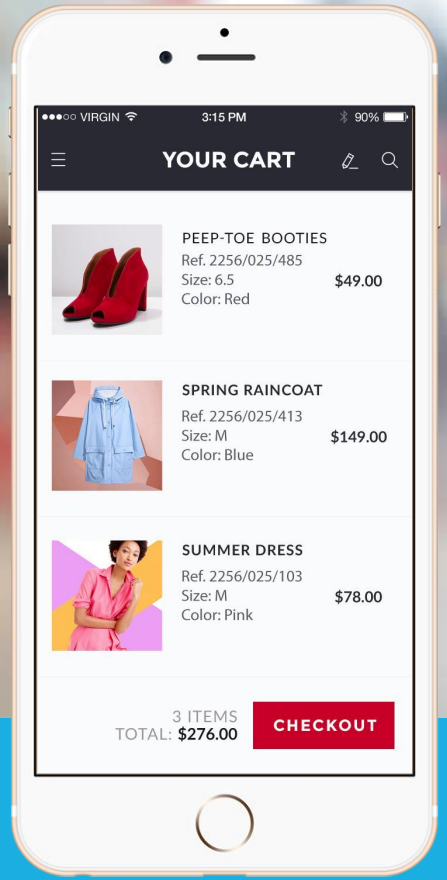
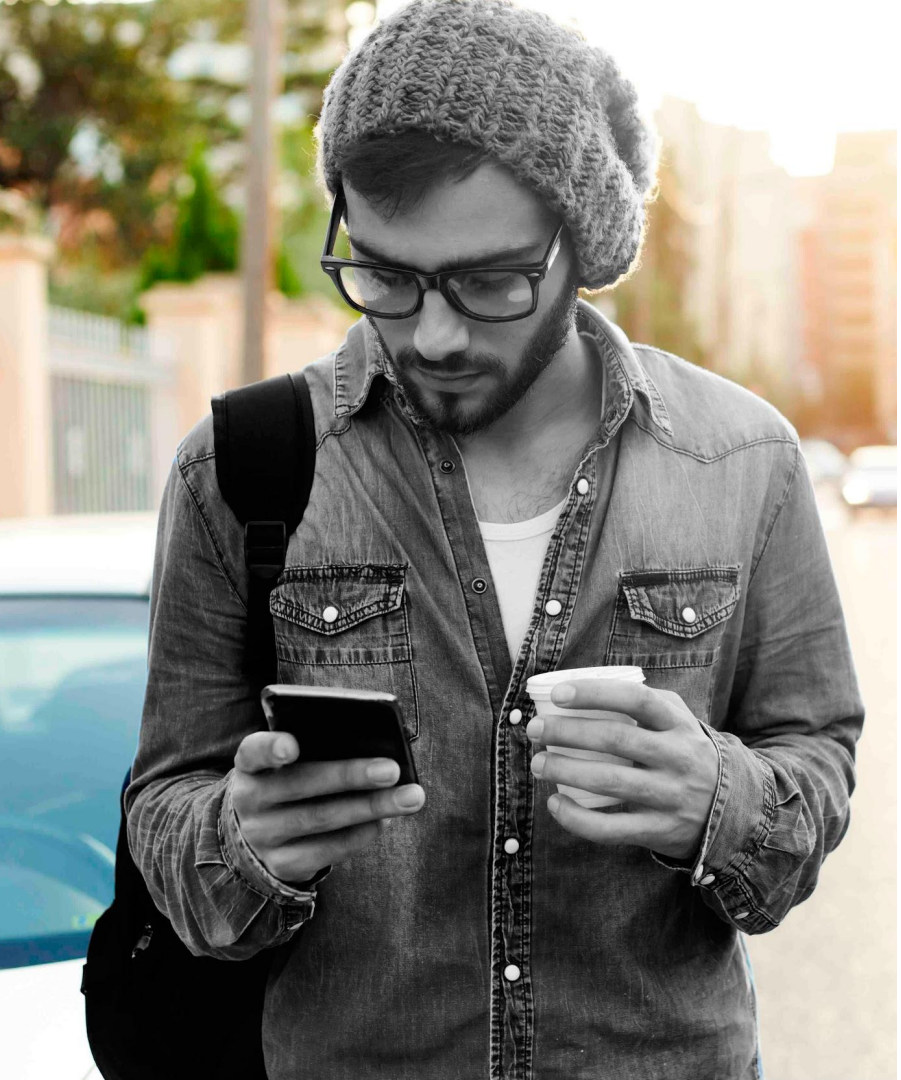
WEBINAR

