Three digital billboards are mounted on a concrete wall in a subway station. The billboards have black frames and white backgrounds. The left and right billboards display the text "YOUR AD HERE" in large, bold, black capital letters. The middle billboard displays the "adduplex" logo, where "adduplex" is written in a lowercase sans-serif font, with "adduplex" in blue and "x" in orange.

YOUR
AD
HERE

YOUR
AD
HERE

Developer's Guide to Marketing and Monetization of Windows Phone Apps

Alan Mendelevich | AdDuplex | alan@adduplex.com | @ailon



Elbert Perez

- \$61,321.58 from 7 games in 2011



Jeff Weber

- \$23,215.68 in 6 months from Krashlander



4Bros Studio

- \$10-15k per month from ads in Taptitude

Health Pack Games

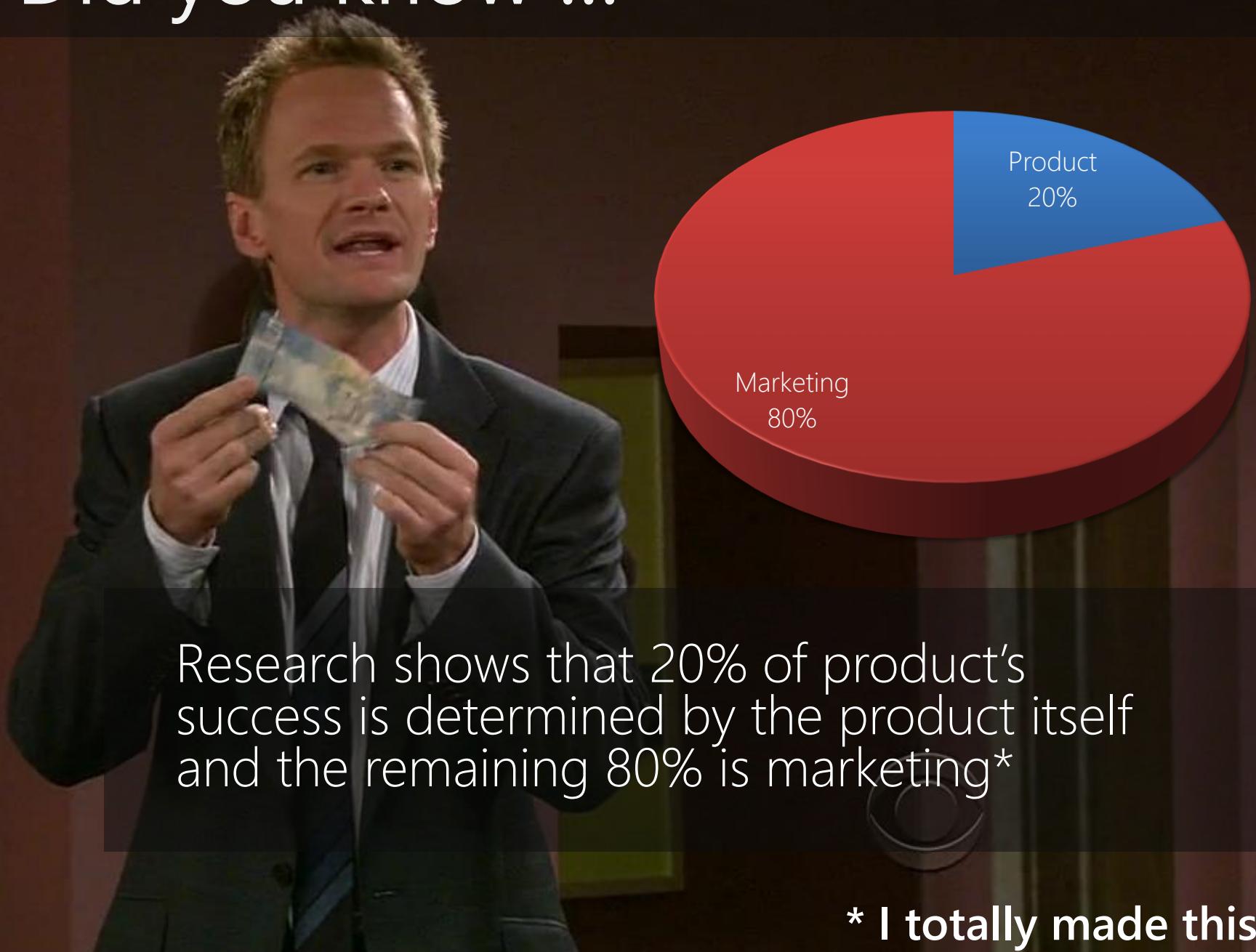
- up to \$800 per day from NAX in games





**App Gold Rush
is over**

Did you know ...



Research shows that 20% of product's success is determined by the product itself and the remaining 80% is marketing*

* I totally made this up

**WTH are you
trying to do?**



A hobby?



JOBS

 **Scott Lovegrove**  

@MarkXA quite probably. Ideally, my perfect ROI would be a job offer ;)

 Reply  Retweet  Favorite  More

12:36 PM - 17 Nov 12

 **Scott Lovegrove**  

Happy to report that my first day at Microsoft went well :)

 Reply  Retweet  Favorite  More

1 RETWEET	
--------------	---

9:16 PM - 13 May 13

Contracts?





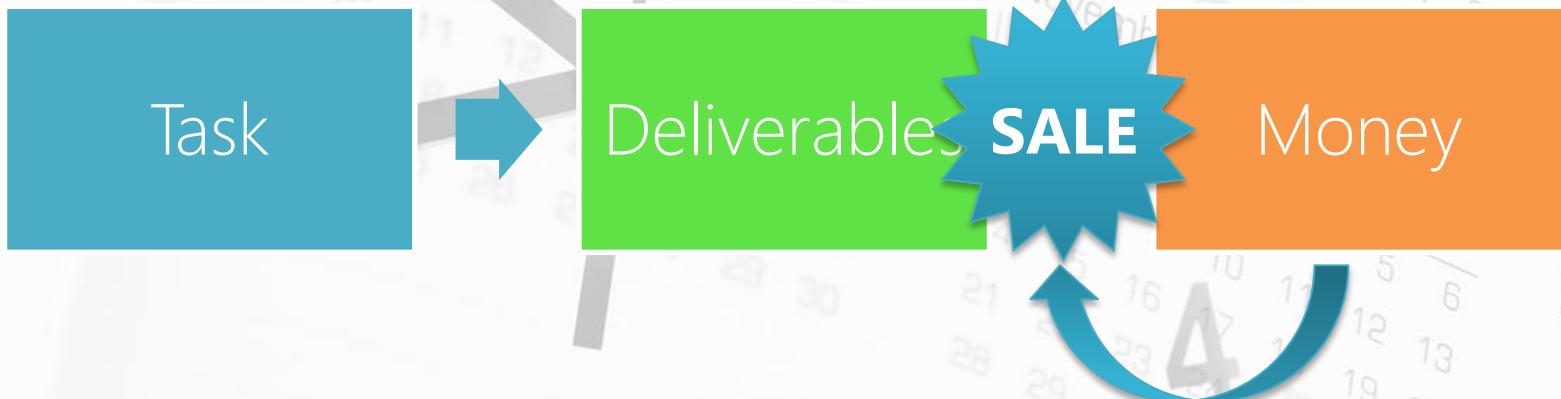
My app is my
business!

