

# DATA-driven Marketing for mobile apps in three easy steps

Dr. Tim Wiegels // Data Leader Days 2019

## 0 FREE NOW?

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## I WHAT YOU USUALLY START FROM... ...AND WHY MARKETING FOR MOBILE APPS IS NOT THAT EASY

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## II WHAT DO YOU NEED? MMP (MOBILE MEASUREMENT PARTNER), COST INTEGRATION...

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## III HOW TO CONNECT EVERYTHING?

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## IV CAN WE MAKE THIS SMARTER? PREDICTIVE KPIS, COHORTS, etc.

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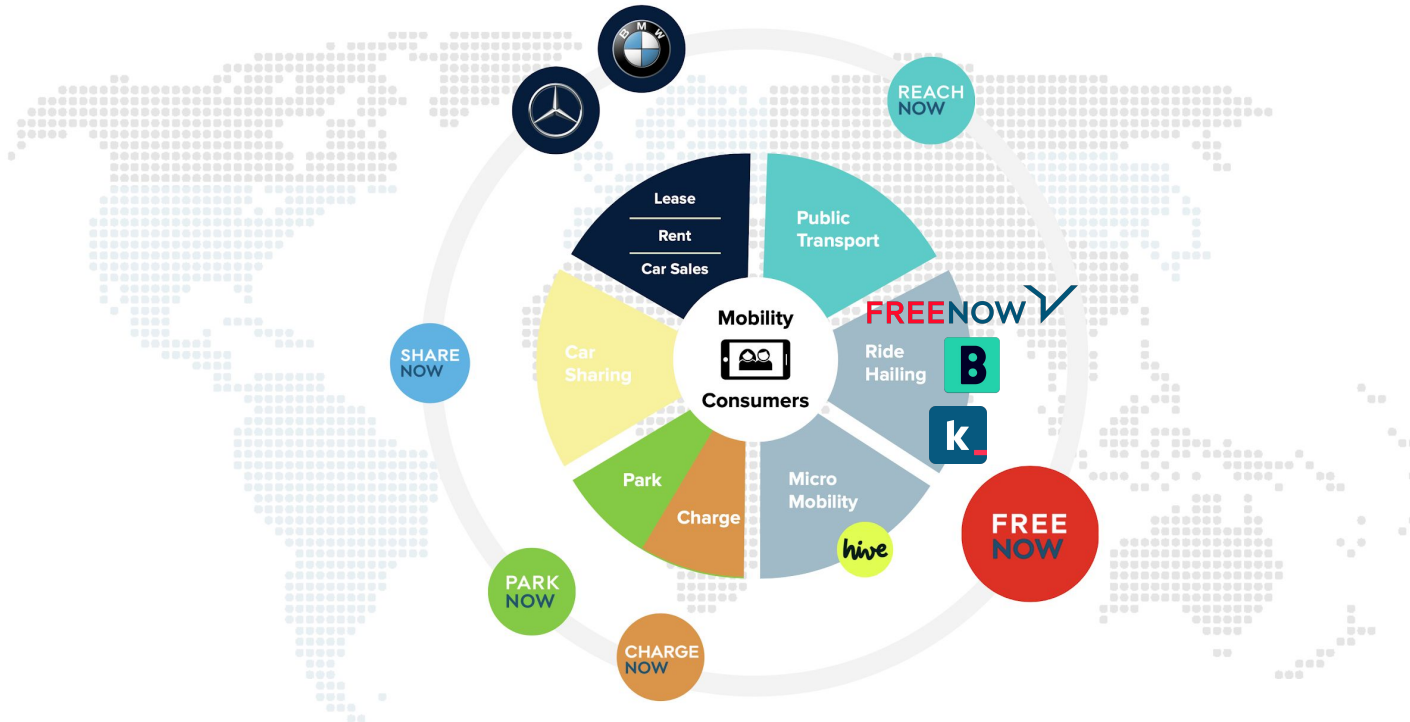
## V CONCLUSION

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# FREE NOW...formerly known as mytaxi...

