

Agenda

- User acquisition per platform review
- Market opportunities – Channel & countries
- Market opportunities – Channel
- Market opportunities – Countries

Users acquisition per platform

- % ROI on **android** is higher by 6%
 - Cost per subscribe user is higher on **ios** by 21.5% VS **android**
 - Average revenue per subscription is higher on **ios** by 9.9%
- **Suggestion: to move budgets to android**

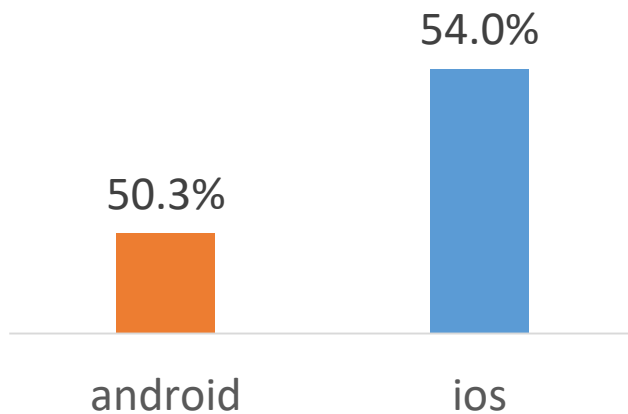
UA main KPIs per platform for Q4/16 – Q1/17

| Platform | Expenses | Subscriptions | Cost per subscription | Total Revenue | Avg. Revenue for subscription | % ROI |
|----------------|-----------|---------------|-----------------------|---------------|-------------------------------|------------|
| ios | \$862,532 | 19,123 | \$45.1 | \$469,732 | \$24.6 | 54% |
| android | \$390,596 | 10,518 | \$37.1 | \$235,126 | \$22.4 | 60% |

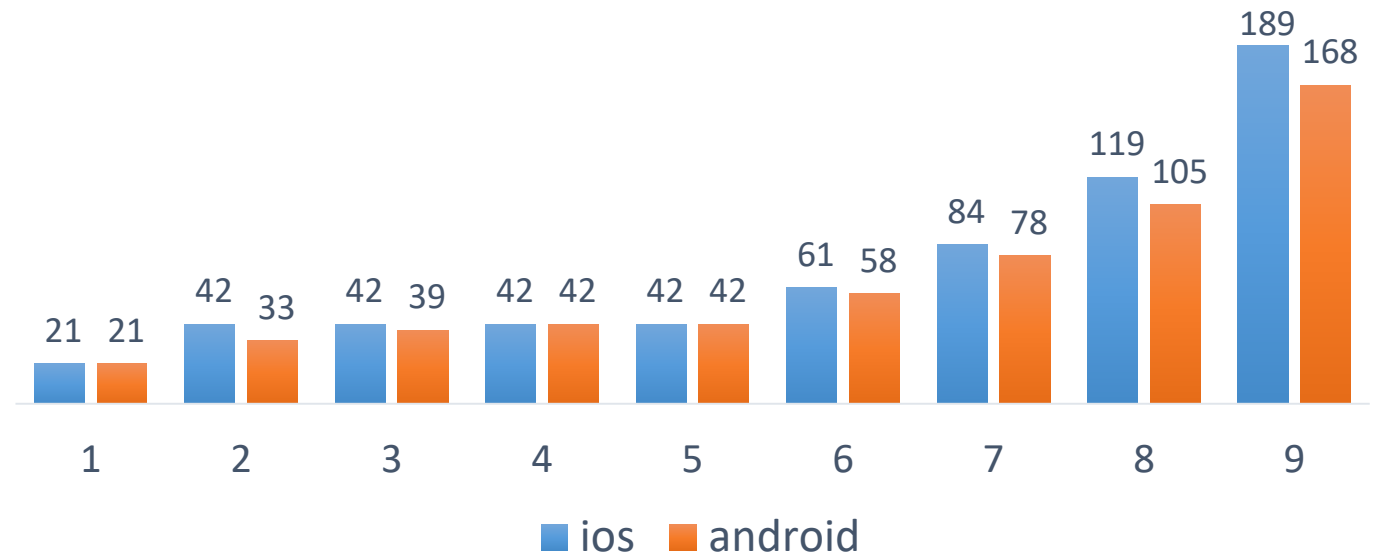
Users acquisition per platform

- % Conversion of subscribed user is higher on **iOS** by 3.7%
- The median Revenue from subscribe user is ~even among platforms
- However, the average is higher on **iOS** by 7.7% (\$86.6 VS \$80.4)

% conversion (from subscribed users)



Revenue (\$) from subscribe users per percentiles per platform



Market opportunities – ROI per country & channel

Overall ROI

- The higher % ROI in Latin America
- The higher % ROI in marketing channel 2

% RO per Marketing channel

| Marketing .. | Revenue | Spendi.. | ROI ₪ |
|--------------|---------|----------|-------|
| 2 | 311,458 | 494,952 | 63% |
| 6 | 57,176 | 110,199 | 52% |
| 4 | 58,629 | 122,433 | 48% |
| 18 | 106,852 | 226,269 | 47% |
| 3 | 28,356 | 66,863 | 42% |

