



e-Business World | 26th June 2014
John Doxaras, CEO Warply

Used by all the major players



and there are more...

Warply platform: access to premium Greek publishers

1M
UNIQUE DEVICES

50M
IMPRESSIONS



Ant1 TV app



Athinorama



Gazzetta



Naftemporiki



Πρώτο Θέμα



Skai



Xe.gr



Sport24



Click@life



Sintages tis pareas

FIG.1

*Native App
Landscape*



FIG.2

*Mobile Web
Landscape*



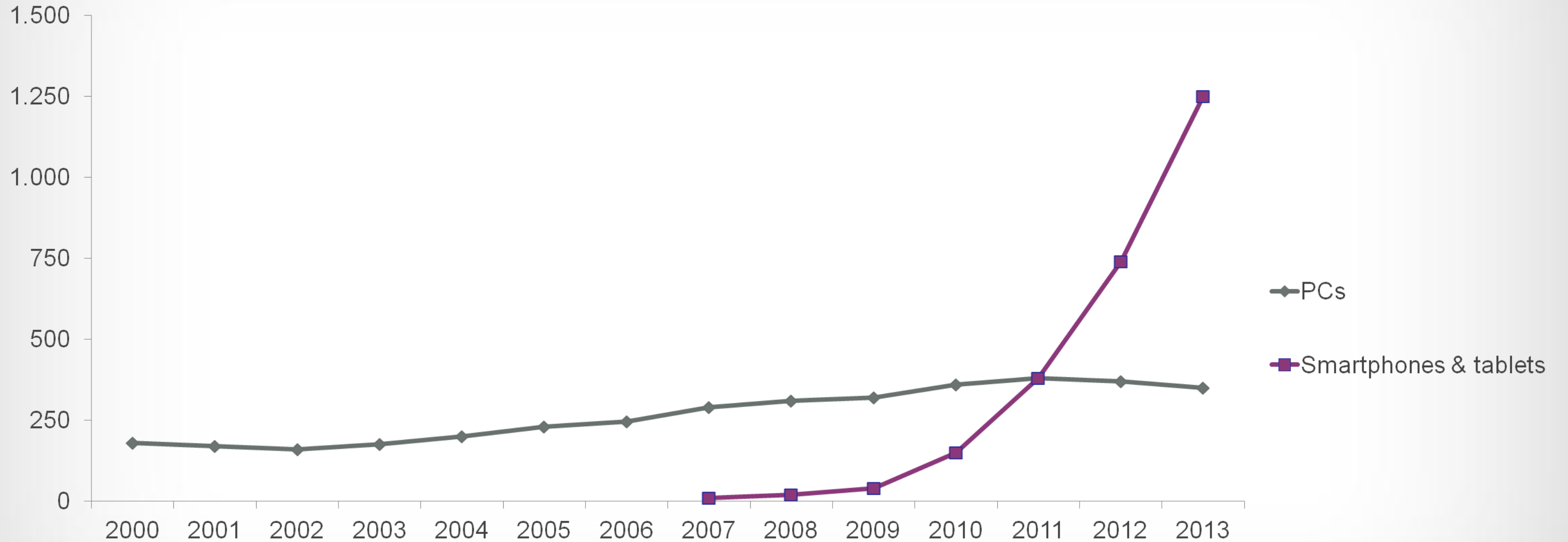
SHAPE

ATHENS voice .gr

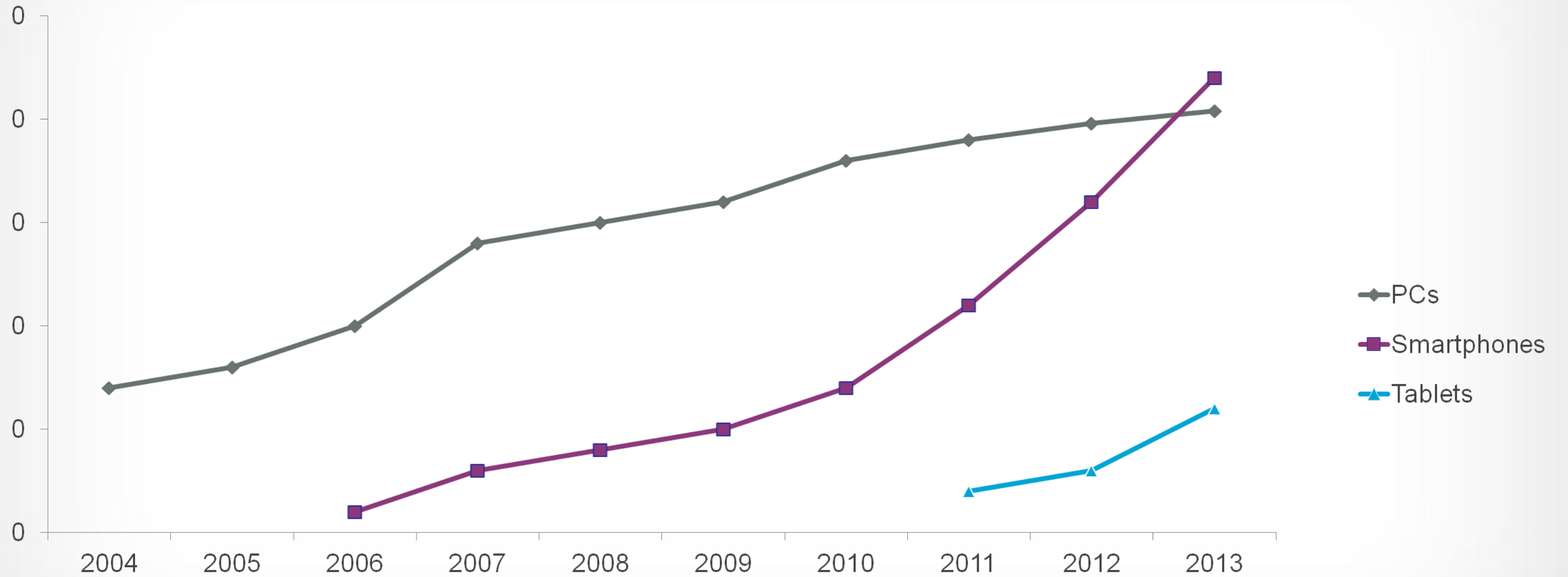
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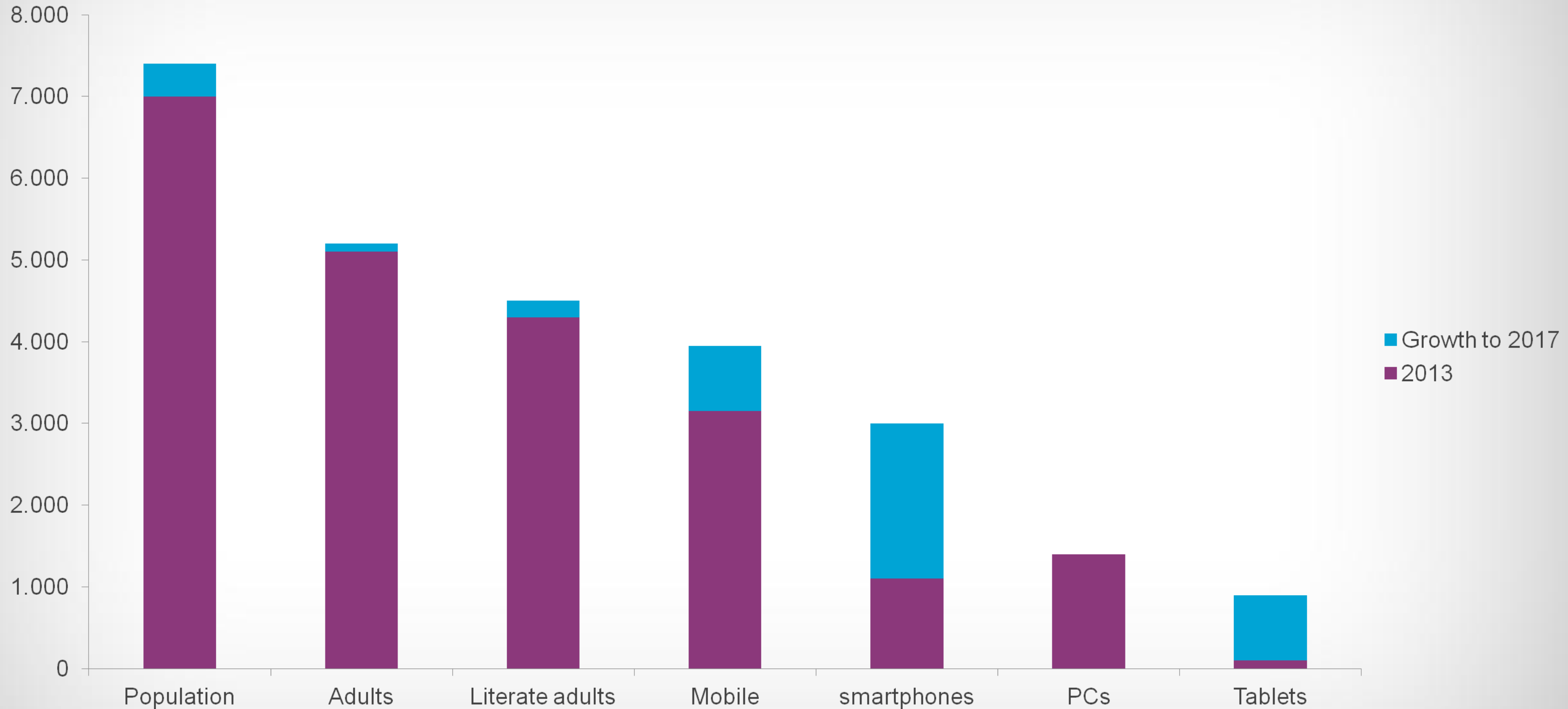
Digital snapshot: annual device sales