Part of a larger ecosystem

FREE NOW ✓



# FREE NOW...formerly known as mytaxi...

Available almost everywhere in Europe



**2009** Founded in Hamburg

**1** 1st e-hailing app for taxi worldwide

**+120** Cities in Europe

**12** European Countries

**3** Tech hubs in Hamburg, Barcelona and Berlin

**+900** Employees (+1800 in the whole group)

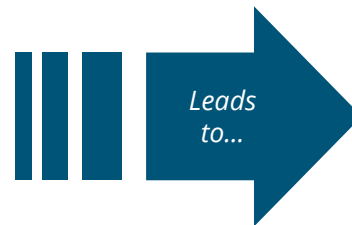
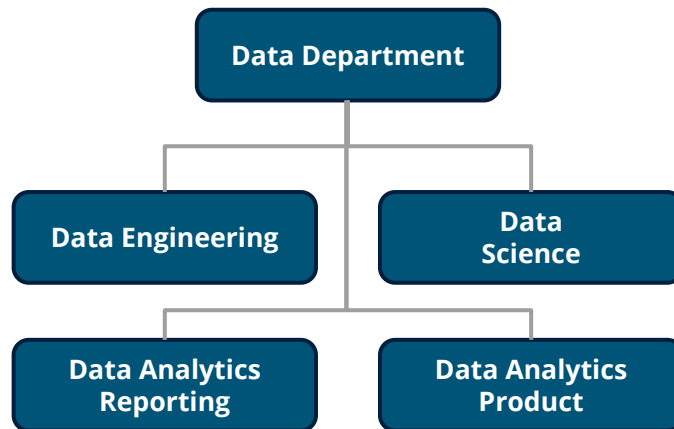
**+20 million** Passengers in 2018

**+100k** Drivers in 2018

## WHAT YOU USUALLY START FROM...

Welcome to the company! ...People?

So, what do you think is the best way to make me physically sick?

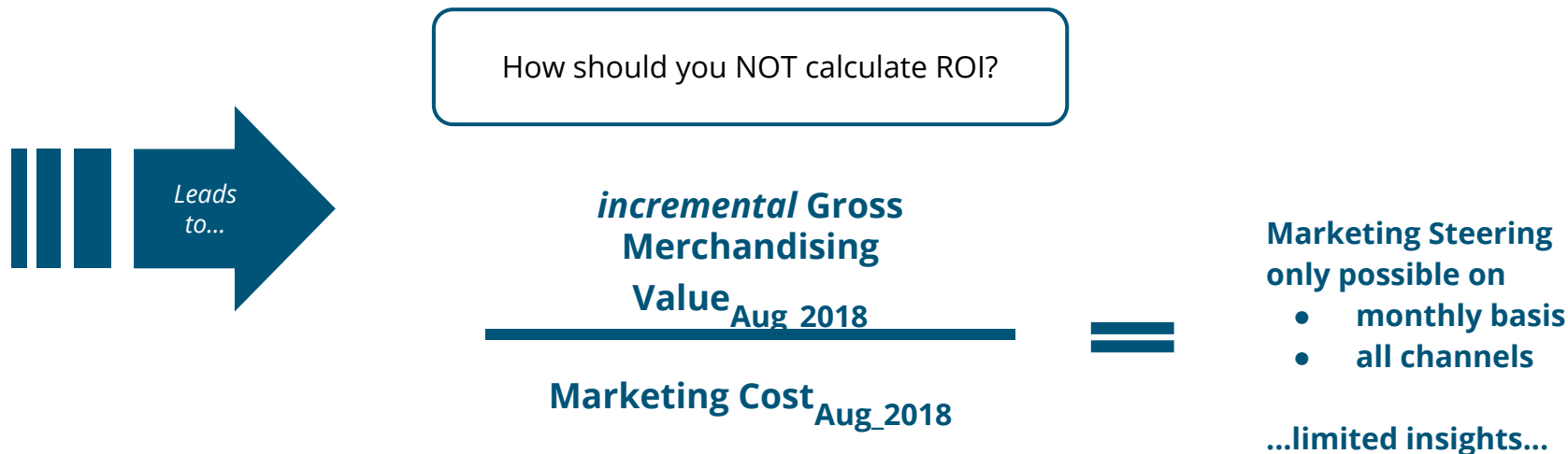


*"Nah...we do not need to work with Marketing... Let them get an Analyst...?"*

## WHAT YOU USUALLY START FROM...

Welcome to the company! ...Steering?

