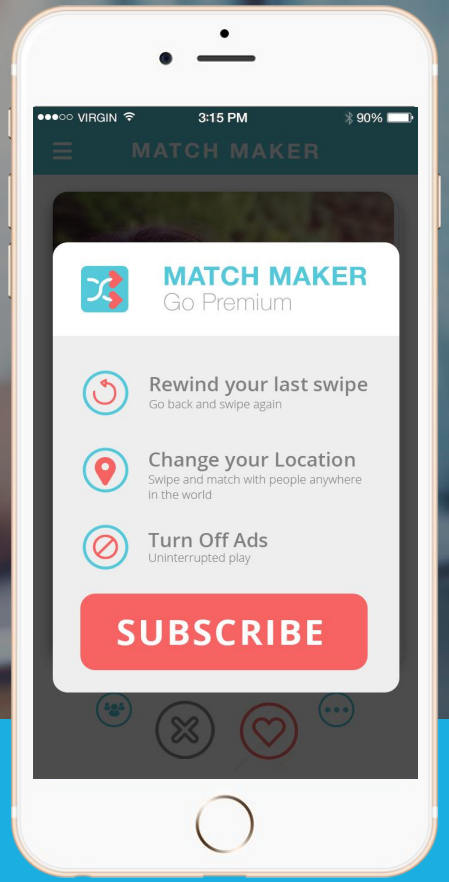
WEBINAR

Subscription Apps

Trends & Tips for Successful Marketing



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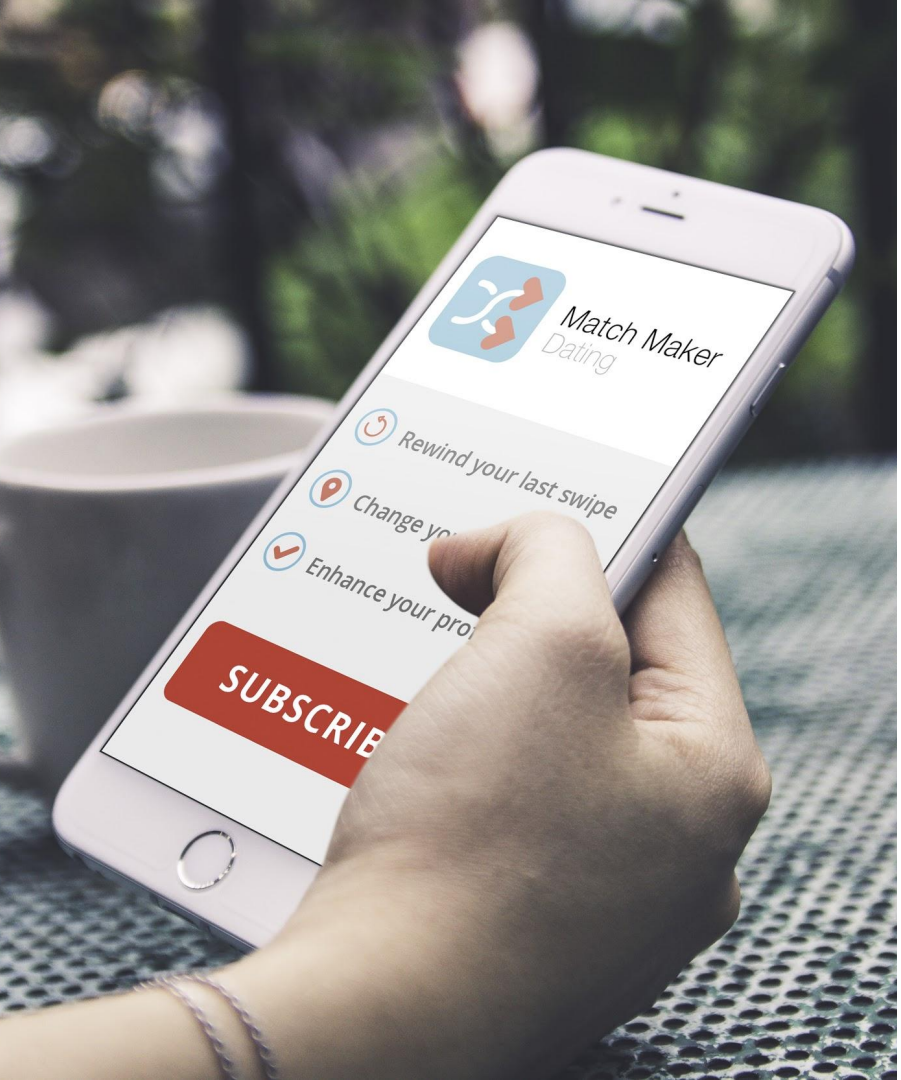

Agenda

1. Introductions
2. Subscription Apps Report
3. Tips from Match
4. Recap
5. Q&A

Meet the Panelists

LIFTOFF

Morgan Friberg
Sr. Marketing Manager
Liftoff

matchgroup

James Peng
Head of Mobile & Social Acquisition
Match Group

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

Match Group

PlentyOfFish

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SUBSCRIPTION
APPS REPORT
2017
User Acquisition Trends and Benchmarks
Match Maker
Dating
Rewind your last swipe
Change your location
Enhance your profile
SUBSCRIBE
TV
Music
Travel
Finance
Food
Ride Sharing
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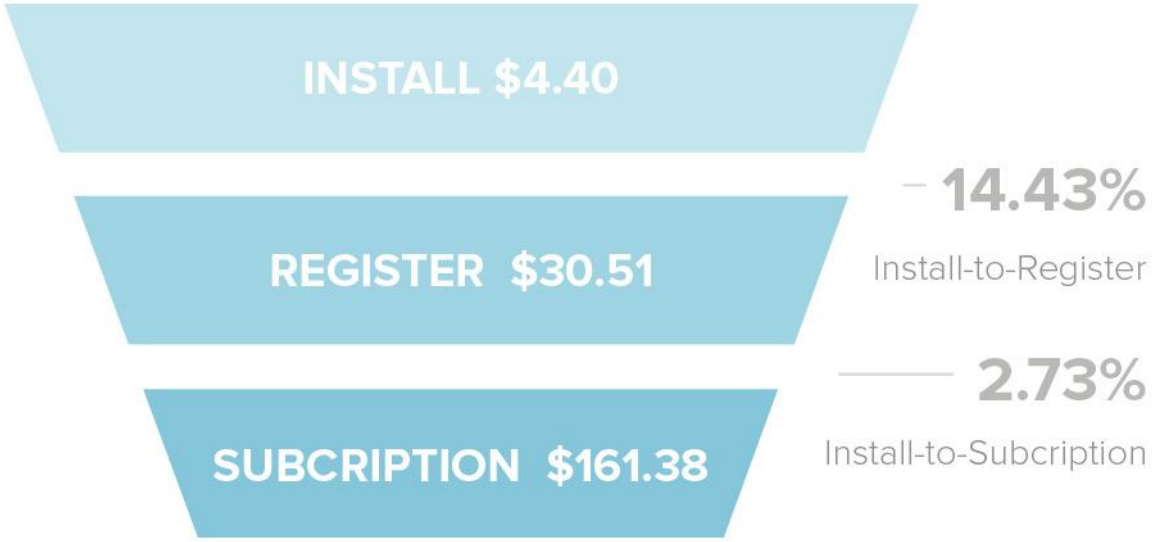
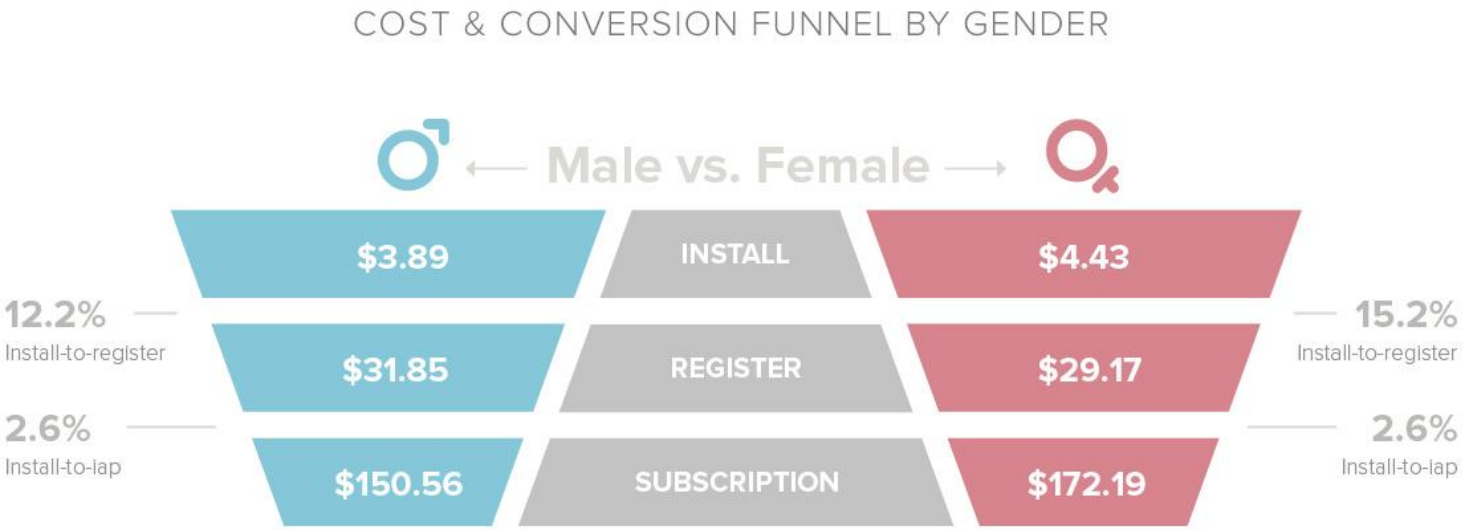
Subscription Apps Cost & Conversion Funnel

