

PRODUCT LIFE-CYCLE

Acquire, Engage, Retain

BUILDING AN EXPERIENCE IS LESS THAN 50% OF THE WORK.

Once the product is live, the work isn't over. Finding and maintaining a user base is all part of the strategy of lifecycle management.

In this section we will address:

OWNERSHIP

Getting to market is easy, knowing how to adjust to what you thought was right is an always-on job.

ACQUISITION

Find the right way to get the user that will receive the most value from the experience.

ENGAGEMENT

Create the appropriate level of engagement to talk with users at the right time for the right reasons.

STORY-TELLING

Determine how to relay the success and opportunities to the multiple organizational layers that need to know that information

OWNERSHIP

The first day we launch should be the worst day of that touch point's existence.

Touch point ownership is about the relationship with the user, not the relationship with the roadmap.

The touch point owner works across stakeholders and users to align what makes most sense for the user, business, and brand – in that order.

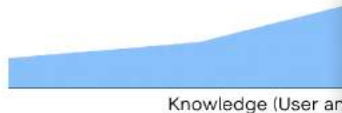
ON-GOING P.O. ACTIVITIES:

- Backlog Grooming
- Benchmarks/KPI Setting/Adjusting
- Team Alignment/Product Increment Meeting Representation
- Acquisition Planning – Organic and Media
- Messaging Playbook
- In-product Messaging Plan/Execution
- Cross-channel Messaging Planning/Execution
- Reporting – Working Team/Executive
- Prototyping
- Concept Testing
- App Store/Distribution Optimization
- Customer Review Management
- Competitive/Feature Expertise
- Touch Point Representative for all Features/Executions
- Partnership Relationships/Auditing

EXPERIENCE MATURITY

Every experience wants as many users as they can have on day 1. However, the experience is at it's worst it will ever be, do we want to spend our credit with every user at that point?

With churn rates being very high for digital properties, our acquisition efforts should align directly with the knowledge we have of users. As we continue to gain knowledge, our expectations for acquisition should be higher, resulting in more valuable users.



TARGET USERS

Any user can be a target of a media campaign. Success is determined by targeting the right user at the right time.

When starting off, finding those who are more willing to give leeway with the experience learning are more important than finding anyone just willing to try. As we mature, our net for potential users expands.

Acquisition Timing



ACQUISITION EQUATION

Acquisition is more than an install or visit. It's the introduction of a user to an experience, their first engagement.

Elements from multiple factors go into making sure the experience and user are appropriate for each other. For every effort of acquisition, these 5 factors must be considered and evaluated to ensure most likely success.



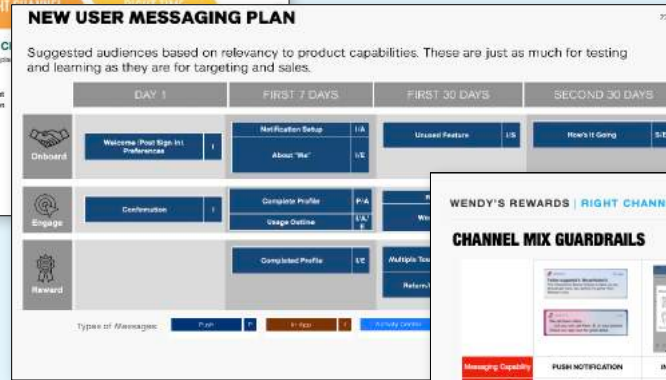
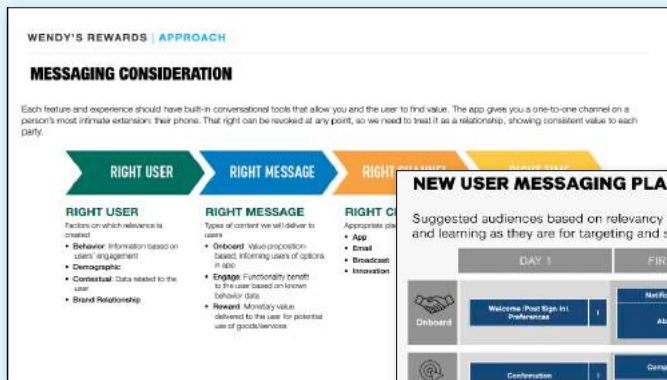
ACQUISITION

