

# **Victorious Weekly Data Review**

05/06/2015

# Summary

## Victorious: iOS + Android

victorious

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	7,860	9,712	-19%	12,769	-38%
DAU	35,869	38,804	-8%	55,924	-36%
D1	25.3%	29.2%	-14%	31.3%	-19%
Registration Rate	37.7%	34.6%	9%	56.1%	-33%

## GLG: iOS + Android

glamlife

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	72	67	7%	89	-19%
DAU	3,009	2,937	2%	3,311	-9%
D1	35.8%	27.5%	30%	31.1%	15%
Registration Rate	30.6%	37.3%	-18%	37.1%	-18%

## TYT: iOS + Android

TheYoungTurks

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	308	345	-11%	618	-50%
DAU	1,086	1,414	-23%	1,695	-36%
D1	23.8%	23.9%	0%	26.4%	-10%
Registration Rate	32.1%	31.0%	4%	27.7%	16%

## NC: iOS + Android

NitroCircus

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	337	943	-64%	3	11133%
DAU	1,035	1,804	-43%	30	3350%
D1	17.6%	24.4%	-28%	23.5%	-25%
Registration Rate	27.0%	25.5%	6%	33.3%	-19%

## EYK: iOS + Android

eatyourkimchi

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	232	318	-27%	235	-1%
DAU	2,605	3,320	-22%	3,761	-31%
D1	24.8%	25.2%	-2%	29.6%	-16%
Registration Rate	39.7%	37.7%	5%	55.3%	-28%

## FB: iOS + Android

fitnessblend

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	609	542	12%	768	-21%
DAU	4,685	3,563	31%	3,857	21%
D1	17.5%	15.9%	10%	15.3%	15%
Registration Rate	29.4%	28.2%	4%	32.2%	-9%

## RH: iOS + Android

RyanHiga

	5/3/15	5/2/15	DoD	4/26/15	WoW
Installs	3,115	3,394	-8%	11,056	-72%
DAU	18,905	20,958	-10%	43,270	-56%
D1	31.5%	31.1%	1%	32.2%	-2%
Registration Rate	60.5%	58.7%	3%	59.5%	2%

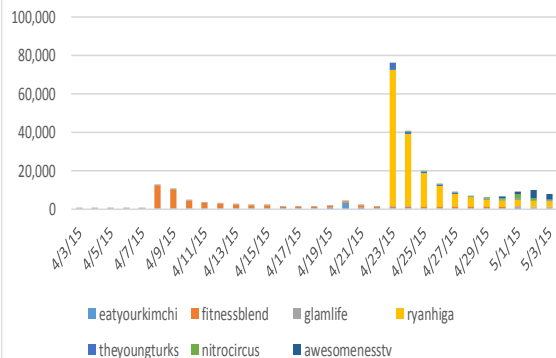
## ATV: iOS + Android

AwesomenessTV

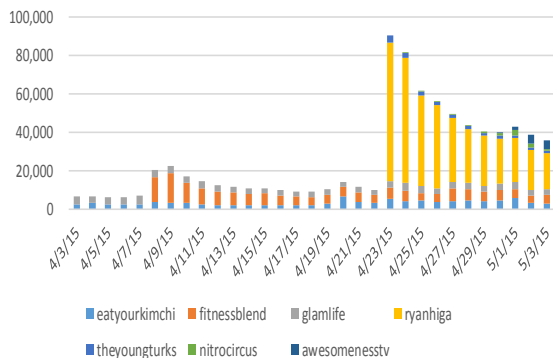
	5/3/15	5/2/15	DoD	4/30/15	WoW
Installs	3,187	4,103	-22%	628	407%
DAU	4,544	4,808	-5%	650	599%
D1	22.9%	43.3%	-47%		
Registration Rate	18.8%	17.7%	6%	36.8%	-49%