Best Practices in Marketing Shopping Apps



LIFTOFF



Agenda

1. Introductions
2. Shopping Apps Report Highlights
3. Do’s & Don’ts
4. Role of Re-Engagement
5. Best Practices Recap

Meet the Panelists

Morgan Friberg
Sr. Marketing Manager
Liftoff

Drew Frost
Sr. Product Marketing Manager
Sam's Club

Liftoff is a **performance-based, app marketing** platform helping companies drive adoption and **engagement** in mobile apps.

Sam's Club Mobile

- **Purchase** any item, at any time from anywhere
- Access your digital **membership card**
- Create **lists** and **re-order** items easily
- Receive instant promotional and transactional **notifications**
- Find an item and what **location** it's in

Sam's CLUB

Download on the App Store

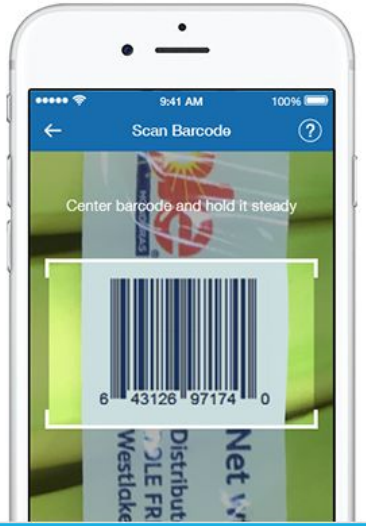
GET IT ON Google Play

Sam’s Club Scan and Go App

1

Scan

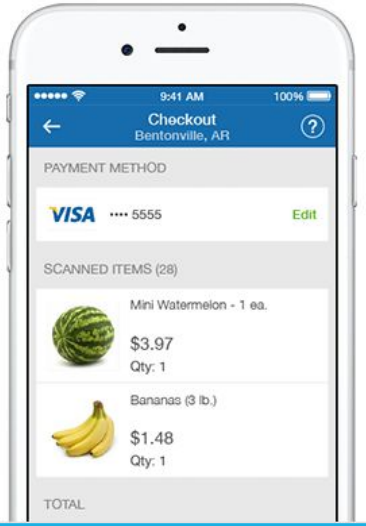
items as you shop.



2

Pay

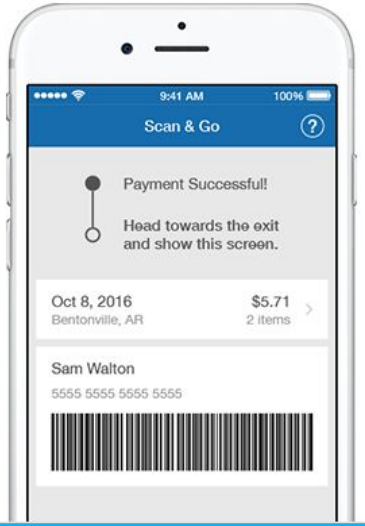
directly from the app.