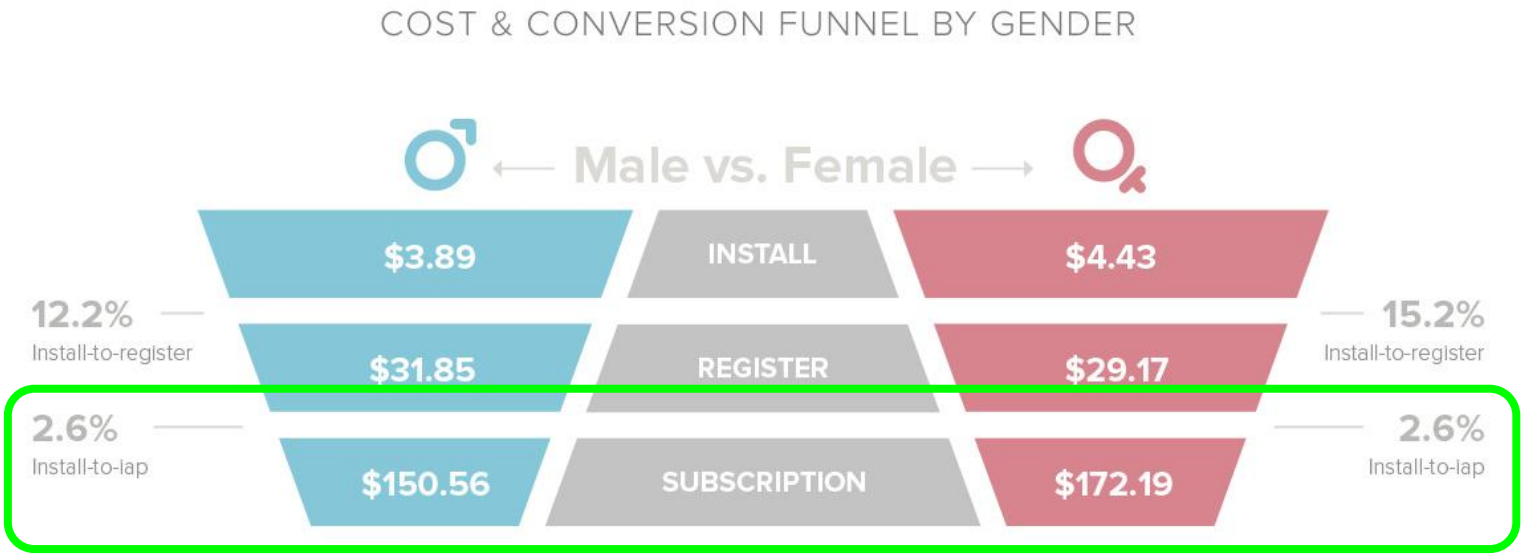


SUBSCRIPTION APPS COST
& CONVERSION FUNNEL

Cost & Conversion Funnel by Gender



Cost & Conversion Funnel by Gender



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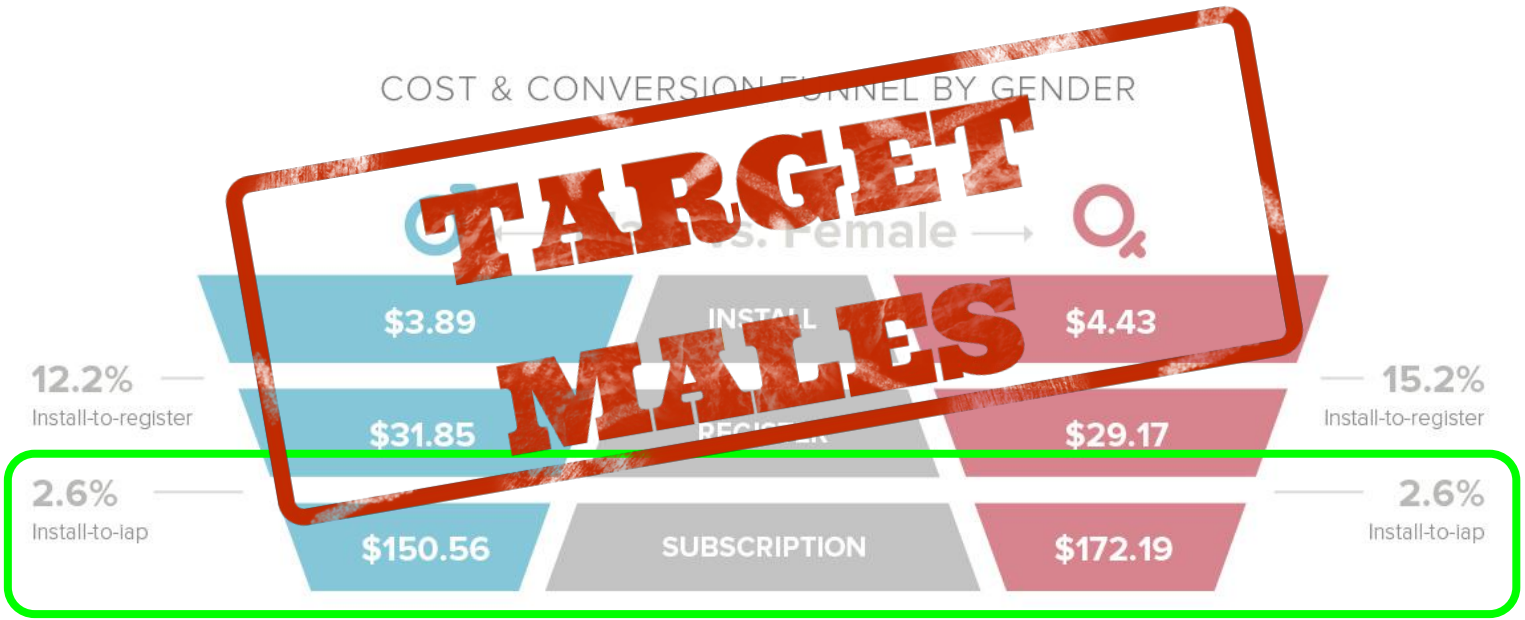
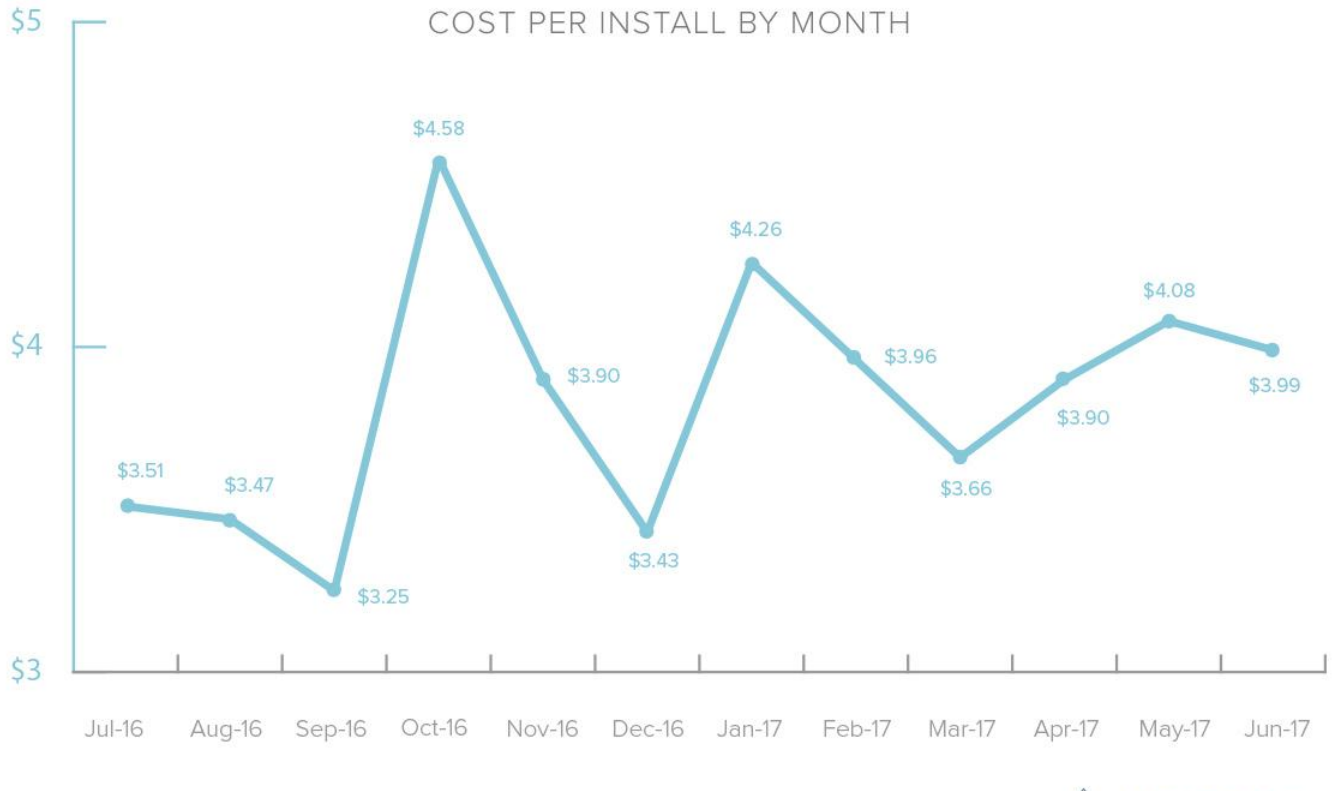


