

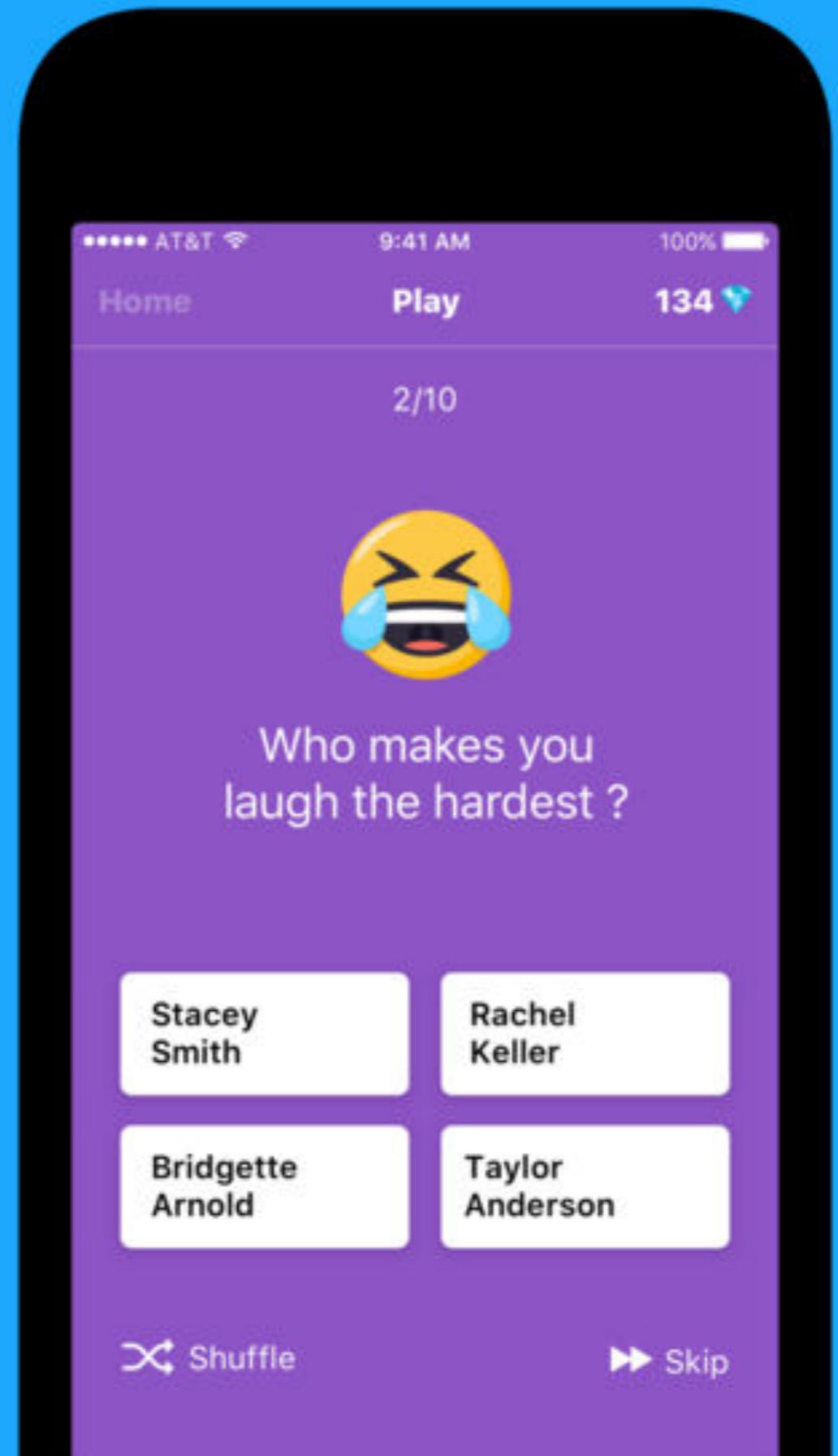
organic growth

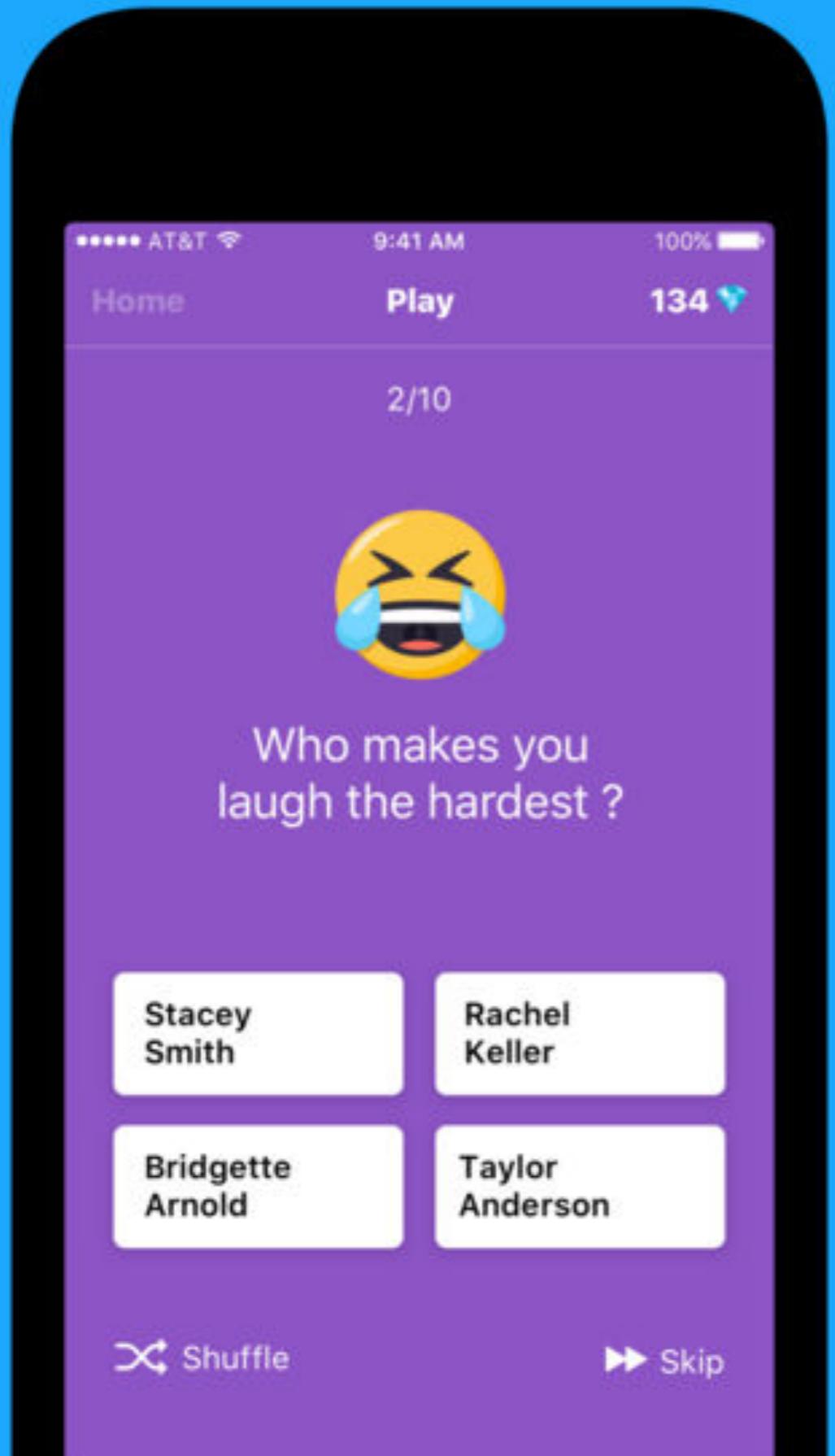
How to acquire a million users with zero marketing.

o mozza



omoza
growth by design



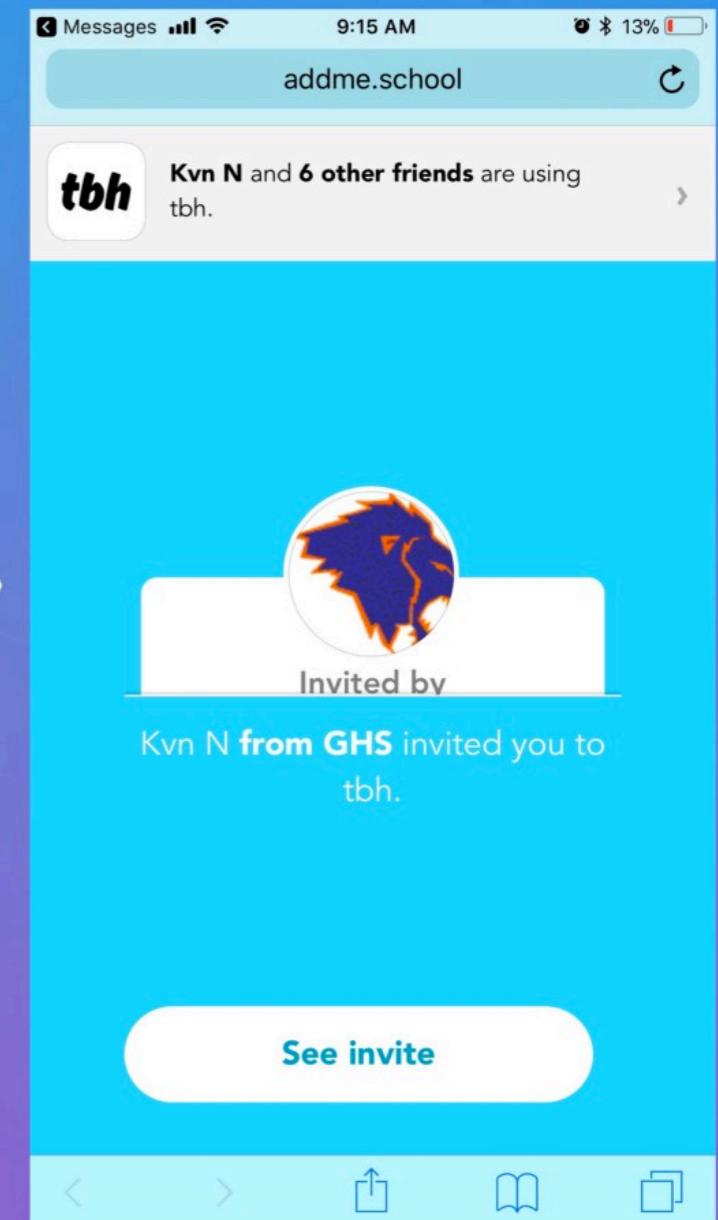
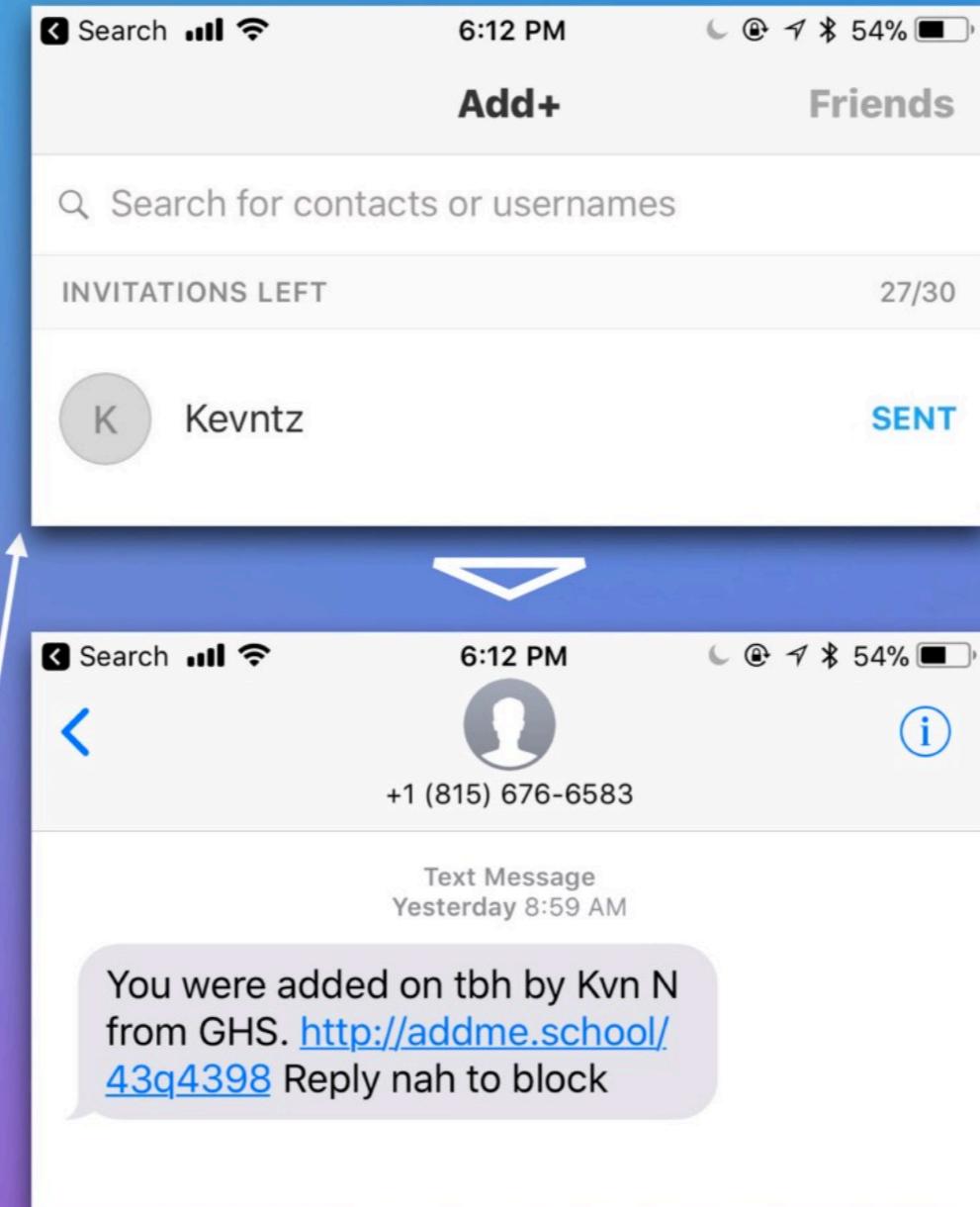
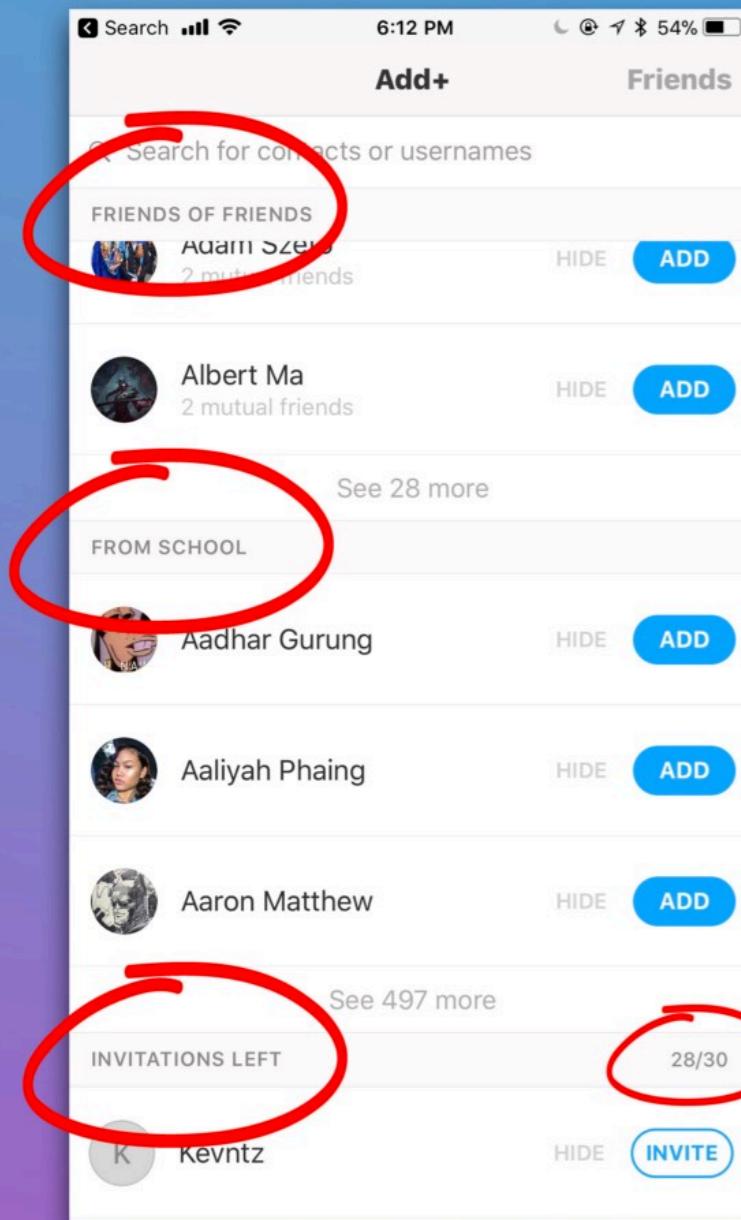


TBH
5M users in 3 months.
Acquired \$100M by Facebook.