# Victorious

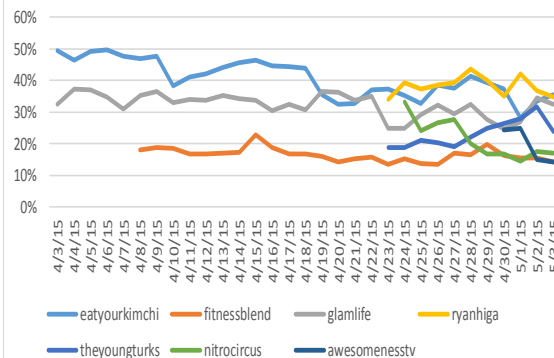
### Installs by App



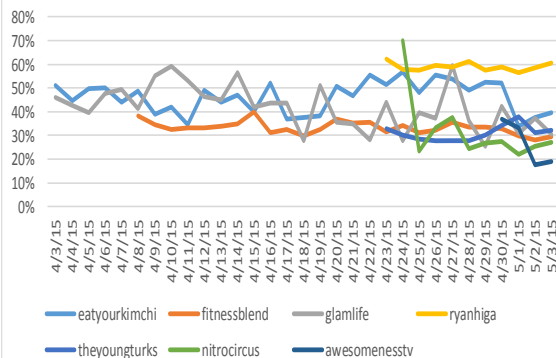
### DAU by App



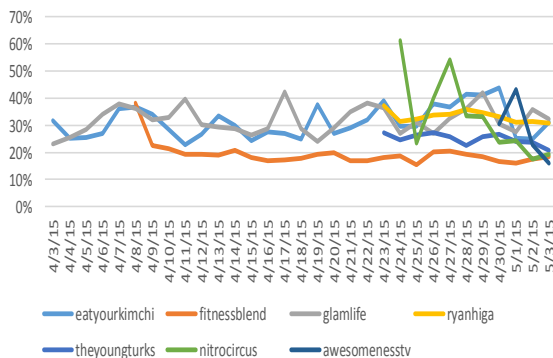
### Engagers / DAU by App



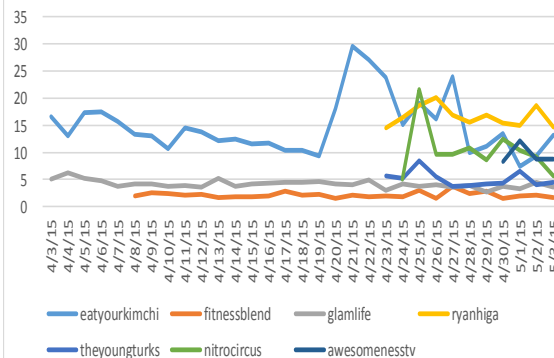
### Registration Rate by App



### D1 Retention by App



### Engagements / DAU by App

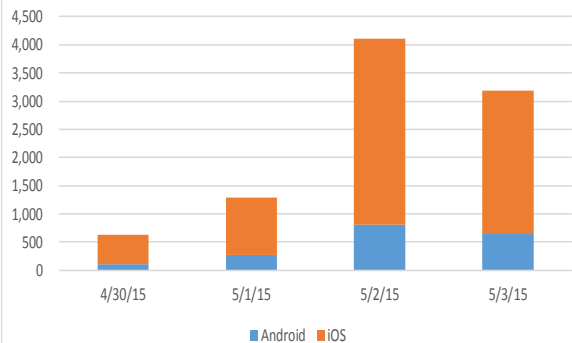


# Launch Metrics – Awesomeness TV

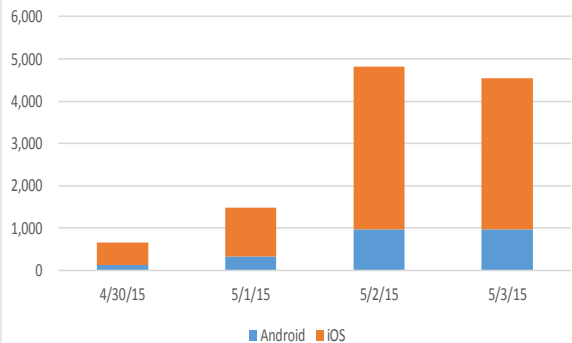
App	AwesomenessTV	Launch Date	4/30/15	
Date	5/3/15	5/2/15	5/1/15	4/30/15
Subscribers	2,421,838	2,421,838	2,421,838	2,421,838
Installs	3,200	4,118	1,290	631
Registrations	607	732	431	232
Reg. Rate	19%	18%	33%	37%
DAU	4,544	4,808	1,482	631
Total Views	25,909	24,953	7,193	2,829
Total Viewers	3,560	3,807	1,004	432
% Total Viewers (to DAU)	78%	79%	68%	68%
Engagements	39,863	41,828	17,906	5,373
Engagers	647	718	367	158
% Engagers (to DAU)	14%	15%	25%	25%
Creations	142	204	95	68
Creators	88	102	59	30
% Creators (to DAU)	2%	2%	4%	5%
Tile Views	122,557	124,327	50,195	23,060
Tile Viewers	3,970	4,253	1,312	591
% Tile Viewers (to DAU)	87%	88%	89%	94%
*subs pegged to launch day				