Cost per Install by Month



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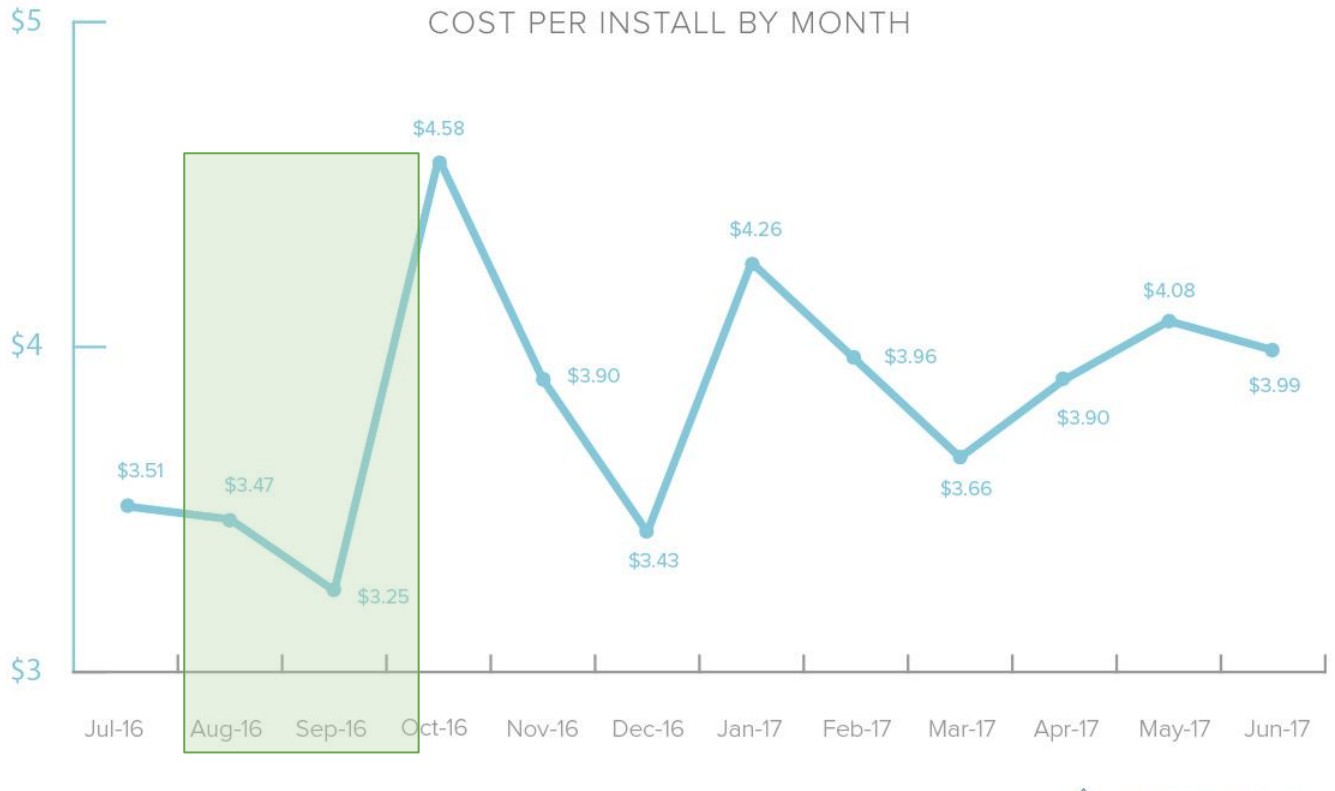