TBH's path to ~\$100M

Beta Labs





TBH's invite flow

The k-factor

= viral growth rate

The k-factor

3 ways to look at it

$$K = i \times \text{conv\%}$$

i = number of invitations each user sends out in one cycle of the loop.

conv% = rate at which invitations convert into new users.

$$\text{Viral Coefficient} = \text{Usage} * \text{Spread} * \text{Convert}$$

$$\frac{\text{New}}{\text{All Users}} = \frac{\text{Inviters}}{\text{All Users}} * \frac{\text{Invites}}{\text{Inviters}} * \frac{\text{New}}{\text{Invites}}$$

Calculating your k (viral growth rate)

$$k = a \times b \times c \times d$$

The diagram illustrates the formula for calculating the viral growth rate k . The formula is:

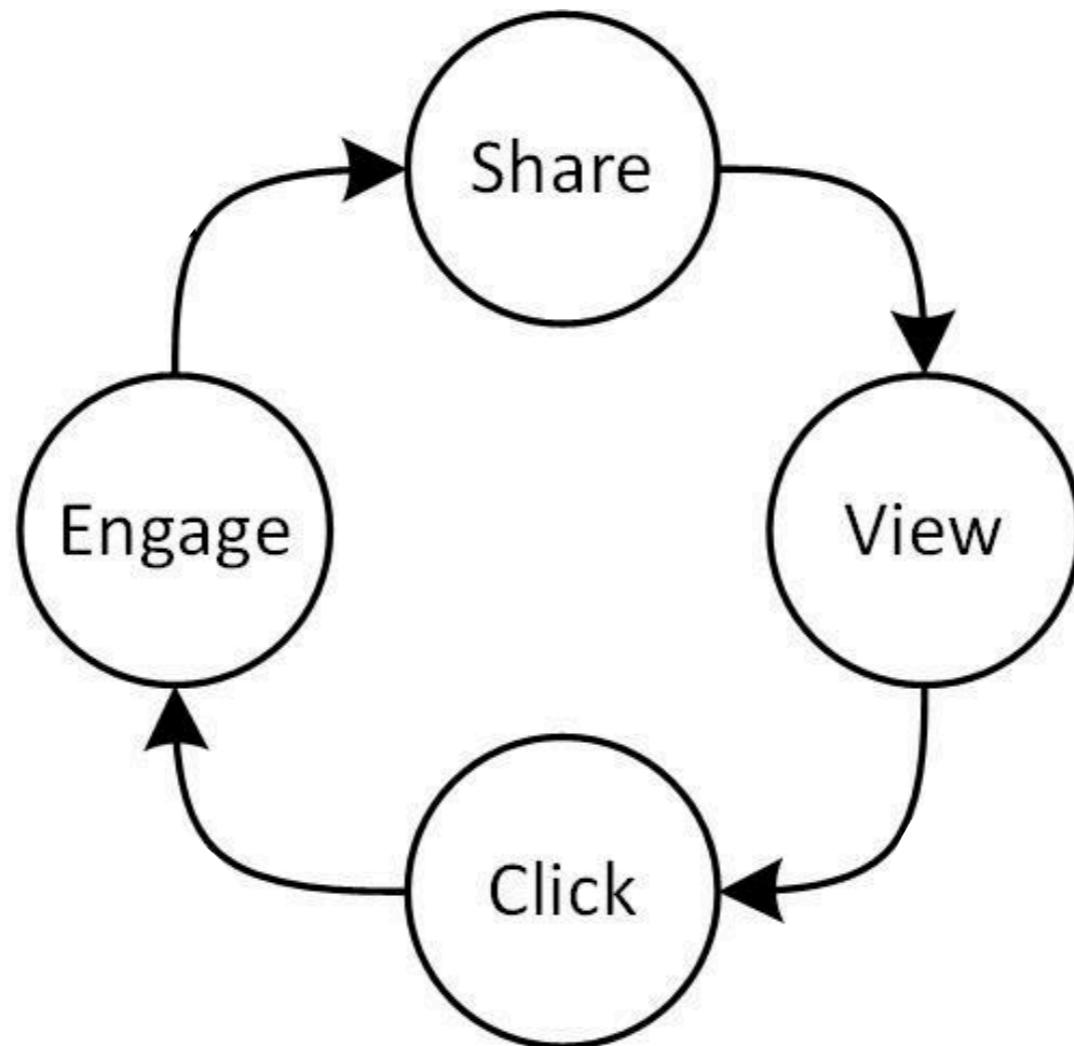
$$k = a \times b \times c \times d$$

The variables are defined as follows:

- a : % of users who publish one share per visit
- b : share events per user per visit
- c : users referred from social networks for each share event
- d : % of "c" that are authenticated users

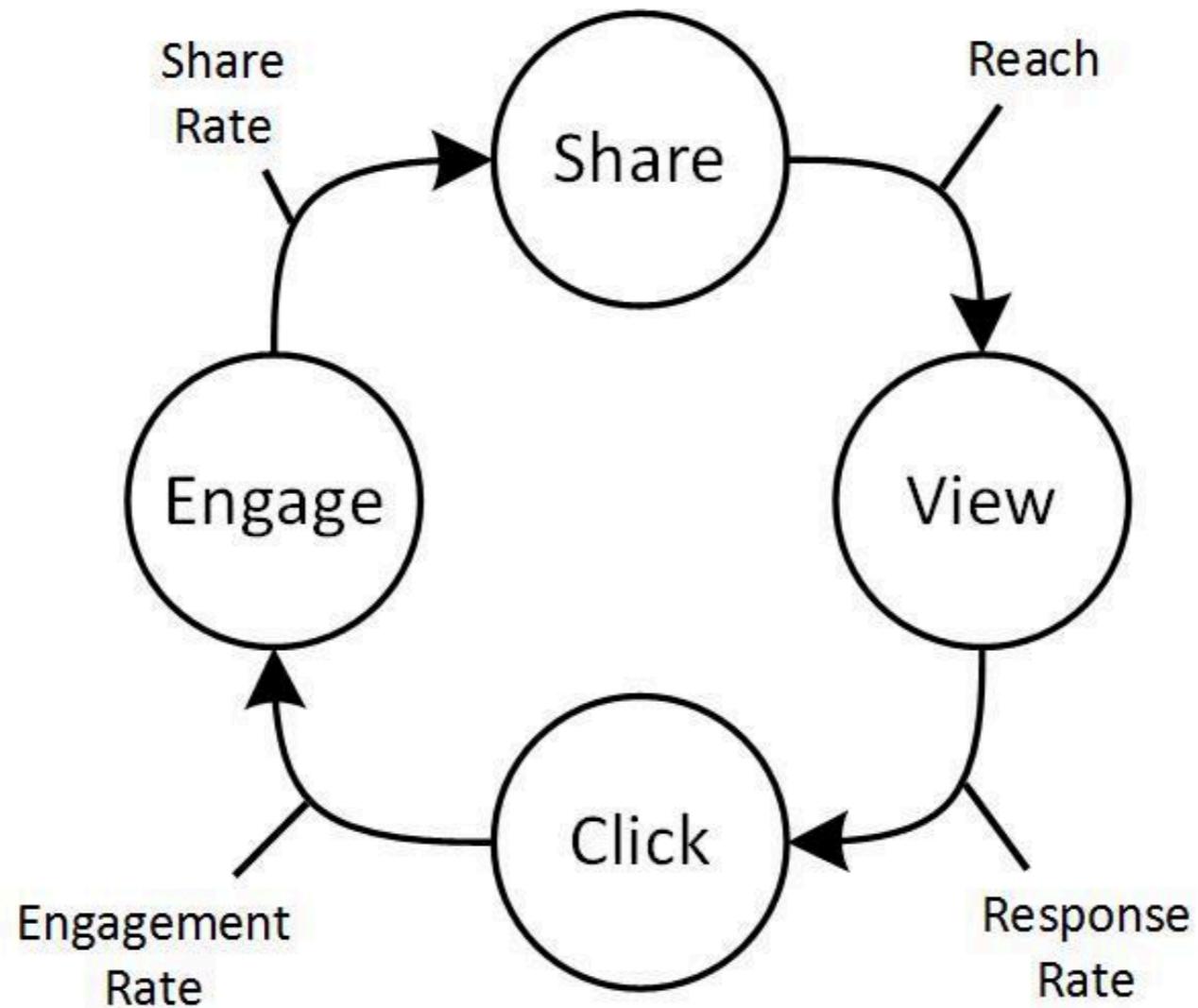
everything can be gathered in this

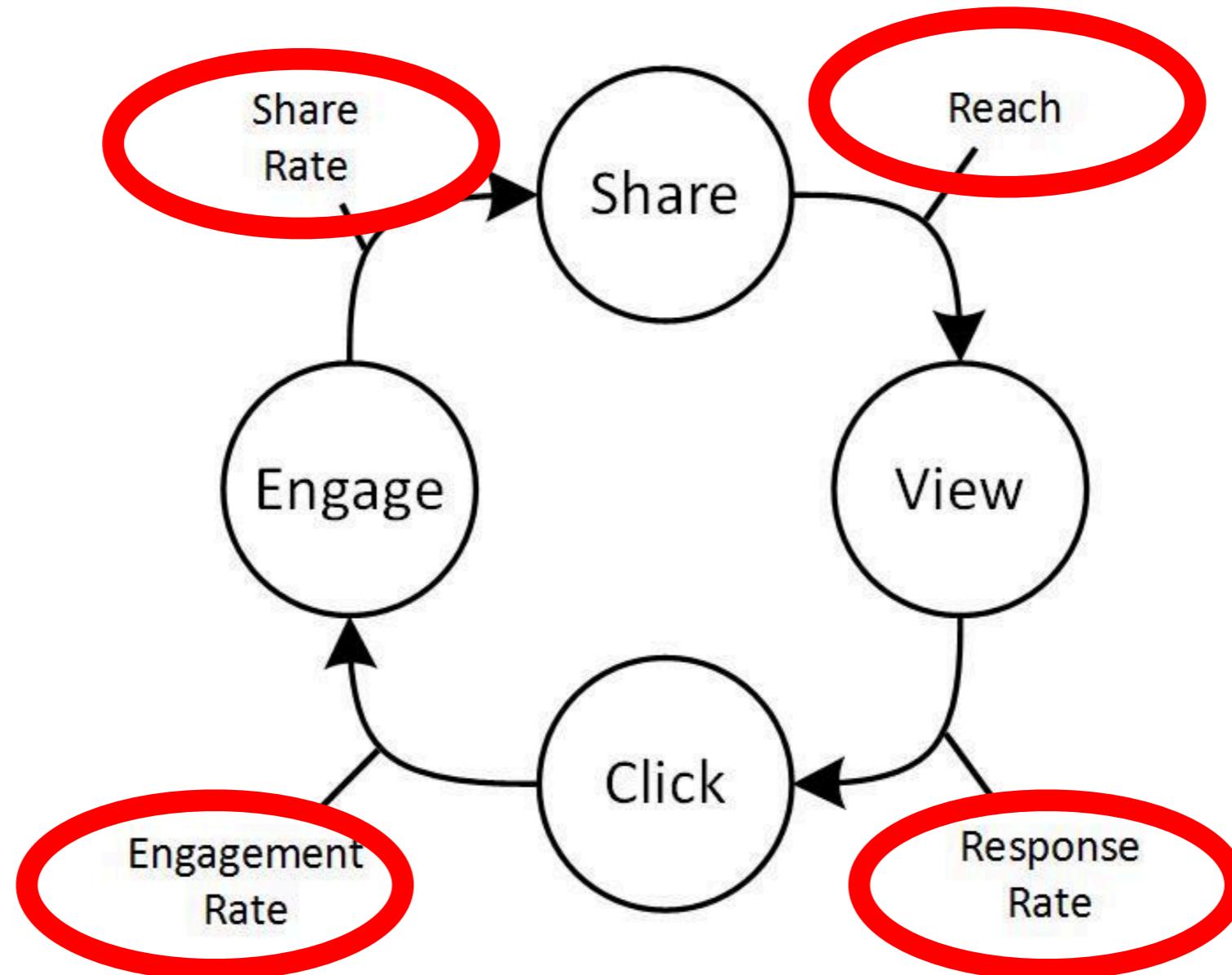
Viral Loop



everything can be gathered in this

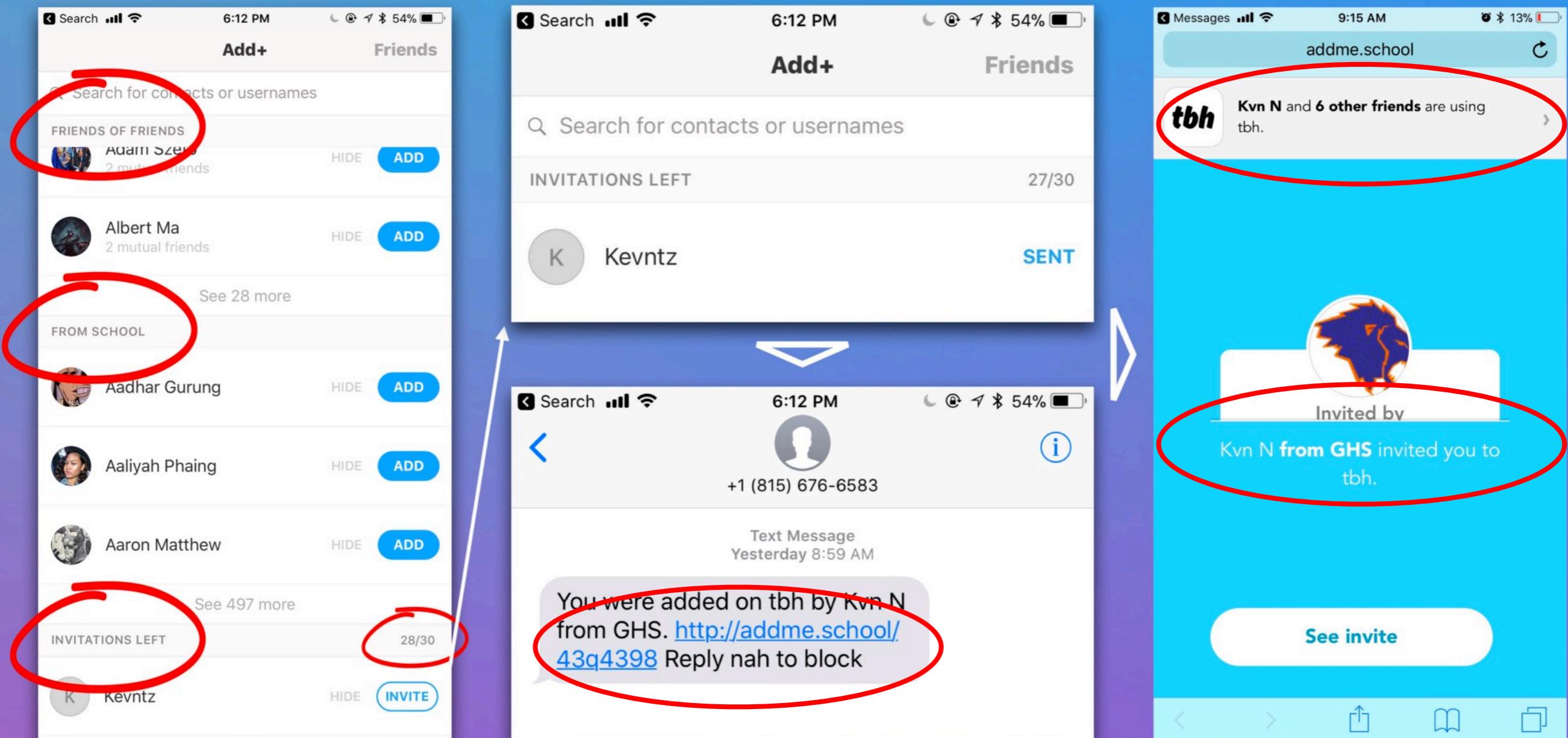
Viral Loop



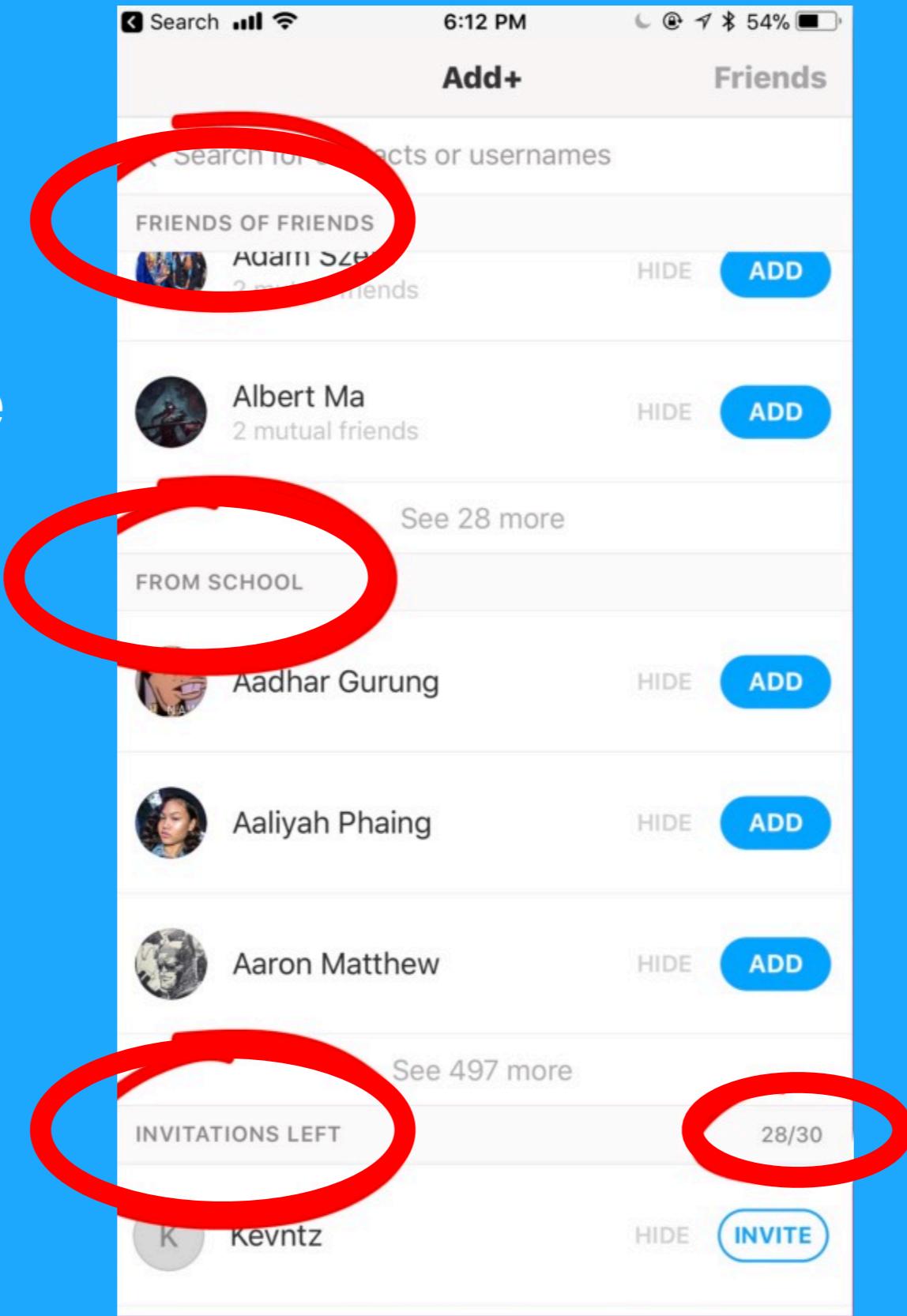


Optimize these rates!

