



App Virality

Growth Hacking Toolkit For Mobile Apps

What does an app developer want



Millions of ~~downloads~~

Organic downloads

User **engagement** and **retention**

What successful Apps are doing



One way referral

- Share & get 125MB free space



Two way referral

- Give \$20; Get \$20



Social pay

- Buy or invite friends



Sweepstakes

- Participate & Win

and many

What app developers are doing



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What works for
my app



Our Solution - App Virality

App Virality helps app developers to identify and implement the right growth techniques, within minutes. No coding required

- Light weight SDK
- WYSIWYG dashboard
- Recommendation engine
- In-depth analytics
- A/B testing

How it works

It's a simple 4 step process

[Home](#) > App Info - Tasty Khana[App Info - Tasty Khana](#)**App Name**

API Key: e24fa[redacted]2b00863b53

[Create Campaign](#)[Change Settings](#)

v2.35

[Download SDK for Android](#)[Read Documentation](#)[View Source on GitHub](#)

We have built light weight (120 KB) SDK that can be integrated within 10 minutes.



Customer Retention

[Preview](#)

Retain your customers by offering discount coupon for their next purchase in return of a FB Share, Tweet and more.

[Get Started](#)



Refer-A-Friend

[Preview](#)

Reward your customers for referring their friends. Track downloads across platforms and mediums.

[Coming Soon..](#)



[Preview](#)

[Coming Soon..](#)

Recommendation engine helps app developers in identifying the right growth technique at every state of the business.

03 Configure & Schedule the Hack



Campaign Name: TastyFood 5% Offer

Start Date (UTC): 05/16/2014 12:00 AM

End Date (UTC): 05/31/2014 12:00 AM

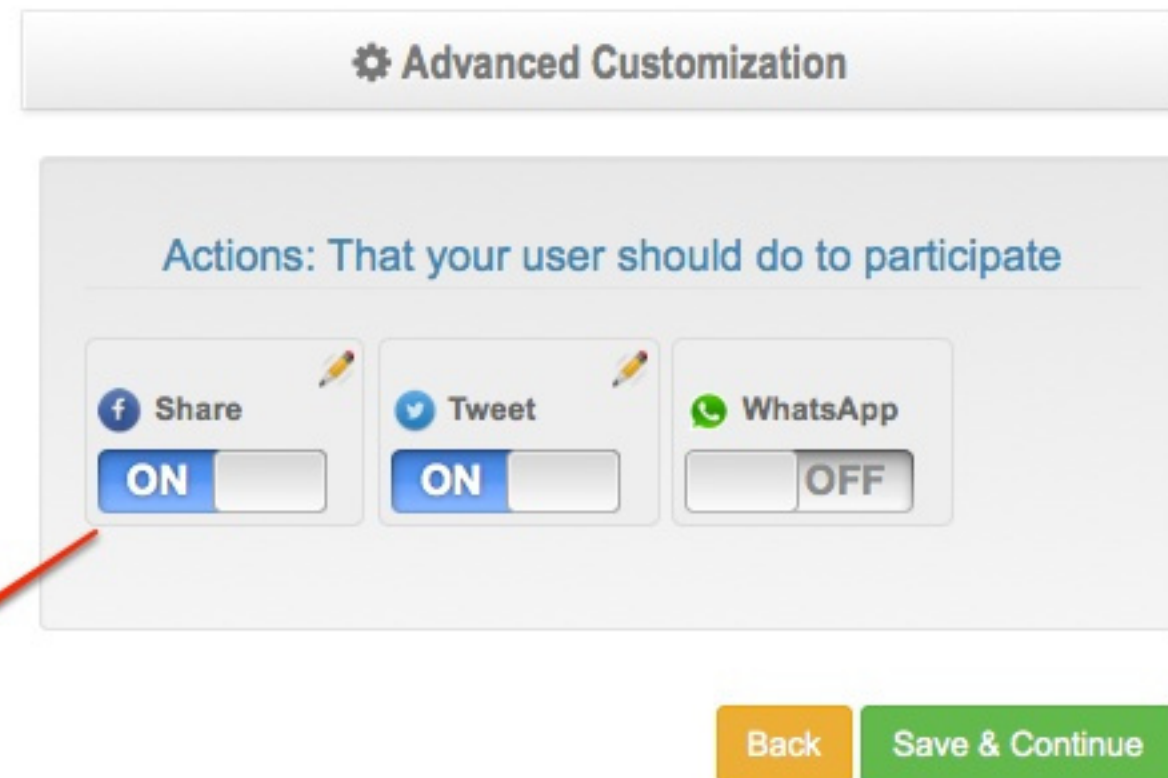
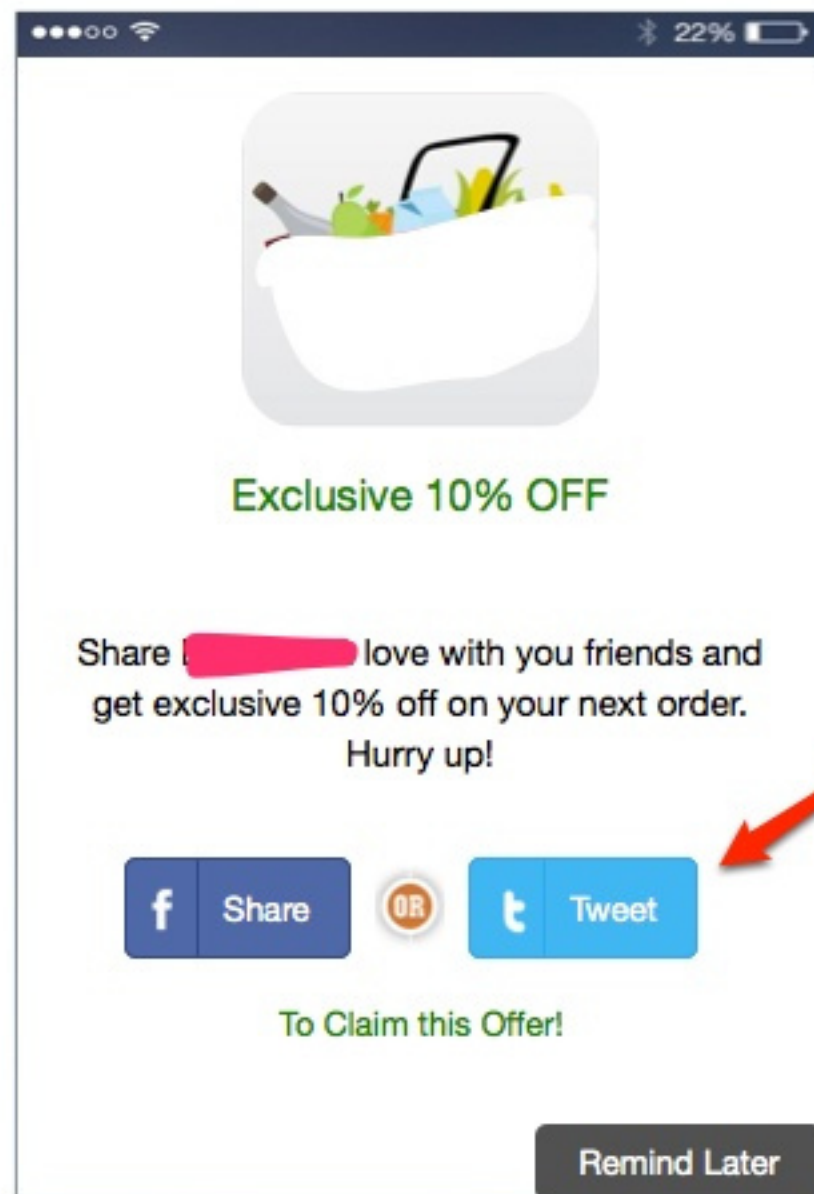
Icons: Megaphone

