



**Growing a Mobile App Business:  
Best Practices**

## Growing your business



With a over a half a million apps on the market and more being added every day, how do you make sure that yours is:

- › Ranking high enough to be seen?
- › Downloaded often enough to effectively grow your business?
- › Actually found by users who will be profitable?

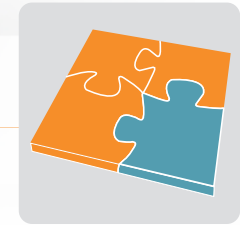
## What it takes **to succeed**



To successfully grow your user base and your business, certain steps must be taken:

- › Your app must be listed high in rankings for its category.
- › You must find high quality users in the simplest and most cost-effective manner possible.
- › Your marketing techniques must be adaptable to an ever-changing market.

## Challenges



In a market where your app competes with half a million others, there are challenges to overcome:

- › High cost of acquiring users – define your campaign: Paid vs. Free App?
- › Finding new users is complicated and time-consuming.
- › The market is always changing.

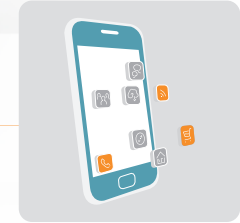
## Potential problems



If you are not currently as successful with your mobile app business as you would like to be, a couple of issues may be the cause ...

- › You may be taking advantage of the wrong traffic sources
- › You may not be tracking ad performance and optimizing ad spend in real time
- › Ad networks are not able to give your apps the time and attention needed to succeed

## Marketing Your App



### The Top Ten Ways to grow your mobile app business

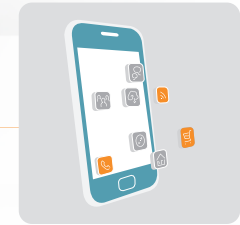
#### 1. Utilize numerous traffic sources through Sponsormob

Ease the burden of working with multiple traffic sources internally by consolidating with a few key partners. This will ensure greater volumes resulting in lower acquisition costs and better transparency in sourcing sales.

#### 2. Make download acquisition from loyal users your top priority

Know who your loyal users are and their characteristics. Track these characteristics and find out where the traffic sources are coming from. Spend your advertising dollars on those sources and track interactions with your app.

## Marketing Your App



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#### 3. Drive downloads from organic users and track results

Users who found you organically are much more likely to become loyal, lifetime customers. Since they are more profitable in the long-run, organic users are the ones you should target.

Tracking organic lift is done differently in the Apple App Store and in the Android market.

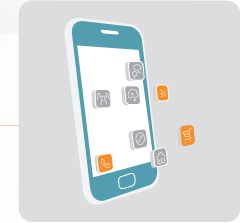
#### Apple App Store

Ad-driven downloads improve an apps rank, which leads to more users discovering the app organically, leading to more downloads.

#### Android Market

Organic lift is driven by usage in the Android market, meaning that the more new users an app has equates to higher rank within the Android Market and a higher level of organic lift.

## Marketing Your App



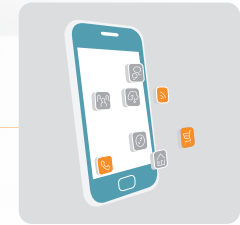
### The Top Ten Ways to grow your mobile app business

#### 4. Decide on the best category and rank position for your app

The best category is the one that brings you the highest number of loyal users (those who become the most profitable long term). The best rank will depend on which category your app belongs to (for narrow categories, your app may need to rank higher in order to be seen, whereas apps in broader categories can do well even if they are not ranked at the top).

As apps often fit into various categories, figure out which is best suited for your app and from there decide which rank is optimal for that particular app.

## Marketing Your App



### The Top Ten Ways to grow your mobile app business

#### › 5. Know how many loyal users are being delivered from each traffic source

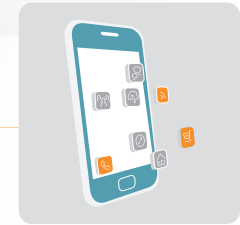
To successfully increase the number of app users, working with more than one network will help ensure your success. Identifying the number of loyal users generated for your app within each ad network, as well as the associated costs, will help you optimize your efforts.