So, what do you think is the best way to make me physically sick?



What are our CPAs?

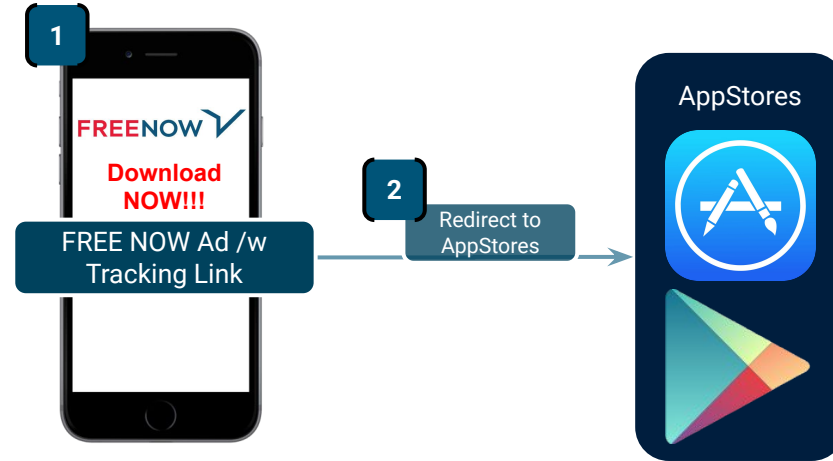
What is the CPA in SEA compared to Facebook?

How much Revenue did Campaign 1701 make?

Should I switch off Facebook?

## WHAT YOU USUALLY START FROM...

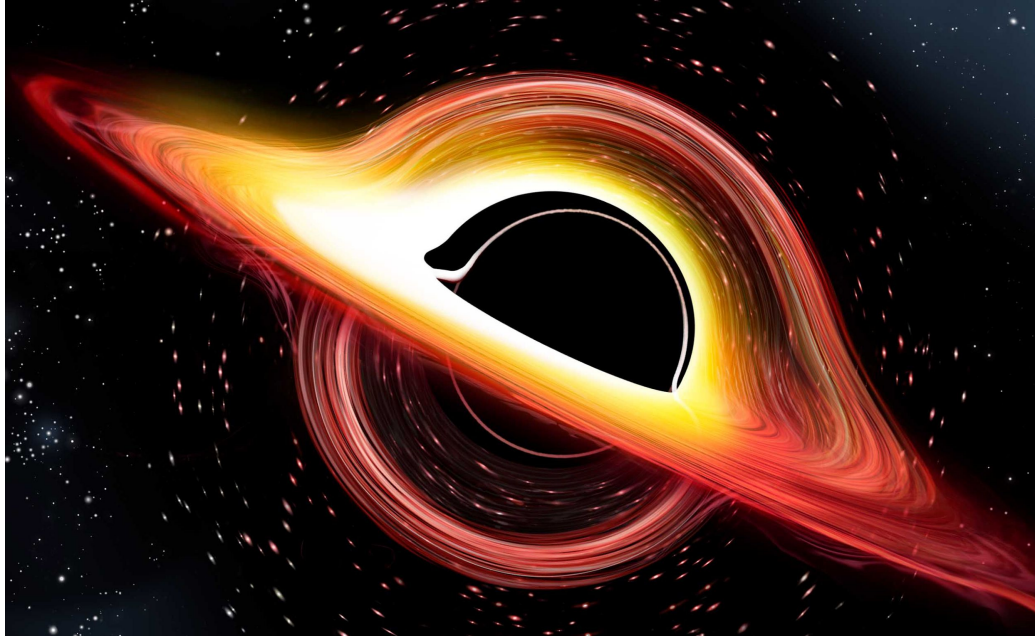
Welcome to the company! ...Data?





## WHAT YOU USUALLY START FROM...

Welcome to the company! ...Data?

