

Taking AIM: Top 10 App Install Marketing Trends

Which app install tactics are really working in 2017, and how are the top earning publishers growing and acquiring high quality users at scale? Learn what's working for the top 100 apps — and what isn't — during this session revealing a sneak peek of the results from AdColony's 7th app install survey (Spring 2017)



TAKING AIM: TOP 10 APP INSTALL MARKETING TRENDS



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AdColony, a division of Opera Software ASA (OPERA.OL), is one of the largest mobile advertising platforms in the world reaching 1.5B+ monthly active users and is trusted by global Fortune 500 brands and performance advertisers.

With the 2nd largest SDK penetration of the Top 1000 apps on iOS and Android, we focus on high impact full screen experiences that engage users, drive results for advertisers, and monetize publishers.



App Install Marketing Survey

Spring 2017

The AdColony Semi-Annual App Install Survey

Insights, benchmarks and trends from the top 100 grossing app developers



#7

7th iteration of the survey since 2013

100+

Detailed questions on app install trends

70%

Survey response rate over 3 weeks

75%

Mobile game developers

25%

Non-gaming mobile developers

\$1M+

Total monthly app install budget

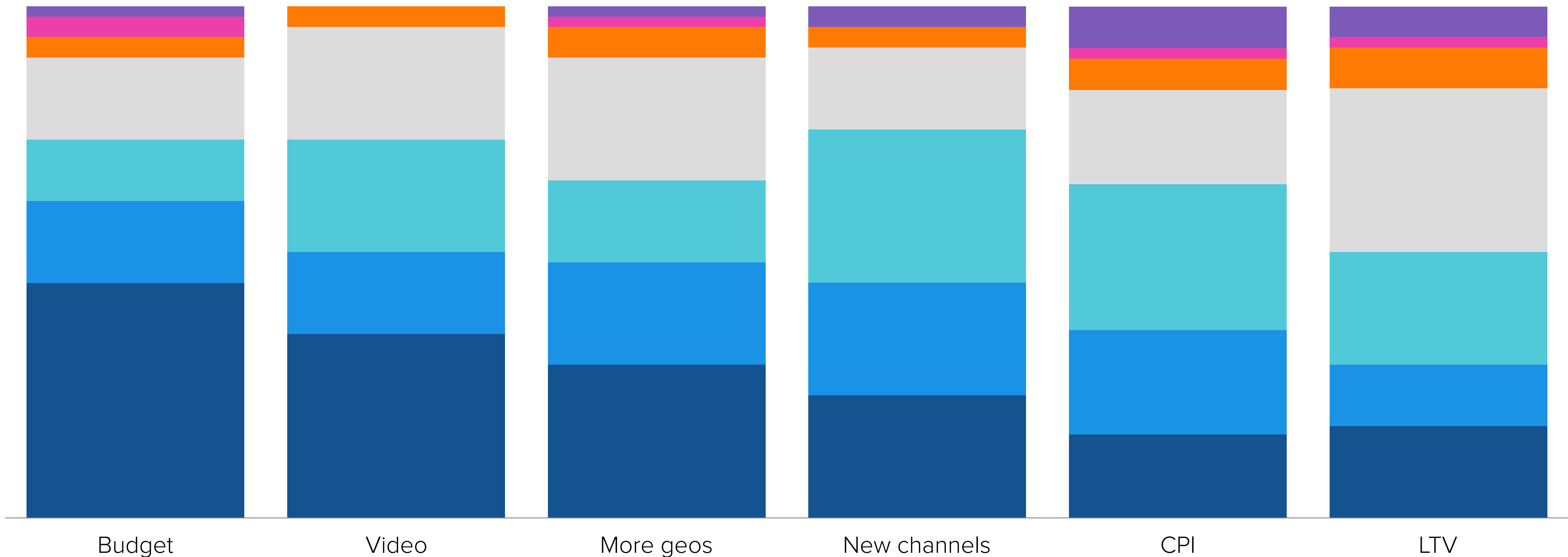


Top App Install Campaign Trends in 2017

Compared to 2016, my campaigns have increased in or shifted toward _____.

