

6 Steps to Mobile App Success

Todd Marks

CEO

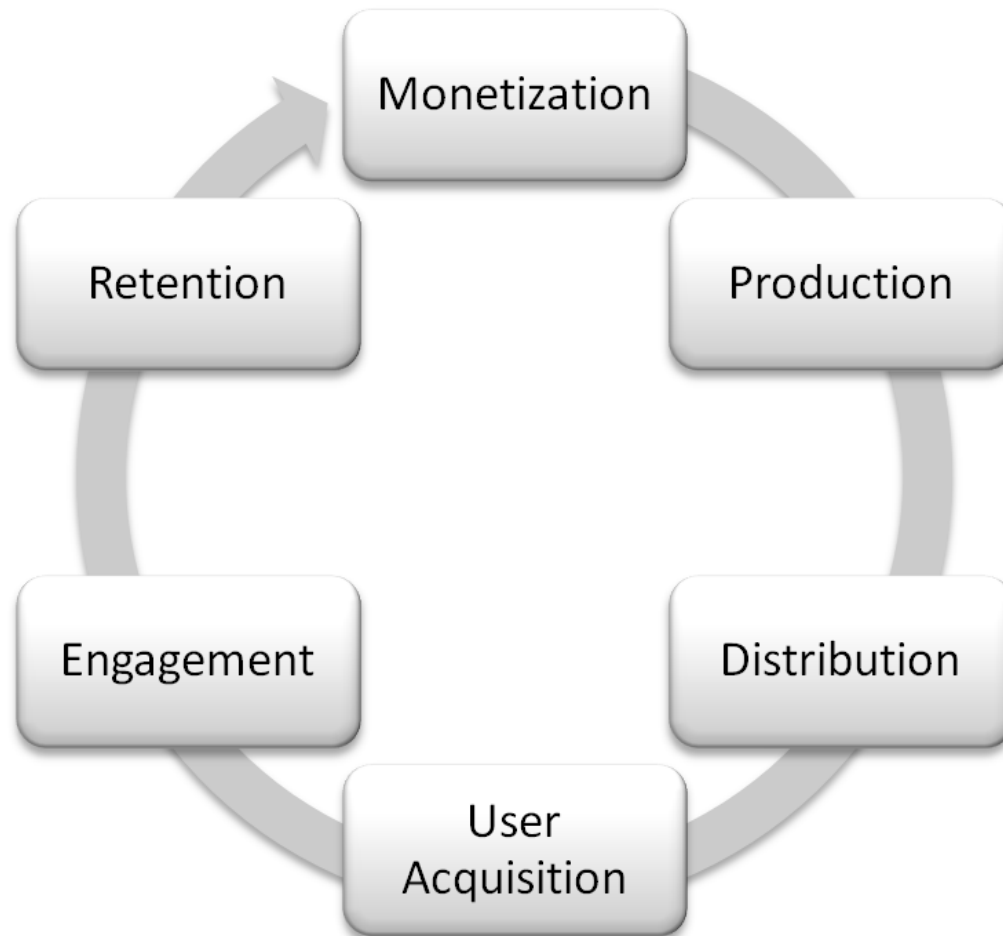
Todd.Marks@mindgrub.com
@mindgrub

How To Leverage Mobile For Your Organization

This session will cover the following topics:

- Overview of Mobile Market Place
- Examples of Commonly Used Apps
- Samples of Apps you Could Build For Your Business
- Mobile Marketing
- The Development Process High-Level Overview
- Native vs. Mobile Web
- 6 key steps to mobile App success
- How to submit your App to the store(s)
- Common reasons an App can get rejected
- How to monetize your App
- How to gain users
- How to distribute your App
- How to keep users engaged and retained

6 Key Steps To A Successful App



Mobile Market Trends

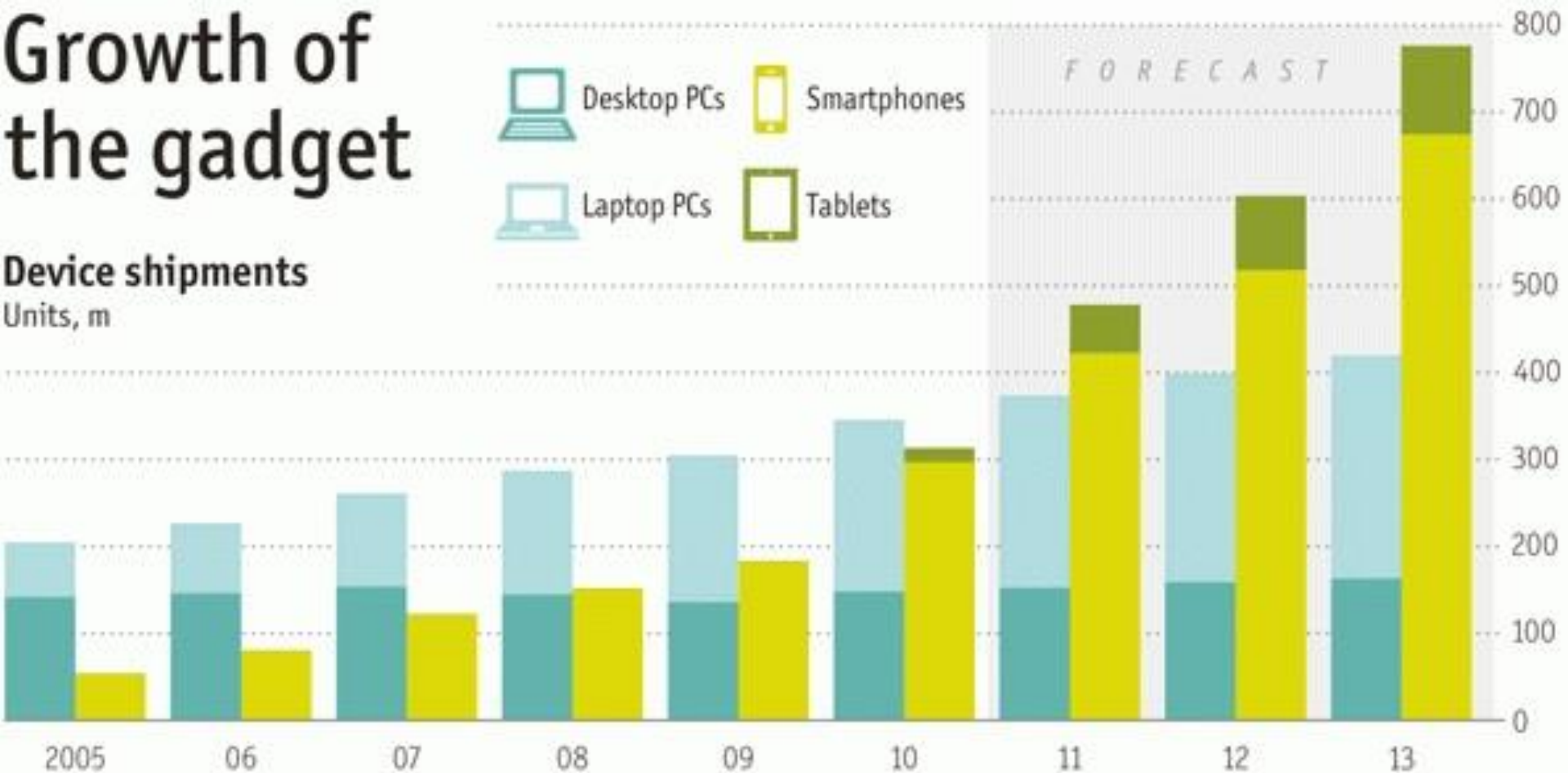
Convergence of Technology



Growth of the gadget

Device shipments

Units, m



Devices in use:

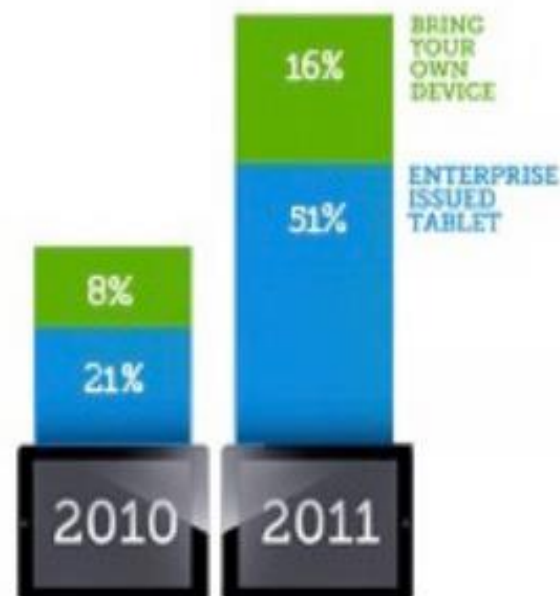


<http://conmoz.org/mobile-trends/mobile-devices-3g/?lang=en>

TABLETS HAVE ENTERED THE ENTERPRISES IN 2011



TABLET ADOPTION



There is a combined **131% increase** in Enterprise-issued tablets and "Bring-your-own-device" policies accounting for 2/3 of all enterprises.

OPINIONS SEPARATE

WHEN IT COMES TO TABLETS IN THE ENTERPRISE

WHY YES?

Mobility (Remote and Field work)

Ease of use (in addition or instead of the Desktop)

Surge in **enterprise - level apps**

Sales teams love the iPad

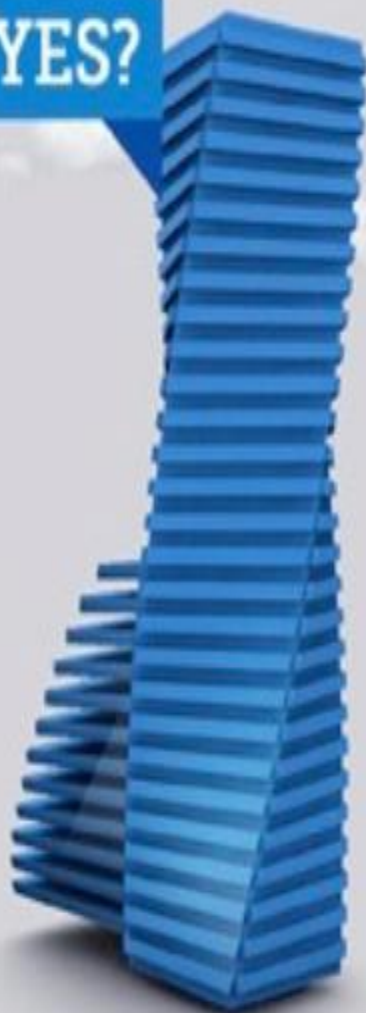
WHY NO?

Security (BYOD vs. Corp devices)

Total Cost (5-8x more than acquisition cost)

Backup/Data Access

Device Management additional Support



#1 App Category (Games)

Gaming Timeline



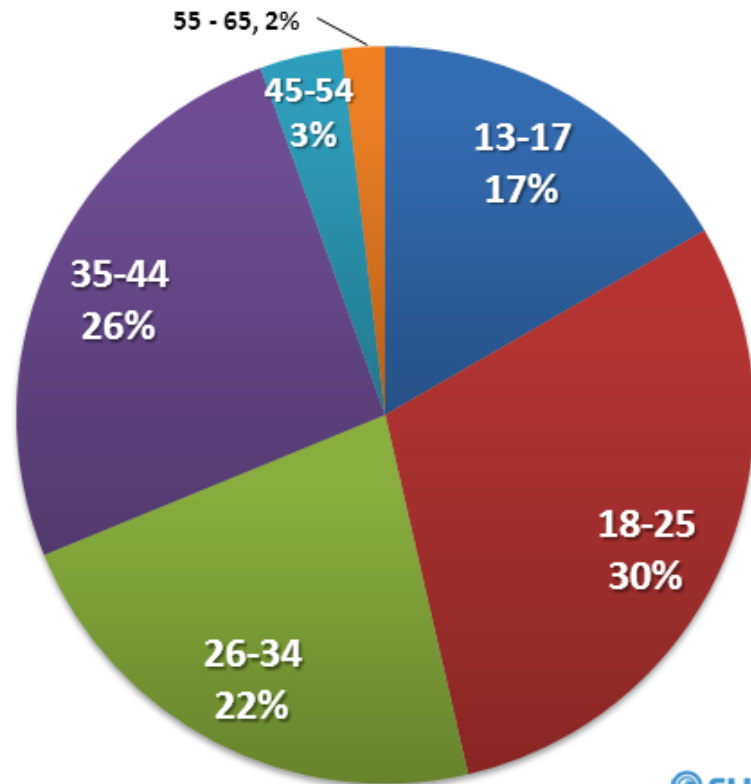
Casual Gaming – Online Social Games



Casual Gaming – Widening Demographics



Mobile Social Gamers by Age, WW



© FLURRY

Source: Flurry Analytics, n = 63,727

Casual Gaming – Socializing & Competition



Mobile Gaming Explosion

Low Barriers

- Cheap- \$1.07 and decreasing with freemium model
- Freemium Model- roughly 3% spending on in-app purchases



Mobile Gaming Explosion

Simplicity

- Game story
- Controls/ Intuitive Play
- Time & Length of levels



Mobile Gaming Explosion

Connectivity

- 3G Connectivity- share or download a new game any time!



Mobile Genre Innovation- Fragmentation?



Adventure
Strategy
Puzzle
Arcade
Casino
Music
Card
Kids
Word
Educational
Racing
Role
Playing
Family
Action
Simulation
Board
Sports
Trivia

Top 5 Apps for Business (categories)

#5: CRM

- ScanBizCards (paid)
- CardMunch (paid)
- Bump (free)



#4: Video Conferencing

- Adobe Connect (free)



- Webex (free)



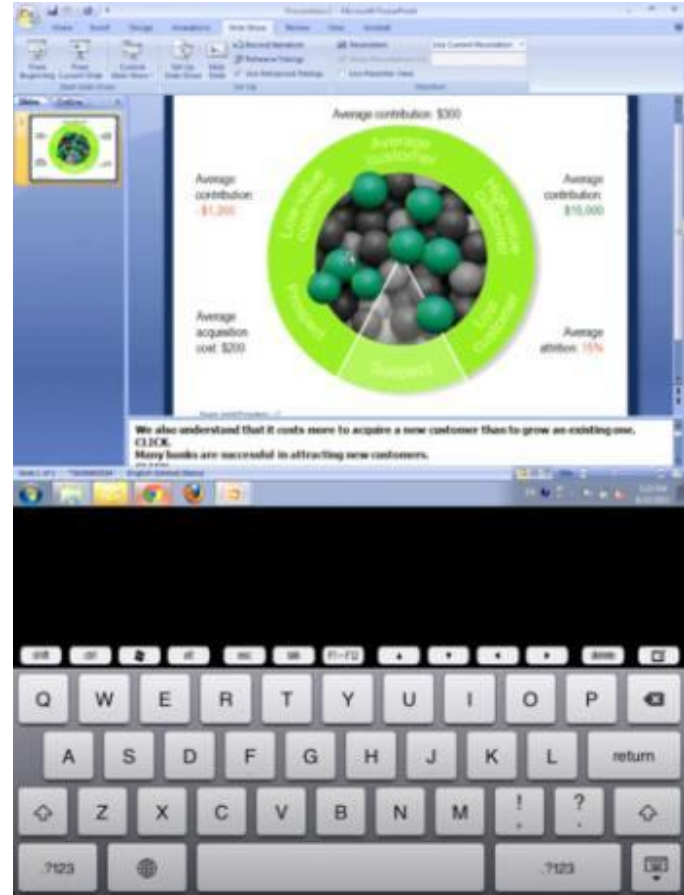
#3: Notetaking

- Evernote (free)
- Dragon Dictation (free)



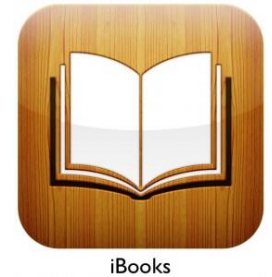
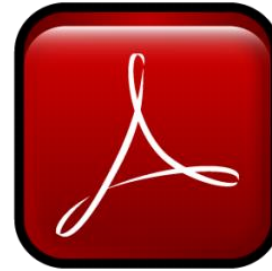
#2: Remote Desktop

- Splashtop (paid)



#1: Documents & Presentations

- Adobe Reader(free)
- iBooks (free)
- Quickoffice Pro HD (paid)
- Documents Free (free)
- Salesbag (paid)