3

Show

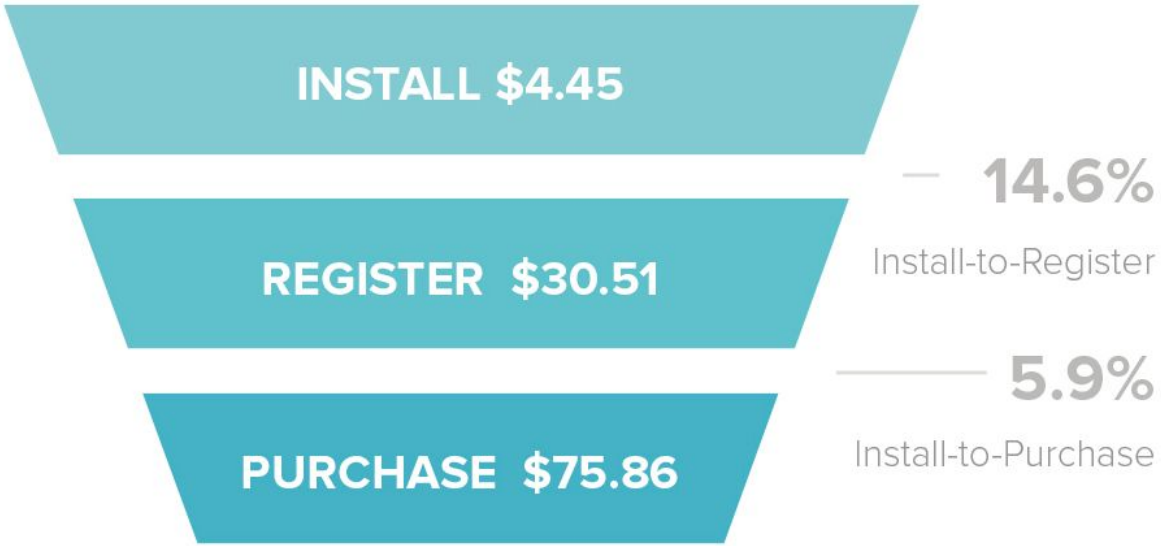
your e-receipt on your way out.