Disagree

Agree

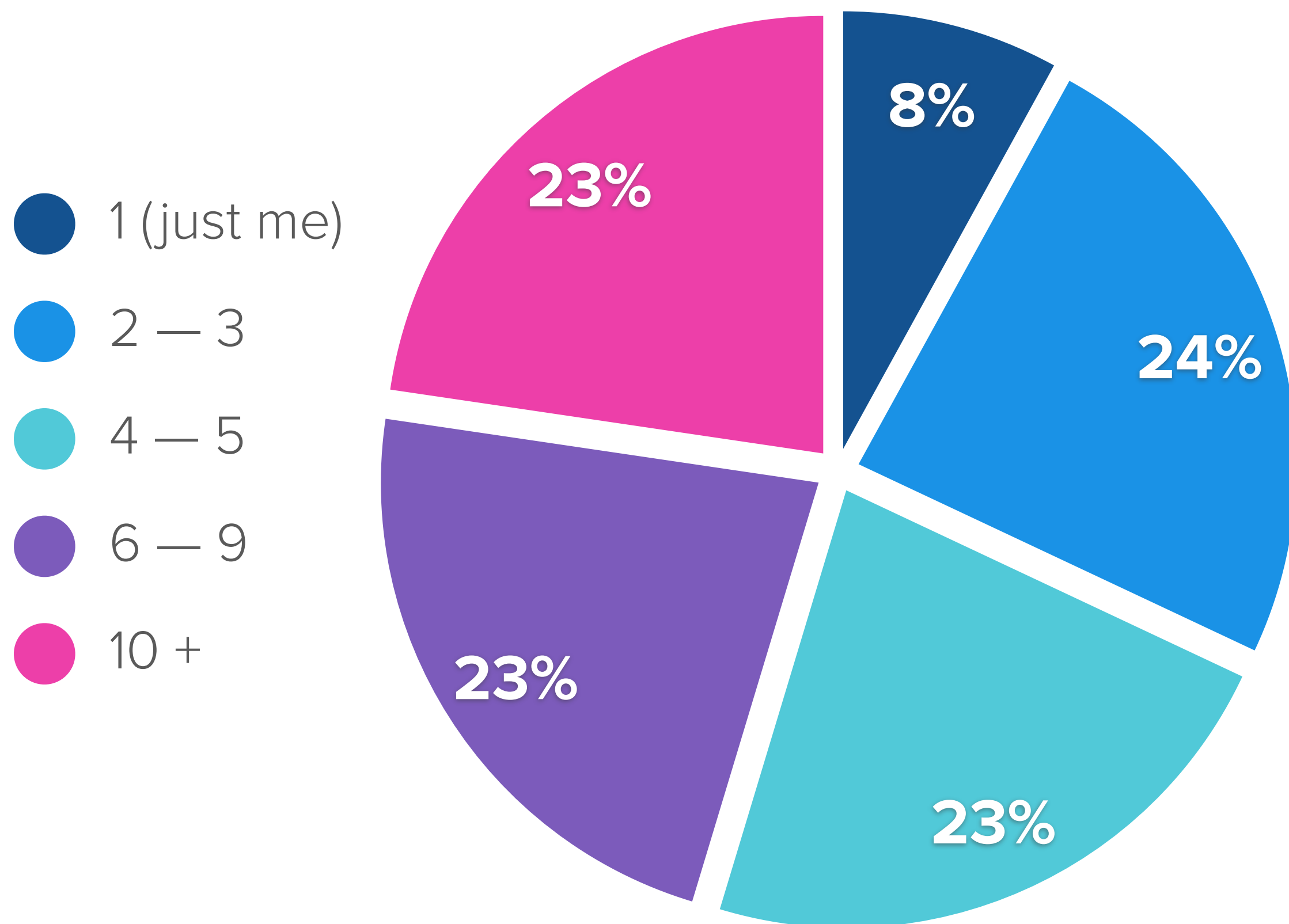




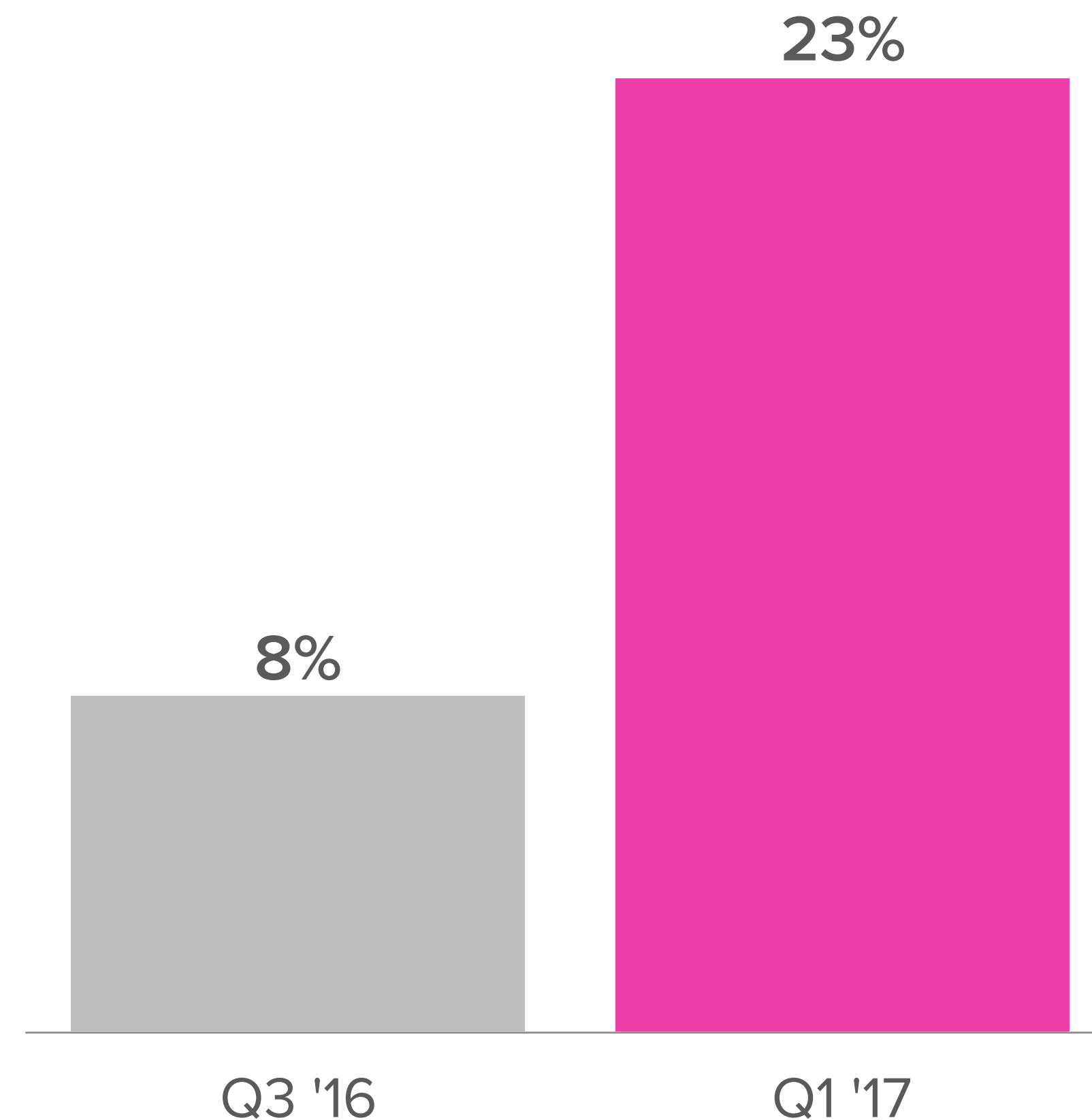
App Install Teams Are Growing...Rapidly!