# Awesomeness TV

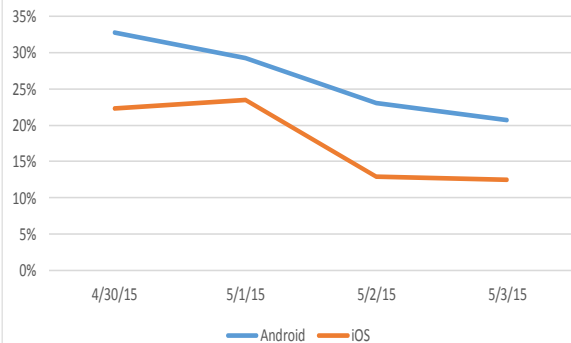
Installs by Platform



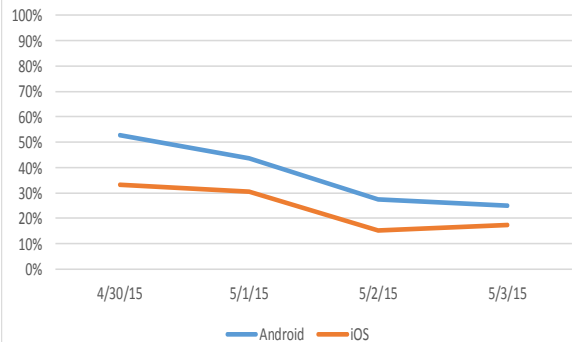
DAU by Platform



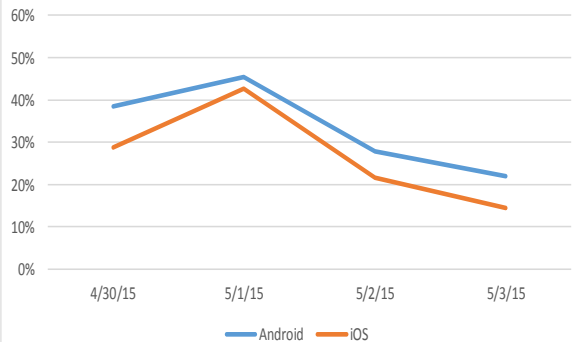
Engagers / DAU by Platform



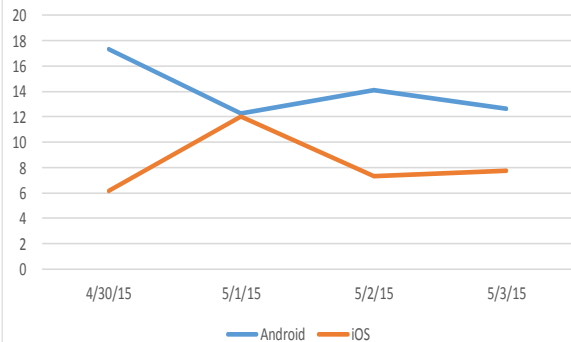
Registration Rate by Platform



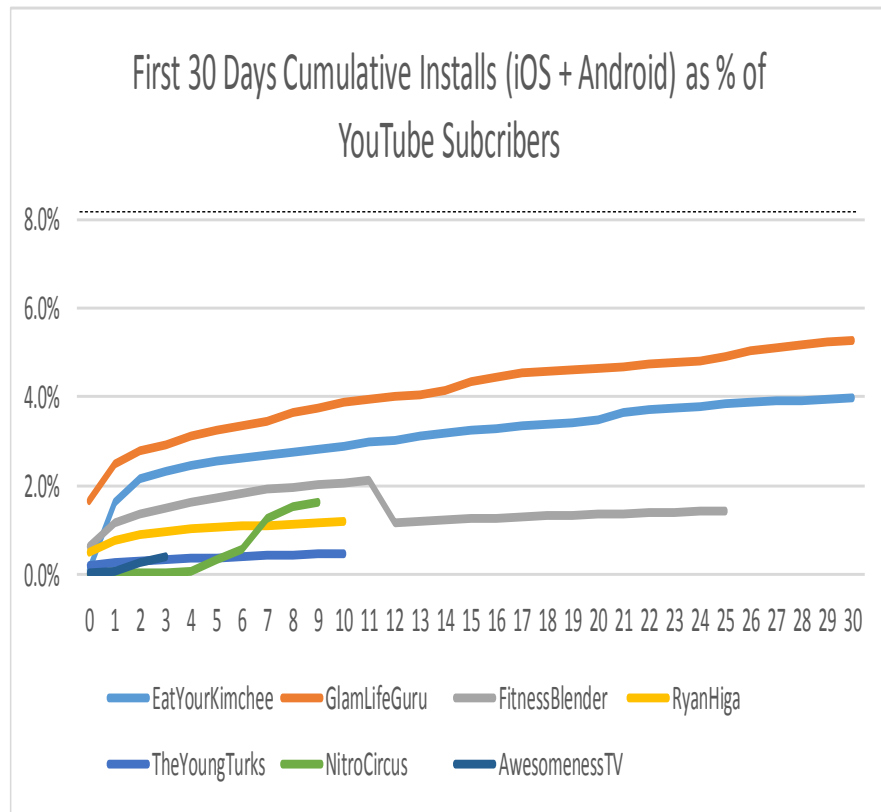
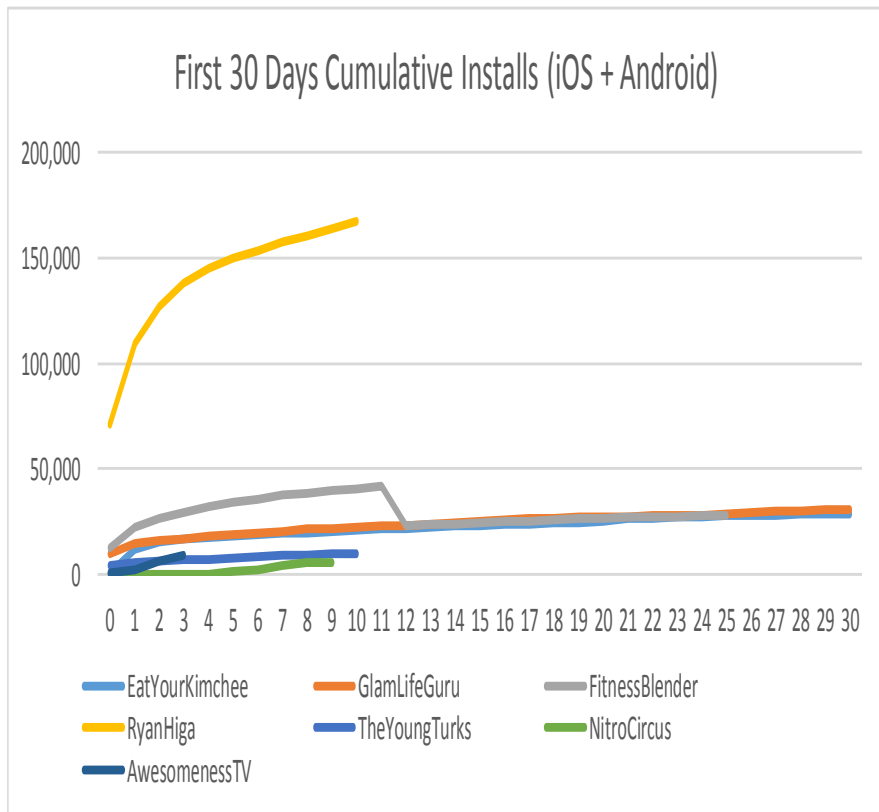
D1 Retention by Platform