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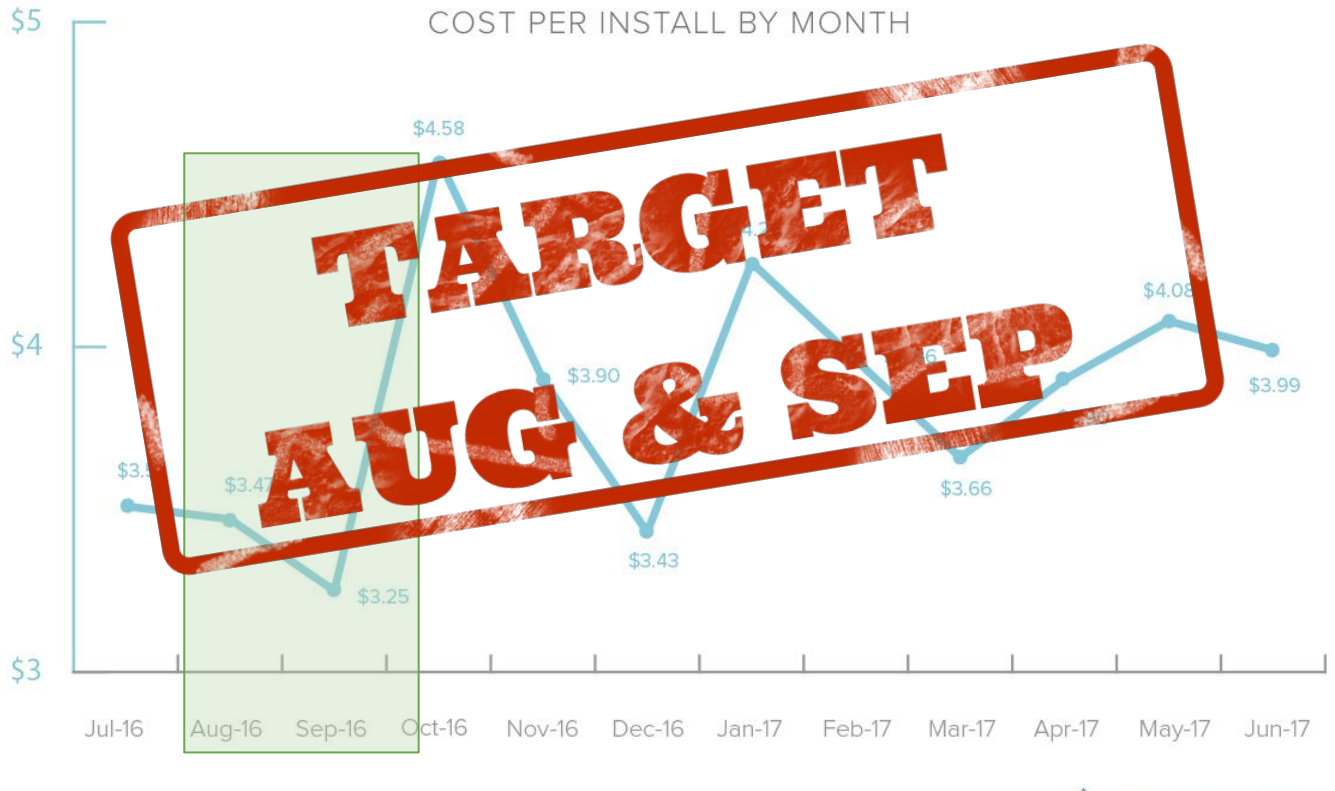

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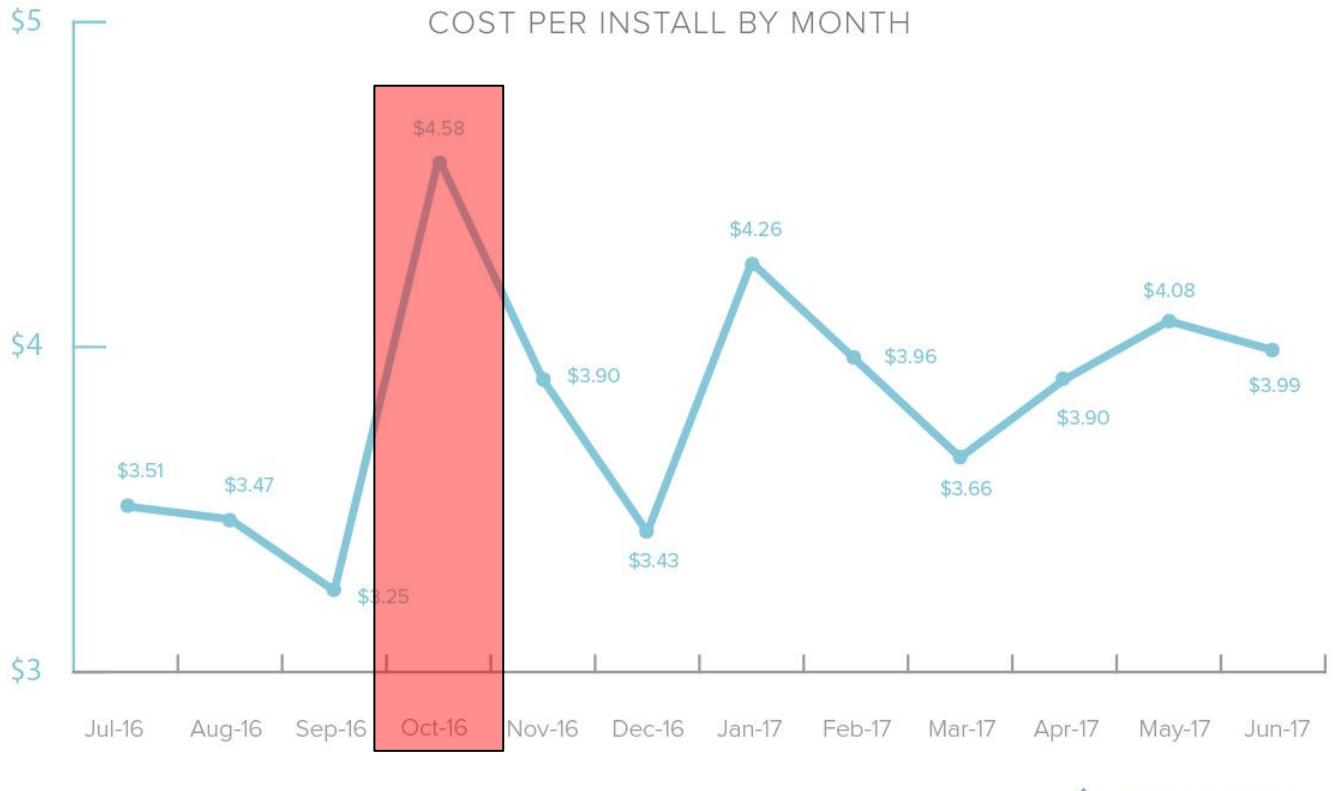
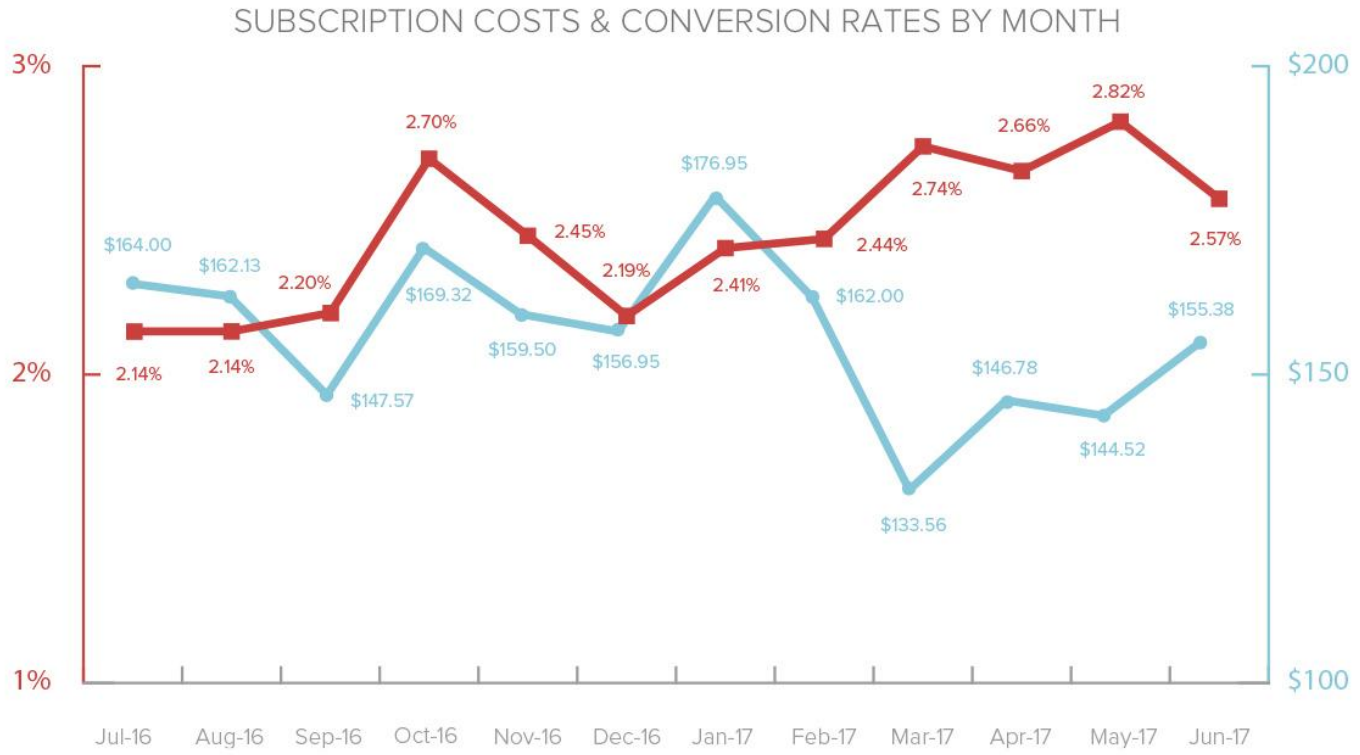