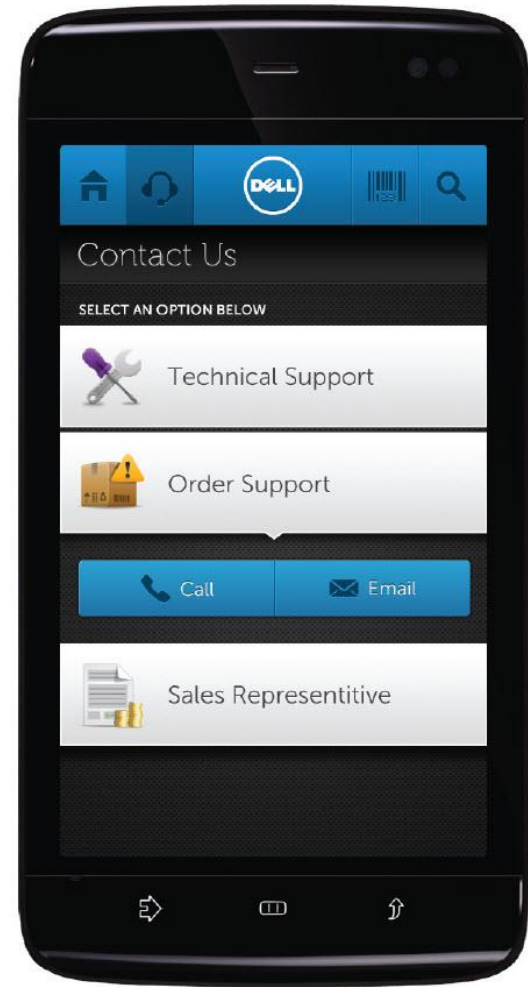
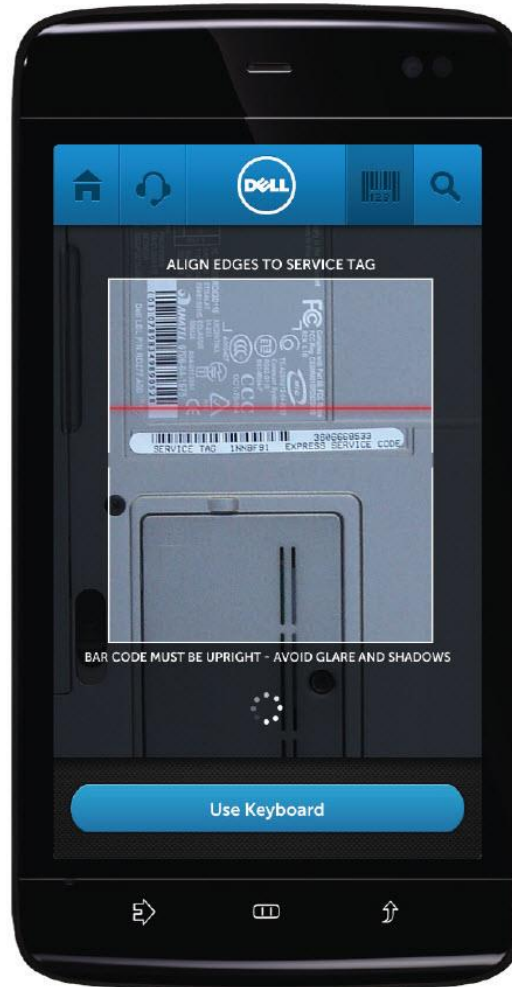


Customer Support

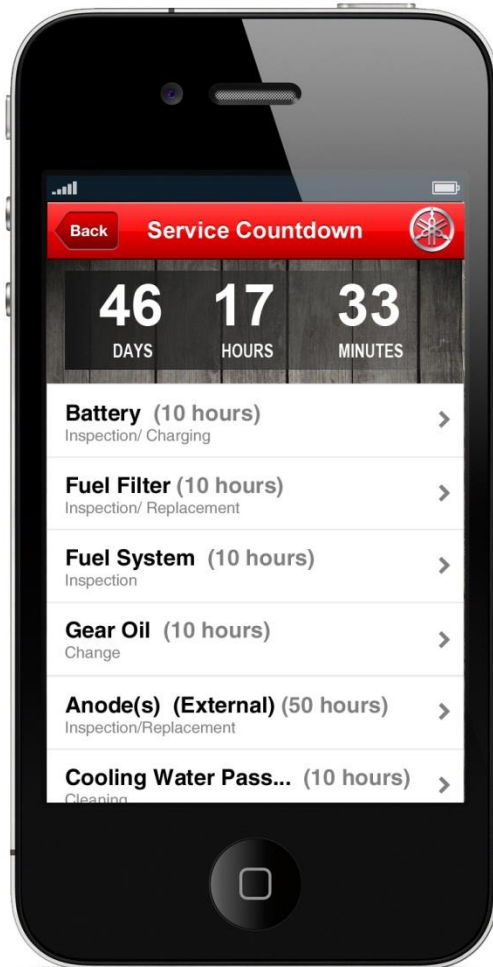
Case Study :: GEICO Customer Support



Case Study :: DELL Customer Support



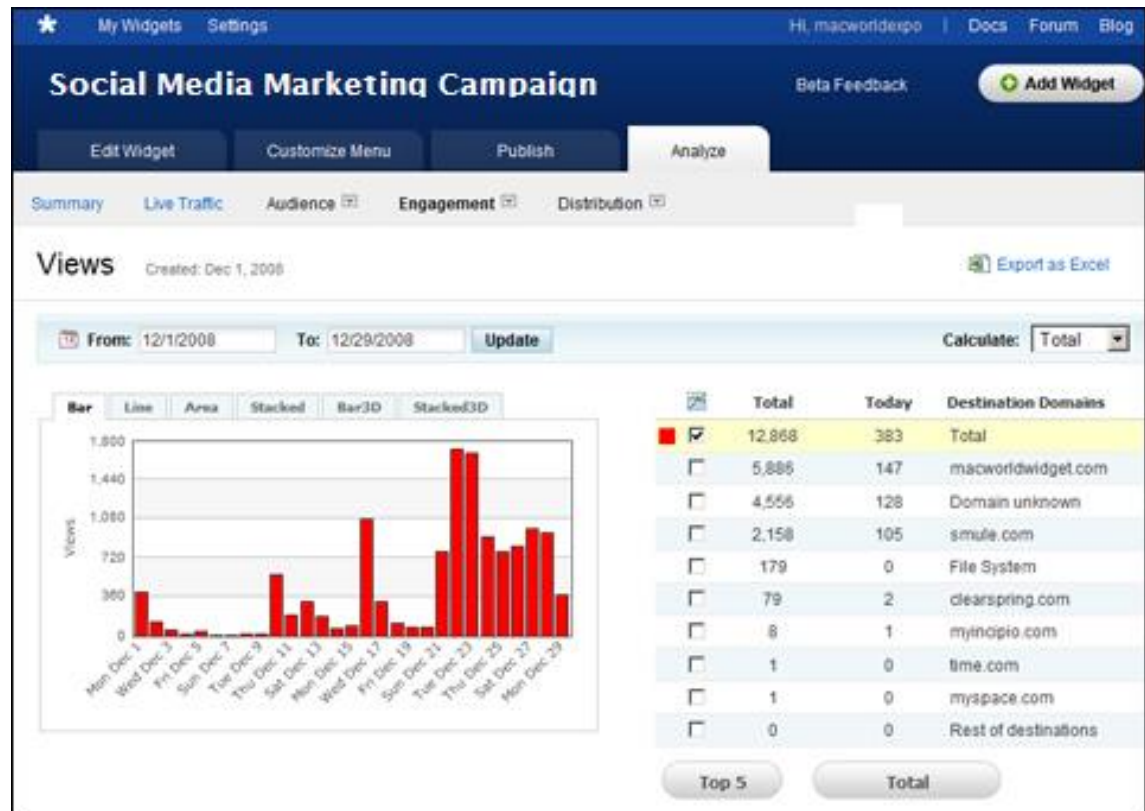
Case Study :: Yamaha Customer Support



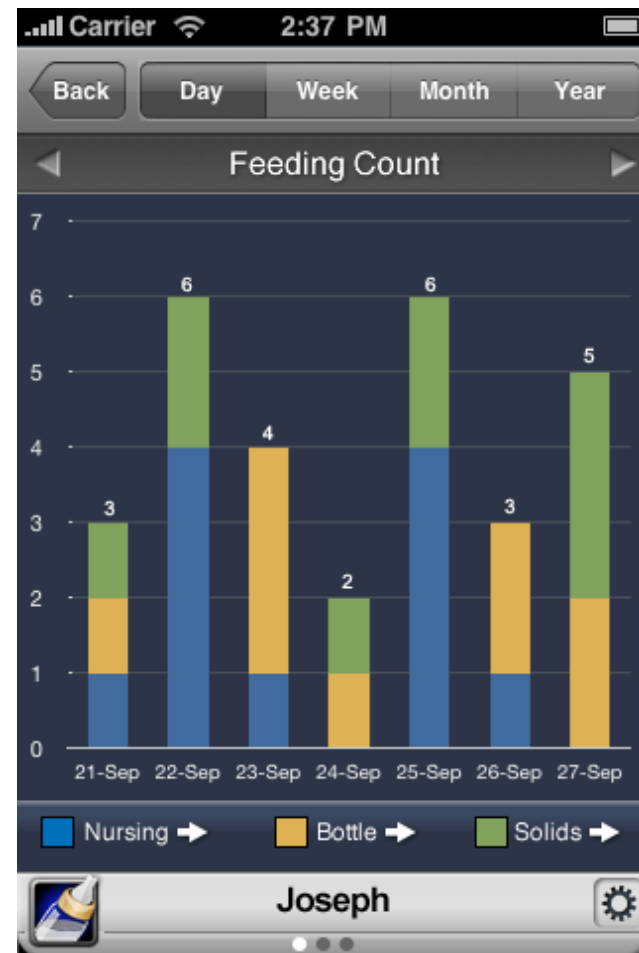
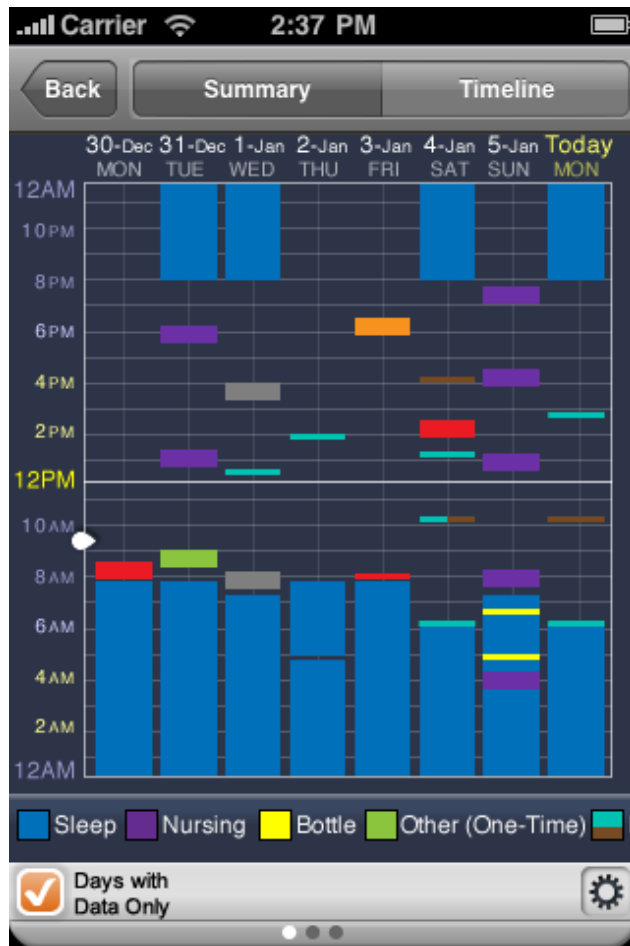
Data Visualization

Data & Reporting :: Blue Sky Factory

Reporting & Metrics key to determining ROI

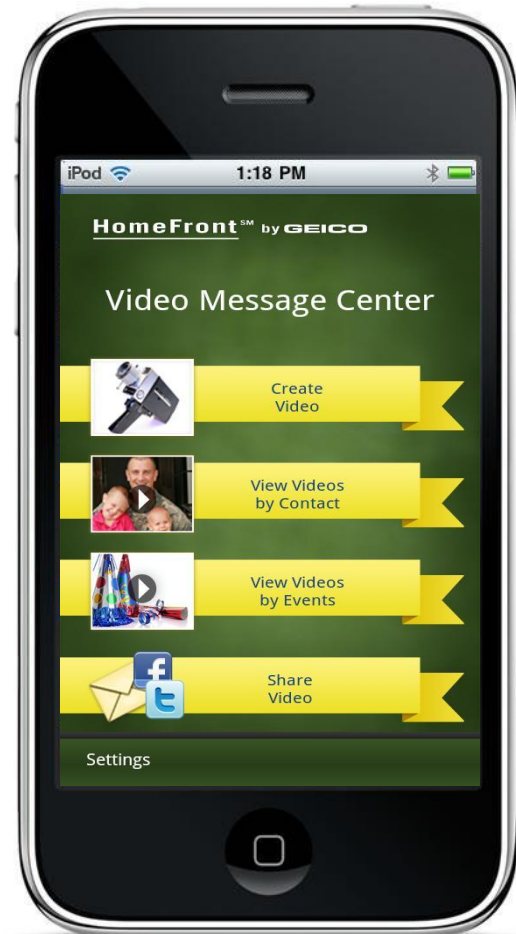


Data Visualization :: Total Baby



User Generated Content

News Media



Dawn of the Social Consumer

The Dawn of the Social Consumer

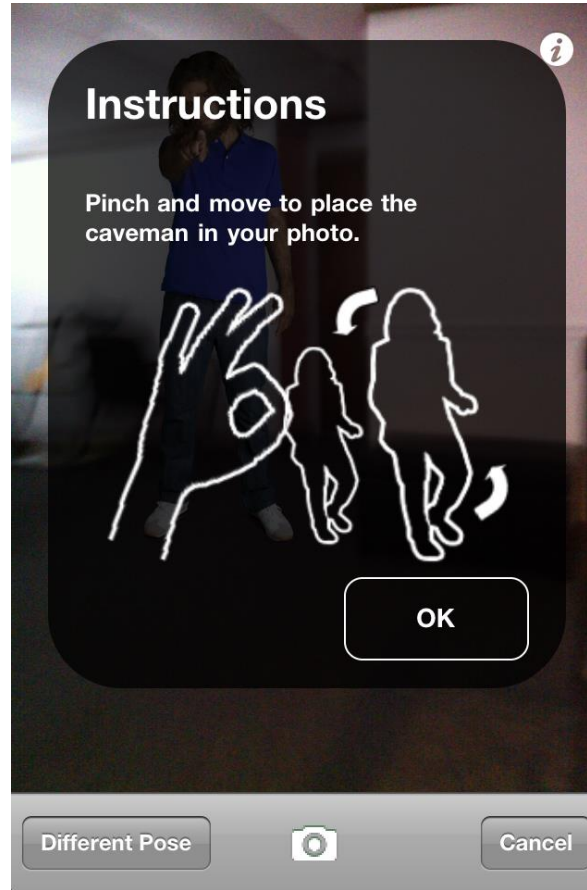
- Tweet.... ReTweet
- Like
- Share
- Check-in
- Group Buy
- QR Code Scan
- RFID
- **Augmented Reality**
(Nov 3, 2010, Fast Company)