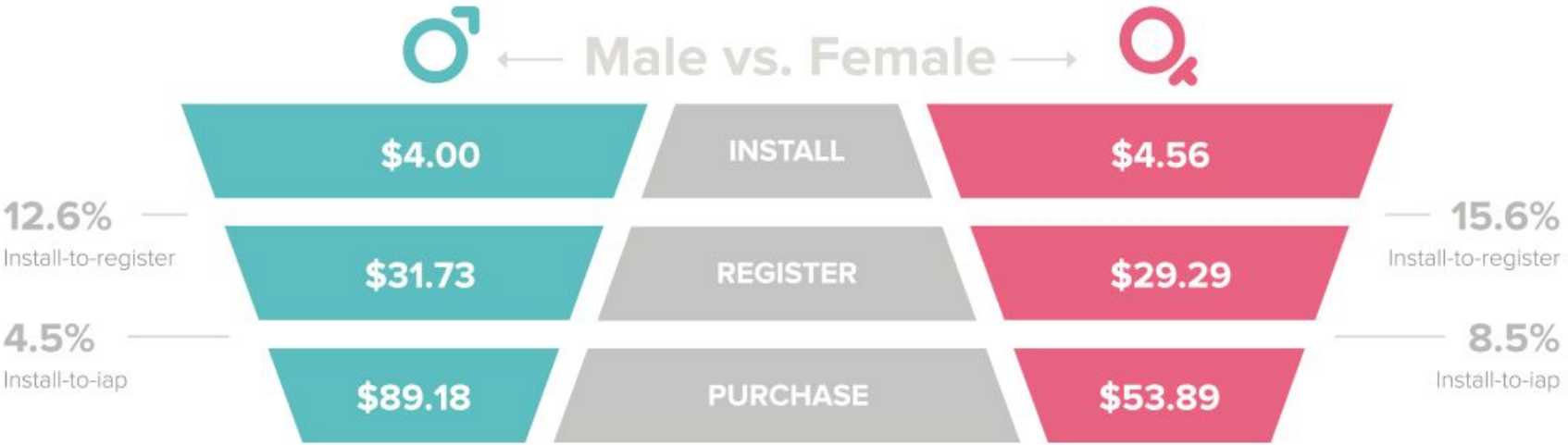
2017
Shopping
Apps Report
LIFTOFF

liftoff.io/resources/

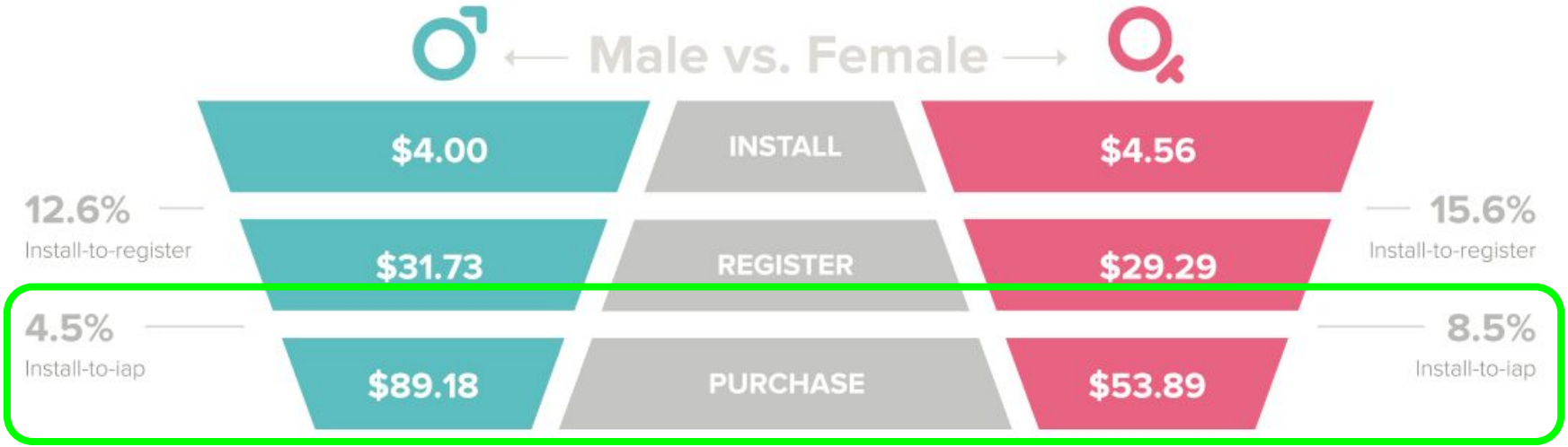
Shopping Aps Cost & Conversion Funnel



Cost & Conversion Funnel by Gender



Cost & Conversion Funnel by Gender



Cost & Conversion Funnel by Gender

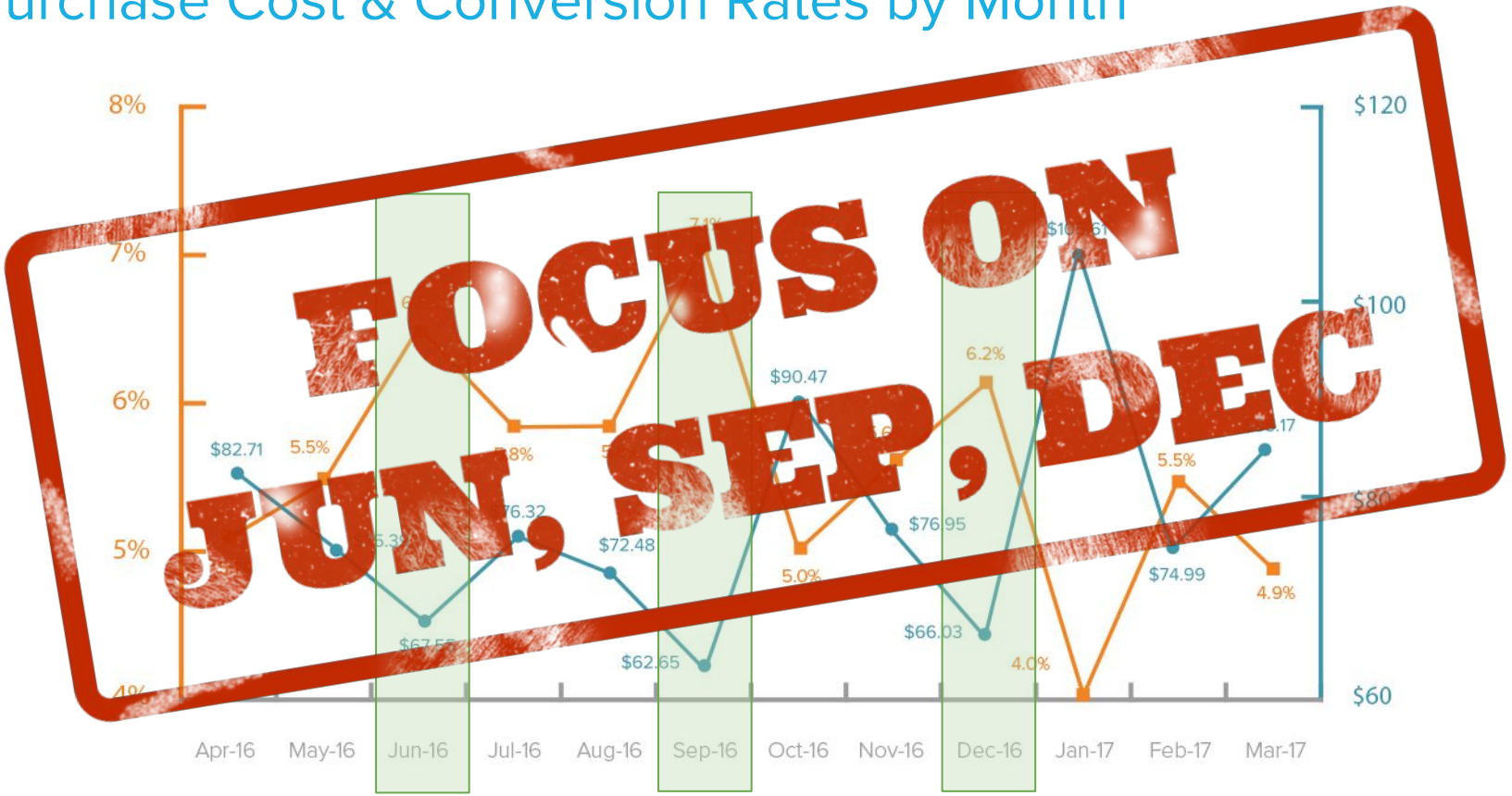
Cost per Install by Month

Cost per Install by Month

Purchase Cost & Conversion Rates by Month

Purchase Cost & Conversion Rates by Month

Purchase Cost & Conversion Rates by Month