Subscription Costs & Conversion Rates by Month



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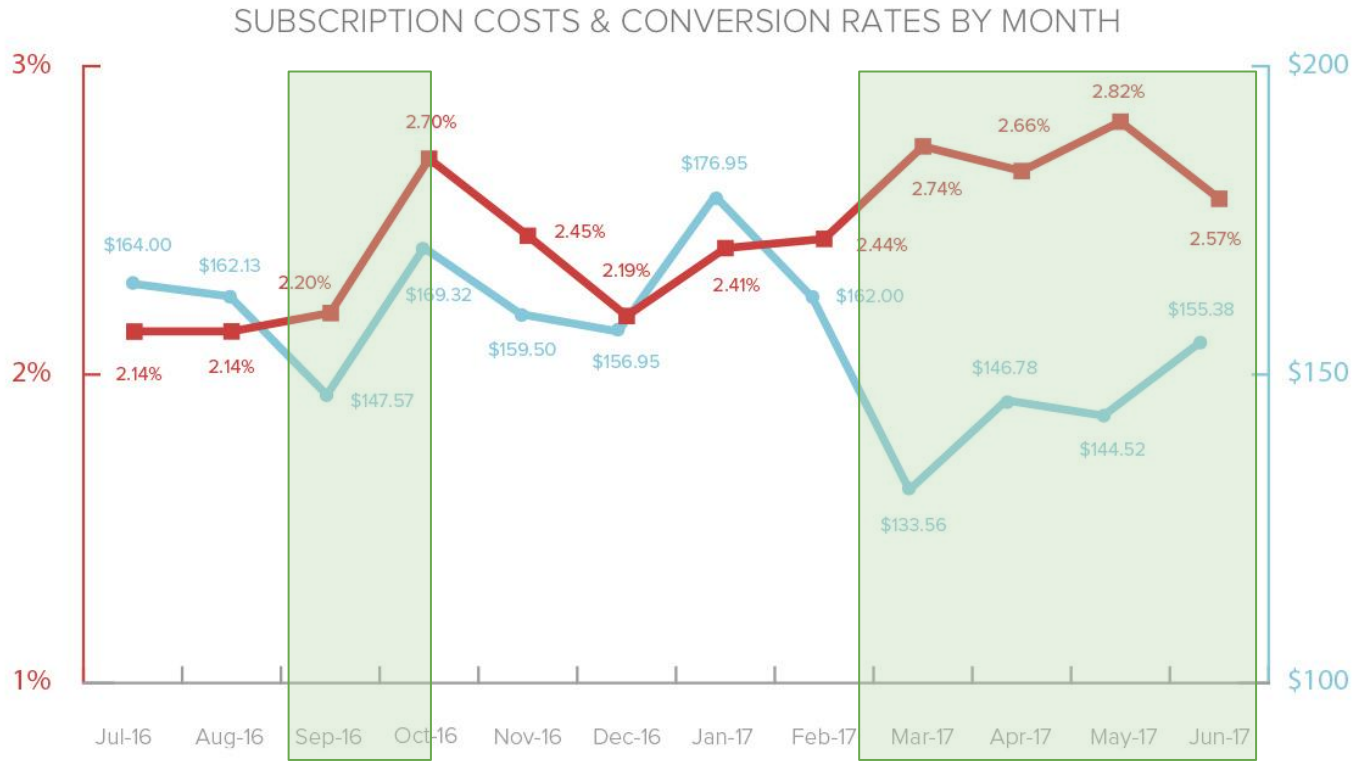

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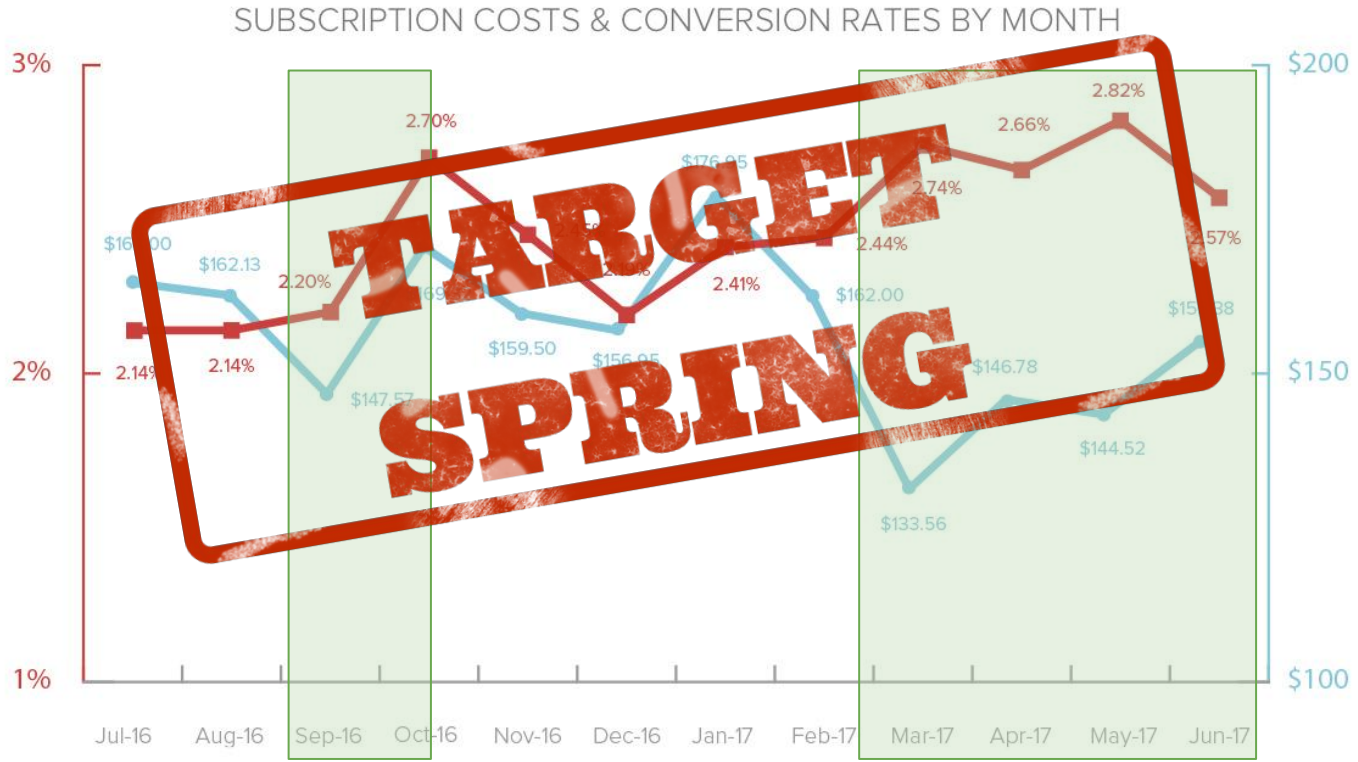

