JustDice GmbH

An analysis of the business
for the Year 2022
by
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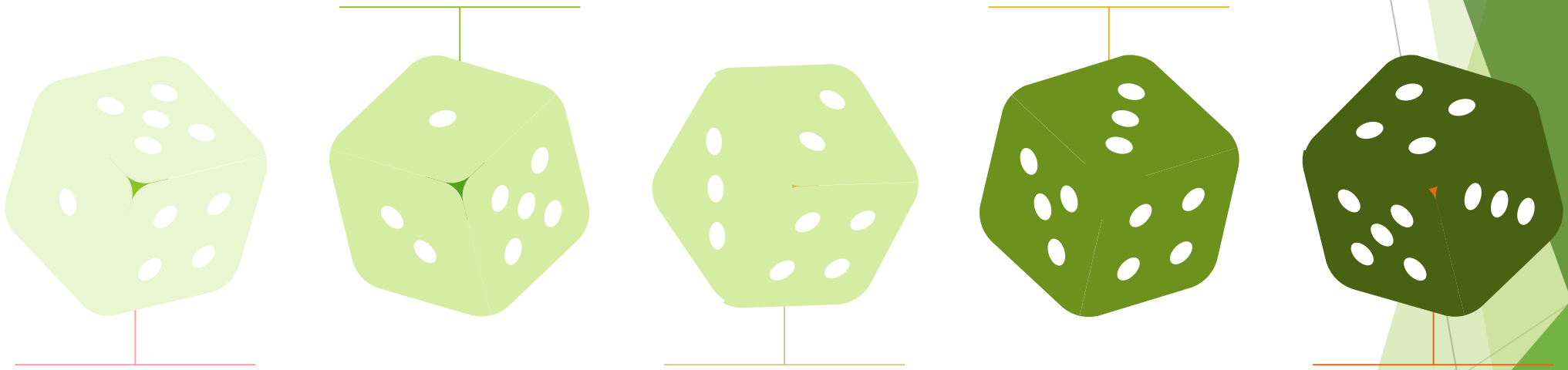
Agenda

2. Key Metrics

4. Findings



1.Introduction

3. Financial Summary

5. Conclusion

Introduction

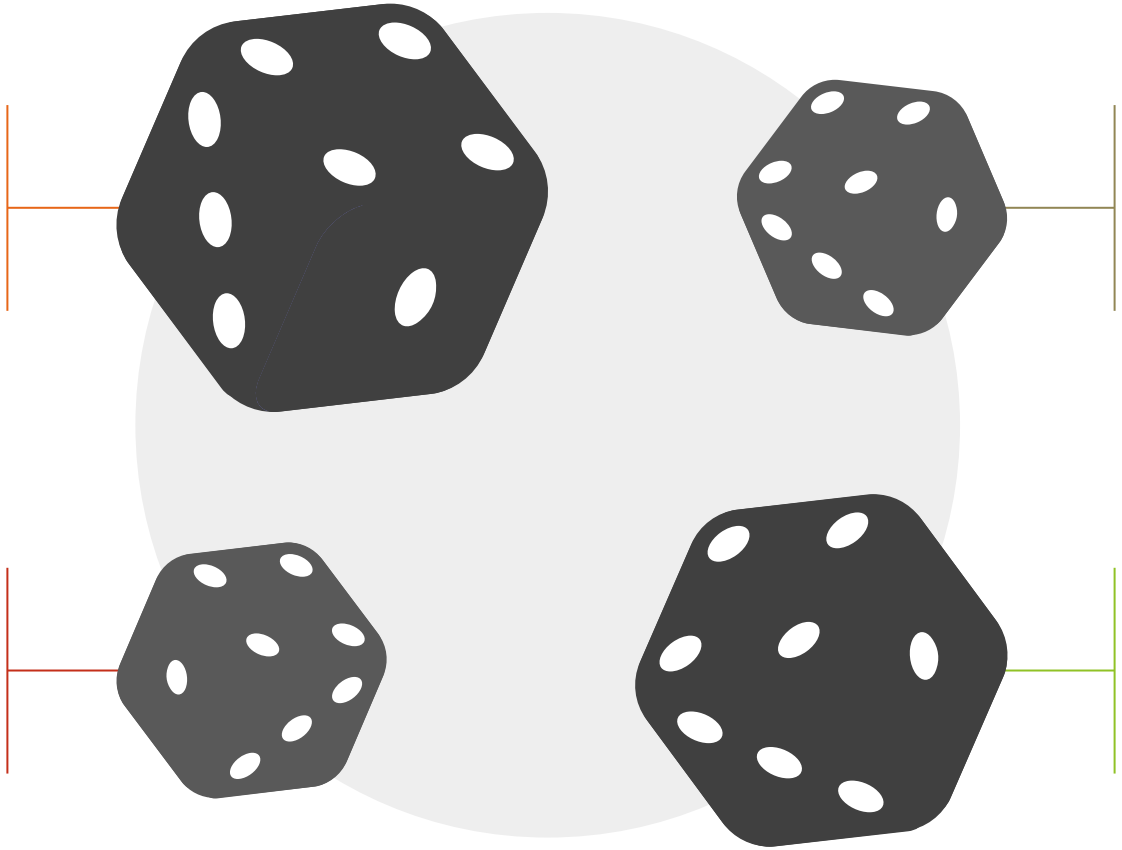
"We aim to continue building the best rewarded mobile experiences while simultaneously trailblazing the industry! Infusing our products with our honest play-and-earn approach, we have no plans to slow."