Digital snapshot: device penetration



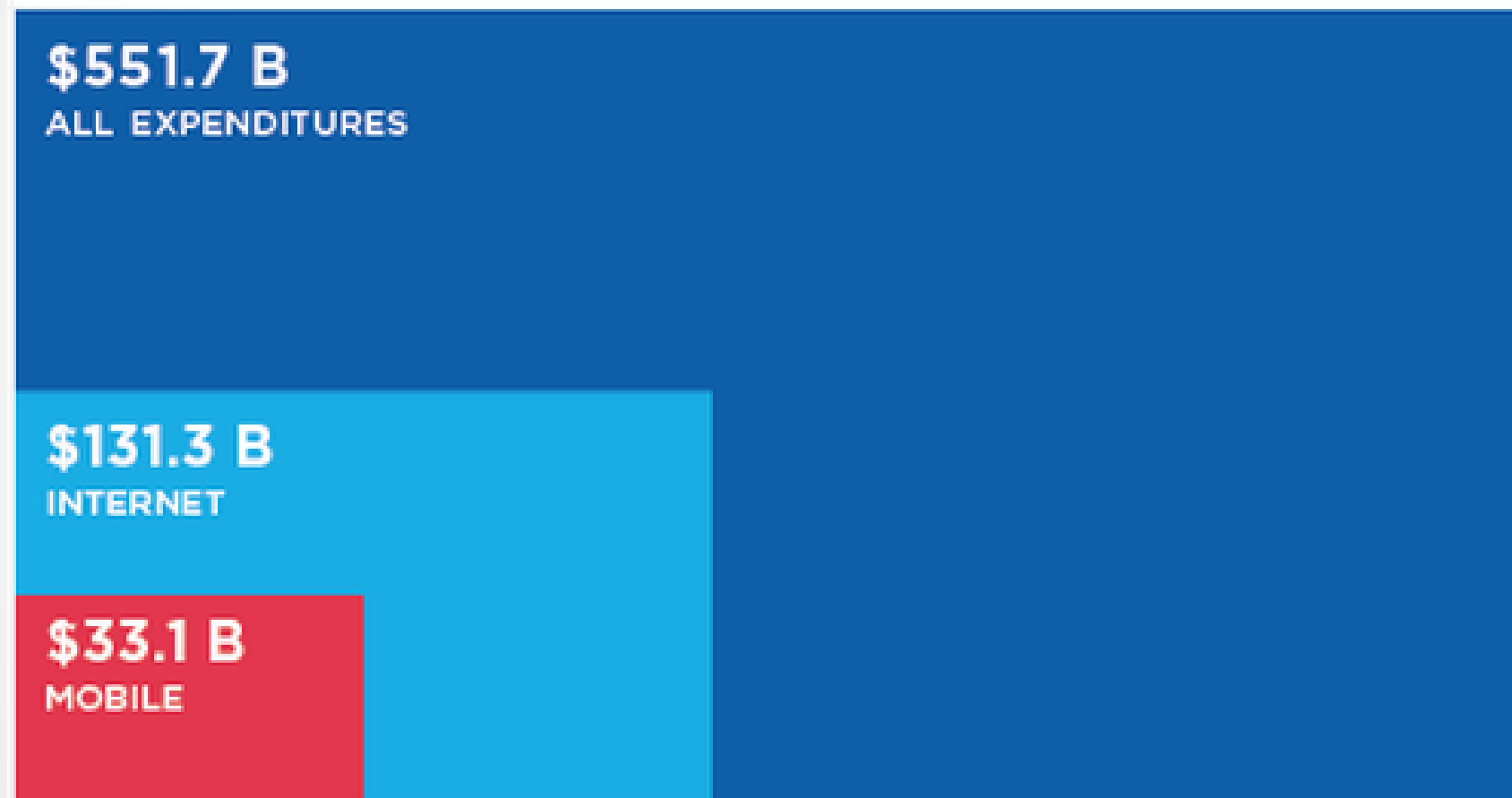
Digital snapshot: the world in 2017



Mobile is where you need to invest

GLOBAL MOBILE AD SPENDING PREDICTIONS

By 2015, total mobile ad spend is predicted to be \$33.1 billion.