Some examples from TBH

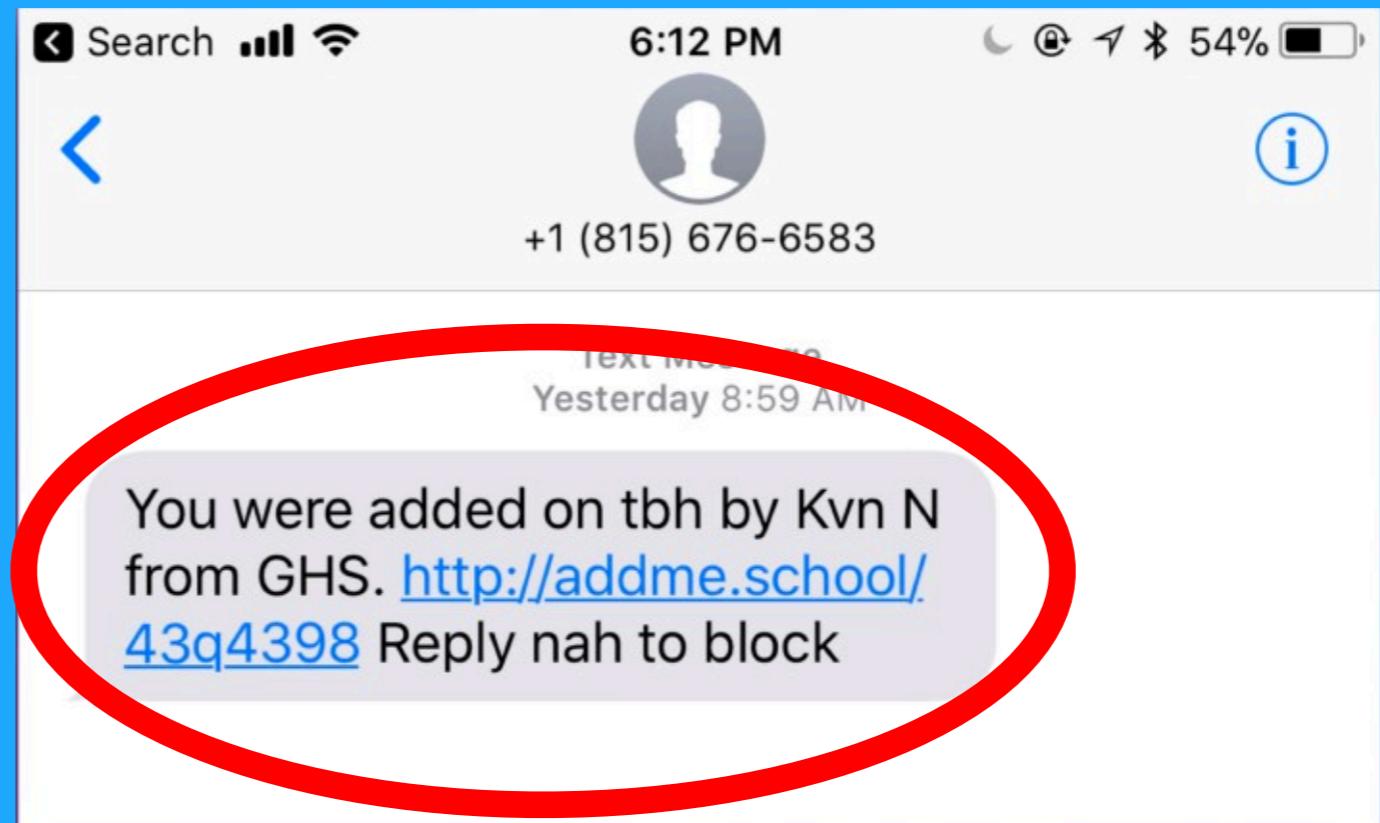


Social Reassurance

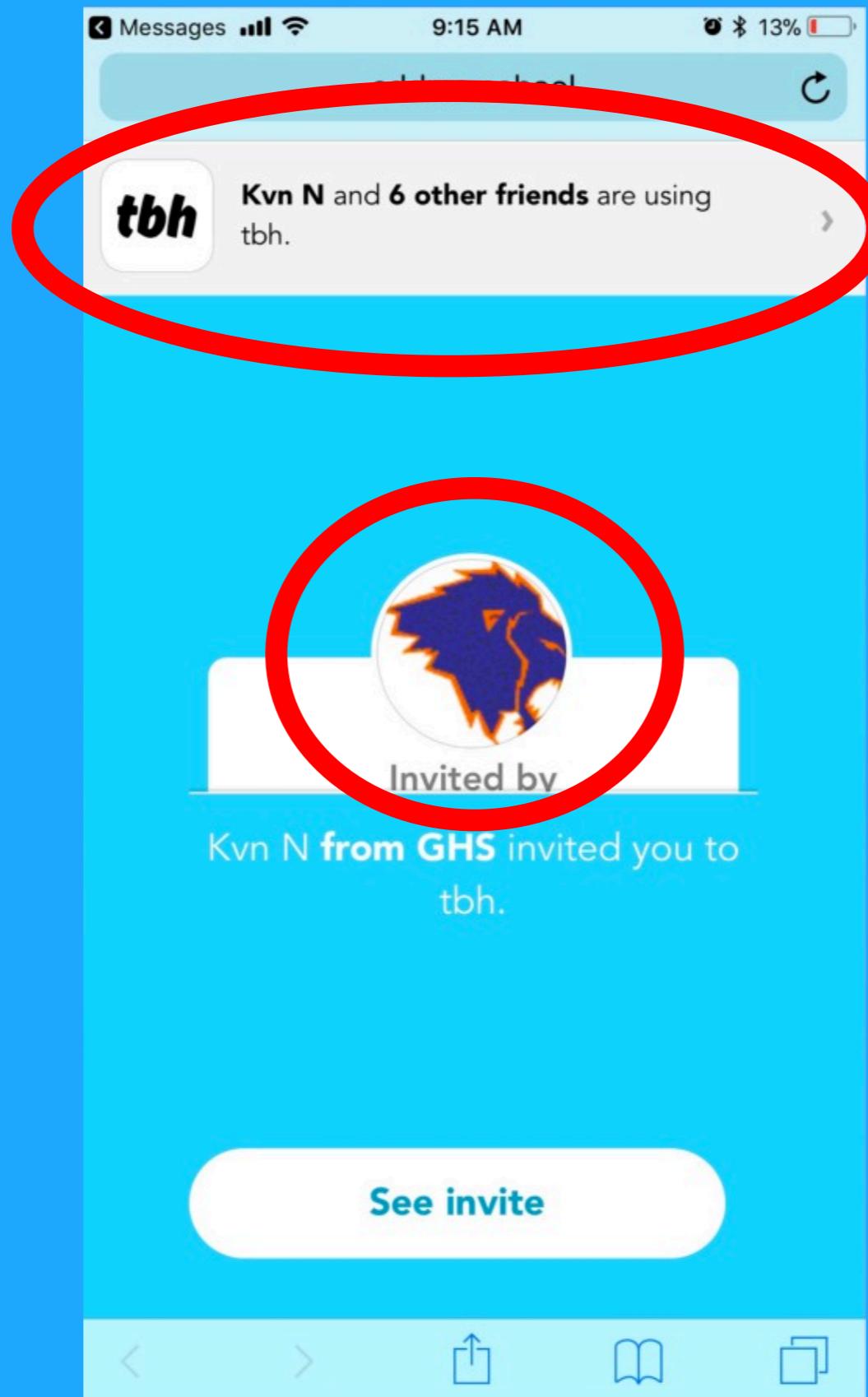


Scarcity

Fun teen wording



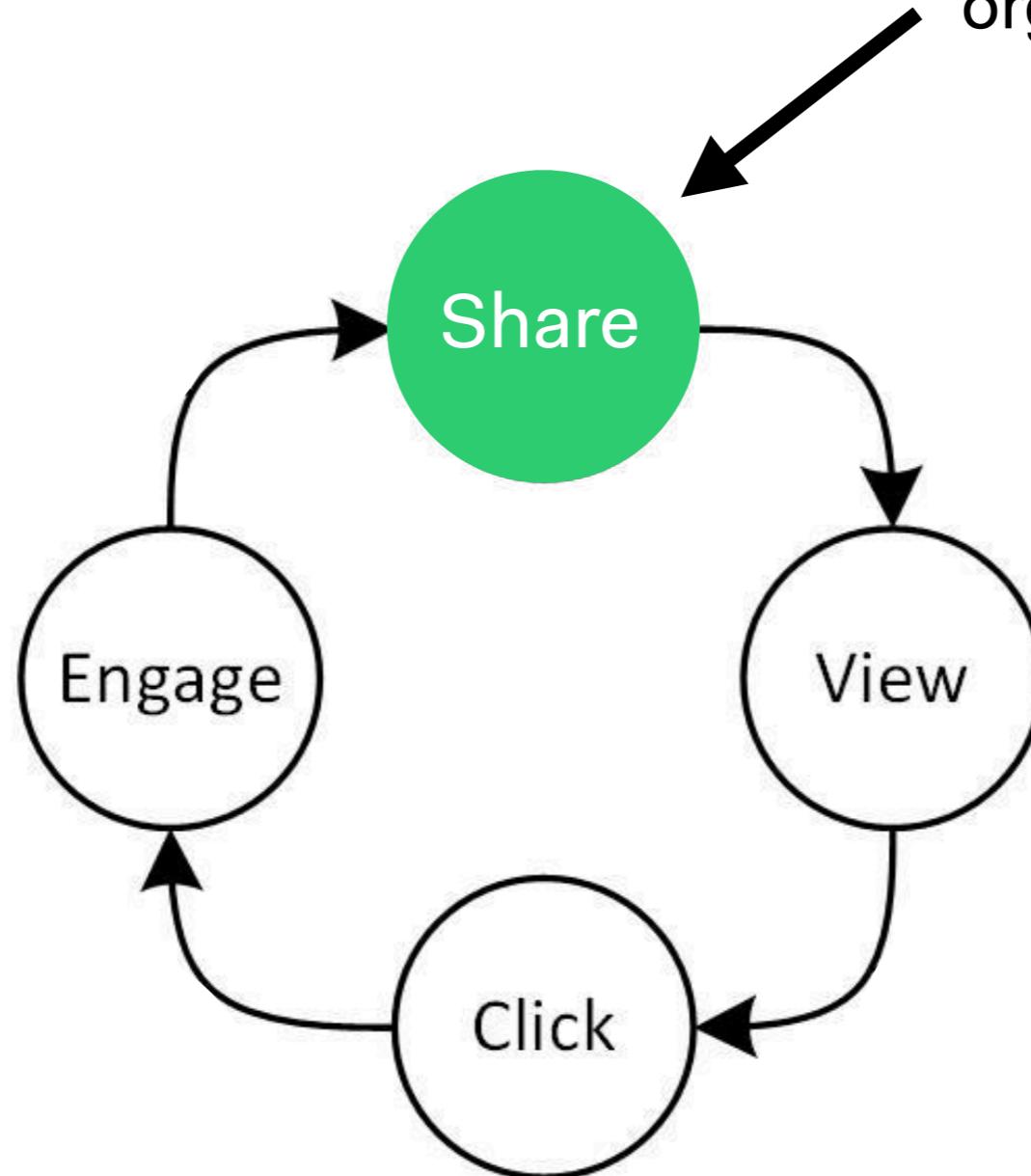
Social Reassurance



Reminder of school from the user (seems more relevant)

**organic
growth**

Let's focus on
this part for
organic growth!



Organic growth

- 1 Invitation Flows
- 2 Viral Content
- 3 Experience Discovery

Organic growth

- 1 Invitation Flows
- 2 Viral Content
- 3 Experience Discovery



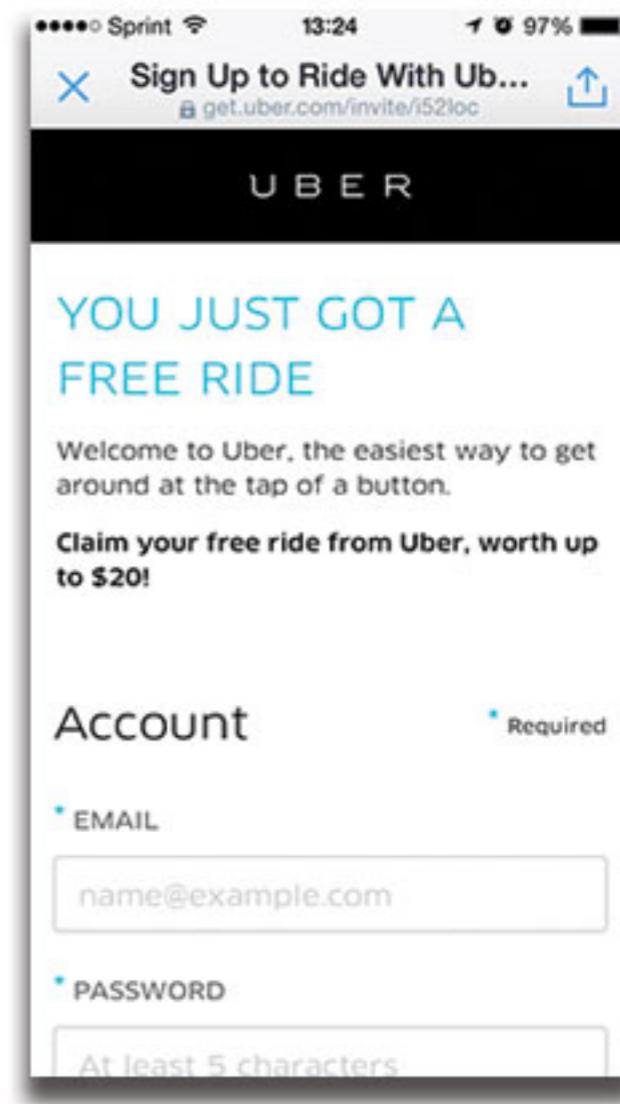
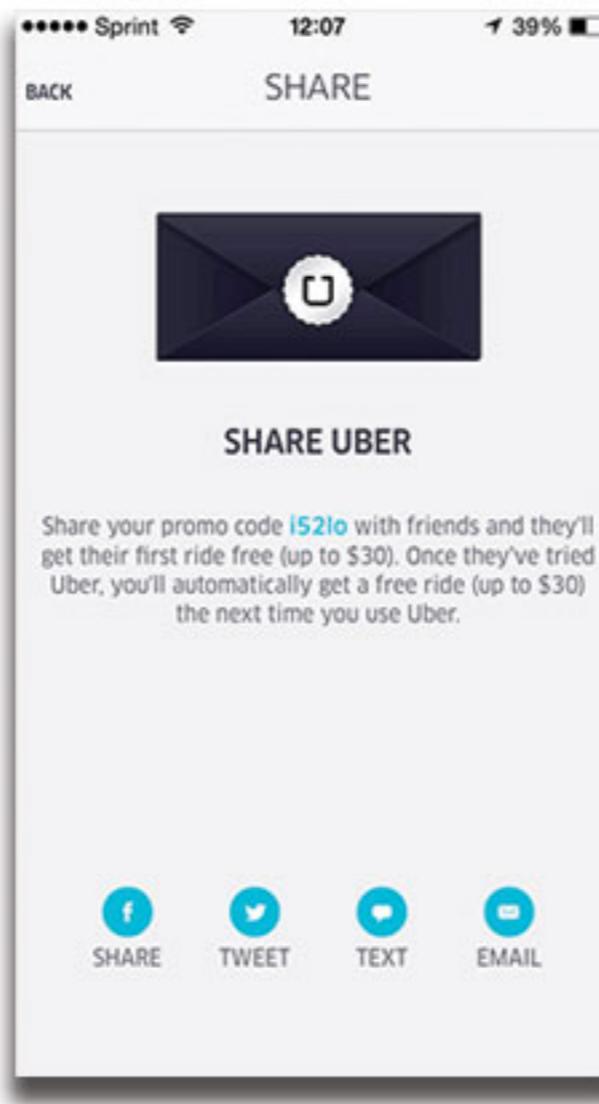
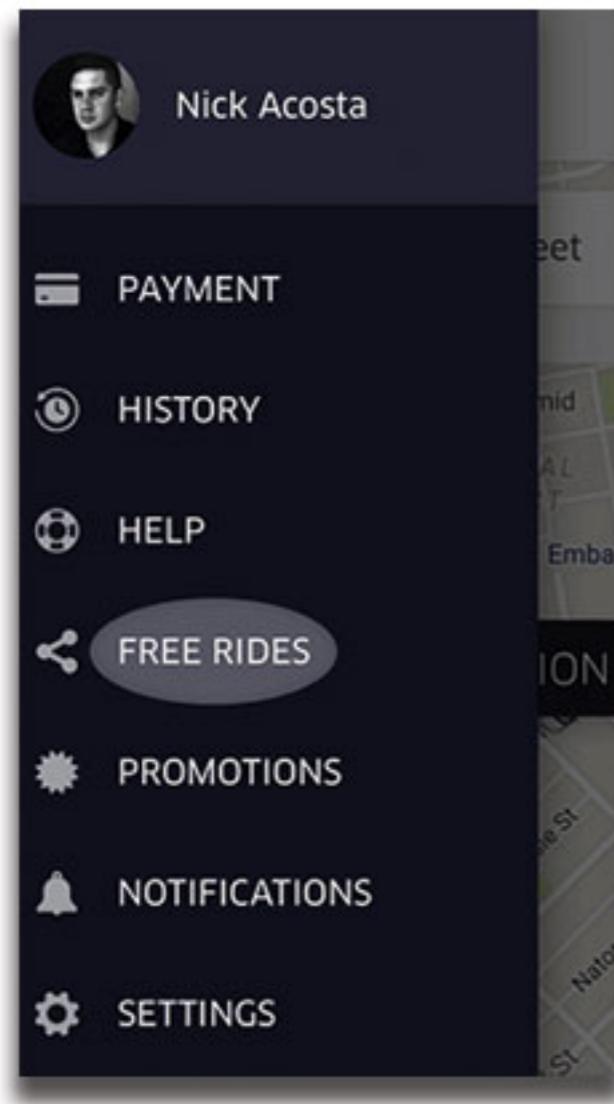
Invitation Flows