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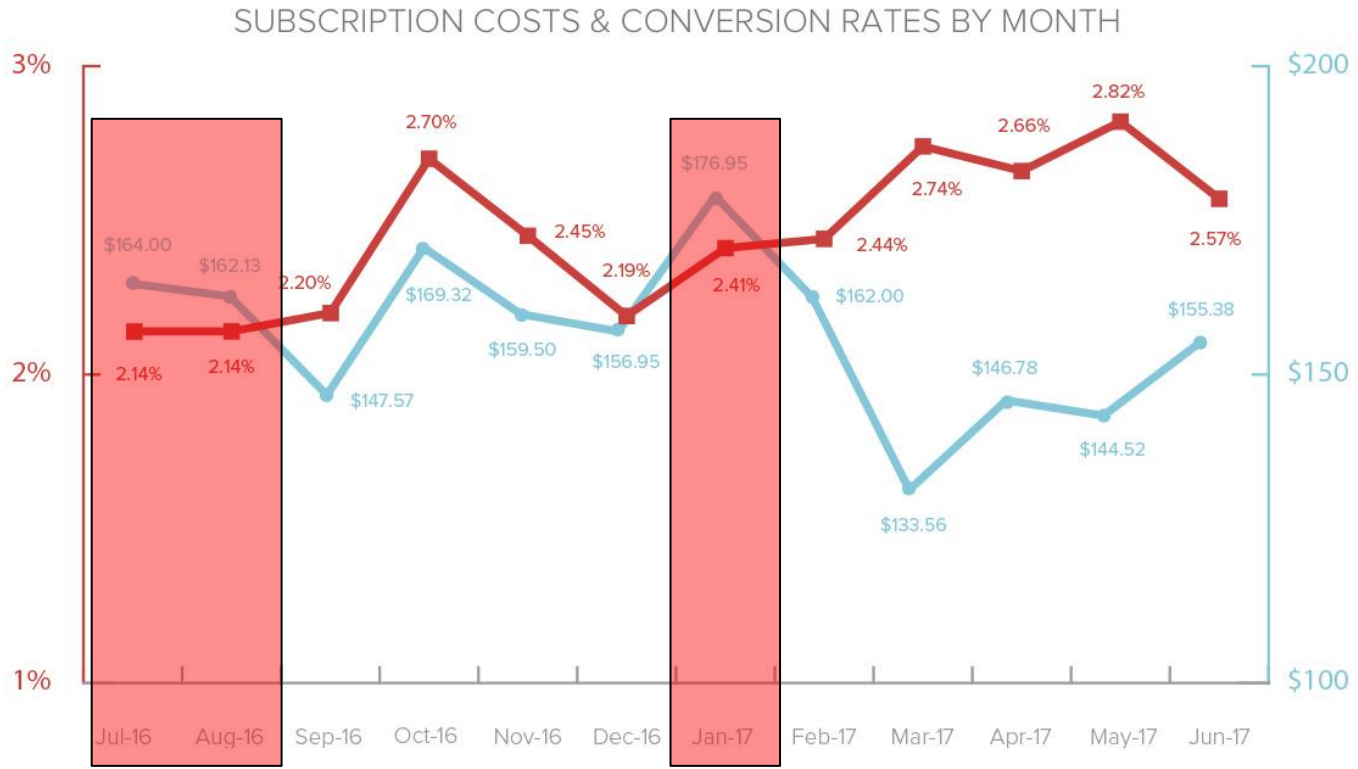