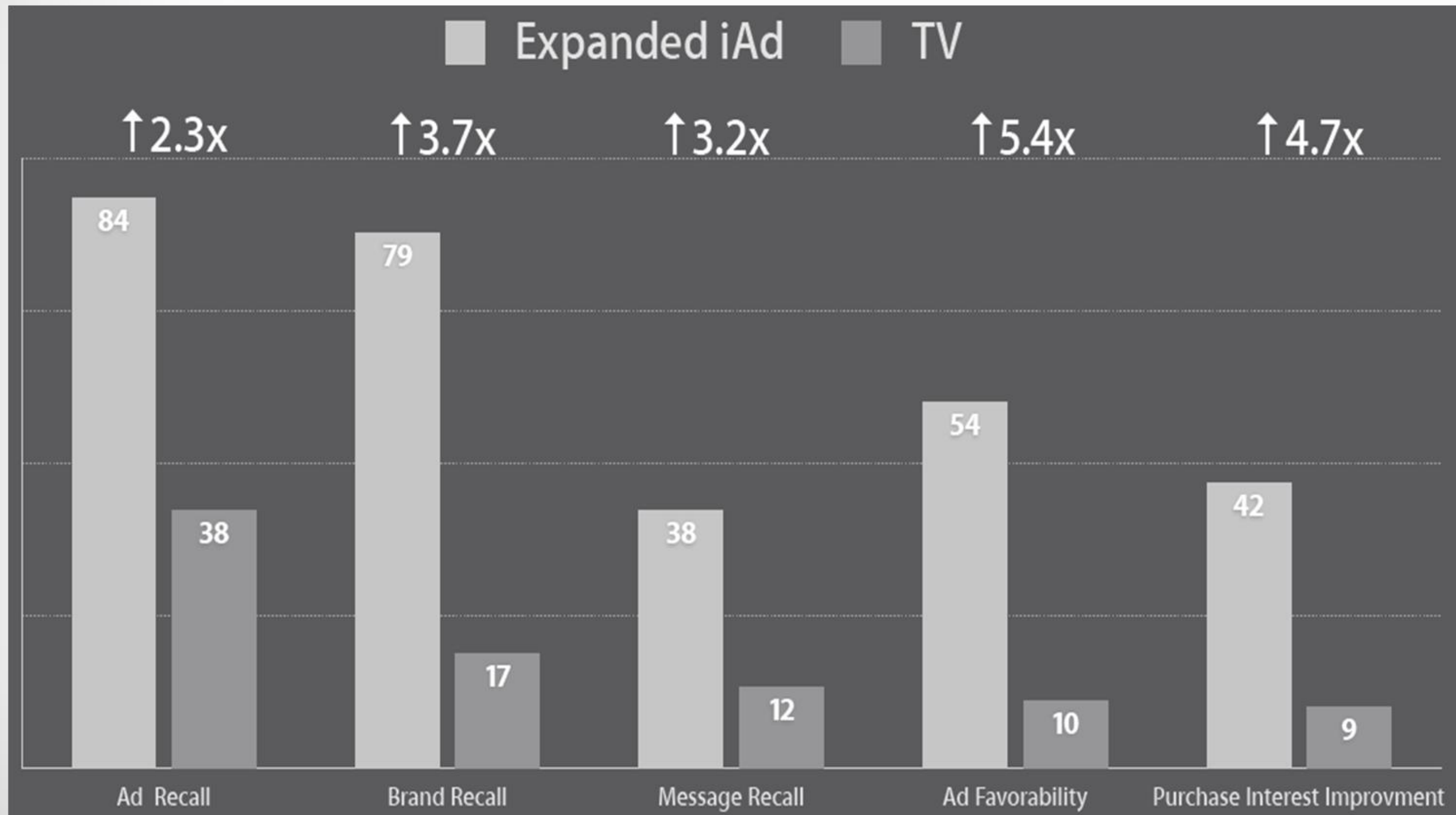
Source: ZenithOptimedia, "Advertising Expenditure Forecasts" 2013

Mobile usage
doubled
globally 2013
→ 2014!

% of Global Media Usage	2013	2014	2015 (est.)
Mobile	15%	25%	40%

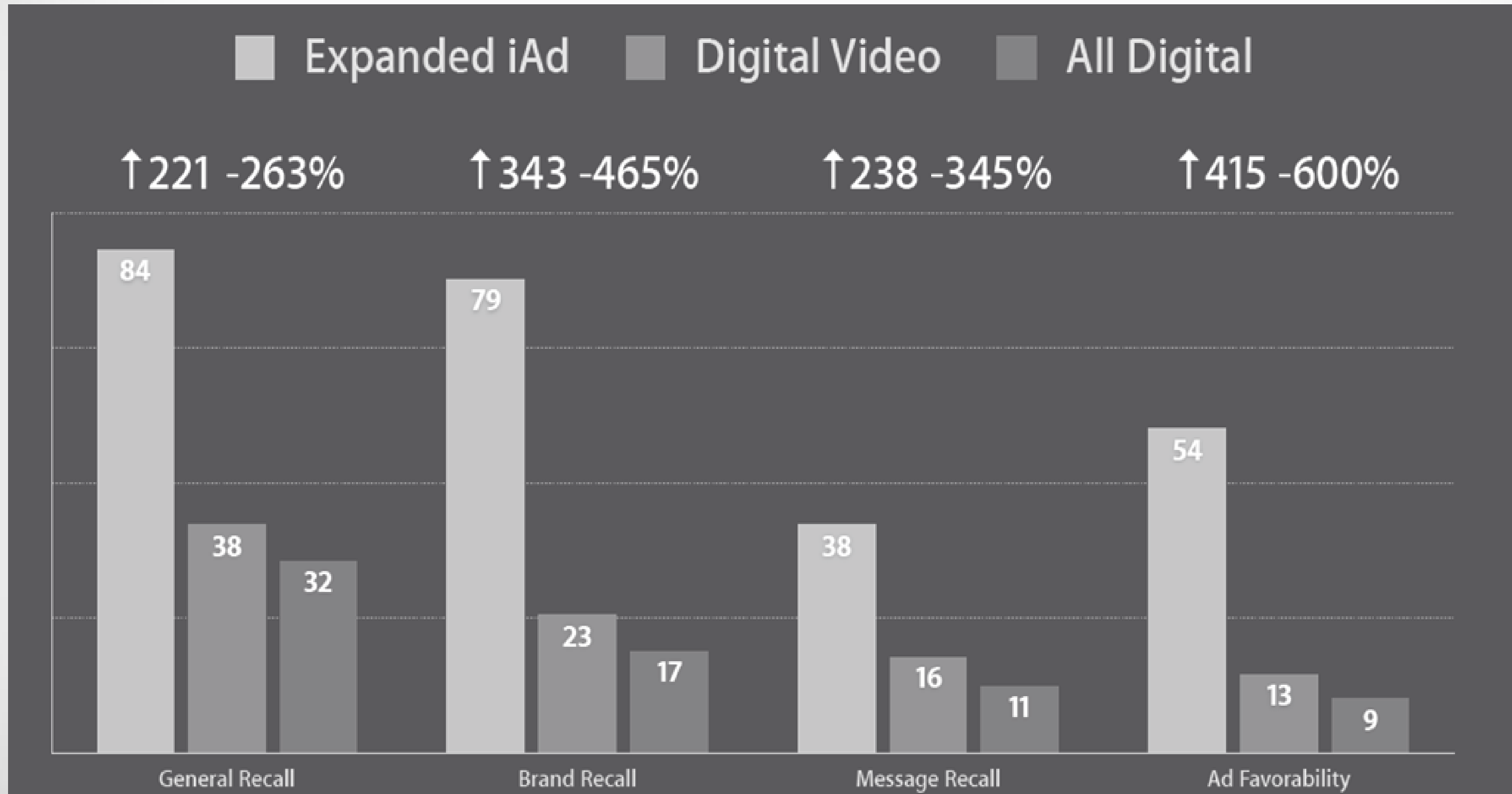
Source: KPCB, "Internet Trends 2014"