How to boost invitation rates?

- 1. Offer rewards**
- 2. Create scarcity**
- 3. Try new ideas!**



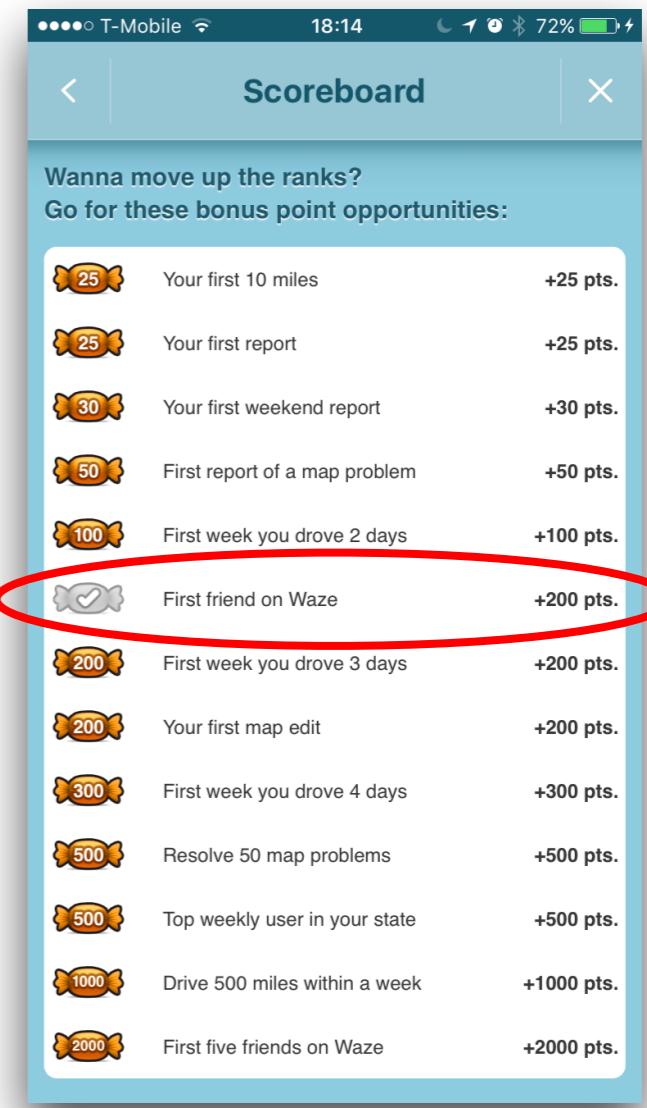
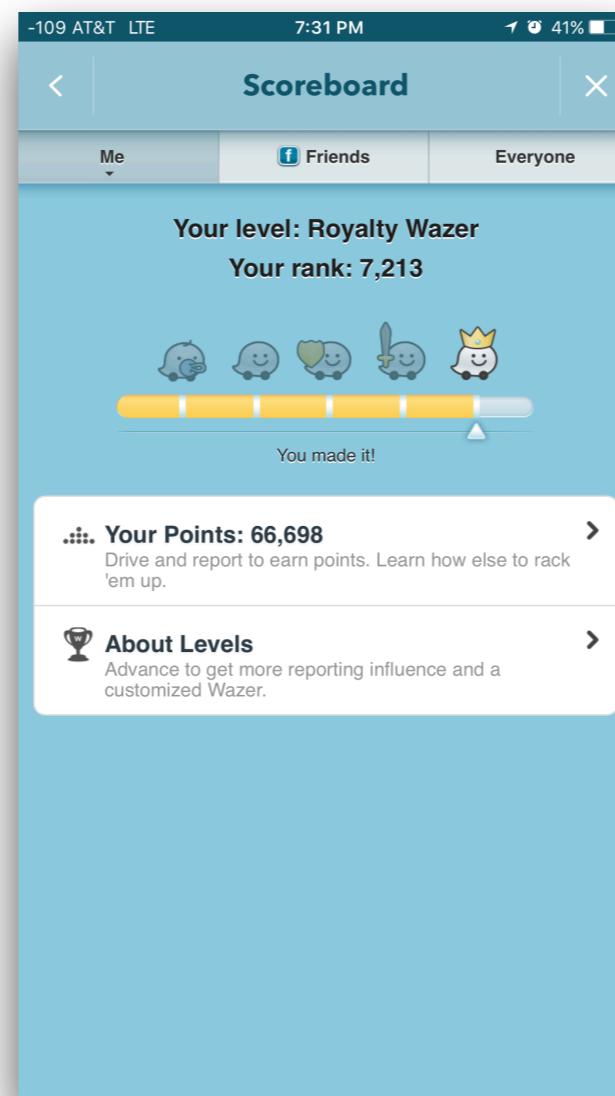
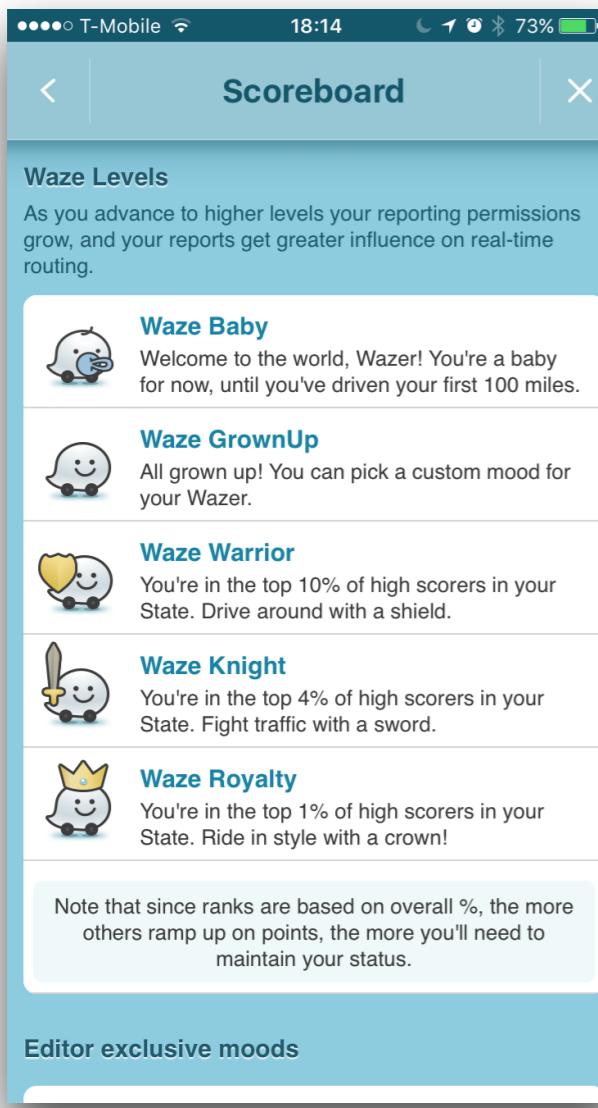
Invitation Flows



Rewards: Referral programs



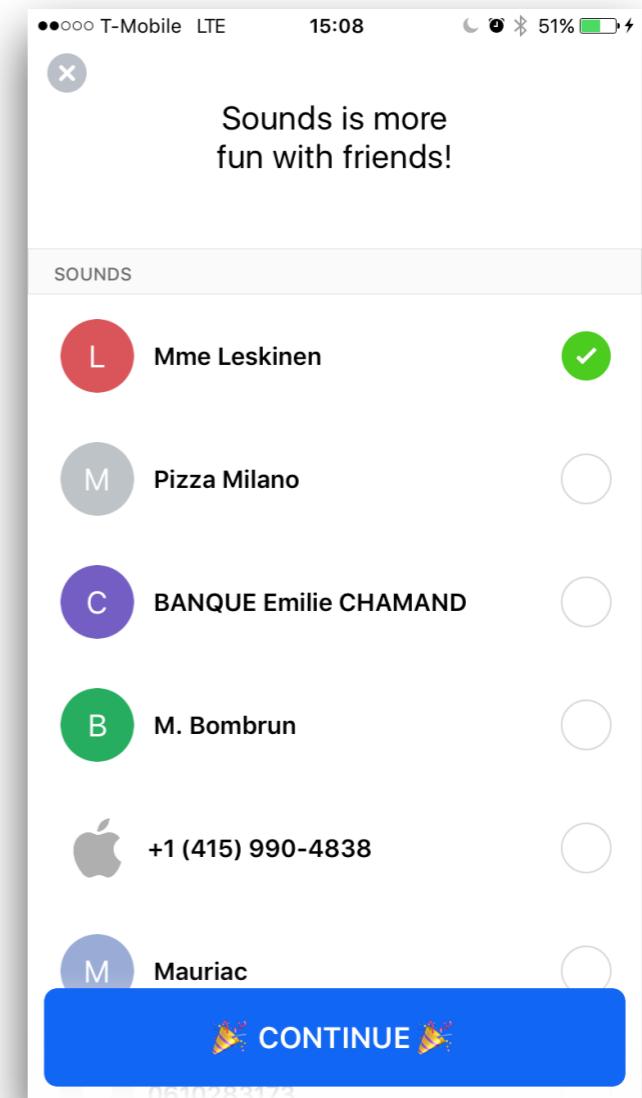
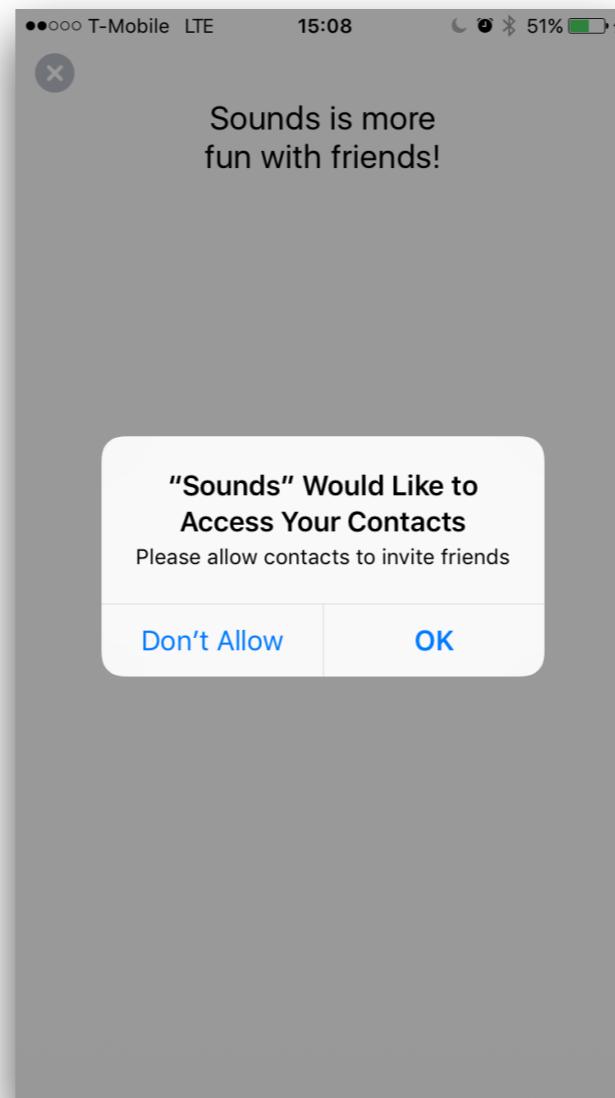
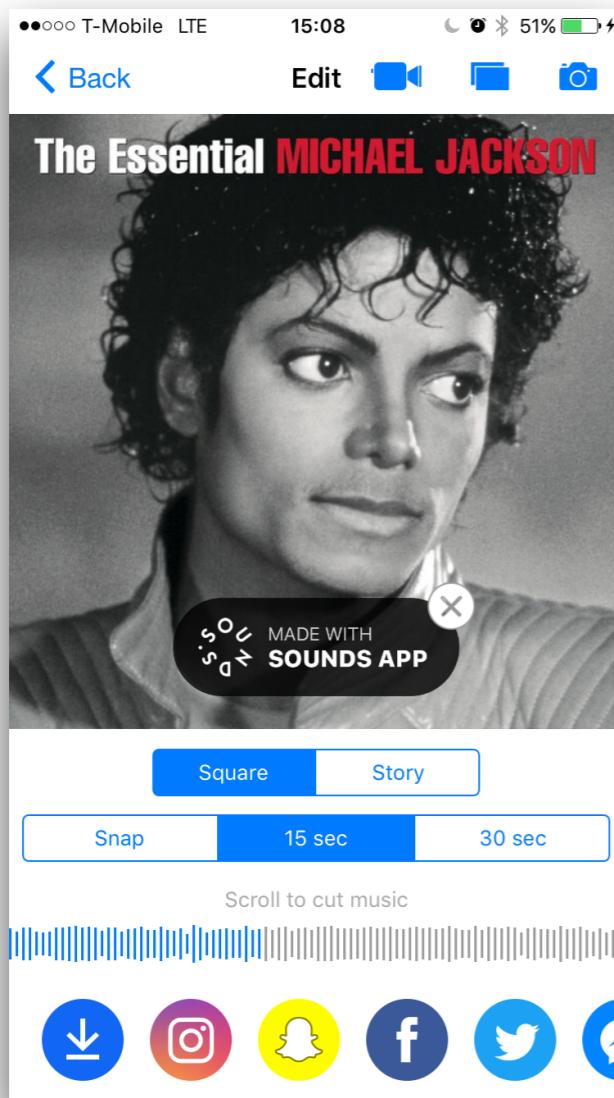
Invitation Flows



Reward: Points



Invitation Flows



Reward: Unlocking features



Invitation Flows

How to boost invitation rates?