—JustDicers

Key Metrics

App Revenue
This is a key metric specifying the value generated from app installs.

App Installs
This accounts for the number of apps installed only. It does not account for active users of those apps



Advertising
Accounts for the cost incurred in advertising our apps and impact of those ads

Payouts
A key metric quantifying the financial benefits and incentives users gain from installing our apps

216.89K

Total number of installs

254.08K

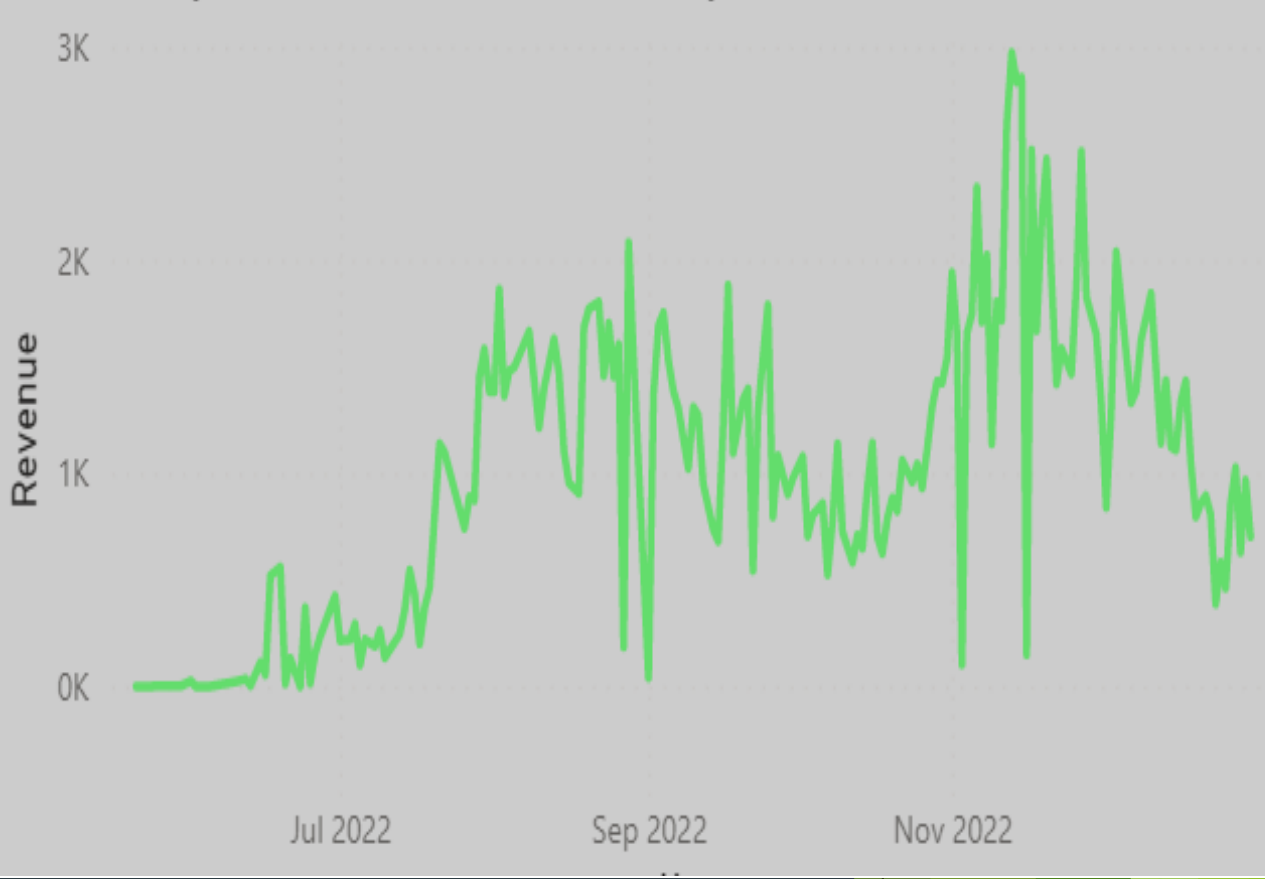
Total spent on advertising($)