Mobile outperforms TV



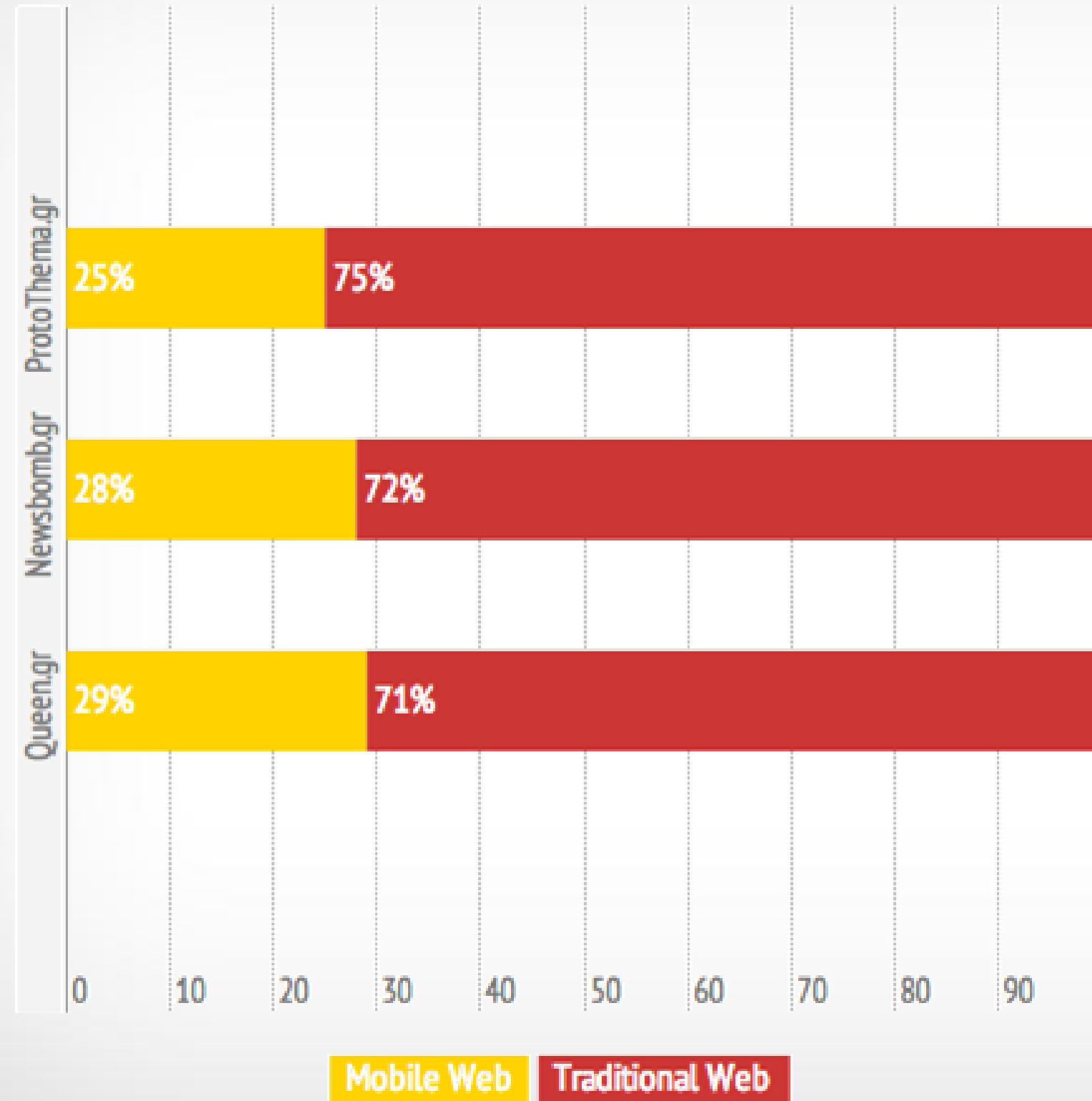
Source: TV Standard Ad Sources: Nielsen IAG

Effectiveness



Source: Nielsen IAG, category (40 measured brands)

Mobile is where you need to invest



1/3 of all
Greek
Internet is
Mobile!

Digital landscape: Greece

10.771.967

Total population



Urban

Rural

6.029.983

Internet users



Internet penetration

4.400.000

Active facebook users



Facebook penetration

13.354.000

Active mobile subscriptions



Mobile subscriptions
penetration

Greece smartphone usage

Smartphone usage as a percentage of total population

48%

Smartphone users searching products via their phone

94%

Smartphone users searching for local information via their phone

85%

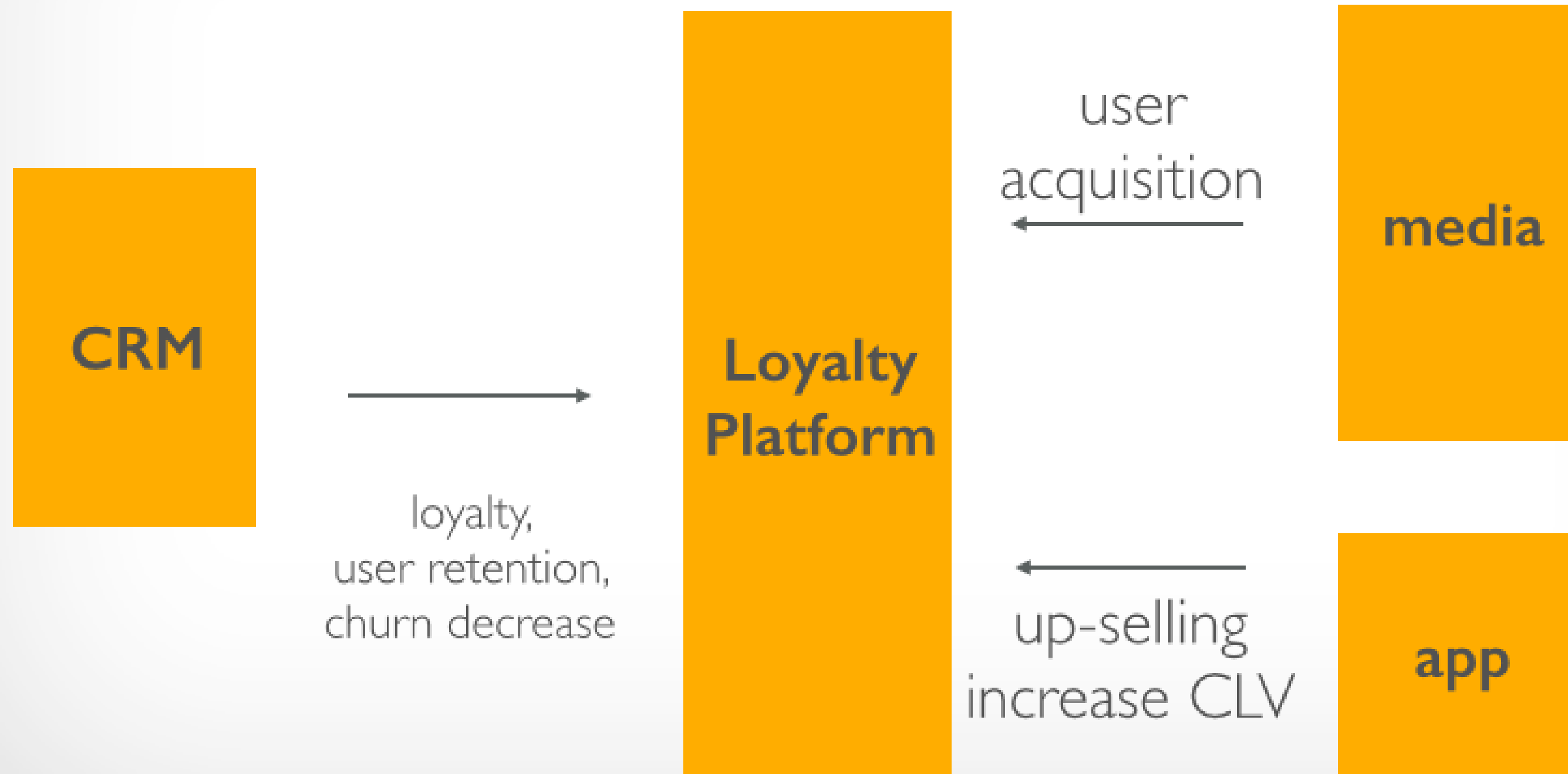
Smartphone users who have made a purchase via their phone