1. Offer rewards
2. Create scarcity
3. Try new ideas!



ABOUT STORY JOBS CONTACT

Coming in the
New Year for
iPhone + Gmail

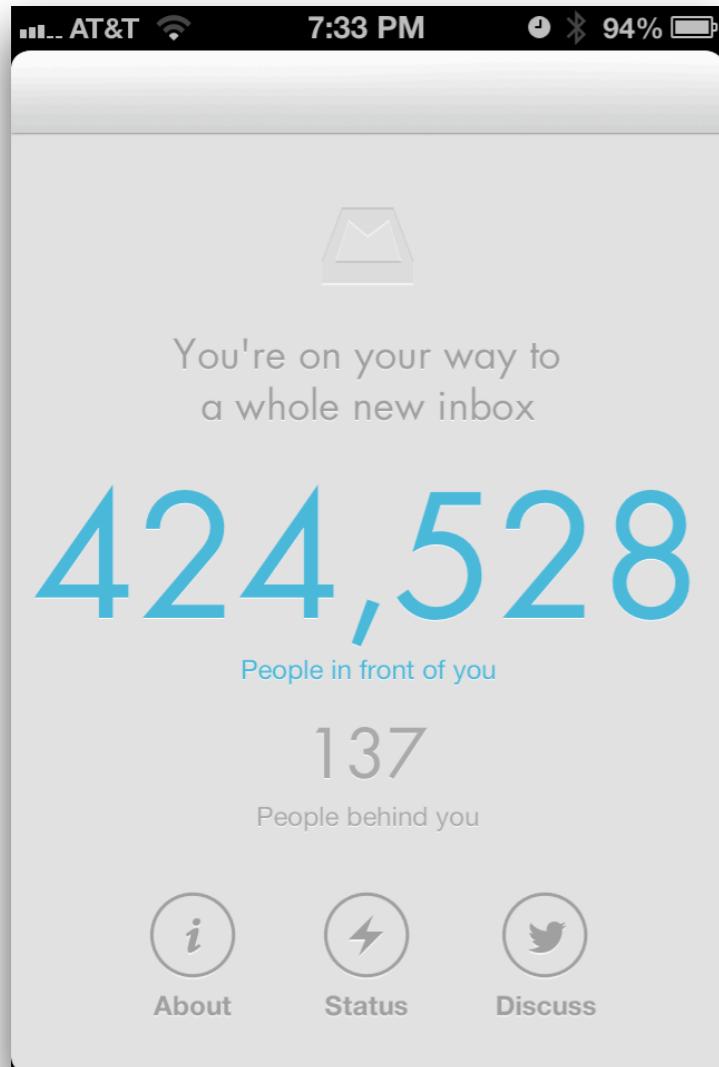
Put email in its place.

Sign Up



1

Invitation Flows



Originally, Mailbox planned to charge \$3 for the app, but that changed after its debut video attracted more than 1 million views.

“We originated too much interest too fast”
Underwood said.

So instead of charging on day one and potentially crashing its servers (which would greatly damage the brand), the team decided to make the app free but give people access at a slower rate.

1

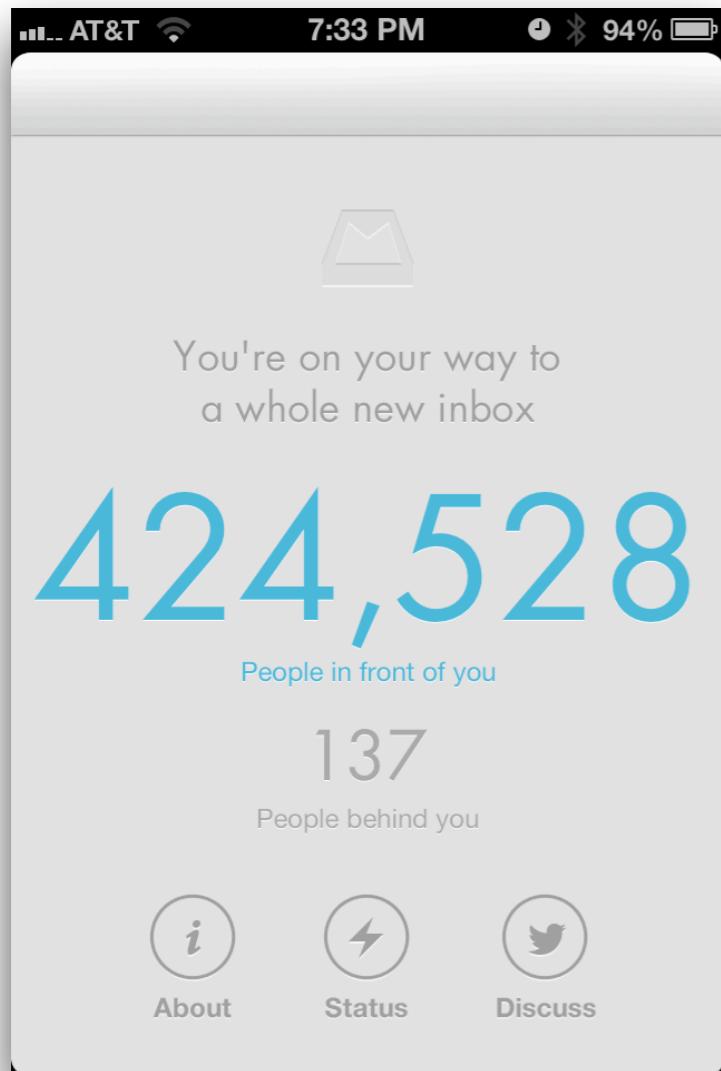
Invitation Flows



“The bandwagon effect is a phenomenon whereby the rate of uptake of beliefs, ideas, fads and trends increases the more that they have already been adopted by others.” Wikipedia

1

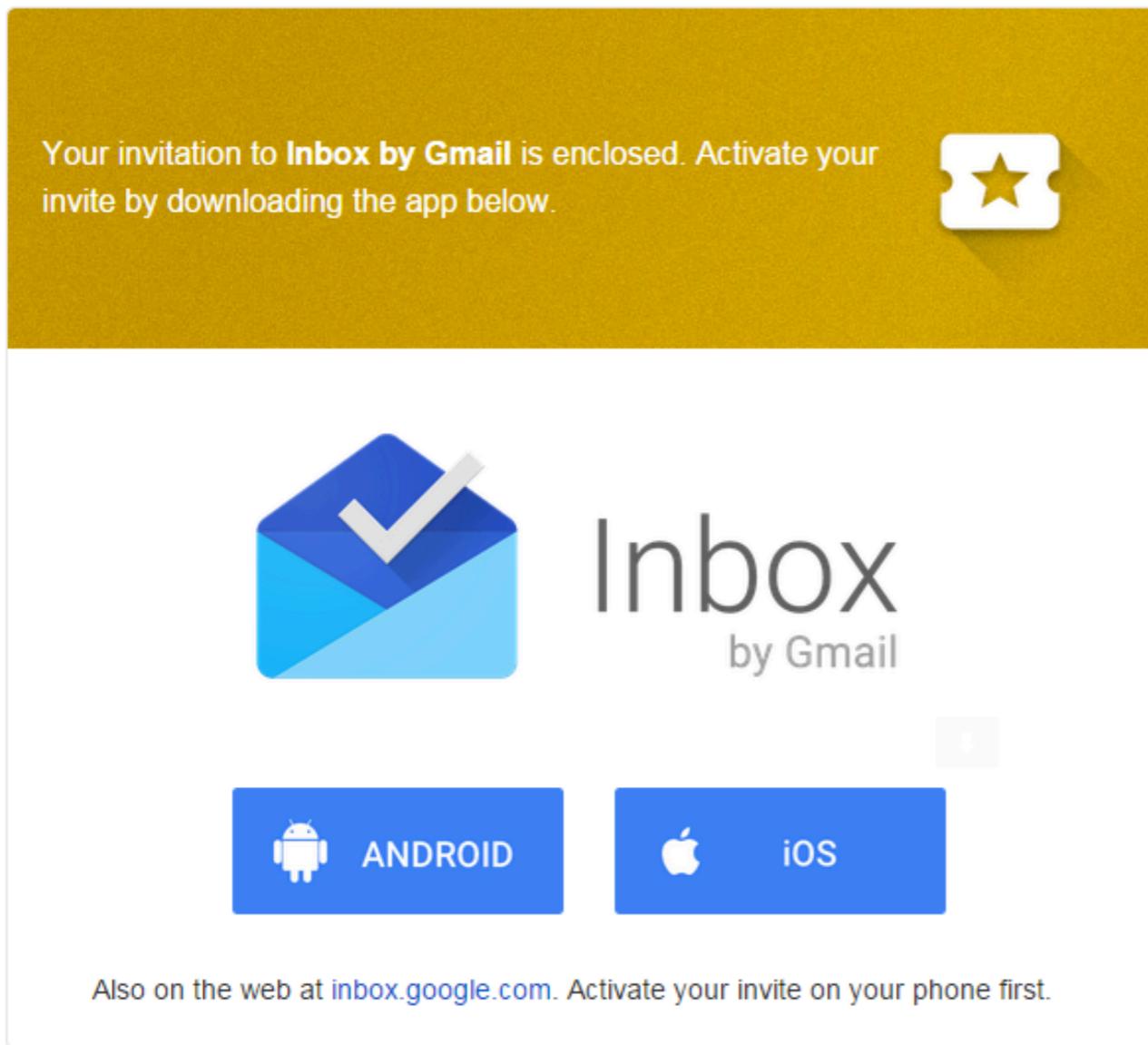
Invitation Flows



**1 million users
in 6 weeks!**

1

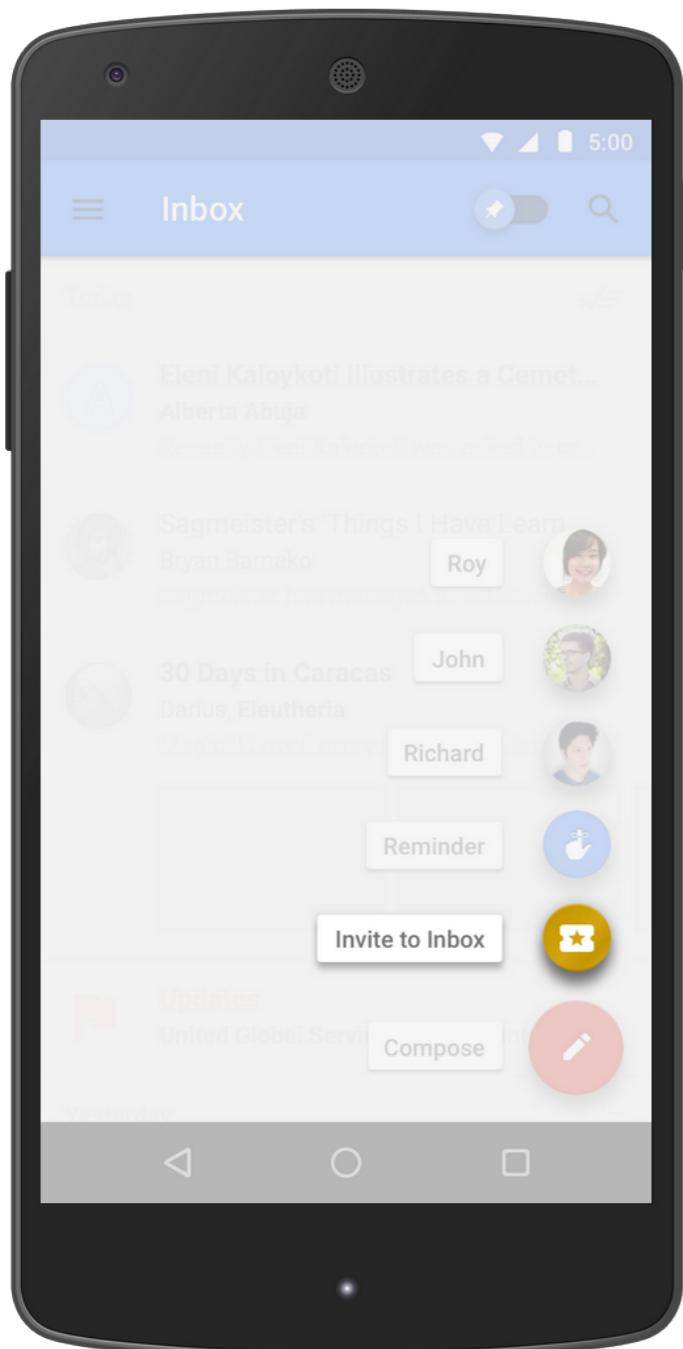
Invitation Flows



Google did it as well for
Inbox by Gmail!



Invitation Flows



Feedback they got on social media:

- Memona Madi** @memonamadi · 19 Apr 2015
I've got 3 **invites** to the Google **Inbox app** if anyone is interested. I must say it is the best email **app** I've ever had. Great UX and design.
- Kory Tegman** ☠️ @koryteg · 22 Apr 2015
Loving the new Google **inbox app**. I got some **invites** if anyone wants one.
- Tyler DeFazio** @SirWolvenguard · 4 May 2015
I have 3 **invites** to Google's new **Inbox app** for iOS. Send me a private message with your email address for a code!



Invitation Flows

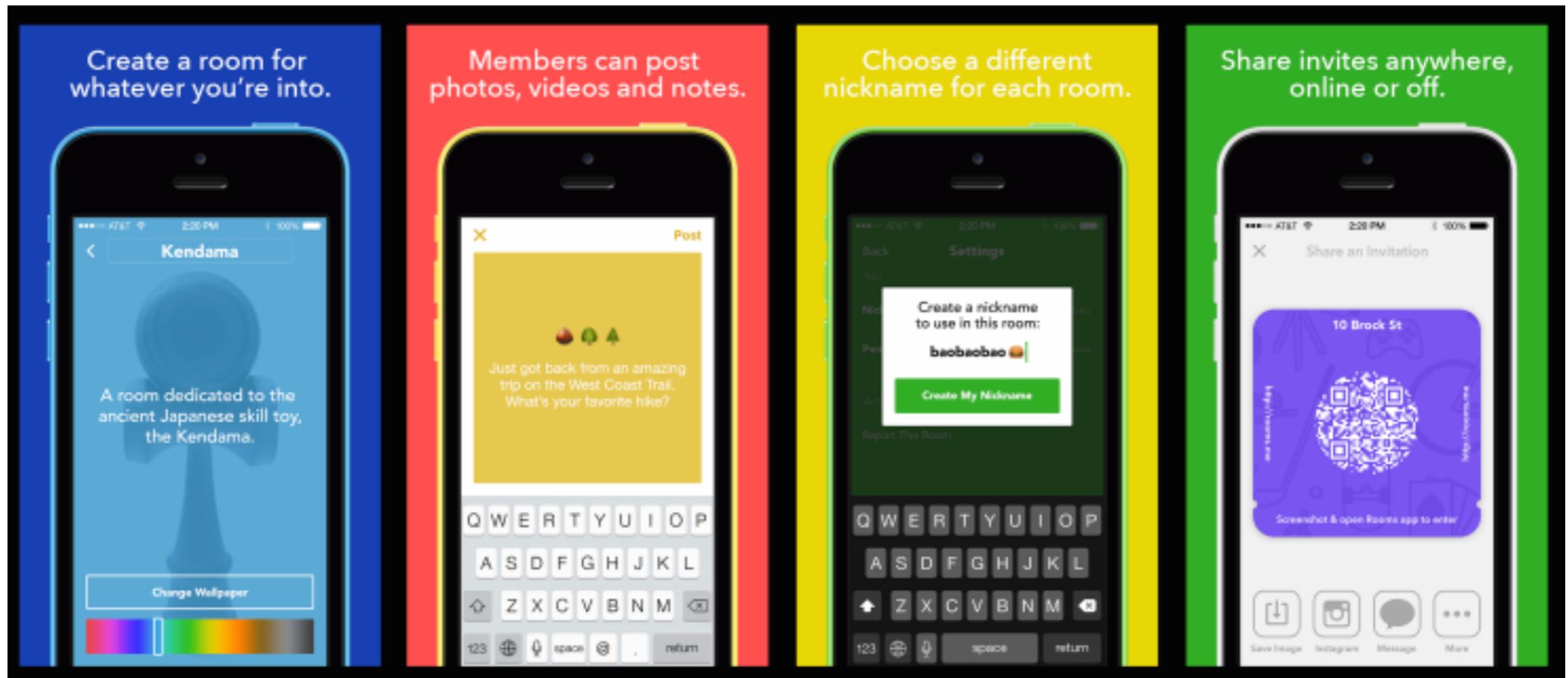
How to boost invitation rates?

