

360liDev

Dead App Walking

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Marketing on the iPhone According to: Beef Jerky, Fake People, Chocolate and Email

- Can They Smell What You Got Cookin'?
- Stopping & Staying Power
- Third Time's a Charm
- Even if I Could Hear You I Don't Care
- Get by with a Little Help from Your Friends
- Tell Me All About It
- Freetards
- Dude, Keep that Sh!t to Yourself
- I Thought You'd Never Call Me Back
- The Wisdom of Crowds?

Missouri

What is Loopt?

loopt

-  **Social mapping service** revolutionizing the way we use mobile phones to connect the people, places and events around us
-  **Market Leader** supporting 100+ devices on all major US carrier and reaching hundreds of thousands of mobile users
-  **Product leader** with award winning social mapping service supporting the most popular, advanced platforms
-  **Sequoia Capital and New Enterprise Associates** backed company, the same investors that funded Google, Yahoo!, Apple, YouTube, TiVo, etc.



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Leading Social Mapping Service

loopt

- **Connect** with friends and see where they are
- **Discover** places and events nearby



- **Share** geo-tagged photos & comments
- **Link** with Twitter, Facebook & MySpace
- **Meet** new people

Supporting 100+ devices across all major carriers and platforms!



metroPCS



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2) Measure Everything

1) Listen to the Community



3) Bring them in-house

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User Adoption: Partner Support

**Deck Placement | Preloads | TV Commercials | Web Promotion
Print Ads | Event Integration | In-store Rep Training**



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User Adoption: Viral Features

Grow Organically or Die...

Loopt Link



scooter77018: Back in Houston! in Houston, TX <http://loopt.us/WHdyEw>
6 minutes ago from Loopt · [Reply](#) · [View Tweet](#)