32%

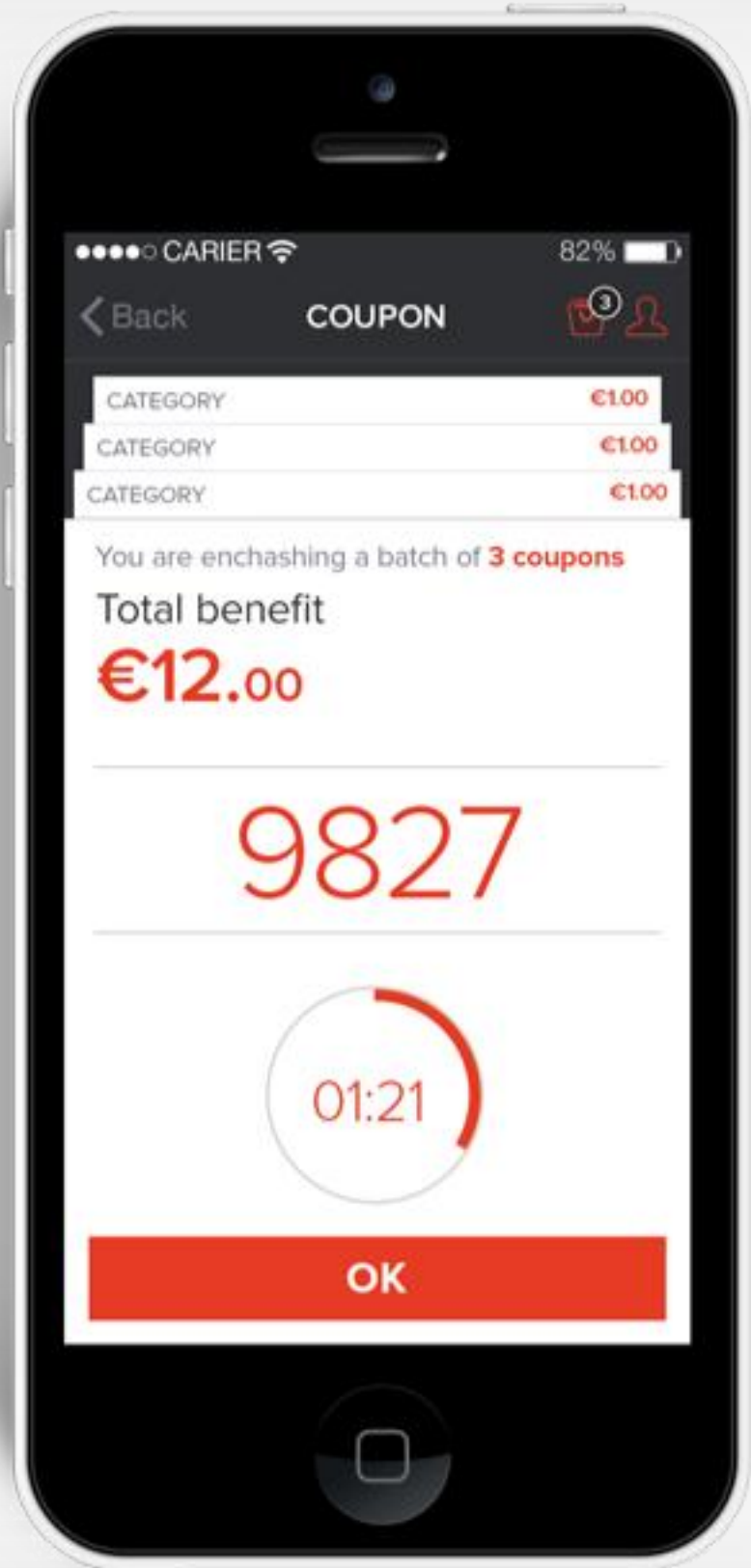
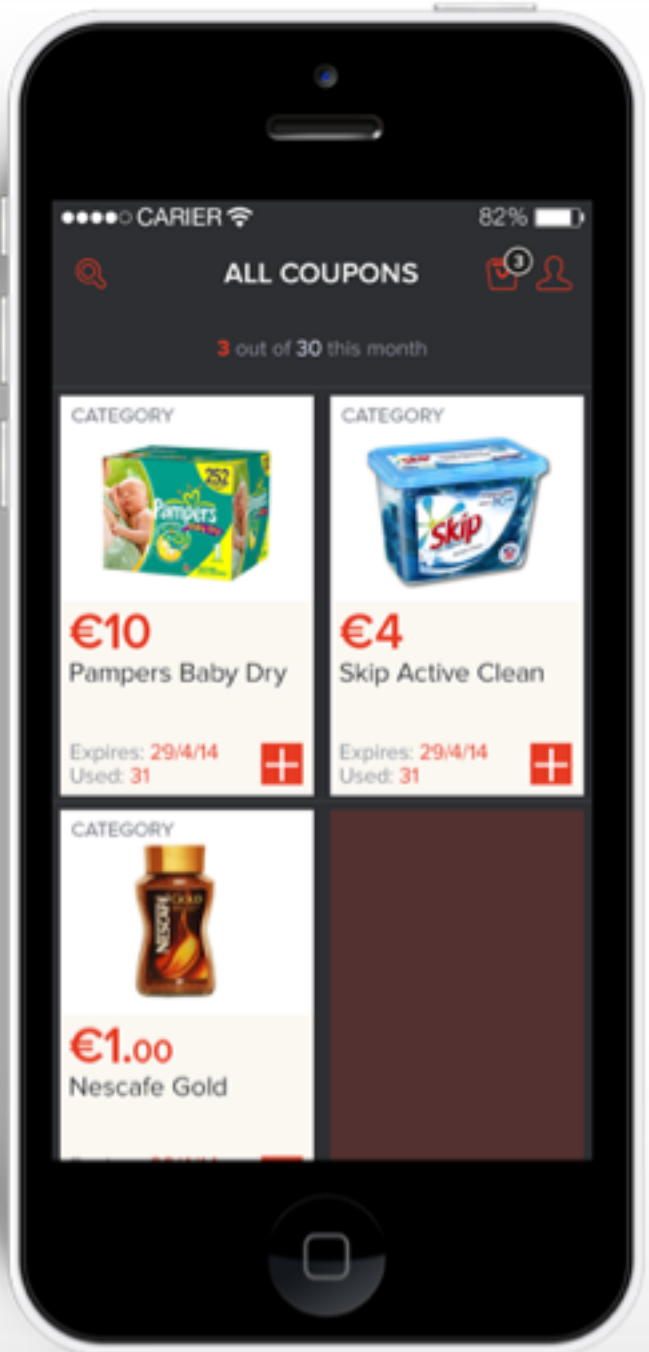
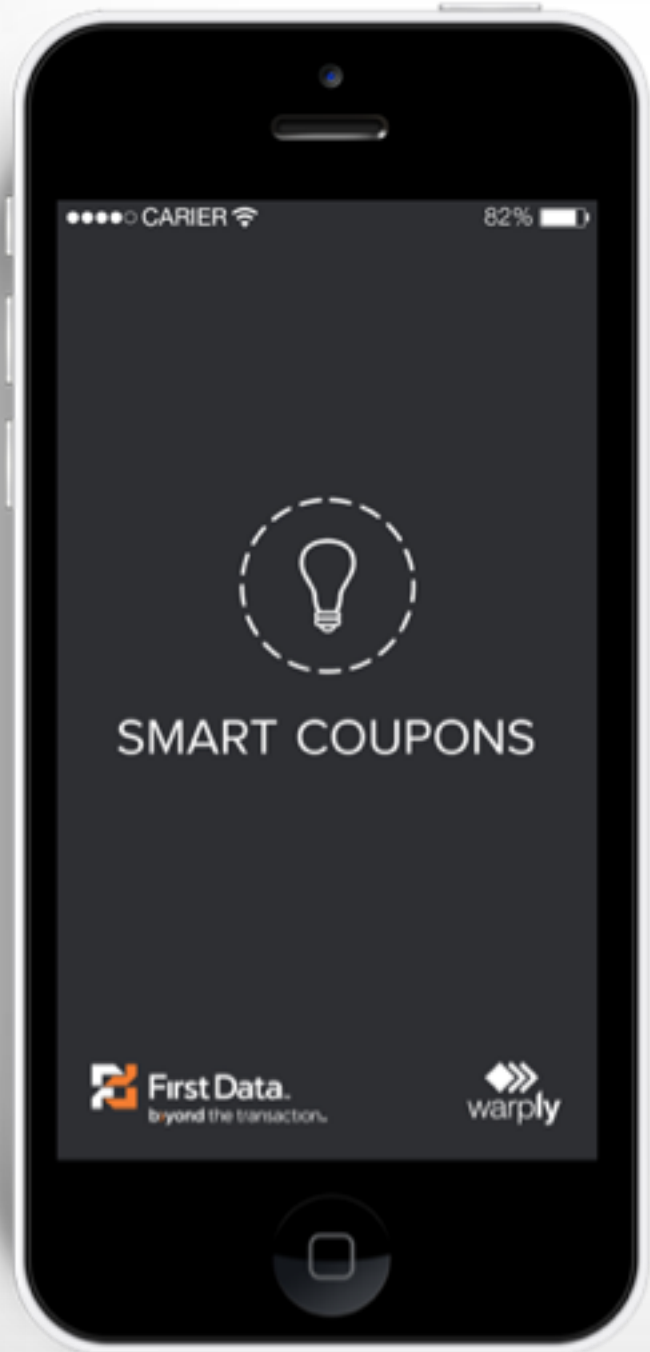
Percentage of mobile subscriptions that are 3G connections