1. Offer rewards
2. Create scarcity
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1

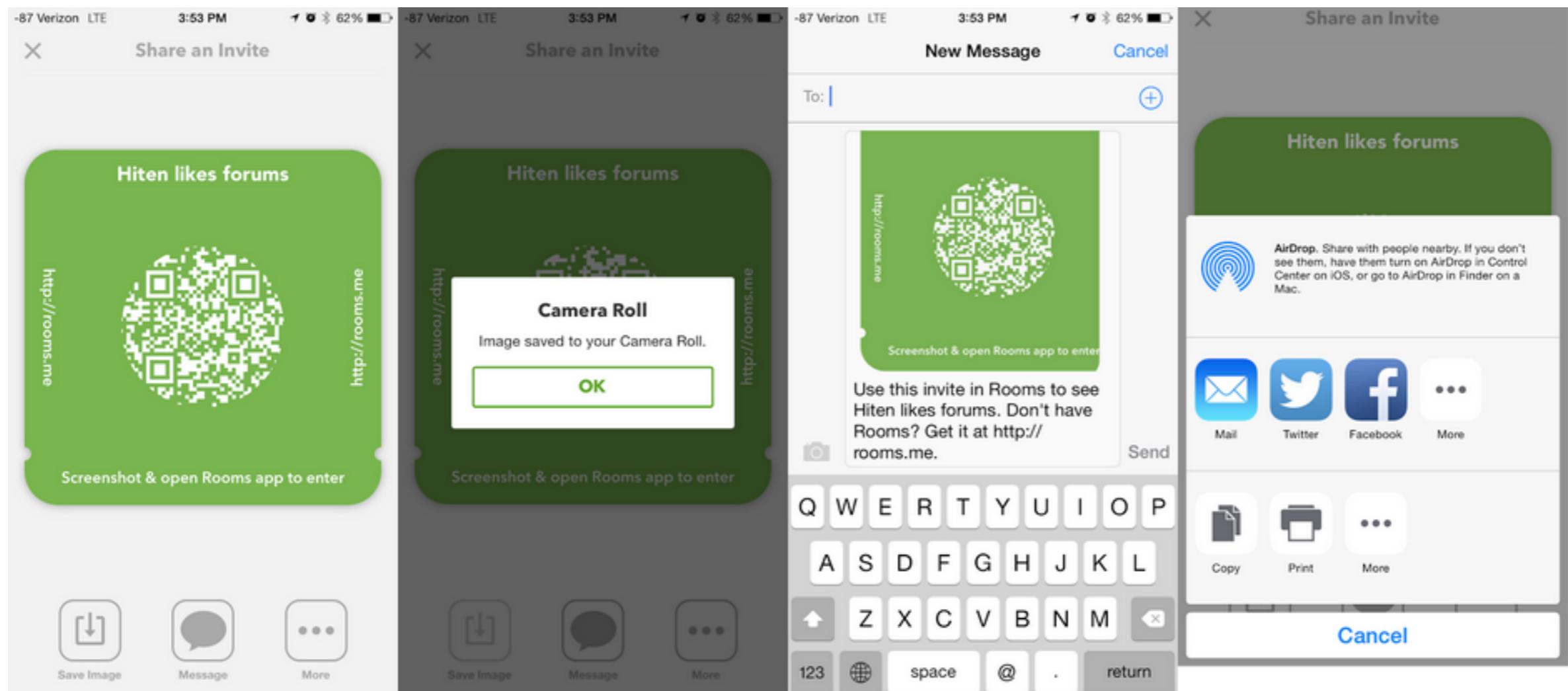
Invitation Flows

Rooms



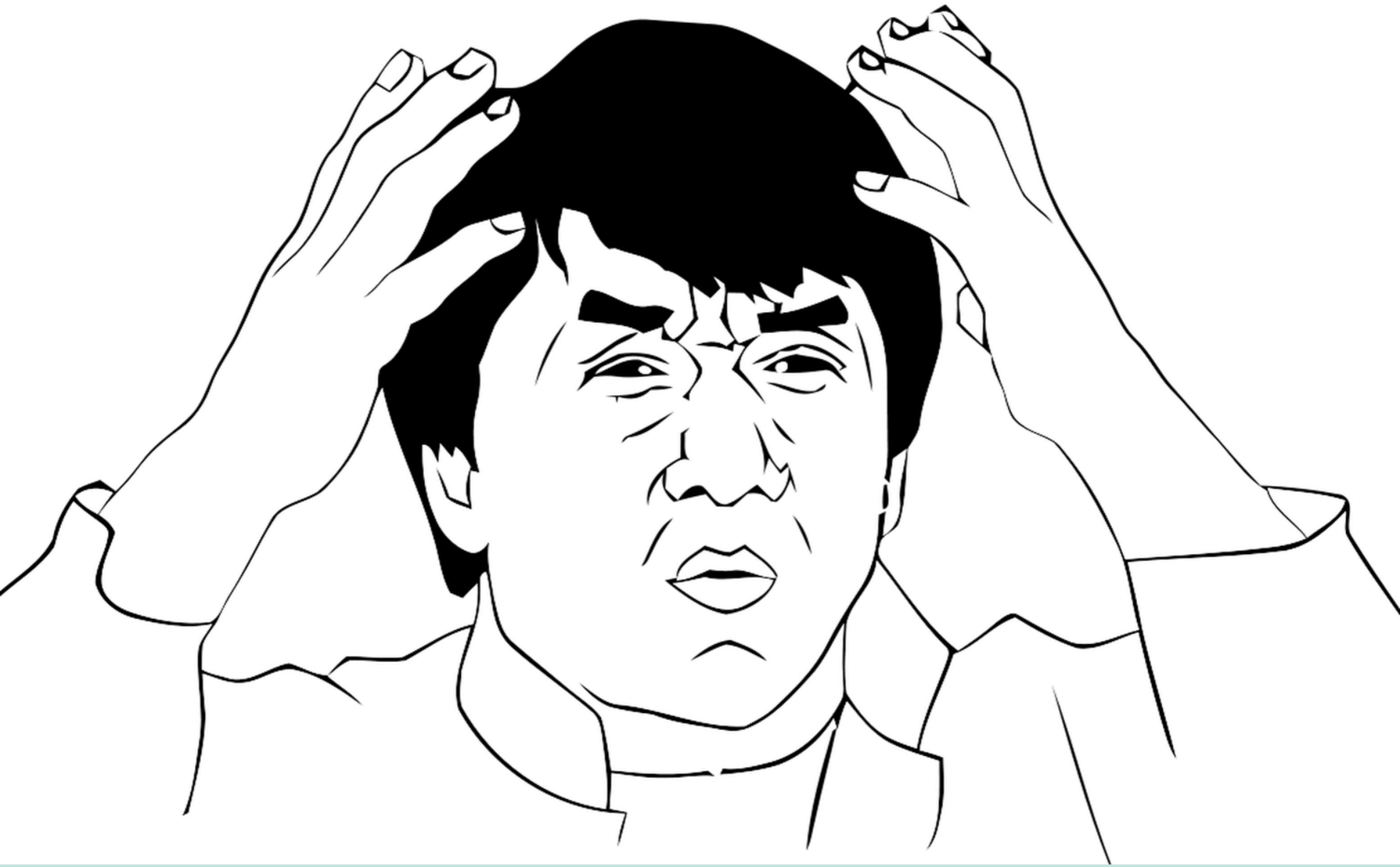


Invitation Flows



Weird QR code invitation system

WHY ??





Invitation Flows

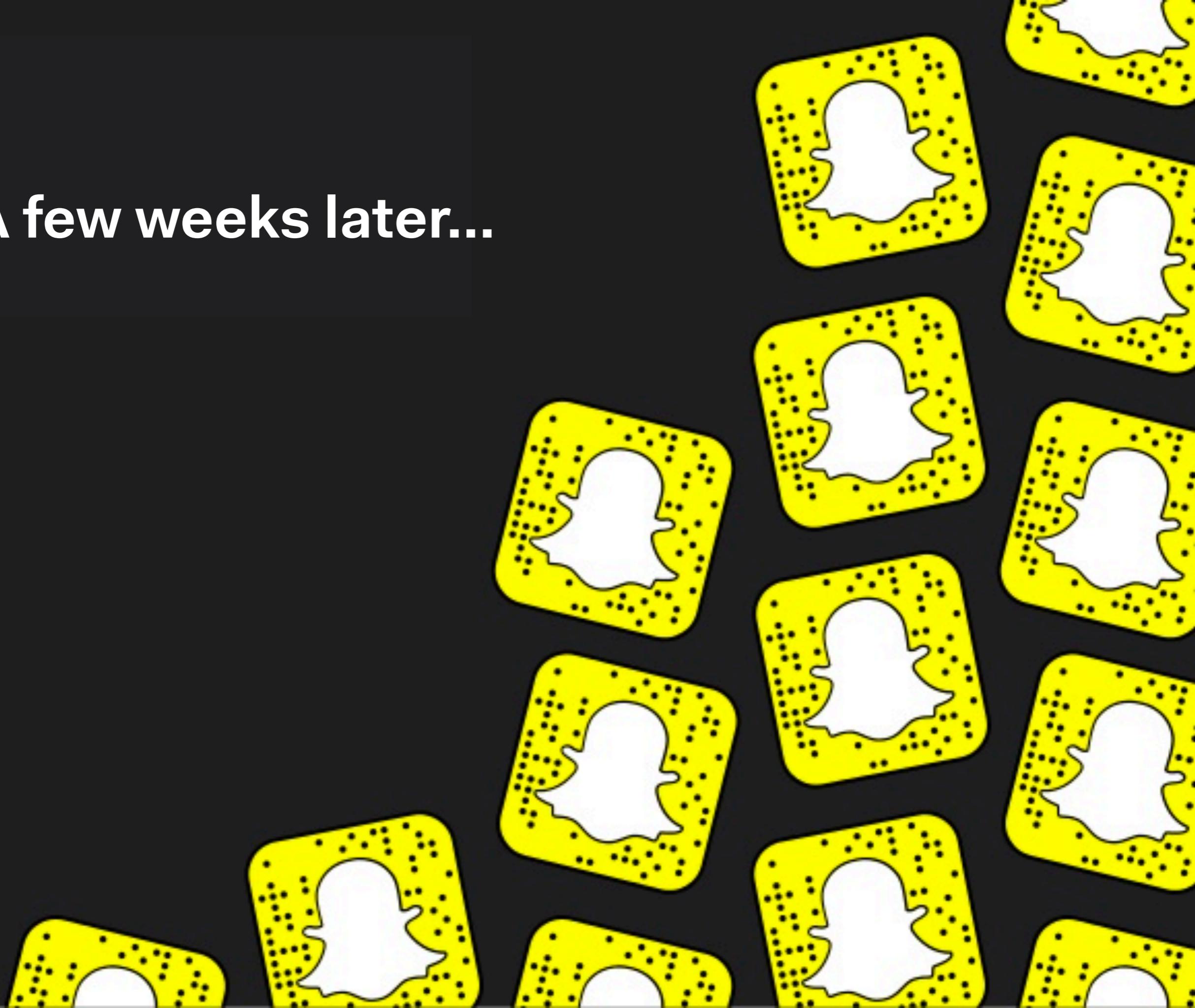
Why?

“You can't share a URL on Instagram, but you can share a photo. We knew the novelty of screenshotting would be our biggest hurdle but also saw once people learned it became our A+ feature.”



Josh Miller
Product at Facebook

A few weeks later...



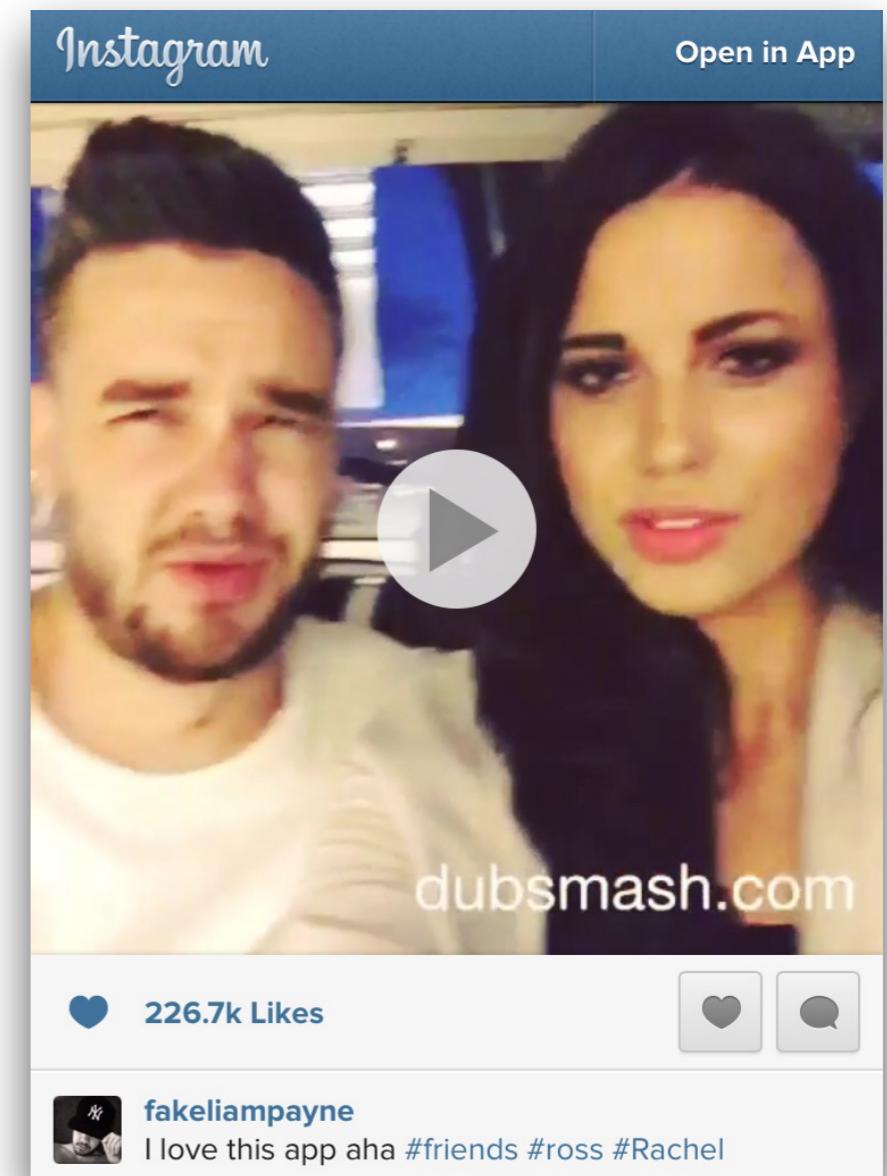
Organic growth

- 1 Invitation Flows
- 2 Viral Content
- 3 Experience Discovery

2

Viral Content

User generated
content shared on
social media

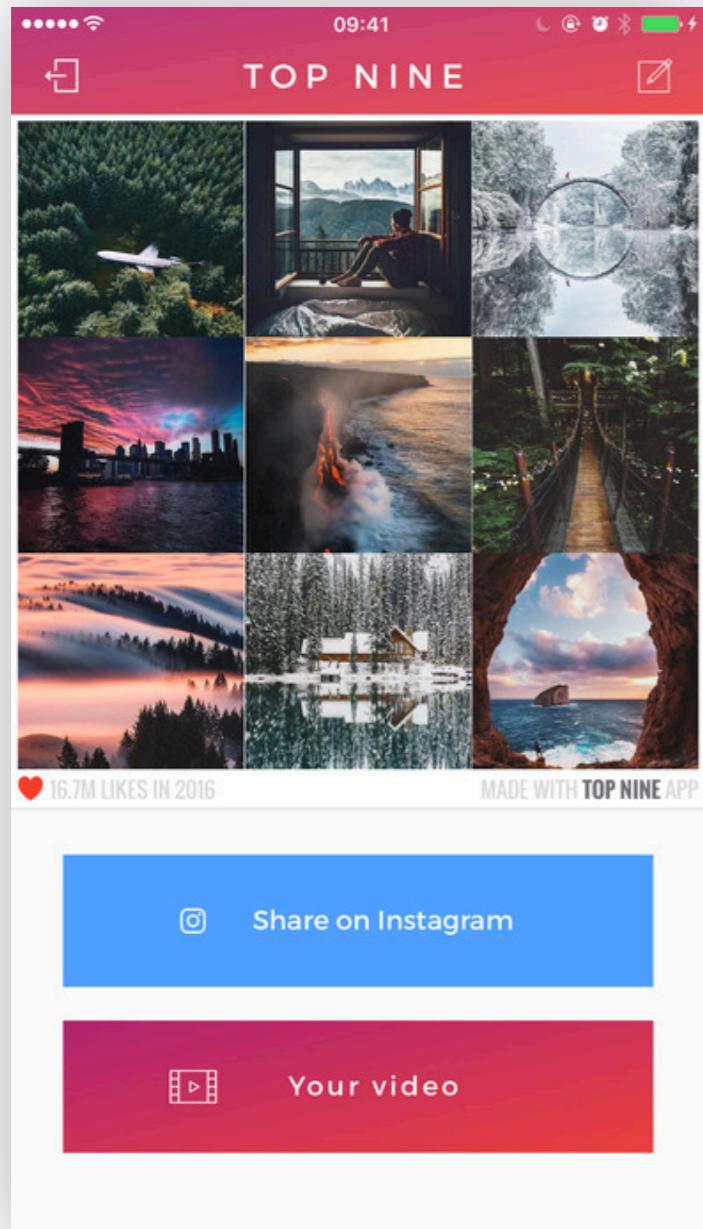


Dubsmash became famous with people sharing fun videos on social media.