Purchase Cost & Conversion Rates by Month

Do's & Don'ts Marketing Shopping Apps

LIFTOFF

When Marketing Shopping Apps

DO

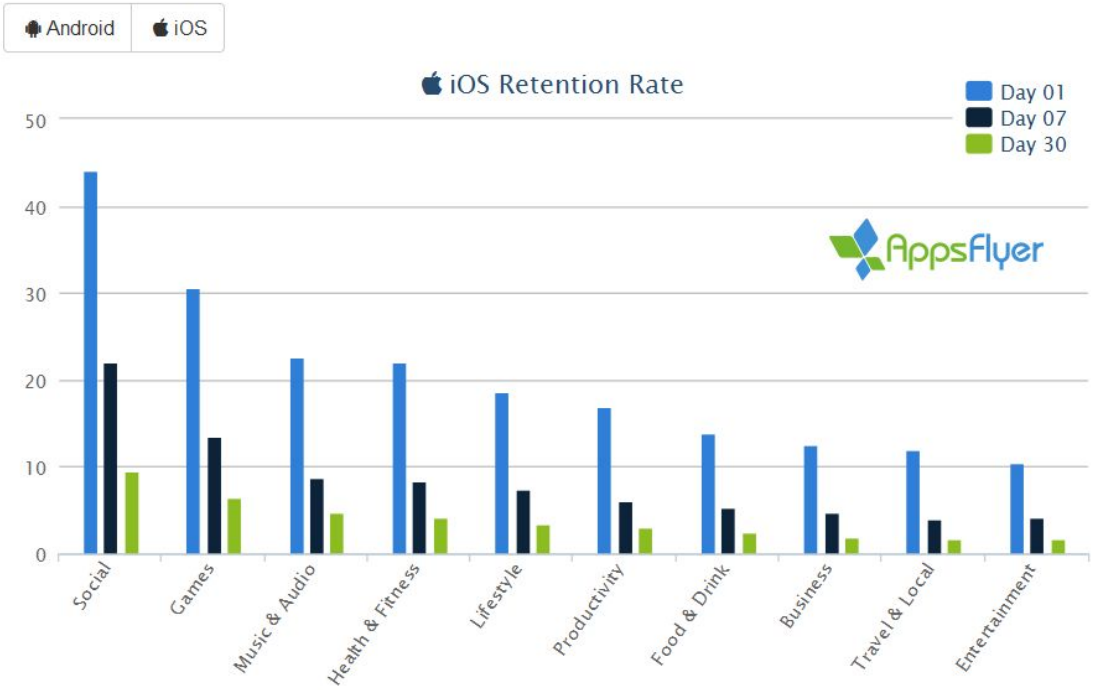
1. Invest the time in understanding what “opportunity” your app solves for the customer
2. Make the product the hero
3. Provide a way for customers to communicate with you outside of the app store
4. Give your campaign enough time in the marketplace before you make channel optimization decisions
5. Re-engage your customer with the right product at the **right time**