Engagements / DAU by Platform

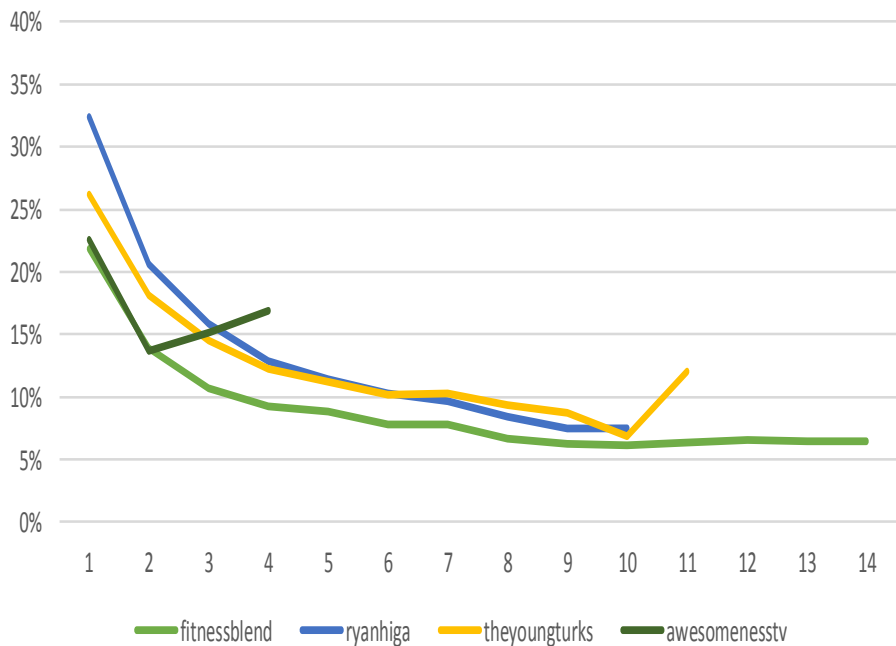


# Cumulative Installs at Launch

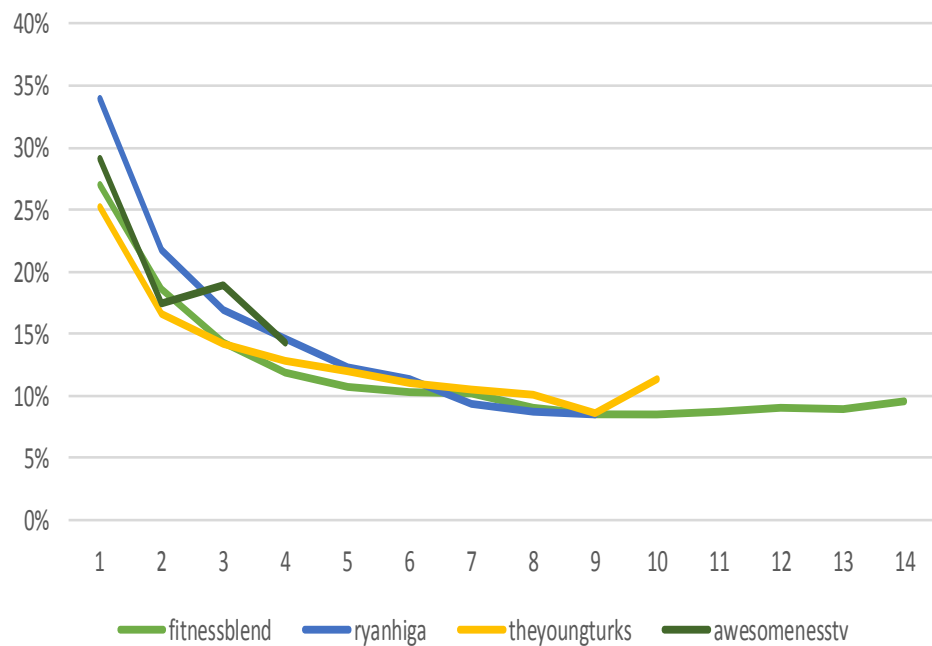


# Retention at Launch

iOS Retention by Days since Launch

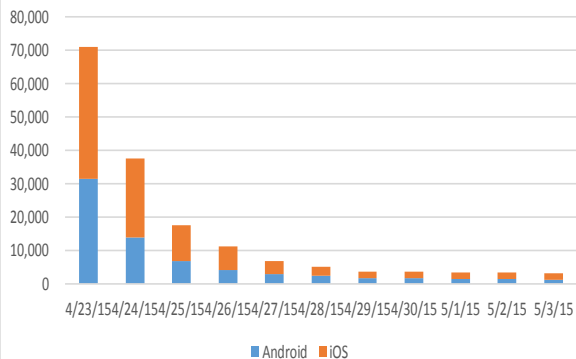


Android Retention by Days since Launch

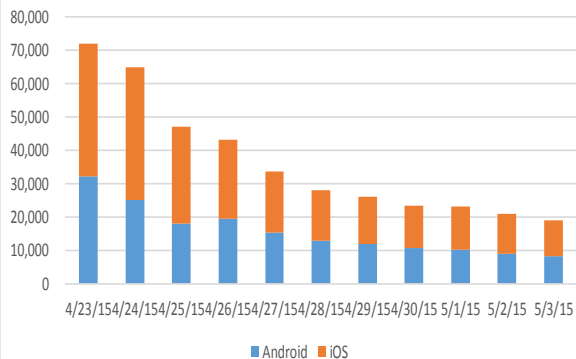


# Ryan Higa

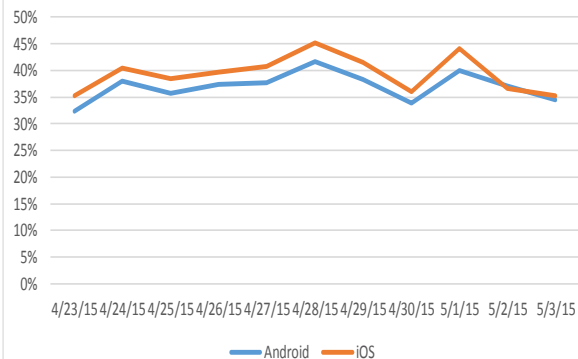
Installs by Platform



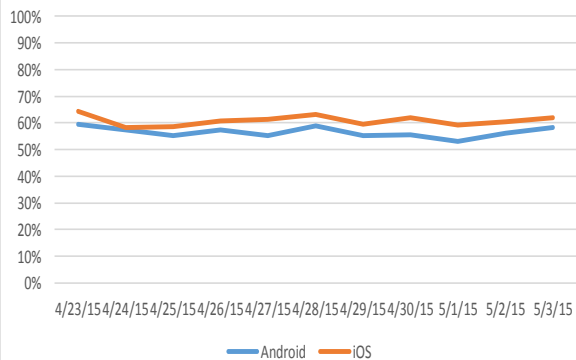
DAU by Platform



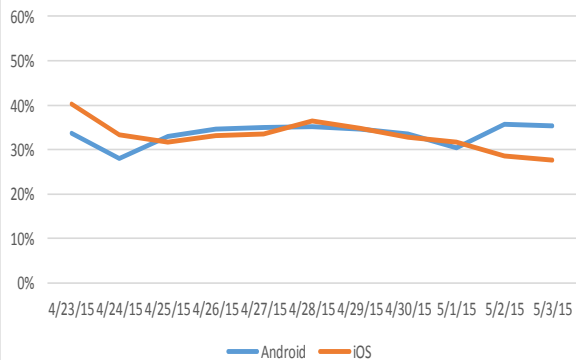