User acquisition team size is increasing, especially at the largest publishers

Typical UA Team Size



10+ Person Teams Over Time

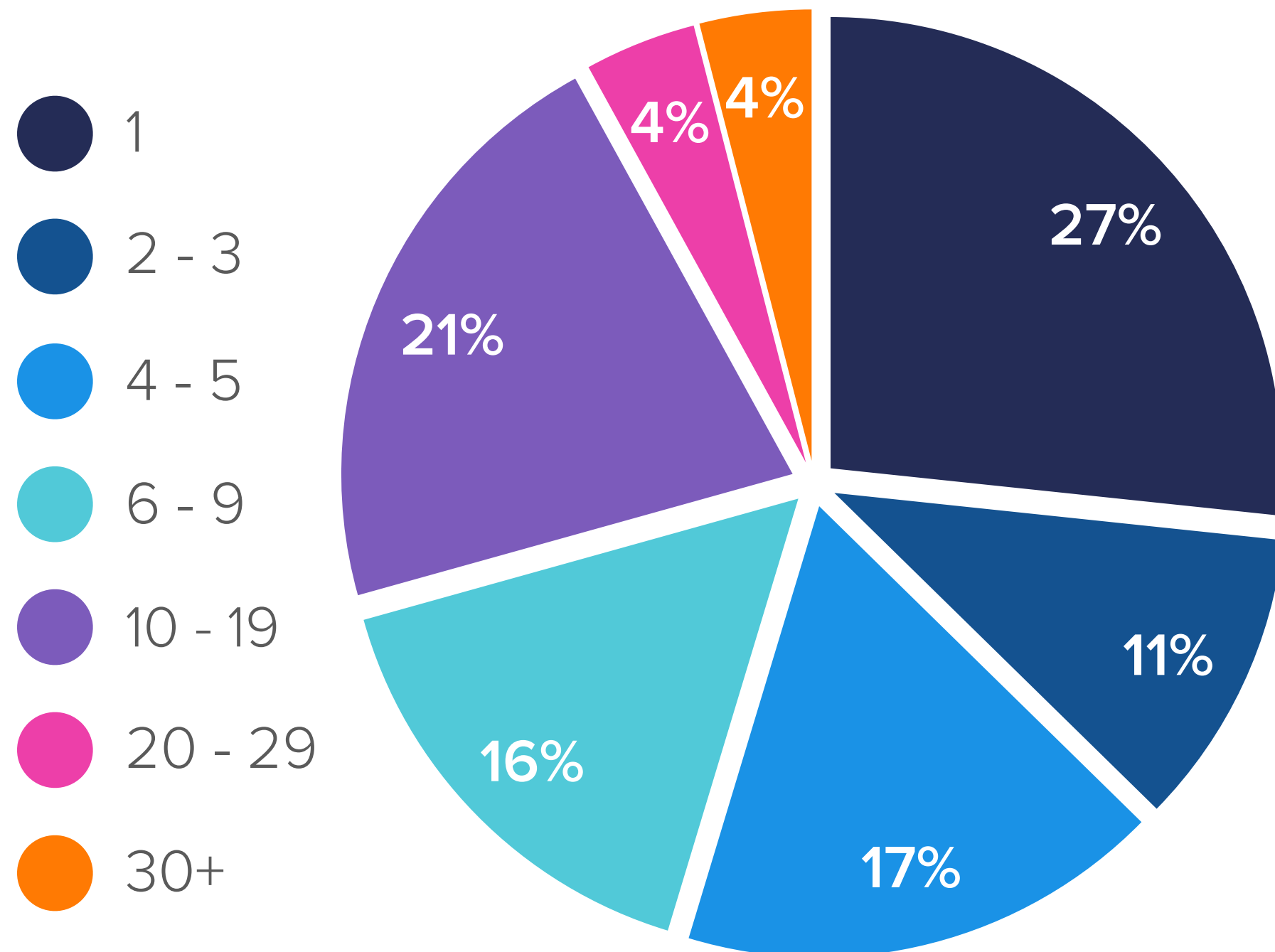




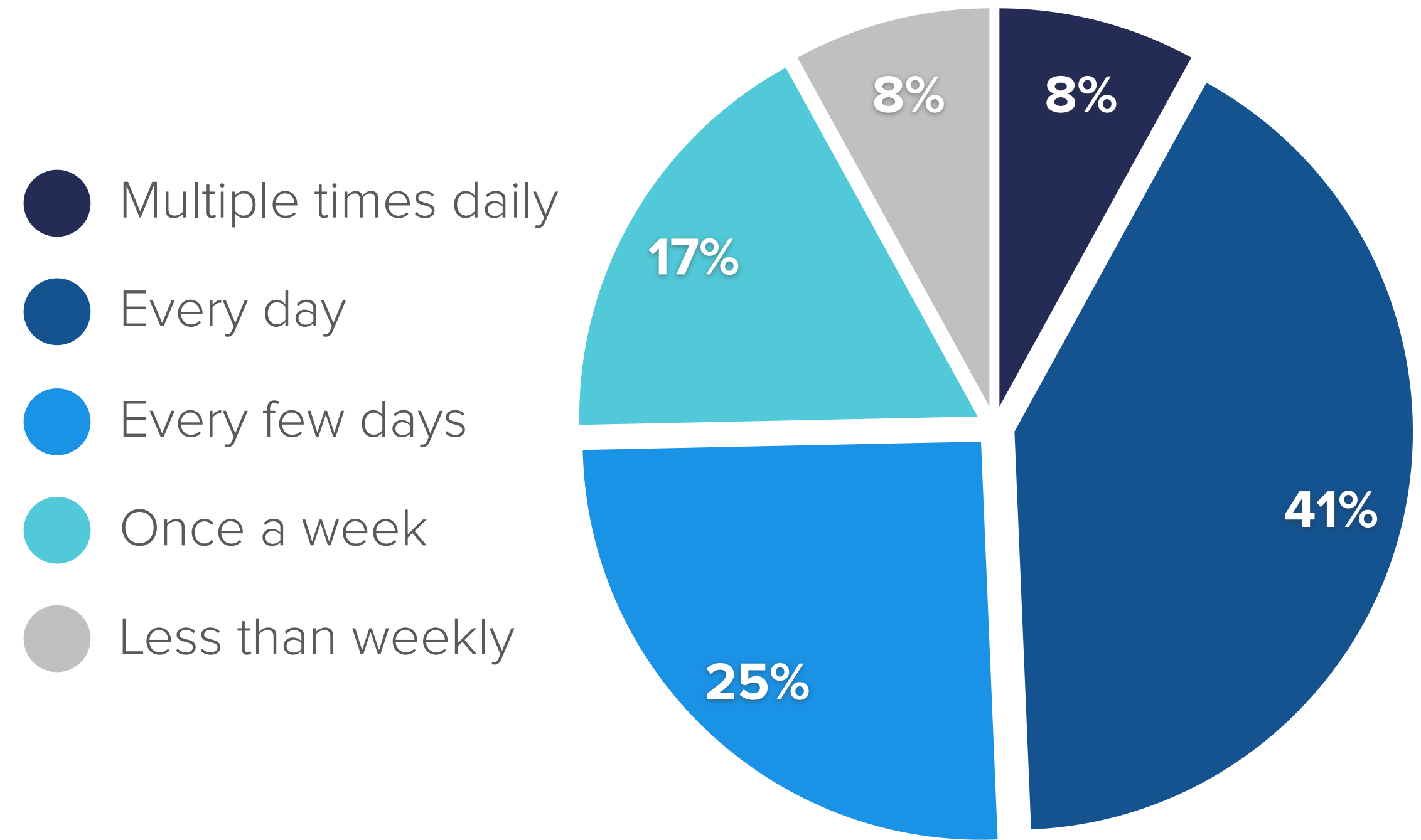
App Install Teams are Busy...Very Busy!