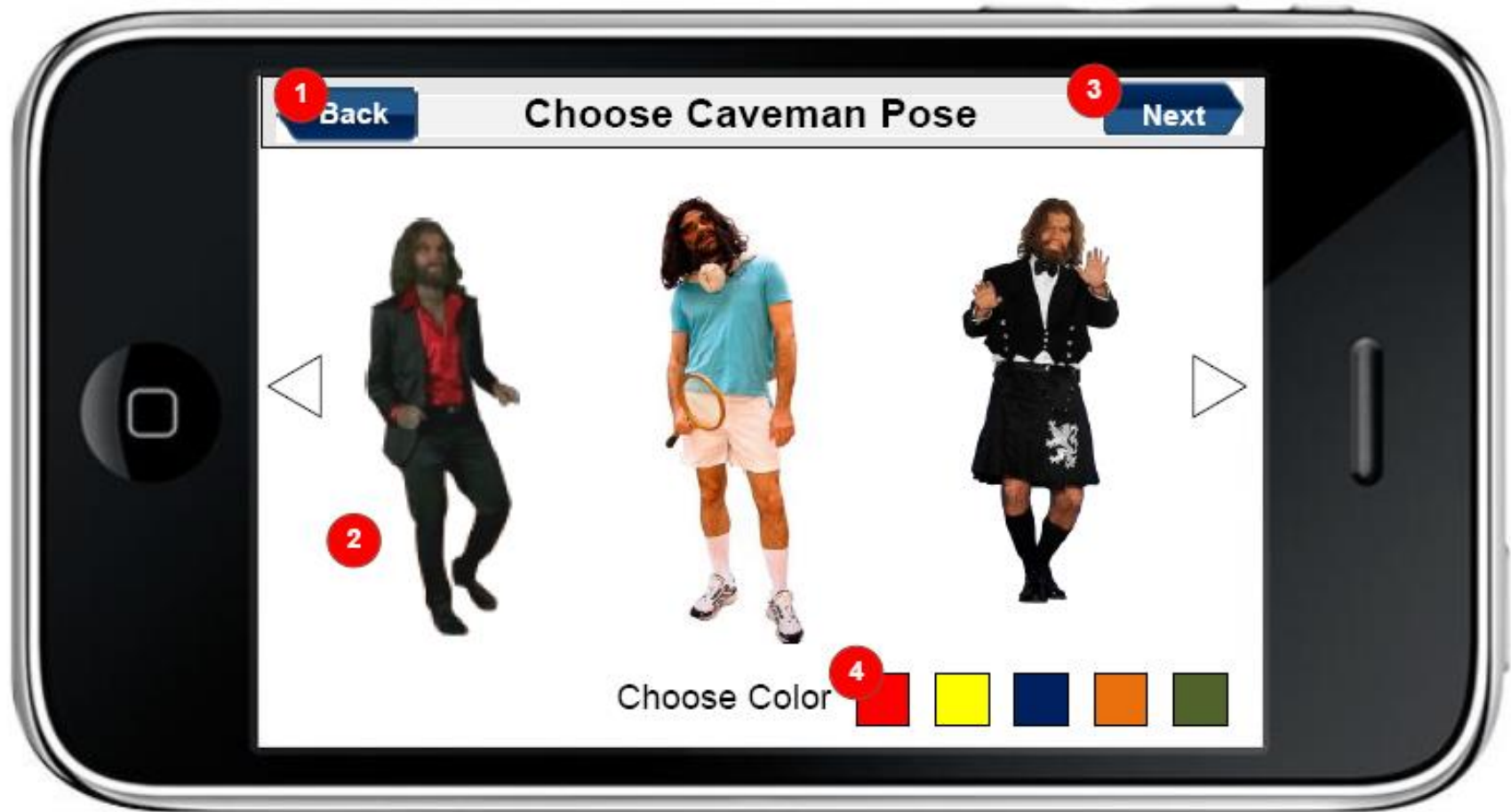
The Dawn of the Social Consumer



Augmented Reality :: GEICO



Case Study: GEICO Tailgate



Case Study: GEICO Tailgate

CAVEMAN PHOTOCRASHER

PHOTO GALLERY



**Dannys
birthday**

★★★★★
Average: 5
(1 vote)

Wed, 2011-02-09 15:55



**Brooklyn
Bridge - please
don't!!!**

★★★★★
Average: 5
(3 votes)

Wed, 2010-11-17 01:24



The Cats Meow

★★★★★
Average: 5
(1 vote)

Wed, 2010-11-17 02:12



**Slash's LONG
lost brother**

★★★★★
Average: 5
(1 vote)

Wed, 2010-11-17 02:44



Golf

★★★★★
Average: 5
(1 vote)

Wed, 2010-11-17 02:48



**Justin has
caveman fever**

★★★★★
Average: 5
(6 votes)

Thu, 2010-11-18 16:05

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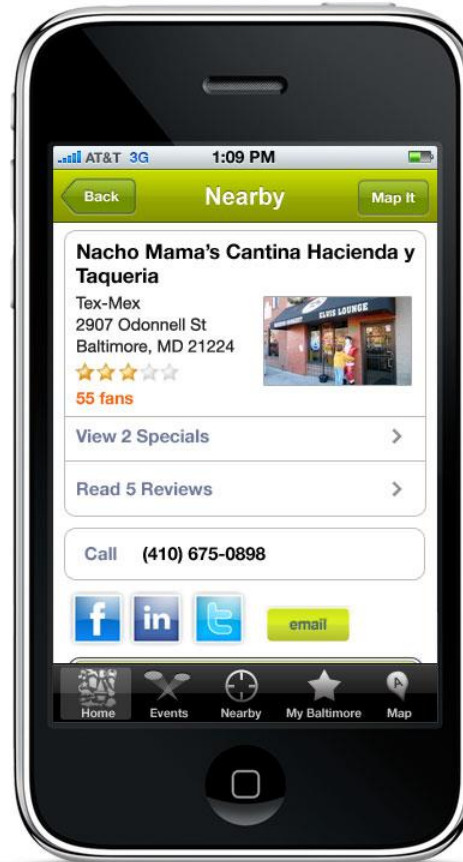
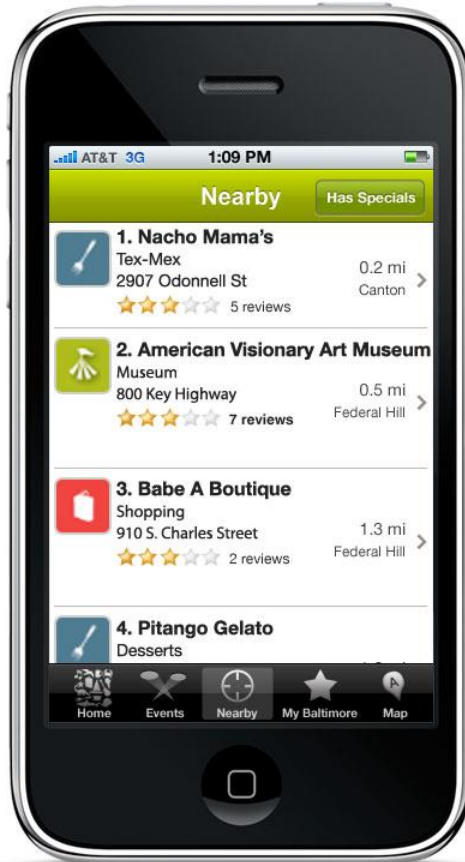
+ GEICO GLOVEBOX FOR IPHONE™

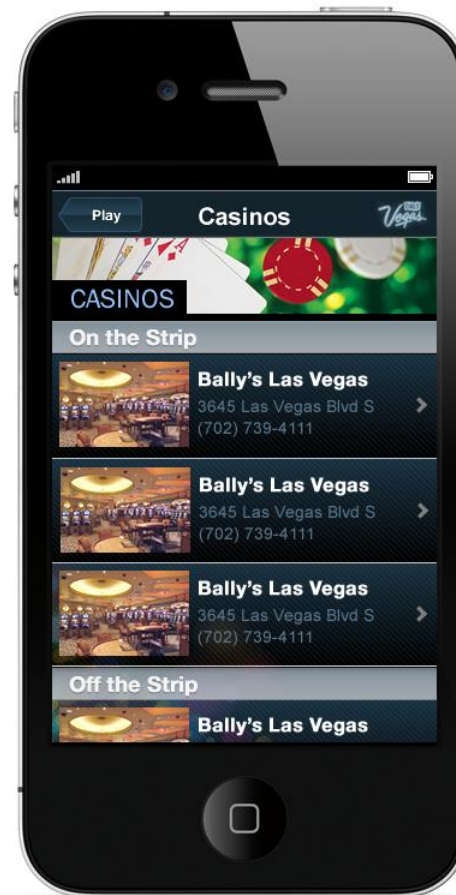
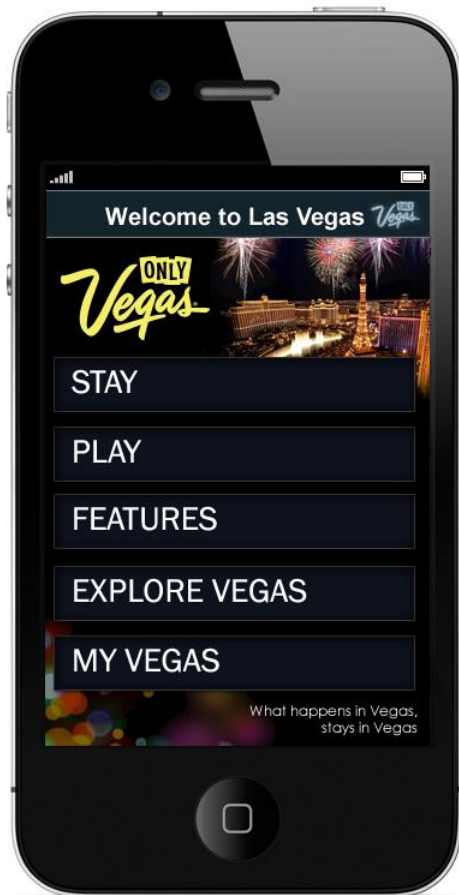
RANDOM PHOTOS



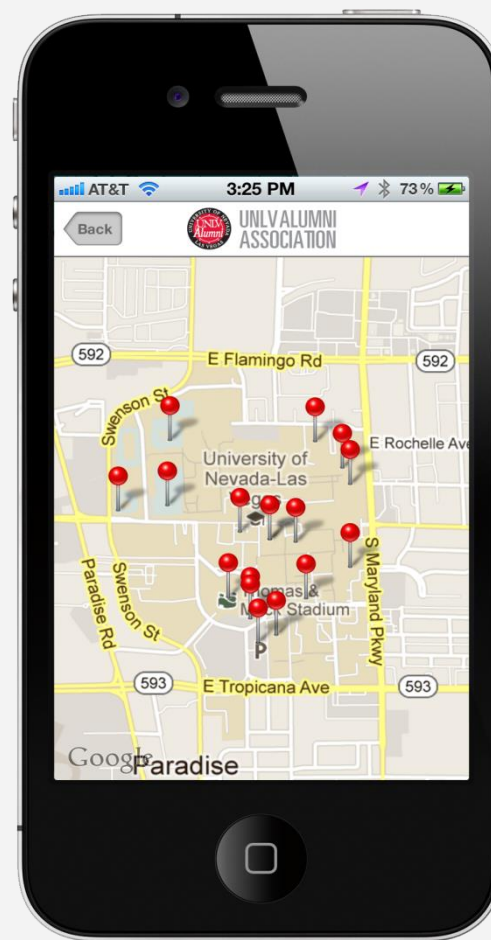
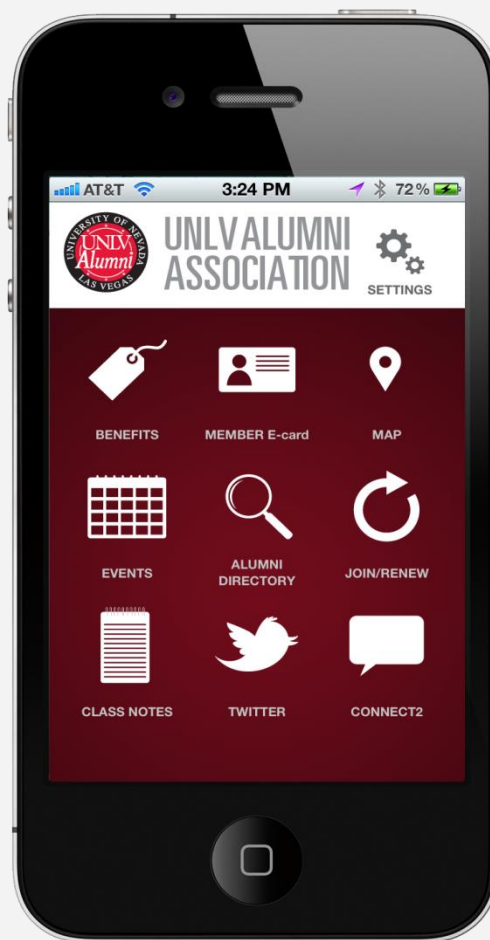
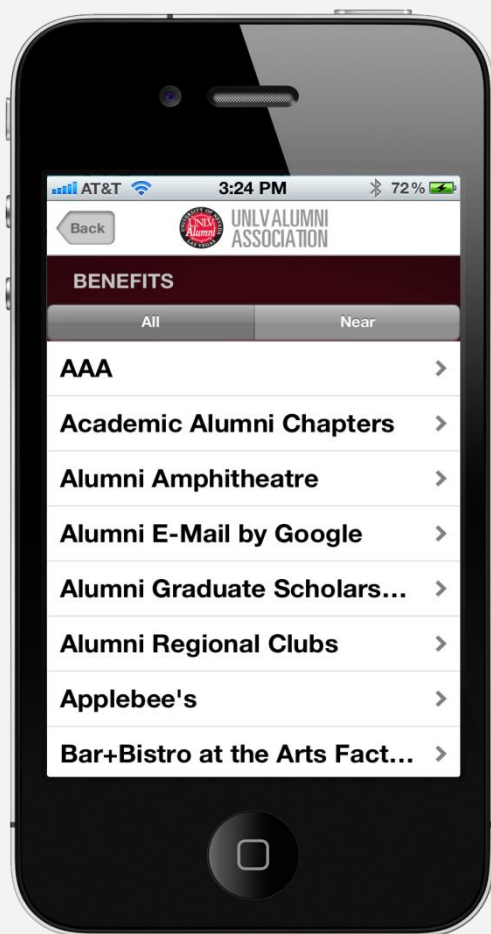
LBS & Augmented Reality







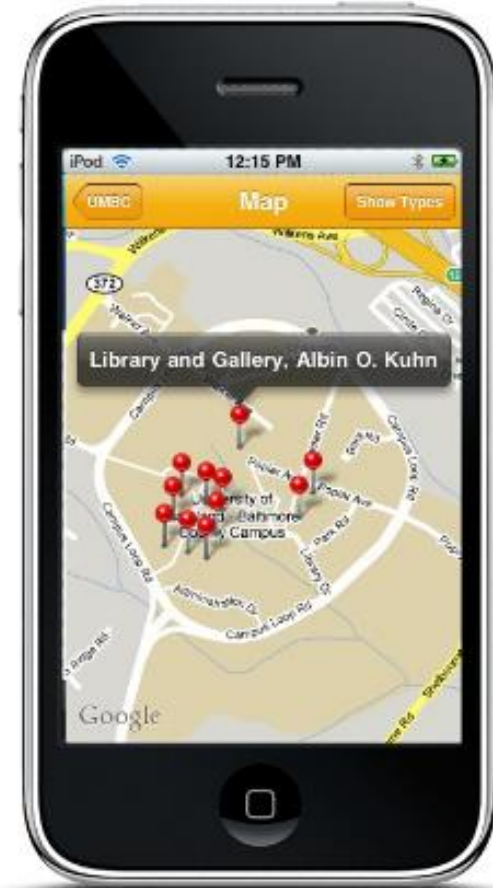
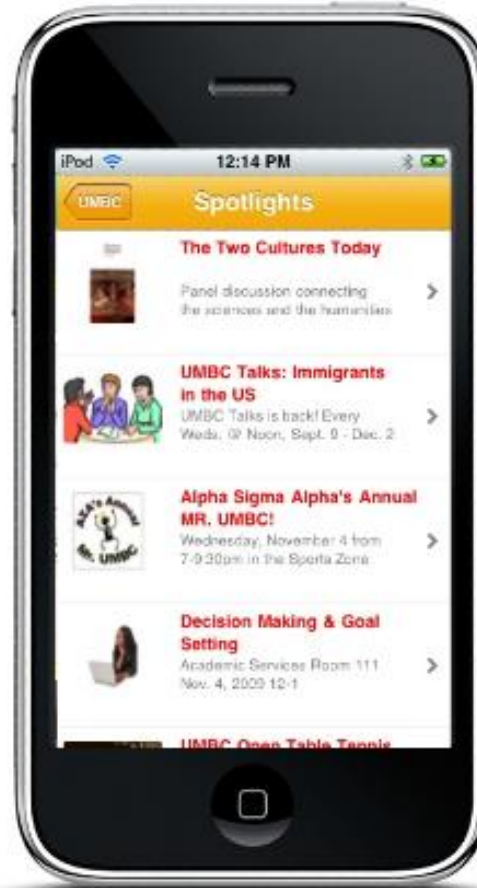
Case Study :: UNLV Alumni Association