45%

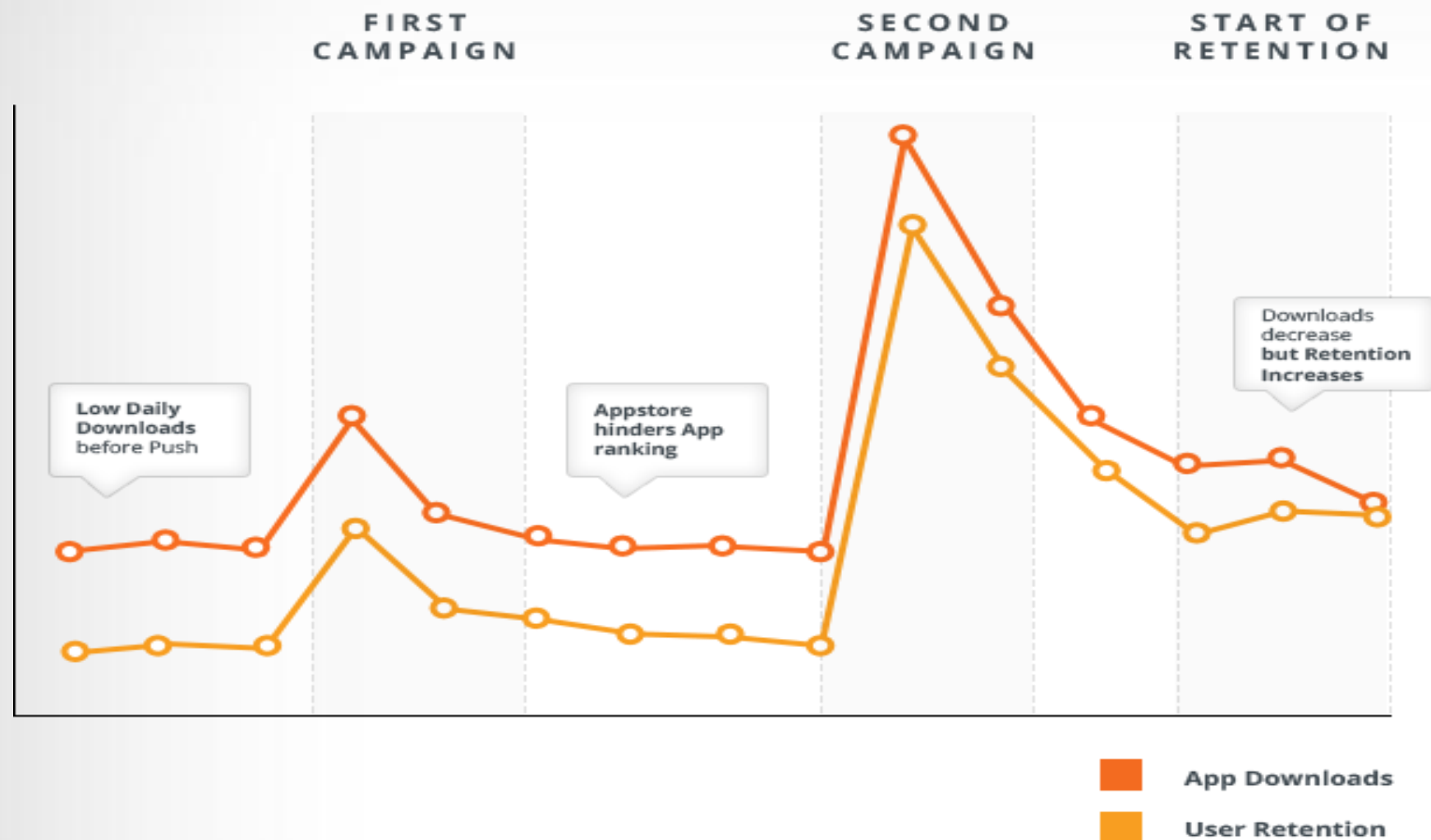
Successful Mobile Strategy



Coupons



The user acquisition issue



saturated and overpriced: your competitors are games, fortune 500 companies that monetize mobile and more games (CPA > \$2.5)

adverse selection problem: apps are only selling clients monetize the less, so in return you are buying users that provenly don't spend

targeting and traffic quality: traffic acquisition and user tracking systems are fragmented and hard to monitor

acquisition strategy: think of bursts that will help you rise on ranking and get organic downloads

The mobile user retention problem

Solving it, should be your 1st Mobile App Strategy

Retention is one of the biggest challenges of mobile apps today, as
“76% of people stop using them
three months after install”
“Only 4% of users keep using an app
after a year of download”

“
Day1: 35~45%
Day7: 20~25% (more than half of Day1)
Day30: 10~15% (more than 1/3 of Day1)



Ken Asakura, Mobile app marketing agency... [\(more\)](#)

In an answer to Mobile Applications: What are good user retention metrics for a mobile news app? · 28 Aug