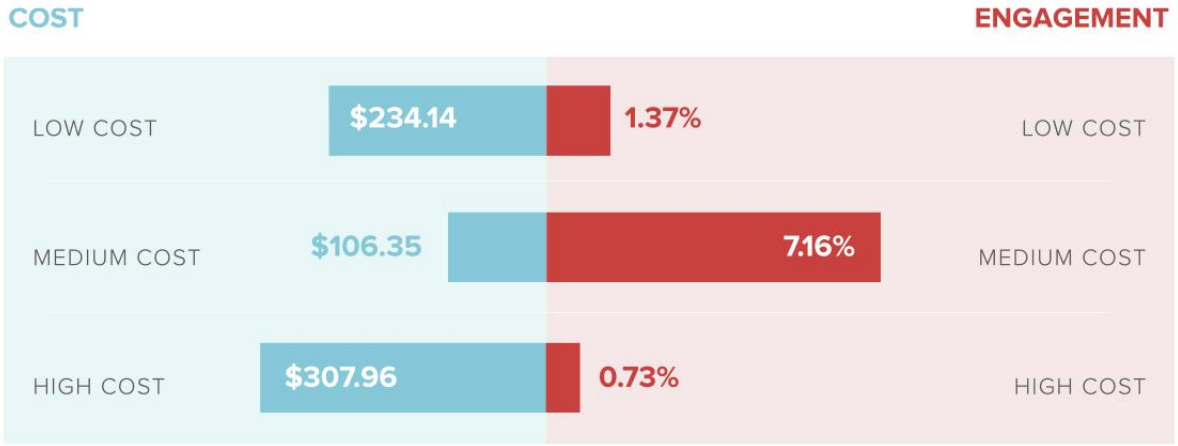
Subscription Cost-per-Month Categories

$0-$7 LOW

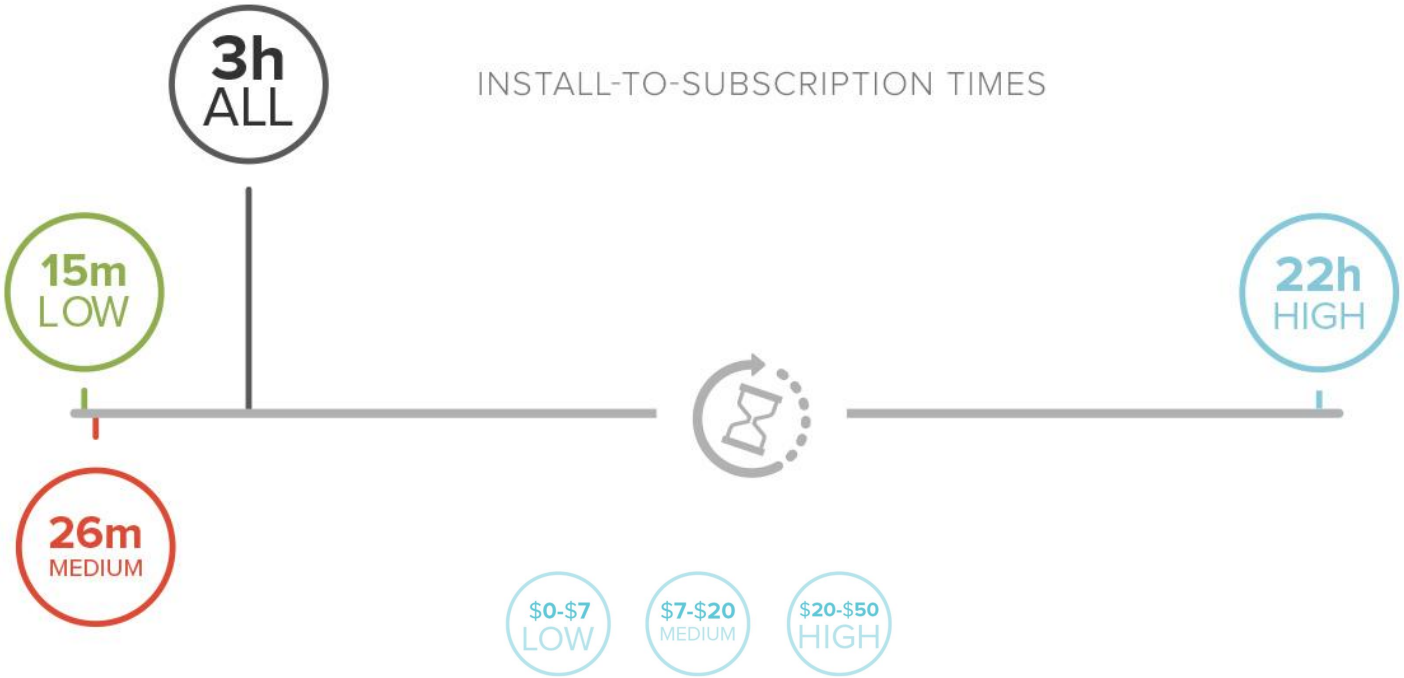
$7-$20 MEDIUM

$20-$50 HIGH

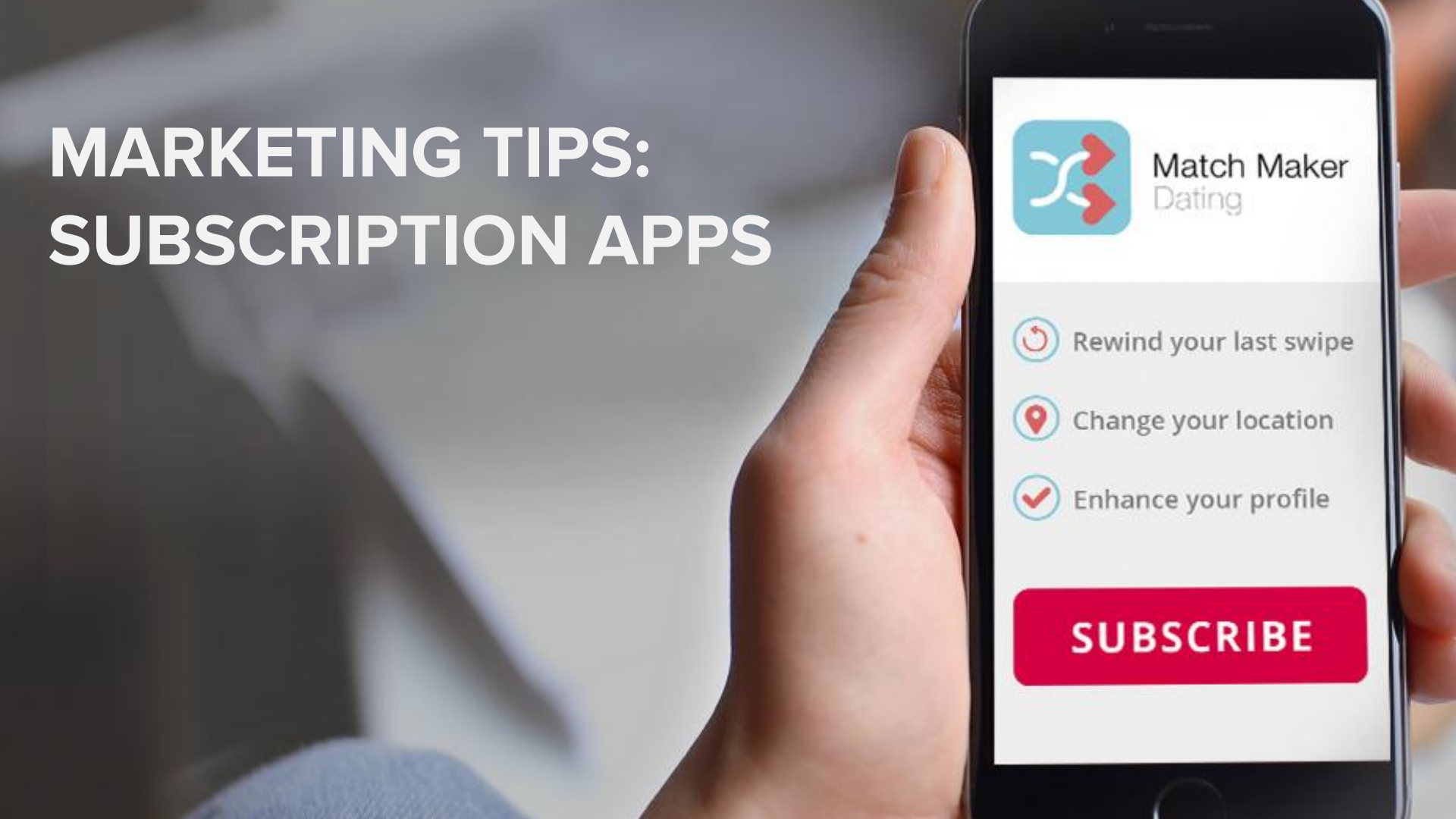
COST & ENGAGEMENT RATES BY SUB-CATEGORY



Time From Install to Conversion



MARKETING TIPS: SUBSCRIPTION APPS



MARKETING SUBSCRIPTION APPS

DO

1. Spend enough time vetting new channels before testing
2. Utilize your 1st party data effectively for targeting
3. Be disciplined in your decision making, use leading indicators
4. Focus on your product's key differentiators in your messaging
5. Emphasize the value of your brand when possible

DON'T

1. Assume your audience knows your product
2. Rely on the same messages or ad formats
3. Give up just because targeting or creative didn't work - always retest
4. Ignore your user flow and onboarding process
5. Forget to re-engage users to amplify your efforts

In Summary
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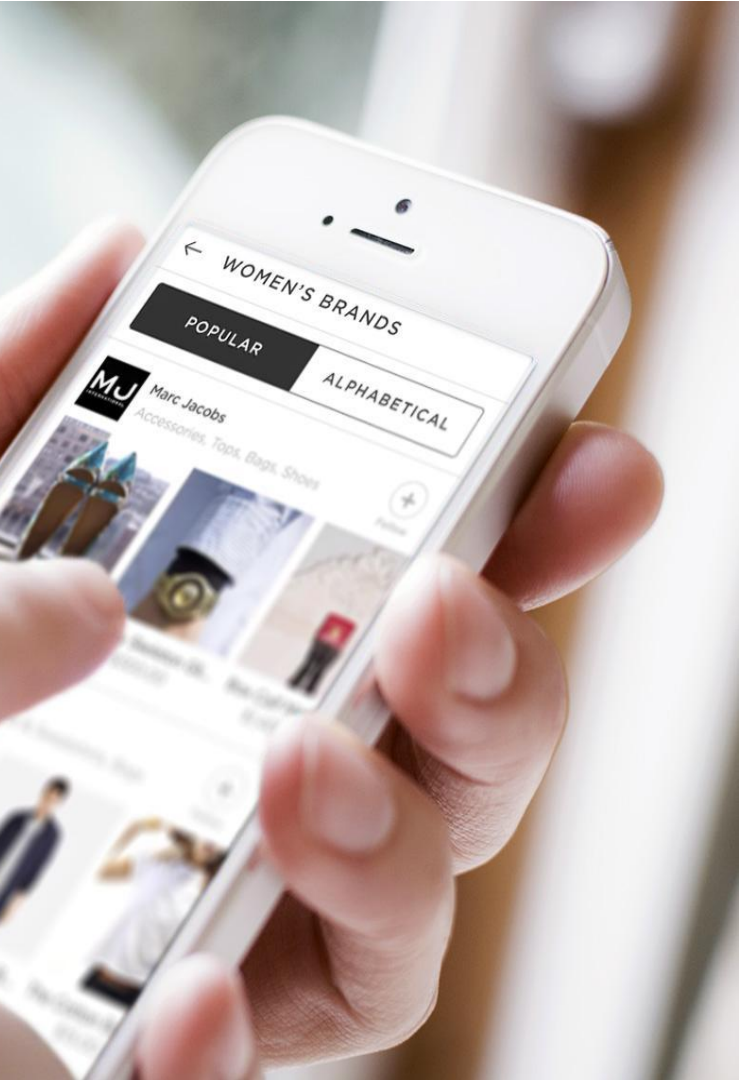
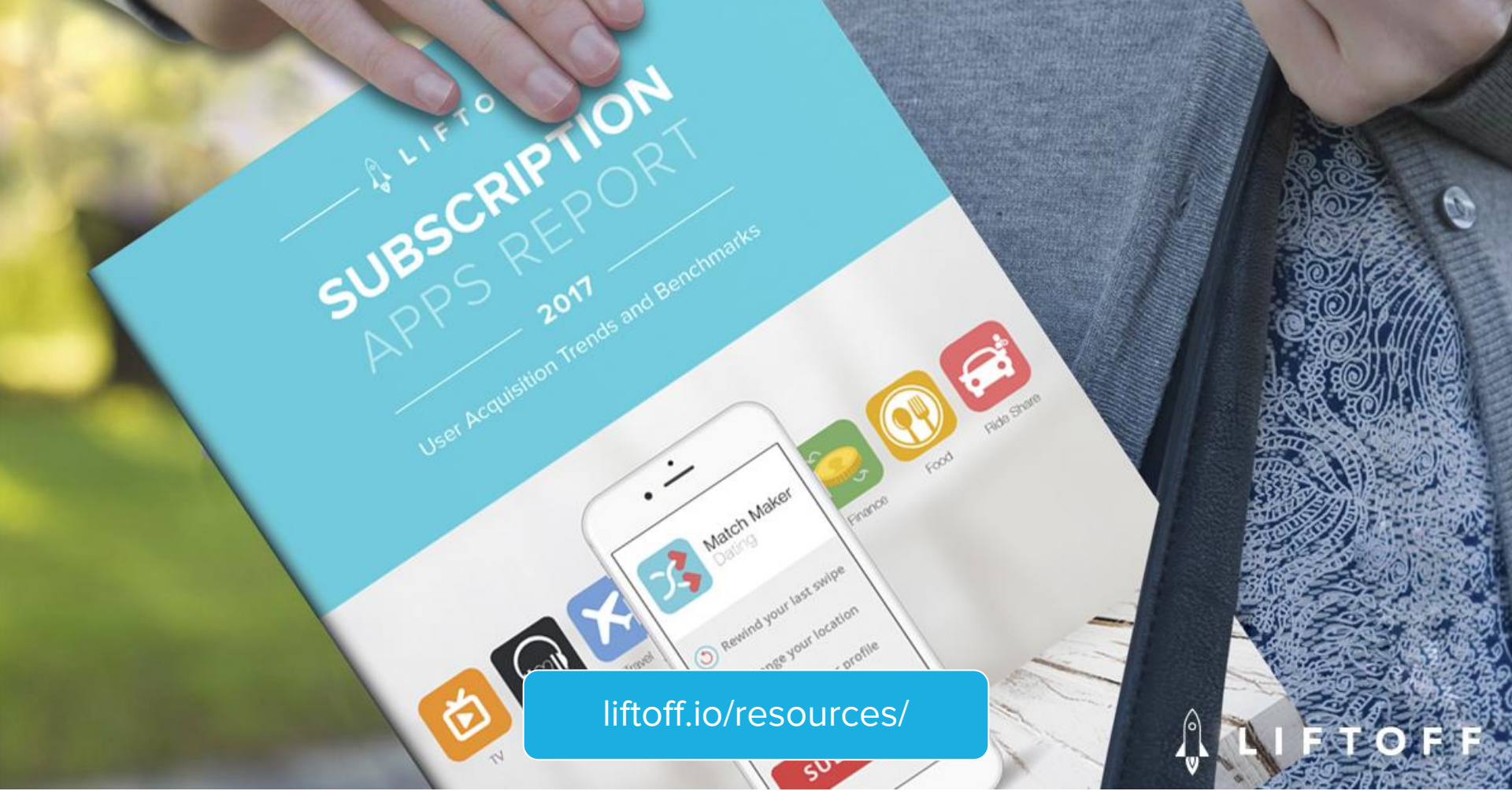