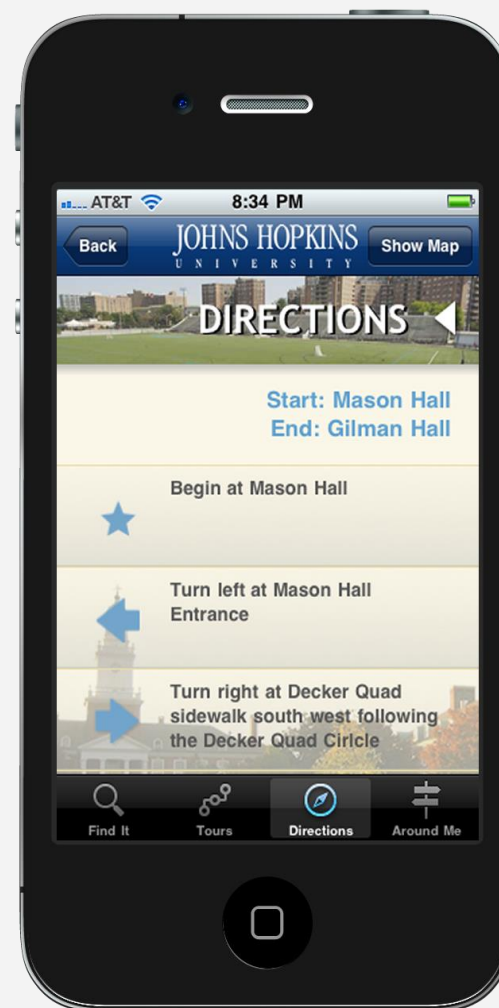
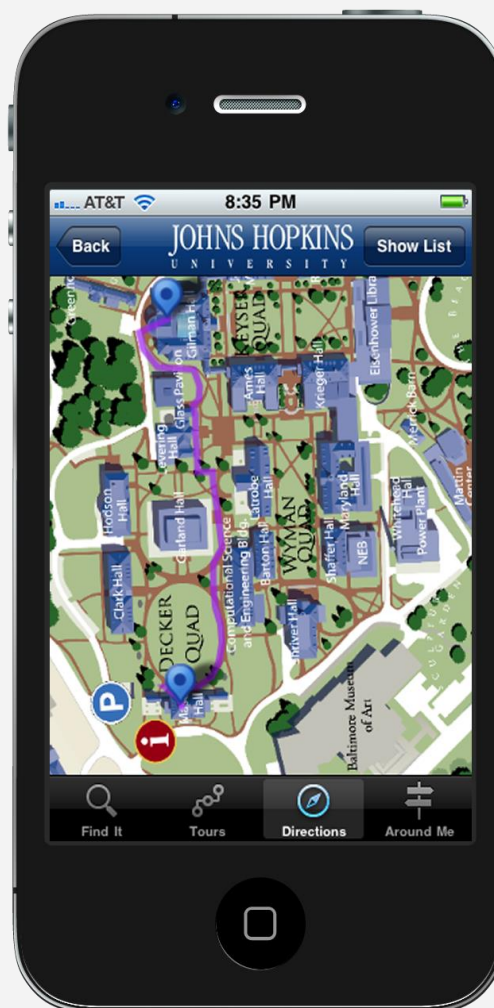
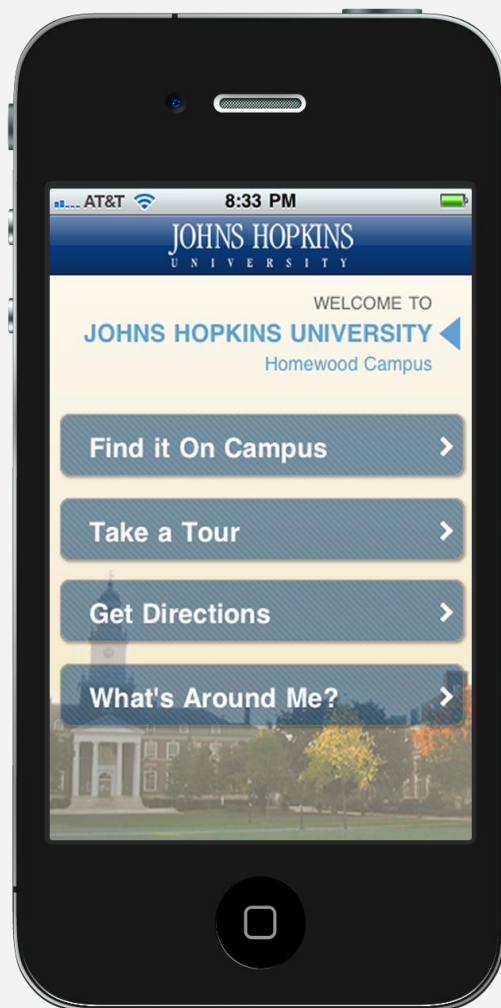


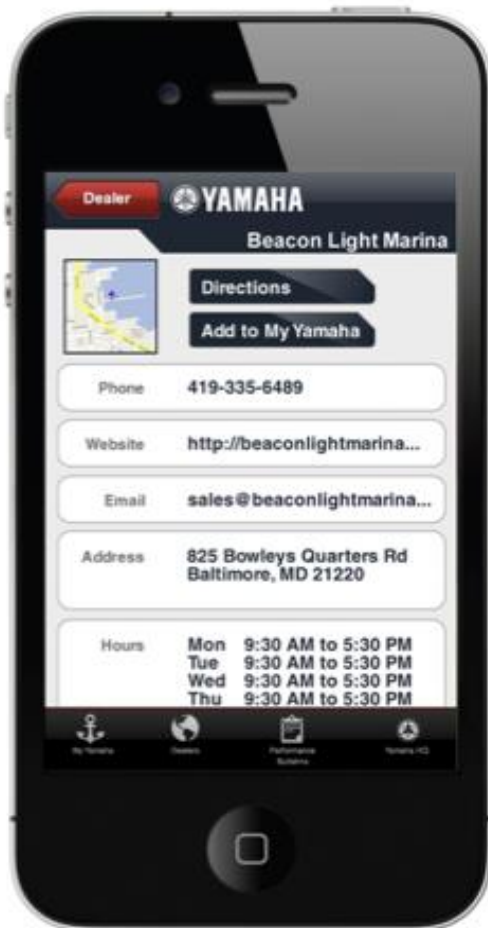
Case Study :: Sonoma County, CA



Case Study :: University of Md (UMBC)









viaPlace - Augmented Reality



viaPlace - Augmented Reality



Triggers





viaPlace
A White Label Framework for Custom Location Based Marketing

**TECH CRAWL EAST
BEST PITCH 2010
WINNER!**

Capabilities

- Multi-media experiences >
- Points of Interest Management Tools >
- Advertising Display >
- Augmented Reality Capabilities >
- Social Media Integration >
- Data Reporting and Metrics >

viaPlace Industry Solutions

- Destination Marketing and Tourism
- Museums and Zoos
- Real Estate and Property Management
- Universities and Campus Tours
- Stadiums and Sports Arenas

For more information about viaPlace visit www.viaplace.com or contact us at info@viaplace.com.



TAG
MOBILE ASSASSINATION GAME

**I GOT
TAGGED
AT SXSW**

tagmobilegame.com
[@tagmobilegame](https://twitter.com/tagmobilegame)



Tours & Augmented Reality



OR



Tours & Augmented Reality

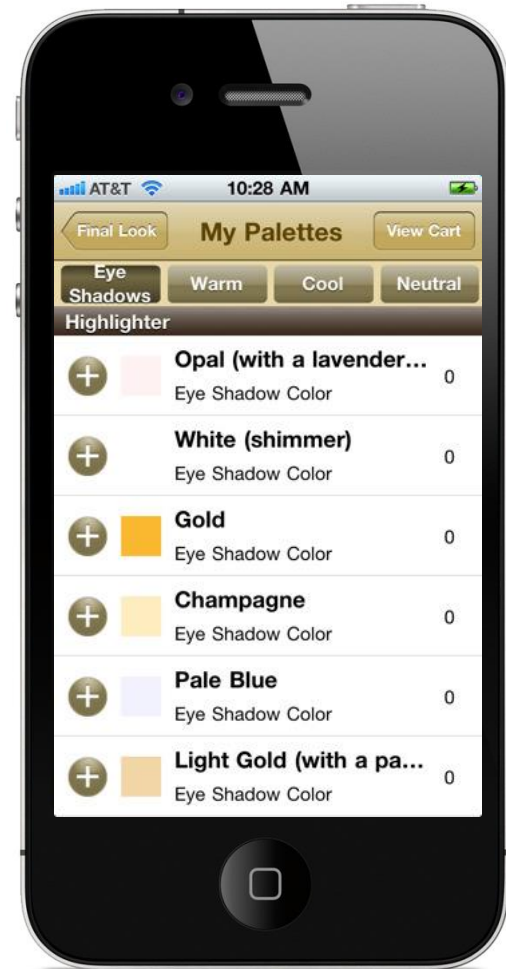
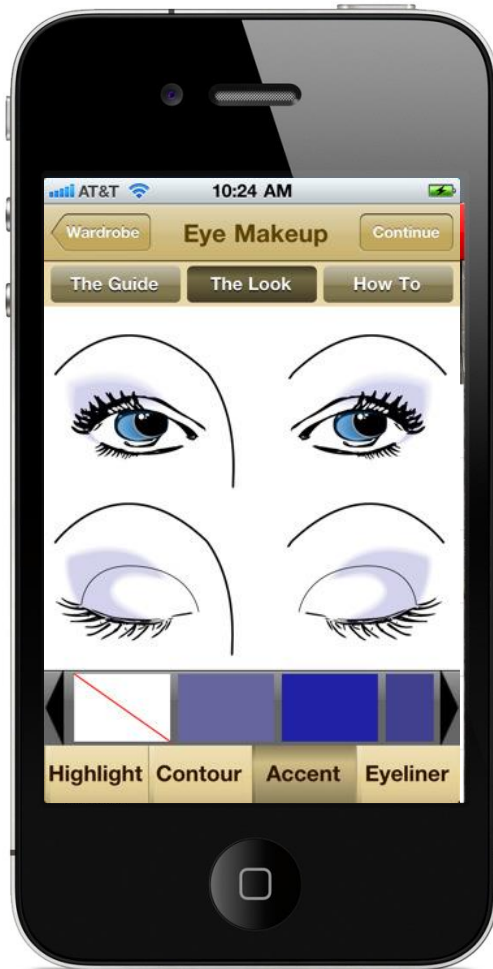


ECommerce

iPad Applications :: ConnorNYC



MyMakeup101

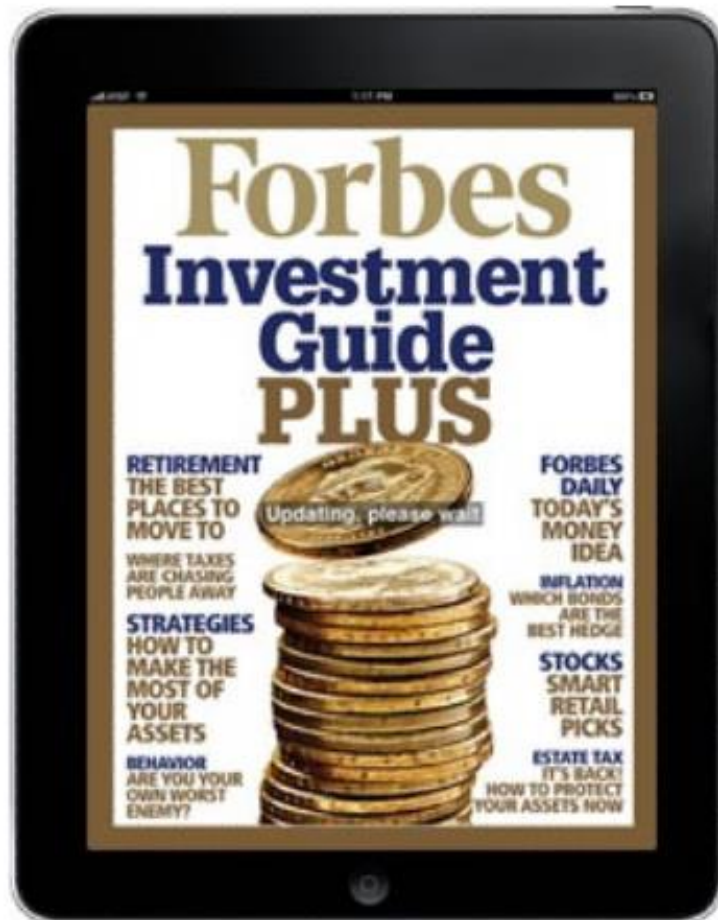


Order Up



Tablets

iPad Applications :: FORBES



iPad Applications :: GEICO Glovebox



The All-New **GEICO App**

Everything you love about GEICO...
Now mobile.

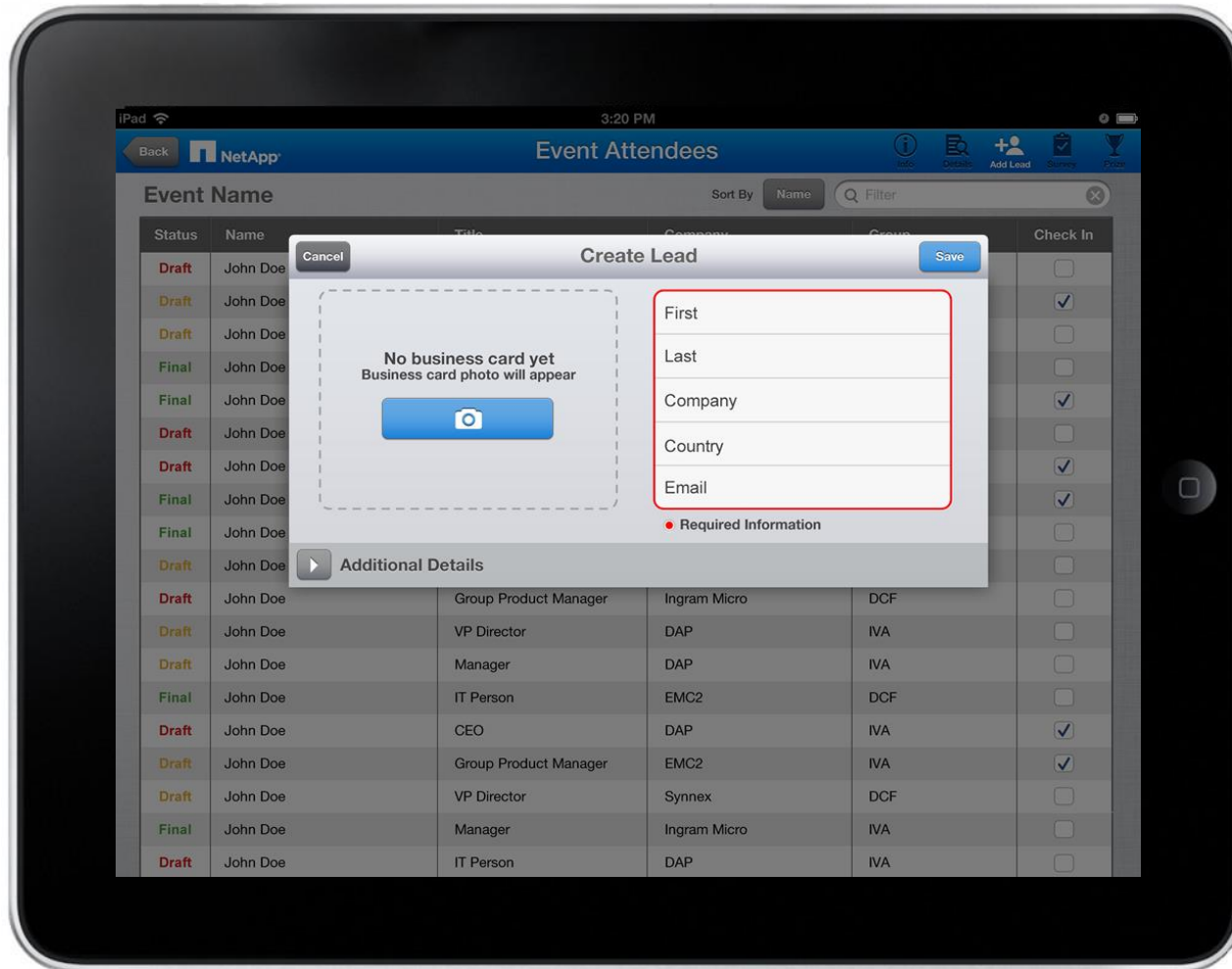


Text **MOBILE** to
43426 (GEICO)
to download now[†]

