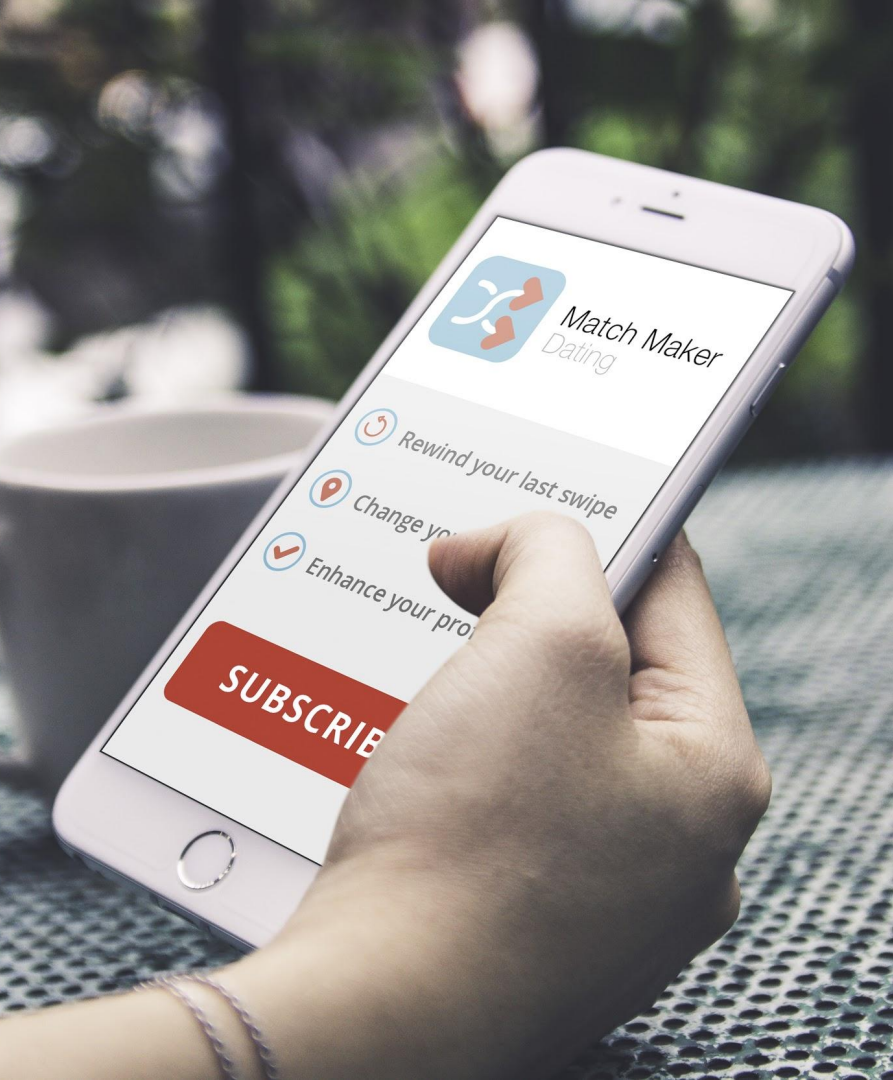


WEBINAR

2017 Mobile App Engagement Index Report



L I F T O F F



Agenda

- 1 Introductions
- 2 Index Report Highlights
- 3 Summary
- 4 Q&A

Meet the Panelists



Morgan Friberg
Sr. Marketing Manager
Liftoff



Peggy Anne Salz
Lead Analyst & Founder
MobileGroove



Matt Hawes
Business Intelligence Manager
Liftoff



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



MOBILEgroove

A top 50 ranked influential technology destination, providing editorial content, in-depth analysis and custom research for the global mobile industry.