#### › 6. Decide the amount of the lifetime value for each loyal user

Knowing how much each loyal user costs you will help you know how much you should to spend per user.



## Marketing Your App



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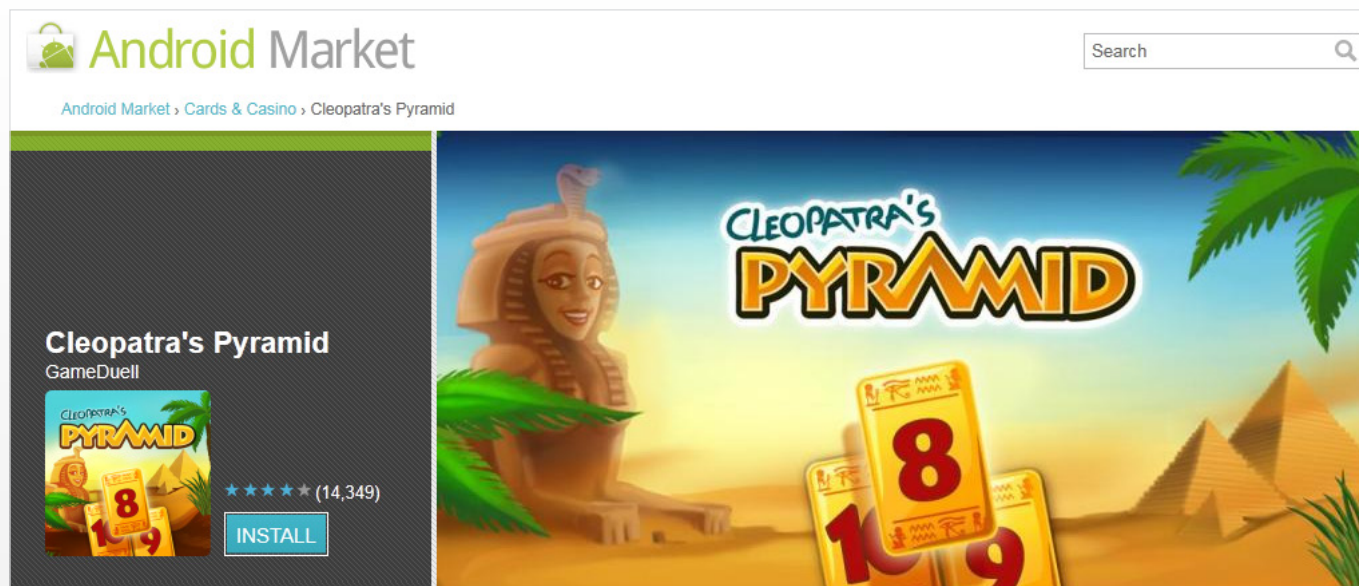
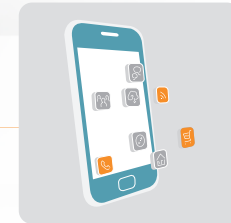
#### 9. Track ad performance based on the number of downloads

Determining which ads and traffic sources bring you the highest conversion rates will help you increase your success, so that you can focus on what works.

#### 10. Ensure landing page content is written specifically for mobile devices

Landing page copy should be short and to-the-point. The design should appear as it would from a mobile device. Users must see copy that fits the screen from where they are viewing.

# Marketing Your App - Case Study



App Campaign:	Cleopatra's Pyramid Android (Free App)
Average Conv. Rate:	5.42%
Average No. of Installs per day:	2000+
Reach:	Global
Achievement:	Successfully generated ROI for Client, increased exposure of App and contributed to higher Ranking in App Store

## Put the **Top Ten** to work for you

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Implementing these **Best Practices** will help you grow your user base and therefore your business, positioning yourself for long-term success.

Working with networks who have what is needed - tracking, campaign optimization, a large base of publishers, etc., to help you expand your user base is not only necessary, but absolutely essential.

**Let us help** you succeed! \_\_\_\_\_

With the **Sponsormob** network, you can be sure that your app will be in front of potential users.

**Sponsormob** can target users who will help grow your mobile app business successfully.

Contact us today to find out how we can help your app business grow!



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