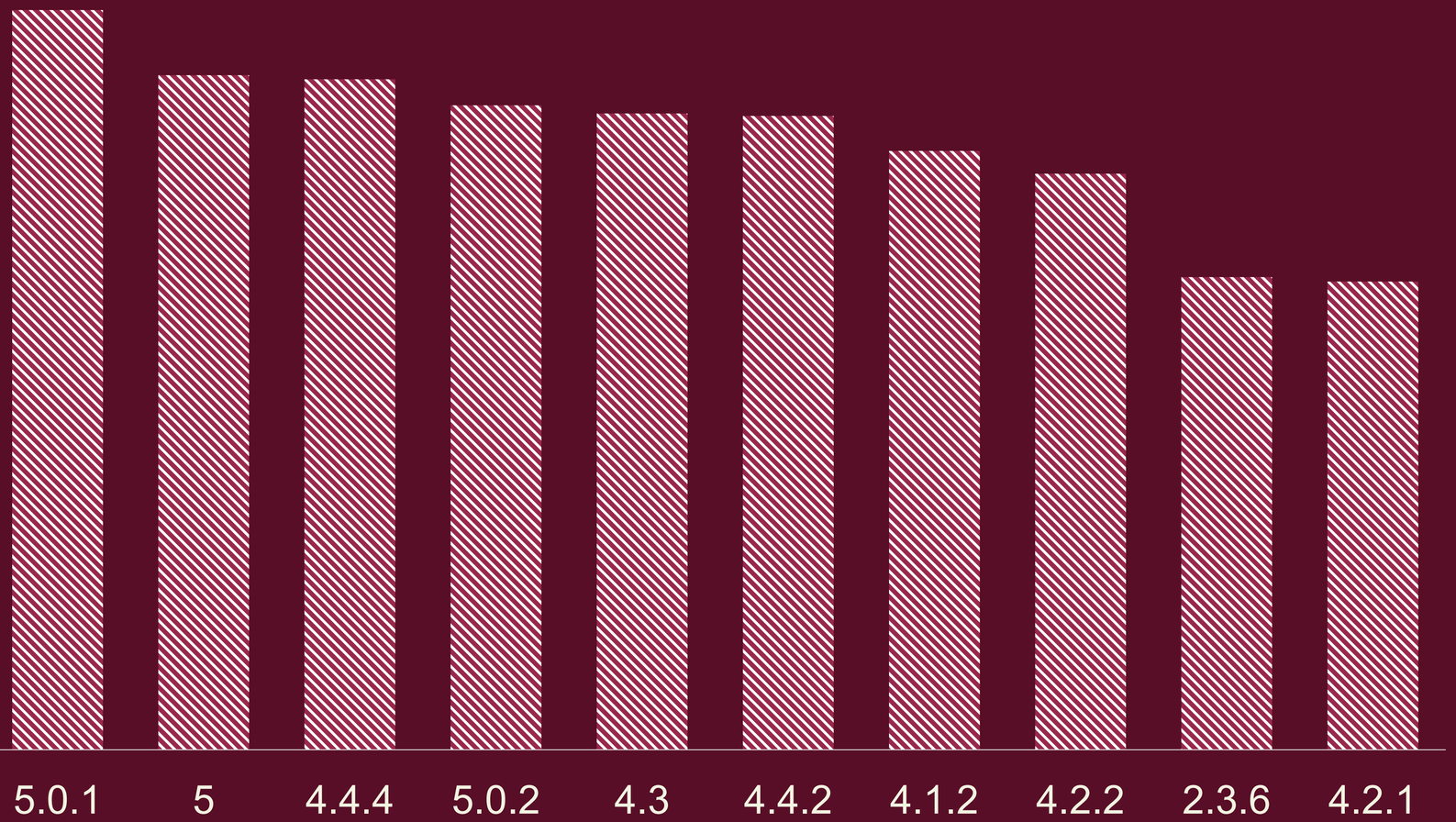
MX 9

DE 10

AppsFlyer

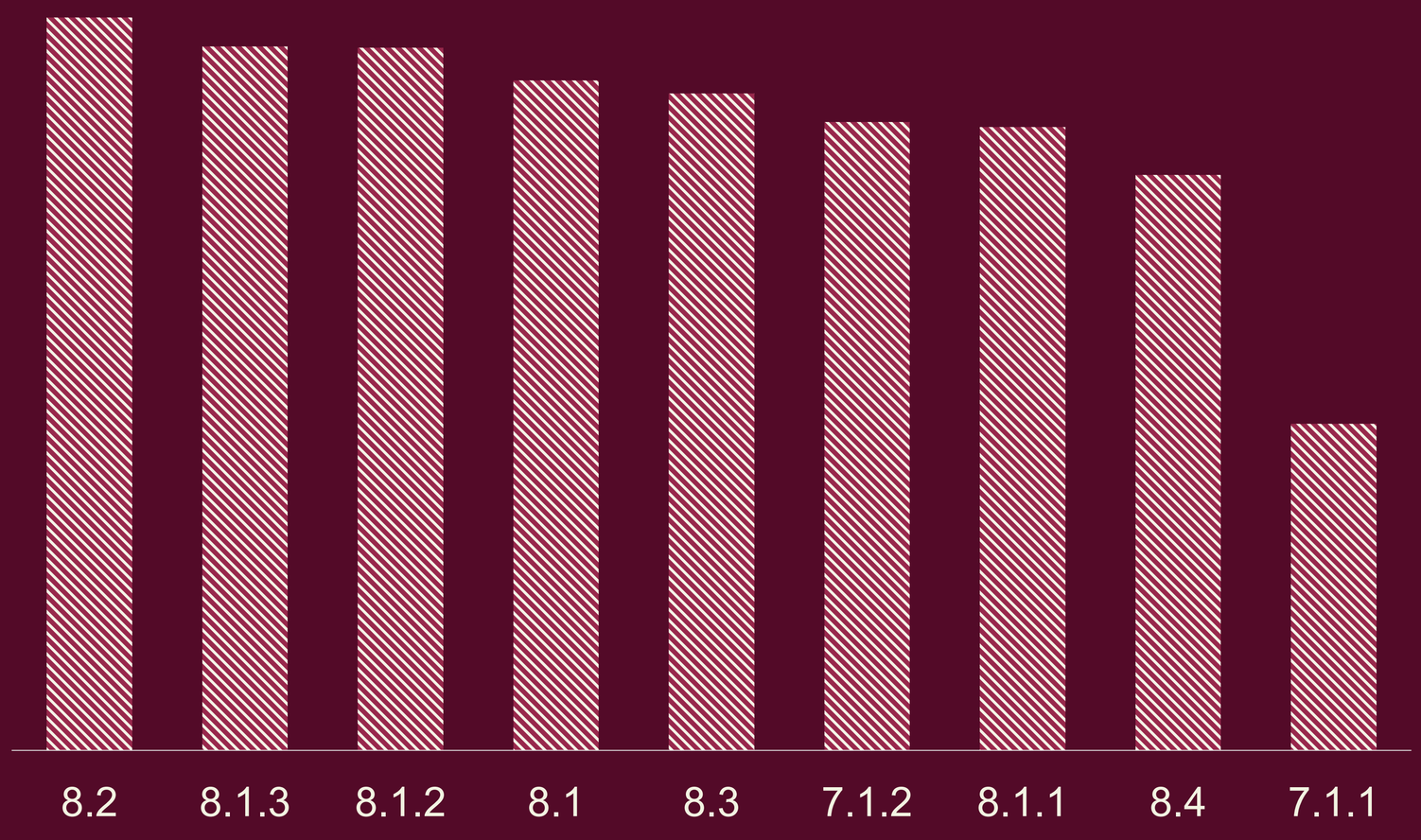
The newer, The Better

New



Average Normalized Retention by OS Version – Android Top 10

Adoption Takes Time



Average Normalized Retention OS Version - iOS

Thanks!

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