DON’T

1. Blindly assume “If I sell it they will buy it”
2. Depend exclusively on copy to get the job done
3. Assume a customer’s review on the app store is actually what’s going on (don’t ignore them either)
4. Set a campaign and forget it. Be involved with the optimization
5. Not have a re-engagement strategy

Role of
Re-Engagement
LIFTOFF

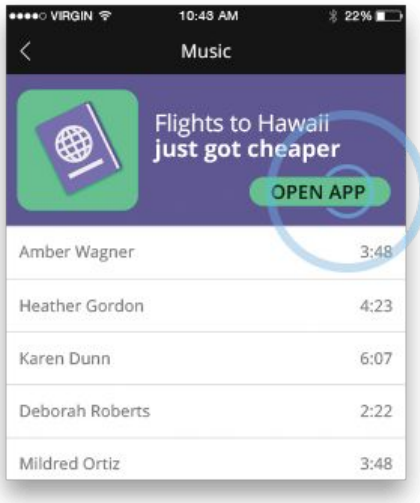
The Challenge - Low Retention



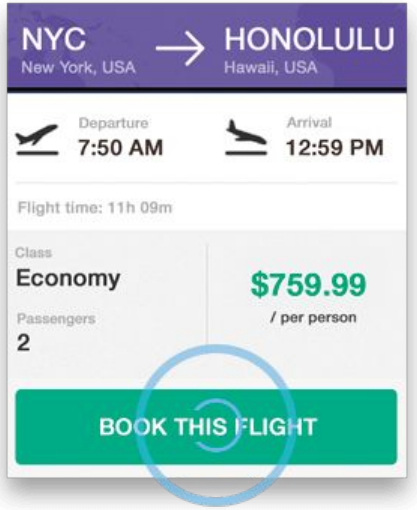
90% of installs will stop using your app within 30 days

How Re-Engagement Works

User installs your app then doesn't use it or deletes it



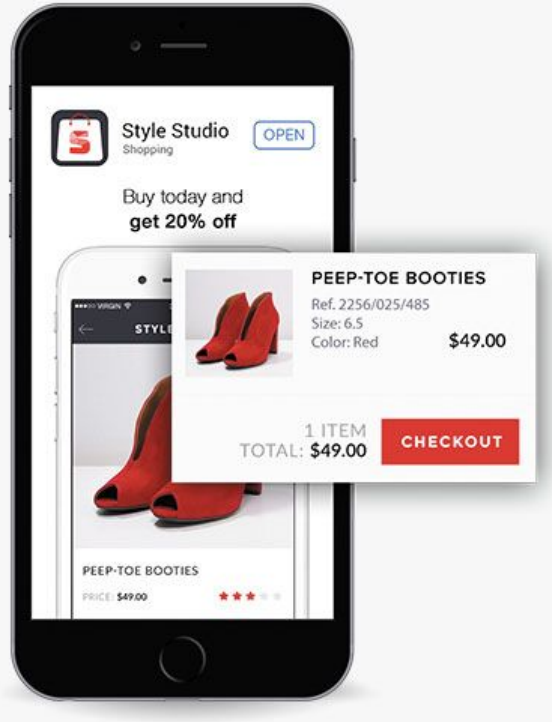
Re-Engagement Ads are targeted to your unengaged users