Forbes

Harvard
Business
Review

VentureBeat

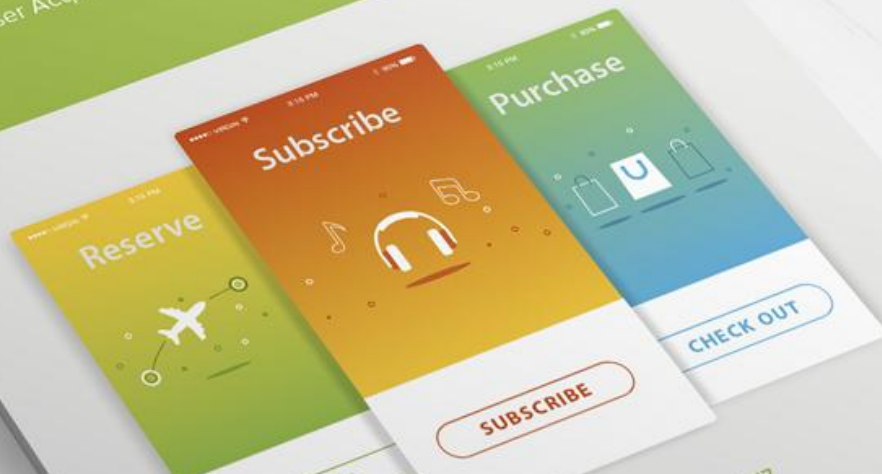
POCKET
GAMER.biz



The 2017 Mobile App Engagement Index draws from Liftoff internal data from September 1, 2016 through August 30, 2017 which spans 120 billion ad impressions, 1.3 billion clicks and 41.7 million events across 30 million app installs.

