Fiksu Mobile App Marketing

Integrating the mobile app marketing ecosystem, making it easy to acquire and retain the users you want.

Will Bohn

Fiksu

{Fiksu}

NO MUSIC, NO LIFE.

No Users, No…

- Data points

- Monetization

- Future Funding

- Growth

- Business

- …

{Fiksu}

What Fiksu Does

Simplify the app marketing process

Acquire users you need in volumes that matter

Drive cost effective campaigns for superior ROI

Provide full accountability and measurement

{Fiksu}

About Fiksu

{Fiksu} ®

40 of top 50
GROSSING APPS

500 CLIENTS   **1800** APPS

200 PEOPLE   **3** CONTINENTS

2B
APP INSTALLS   **5B+**
BID REQUESTS/DAY

Boston   San Francisco   Helsinki   London   Seoul   Singapore   Tokyo

{Fiksu}

Programmatic Media Buying:
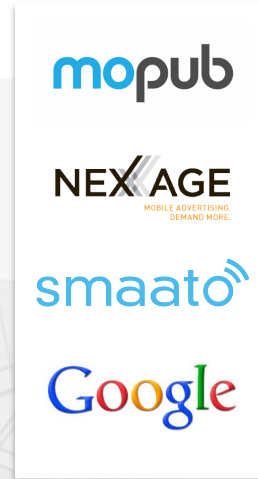*Access to Largest Global Media Inventory*
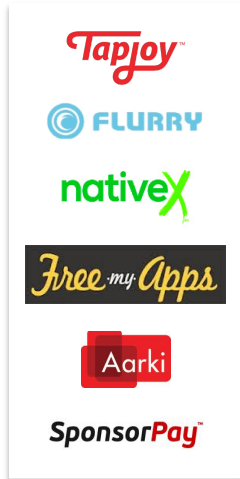
Sample Fiksu Clients