Developer's Work Cycle

Employee/Contract developer

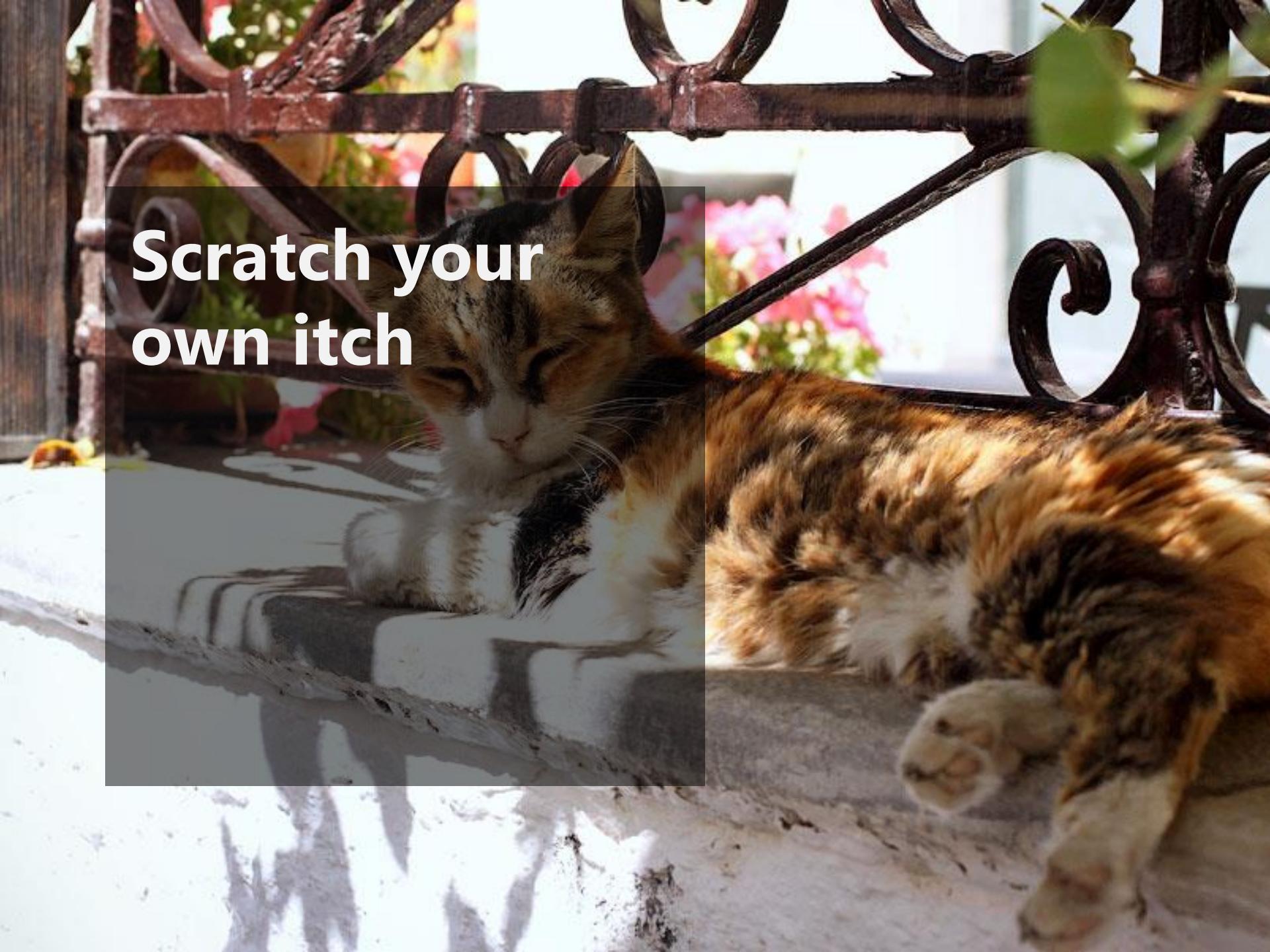


Entrepreneur developer





What to build?



Scratch your
own itch

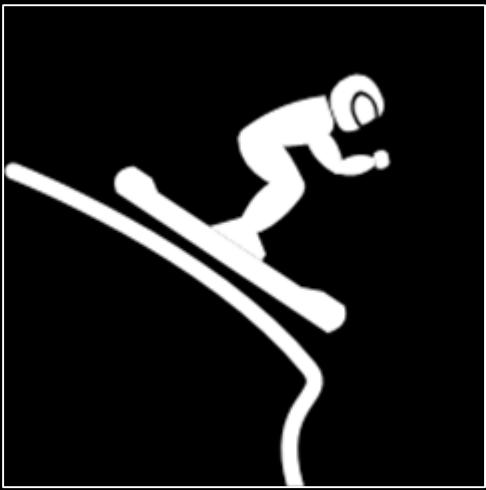


The background image shows the Great Pyramids of Giza under a cloudy sky. The pyramids are large, dark structures with visible stone blocks. In the foreground, there's a flat, sandy area with some sparse vegetation and a few small figures. A modern city skyline is visible in the far distance.

Original vs. “Me too”

One of Jobs's talents was spotting markets that were filled with second-rate products.

from Steve Jobs by Walter Isaacson



Megahit vs. Smaller Hits



Release date is a feature

"... this was quite important since it got a lot of attention for being the first real picture effects / photo filter app in the market. The big blogs like Gizmodo, Engadget and MSNBC covered a few of the must have WP7 apps and Pictures Lab got featured in all. I guess that helped to jump start the app."

René Schulte, PicturesLab

Release date is a feature

With every SDK/OS release there's a chance to be the first to utilize some previously unavailable capability

Getting ideas and inspiration

JAMES

I WAS
BLIND
B U T
N O W
I S E E

ALTUCHER



The Daily Practice

"Every day I write down ideas. I write down so many ideas that it hurts my head to come up with one more. Then I try to write down five more.

...

The "idea muscle" atrophies within days if you don't use it. Just like walking. If you don't use your legs for a week, they atrophy. You need to exercise the idea muscle. It takes about 3-6 months to build up once it atrophies. Trust me on this."



Getting a return on your investment

Front-end for your main service

amazon kindle

home most recent

The screen shows a grid of book covers including "The Confession" by John Grisham, "At Home" by Bill Bryson, "Cesar's Rules" by Cesar Millan, "The Lost Hero" by Rick Riordan, and "Worth Dying For" by Lee Child. At the bottom, there are links to "see all archived items (32)" and a "Genres" section.

Genres

see all archived items (32)

NETFLIX

home genres see

Resume 2 Days in Paris

INDEPENDENT COMEDIES

The screen displays movie posters for "Assisted Living" (2007, PG-13, 1h 33m), "nbt: Never Been Thawed" (2008, PG-13, 1h 50m), and "Embedded: Live" (2005, R, 1h 24m). Each poster includes a play button icon.

Assisted Living
2007 PG-13 1h 33m
nbt: Never Been Thawed
2008 PG-13 1h 50m
Embedded: Live
2005 R 1h 24m

FOURSQUARE HQ

East Village New York, NY

The dashboard shows a map of the East Village area in New York City with a green checkmark indicating the location. Below the map, it says "Jon Shea is the mayor". It also displays social metrics: 1 friend, 0 check-ins, 102 likes, 31 photos, and 3459 total people.

Map: New York University, 3rd Ave, Lafayette St, E 6th St, E 7th St, Broadway, 2nd Ave.