LIFTOFF
2017 MOBILE APP
ENGAGEMENT
INDEX

User Acquisition Trends and Benchmarks



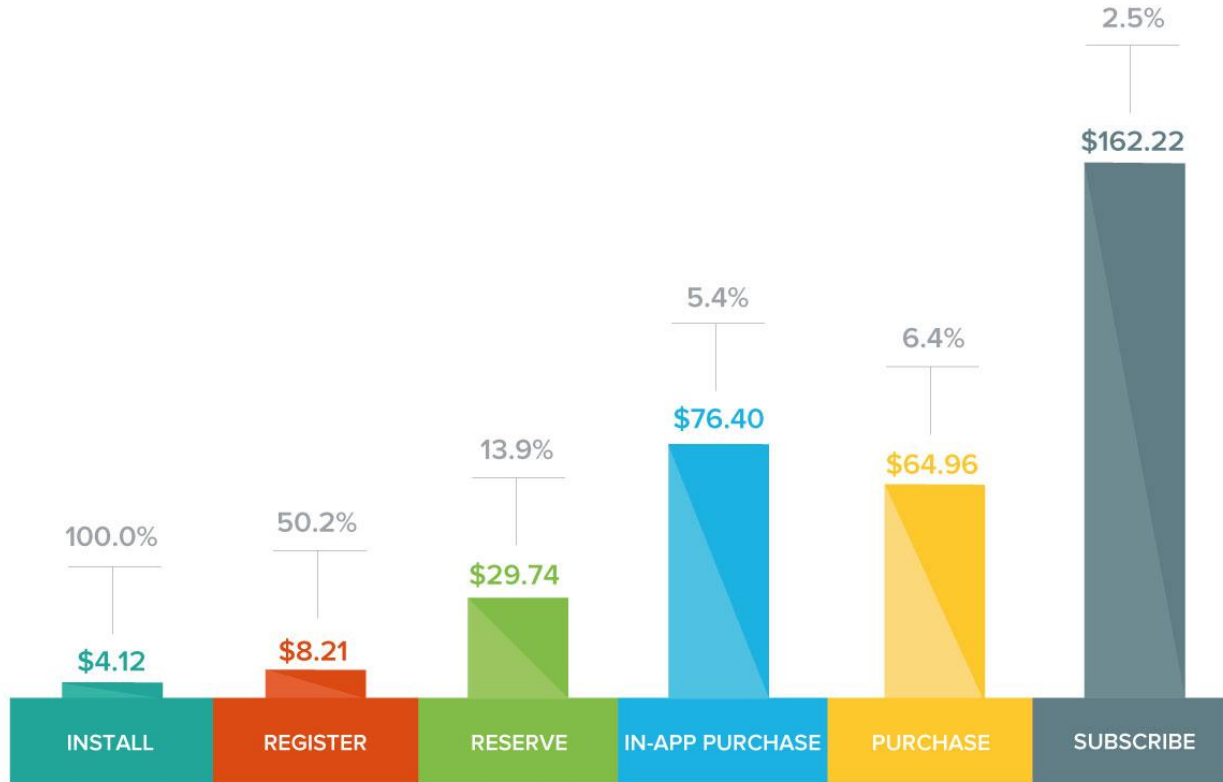
August 2017



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Cost & Engagement Rates per Action



Average Monthly Cost per Install



Gender divide opens up as mobile apps become the preferred way of booking travel

betanews

Gender divide opens up as mobile apps become the preferred way of booking travel



By Ian Barker

Published 3 days ago

Follow @IanDBarker

Forbes

Booking On Mobile Apps Makes The Mainstream - Now It's Time To Make It A No-Brainer

MARTECHSERIES
Marketing Technology Insights

Men versus Female Mobile App Users: Liftoff Study Reveals the Disparaging Stats in How Users Install Apps



SUDIPTO GHOSH

3 days ago



TechFrontNews

Study: Mobile marketers are entering the seasonal sweet spot to drive purchases

By techfrontnews - October 24, 2017 0

MOBILE MARKETER

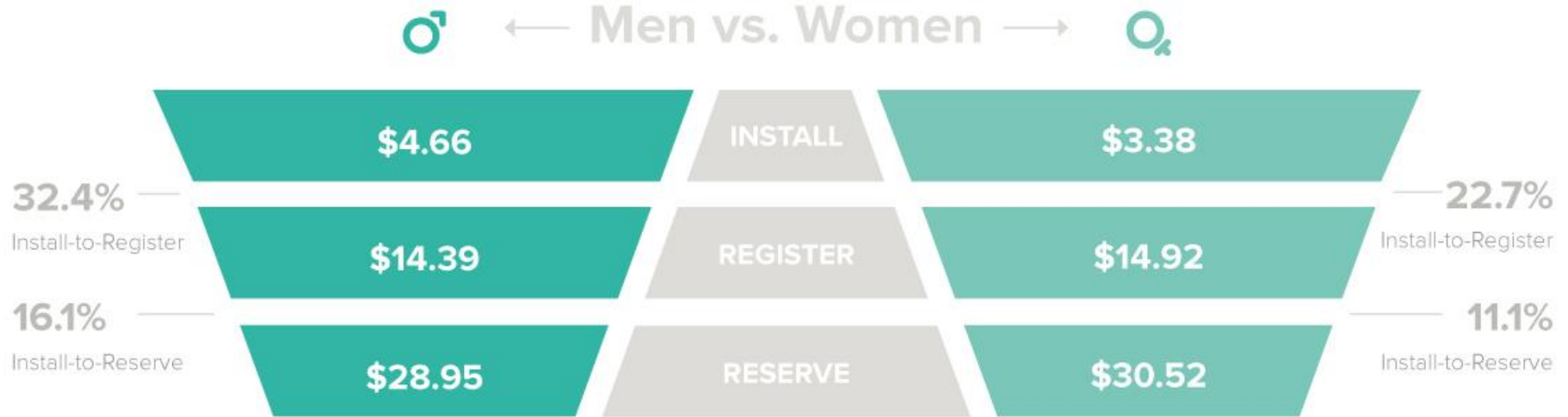
Study: Mobile marketers are entering the seasonal sweet spot to drive purchases

“Reservation bookings on mobile have finally hit critical mass adoption.”