Mobile Pain Points

Fragmented ecosystem of point products
Each address only a piece of the app marketing workflow
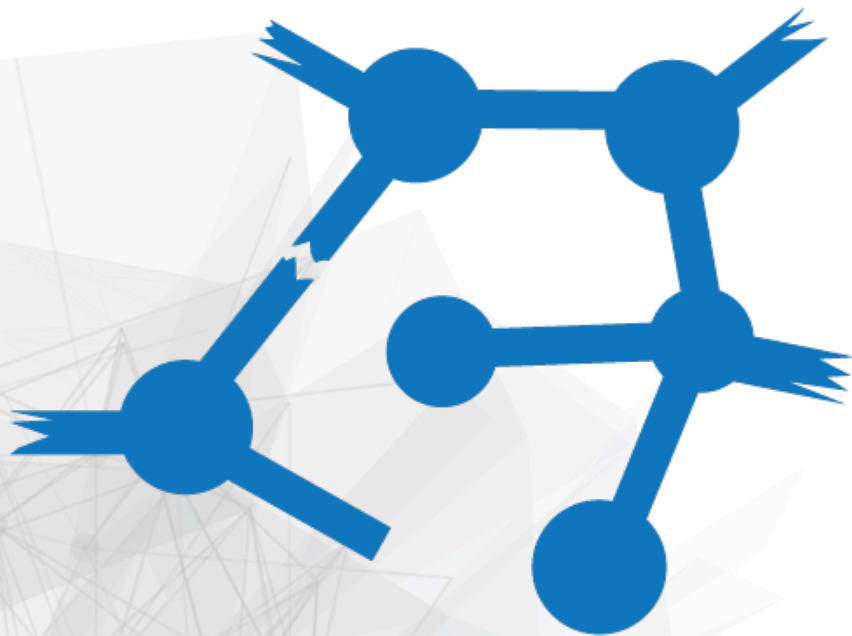
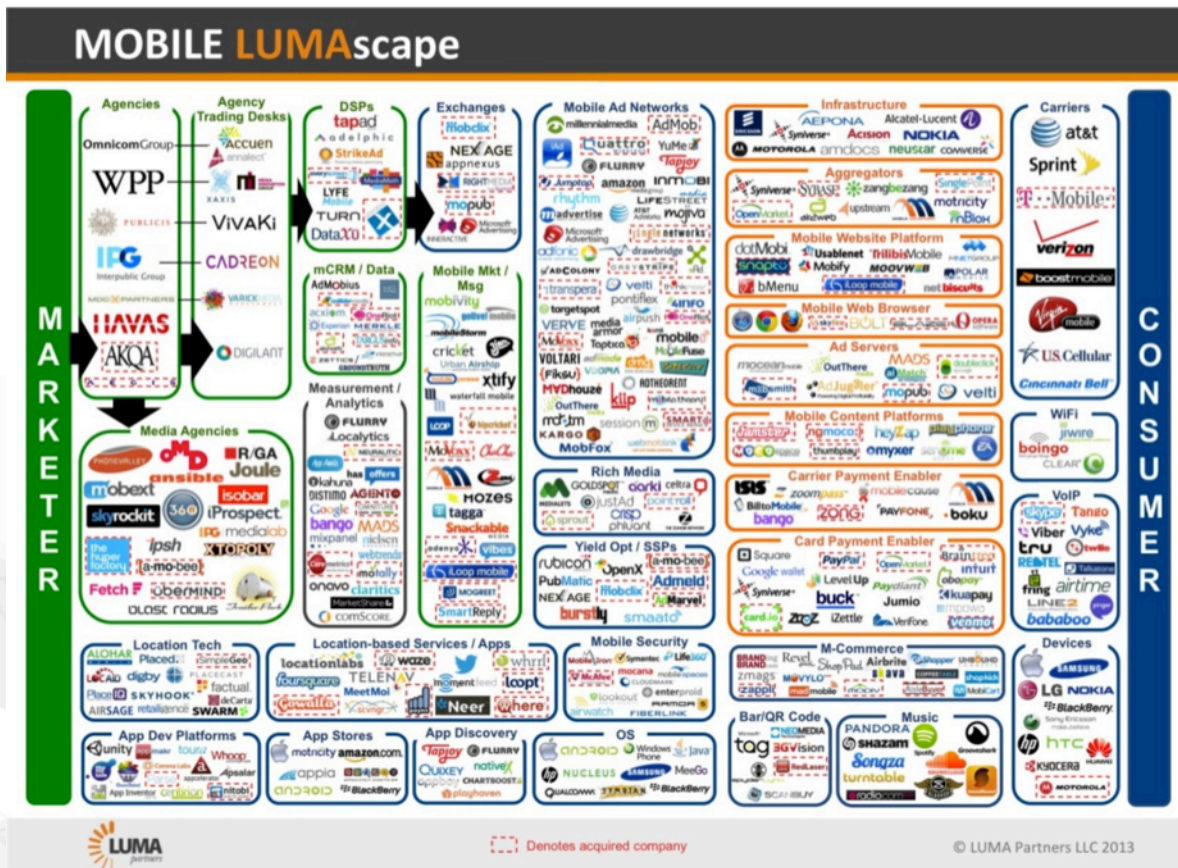Multiple Tracking Methodologies

Multiple Metrics & Data Sources

Multiple Optimization Layers

Multiple Vendor relationships

Multiple Geographies

{Fiksu}

Complex Mobile App Marketing Ecosystem

Key Fiksu Technology

Free·my·Apps®

Discover Great Apps & Games. Get Rewarded.

High Performance App Discovery Network.
Acquire New Users in Volume.

- Superior install volume for top App Store visibility
- Massive social following: 500K Facebook, 360K Twitter
- Offer rewards for downloads or engagement
- Measureable increase in new organic users

{Fiksu}

Key to Successful UA – Cohesive System Approach

Integration ensures accurate metrics, cost-effective acquisition at scale

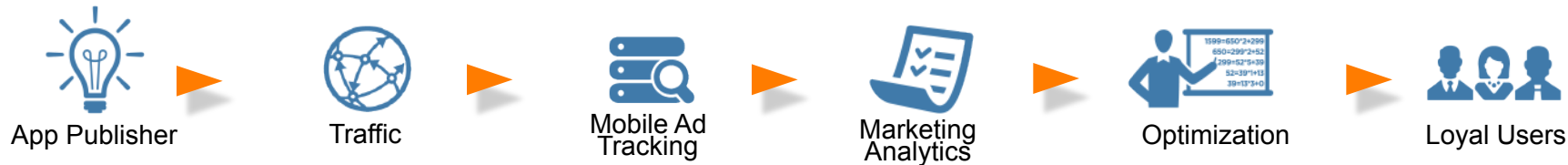Performance optimization is 100% reliant on data