190.47K

Total revenue from app installs ($)

62.32K

Total payouts ($)



Financial summary

- The year under review

Findings

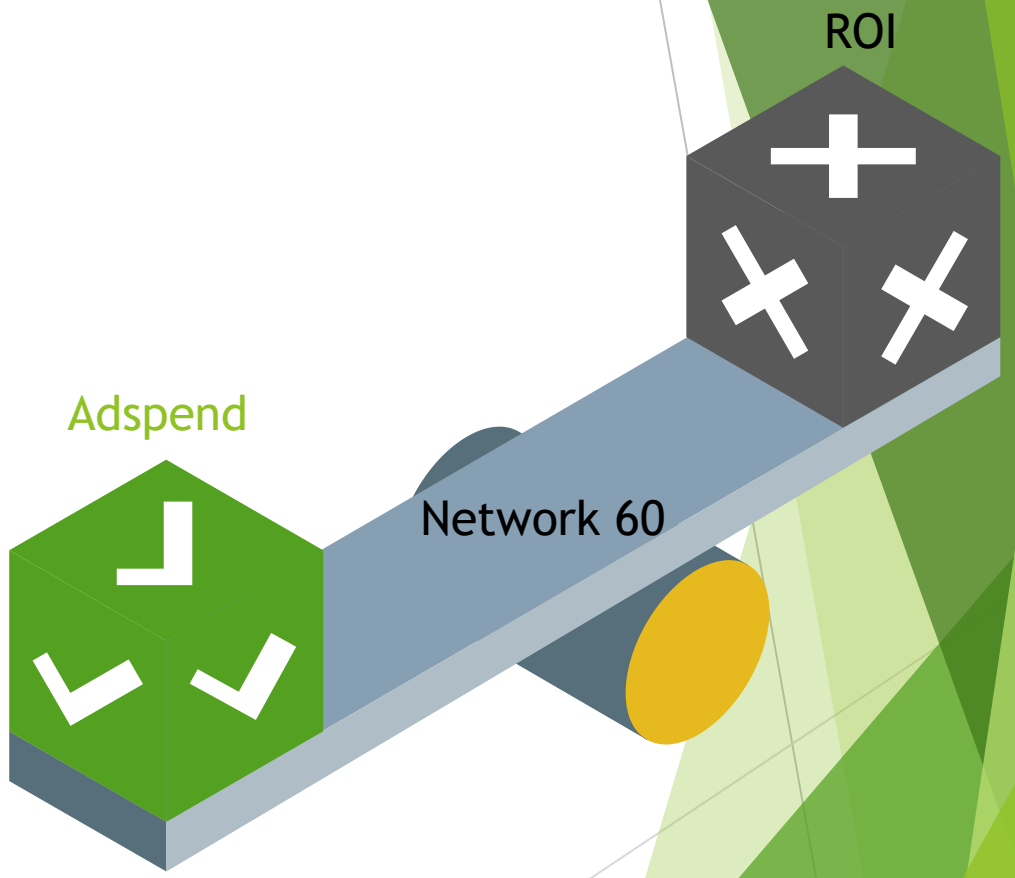
Advertising – The Imbalance

From an analysis of the adspend data it was observed that…

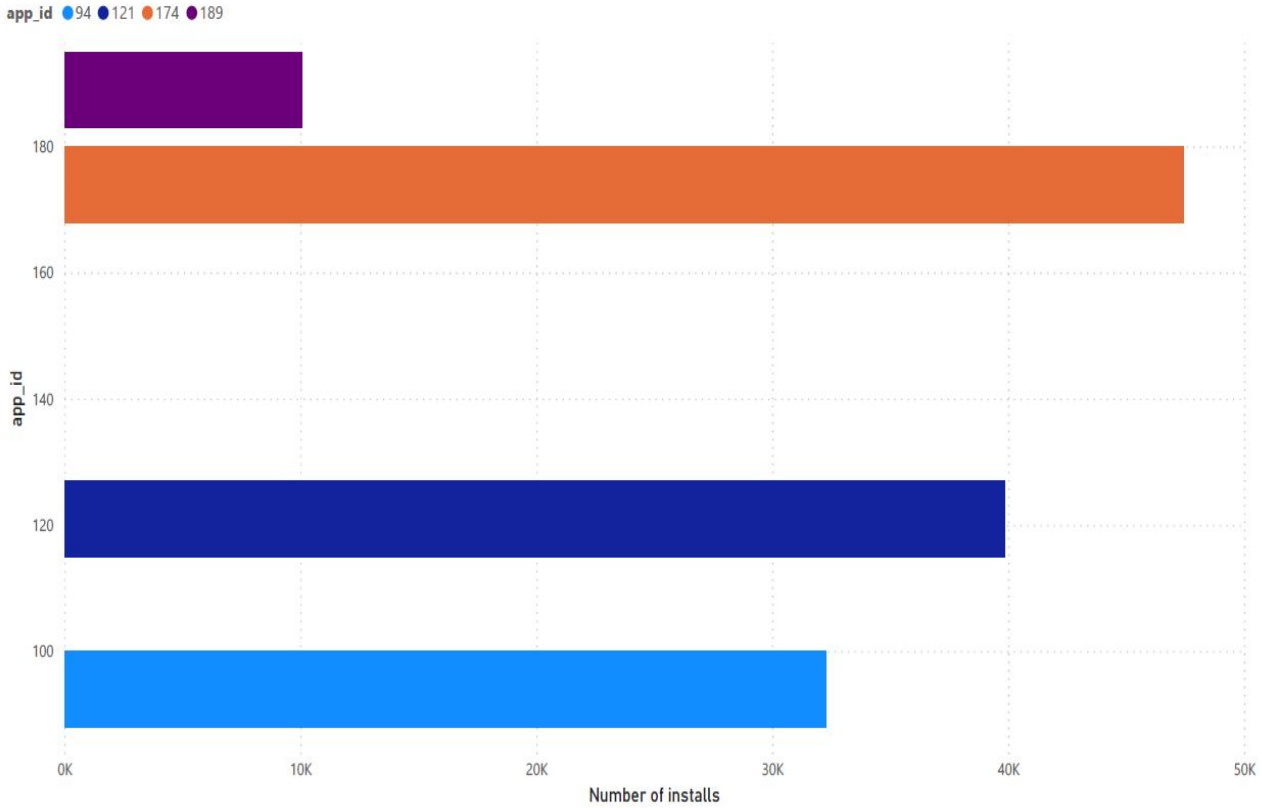
1	2