Reserve: Monthly Cost & Engagement Rates

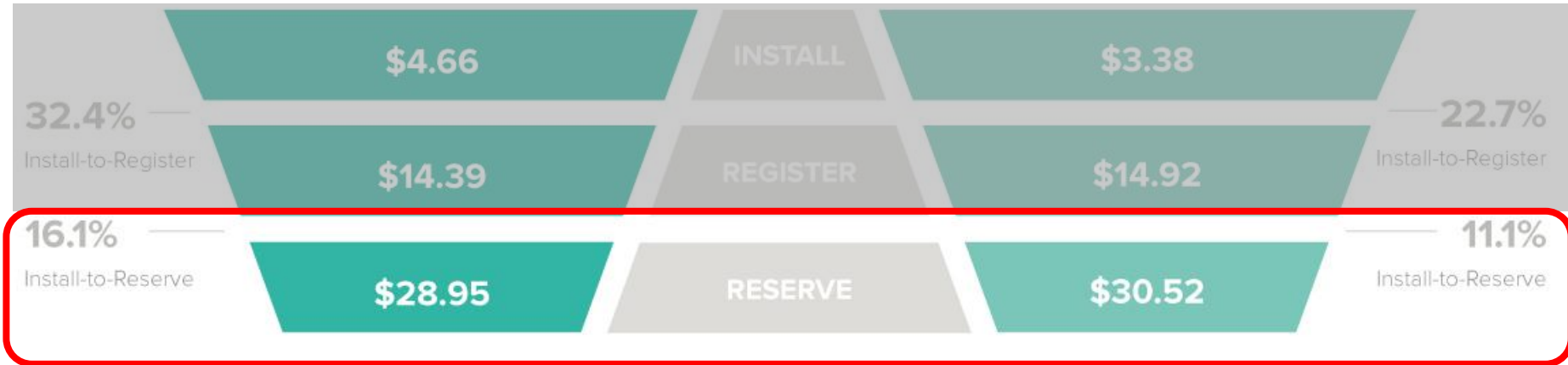


Travel Apps: Cost & Engagement Rates by Gender