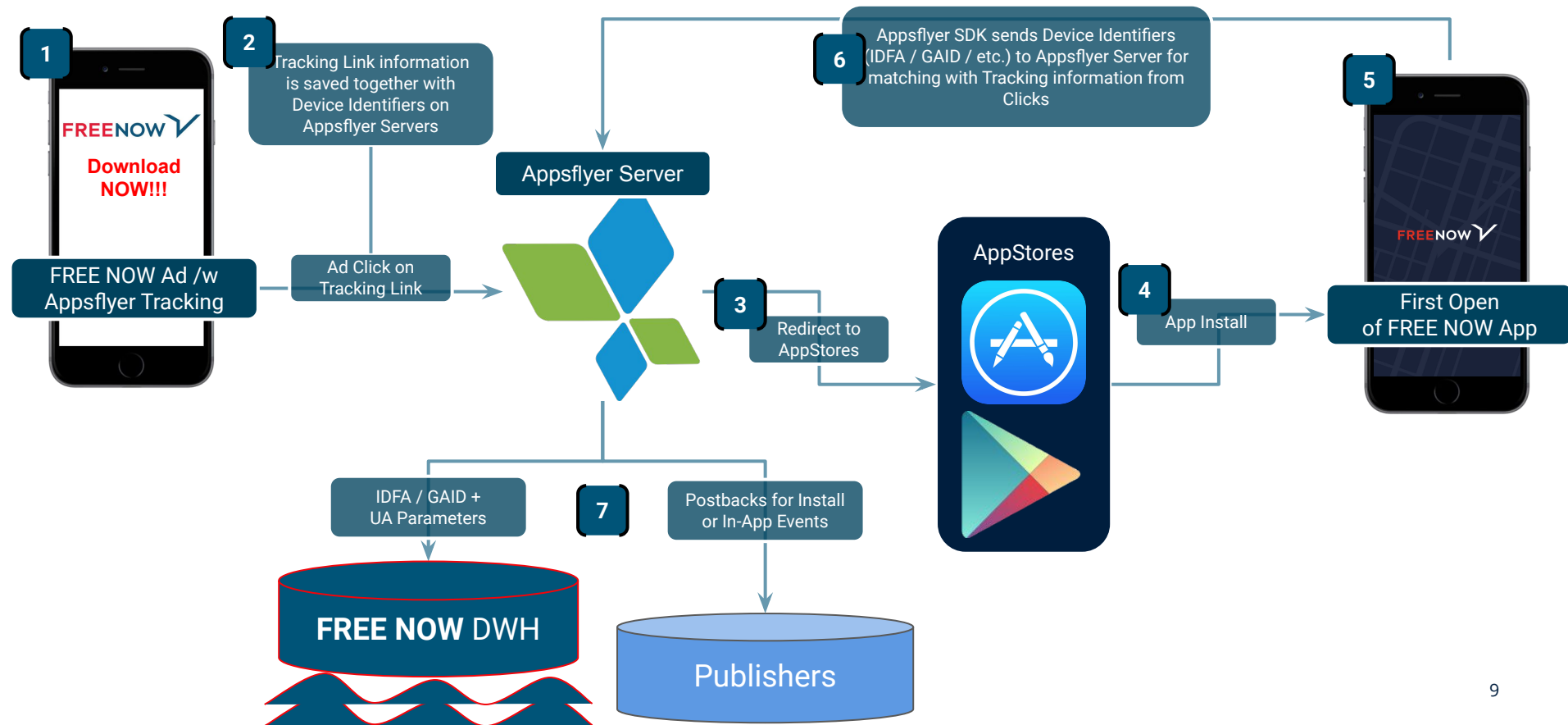


Adjust was active and used by Marketing...  
...but no data was used in the DWH or connected to internal data!