FINDING THE RIGHT USERS

- Acquisition Elements – Ensuring we're setting up the right users for success
- App Store Optimization – ASO playbook outlining rollout and adjustment over time/releases – finding the right users at the right time – monthly roadmap and reporting
- Segment creation and value
- Owned governance/tracking/testing – working with owned channels on consistent execution and tracking
- Campaign planning/governance – media partners, goals, execution ownership, rates, customer value
- Creative best practices/governance

- Sample Acquisition Plan
- Sample ASO Plan





WENDY'S REWARDS | RIGHT CHANNEL

CHANNEL MIX GUARDRAILS

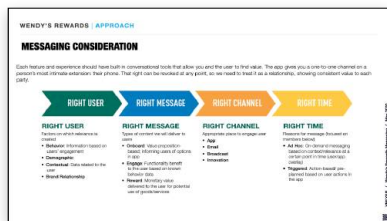
Messaging Capability	PUSH NOTIFICATION	IN-APP EXPERIENCE	HOME PAGE LTO	EMAIL	SOCIAL MEDIA
Evaluation Tool	SalesForce	Firebase	Custom System	SalesForce	Various
When to Use	Immediate action needed, worthy of interrupting someone's day	Contextually relevant info to in-app experiences	Info consumed at the leisure of the user	App actions are unnecessary or not available	Reduction adding information and drive to behavior
Risks	Perceived as intrusive, 50% of audience opted in, balance of this action and be toggleable	Not sent by users, inactive based on in-app engagement	Not customizable, traditional "breakdown" created	Non-targeted enrollment, lower open rates, not immediately considered "app"	Costs, drowned out
Examples	• Existing Offer • Limited Offer • Time Saving Action • Repeat Behavior Prompt	• Feedback • Update • New Feature (onboard) • Director/Coaching	• Promotion • News • New Unread Capability	• Lapsed User • Alternative to graph • Cross-Channel Engagement	• Fresh Order • Offer to Start Order • Lapsed User

Message Delivery is an equal part of effectiveness as words.