Users come back to your app and convert

new!
Product Feed
Retargeting
LIFTOFF

new! Product Feed Retargeting



Entire product catalog
Automatically scan and cache the entire product catalog daily

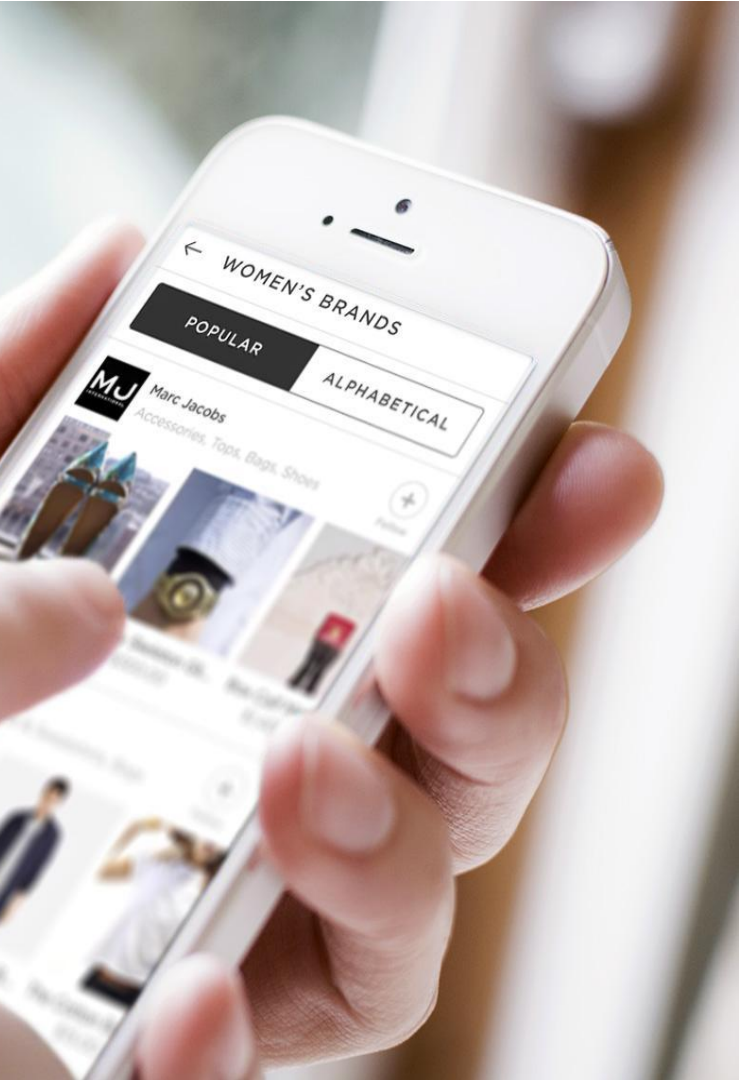
Daily updates
Ads continually display the most recent information

Up-to-date pricing & inventory
Handy for large sales, i.e. Cyber Monday and Black Friday

Deep link direct to products
Best user experience - send user to exactly where they left off

Promote related products
Show related items, brands, or the most popular catalog items

In Summary
LIFTOFF



Best Practices Recap

1. Gender - target females for shopping apps
2. Install KPI - increase ad spend in May, Aug, Dec
3. Purchase KPI - increase ad spend in Jun, Sep, Dec
4. Target users in September followed by offers, deals, & retargeting before/during holiday shopping months
5. Do’s & Don’ts from Sam’s Club
6. Re-Engage

liftoff.io/resources/

LIFTOFF
Questions?
www.liftoff.io