bing

Jon Shea is the mayor

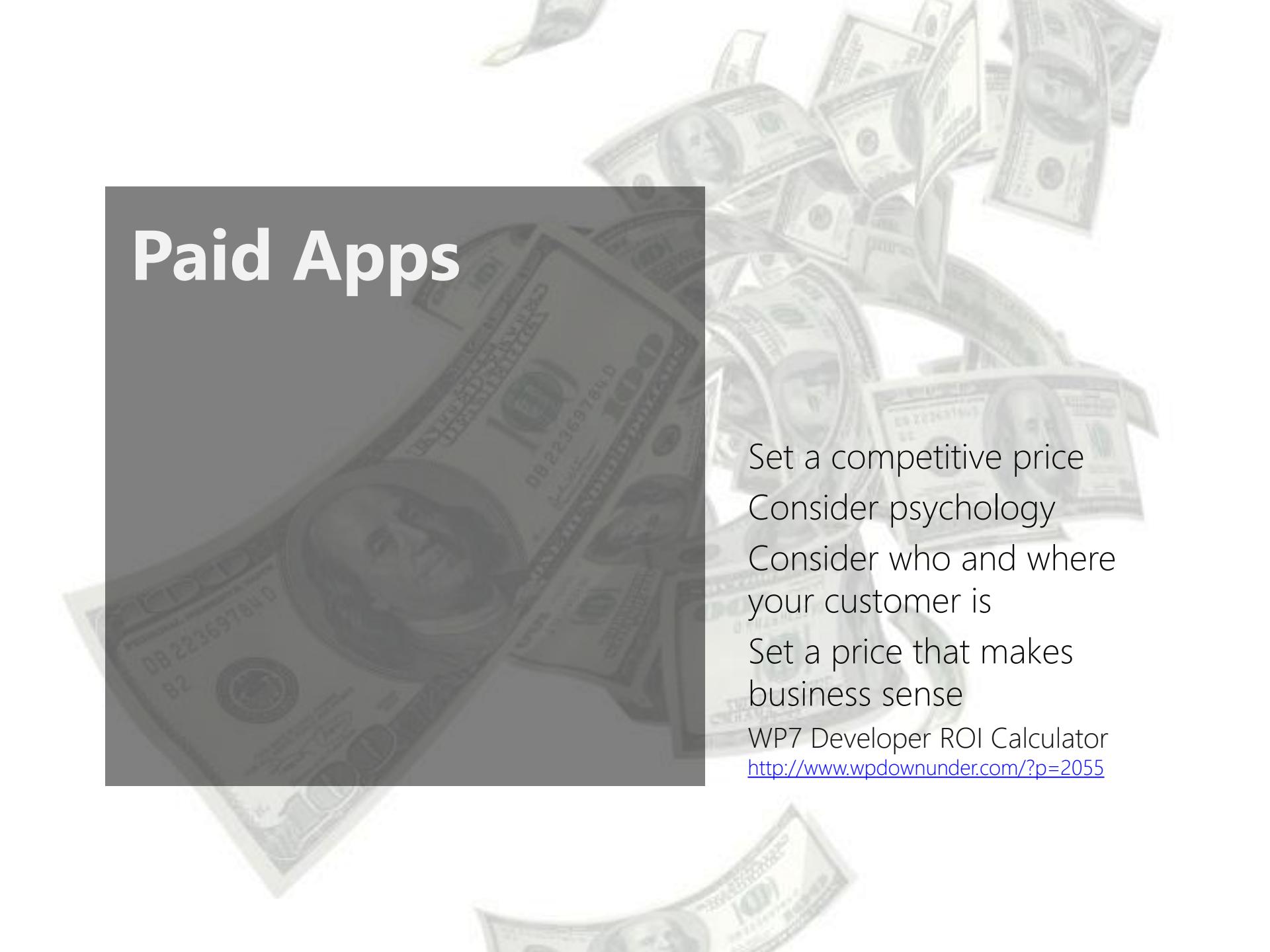
1 friends
no friends
1 other

S 0
check-ins
102 likes
31 photos

Total people 3459

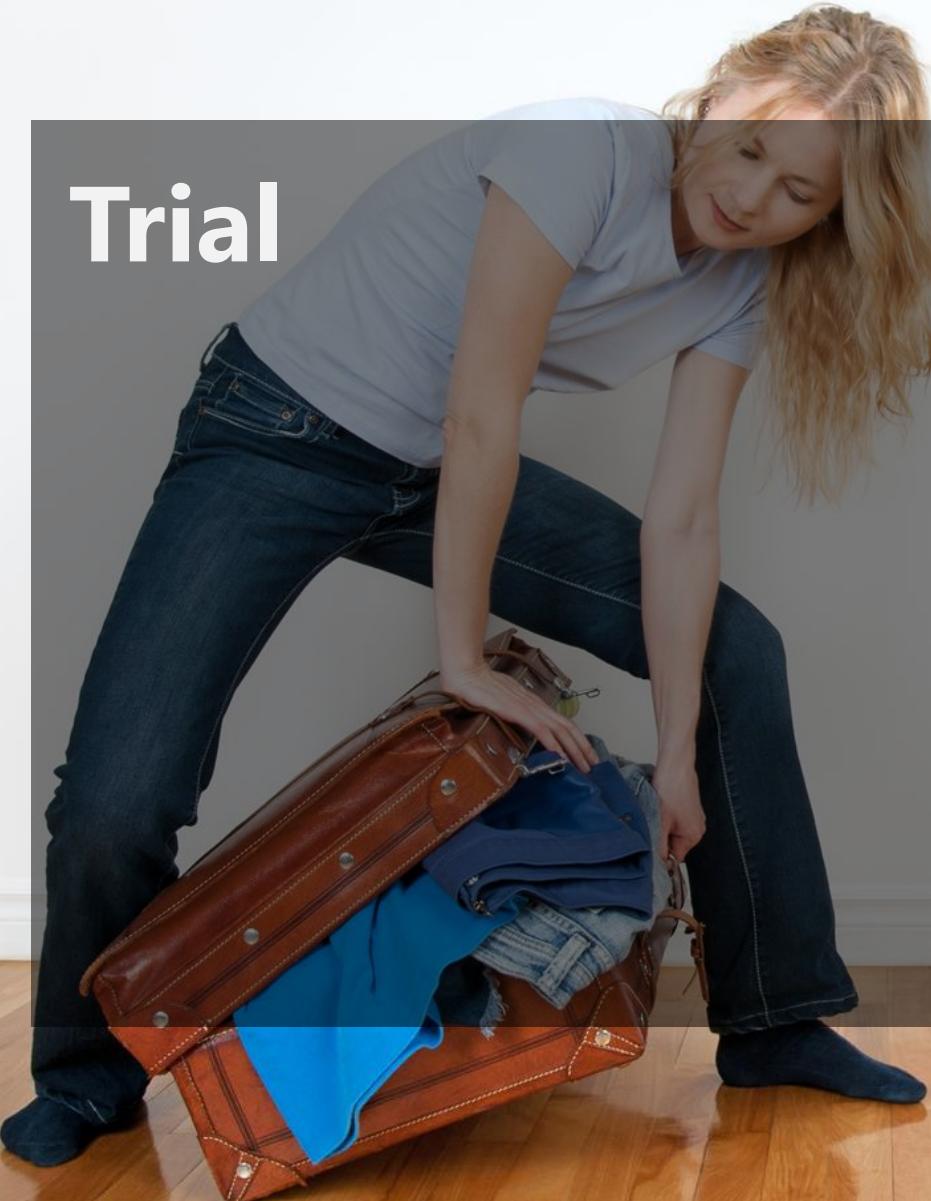
...

Paid Apps



Set a competitive price
Consider psychology
Consider who and where
your customer is
Set a price that makes
business sense
WP7 Developer ROI Calculator
<http://www.wpdowunder.com/?p=2055>

Trial



Can't try ==
won't buy

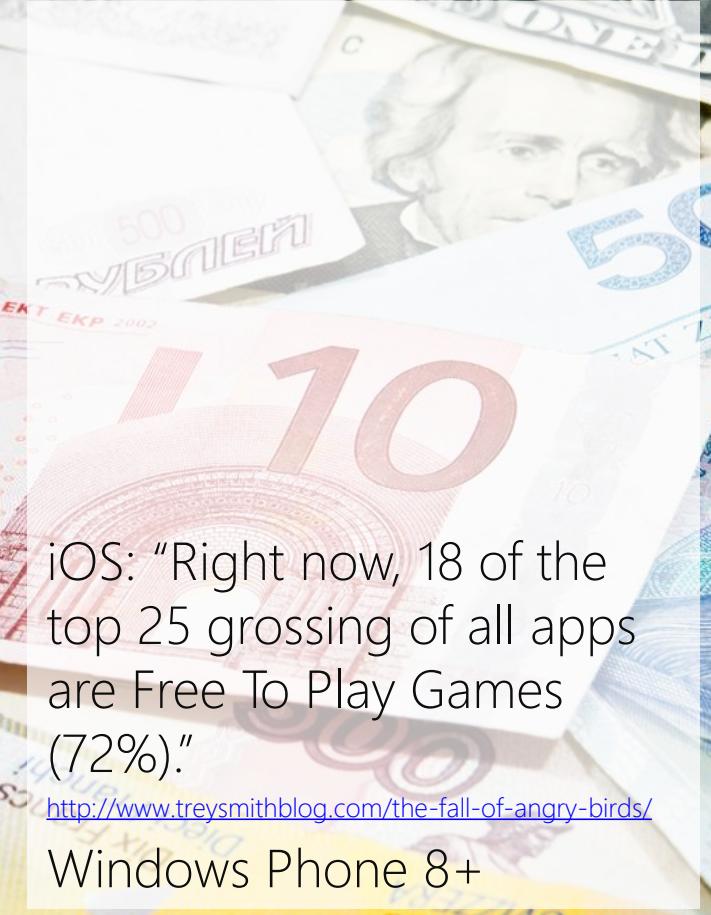
A photograph of a woman with long blonde hair, wearing a light blue t-shirt and dark blue jeans, sitting on a large brown leather suitcase. She is looking down at the suitcase, which appears to be overflowing with clothes. The background is a plain white wall.

Trials according to Microsoft

70x more downloads,
10% conversion rate



In-app purchases



iOS: "Right now, 18 of the top 25 grossing of all apps are Free To Play Games (72%)."

<http://www.treysmithblog.com/the-fall-of-angry-birds/>

Windows Phone 8+

NEWS TECHNOLOGY

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16 April 2012 Last updated at 14:28

Share

Parents sue Apple over in-app game charges

Apple is being sued by parents who claim the iPhone-maker is unfairly profiting from in-app payments in games aimed at children.

Many games on the iOS platform are free to download but offer game add-ons, some of which cost nearly £70.

The group said it was too easy for children to run up big bills without "authorisation of their parents".

Apple had called for the case to be dismissed, pointing out that in-app purchasing can now be disabled.

However, US District Judge Edward Davila said the hearing could now go ahead.

Apple's purchasing system allows users to enter their credit-card details once and then authorise future payments for apps and other items with just a password.

In a recent update to its iOS software, Apple added extra steps in the in-app purchasing process, including the requirement to enter an additional password to buy items within apps.



Buying in-app add-ons typically means players can progress more quickly

Top Stories



Seven Britons die in Nepal crash

Bo Xilai accused of China crimes

Liber riggers 'should face court'

Palace drops Harry pics complaint

France to raise taxes on top 1%

Features & Analysis



Icy calm

Do the British have more stiff upper lip than other nations?



1215 etc

Is Magna Carta actually that important?