the amount spent on ads in network 60 is over 5 times the amount spent on network 10	this spend on network 60 has only returned around 1 and the half times the number of clients as network 10

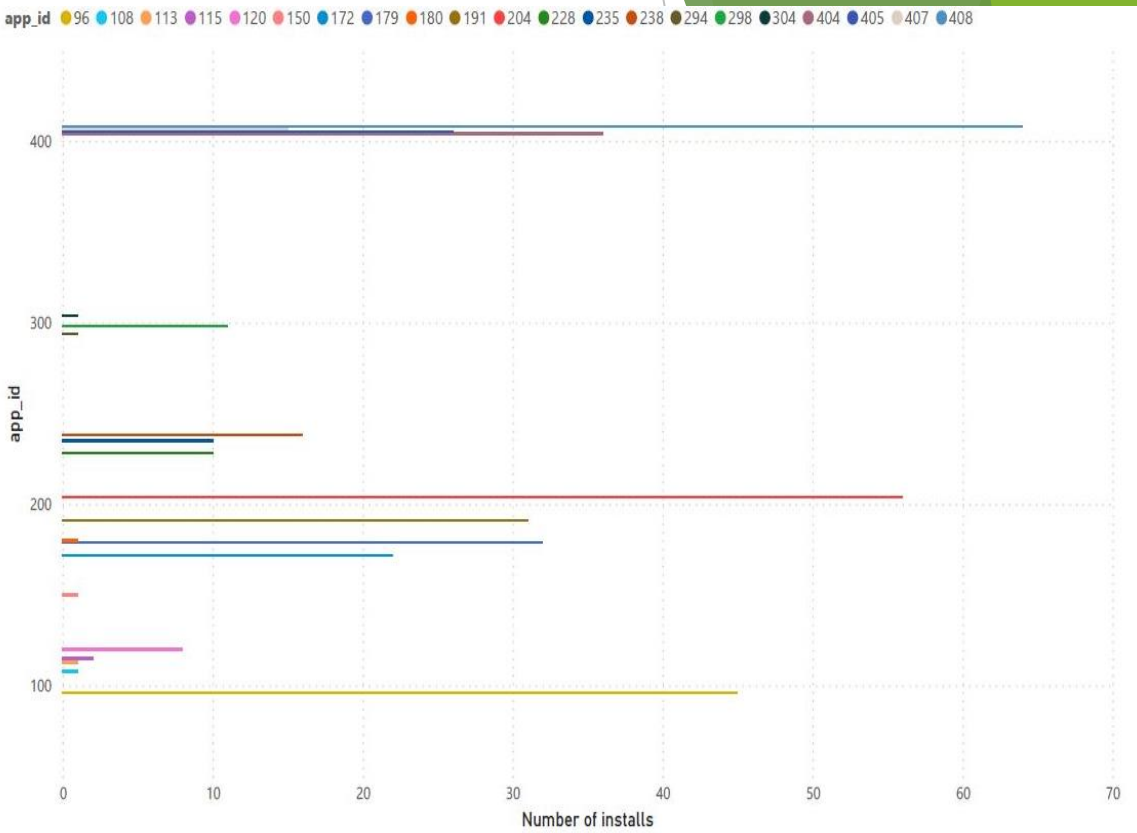
This means better ROI in network 10 with regard to client acquisition. It is recommended that…