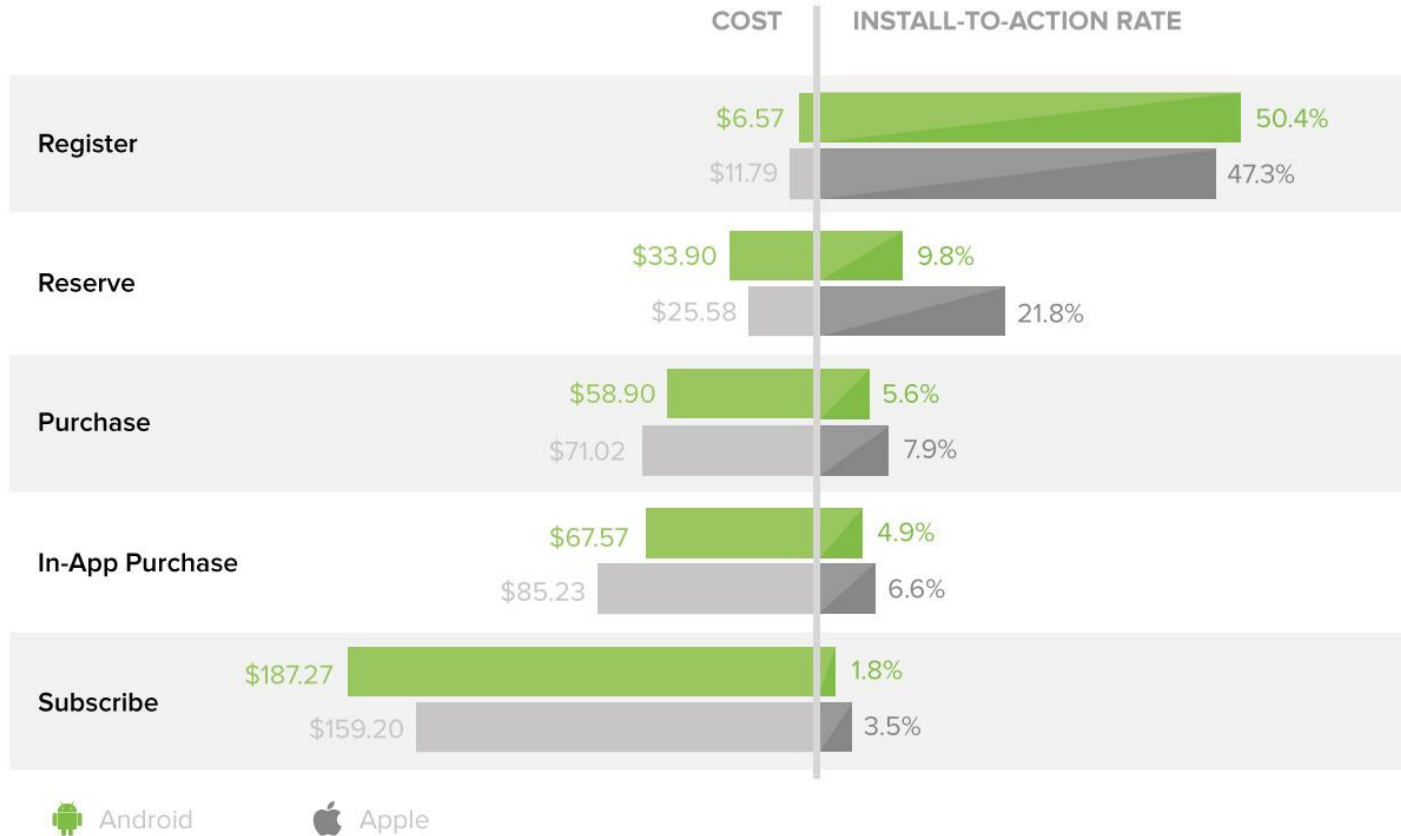


Travel Apps: Cost & Engagement Rates by Gender

♂ ← Men vs. Women → ♀



Platform: Cost & Engagement Rates