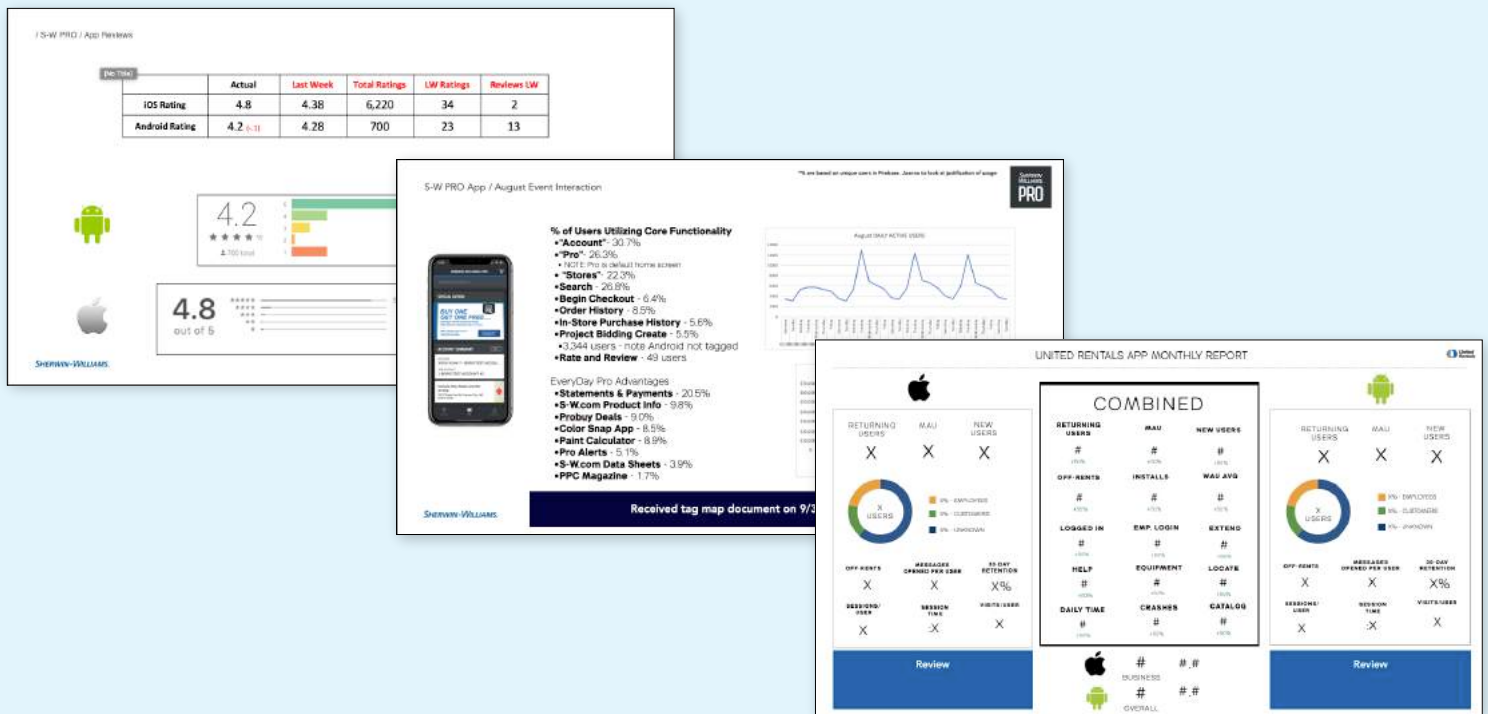
ENGAGEMENT

KNOW THE USER, ENGAGE THE USER, KEEP THE USER

Sample Messaging Playbook



- Engagement Planning – Planning messaging across channels
- User journey mapping – Identify what the user could do and our opportunities for engagement (messaging, data)
- Campaign alignment – Supplementation of behaviors
- User life cycle mapping – Day 1, week 1, month 1 relationship mapping
- Governance outline – How we use each channel and test to determine value
- Creation of a messaging playbook
- Creation of engagement stories for development – triggers, thresholds
- User profile contribution/development

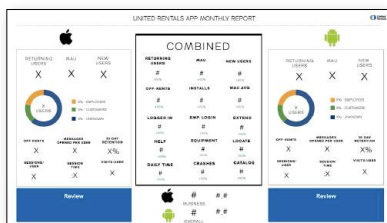


STORY-TELLING

TELL THE STORY, DRIVE ACTION AND KNOW THE LANGUAGE OF SUCCESS/OPPORTUNITY

- Expectation Alignment – How we ensure the stories we tell about the app enable proper action
 - Goals (brand, user, feature, business)
 - Working team report
 - Exec-level report
 - User profile segmentation (channel, duration, activity, demo)
- Customer feedback – Understand the sentiment of users
 - Regional insights
 - App Store reviews – record, respond
- Organizational comms – Weekly engagements across stakeholders – marketing, content, development, exec, field to align vision
- Behavioral hypothesis – Ongoing assumption testing

Sample Monthly Report





FROM
LEAGUES



TO
MY TEAMS

ENTERTAINMENT: NBC SPORTS REENGAGING USERS TO PROMOTE STREAMING CAPABILITIES

CHALLENGE

NBC Sports has the MyTeams app, which focuses on the teams from its six regional sports networks. With the start of baseball season, it wanted to make a splash, reintroducing the streaming capability of MyTeams to users.

SOLUTION

VMLY&R proposed a cost-per-install, **45-day campaign** so the performance wasn't on impressions but actual installs. We talked with over 20 networks and narrowed it down to four, focusing on paid search, OEM stores, and networks.

We created six separate campaigns, one for each DMA, focusing on the strengths of each market (baseball, NBA playoffs, NHL playoffs) results in **86,000 installs** reaching **#6 in iOS** and **#7 in Android's "Sports"** categories.

46%

Increased daily
uniques

↓ \$4

Cost
Per Install

83%

Increase organic
Android installs