Advanced Customization

- Background Color:** # 368ed8
- Message Color:** # ffffff
- Button Background Color:** # 368ed8
- Button Text Color:** # ffffff

Mobile App Preview: The app interface shows a dark blue background with a blue bar at the bottom containing a megaphone icon and the text "Add Launch Message?". Below this bar are two buttons: "Remind Me Later" and "Claim It". A red arrow points from the "Add Launch Message?" text to the "Advanced Customization" section.

Businesses use their App Virality dashboard to customize and configure growth campaigns without worrying about making changes to code, updates to play/app store etc.



Businesses can select actions of their choice, it could be Facebook, Twitter, Poll, Survey, Feedback, Review, etc

04 Track Downloads & Social Actions

Home > Campaign Statistic


Analytics


Select Campaign:

Offer - (live)

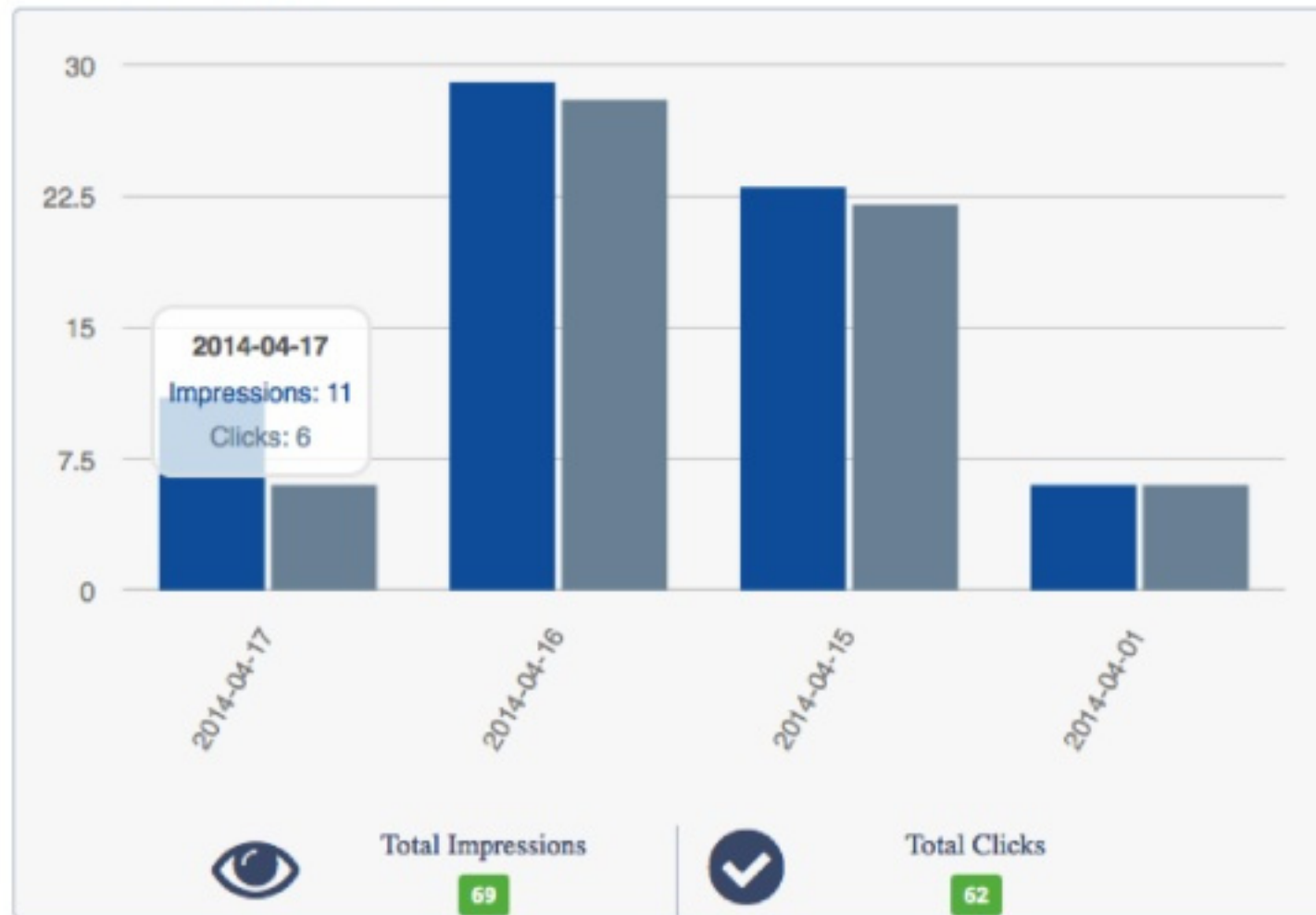
 **Total Shares**
This Year **22**

 **Impressions**
This Year **62**

 **Clicks**
This Year **39**

 **Downloads**
This Year **18**

Launch Page Stats



Advanced analytics give businesses deep insights about their growth campaigns with meaningful data to iterate and succeed fast.

SocialActions Details



#	Image	Name	Action	Friends/Followers	Date 🕒	Views [?]	Clicks [?]	Downloads[?]	
11		Patrick Day Nielson			Aug 03, 2014	8	6	3	
12		Ram Papineni		508	Aug 02, 2014	52	13	5	
13		Saraswathi		260	Jul 26, 2014	38	18	11	
14		Amit Dembi		970	Jul 26, 2014	58	23	9	
15		Raj Gurram		820	Jul 26, 2014	80	28	13	

11 - 15 of 15 records shown

[First](#)

[« Prev](#)

[1](#)

[2](#)

[3](#)

[Next »](#)

[Last](#)

Businesses can track everything right from number of users endorsed to performance of each individual user's endorsement. Identify top influencers and make use of them for further promotions.

Key Features

WYSIWYG Dashboard

Powerful dashboard to control everything. No coding.



User Targeting

Target users based on behaviour, location, events, etc



Actions

Multiple actions to choose from - Social, Polls, Survey, Feedback, etc



Track Installations

Track engagement/downloads from any source across platforms.



Fraud Detection

Reward only those who deserve. Identify and prevent fraud referrals.



A/B Testing

Right combination of what, when, where and how to leverage more.



Team behind AppVirality



Laxman Papineni

Founder & Business



Ram Papineni

Co-founder & Product



Madhu Manne

First hire & Product



WIPRO
Applying Thought



+ Team consists of folks with 1 exit & 1 failed venture under their belt.

Advisors



Mohit Saxena

Co-founder

INMOBI



Shyamal Mehta

CEO

Tech  Jini



Batch #4 - Microsoft Accelerator, Bangalore.

Market Size

Mobile Ad spend

\$18B

by 2014

Download costs

\$1 to \$3

Pricing Model

Monthly subscription, Pay as you grow.

Free up to 10,000 MAU's

After that it's **\$2 for every 1,000** MAU's

Example: 300k MAU app pays \$600 monthly and \$7,200 Yearly

Customer acquisition route

Online Channels

Influencing Influencers

Direct Sale

Channel

- Search Engine Optimization
- Search Engine Marketing
- Presence on social media
- Creating repository of content

- Attending and organizing conferences
- Creating and cultivating developer groups

- Getting marquee clients
- Strategic partnerships to enhance distribution channel

Key Players



Thank You



App Virality

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