- Real-time optimization drives efficiency
- Continuous learning from each ad displayed

Measuring success

- Consistent measurement for all networks & geographies

{Fiksu}

The App Marketing Food Chain

App Publisher → Traffic → Mobile Ad Tracking → Marketing Analytics → Optimization → Loyal Users

Example sources:

Mobile Banner Ad Networks
- Google
- iAD
- Millennial Media
- Jumptap
- InMobi
- Flurry

Incentivized Networks
- TapJoy
- SponsorPay

Publisher Direct
- Weather Channel
- Pandora

RTB Exchanges
- Mopub
- Nexage
- Smaato
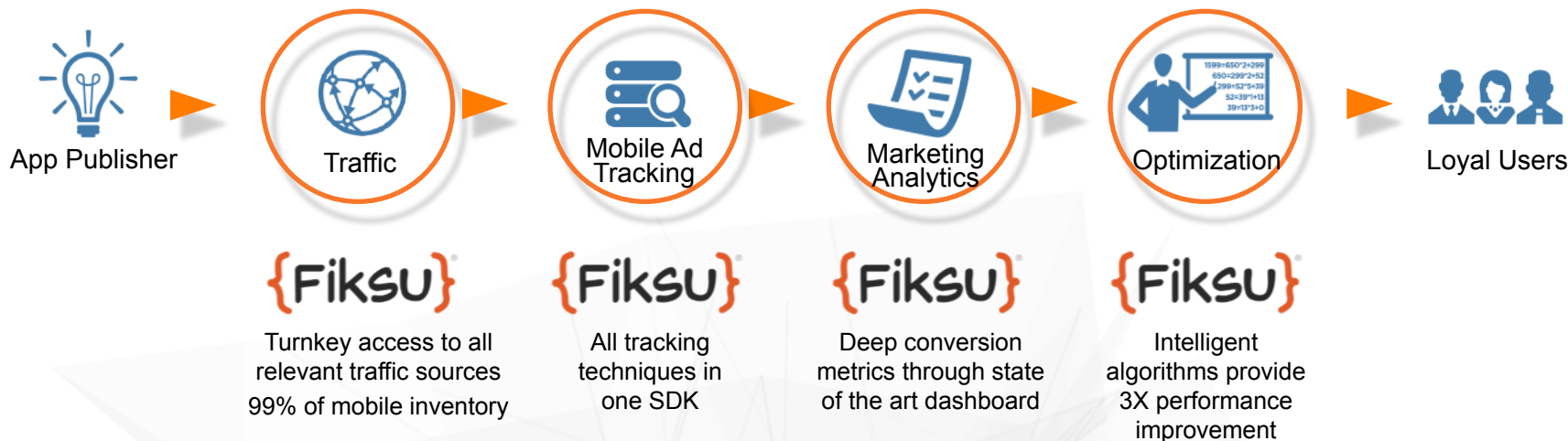
Social Networks
- Facebook
- Twitter

Primary Techniques:
IdFA
Digital Fingerprint
Facebook Identifier
HTML 5
Android Referrer

Larger players:
Flurry
Localytics
Kochava
Kontangent
Apsalar
Google

{Fiksu}

Fiksu Cohesive App Marketing

App Publisher → Traffic → Mobile Ad Tracking → Marketing Analytics → Optimization → Loyal Users

{Fiksu}
Turnkey access to all relevant traffic sources 99% of mobile inventory

{Fiksu}
All tracking techniques in one SDK

{Fiksu}
Deep conversion metrics through state of the art dashboard

{Fiksu}
Intelligent algorithms provide 3X performance improvement

Technologies integrated for better performance
Unified data, consistent methodology
Generates large volumes of loyal users, cost effectively

{Fiksu}

The Fiksu Product Family

Display   DSP   Attribution   Incent   Retargeting   Social

Programmatic Mobile
Demand Platform

The technology backbone that enables
the performance and power of all Fiksu solutions.