Game-changer

Read this and you won't listen to politicians in the same way again



7 days quiz

How were Herbert Lom and Andy Williams connected?



Scott Hanselman

@shanselman



Following

Damn in-app purchase timer. 5 year old just bought \$9 of "extra lives" in a game we just downloaded.

Reply

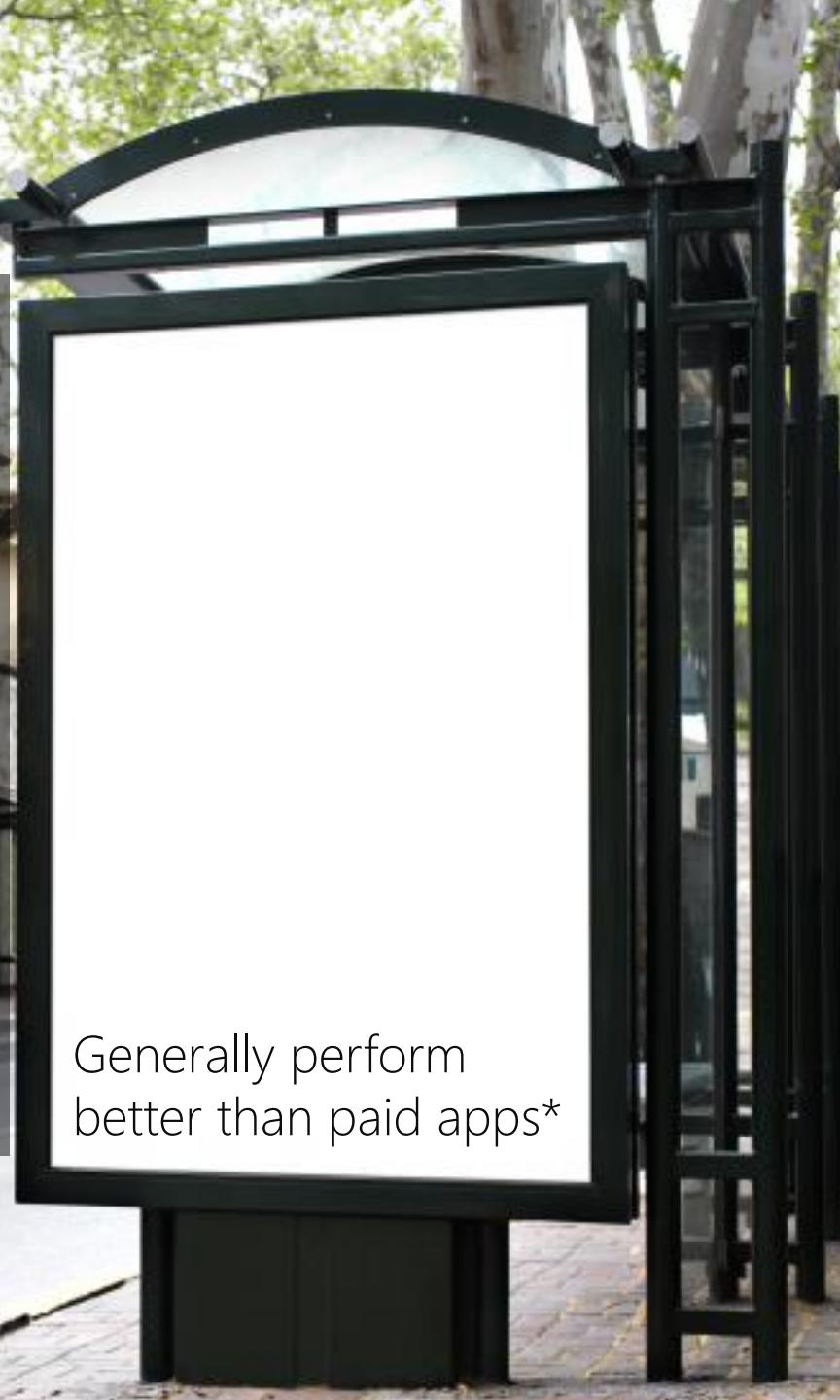
Retweet

Favorited

More



**Advertising is
best suited for
long/frequently
running apps
and games**



Generally perform
better than paid apps*

Ad networks

 Microsoft Advertising

 
by Google

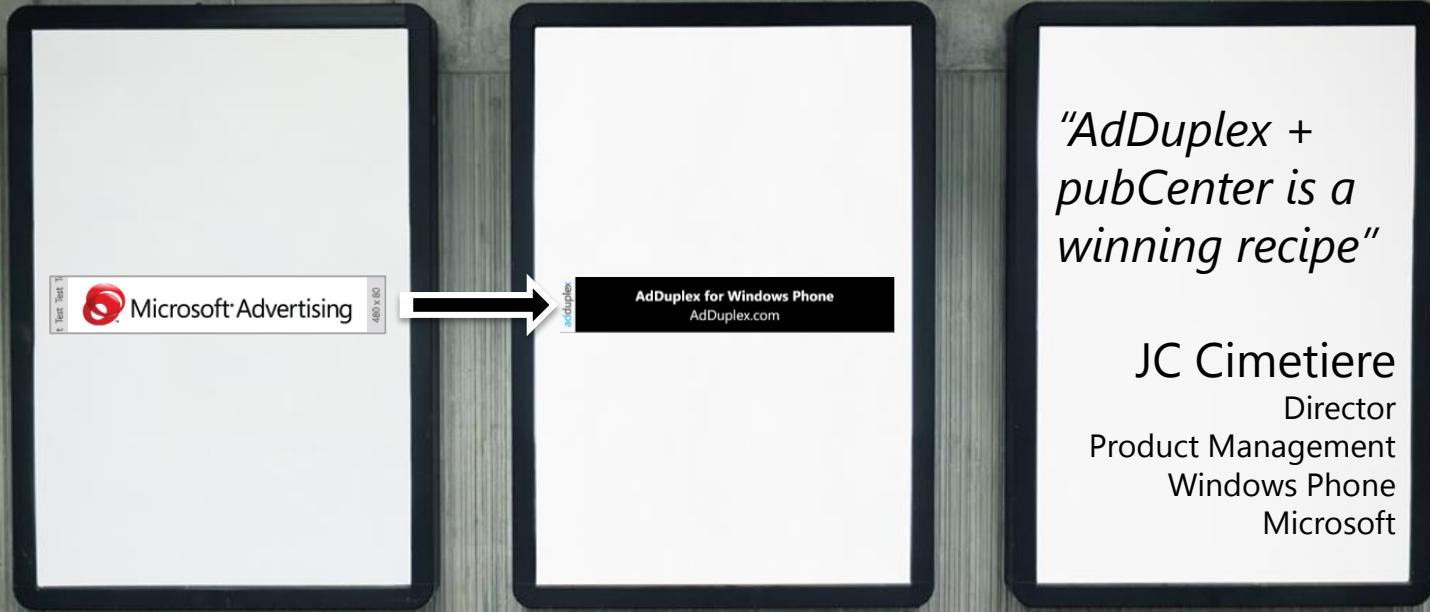





Mobile Advertising. Simplified.

 
the mobile advertising & data platform®

AdDuplex as a Fallback Solution



*"AdDuplex +
pubCenter is a
winning recipe"*

JC Cimetiere
Director
Product Management
Windows Phone
Microsoft

Smaato: "Worldwide, the average ad network fill rate was 10% in Q3 2011"