some of the ad spend budget be reallocated from network 60 to network 10. This would help to further improve the ROI for network 10 and potentially increase the overall number of clients.



The Performers & The underachievers





Top 4*

4 apps with app_ids 94, 121, 174, 189 were the best performing having accumulated more than 10000 installs

Bottom 20

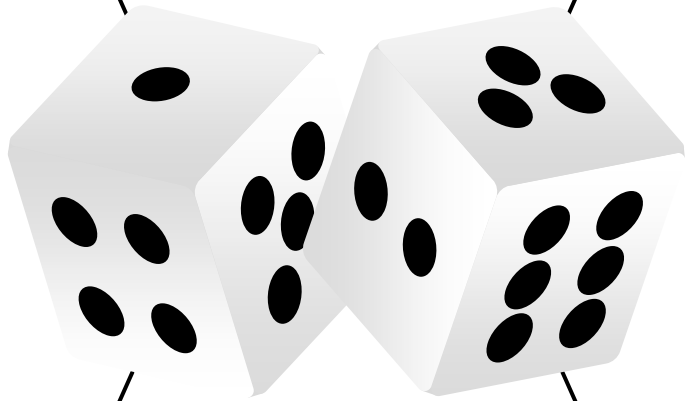
A number of apps(21 to be precise) have less than 100 installs

*The threshold values of 100 and 10000 were arbitrarily selected

The Performers & The underachievers

For the top performing apps (the top 4)…

1. These apps should be aggressively advertised on more networks for a wider reach
2. More efforts should be channelled into fixing bugs and identifying improvement avenues in order to maintain our current user base