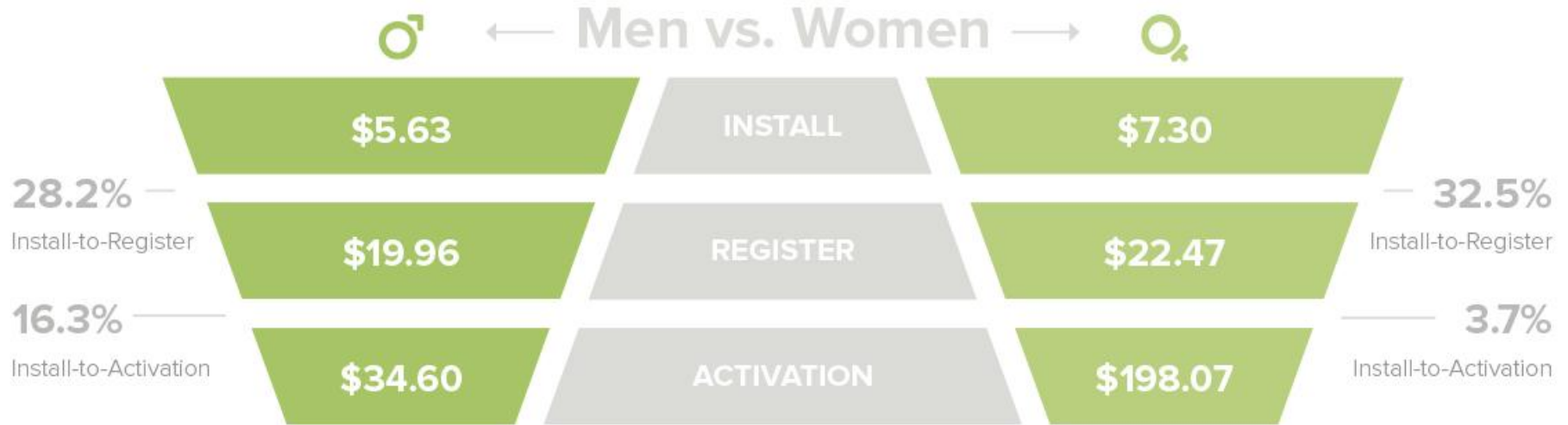


Platform: Cost & Engagement Rates



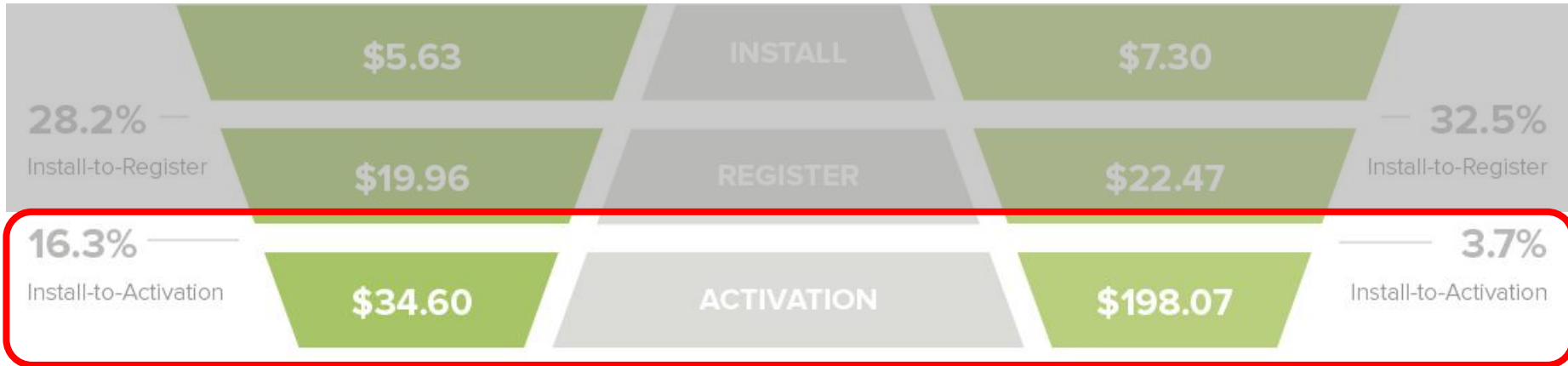
“When it comes to finance apps, men are a steal.”