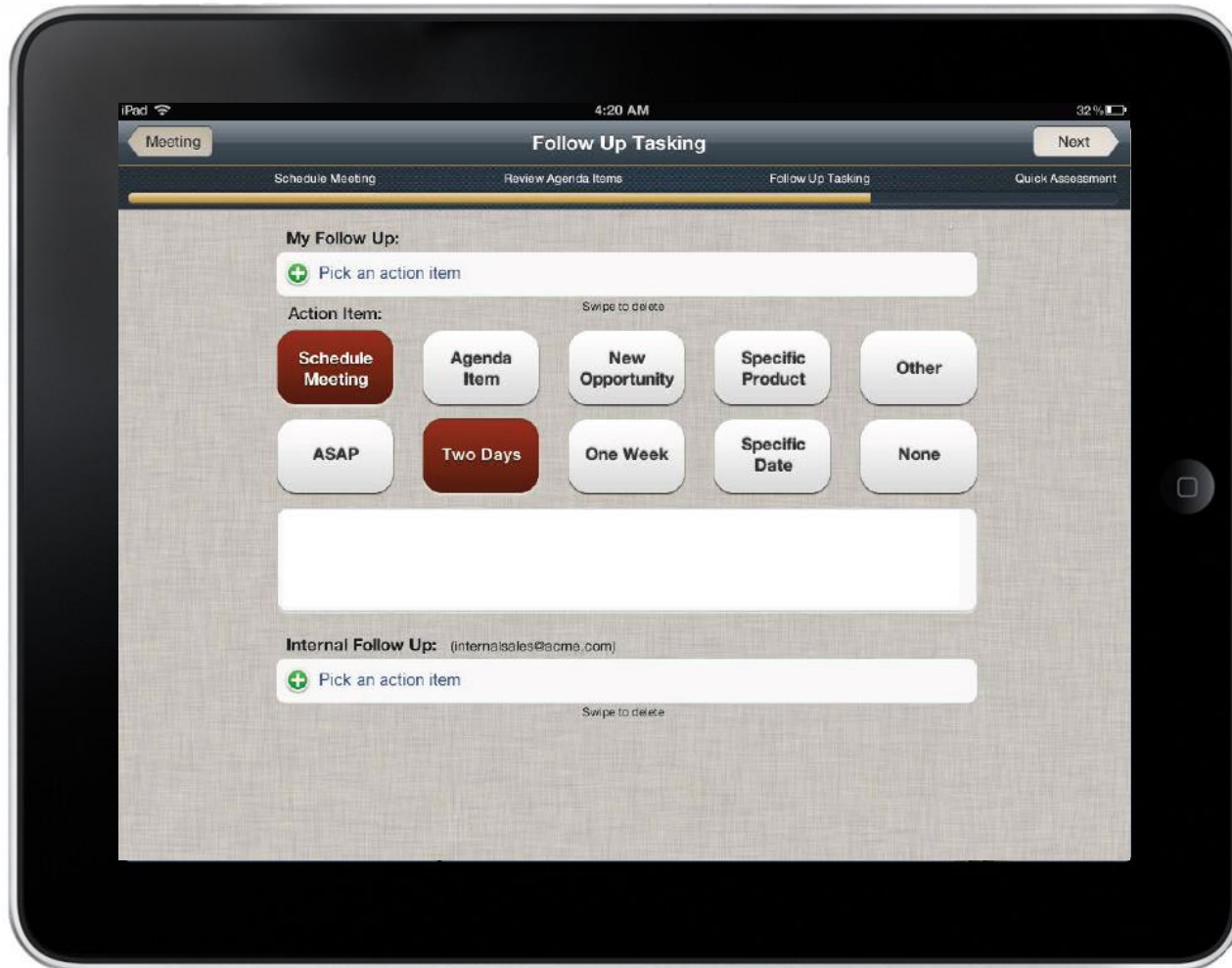
[Learn More](#)



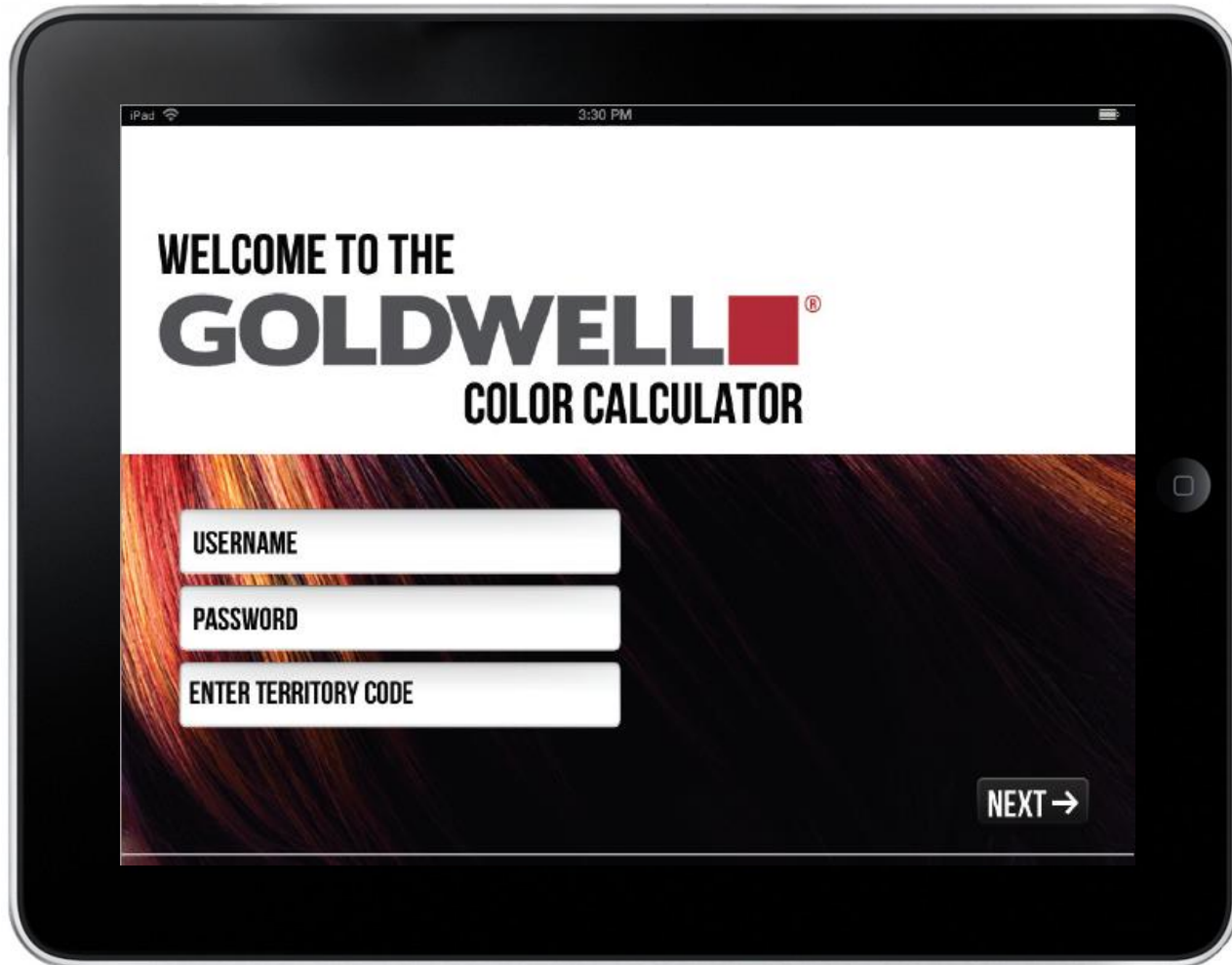
iPad Applications :: Netapp Salesman App



iPad Applications :: Admiral



iPad Applications :: KPSS Salesman App

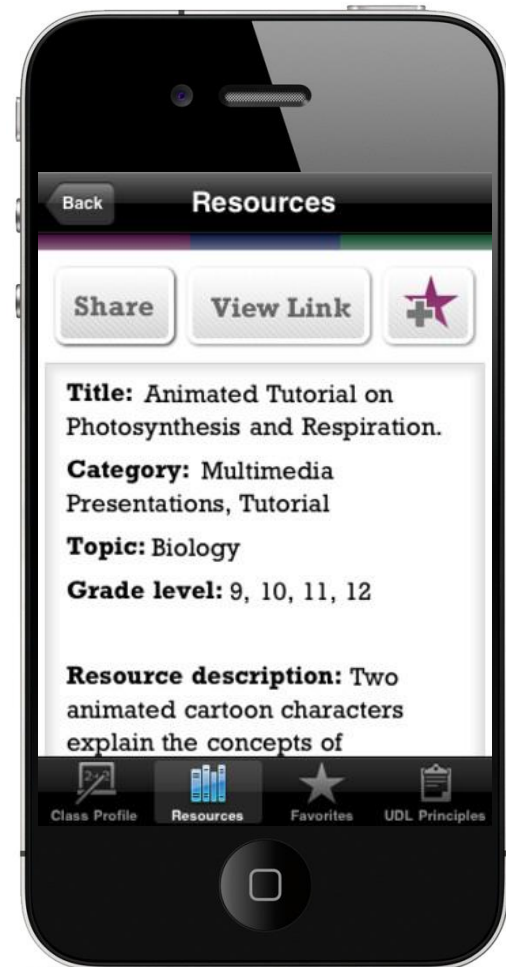


eLearning

UMBC – Instructional Systems Dev App



UDL Links :: Resource Finder



Production

Should You Build a **Mobile App** or **Mobile Website**?

A DEVELOPMENT DILEMMA

Your company needs to go mobile, but how? With a veritable app gold rush taking place, it's hard not to be tempted to dive right into development. Should you develop a mobile app or devote your resources to optimizing your website to be viewed on mobile? A look at the strengths and weaknesses of each might help you decide.



100%



SOME BASIC PRINCIPLES



Native vs. Mobile Web (Facebook)

Facebook's move to a native app

- Faster performance
- Use of native controls
- Offline storage

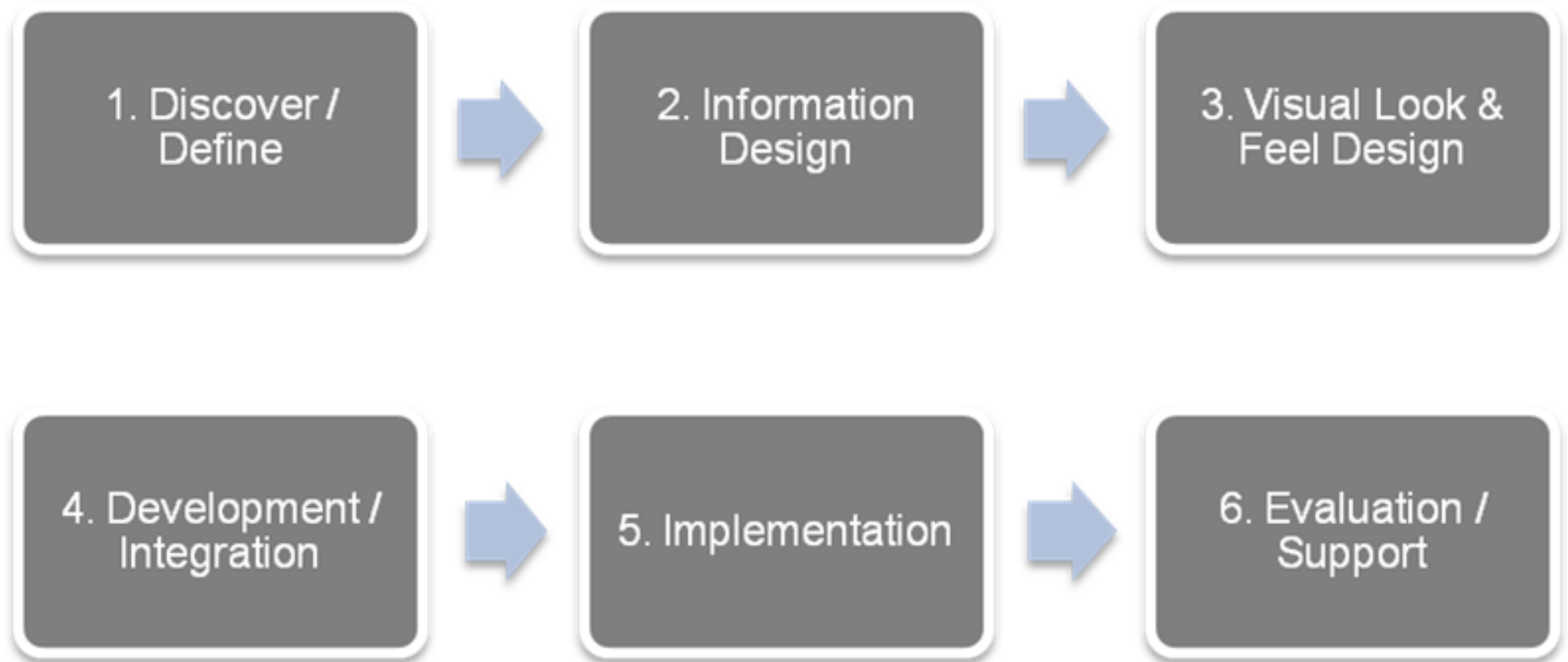


5 Steps To Get Started

- 1) Start small, with a clear vision**
- 2) Do your research**
- 3) It's all in your name -- and your brand**
- 4) See if a DIY solution will really meet your needs, and get ready for the next steps**
- 5) Know how to hire a developer**

http://www.huffingtonpost.com/2011/10/14/building-apps-for-your-business_n_1011681.html

Mobile Development Process



Monetization

Download Cost

Discovery Kids SCUBA Adventures

[View More By This Developer](#)

By Zap Toys International Limited

Open iTunes to buy and download apps.



[View In iTunes](#)

\$1.99

Category: [Games](#)

Updated: Jul 03, 2012

Version: 1.0.1

Size: 99.5 MB

Language: English

Seller: ZapToys International Limited

© 2011 ZapToys

Rated 4+

Description

Get your scuba gear ready for exciting adventures through the Coral Reefs, Open Oceans, Amazon River Basin, Antarctic Waters and more in SCUBA ADVENTURES WITH ZACH & HALEY! Snap pictures of the creatures in their habitats and be on the lookout for dangerous animals like sharks and other sea life looking to bite or sting—they'll

[Discovery Kids SCUBA Adventures Support](#) ▶

[...More](#)

What's New in Version 1.0.1

-Updated Icon

iPhone Screenshots



Why Pay? – Clickz Stats

- Expanded features and capabilities (77 percent)
- Remove ads (44 percent)
- Trial expired (35 percent)
- To support the developer (22 percent)
- Curiosity (16 percent)

Mobile Ad Frameworks

[Google AdSense](#)

[Millennial Media](#)

[iAd](#)

[AdMob](#)

[Brightroll](#)

[Greystripe](#)

[InMobi](#)

[Jumptap](#)

[MdotMSAY Media](#)

[ZestADZ](#)



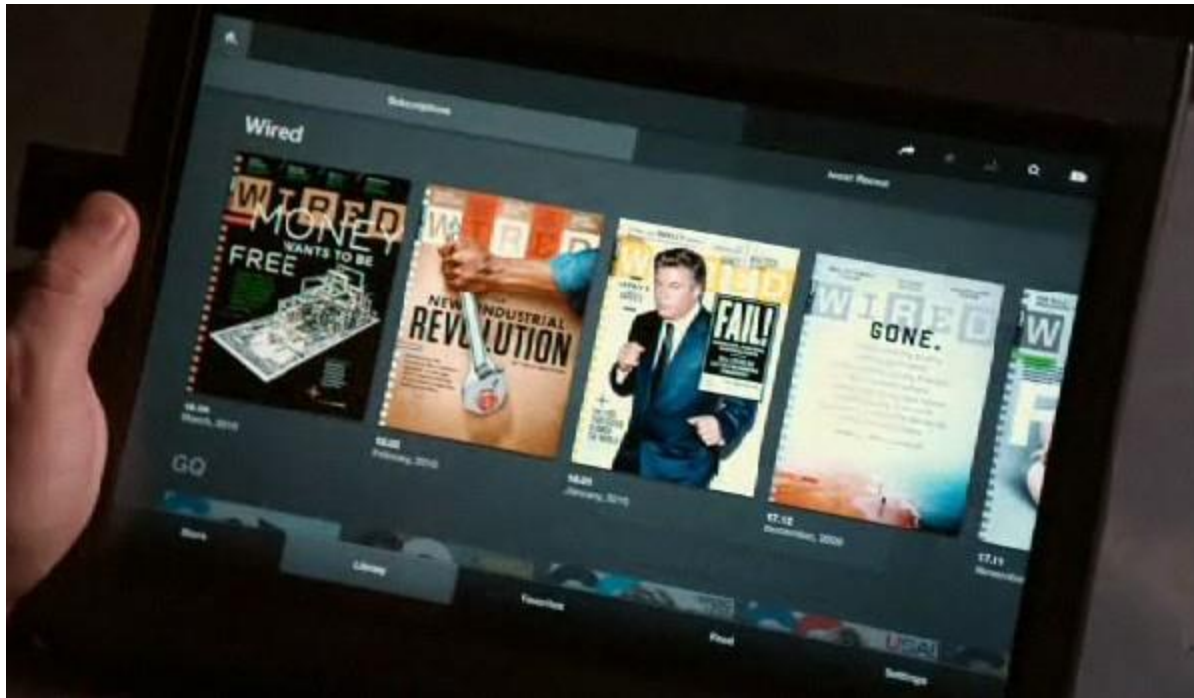
“Freemium”

- Free To Play. Costs to unlock additional content
- Apple, Android and Amazon all Keep 30%
- Barnes and Noble most likely will do the same



Subscription

- Similar to Freemium which uses and In-App Purchase
- Apple, Android and Amazon all Keep 30%



User Acquisition

iPad Applications : GEICO Glovebox



The All-New **GEICO App**

Everything you love about GEICO...
Now mobile.