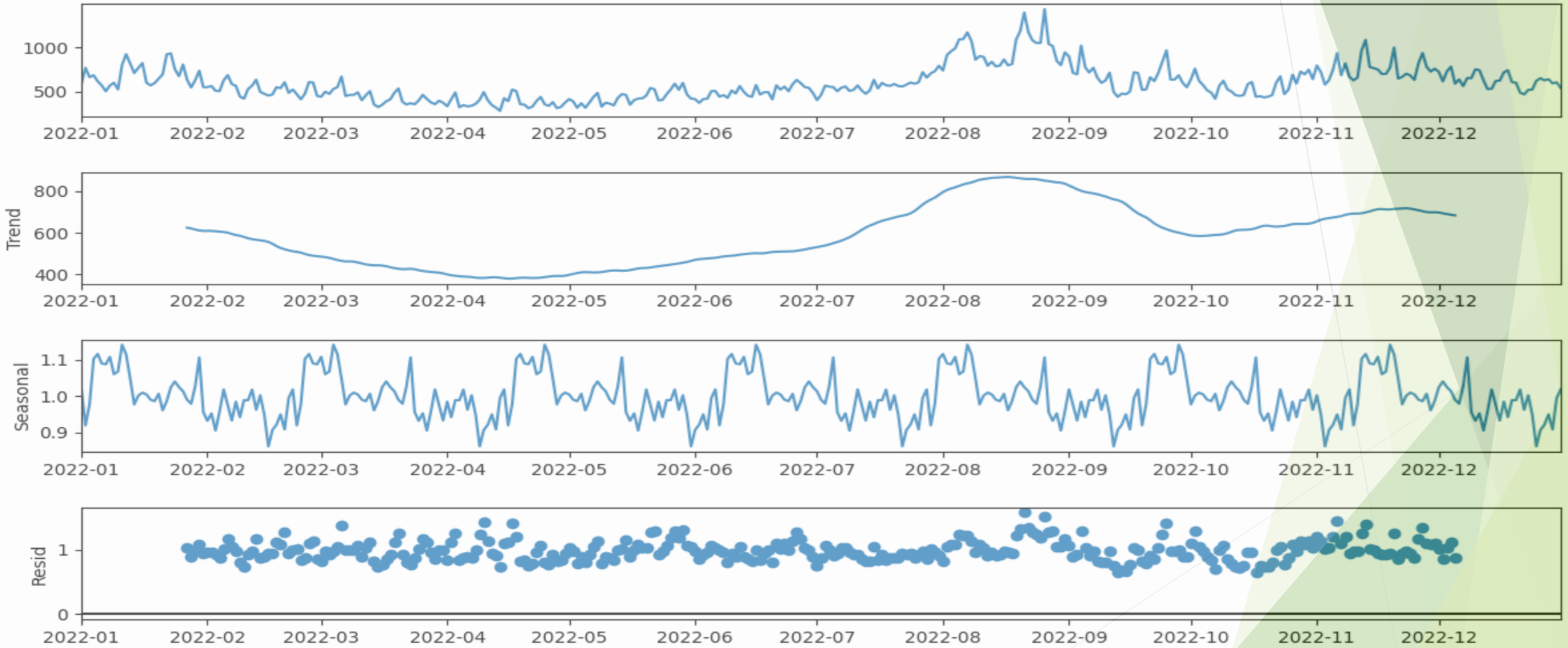


For the underperforming apps…

1. These apps should be taken out of production as the cost of running and maintaining those apps far outweighs the profits made from the relatively low number of installs
2. A less aggressive option would be to conduct a survey for those apps to get insight on what improvements can be made on them

Finding A Pattern

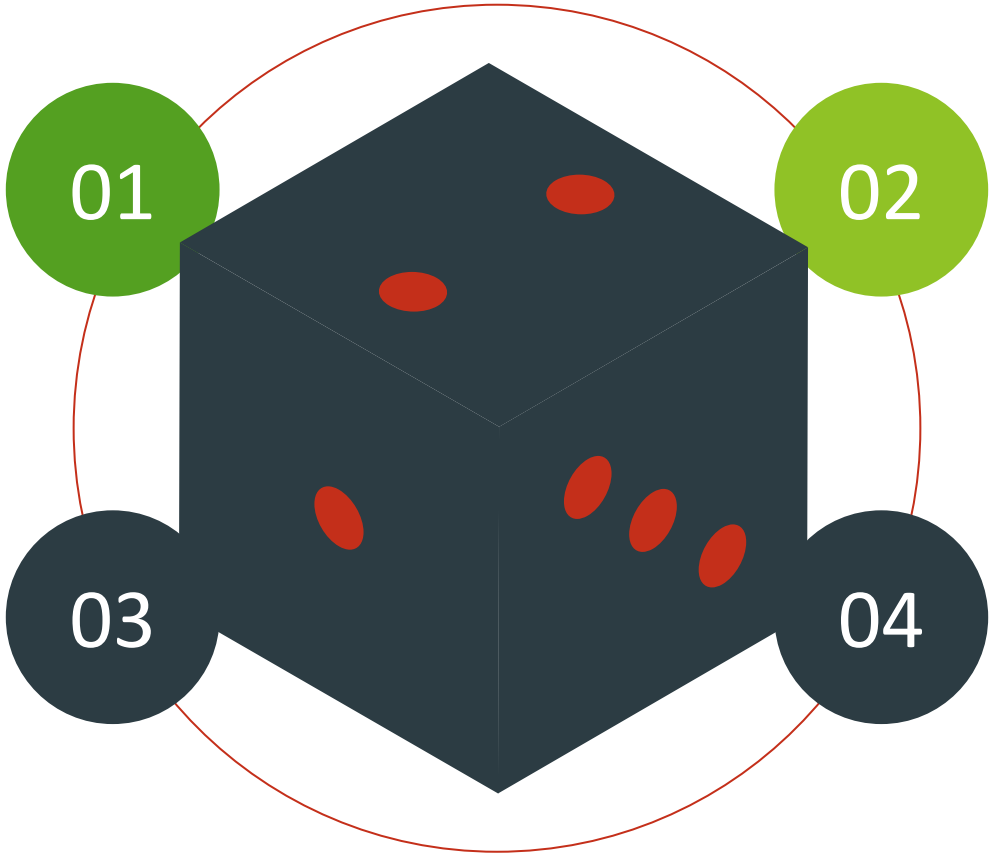
A times series analysis was carried out to discover a pattern in user app installs. Below is the trend and seasonality plot of the analysis