Finance Apps: Cost & Engagement Rates by Gender



Finance Apps: Cost & Engagement Rates by Gender

♂ ← Men vs. Women → ♀

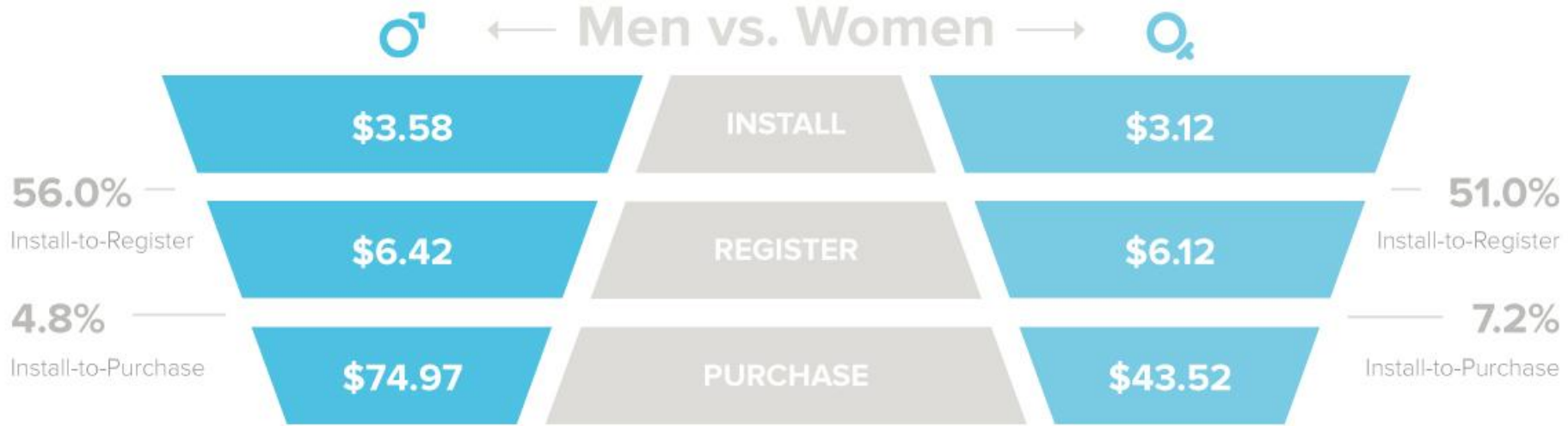


Gaming Apps:
“Focus spend on driving
deep-funnel engagement.”



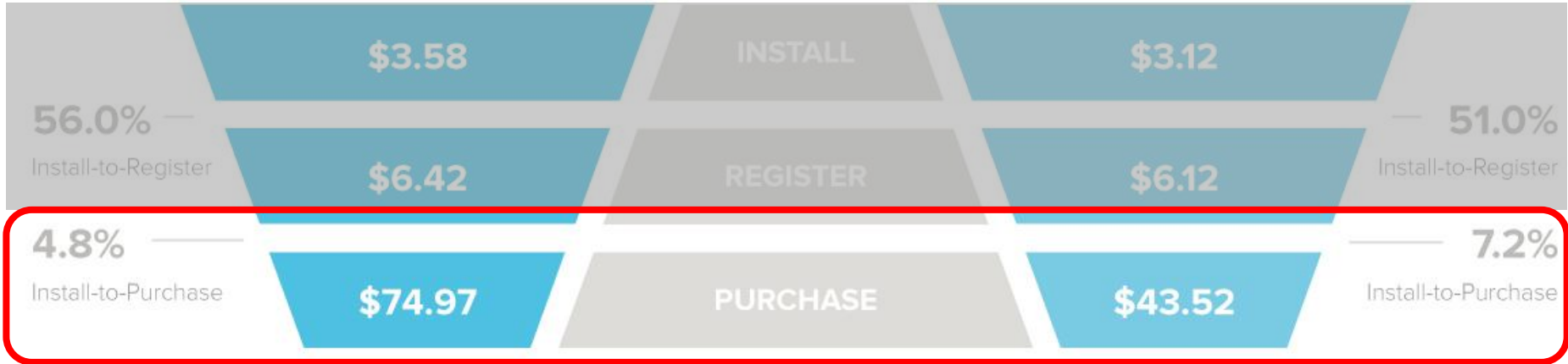
“Consumers no longer go shopping, they are always shopping.”