Text **MOBILE** to
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to download now[†]

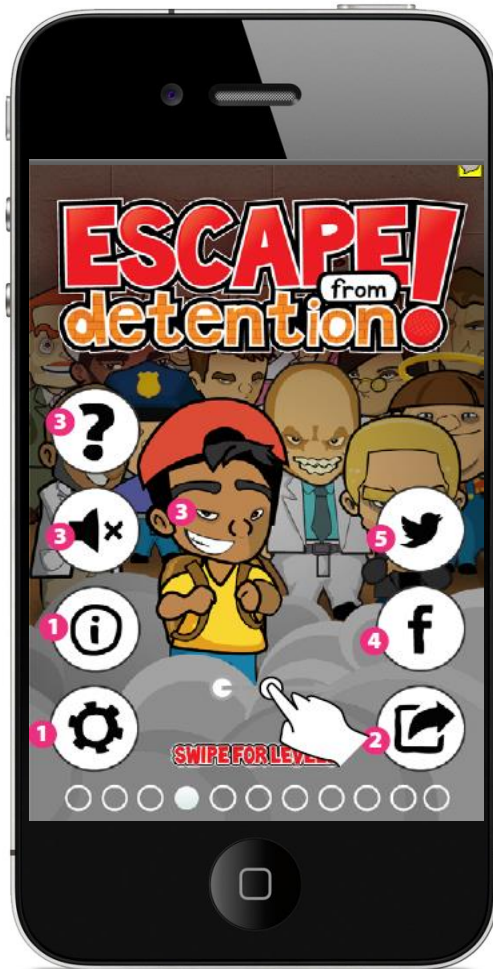
[Learn More](#)



Case Study :: Discovery Kids



Case Study :: Escape From Detention



User Acquisition

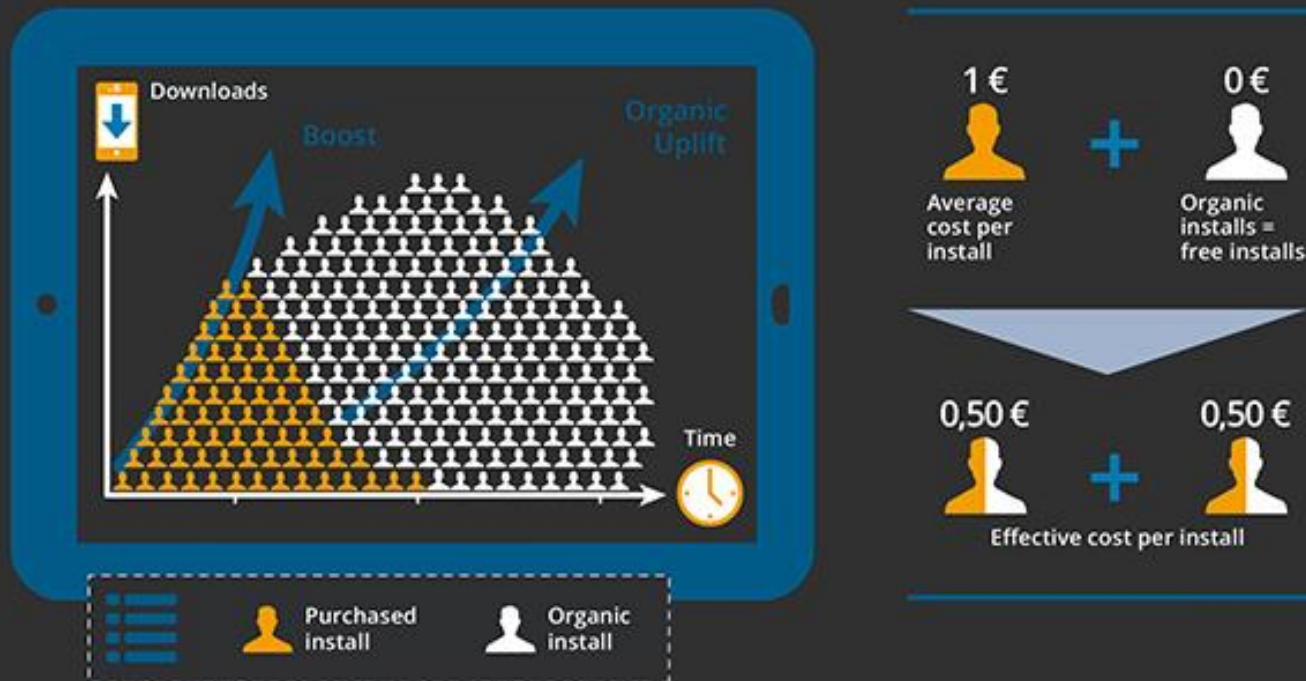
- Can no longer just stick it in the store
- Good SEO practice with Social Media Marketing
- Dark Art of “App Store Optimization.”

How Do They Find It – Clickz Stats

- Categories (57 percent)
- Search (57 percent)
- Featured - new (52 percent)
- Top 25 overall (52 percent)
- Features - what's hot (48 percent)
- Featured - personalized recommendations (e.g., Apple's Genius) (18 percent)
- Ads in other apps (12 percent)

Incentivized User Acquisition

THE BOOST EFFECT: The Result Of Purchasing Installs

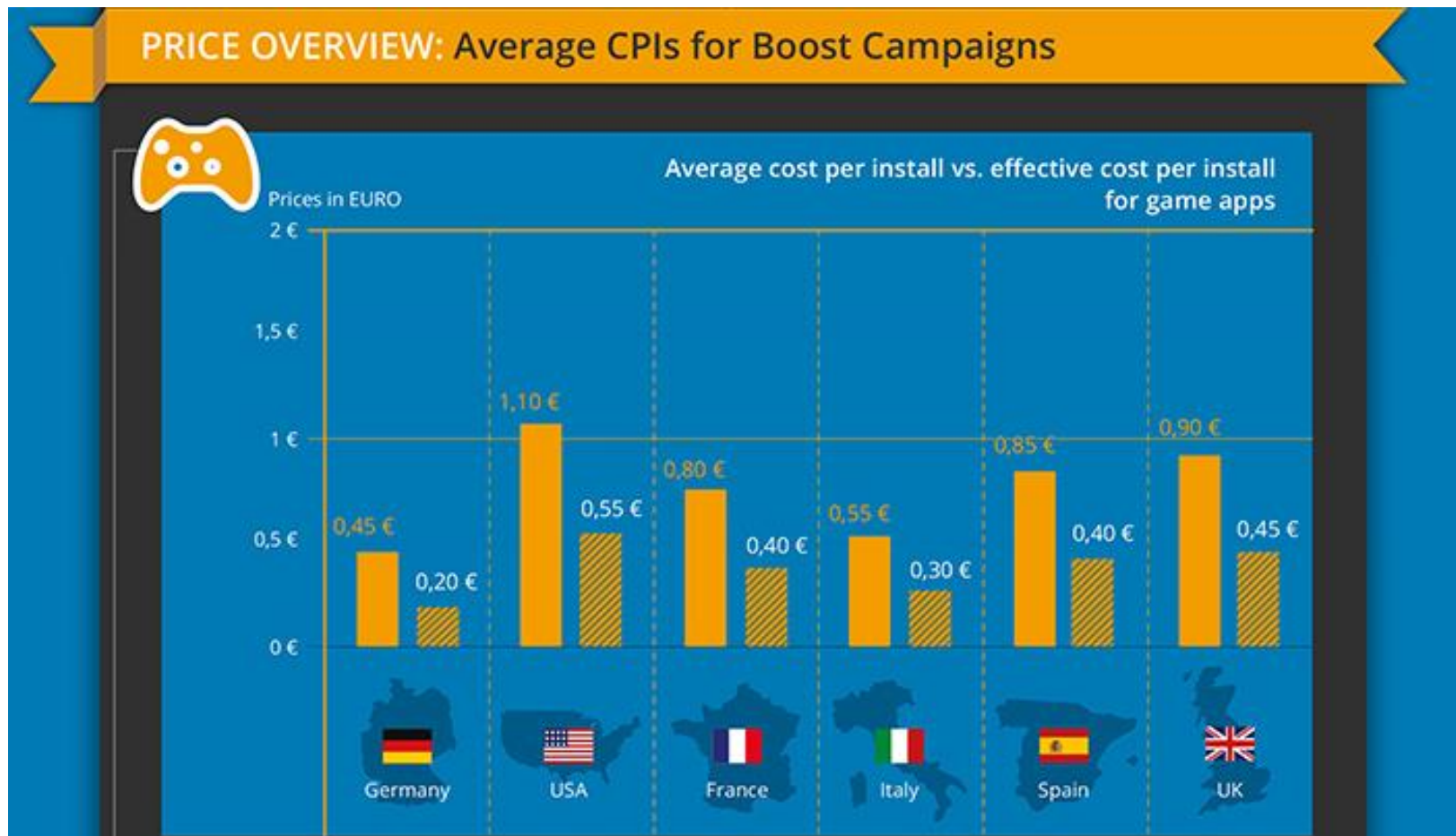


Purchased installs boost the app to the top of the charts. The app gains increased visibility, which attracts many new users. The result: more users download the app, and the number of organic (free) downloads increases, driving the effective cost per install down. The effective cost per install during a boost campaign is calculated by taking into account both purchased and organic installs.

Value of Paid Installs



Value of Certain Users



Mobile Ad Frameworks, Flurry

[Google AdSense](#)

[Millennial Media](#)

[iAd](#)

[AdMob](#)

[Brightroll](#)

[Greystripe](#)

[InMobi](#)

[Jumptap](#)

[MdotMSAY Media](#)

[ZestADZ](#)



Magic Numbers

Top 25 in Appstore

- 40-50k downloads in 24-48 hours
- 1:..75 or 1:1 Organic uplift per incentive

Ad Revenue

- 100k total downloads
- 50k MAU's (Monthly Active Users)
- Monthly ad revenue

Users

- Lifetime Value
- IAP (In-App Purchases) rate

Mobile Marketing Methodology

Mobile Marketing Methodology

A Good Mobile Marketing Campaign¹:

- Know your audience
- Establish your budget in advance
- Choose How to deploy your mobile marketing message

QRcodes

SMS

In-App Advertising

Social Media Integration

Marketing Apps

Native Apps

Mobile Web

Augmented Reality

Mobile Gaming

Ecommerce

Discount and Specials

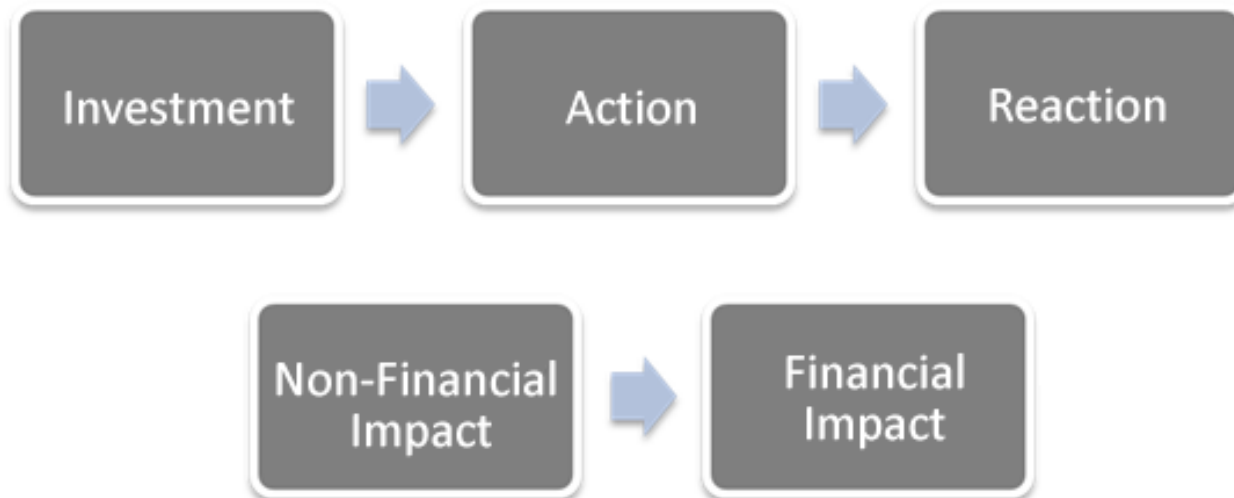
LBS / Tours

- Build Long-Term Relationships

¹<http://www.business2community.com/mobile-apps/how-to-create-mobile-marketing-campaigns-that-win-0225899>

Mobile Marketing ROI

The steps to achieve a solid ROI on a mobile marketing initiative are as follows:



Mobile Marketing Steps to Measure ROI

- 1) Establish - a Baseline to measure results**
- 2) Create an Activity Timeline**

Activities, Social Data, Web Data, Transactions

- 3) Monitor – Sales Revenue**

How often customers make transactions.

How many customers you are reaching.

How much customers are spending.