Finding a pattern

From the time series analysis, a few observations were made…

01 The month of August saw the most app installs (more on this in the next slide)



02 The trend and seasonal plots do not show any observable trend or seasonality (pattern) in user app install behaviour

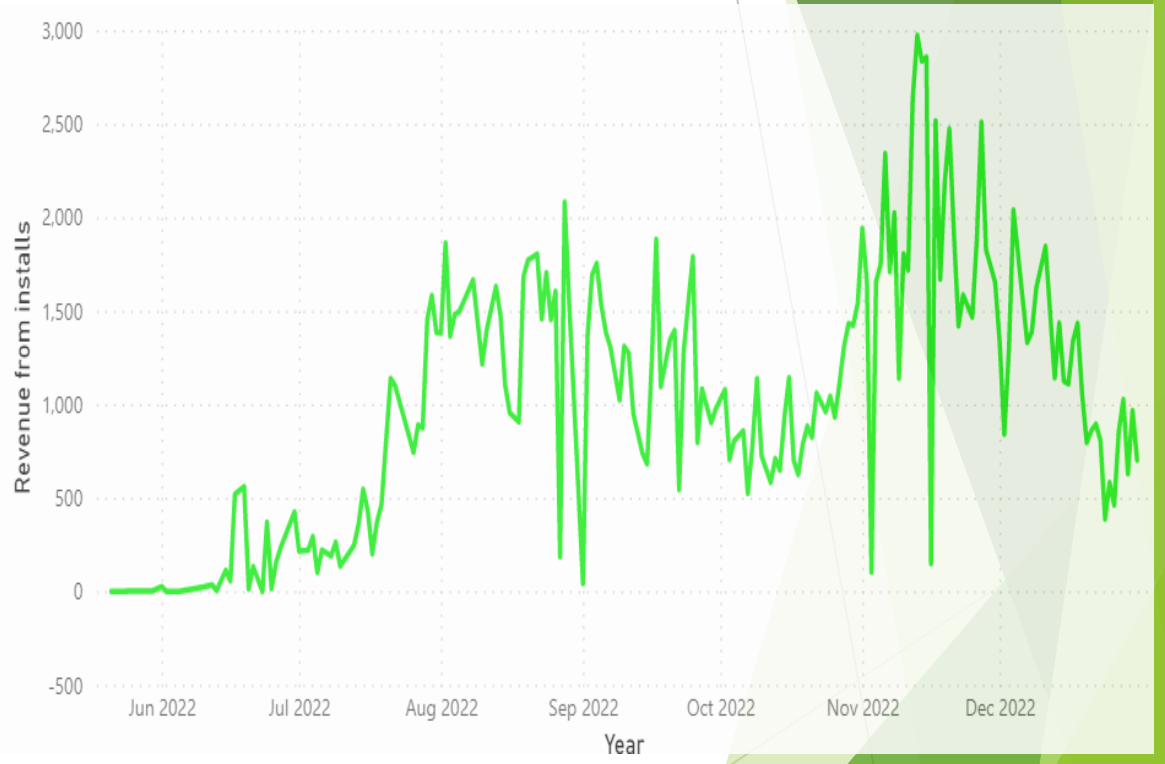
03 On the other hand, the Augmented Dickey-Fuller test suggests a pattern in app installs

04 It is believed that this “pattern” captured are as a result of other factors such as structural breaks, cyclical patterns or randomness

A Robust August & A November to Remember

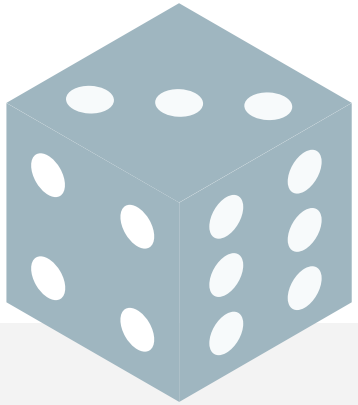
From the plot below it is observed that in the period under review the most app installs occurred in August

Still, it was observed as evidenced by the plot below that November saw the most revenue from app installs



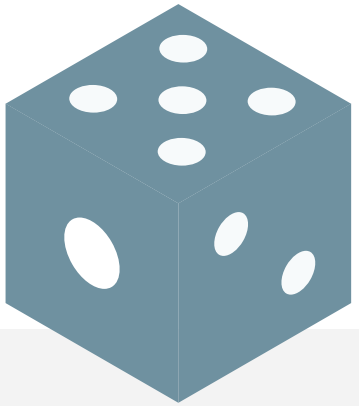
A Robust August & A November to Remember

These plots suggest that...



1

while our apps were able to attract a large number of users in August, it was able to monetize its user base more
effectively in November.