{Fiksu}

…Where Rapid Change is the Norm Not the Exception

- Change is Constant

- Network Share Can Change Quickly

- Marketers Need to Be Nimble

- Ability to Quickly Shift Budget to Best Traffic Sources is Key

- Finding the Right Partner Will Help
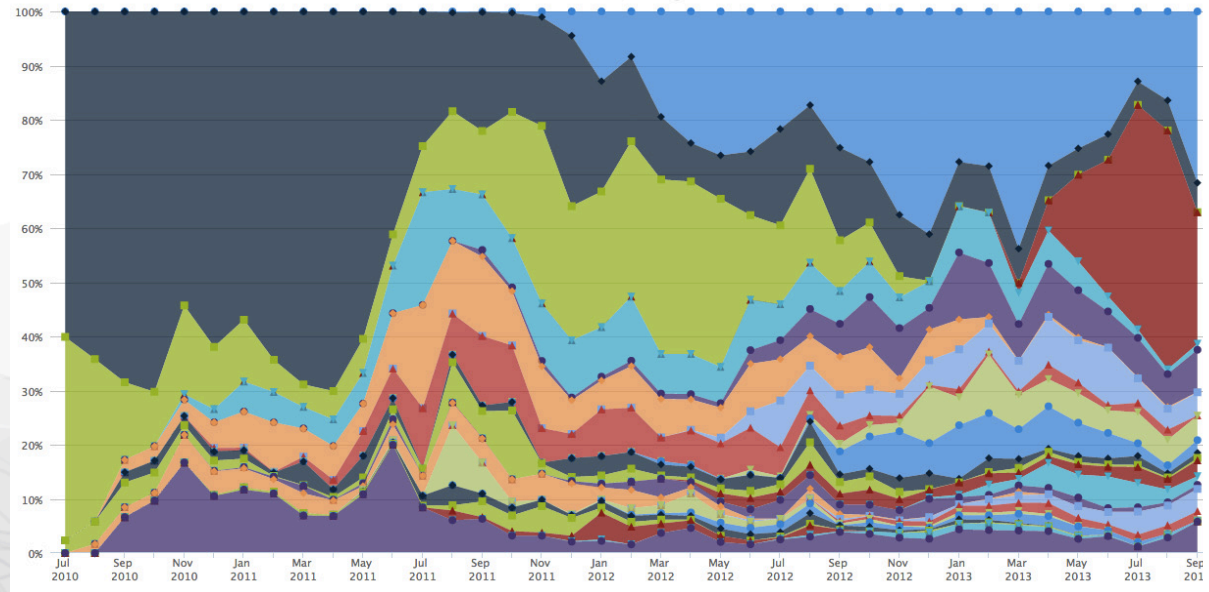
{Fiksu}

Fiksu Managed Solutions
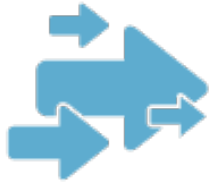
Sustained Acquisition
Find loyal users from across the app marketing ecosystem for the best long-term results

Benchmark
The fastest route to understanding your app marketing costs and opportunities

Chart Optimizer
The proven, dependable way to maximize downloads and visibility through low-cost traffic sources

Lifecycle Engagement
Retain, engage and cross-promote via retargeting and custom audiences

Custom Solutions
Exactly the right combination of technology and services for your specific app marketing needs

{Fiksu}

Benchmark

Quantify your app's marketing opportunities
Campaign across multiple sources; validate performance

Benchmark

Blueprint for success: identify strategies that perform

See where you stand: compare your results vs. the industry

Predictable: fixed price & guaranteed number of downloads

Results: full report with concrete recommendations and next steps

"Fiksu has created a unique platform that brings organization and simplicity to the ever changing mobile advertising ecosystem."
-- Matthew Murphy, Chief Marketing Officer, Lemon

Lemon™

{Fiksu}

Fiksu Service

Managed by experienced team of user acquisition managers

Strategy and Planning

- Drive planning, development, campaign strategies

Execution

- Manage program, regular feedback and reporting

- Best practices guidance and continuous improvement

{Fiksu}

Thank You!

Learn more:

www.fiksu.com/ebooks

Want to talk?

wbohn@fiksu.com

www.fiksu.com

@fiksu

{Fiksu}

END

{Fiksu}