$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

Case Study :: GoEnglish.me



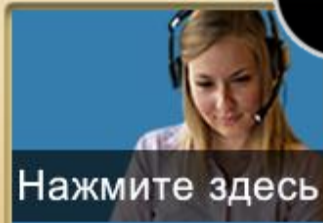
学英语

Click to Learn English
Chinese.goEnglish.me



انگلیسی بیاموزید

Click to Learn English
Farsi.goEnglish.me



Нажмите здесь

Click to Learn English
Russian.goEnglish.me



Klik di sini

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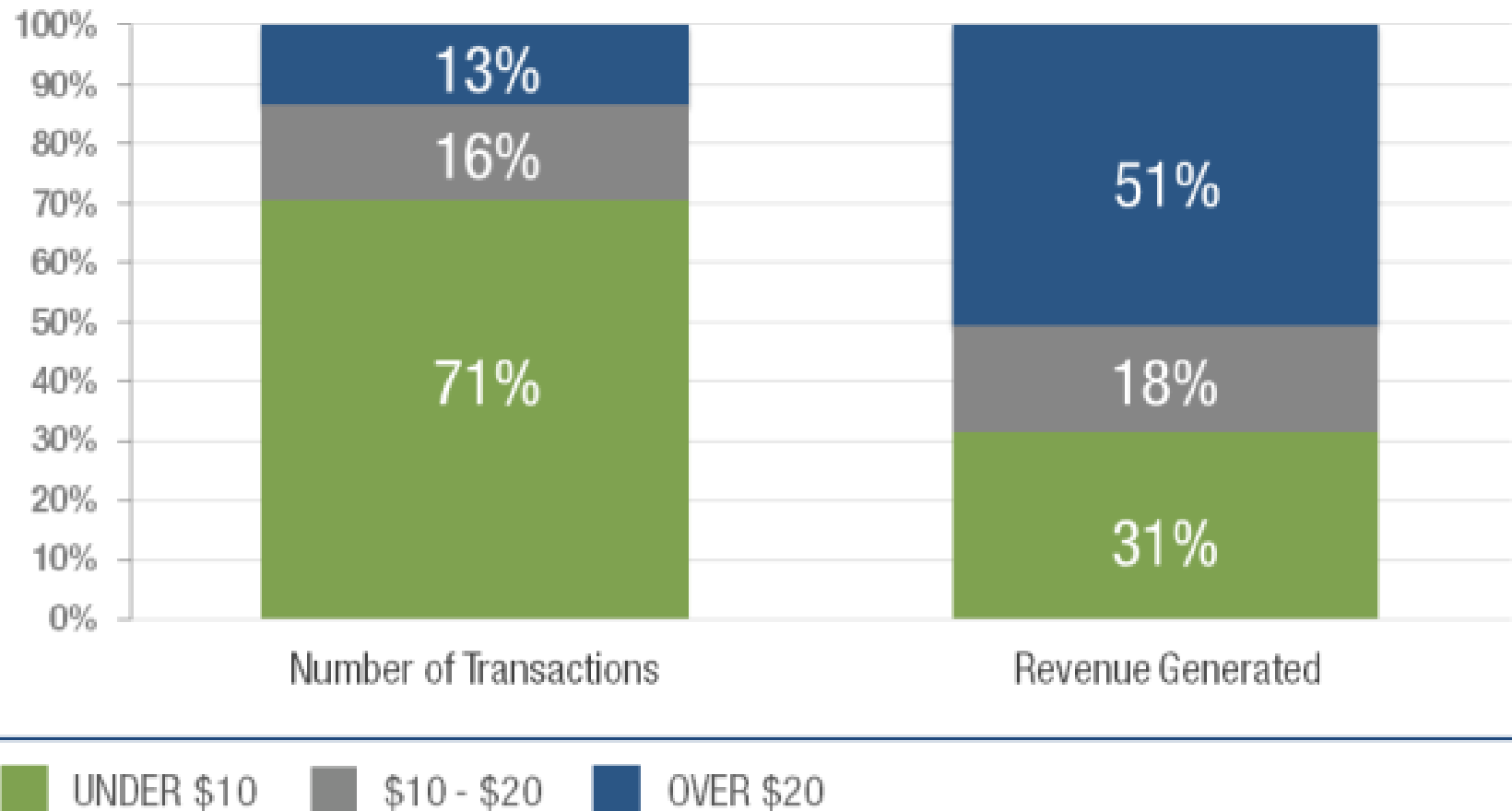
Distribution

Distribution

- iOS Apps Must go into the App store
- Amazon and Kindle Apps must go into their respective stores
- Google Apps can be distributed a number of different ways including Email, posting on website and several 3rd Party distribution channels.
- 3rd Party Distribution Channels include: Amazon, GetJar, AppBrain, Appsfire to name just a few...

Mobile Gaming Explosion

In App Purchase Transaction Sizes vs. Revenue Generated



The Rise of 3rd Party Frameworks

en.wikipedia.org/wiki/List_of_mobile_software_distribution_platforms

This section lists various promotional material and other assets. Please remove any content which is not copyrighted, and any promotional material in accordance with the external link guideline. January 2012

Name	Established	Status	Organization	Available apps	Download count	Installed base	Device platform	Developer's cut per sale	Developer fees	Development platform(s)
AppStore	January 2011	UNLO	Apple	UNLO	100,000	Unknown	iPhone, iPad and co-branded app stores for: HTC, T-Mobile, etc.	70%	Free	Unknown
Amazon Appstore	March 2011	UNLO	Amazon.com	UNLO	43,200 ⁽⁴⁾	Unknown	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	70%	US\$99/year (US\$100 for first year, plus \$50 AWS promo code ⁽¹⁷⁾)	Android SDK
AppMango	December 2010	UNLO	General Software	UNLO	1,000 (September 2012)	Unknown	Windows Mobile	Unknown	Free	Unknown
Android Application Online	March 2012	UNLO	App4yOnline	UNLO	4,000 (Dec 2012)	Unknown	Android ⁽⁴⁾	85%	Free	Android SDK
App4le	October 2010	UNLO	App4le	UNLO	100,000 (Nov 2012)	200 million (Nov 2012)	Android	40 to 57.5%	Free	Android SDK, Java JRE
Flareware Android Store	June 2011	UNLO	Flareware Ltd	UNLO	1,542 (July 2011)	38,180 (July 2011)	Android	100%	Free	Android SDK
AndroidIT App Center	October 2010	UNLO	Parag AG	UNLO	6,100	10 million	Android ⁽⁴⁾	70%	Free	Android SDK
App Center	January 2011	UNLO	Nature, Inc.	UNLO	Unknown	Unknown	Android, iOS, BlackBerry OS	100%	Free	Android SDK, Apple iOS SDK
AppStream	2012	UNLO	AppStream, Mobile Streams, Simon Budington	UNLO	718,000	2 million (April 2012) ⁽⁴⁾	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	Unknown	Free ⁽⁴⁾	Android SDK, Java JRE
AppHub	August 2009	UNLO	AppHub, Andros	UNLO	38,771 (December 5, 2012)	Unknown	Android ⁽⁴⁾	70%	Free	Android SDK
BBWorld	March 2012	UNLO	BBWorld	UNLO	Unknown	Unknown	BlackBerry OS ^(R)	Unknown	Free	Unknown
BlackBerry World	July 2010	UNLO	BlackBerry	UNLO	Unknown	Unknown	Android ⁽⁴⁾	Unknown	US\$99/year	Android SDK
Cellular	October 2010	UNLO	Virenti Group	UNLO	9,401 (Oct 4 2012)	Unknown	Windows Mobile	Unknown	Free	Unknown
Cellular	June 1999	UNLO	General Software	UNLO	200,000 (April 2012) ⁽¹⁷⁾	Unknown	Android, BlackBerry OS, Palm OS, Java, Symbian, Windows Mobile	varies according to developer deployment	Free	Unknown
FastApp	2009	UNLO	FastApp	UNLO	441,824	Unknown	Android, BlackBerry OS, iOS, Java	varies according to developer deployment	Free	Unknown
FLYAPP	2009	UNLO	FLYAPP	UNLO	200,000	Unknown	Android, BlackBerry OS, iOS, Java	varies according to developer deployment	Free	Unknown
Galaxy	2009	UNLO	Galaxy, Josee Partners	UNLO	287,000 (September 2011) ⁽¹⁷⁾	2 million (September 2011) ⁽¹⁷⁾	Android, BlackBerry OS, Palm OS, Java, Symbian, Windows Mobile	N/A	Free ⁽¹⁰⁾	Unknown
Google Play	2012	UNLO	Google Play	UNLO	100,000 (March 2012) ⁽¹⁷⁾	Unknown	Android, BlackBerry OS, Palm OS, Java, Symbian, Windows Mobile	70%	Free (Featured Promotional placement available to developers for a fee ⁽¹⁰⁾)	Unknown
Handango	2002	UNLO	Handango	UNLO	190,000 ⁽¹⁴⁾	Yes	Android, BlackBerry OS, Palm OS, PSP, Symbian, Windows Mobile	40-60%	Free	N/A
Handman	2002	UNLO	Handman	UNLO	Unknown	Unknown	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	Unknown	Free	Unknown
Island AppStore	February 2012	UNLO	Island Venture Ltd.	UNLO	Unknown	Unknown	iOS Apple	N/A	Free	Unknown
Island	August 2011	UNLO	Island Venture	UNLO	110,000 (December 28, 2011)	Unknown	Android ⁽⁴⁾	40-60%	Free	Android SDK
MobileMarket	2008	UNLO	Mobile Entertainment	UNLO	85,000 (December 2012) ⁽¹⁶⁾	200 million (December 2012) ⁽¹⁶⁾	Android, BlackBerry OS, Java	N/A	Free ⁽¹⁰⁾	Android SDK, Java JRE
Mobiles	Unknown	UNLO	Mobiles	UNLO	Unknown	Unknown	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	Unknown	Free	Unknown
netVista	Unknown	UNLO	netVista	UNLO	Unknown	Unknown	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	70-85%	Free	Unknown
exploreWGA.com	2004	UNLO	exploreWGA	UNLO	1,800	10 million (May 2012) ⁽¹⁶⁾	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	75%	Free ⁽¹⁰⁾	Java JRE, .NET
UG Application Store	July 12, 2009	UNLO	UG	UNLO	1,400 (July 2009) ⁽¹⁷⁾	Unknown	Windows Mobile ⁽¹²⁾	Unknown	Free	Unknown
UStore	November 28, 2009	UNLO	UStore	UNLO	Unknown	Unknown	Android ⁽¹⁶⁾	Unknown	Free	Unknown
UStore	2009 ⁽¹⁶⁾	UNLO	UStore, Inc.	UNLO	8,000 (June 3, 2009) ⁽¹⁷⁾	Unknown	BlackBerry, Palm OS, Symbian, Windows Mobile and Android ⁽¹⁷⁾	80-85%	Free	Unknown
UStore2Go	1999	UNLO	UStore2Go	UNLO	140,000	Yes	Android, BlackBerry OS, iOS, Java, Symbian, Windows Mobile	40-60%	Free	N/A
Opera Mobile Store	March 2011	UNLO	Opera Software	UNLO	140,000 (March 2011) ⁽¹⁶⁾	100,000,000 (March 2011) ⁽¹⁶⁾	Android, Java, Symbian, BlackBerry OS, Windows Mobile, iOS	70% — Android, Symbian, BlackBerry OS, Windows Mobile, 85% — Java ⁽¹⁶⁾	Free ⁽¹⁰⁾	Android SDK, Java JRE, .NET, BlackBerry SDK, Windows Phone Developer Tools
PocketGear	1999	UNLO	PocketGear	UNLO	140,000 (June 2012) ⁽¹⁶⁾	Yes	Android, BlackBerry OS, Java, Palm OS, Symbian, Windows Mobile	40-60%	Free	N/A
See it Now!	June 2011	UNLO	Spigamel Ltd.	UNLO	9,100	8,000,000 (Jan 2012)	Android	80%	Free	Android
StoreVista	April 2008	UNLO	StoreVista	UNLO	14,000 (October 28, 2011)	Unknown	Android ⁽⁴⁾	80-95% (varies depending on bulk payment method)	Free	Android SDK
SmartAppStore	October 2010	UNLO	SmartAppStore	UNLO	10,000 (Jan 2012)	Unknown	Android	70%	Free	Android SDK
Notes Market	May 2012	UNLO	Notes Inc.	UNLO	9,000 (March 20, 2011)	Unknown	Android ⁽⁴⁾	70%	Free	Android SDK
Software Store (Symbian)	2008	UNLO	Symbian Software, Handman	UNLO	Unknown	Unknown	BlackBerry OS, Palm OS, Windows Mobile	Unknown	Free	Unknown
Software Store (Symbian)	Unknown	UNLO	Software Store, Handman	UNLO	Unknown	Unknown	BlackBerry OS, Palm OS, Windows Mobile	Unknown	Free	Unknown
ASU AppMarket	2011	UNLO	ASU AppMarket	UNLO	1,000 (Dec 2012) ⁽¹⁶⁾	Unknown	Android ⁽¹⁰⁾	Unknown	Free	Unknown