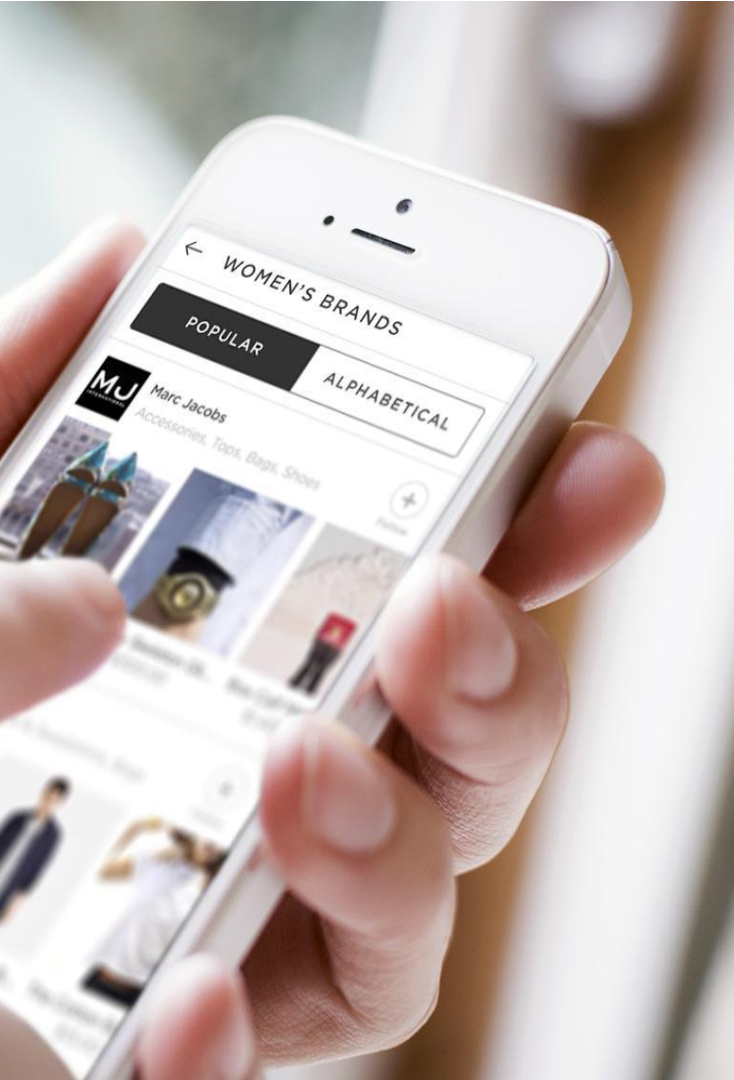
Shopping Apps: Cost & Engagement by Gender



Shopping Apps: Cost & Engagement by Gender

♂ ← Men vs. Women → ♀





In Summary

- 1 Booking apps: Reservations are mainstream
- 2 Finance apps: Men are a steal
- 3 Gaming apps: Increase the frequency and appeal of campaigns to inspire in-app purchases
- 4 Shopping apps: Females are nearly 2X more likely to purchase within an e-commerce app
- 5 Overall: Focus on deeper-funnel actions



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Table of Contents

- 3 Introduction
- 7 Mobile Engagement Benchmarks
- 8 Mobile Indexes
 - 10 Average Monthly Cost per Install
 - 11 Register: Monthly Cost & Engagement Rates
 - 13 Reserve: Monthly Cost & Engagement Rates
 - 15 Purchase: Monthly Cost & Engagement Rates
 - 17 In-App Purchase: Monthly Cost & Engagement Rates
 - 19 Subscribe: Monthly Cost & Engagement Rates
- 21 Engagement by Gender
- 23 Engagement by Platform
- 25 Engagement by Category
 - 26 Dating Apps
 - 27 Finance Apps
 - 28 Gaming Apps
 - 29 Shopping Apps
 - 30 Travel Apps
 - 31 Utility Apps
- 33 Regional Analysis
- 36 Conclusion



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Questions?

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In Summary

LIFTO
**SUBSCRIPTION
APPS REPORT**

2017
User Acquisition Trends and Benchmarks



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MARKETING TIPS: SUBSCRIPTION APPS



Match Maker
Dating



Rewind your last swipe



Change your location



Enhance your profile

SUBSCRIBE

MARKETING SUBSCRIPTION APPS

DO

1. Have clear goals
2. Utilize your 1st party data
3. Be open to testing (creative, targeting, new ad formats, etc.)
4. Be data-driven in every decision you make
5. Focus on your product's key differentiators in your messaging

DON'T

1. Adjust goals on a whim or adjust them too frequently
2. Forget that changing 1 campaign parameter will affect others
3. Rely on the same messages or ad formats
4. Ignore your user flow or onboarding process
5. Forget to re-engage users to amplify your efforts



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Questions?

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2017 Mobile App Engagement Index Report



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A close-up photograph of two hands. The left hand holds a white card horizontally. The right hand holds a black device, possibly a scanner or a card reader, with a white card inserted into it. The background is dark and out of focus, featuring bokeh lights and a vertical gold-colored decorative element on the right side.

Role of Re-Engagement

new!

Product Feed Retargeting

PLACEHOLDER FOR PANELISTS TIPS