Engagers / DAU by Platform



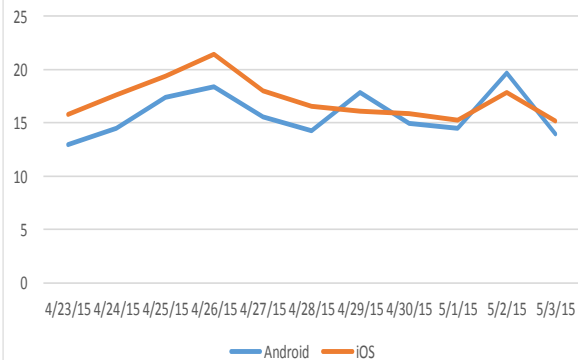
Registration Rate by Platform



D1 Retention by Platform



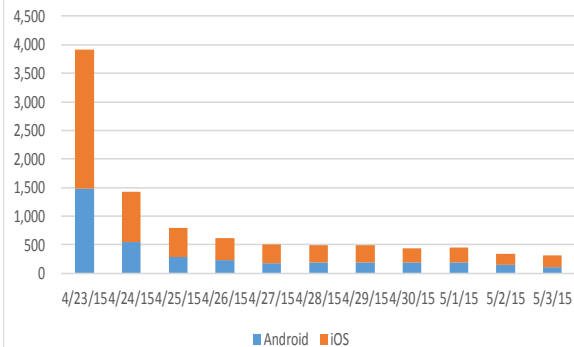
Engagements / DAU by Platform



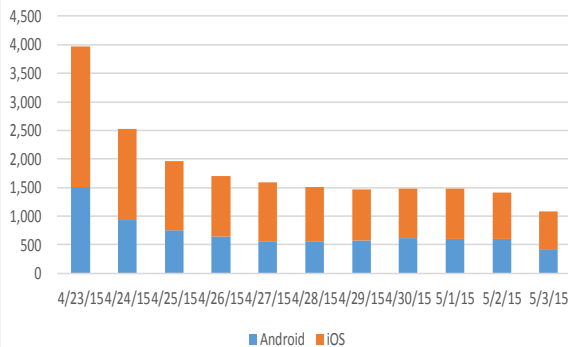


# The Young Turks

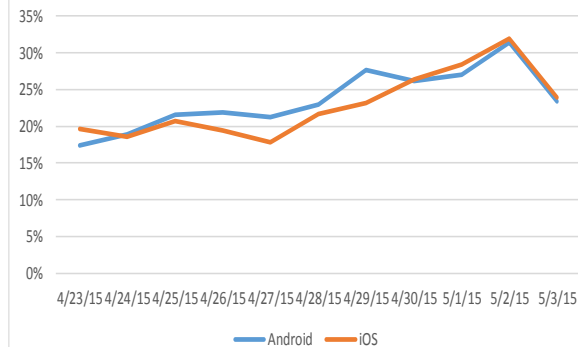
Installs by Platform



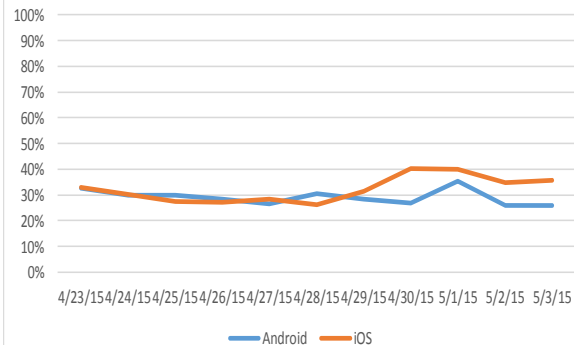
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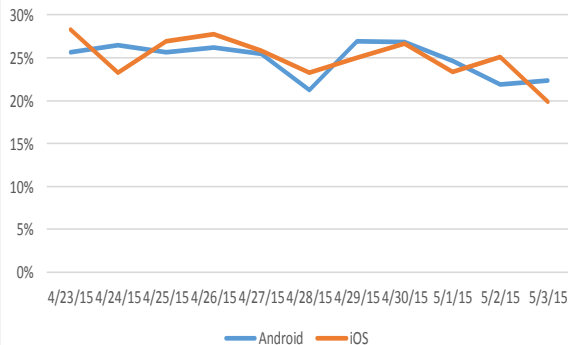
Engagers / DAU by Platform



