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. GrowthBugpublished a great article on measuring NPS from app users)

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

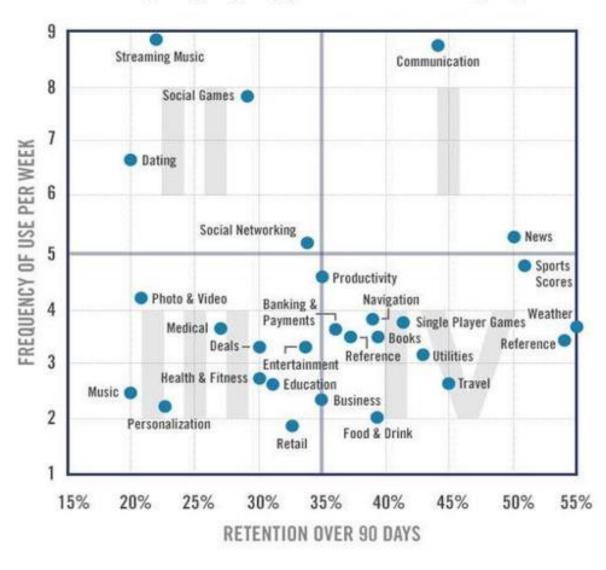


When selecting your app marketing KPIs, keep these two questions in mind:

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



Loyalty by Application Category





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		



In app Purchases Ad Monetized Paid Download

ARPU from purchases and churn

Chief concern is maximizing rates.

DAUs and reducing churn rate.

CAC below the revenue you make per download.



make in

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



Acquisition Ac	ctivation	Retention	Referral	Revenue
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Maximizing the Getting users to Getting users to money you Getting users to actually sign up use your app for tell people in install your app. if necessary and as long as their networks to aggregate from possible use your app use your app each app user



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