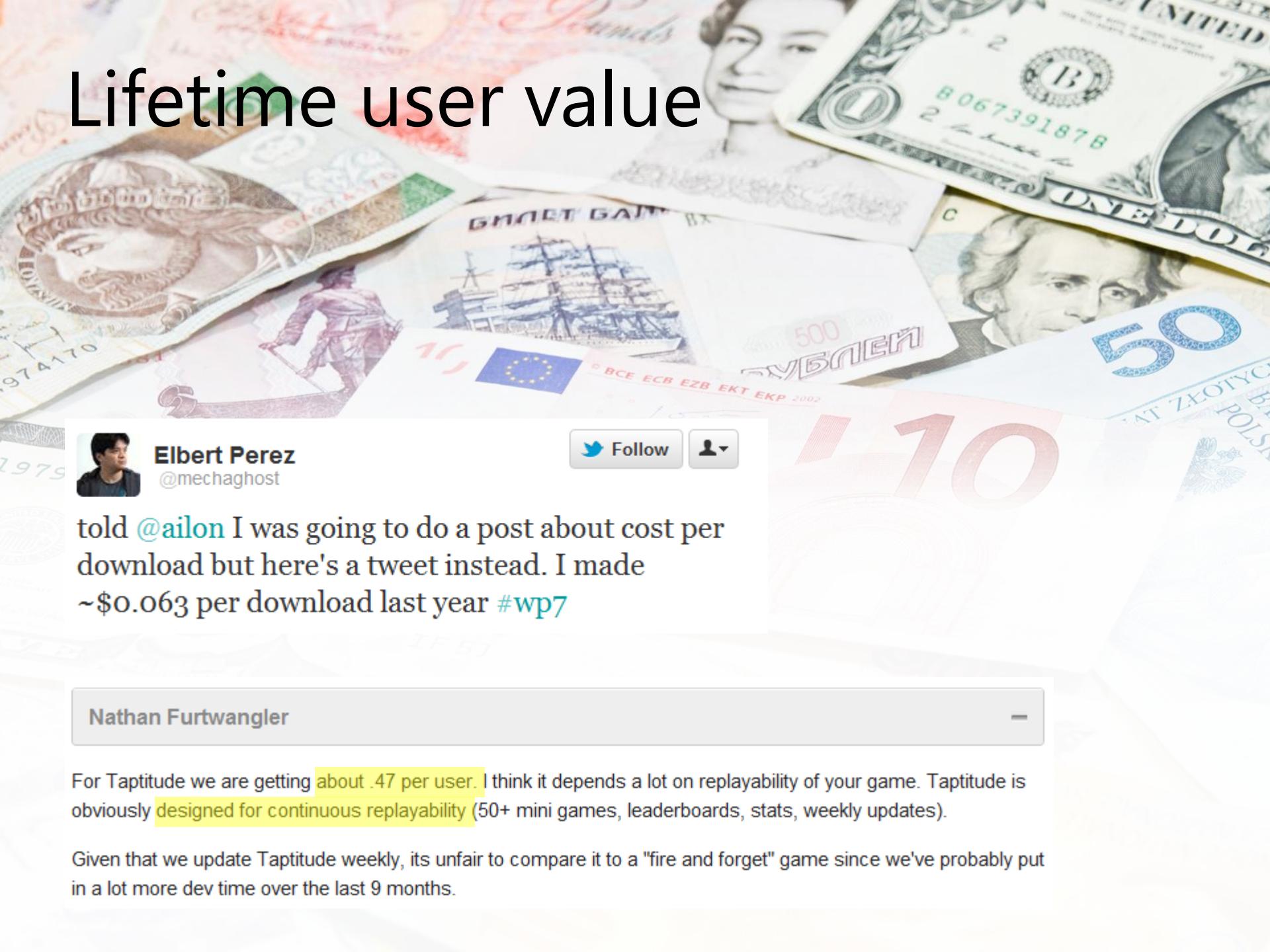
**Maximize ad
space value by
multiple network
fallbacks.**

**Fallback to
AdDuplex or in-
house ads.**

Windows Phone Ad Rotator
<http://wp7adrotator.codeplex.com/>

Unified Ad Control For
Windows Phone
<http://wpunifiedad.codeplex.com/>

Lifetime user value



Elbert Perez
@mechaghost



Follow

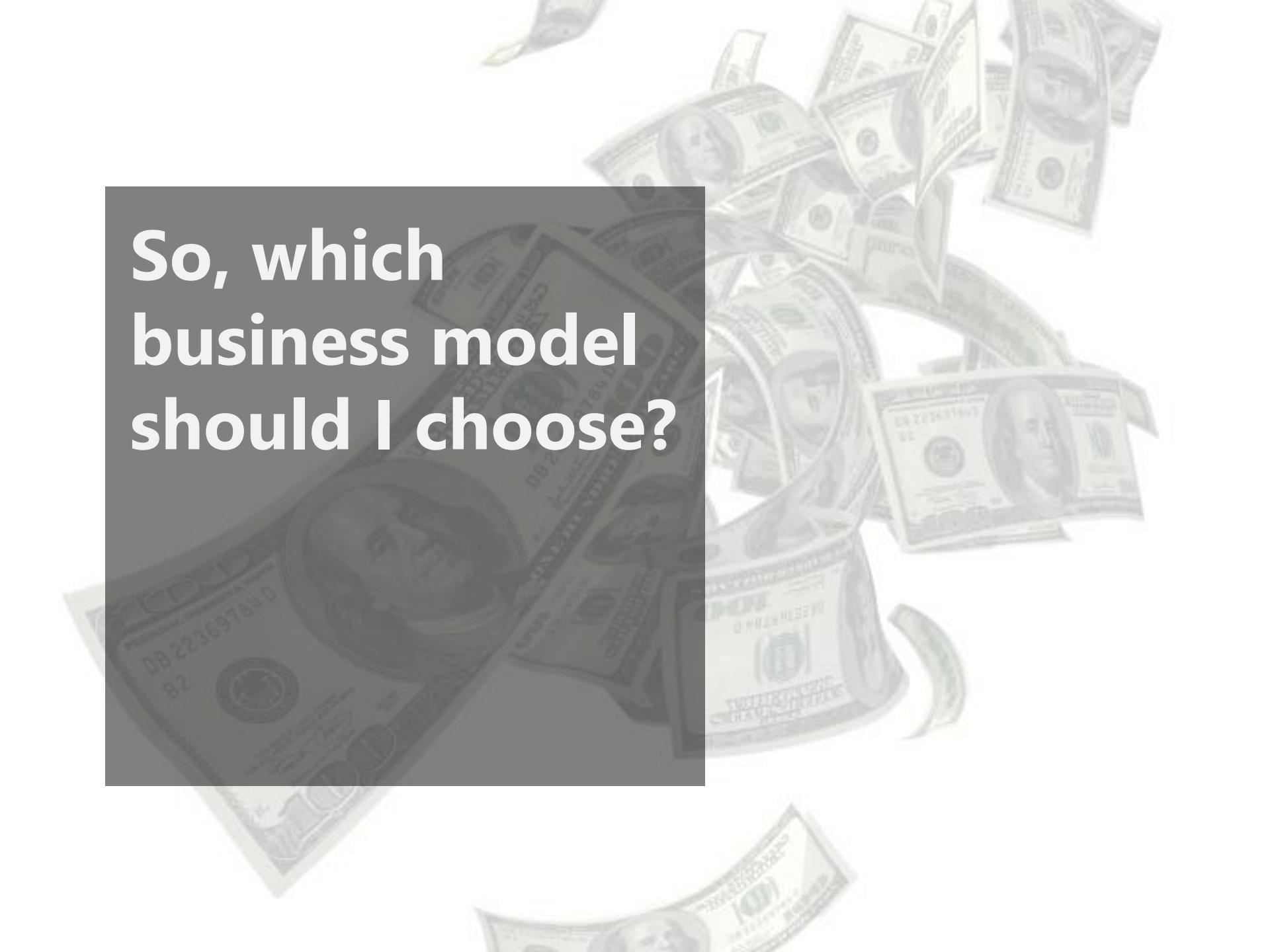


told @ailon I was going to do a post about cost per download but here's a tweet instead. I made ~\$0.063 per download last year #wp7

Nathan Furtwangler

For Taptitude we are getting about .47 per user. I think it depends a lot on replayability of your game. Taptitude is obviously designed for continuous replayability (50+ mini games, leaderboards, stats, weekly updates).

Given that we update Taptitude weekly, its unfair to compare it to a "fire and forget" game since we've probably put in a lot more dev time over the last 9 months.



So, which business model should I choose?

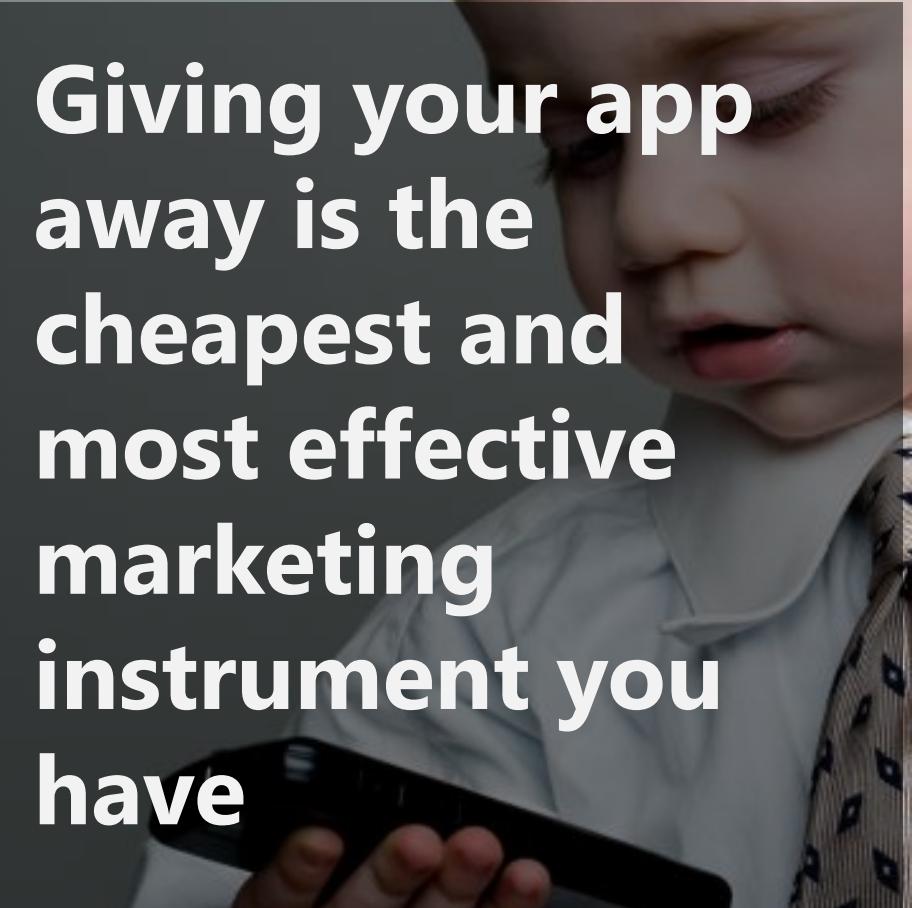


Promote your
app, promote
your app,
promote your
app, promote
your app...