## WHAT DO YOU NEED?

How are we going to track everything? 1. Marketing parameters per Install



## WHAT DO YOU NEED?

How are we going to track everything? 2. Marketing cost per campaign

FREE NOW ✓



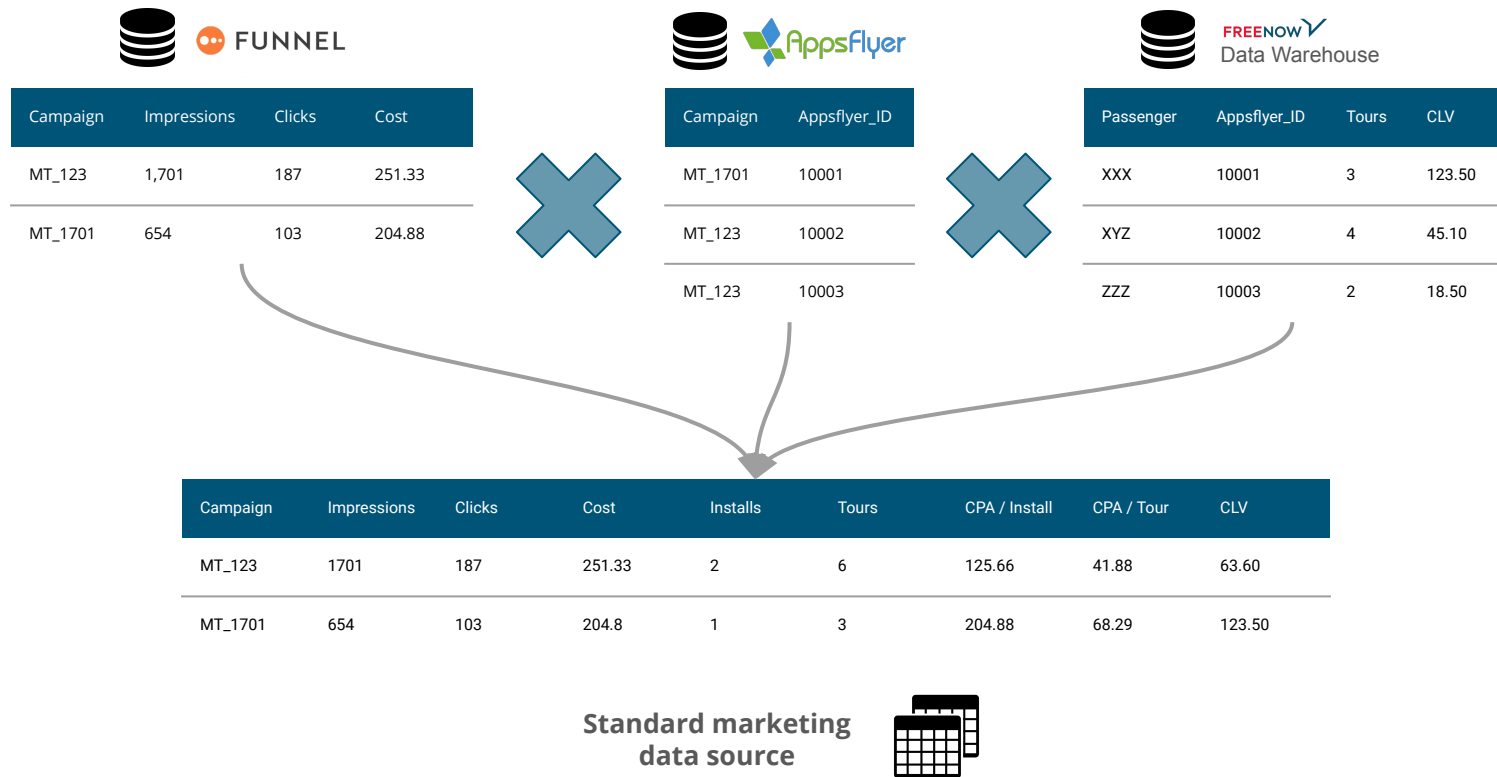
## WHAT DO YOU NEED?