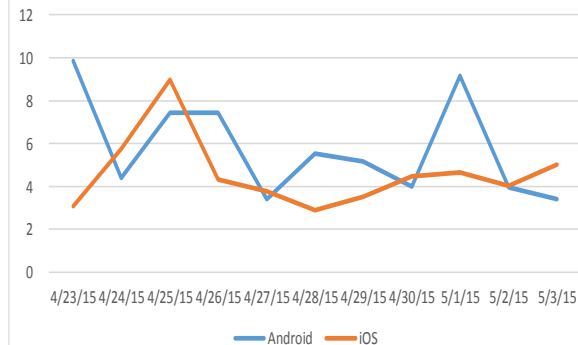
Registration Rate by Platform



D1 Retention by Platform

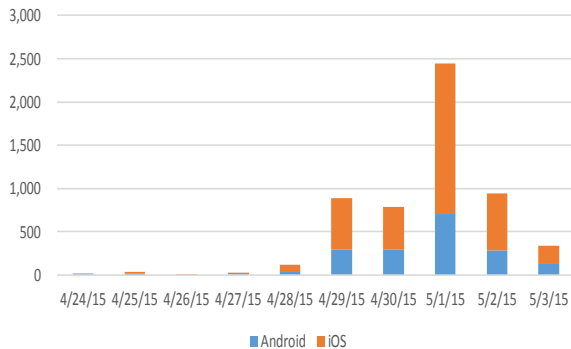


Engagements / DAU by Platform

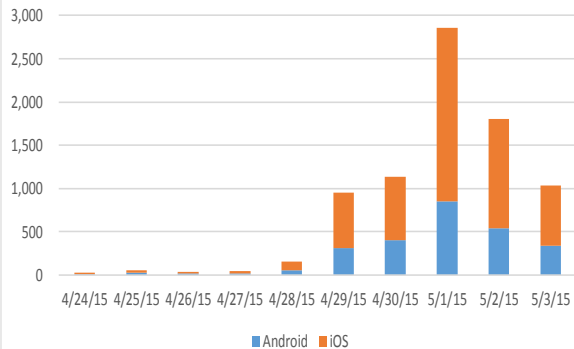


# Nitro Circus

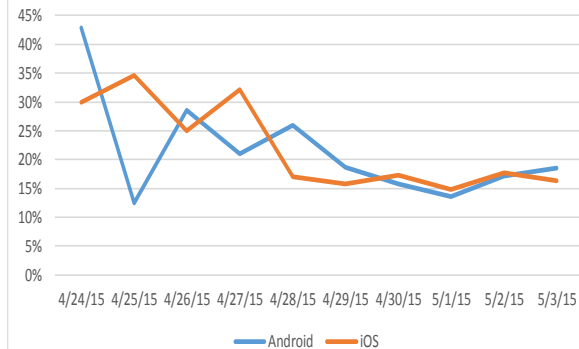
Installs by Platform



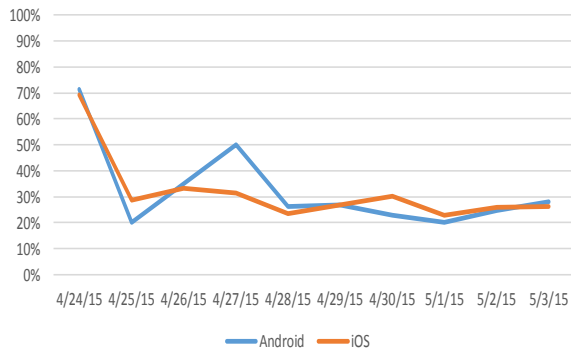
DAU by Platform



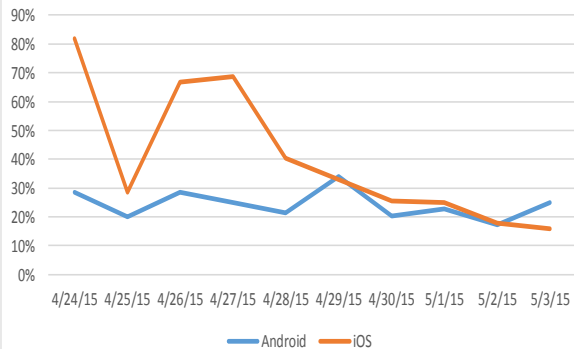
Engagers / DAU by Platform



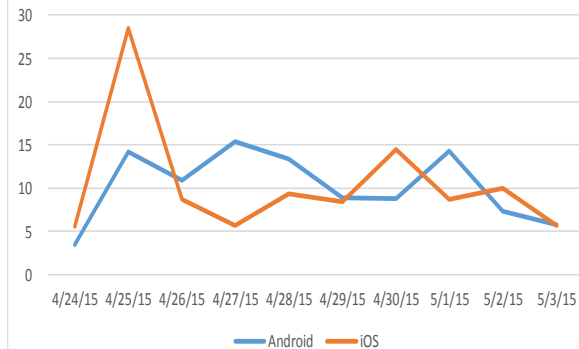
Registration Rate by Platform



D1 Retention by Platform

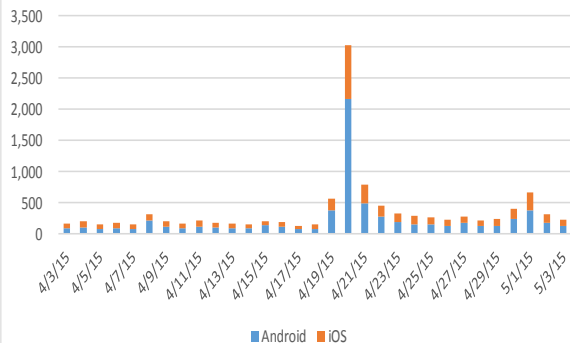


Engagements / DAU by Platform

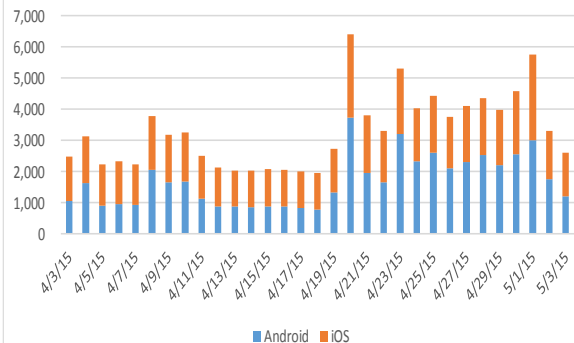


# Eat Your Kimchi

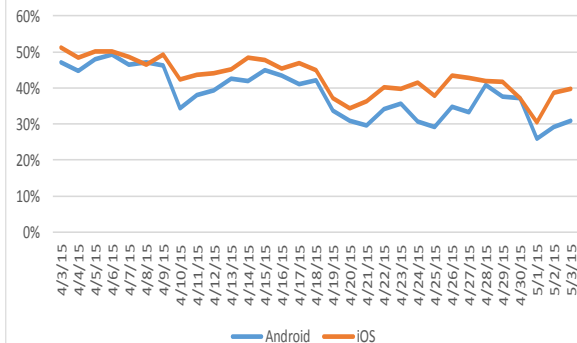
Installs by Platform



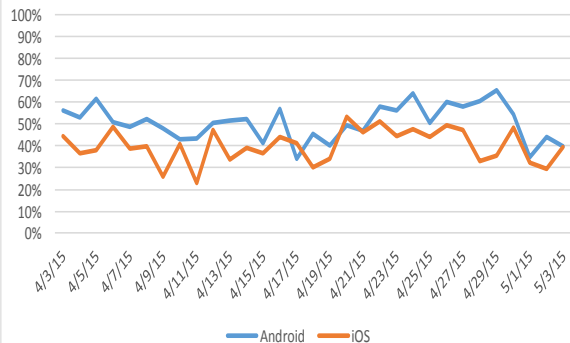
DAU by Platform



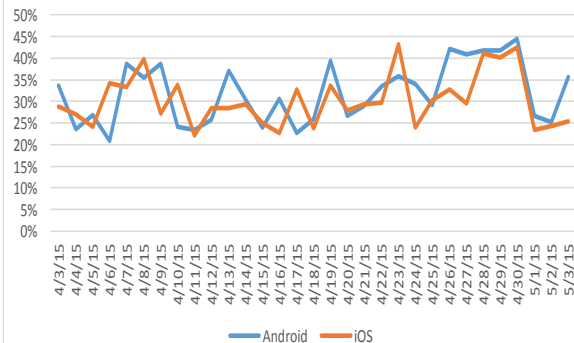
Engagers / DAU by Platform



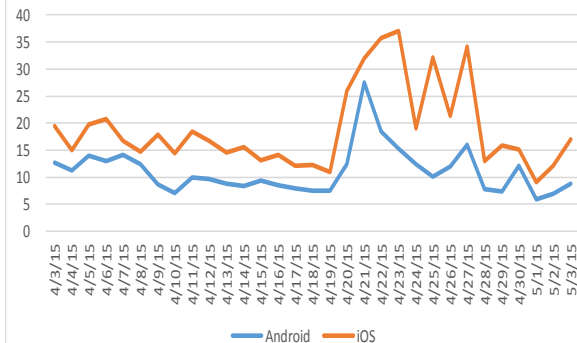
Registration Rate by Platform



D1 Retention by Platform

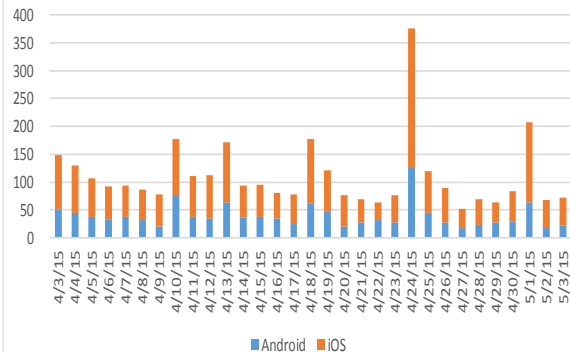