adduplex

A close-up photograph of a young boy with light brown hair, wearing a white button-down shirt and a patterned tie. He is looking down at a black smartphone held in his right hand. In his left hand, which is partially visible on the right side of the frame, he holds a stack of US dollar bills. The background is a plain, light gray.

Don't monetize your app on day one



Giving your app away is the cheapest and most effective marketing instrument you have

"Helium Voice was released in November 2010 and has 18,773 downloads as of today. Helium Voice Free was released in March 2011 and has 143,002 downloads as of today."

René Schulte

"Krashlander total downloads (Includes both trials and purchases) - 23,500, Krashlander Free total downloads - 327,000"

Jeff Weber

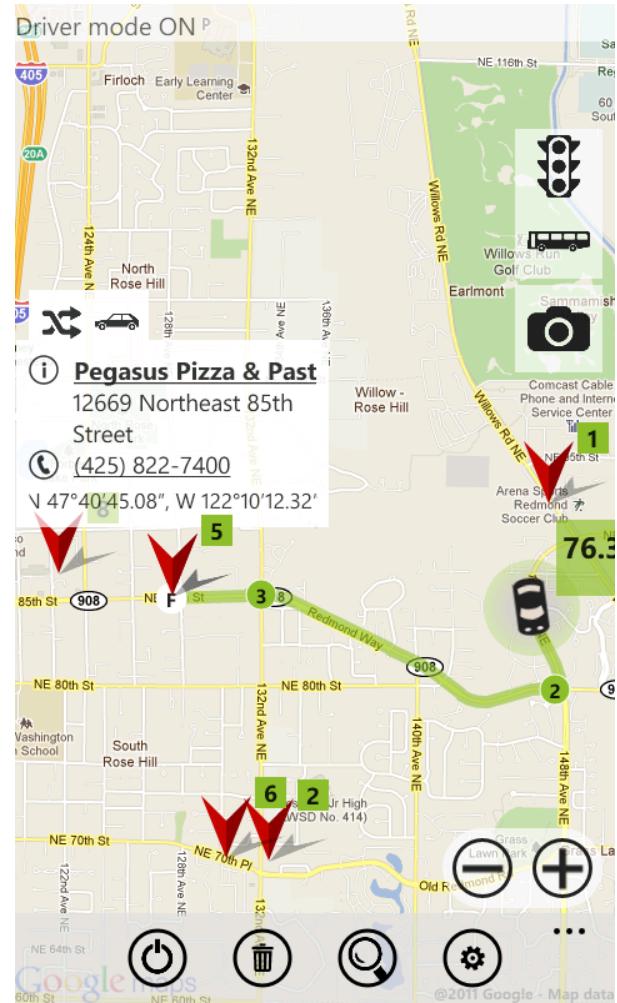
Case Study: Chicks'n'Vixens

- Released as absolutely free (while in beta)
- Went on to be #1 paid game for some time after switching to paid
 - Meds: "After being #1 for almost 2 weeks as a paid app I can say that I'm very happy with the results. I won't give specific numbers but suffice to say it would make many iOS and Android devs green with envy."
- New version released as free with ads



Case Study: gMaps

- Started as absolutely free
- Added ads and a “Pro” version later





A close-up photograph showing a person's hands tying the laces of a tan-colored, high-top boot. The person is wearing camouflage-patterned clothing, including a cap and pants. The background is a plain, light grey.

Before you
launch...

**Store “SEO”:
app's name,
price and
tile. That is
all users see.**

MARkETPLACe SEARCH

photo effect

PhotoFunia
Apps+Games

Fantasia Painter Free
Apps+Games

Thumba Cam
Apps+Games

Pimp My Pics
Apps+Games

Stormtek Games
free 3571 ratings ★★★★★

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ↶
&123 , space . ➔

MARkETPLACe SEARCH

cocktails

apps+games m

111 Cocktails
nFolks LLC
free 28 ratings ★★★★☆

Cocktail Flow
Gergely Orosz
\$2.99 725 ratings ★★★★★

Mobile Bartender
LmOffice
\$1.99 21 ratings ★★★★★

drynks
binary red
free 32 ratings ★★★★★

Pocket Barman
Lemberg Solutions Limited
free 5 ratings ★★★★★

Store “SEO”: Keywords

Windows Phone

mint

Features Phones Apps+Games News How-to Explore My Phone

Apps+Games results

 Mint ★★★★★ Ratings: 7 Free	 Social Mints ★★★★★ Ratings: 453 Free	 SpendTracker ★★★★★ Ratings: 1 Free	 index.hu ★★★★★ Ratings: 8 Free	 Beautiful Quarters ★★★★★ Ratings: 8 \$1.99	 My Budget ★★★★★ Ratings: 103 \$0.99
--	---	---	--	---	--

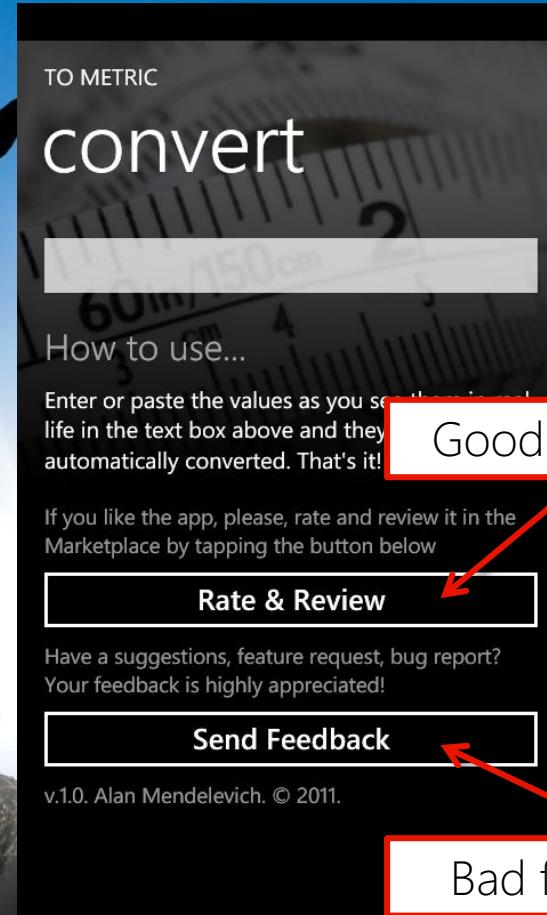


Release Betas: Beta-testers are your first evangelists

Recruit beta-testers:
WindowsPhoneBeta.com
Twitter #wpdev



**“Bad” feedback
should go
directly to you,
good feedback –
to the Store**



Good feedback

Rate & Review

Send Feedback

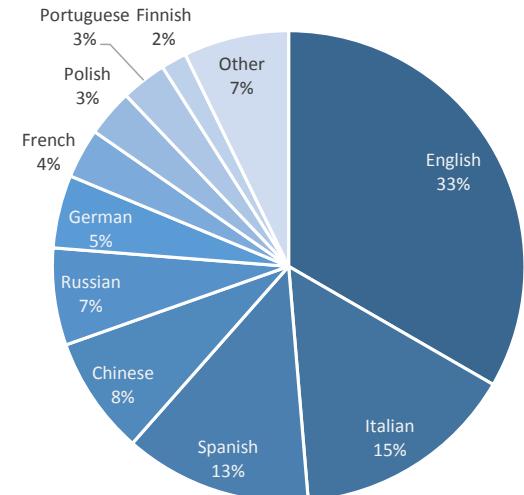
Bad feedback

Localize



@ailon On a positive site note, you see that the Russian, Italian and Japanese translations were really worth it. Thanks a ton again! :)

Windows Phone Languages (March 2013)





**Publication:
have everything
to get featured**

Don't submit on Friday

"If you look at the charts from WP7AppList, you can see that almost no applications get verified and published during the weekends. You essentially have two more days to test and make sure the app doesn't fail digestion without impacting the publishing date."