Large scale localization and optimizations every day of the week

Language Localization



Campaign Optimization Frequency



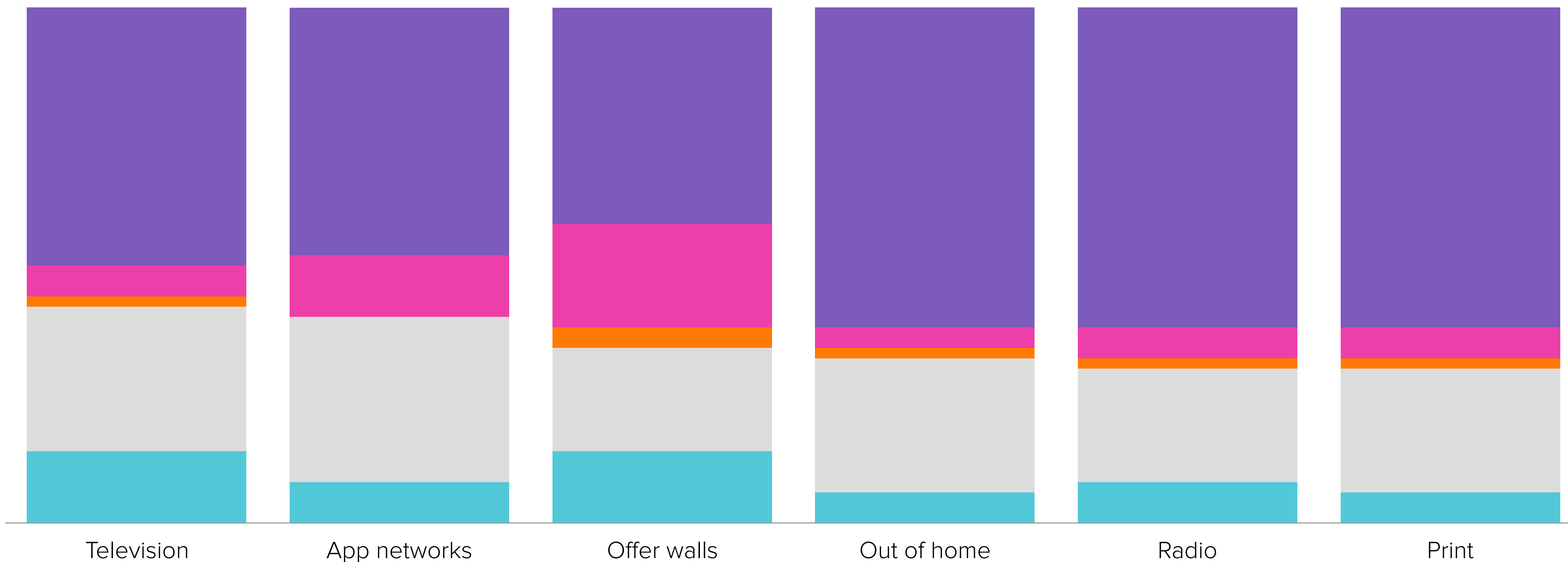


Worst App Install Campaign Trends in 2017

Compared to 2016, my campaigns have increased in or shifted toward _____.

Disagree

Agree

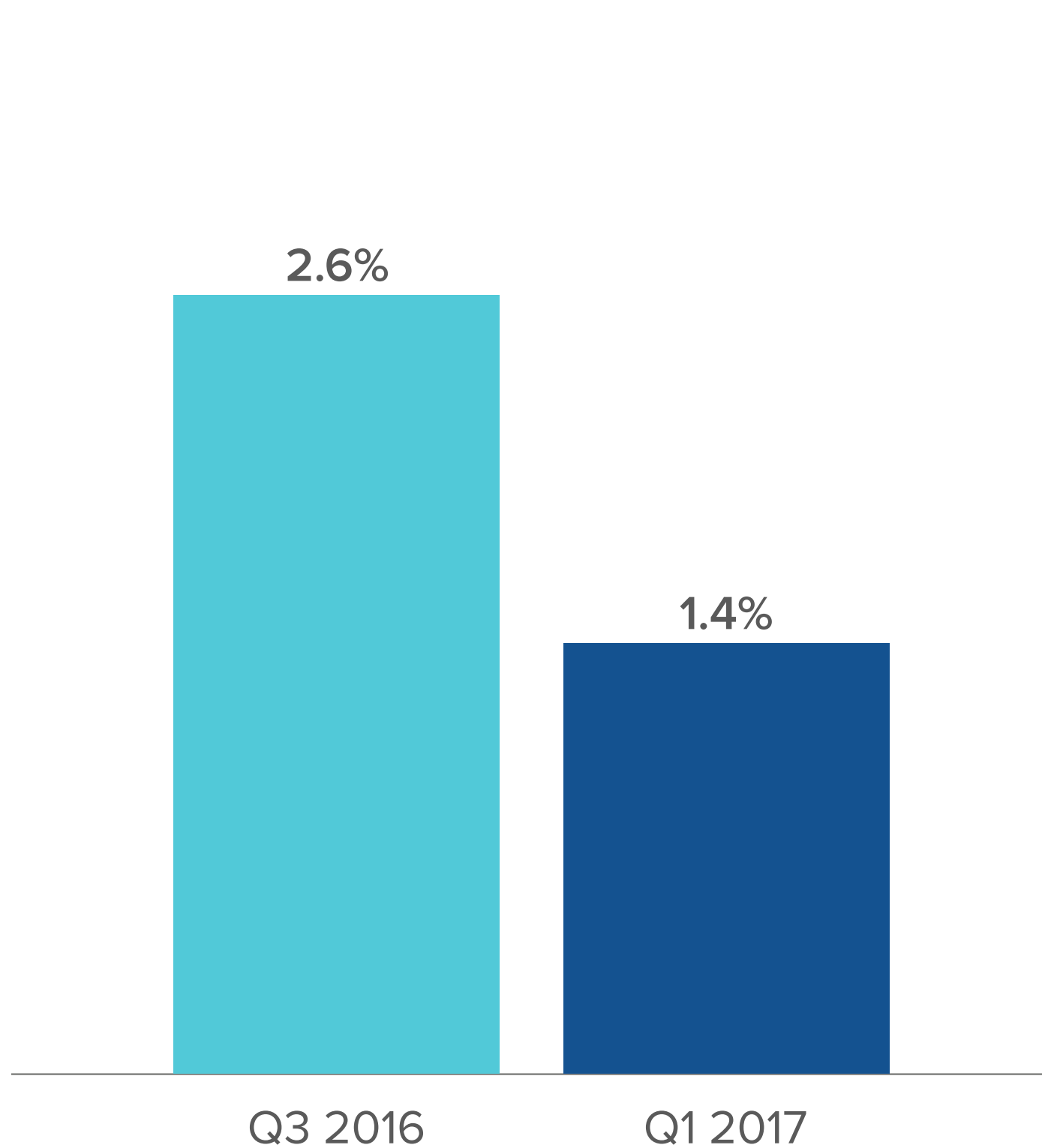




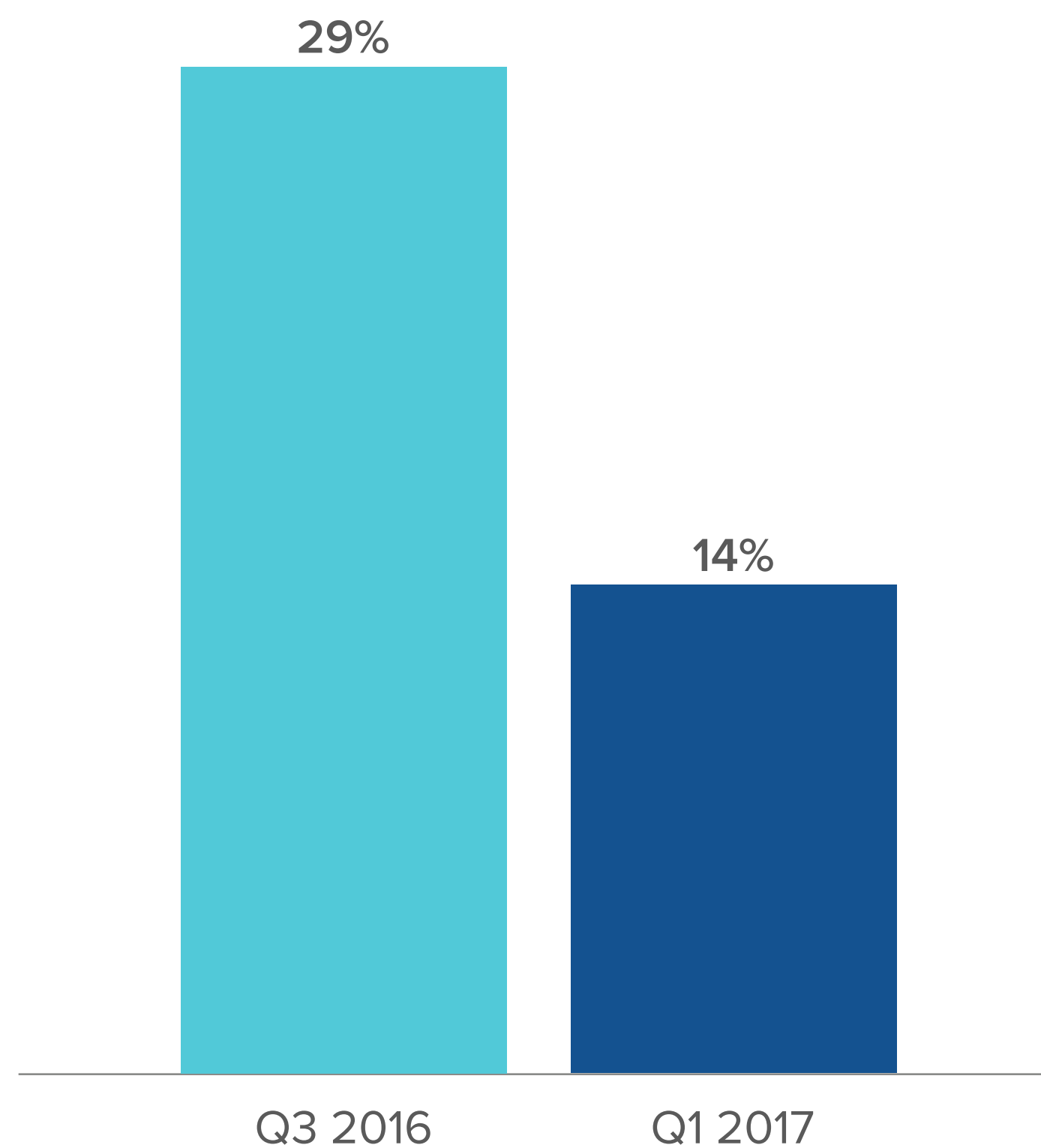
Lack of Performance in Television?