How are we going to track everything? 2. Marketing cost per campaign



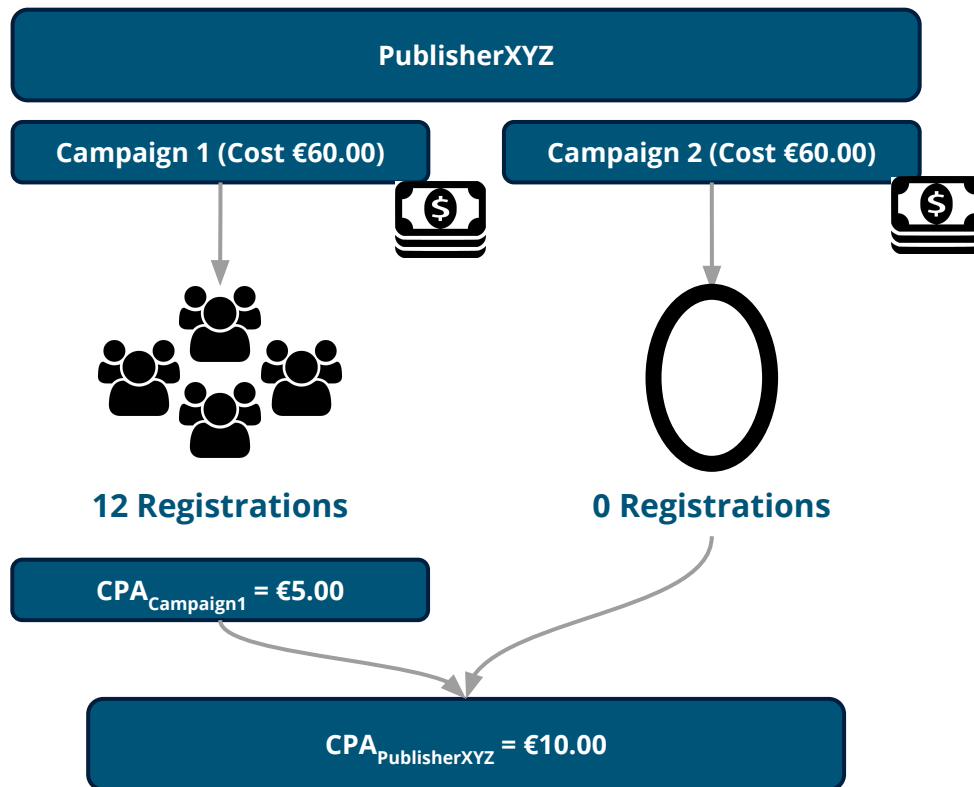
# HOW TO CONNECT EVERYTHING?

We need more JOINS...or...the power of aggregations



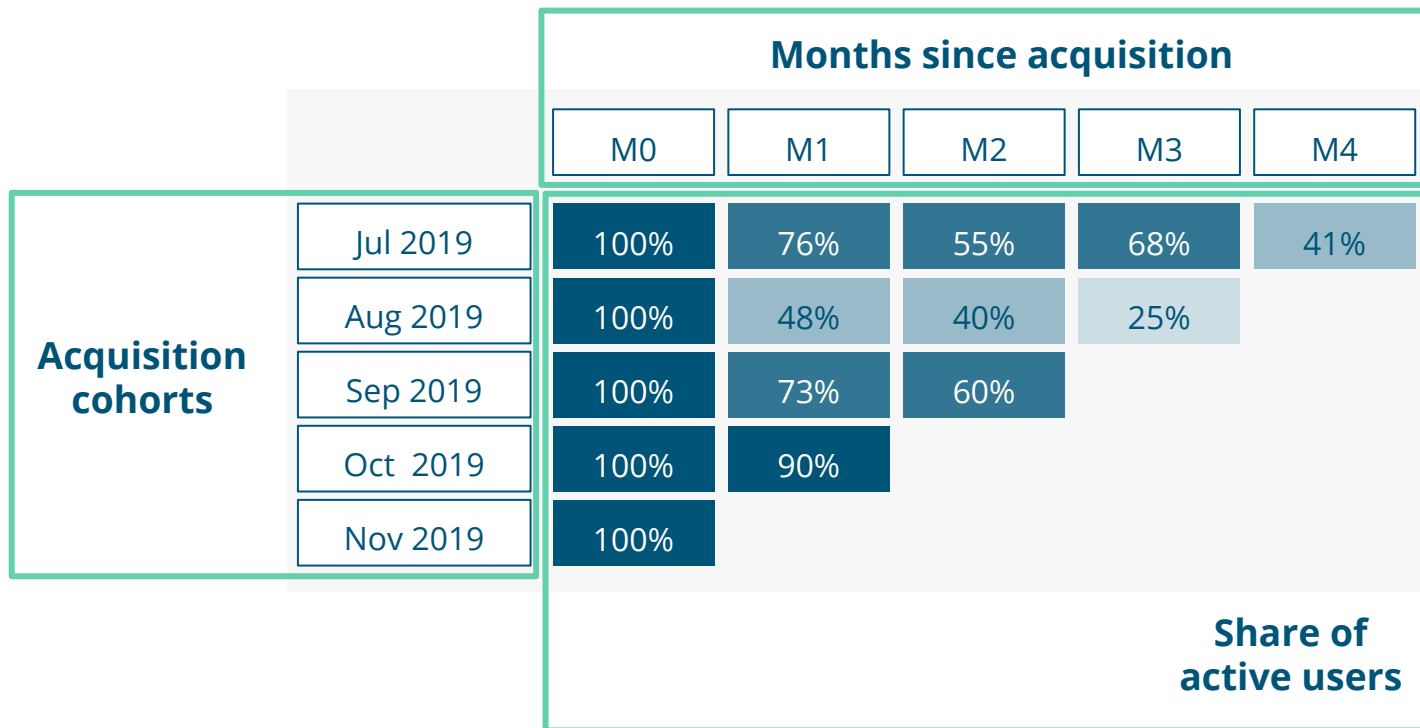
## HOW TO CONNECT EVERYTHING?