András Velvárt

"48h difference in submission (Friday night - Sunday night) -> 12h difference certification email (Thursday morning - evening)."

René Schulte

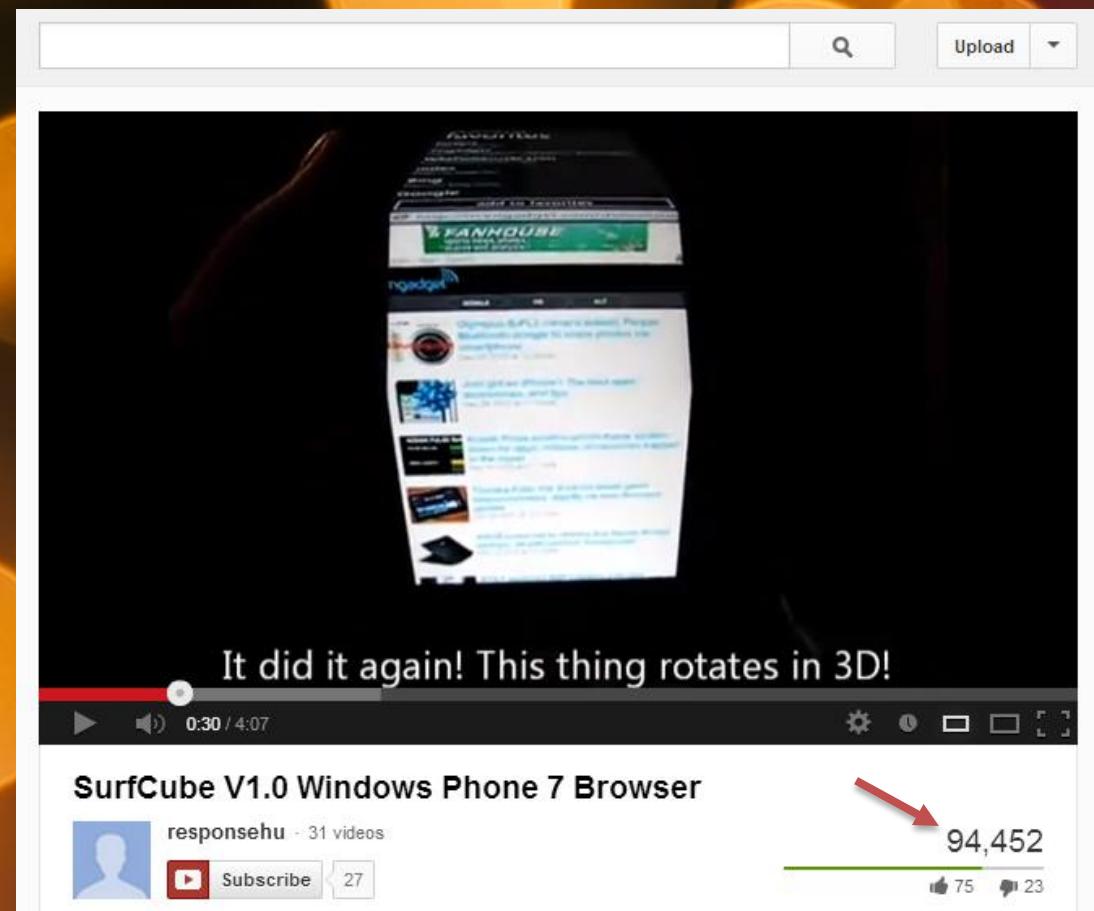
Don't auto- publish



Online presence



**A picture is worth a thousand words.
A video is worth a thousand screenshots?**



Your app needs a web site... or at least a section on your site

The screenshot displays a Windows Phone 7 application interface. On the left, there's a section titled "Development" with text about the latest version being live in the app store. It mentions improvements like automatic lock screen updating on Windows Phone 8, deep Photo Hub integration, and support for the Media Player. Below this is a link to the developer's blog. On the right, there's a preview of a "Lost Phone Screen" which shows a camera icon and contact information: "I've lost my phone! PLEASE RETURN ME! 1503 555 0123". Below the preview is a list of features, each preceded by a radio button. At the bottom, there's a download button labeled "Download for Windows Phone".

"Lost Phone Screen"
The Customizable
Windows Phone 7 or 8
Lock Screen

Features

- Exceedingly simple and elegant
- Matches your Metro Lock Screen exactly
- Update the lock screen automatically on Windows Phone 8!
- Choose your own wallpaper
- Photo Hub integration with crop!
- Can move out of the way of the Media Player
- Add 4 lines of custom text
- Matches both light and dark themes
- Add Reward if Found, In Case of Emergency, etc.

Windows Phone 7 App Site template
<http://wp7appsite.codeplex.com/>

WP7Graze

<https://github.com/mikoskinen/grazewp7>

NOKIA Marketing in a Box

http://www.developer.nokia.com/Distribute/Promoting_your_app

Free promotion





Tip specialized blogs

WPCentral.com,
WMPowerUser.com,
1800PocketPC.com,
BestWP7Games.com,
WP7Rocks.com (Russian)...

Filterable list at
WindowsPhoneSites.com



We're here to act as a liaison between you and your customers, if you ignore us you're not taking advantage of your largest Windows Phone resource and that is just bad business.

Daniel Rubino
Editor-in-chief
WPCentral

Podcasts



WindowsDeveloperShow.com



AppBizDev.com

Get featured in the store



Features Phones Apps+Games News How-to

Search apps and how-to



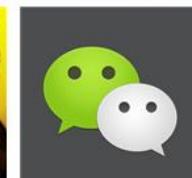
Explore
My Phone ▾



Overview Spotlight Apps Games Purchase history



XBOX LIVE



Word of mouth
is your best bet



A photograph of four young adults—two men and two women—smiling and laughing together. They are holding various devices: a laptop, a tablet, and several notebooks. The background is plain white.

**Tweet, post on
Facebook,
retweet others,
change your
avatar, bio...**

A close-up photograph of a woman's face in profile, facing right. She has long, straight brown hair and is wearing a small, diamond-studded stud earring. Her eyes are closed, and she is holding her left hand up to her ear, with her fingers near her temple, suggesting she is listening very carefully or trying to hear something.

**Monitor and
react to
feedback**

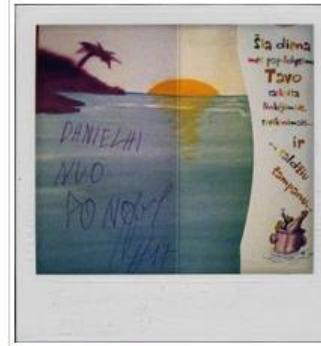
Social media integration



 **@rschu**
René Schulte

And those left wing extremists wonder why nobody here likes them. Idiots.
twitpic.com/6os6on | [@PicturesLab](#) Red Hipster FX

 **Alan Mendelevich**
Daniela scored Jonas Valancunas' signature today. Was a little too excited.
#EuroBasket2011



[Pictures Lab Photos](#)

 Like · Comment · Share · September 18 at 8:21pm via Pictures Lab

 **@GergelyOrosz**
Gergely Orosz

Costa del Sol - shared with Cocktail Flow
share.cocktailflow.com/HYLUXG



COCKTAIL FLOW



brought to you by

Distinction



Want to drink one?

Download Cocktail Flow for your mobile!

A photograph of four young adults (two men and two women) smiling and holding tablets. They are dressed casually, with one man holding a white tablet and another woman holding a black tablet. A large gray rectangular overlay covers the left side of the image, containing the text.

Show off your
app
everywhere!

Case Study: Wordament



Dang... I need my wordament fix!
wordament.com/2011/07/15/wel...

3000 100 100 100
Top Windows Phone 7 App Top rated Newest free apps Newest

Clear filters Sorted by rating

Categories

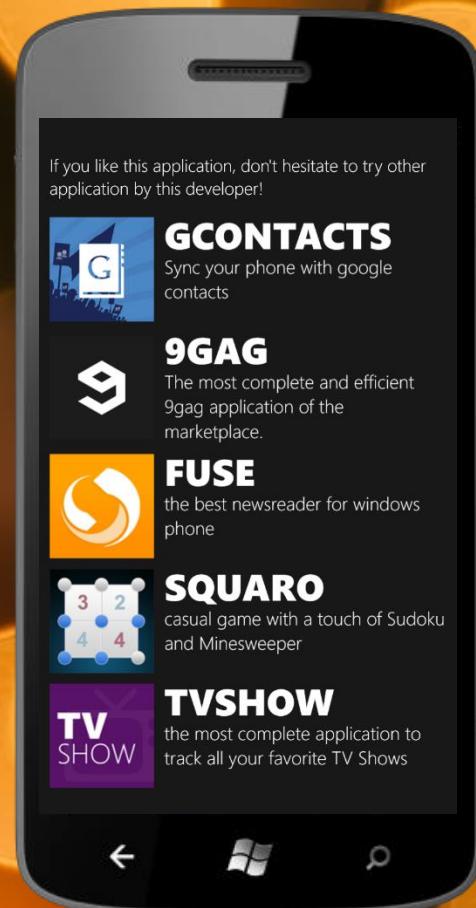
- All
- books + reference
- entertainment
- games
- health + fitness
- lifestyle
- music + video
- news + weather

Like Rene Schulte and 169 others like this.