Engagements / DAU by Platform

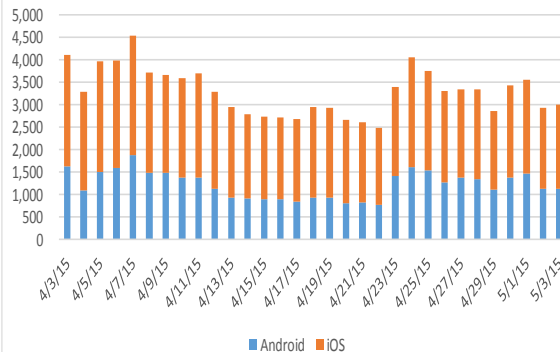


# Glam Life Guru

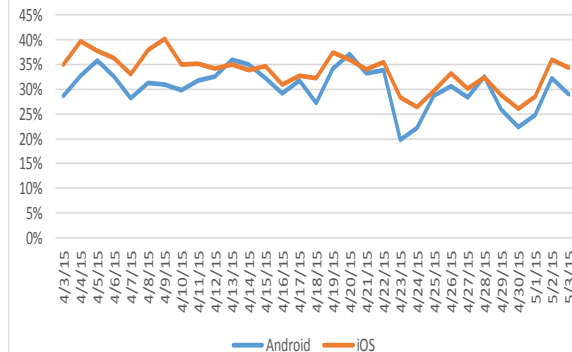
Installs by Platform



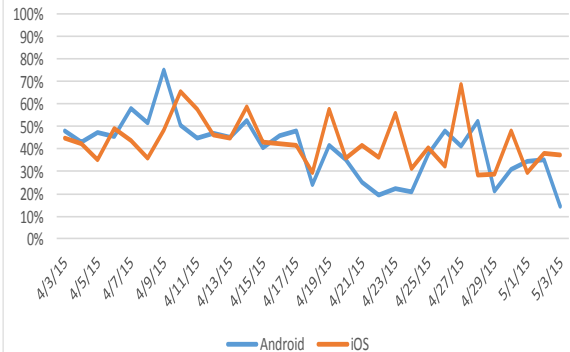
DAU by Platform



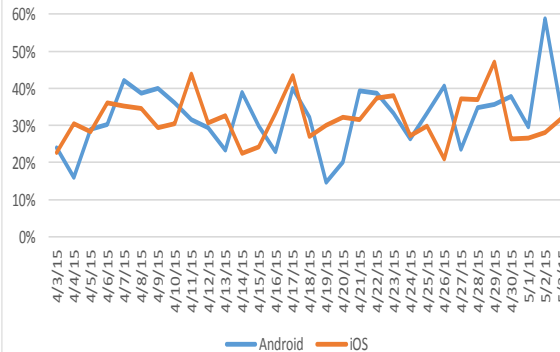
Engagers / DAU by Platform



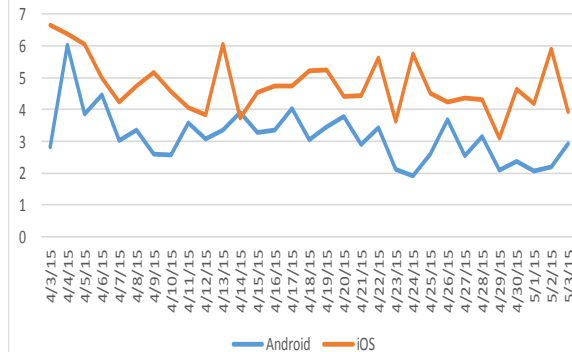
Registration Rate by Platform



D1 Retention by Platform

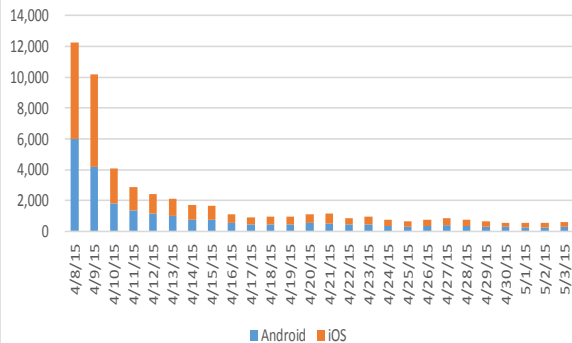


Engagements / DAU by Platform

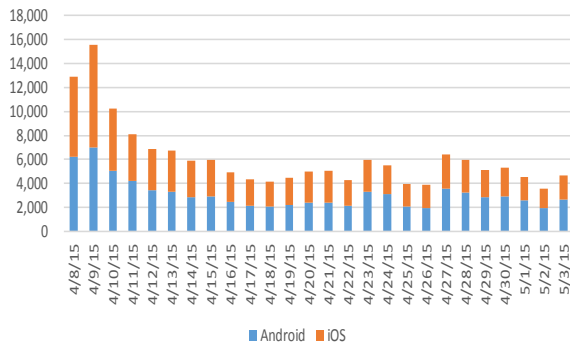


# Fitness Blender

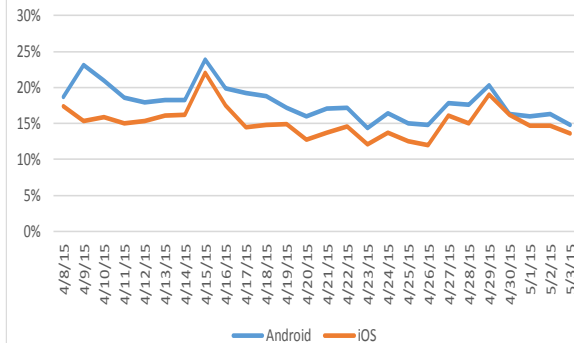
Installs by Platform



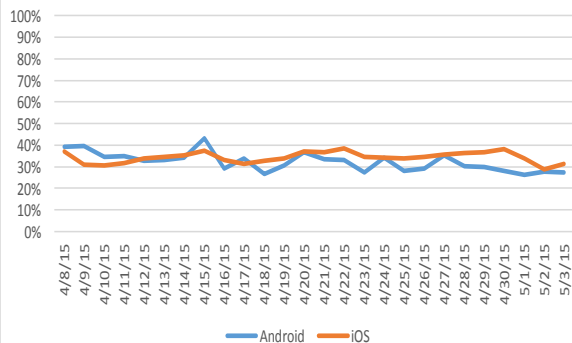
DAU by Platform



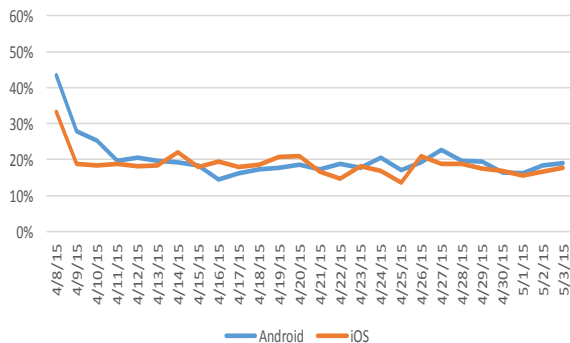
Engagers / DAU by Platform



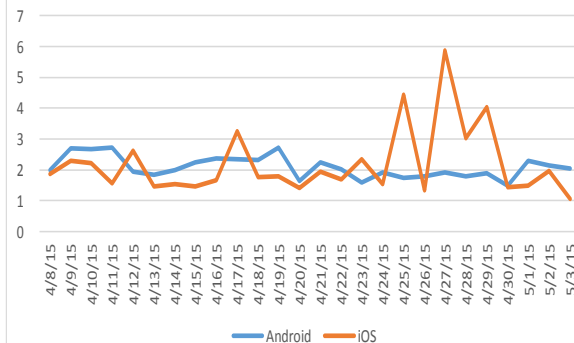
Registration Rate by Platform



D1 Retention by Platform

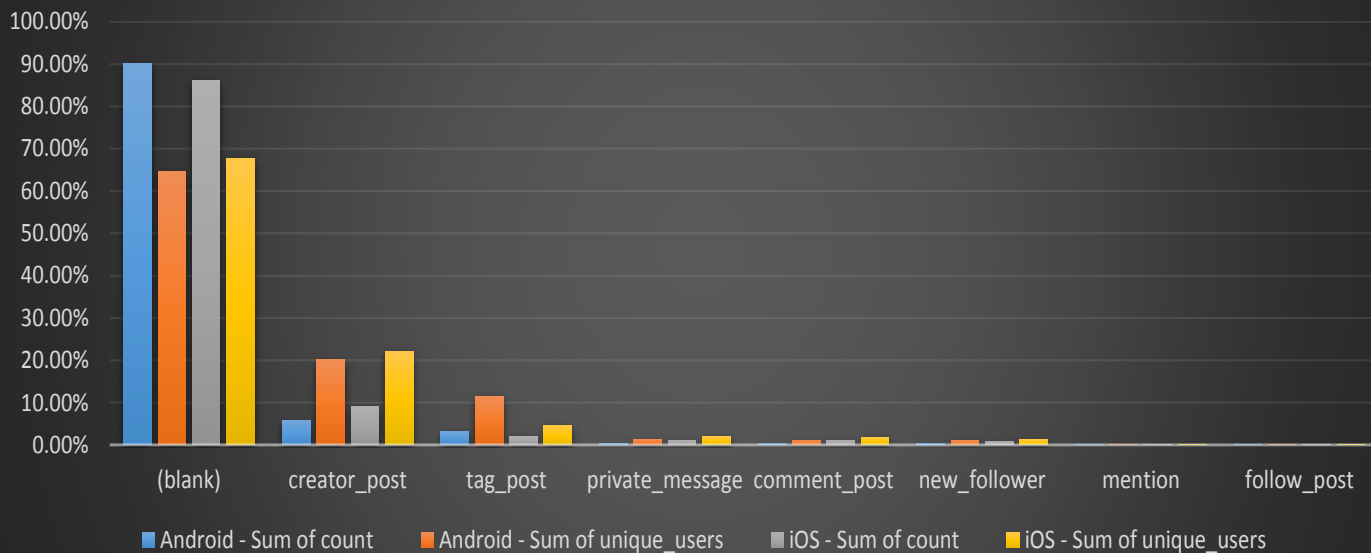


Engagements / DAU by Platform



# Session Starts by Push Notif Type

RH - Session Starts from Push Notifications



iOS:

- 14% of Sessions coming from Push Notification.
- 32% of Users opening from Push Notification.

Android:

- 10% of Sessions coming from Push Notification.
- 35% of Users opening from Push Notification.

# Followers and Followees

## Users

Metrics	ATV	EYK	FB	GLG	NC	RH	TYT
Followees	78	5,806	2,070	7,126	61	11,278	883
Followers	49	9,232	1,808	5,470	90	88,191	2,408
Total Users	727	55,110	52,283	56,287	1,971	159,573	8,954
% Followees	11%	11%	4%	13%	3%	7%	10%
% Followers	7%	17%	3%	10%	5%	55%	27%

## Tags

Metrics	ATV	EYK	FB	GLG	NC	RH	TYT
Following at least 1 tag	41	2,113	1,269	1,085	65	8,455	253
Total Users	727	55,110	52,283	56,287	1,971	159,573	8,954
% of Total Users	6%	4%	2%	2%	3%	5%	3%

- RH has 55% followers. Most of them follow 1 user.
- Most apps average around 7-10% followers/followees (% of Total Users).
- Most apps average around 5% tag follows (% of Total Users).

# Next Steps

- Effect of following on retention
- Activity Cohort Analysis – Engagement, Reg, Creation, Monetization etc.
- App Scorecard
- Daily/Weekly Reports - Automation