Performance advertisers are shifting from TV in favor of mobile and more measurable formats

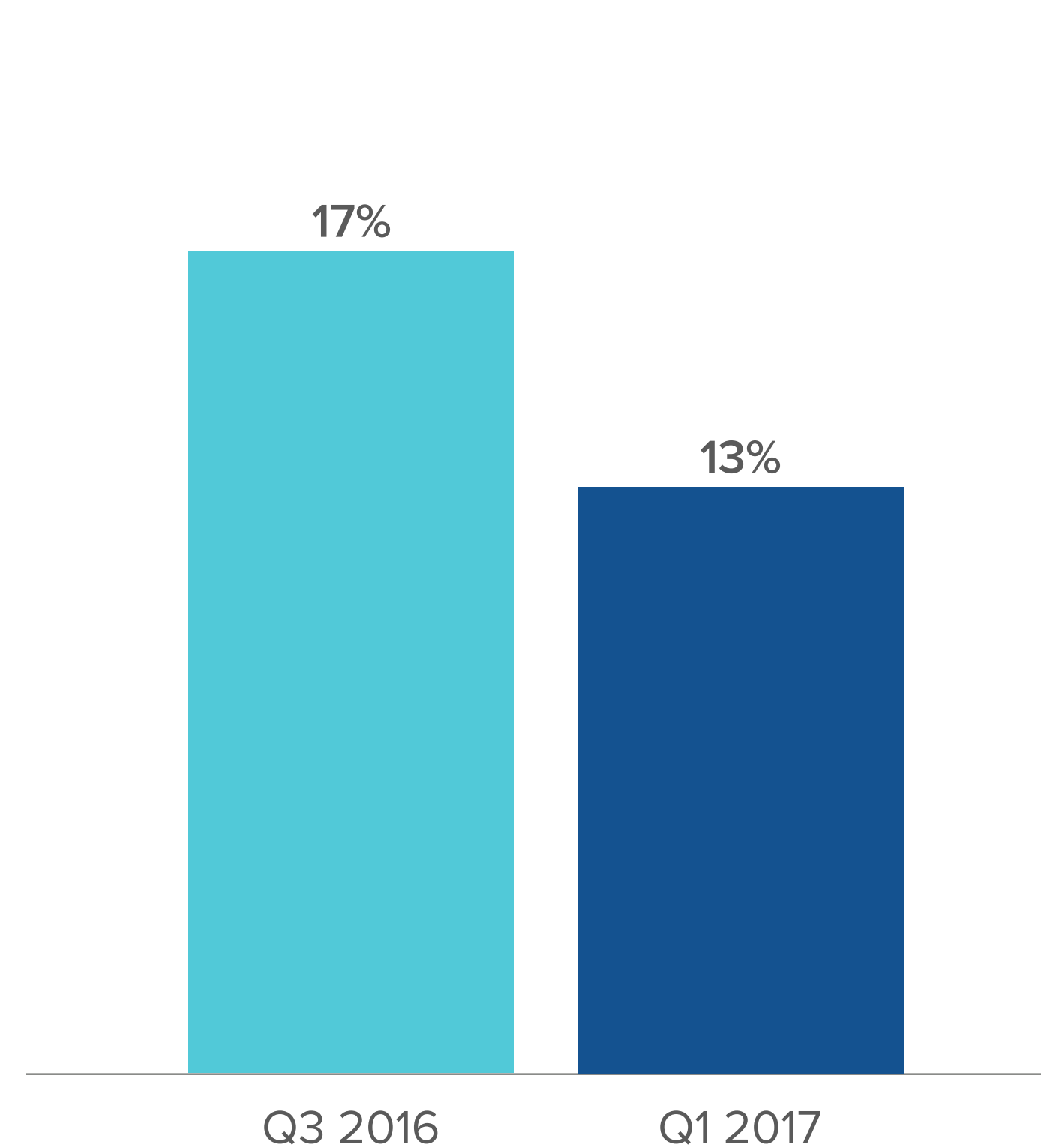
Budget Allocation



Effectiveness



CPM Pricing

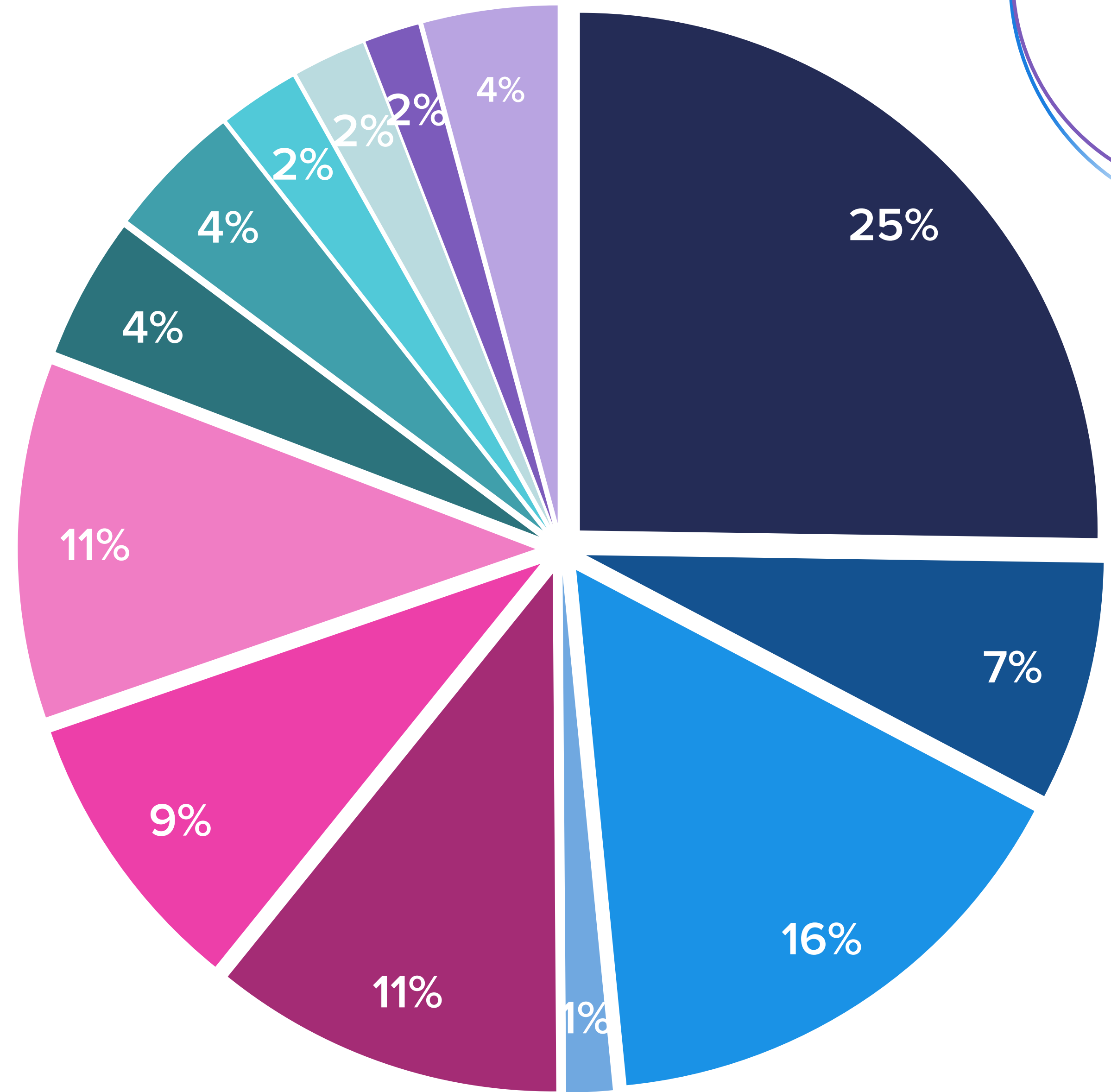


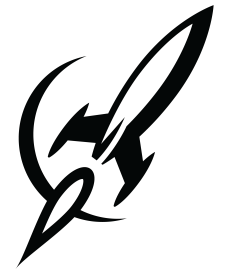


App Install Budget Allocation

Video accounts for 50% of all app install spend

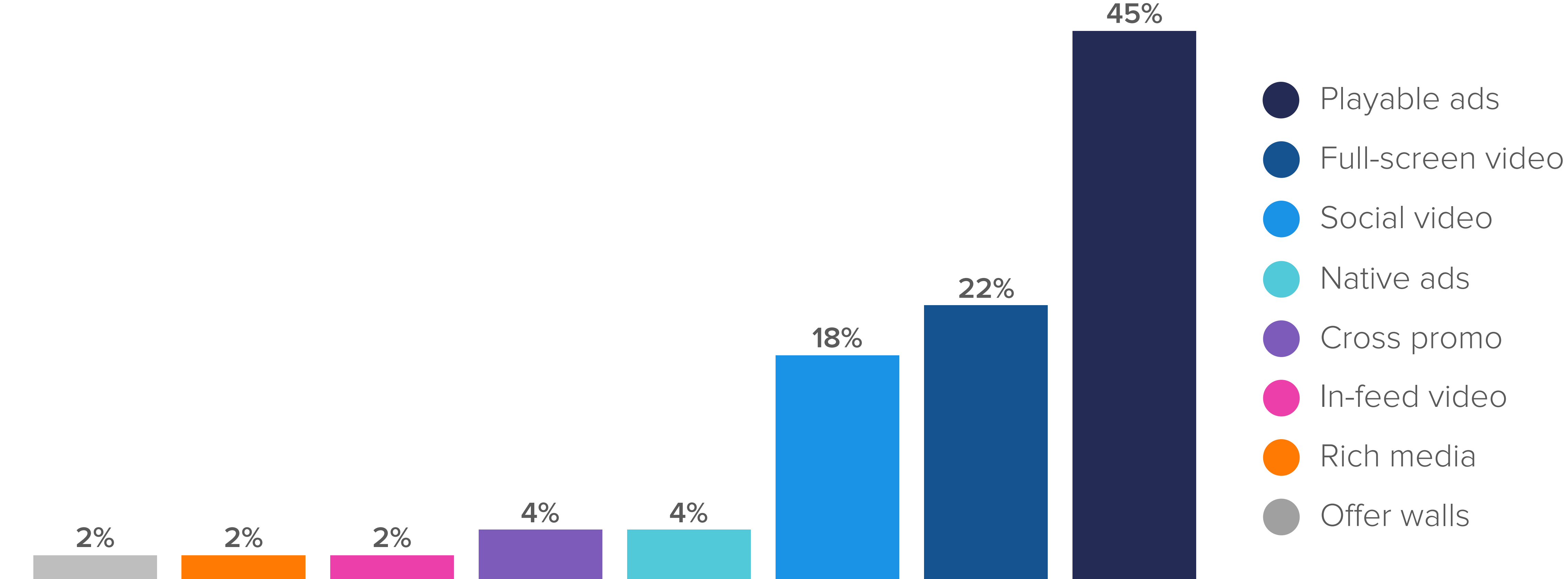
- Video — full-screen
- Video — in-feed
- Video — social
- Video — television
- Video — full-screen
- Display — banner
- Display — social
- Playable
- Print, radio, & outdoor
- Native
- Other
- Influencer
- Cross promotion



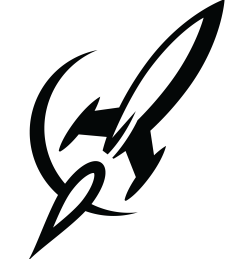


Playables & Video Drive Advertiser Excitement

Playables and video account for 86% of all responses of the highest potential format