% RO per country

| Country Name | Revenue | Spendi.. | ROI ₪ |
|--------------------------|---------|----------|-------|
| Argentina | 24,609 | 21,090 | 117% |
| Chile | 20,353 | 19,346 | 105% |
| Switzerland | 50,194 | 57,847 | 87% |
| Australia | 42,828 | 59,197 | 72% |
| Mexico | 25,456 | 44,038 | 58% |
| United Kingdom of Grea.. | 19,989 | 36,981 | 54% |
| France | 21,765 | 43,176 | 50% |
| United States of America | 262,415 | 535,099 | 49% |
| Spain | 29,355 | 60,147 | 49% |
| Canada | 54,993 | 115,899 | 47% |
| Germany | 10,514 | 27,894 | 38% |

Market opportunities – ROI per country & channel

- Suggestion: **invest the marketing channel per region**
- For example: in Latin America channel 2 has the best ROI

% RO per country per channel

| Country Name | Marketing Channel Id | | | | |
|--------------------------|----------------------|-----|-----|-----|-----|
| | 2 | 3 | 4 | 6 | 18 |
| Argentina | 127% | | | | 85% |
| Australia | 81% | | | 56% | 60% |
| Canada | 49% | 35% | | 51% | 48% |
| Chile | 117% | | | 58% | |
| France | 57% | | | 31% | 56% |
| Germany | 42% | | | 35% | |
| Mexico | 59% | | | 67% | 40% |
| Spain | 52% | | | 44% | 48% |
| Switzerland | 80% | | | | 77% |
| United Kingdom of Grea.. | 67% | | | | 47% |
| United States of America | 55% | 42% | 47% | 52% | 42% |

% RO per country

| Country Name | Revenue | Spendi.. | ROI | 🚩 |
|--------------------------|---------|----------|------|---|
| Argentina | 24,609 | 21,090 | 117% | |
| Chile | 20,353 | 19,346 | 105% | |
| Switzerland | 50,194 | 57,847 | 87% | |
| Australia | 42,828 | 59,197 | 72% | |
| Mexico | 25,456 | 44,038 | 58% | |
| United Kingdom of Grea.. | 19,989 | 36,981 | 54% | |
| France | 21,765 | 43,176 | 50% | |
| United States of America | 262,415 | 535,099 | 49% | |
| Spain | 29,355 | 60,147 | 49% | |
| Canada | 54,993 | 115,899 | 47% | |
| Germany | 10,514 | 27,894 | 38% | |

Market opportunities – Channels

- **Channel 4** has the best % conversion for subscribe users, and very high average revenue from paying users (\$217), however it has the highest cost per subscribe user → Therefore it has ~ average ROI, looking on the whole 4 months together
- On Oct'16 and Nov'16 **Channel 4** has the highest ROI, need to check the reasons for the drop on Dec'16 and Jan'17 (while the rest of the channels are stable)
- On Jan'17 the spending on the app grew 3 times over Dec'16, and the revenue effect might come in delay, especially in **Channel 4** (high avg. revenue from paying users → high potential)
- **So on Feb we might see more clear results and get decisions about Channel 4**

KPIs per channel

| Marketing Channel Id | % conversion | cost per subscribe users (\$) | Avg. revenue from paying user (\$) | % ROI |
|----------------------|--------------|-------------------------------|------------------------------------|------------|
| 2 | 72% | 133 | 117 | 48% |
| 3 | 56% | 131 | 99 | 42% |
| 4 | 85% | 386 | 217 | 48% |
| 6 | 72% | 123 | 88 | 42% |
| 18 | 54% | 81 | 71 | 47% |

Cumulative % ROI per channel

| Marketing Channel Id | Oct'16 | Nov'16 | Dec'16 | Jan'17 |
|----------------------|------------|------------|------------|------------|
| 2 | 64% | 67% | 67% | 63% |
| 3 | 54% | 46% | 48% | 42% |
| 4 | 97% | 77% | 55% | 48% |
| 6 | 56% | 56% | 53% | 52% |
| 18 | 47% | 51% | 49% | 47% |

Market opportunities – Countries

- **United kingdom** has average ROI , and stable during the last few months
- Relatedly low cost per subscribe user, and low avg. revenue from subscribe paying user
- **I suggest not to increase the investment, as it seems we have better opportunities**

KPIs per channel

| Country Name | % conversion | cost per subscribe users (\$) | Avg. revenue from paying user (\$) | % ROI |
|-----------------------|--------------|-------------------------------|------------------------------------|------------|
| Argentina | 58% | 35 | 71 | 118% |
| Australia | 65% | 67 | 74 | 74% |
| Canada | 60% | 94 | 75 | 47% |
| Chile | 63% | 57 | 94 | 139% |
| France | 56% | 80 | 72 | 52% |
| Germany | 48% | 65 | 51 | 38% |
| Mexico | 47% | 58 | 71 | 60% |
| Spain | 62% | 164 | 130 | 50% |
| Switzerland | 74% | 82 | 96 | 85% |
| United Kingdom | 56% | 55 | 52 | 55% |
| United States | 81% | 274 | 165 | 49% |

Cumulative % ROI per country

| Country | Oct'16 | Nov'16 | Dec'16 | Jan'17 |
|-----------------------|------------|------------|------------|------------|
| Argentina | 85% | 83% | 100% | 117% |
| Australia | 73% | 80% | 80% | 72% |
| Canada | 46% | 48% | 46% | 47% |
| Chile | 83% | 130% | 112% | 105% |
| France | 50% | 51% | 50% | 50% |
| Germany | 40% | 44% | 43% | 38% |
| Mexico | 65% | 62% | 54% | 58% |
| Switzerland | 92% | 86% | 83% | 87% |
| United Kingdom | 60% | 57% | 52% | 54% |
| United States | 57% | 59% | 55% | 49% |