How are we going to track everything?



## CAN WE MAKE THIS SMARTER?

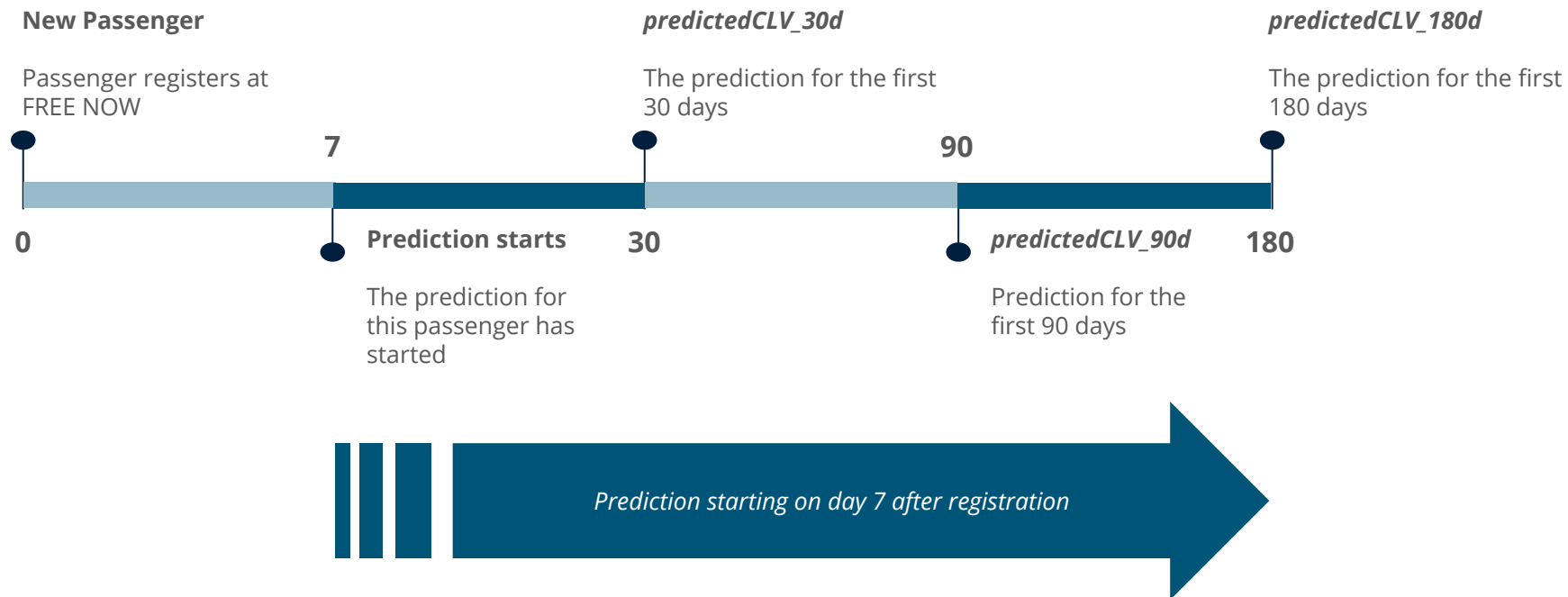
Cohort reports help to understand user behaviour