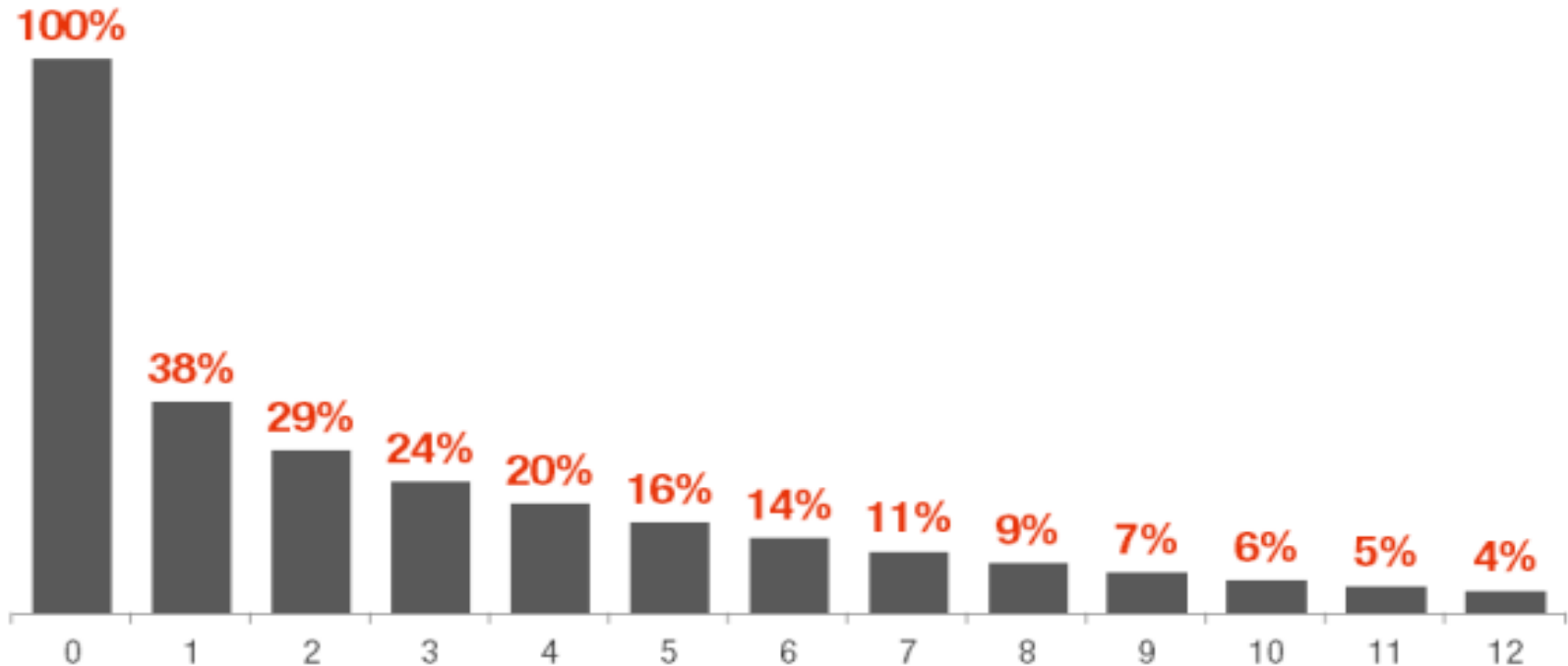
Welcome to the Social Game Layer



Engagement & Retention

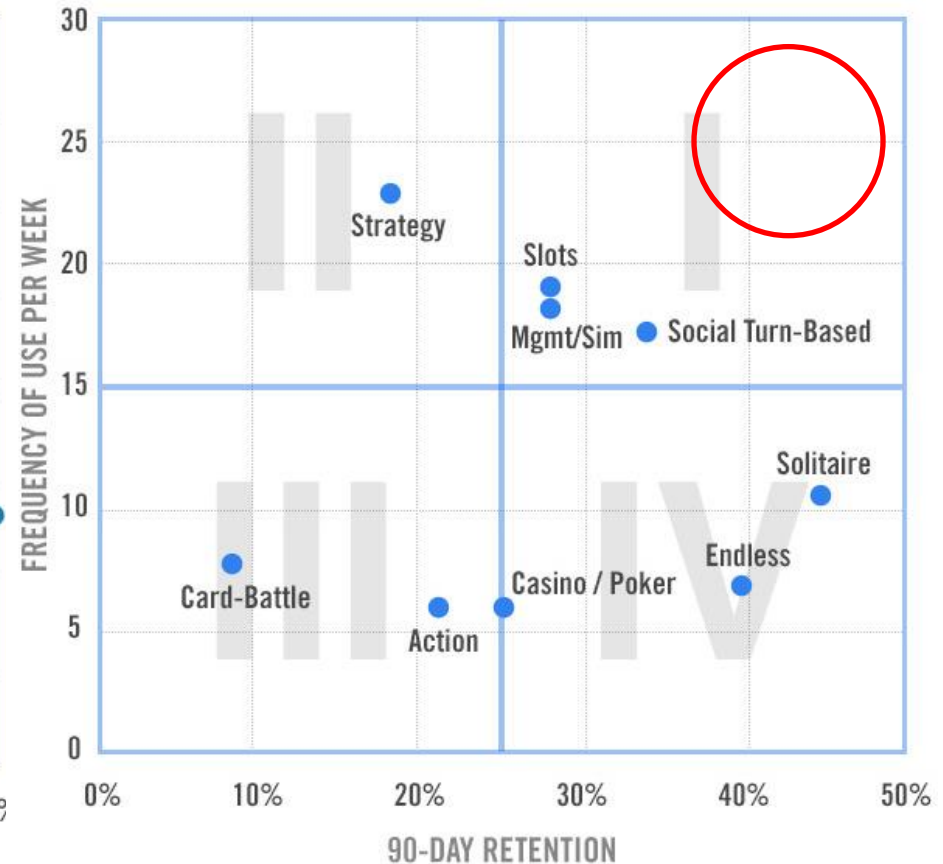
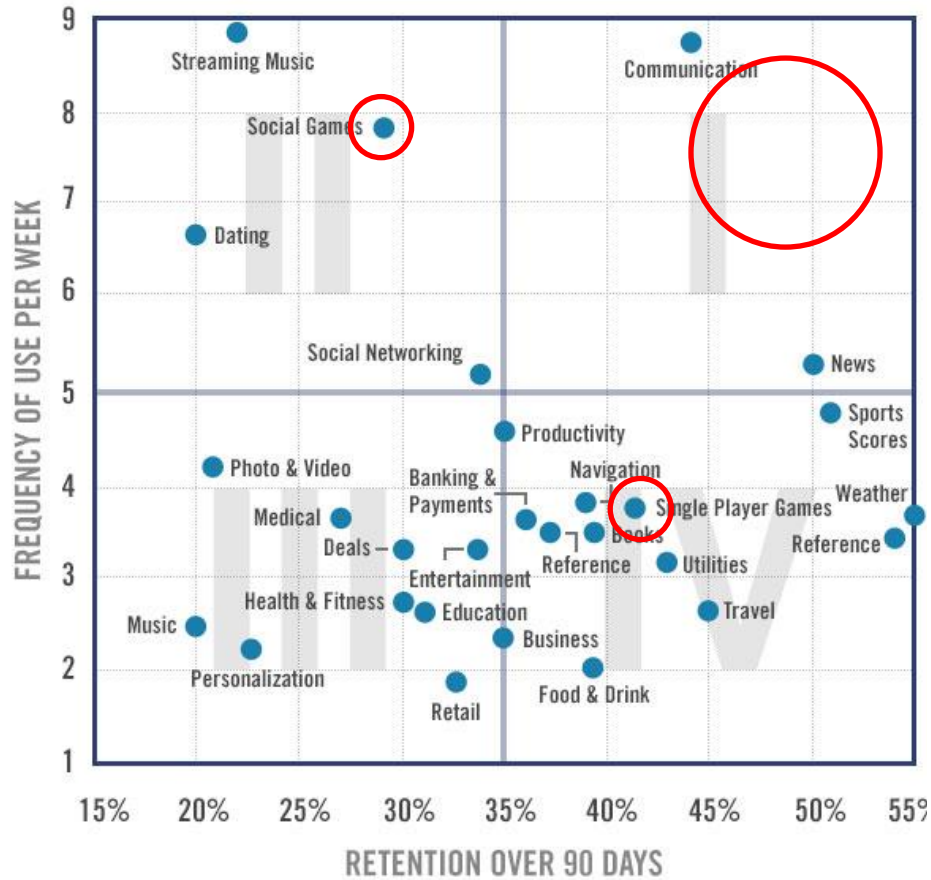
Engagement & Retention

iOS & Android App User Retention, Months Since Acquisition (%)



Loyalty Matrix

Loyalty by Application Category



Retention Solutions

Clever gameplay solutions
for retention problems



Trends in Retention

- Social network layers for games and apps
- Games as a service model, the “minnow/whale” balancing act
- Artificial barriers
 - Time warping Donuts
 - Soliciting for “Lives” on Facebook
 - Daily allotment of tokens to play
 - Incentives too (login bonus)
- User segmentation
- Featured achievements



Analysis

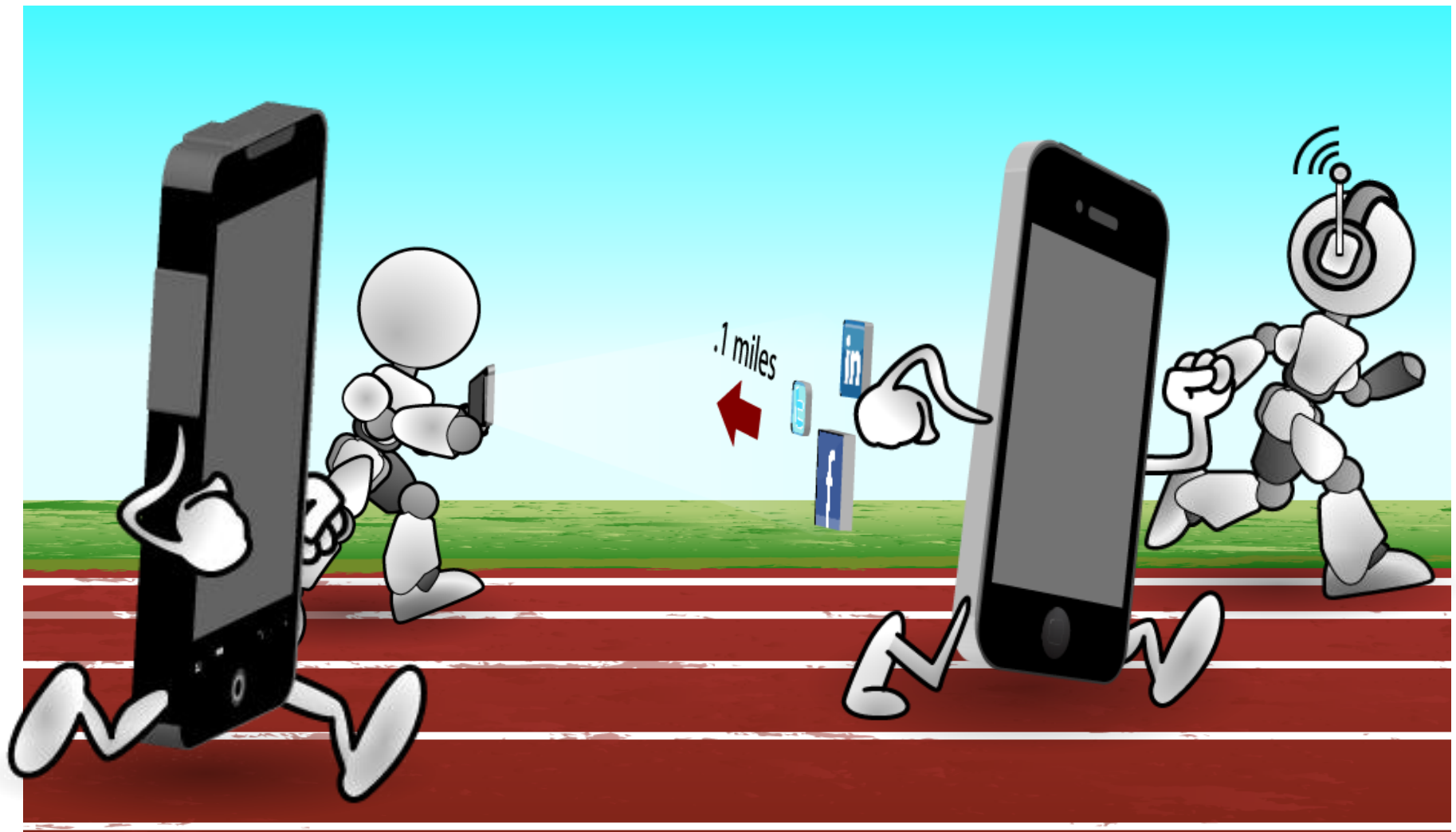
Analysis

- Flurry
- Google Analytics
- Appboy



The Future of Apps

Last Month- Convergence

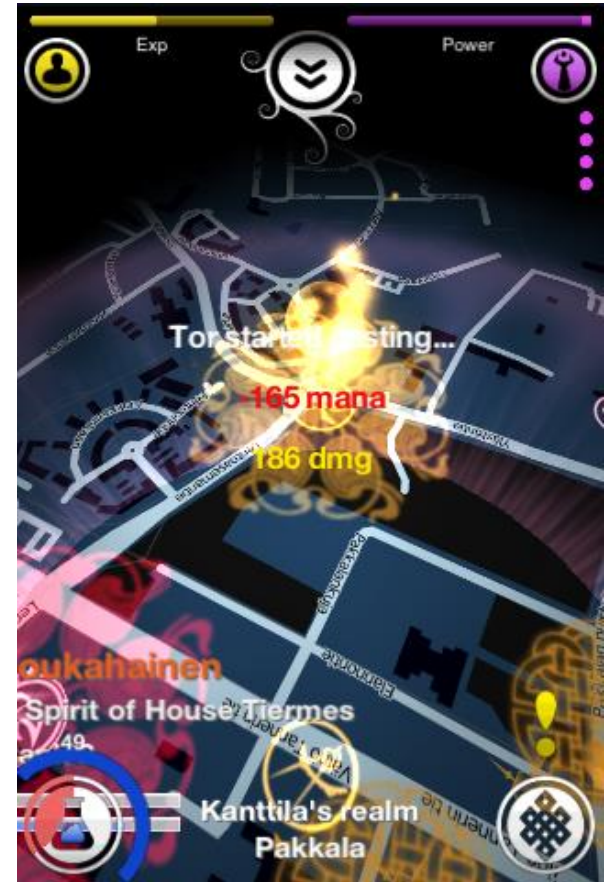
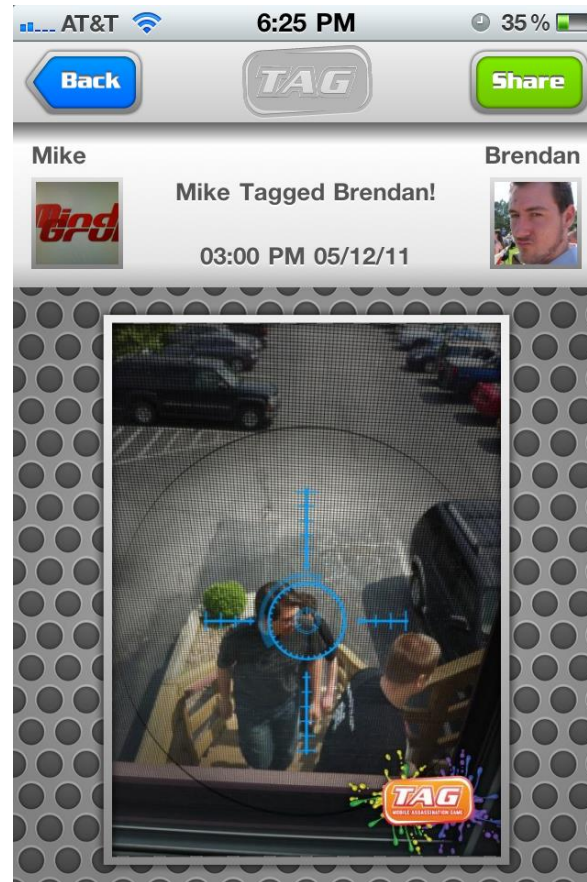
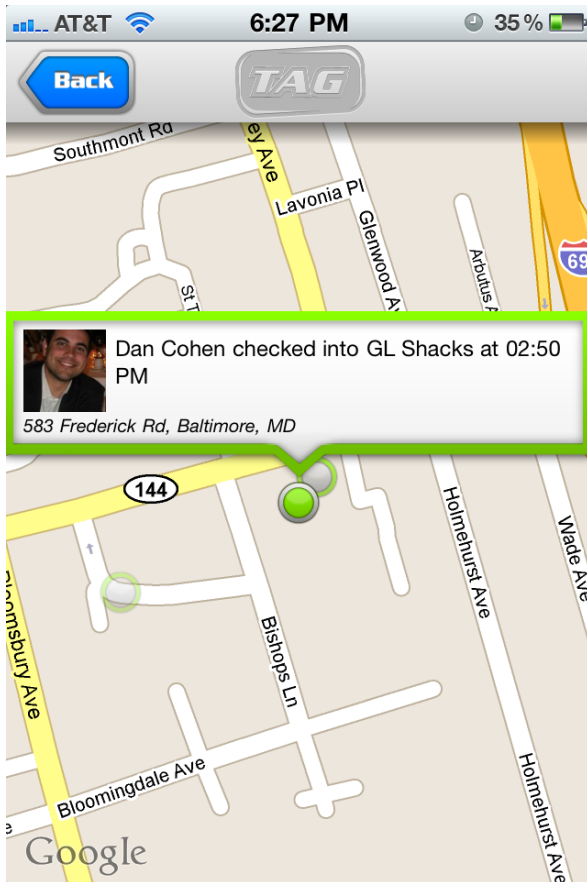


Convergence- Bigger, Better, Faster, Social

- Social/Network game play
- Upgrades in hardware
- Network Upgrades



Convergence- Location Based Mobile Social



Convergence- AR Games



History Repeating Itself

SIMPLE CASUAL



Product
Innovation

SOFTWARE INNOVATION

Genre
Innovation



HARDWARE INNOVATION

Product
Innovation



1980

1982

1984

1986

1988

1990

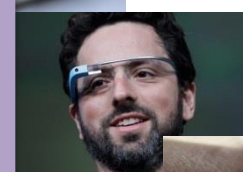
1992

1994

1996

1998

2000



Product
Innovation

2006

2007

2008

2009

2010

2011

2012

2013

Genre
Innovation



Mindgrub

History Repeating Itself

SIMPLICITY



Product
Innovation

SOFTWARE INNOVATION



Genre Innovation

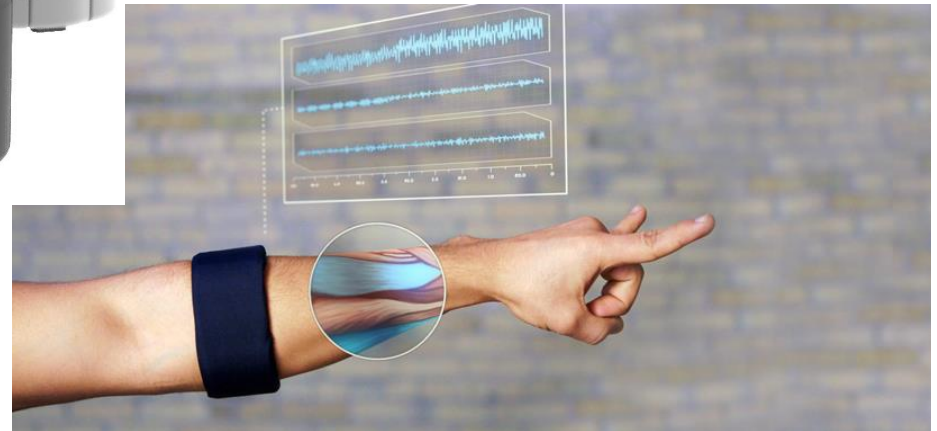
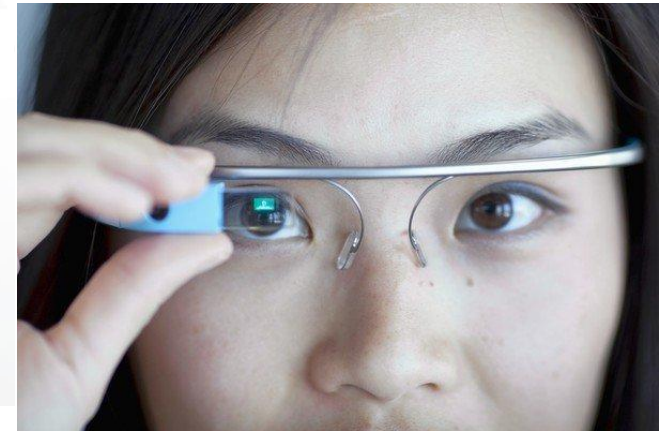
HARDWARE INNOVATION



Innovations in Wearable Tech

AUGMENTED REALITY & BLUETOOTH PAIRED ACCESSORIES

- Google Glasses
- iWatch
- Oculus Rift
- Myo Thalmic Labs
- Tobii Eye tracking



Questions?

Todd Marks

President & CEO

todd.marks@mindgrub.com

[@mindgrub](#)