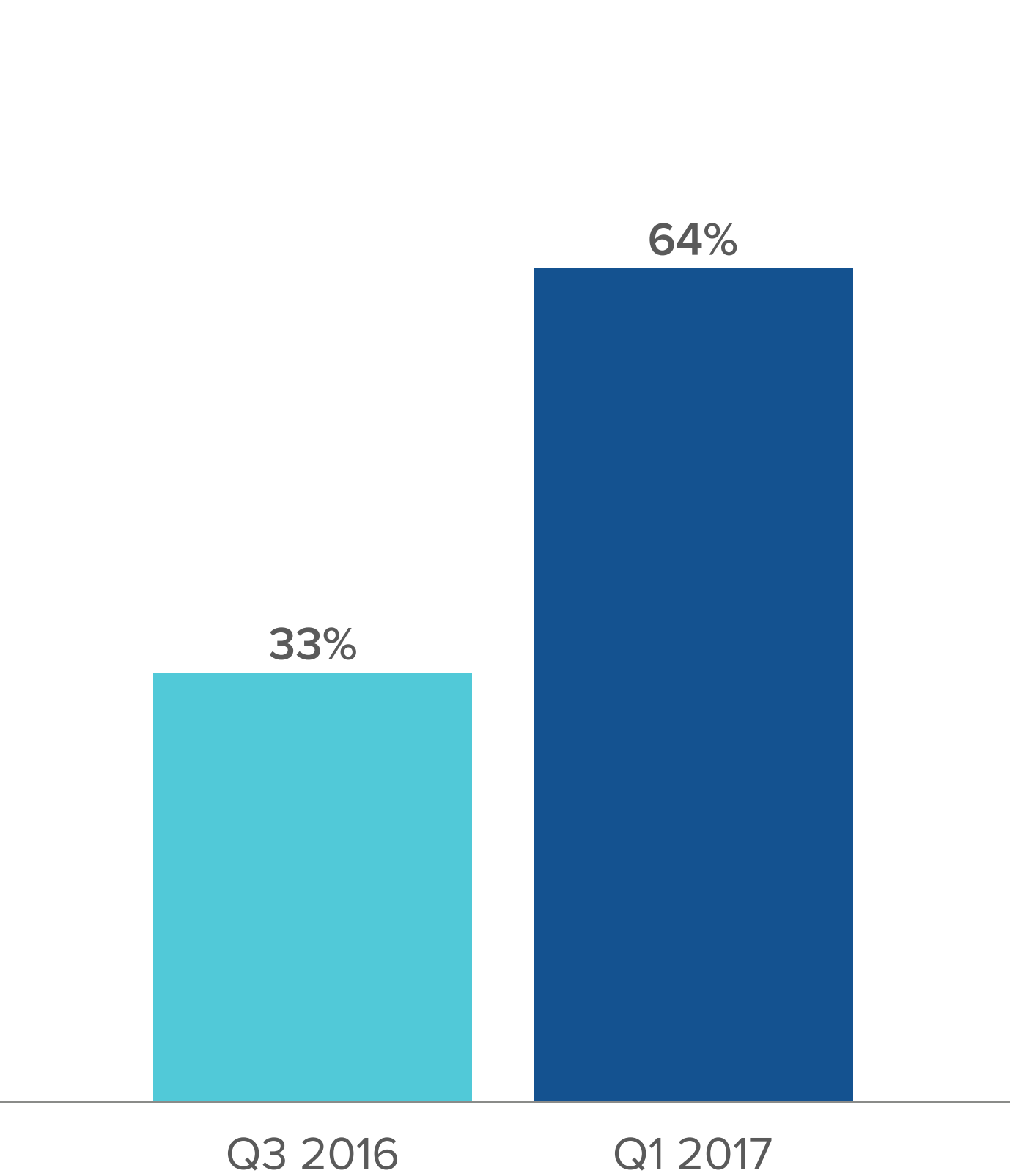


The Growth of Playables and Trends of Interactivity

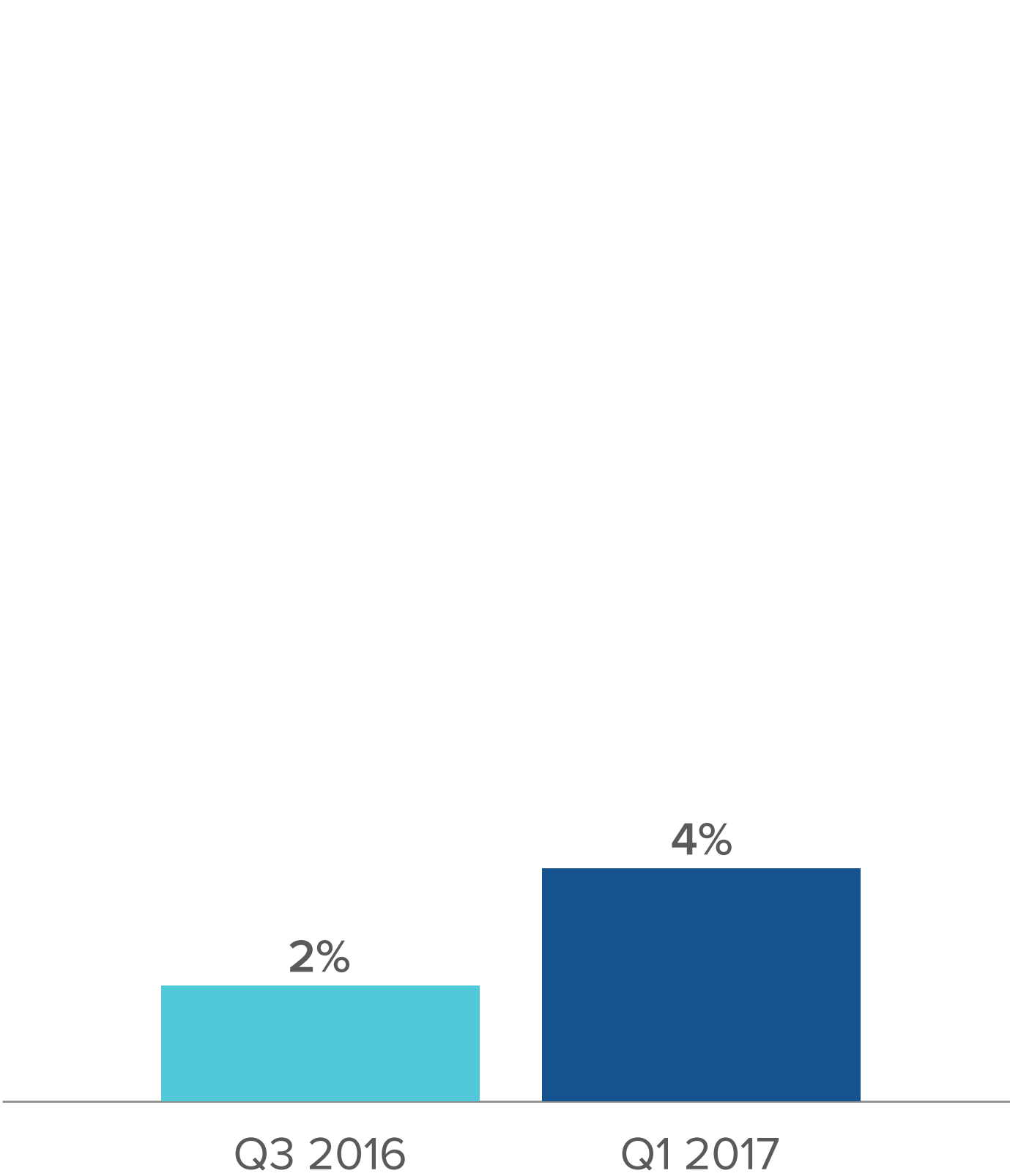


Advertisers are shifting focus to more interactive ad formats like playables

Use Rate



Budget Allocation