Months Since
User Acquisition

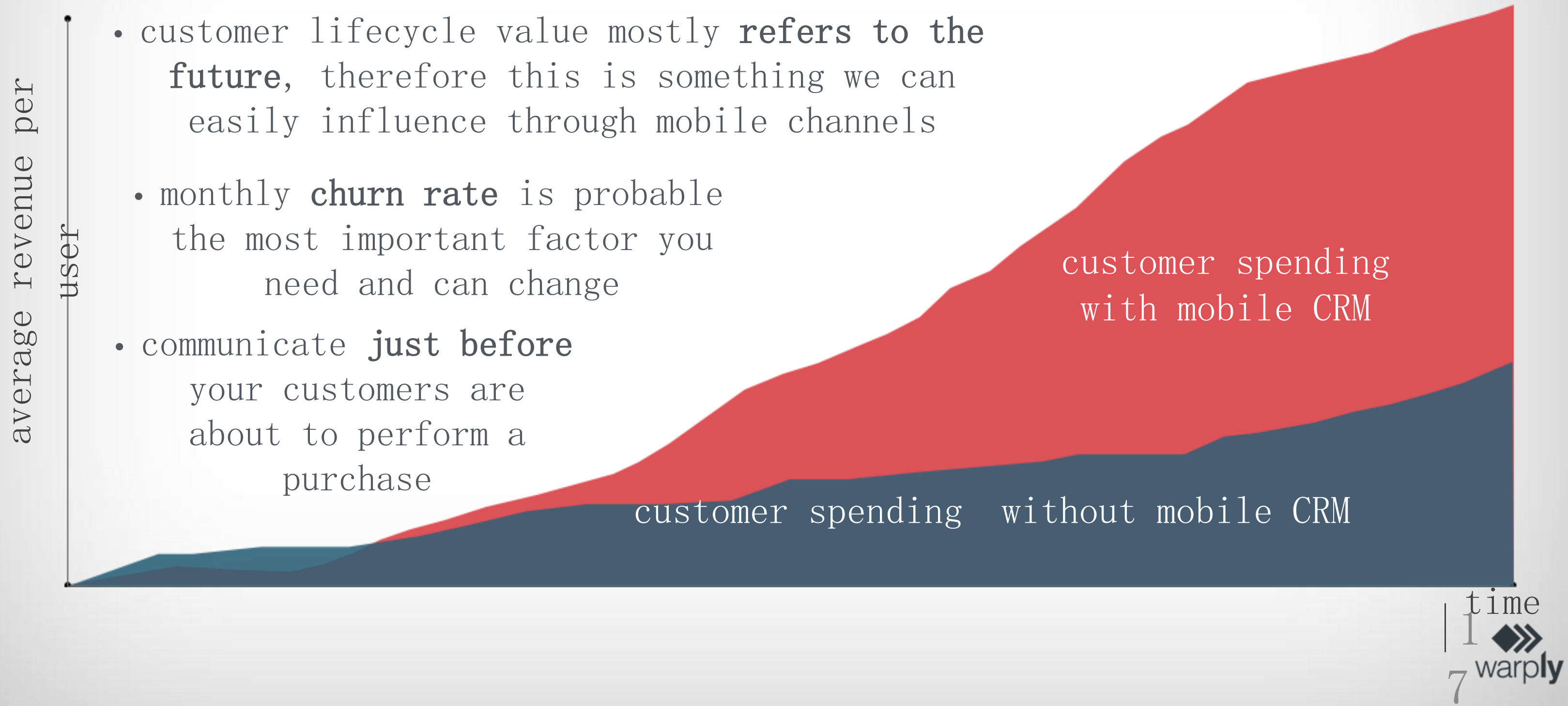
iOS and Android User
Retention



source:

blog.flurry.com

The monetization potential



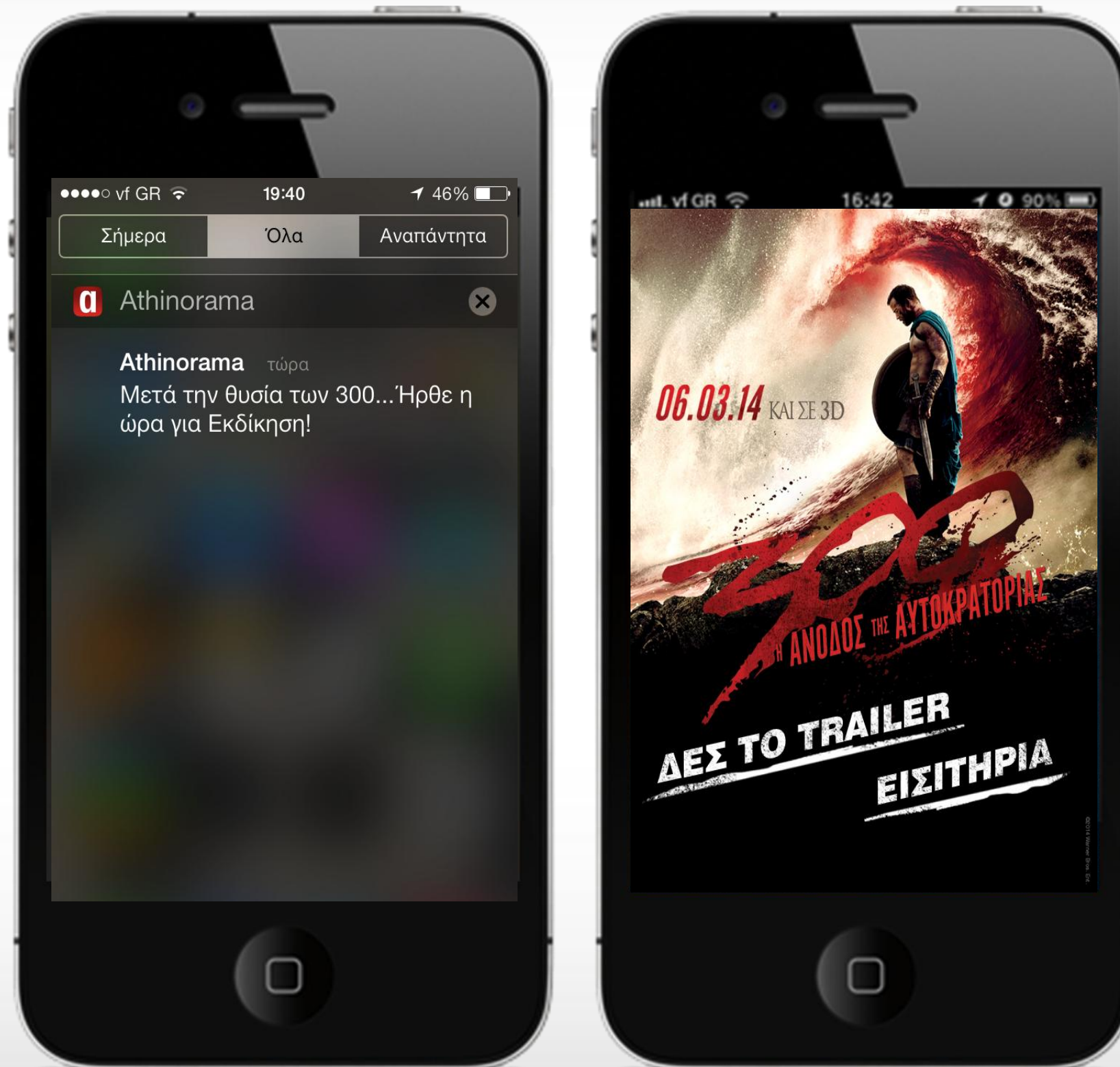
The only formula you need to know

CLV > CPA

** Customer Lifetime Value*

** Cost Per Acquiring
a new Customer*

Campaign | Village Cinemas



Campaign | OPAP



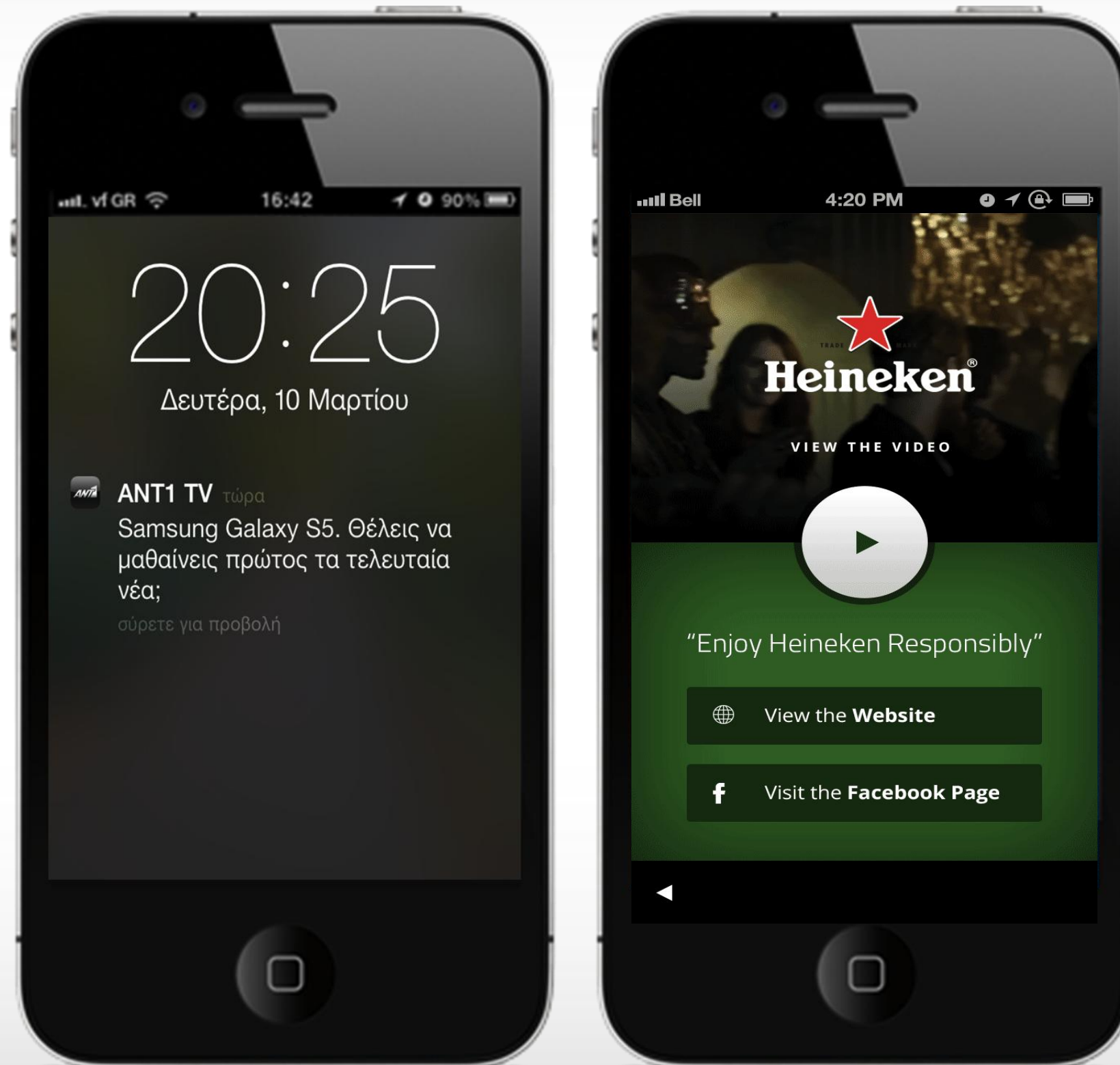
Campaign | Samsung S5



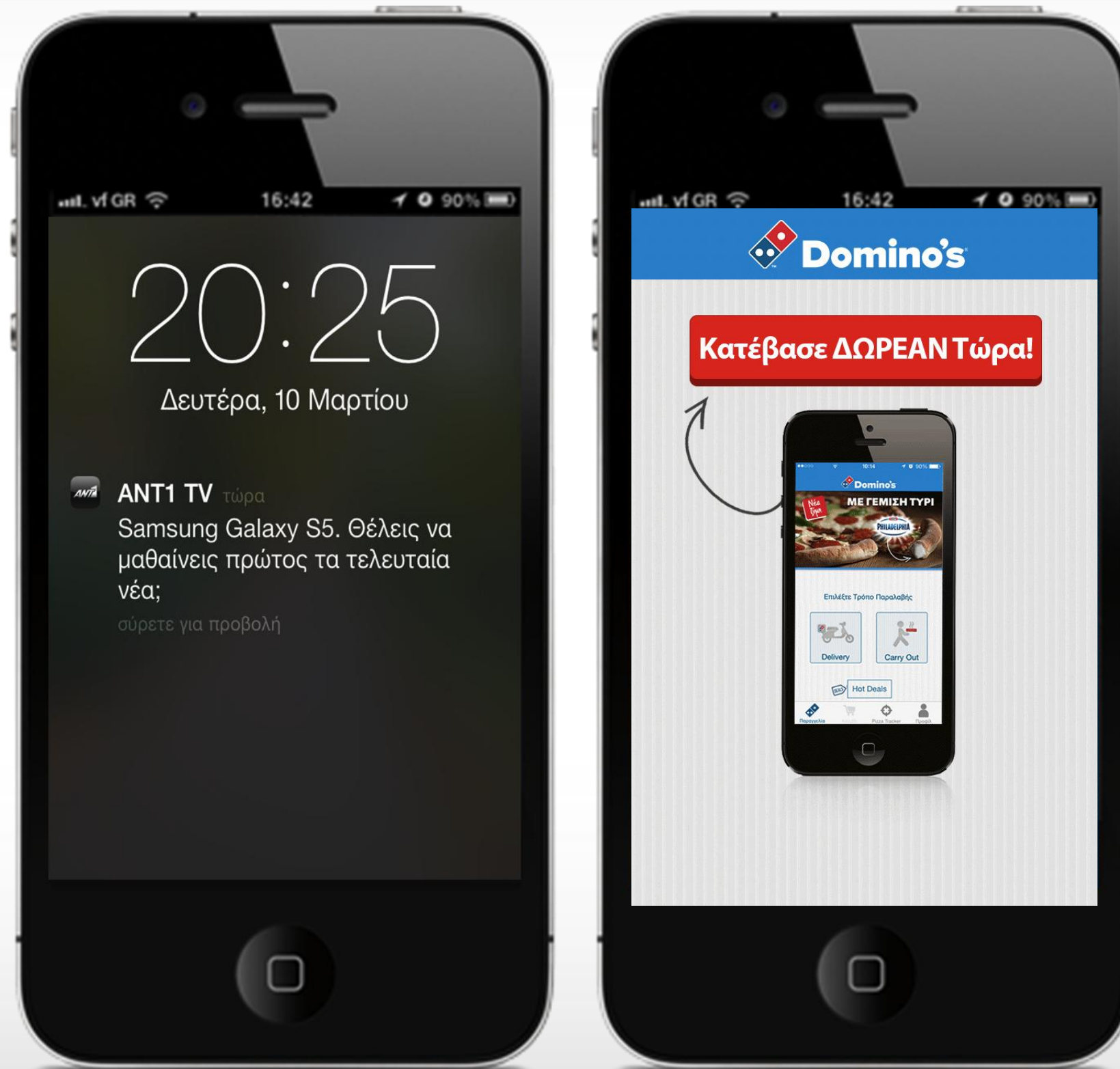
Campaign | Lufthansa



Campaign | Heineken “Enjoy Responsibly”



Campaign | Domino's Pizza



A new standard for engagement & monetization



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CEO

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Go Ahead, communicate with your clients
in their context!

visit us: <http://warp.ly>

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