

# MARKETING YOUR ANDROID APPS

## Lesson 2 Key Performance Indicators

## Key Performance Indicators VS. Metrics

## Metrics

- ✓ CPM
- ✓ CTR
- ✓ Cost
- ✓ CPC
- ✓ Impressions
- ✓ Clicks
- ✓ Reach
- ✓ Quality or Relevance Score

## K.P.I

- **New User Referral rate.** How many new users does each of your acquired users refer?
- **ARPU** (average revenue per user, which can take into account revenue attributed to ads, in app purchases, paid downloads, subscriptions and any other applicable source)
- **LTV** (lifetime value of a user/customer, which takes ARPU one step further into considering things like churn rate, referrals and repeat purchases)
- **DAU/MAU** (the average number of daily or monthly active app users)
- **CAC** (customer acquisition cost — how much you pay to acquire each new customer/user)



## K.P.I

**Churn rate** (a measure of how many users stop using your app after a period of time — there are many ways to calculate churn rate, depending on how complex or accurate you want to get)

**NPS** (net promoter score — a ratio of your user advocates:neutral users:detractors. NPS is a difficult KPI to measure that requires actually talking to users rather than just measuring app usage. GrowthBug published a great article on measuring NPS from app users)

**Free-to-paid conversion rate** (users who pay for a service / all users)

When selecting your app marketing KPIs,  
keep these two questions in mind:

- What type of app am I marketing?
- Which stage in the user lifecycle is most important to my mobile app marketing plan right now?

# MARKETING YOUR ANDROID APPS

## Loyalty by Application Category



# MARKETING YOUR ANDROID APPS

All Apps	Games	Social	Saas	E-commerce
CAC	Avg session length	Avg session length	Free: paid conversion rate	LTV
ARPU / LTV	avg content unlocks per user	Avg content shares / user	avg time to close support issues	Avg transactions / user
Churn Rate/DAU/MAU	avg app launches / user	avg connections / user	LTV	Average order value
New user referral rate	ARPU	ARPU		



# MARKETING YOUR ANDROID APPS

In app Purchases

Ad Monetized

Paid Download

ARPU from purchases and churn rates.

Chief concern is maximizing DAUs and reducing churn rate.

CAC below the revenue you make per download.

Which stage in the user lifecycle is most important to my mobile app marketing plan right now?

A

A

R

R

R

**Acquisition****Activation****Retention****Referral****Revenue**

Getting users to  
install your app.

Getting users to  
actually sign up  
if necessary and  
use your app

Getting users to  
use your app for  
as long as  
possible

Getting users to  
tell people in  
their networks to  
use your app

Maximizing the  
money you  
make in  
aggregate from  
each app user

## Terms of Use

The information contained in this downloadable document in pdf or ppt format, is a copy of the virtual material presented in the online version of the course, its contents, graphics, web links, annotations and comments are responsibility of its author (s), and it does not compromise to edX or to Galileo University.

EdX and Galileo University do not assume any responsibility of the actuality, accuracy, copyright obligations, integrity or quality of the information provided, the use of this downloadable document is limited expressly to the educational purposes of the course.