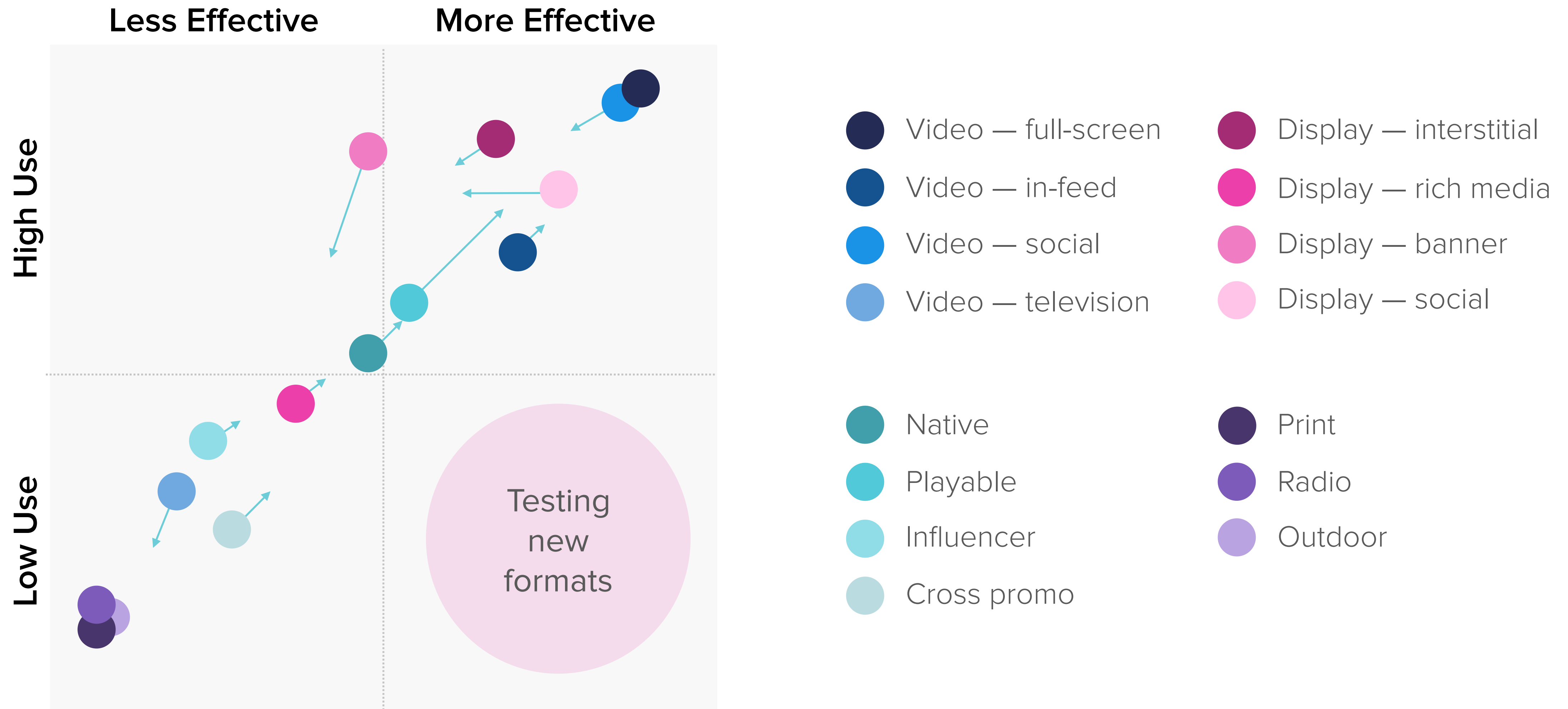


Interactive Video (new)





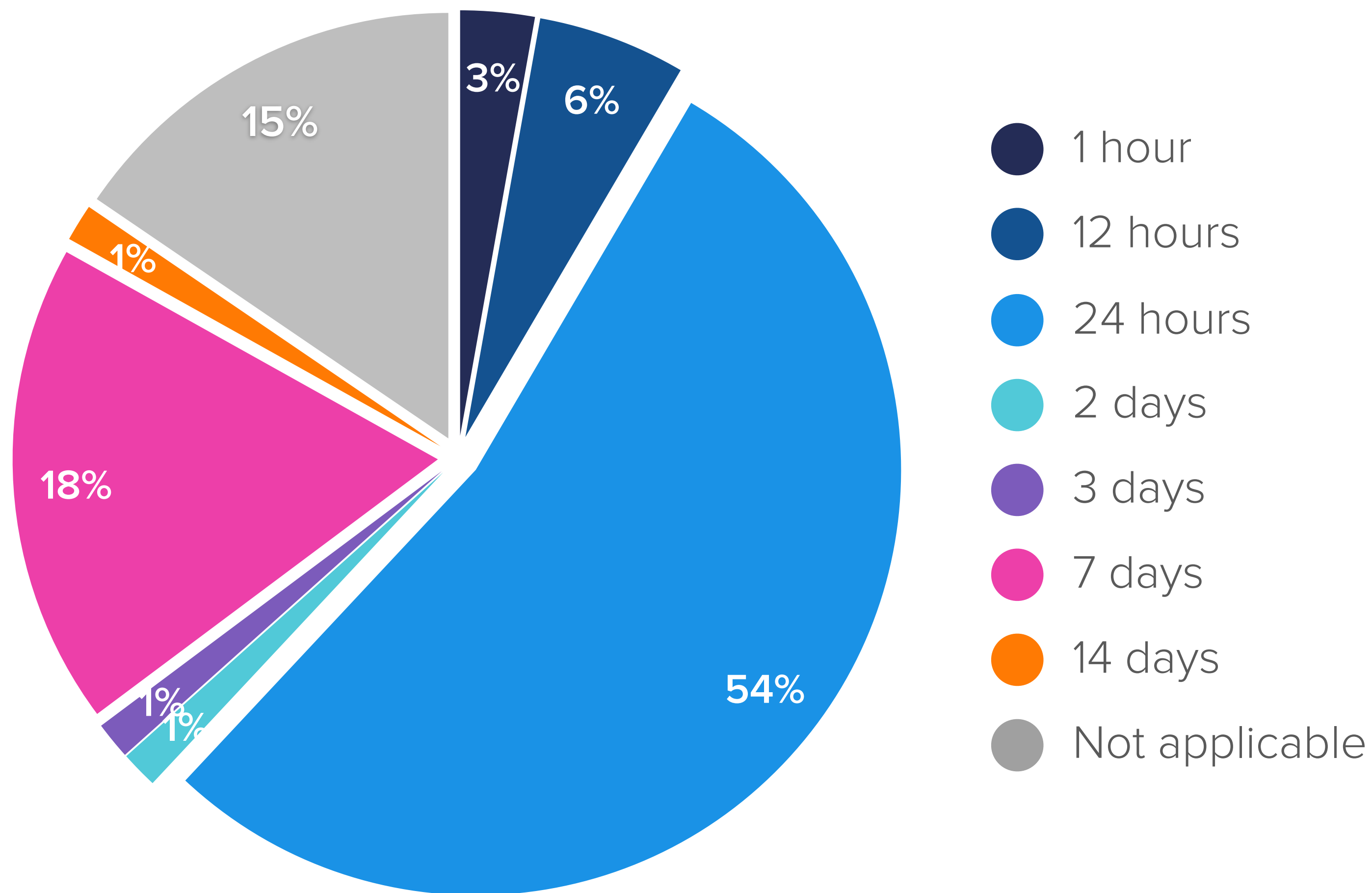
How Is Each Format Evolving in 2017?





View-Through Attribution

What window do you use for view-through attribution?



Thank You