facebook

Friends Inbox



Evan Tana : Morning hoops @ Gym, via Loopt: Where It Is - 10 ho

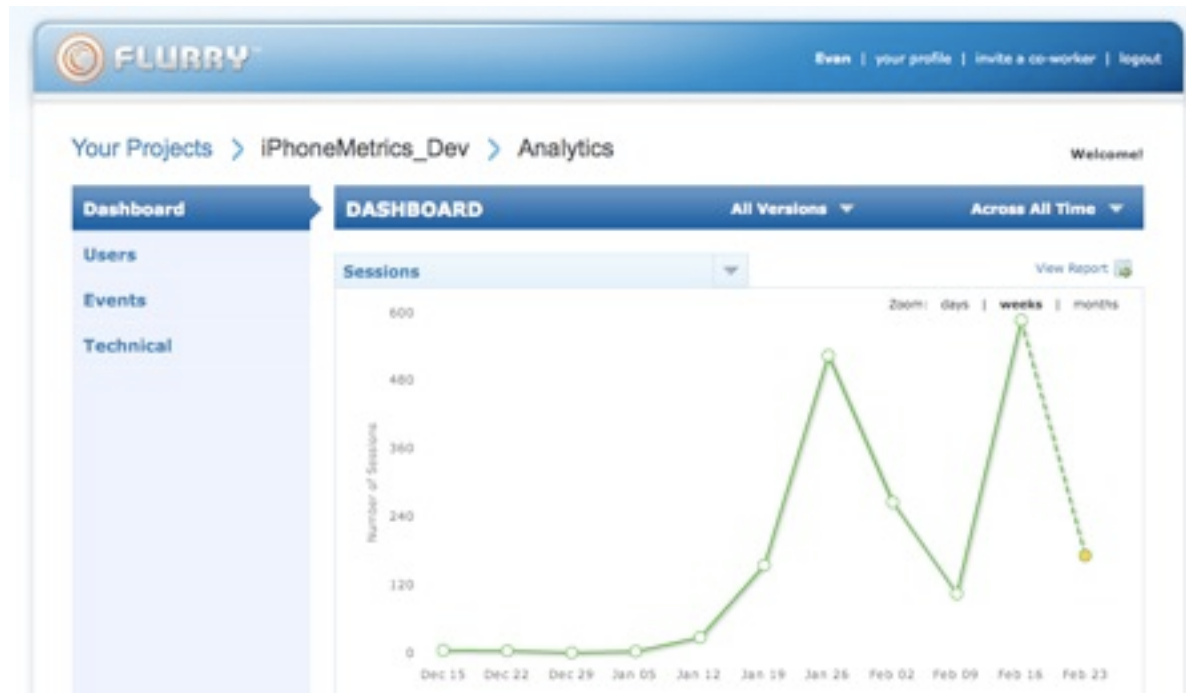
Invite-a-Friend



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Why we chose Flurry?

- In-app logging fills gaps that server logging can't
- Most advanced web dashboards
- Support across multiple platforms
- Willingness to work directly w/ us



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Flurry Event Logging

Event logging? Log everything. For example...

Map Navigation



Calls-to-Action



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AppStore Pitfalls

“Don’t become a Zombie App”



Digital Chocolate Snapshot

- **Founded and led by Trip Hawkins**
- **Mission: World leader in Omni-Media Gaming “Next Bn Gamers”**
 - **Mass appeal including self-declared non-gamers**
 - **Multi-platform**
 - **Simple, social, viral**
- **Differentiators**
 - **Original IP**
 - **Internal studios & operations**
 - **Proprietary technology**
 - **Highest quality ratings**
- **Four global locations**
 - **San Mateo**
 - **Helsinki**
 - **Barcelona**
 - **Bangalore**

Disruption by the AppStore

- **Meritocracy “proving grounds”**
- **Voracious free trial consumption**
- **Lightning-fast discovery, viral as pink-eye**
- **Customizable merchandizing/pricing**
- **Powerful Rating System**
- **People spend money!**

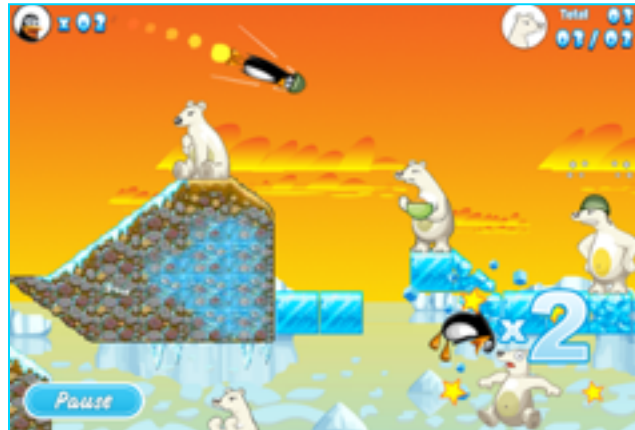
THE PERFECT STORE...

Digital Chocolate iPhone Games

Chocolate Shop Crazy



Crazy Penguin CATAPULT™



TOWER BLOXX™ Deluxe



- Two for three #1 Apps
- Most reviewed App in AppStore history
- More to follow...

Don't be a Zombie App

- Above all, deliver a quality gameplay experience
- Size Matters!
- Less is more...
- Build your brand attributes
- Optimizing Trial vs Paid
- iConsumers are savvy
- Don't clutter, would you buy your own App???
- Would you drive 100mph at night with no headlights?!

GET METRICS

Instrumentation for success

- **Reviews are useful, but can also mislead...**
- **How many users bounce the first time?**
- **How many users show buying interest?**
- **What's your true daily conversion rate?**
- **How many times do they play your app a day/week/month?**
- **For how long do they play? What's their exit point(s)?**
- **How often do they get through to Level 3? 10? 30?**
- **What categories work best for your app? What price?**

Why Flurry?

- **Excellent dashboard display**
- **Deep mobile background**
- **Easy, modular, non-intrusive drop-in API**
- **Flexible, joint-effort feature roadmapping**
- **Not just a metrics focus, but a Publisher focus**

DIGITAL
CHOCOLATE
Seize the Minute.



Panel Q&A