Find and compare top apps for Windows Phone 7. See screenshots dates. Tag to download apps.

Taptitude #1 (Free)	Flixster #2 (Free)	Wordament #3 (Free)

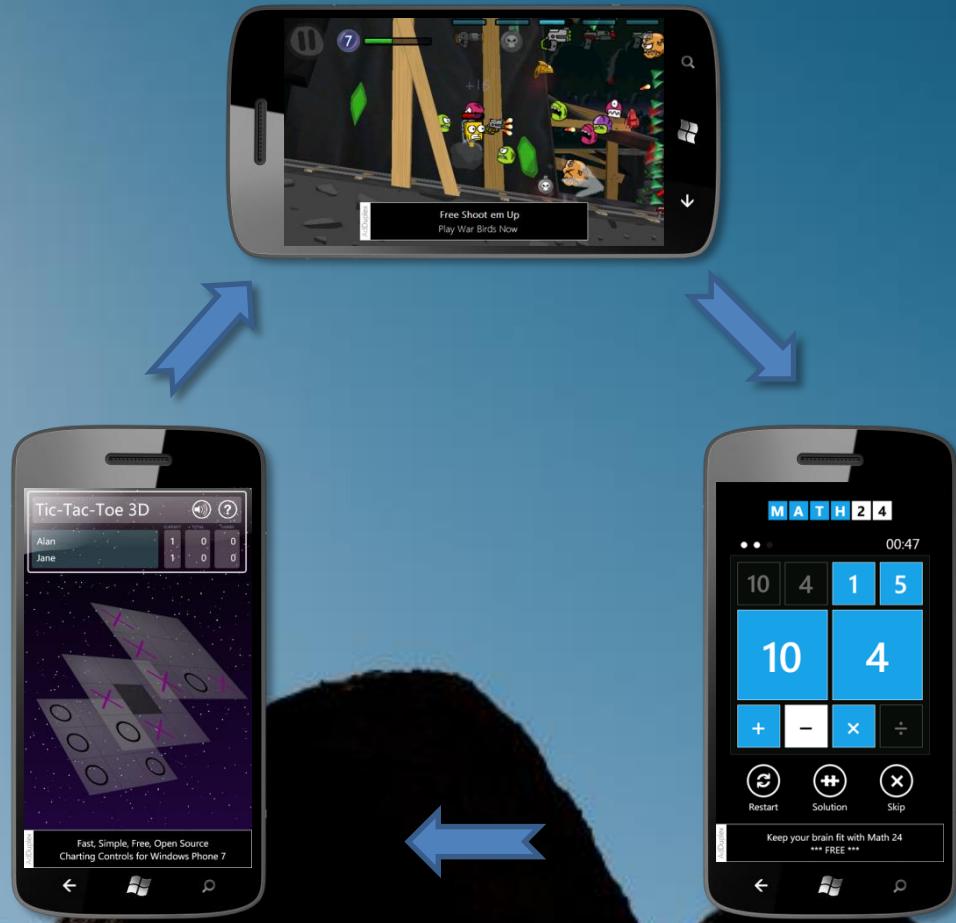
Cross-promote your own apps



adduplex

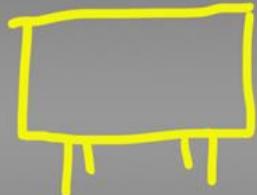
Empowering
developers to
help each other

- Cross-promote apps with other developers
- Utilize full potential of your ad space





television



billboard



radio



internet



magazine



newspaper



leaflet

advertising

**On the web:
specialized
blogs and sites,
BuySellAds.com,
AdWords,
Facebook, etc.**





On the phone



adduplex
admob
inneractive.

NOKIA Ad Exchange

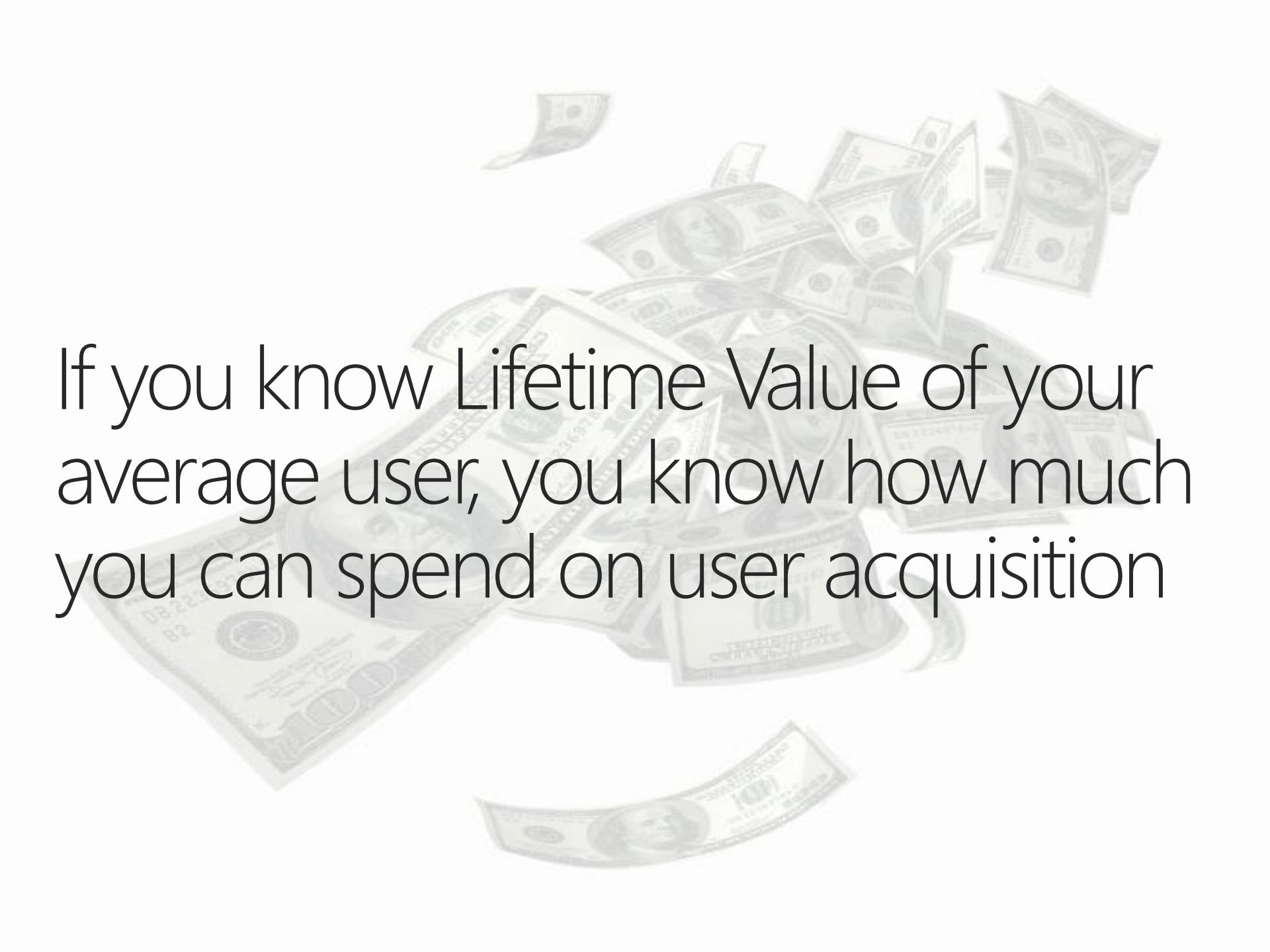
In discovery apps

AppDeals Straight from publishers!

last deals app

last 10 deals from publishers pushed to you!



A large pile of US dollar bills, with one bill floating in the air above the main pile.

If you know Lifetime Value of your average user, you know how much you can spend on user acquisition

Lifetime user value



Elbert Perez
@mechaghost



Follow



told @ailon I was going to do a post about cost per download but here's a tweet instead. I made ~\$0.063 per download last year #wp7

Nathan Furtwangler

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Summary



Thank you!

@ailon
blog.adduplex.com
alan@adduplex.com

AppBizDev.com