Viral Content

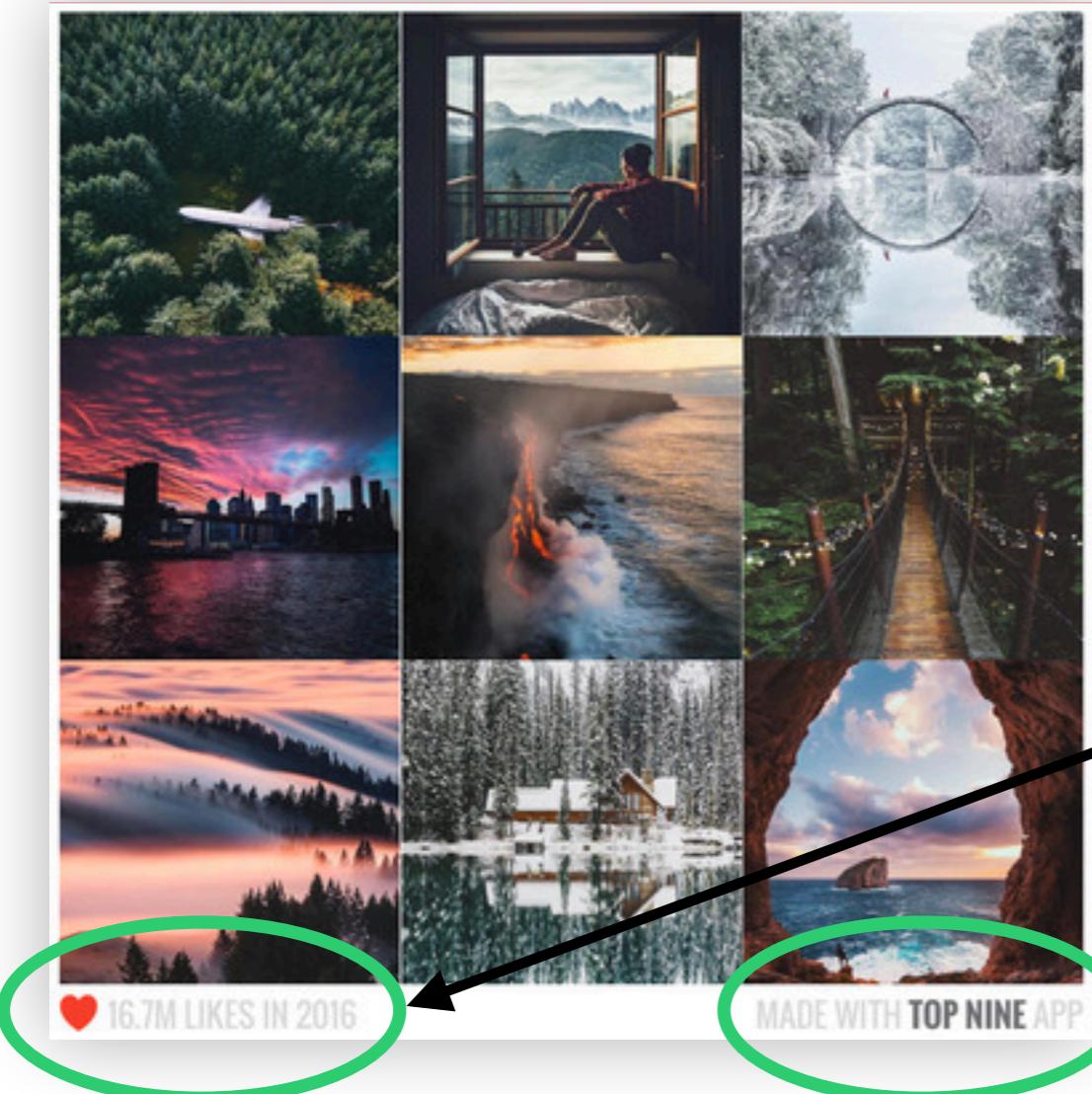


Top Nine is a good example of an high vitality app.

The app gets the user's 9 most liked photos of the year via Instagram connect, then creates a unique picture easily sharable with one click.

2

Viral Content



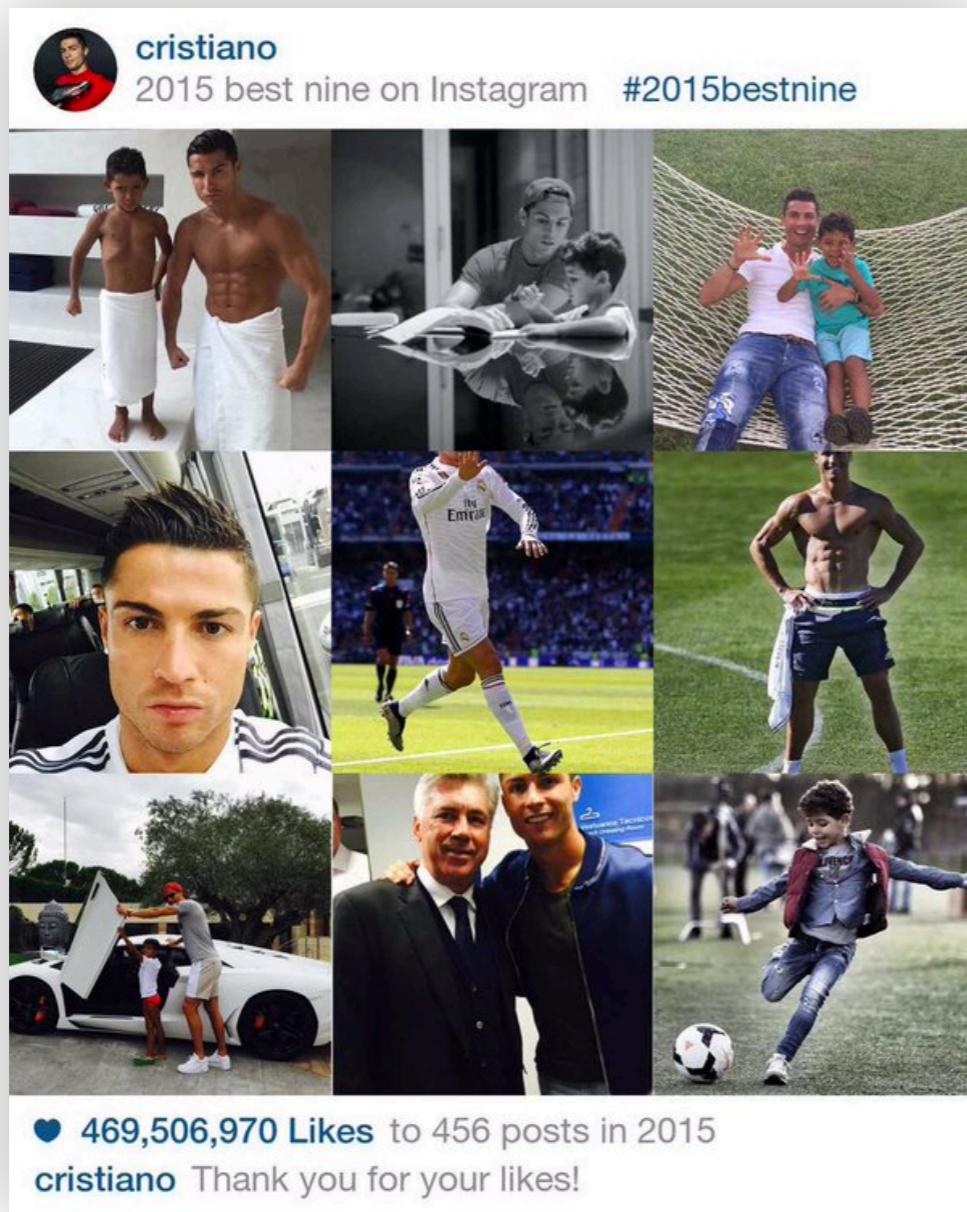
This is the picture shared on Instagram.

Number of likes in 2016
= Egoboot

Watermark = mandatory for vitality! Clearly written in black to be searchable on the App Store.

2

Viral Content



469,506,970 Likes to 456 posts in 2015

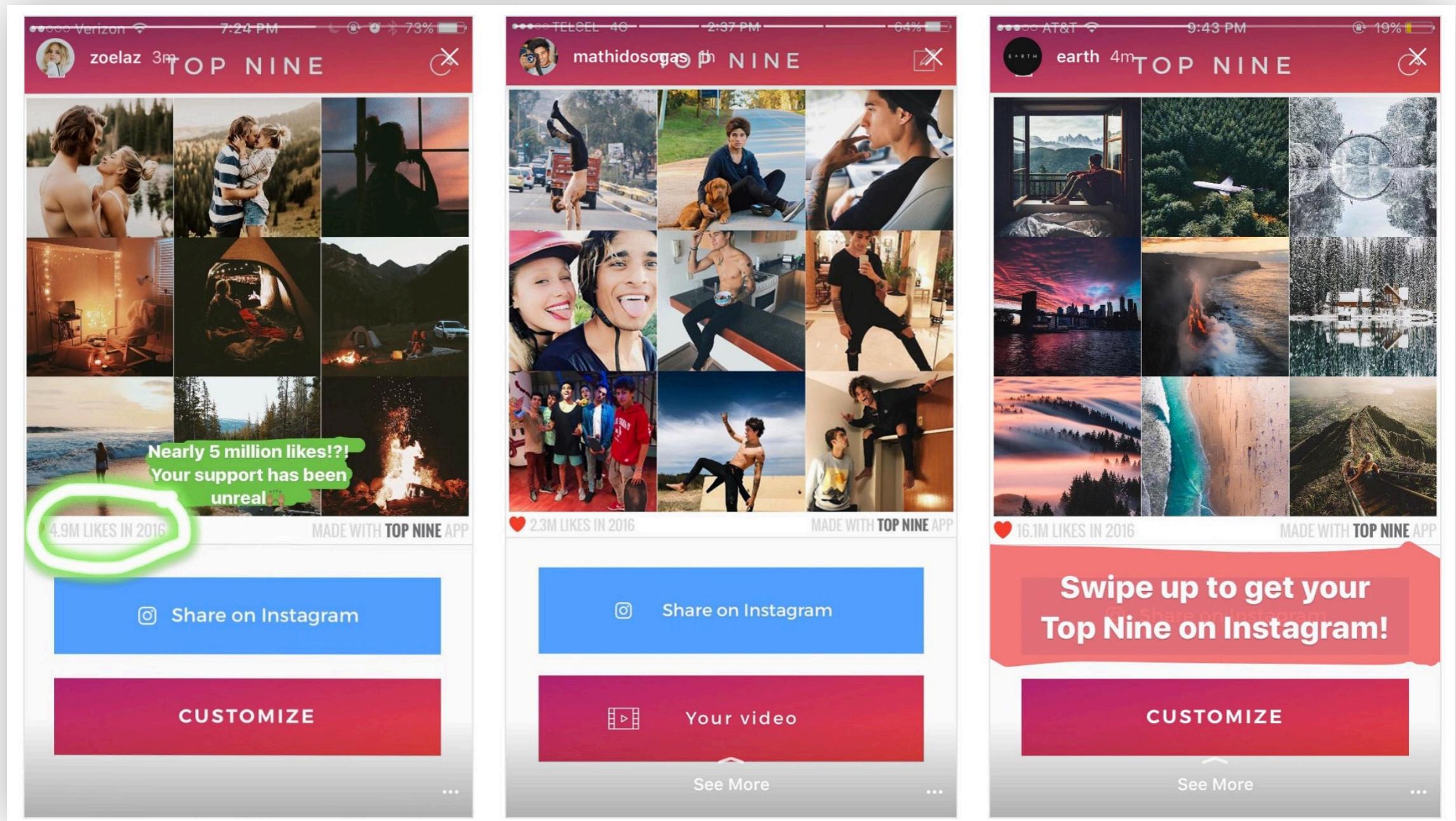
cristiano Thank you for your likes!

To start vitality of a new concept, influencers relevant to your target are the best way to start sprinkling on social media! 🔥

End of 2016, Top Nine spent \$1700 in Instagram influencers campaigns.

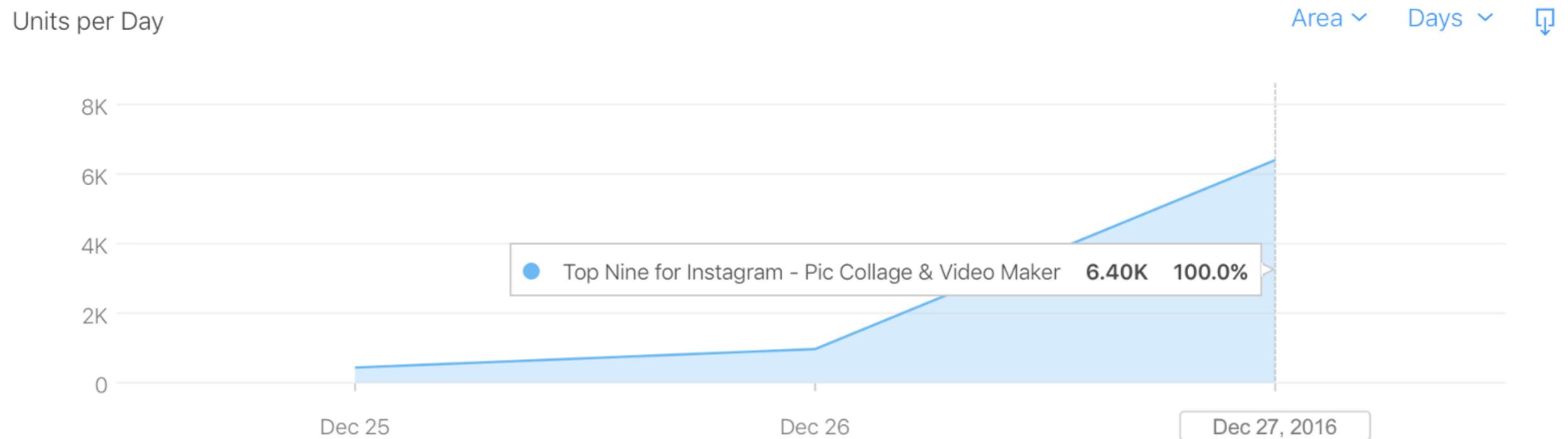
2

Viral Content



2

Viral Content



Metrics on day of launch of Influencers' campaign

2

Viral Content

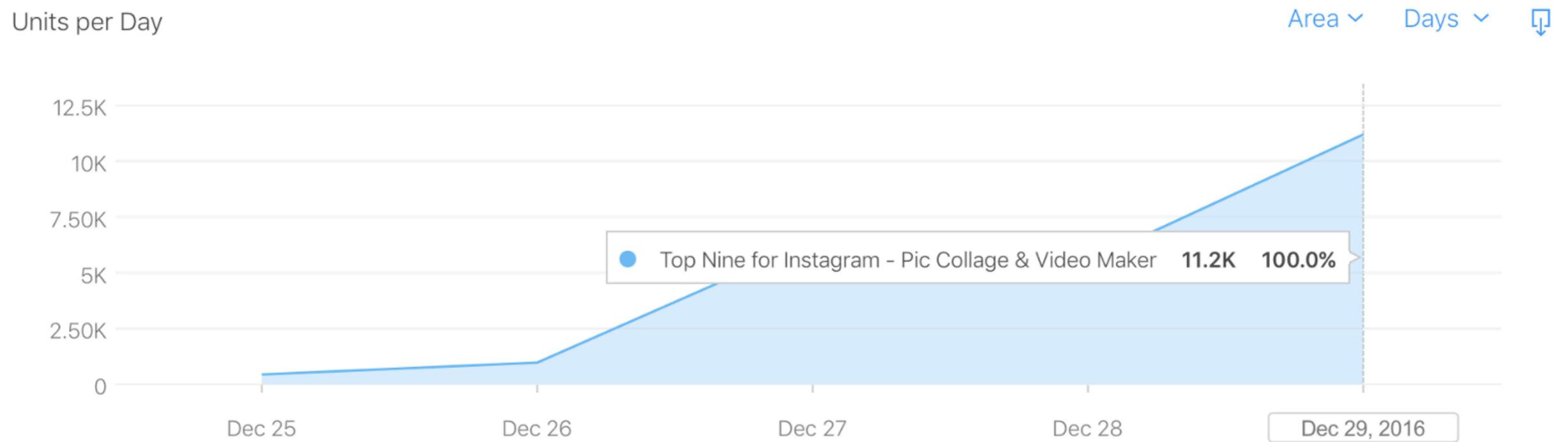


Second Day

Influencers' followers downloaded the app but didn't share it yet or their followers didn't see their « Top Nine » yet.

2

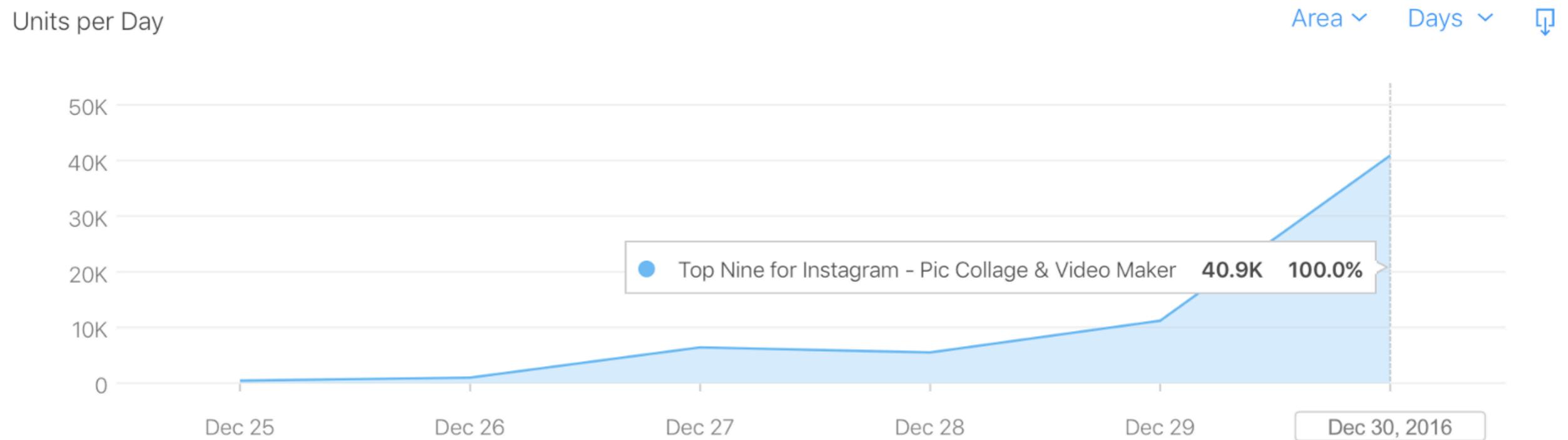
Viral Content



Third Day
It's starting to grow!