Subscription Apps Recap

1. Gender - Target Males
2. Install KPI - Target August & September
3. Subscription KPI - Spring
4. Medium-Cost Apps ($7-$20) = Highest Conversion
5. Install-to-Conversion Time: Consider Pricing
6. Match Do's & Don'ts


SUBSCRIPTION
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TV
liftoff.io/resources/
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Role of
Re-Engagement
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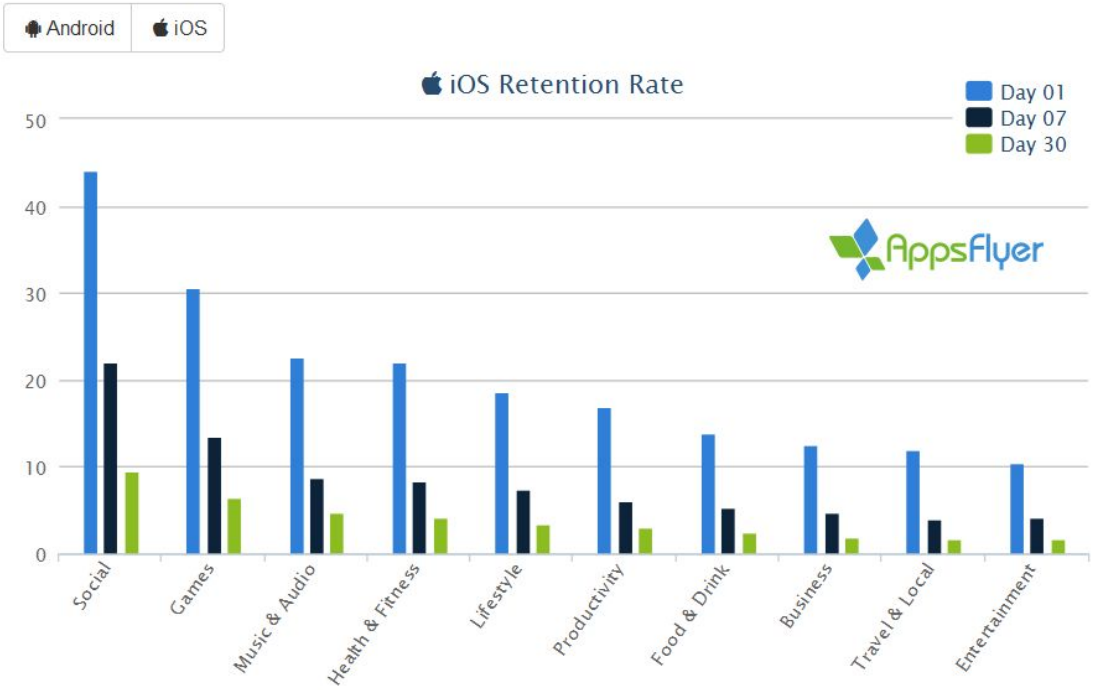
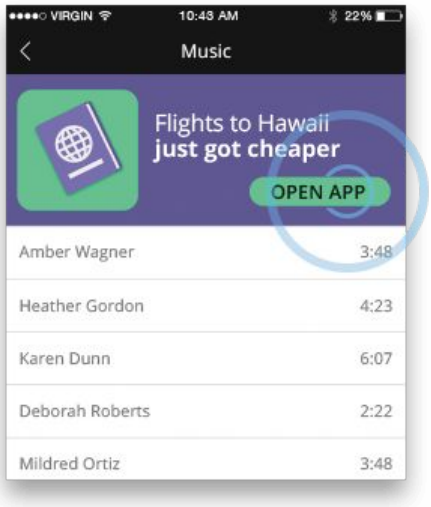
The Challenge - Low Retention



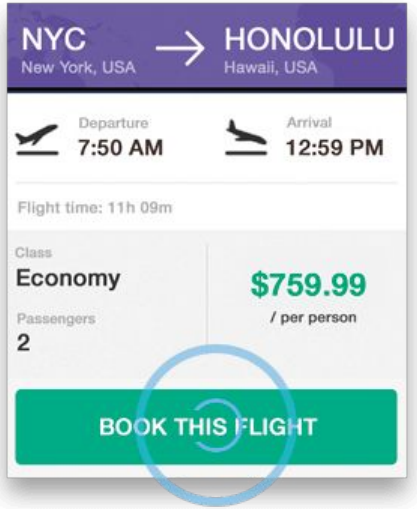
90% of installs will stop using your app within 30 days

How Re-Engagement Works

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



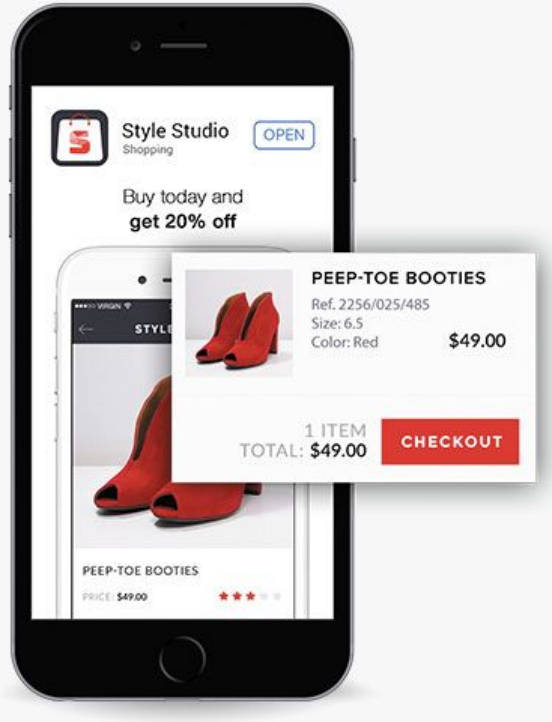
Re-Engagement Ads are targeted to your unengaged users



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

PLACEHOLDER
FOR PANELISTS TIPS
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