## CAN WE MAKE THIS SMARTER?

Prediction of user quality on the 7th day after registration

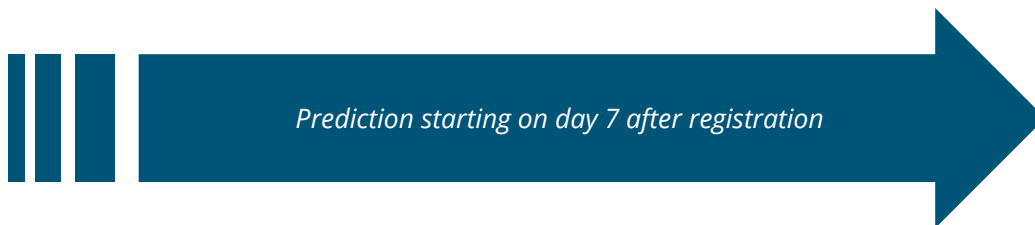


## CAN WE MAKE THIS SMARTER?

Prediction of user quality on the 7th day after registration

| Campaign | Impressions | Clicks | Cost   | Installs | Tours | CPA / Install | CPA / Tour | CLV    | <i>pCLV_7_180</i> |
|----------|-------------|--------|--------|----------|-------|---------------|------------|--------|-------------------|
| MT_123   | 1701        | 187    | 251.33 | 2        | 6     | 125.66        | 41.88      | 63.60  | 650.00            |
| MT_1701  | 654         | 103    | 204.8  | 1        | 3     | 204.88        | 68.29      | 123.50 | 2700.00           |

started



## CAN WE MAKE THIS SMARTER?

Join cohorts with predictive KPIs to predict user / campaign quality

|                     |          | Months since acquisition |     |     |     |     |                       |      |
|---------------------|----------|--------------------------|-----|-----|-----|-----|-----------------------|------|
|                     |          | M0                       | M1  | M2  | M3  | M4  | M5                    | M6   |
| Acquisition cohorts | Jul 2019 | 12k                      | 21k | 27k | 36k | 39k |                       | 45k  |
|                     | Aug 2019 | 13k                      | 19k | 23k | 25k |     |                       | 48k  |
|                     | Sep 2019 | 15k                      | 22k | 29k | 36k |     |                       | 51k  |
|                     | Oct 2019 | 20k                      | 38k |     | 65k |     |                       | 105k |
|                     | Nov 2019 | 27k                      | 48k |     | 72k |     |                       | 95k  |
|                     | Dec 2019 |                          |     |     |     |     |                       |      |
|                     | Jan 2020 |                          |     |     |     |     |                       |      |
|                     |          |                          |     |     |     |     | CLV and predicted CLV |      |

## CONCLUSION

How can you make your Marketing for mobile apps more DATA-driven?

Use your Mobile App Tracking properly!

Get a Marketing Cost Aggregator

Joins, Joins, Joins

Use Cohort Reporting

Predictions do not hurt



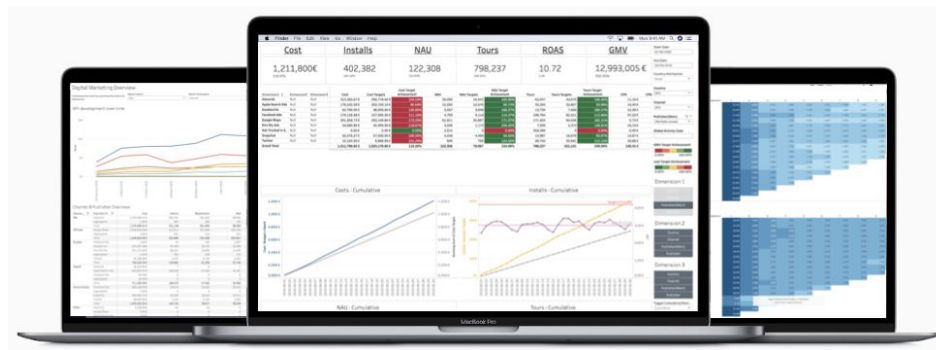
Customer lifetime value



Marketing effectiveness



Campaign steering





THANK YOU