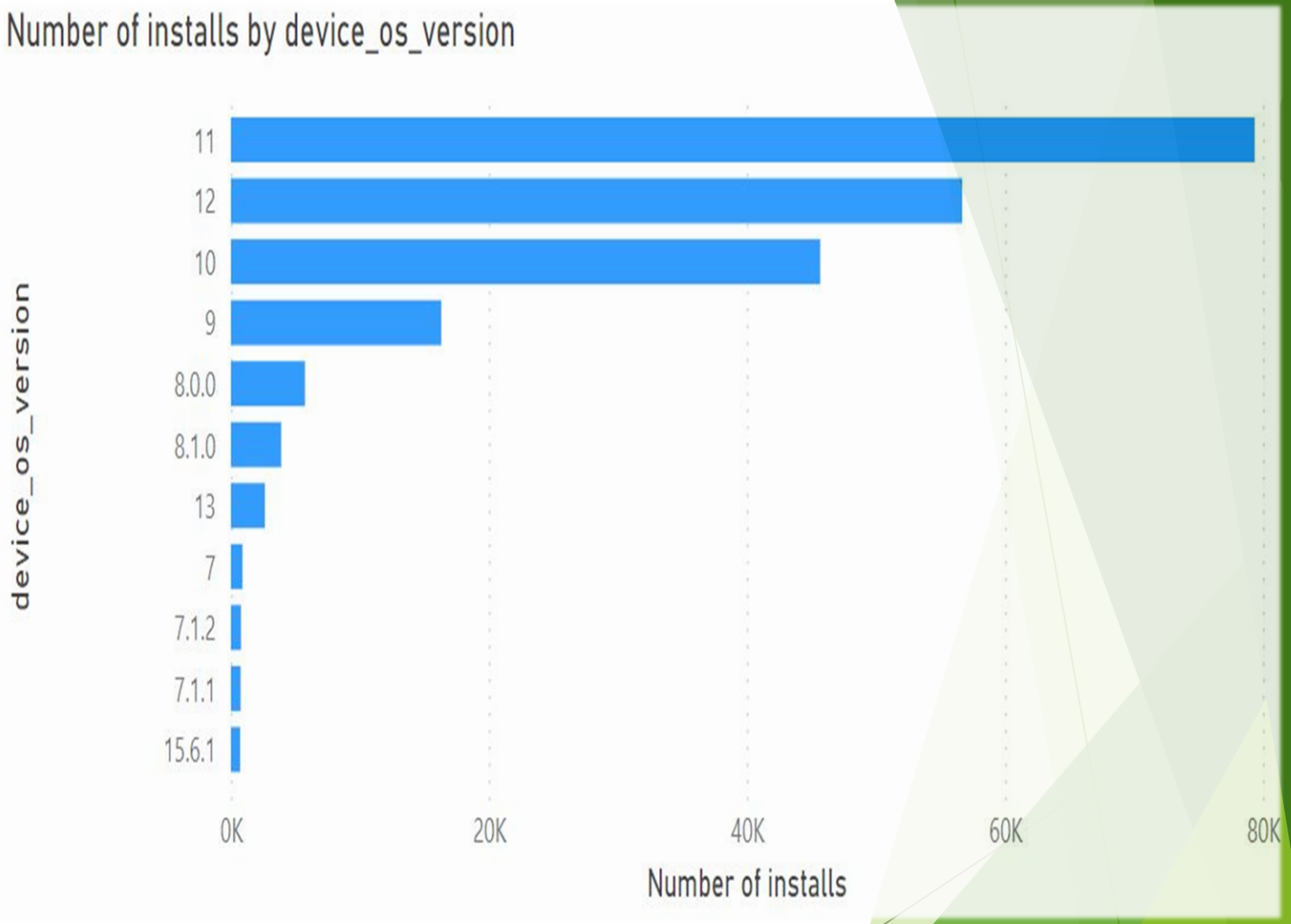


2

the users who downloaded your app in August may have been more interested in trying out the app, but may not have converted to paying customers until later on in November

3

there is a possibility people were more drawn to downloading the apps during the summer months but more people were drawn to making purchases close to the holiday season.



The Compatibility Conundrum

- From the chart it is observed that the majority of app installs were on devices with OS versions 11 and 12.
- This suggests that efforts should be geared towards optimizing our apps' user experience for the particular features and capabilities of OS 11 And 12. For example, if most of our users are using a version of iOS that supports a particular feature such as 3D Touch, you may want to consider incorporating that feature into your app to improve the user experience for those users.
- Features like in-app purchases, subscriptions and ads specific to OS 11 and 12 should be considered. For example, if an app is a photo editing app and most of our users are on a version of iOS that supports advanced camera features, you could offer filters or editing tools that take advantage of those features.

Conclusion

Based on the data we have been able to narrow our findings to factors such as the cost of advertising, top-performing and underperforming apps, the randomness in user install behaviour, the key months of August and November and the OS version of our users. The next step is the implementation of these data-driven ideas to optimise our revenue and continually create value for our users.

THANK YOU