2

Viral Content

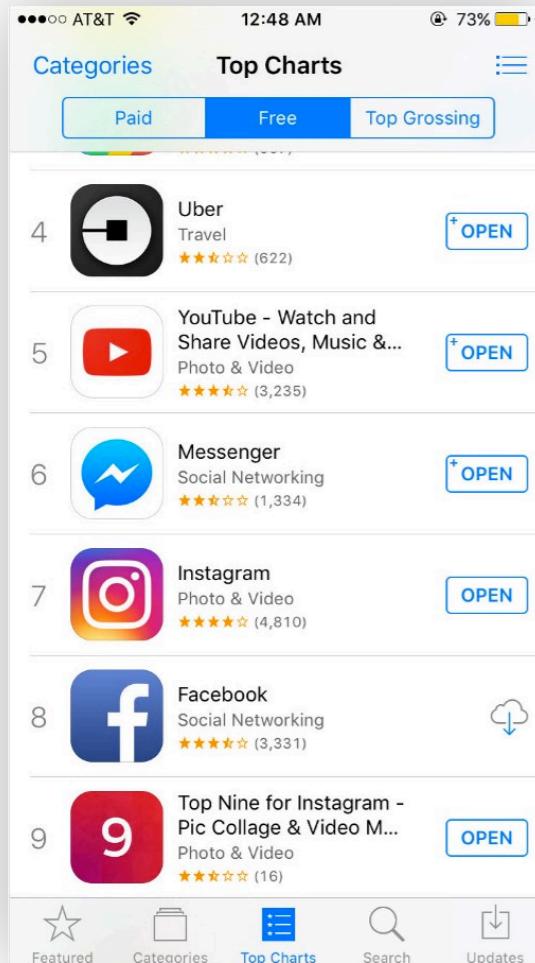


4th Day
Virality steps in

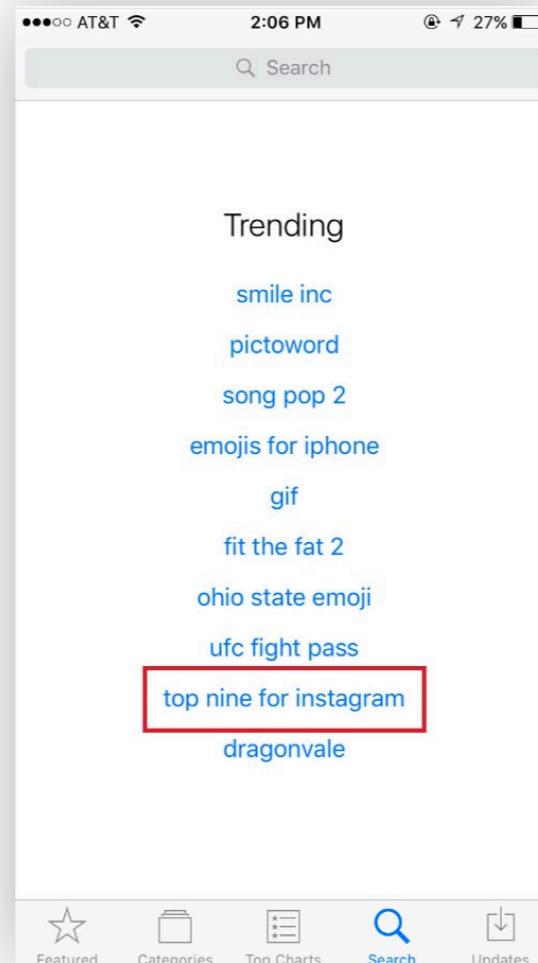


Viral Content

At the same time...



The app reaches the Top Charts



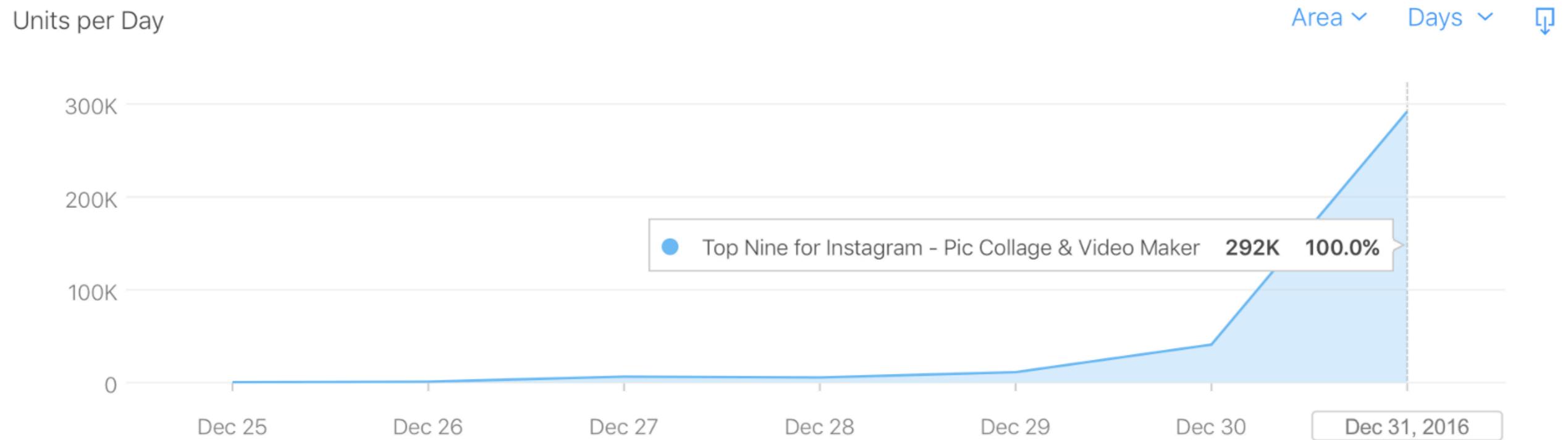
Its name is trending



Other influencers post their Top Nine without getting paid for it!

2

Viral Content



5th day
Downloads blow up!!

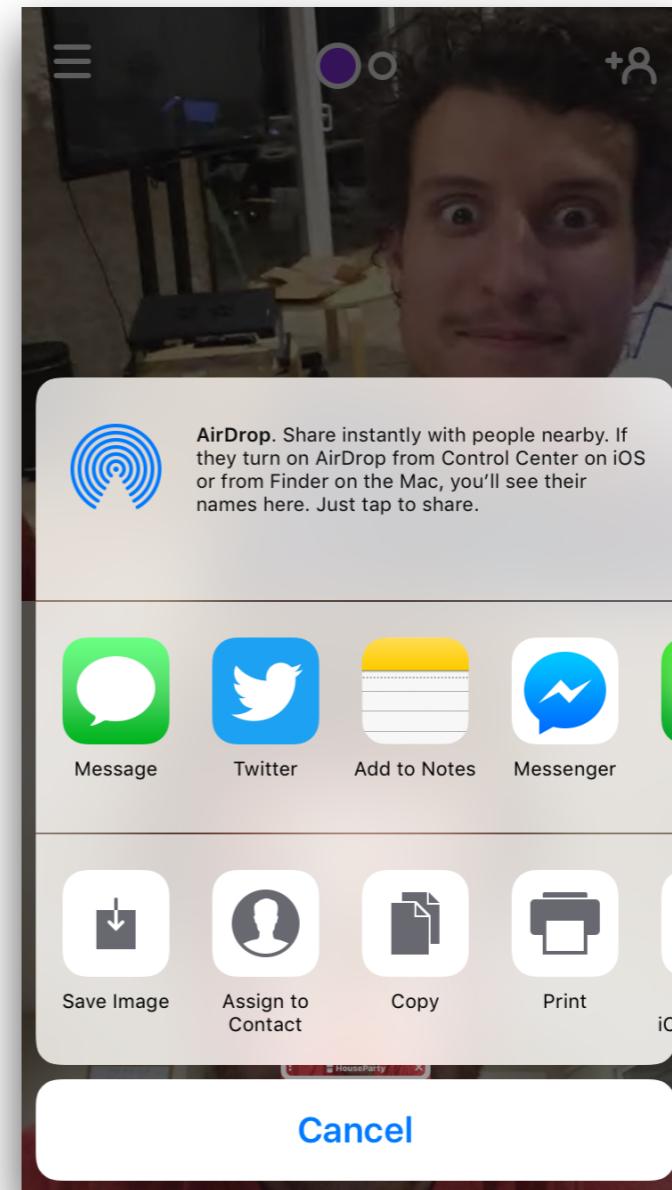
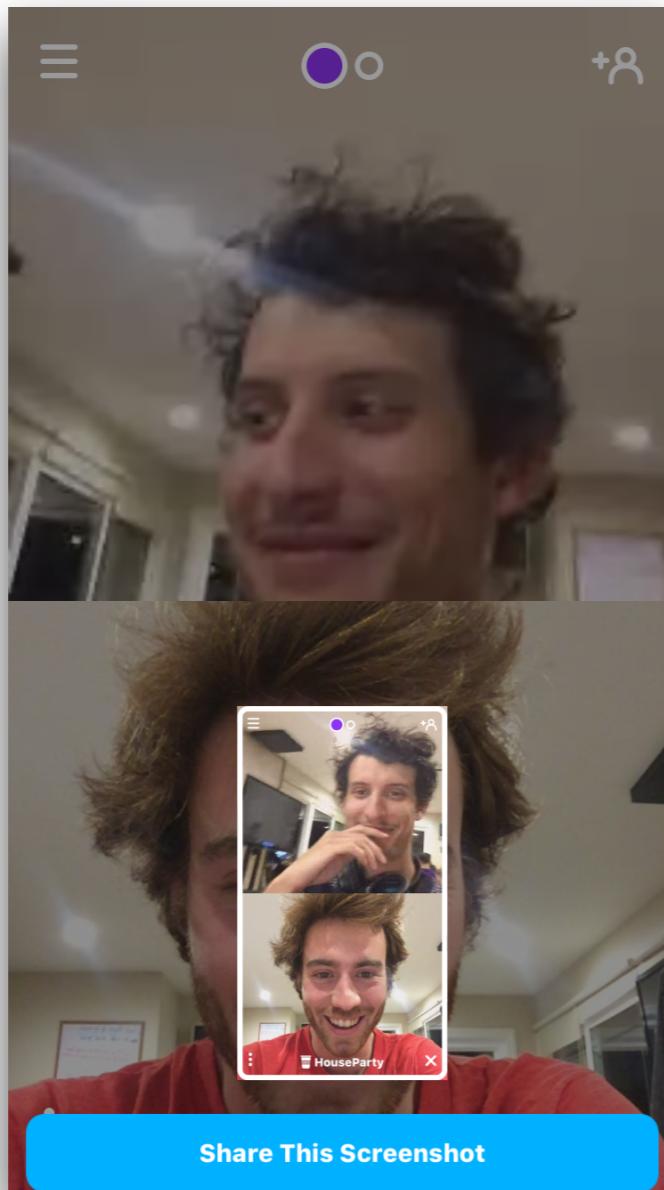


Viral Content

How to use the same strategy when you're not a video/photo app?

2

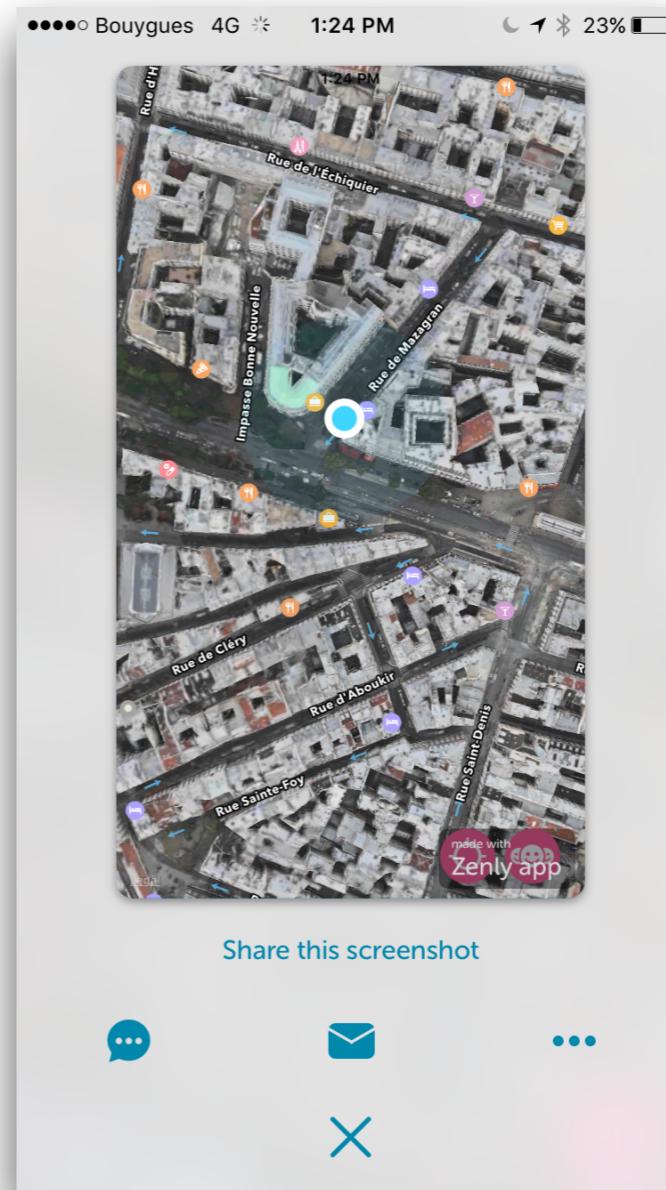
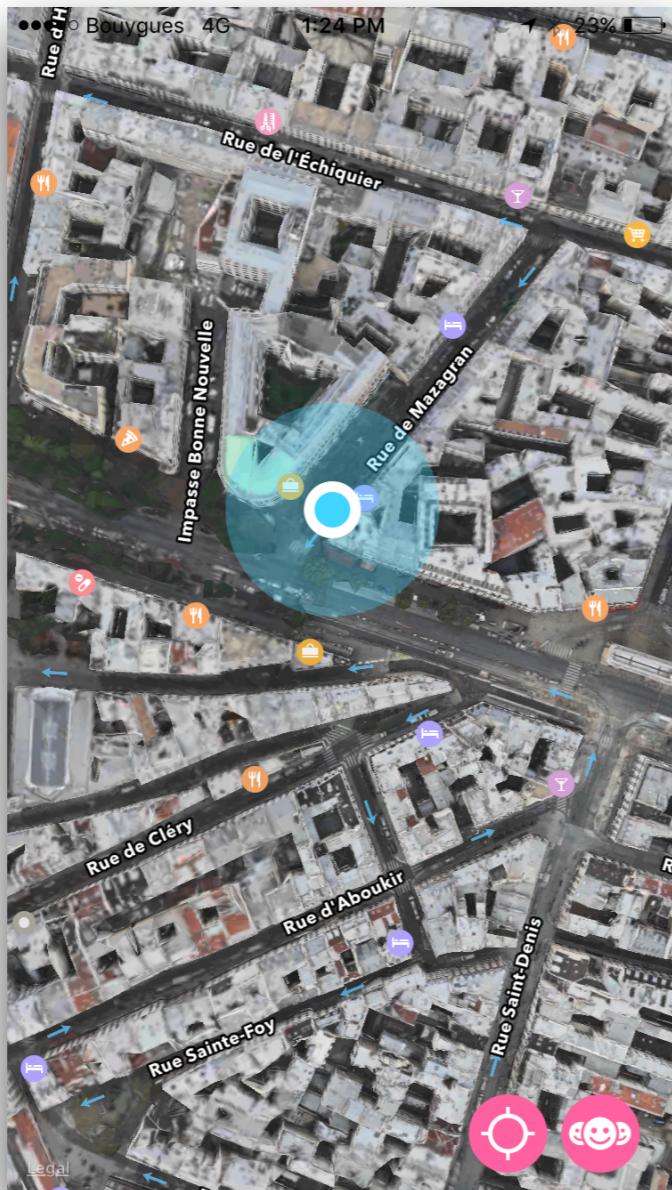
Viral Content



Develop a smart screen-sharing feature
like Houseparty!

2

Viral Content



Zenly also used that!

Organic growth

- 1 Invitation Flows
- 2 Viral Content
- 3 Experience Discovery

A black and white photograph capturing a candid moment between a young man and a young woman. They are standing close together on a paved path, possibly a sidewalk or driveway, with a street and some trees visible in the background. The man, on the left, has curly hair and is wearing a light-colored, horizontally striped shirt. He is looking down at a smartphone held by the woman. The woman, on the right, has long, dark hair and is wearing a dark-colored top with a small, light-colored patterned collar. She is smiling broadly and looking towards the camera. Her hands are holding a smartphone, which is the focal point of the image. The overall atmosphere is casual and intimate.

Hey! What's this?

Don't Tell.

Show!

Don't Tell.
Show 

3

Experience Discovery



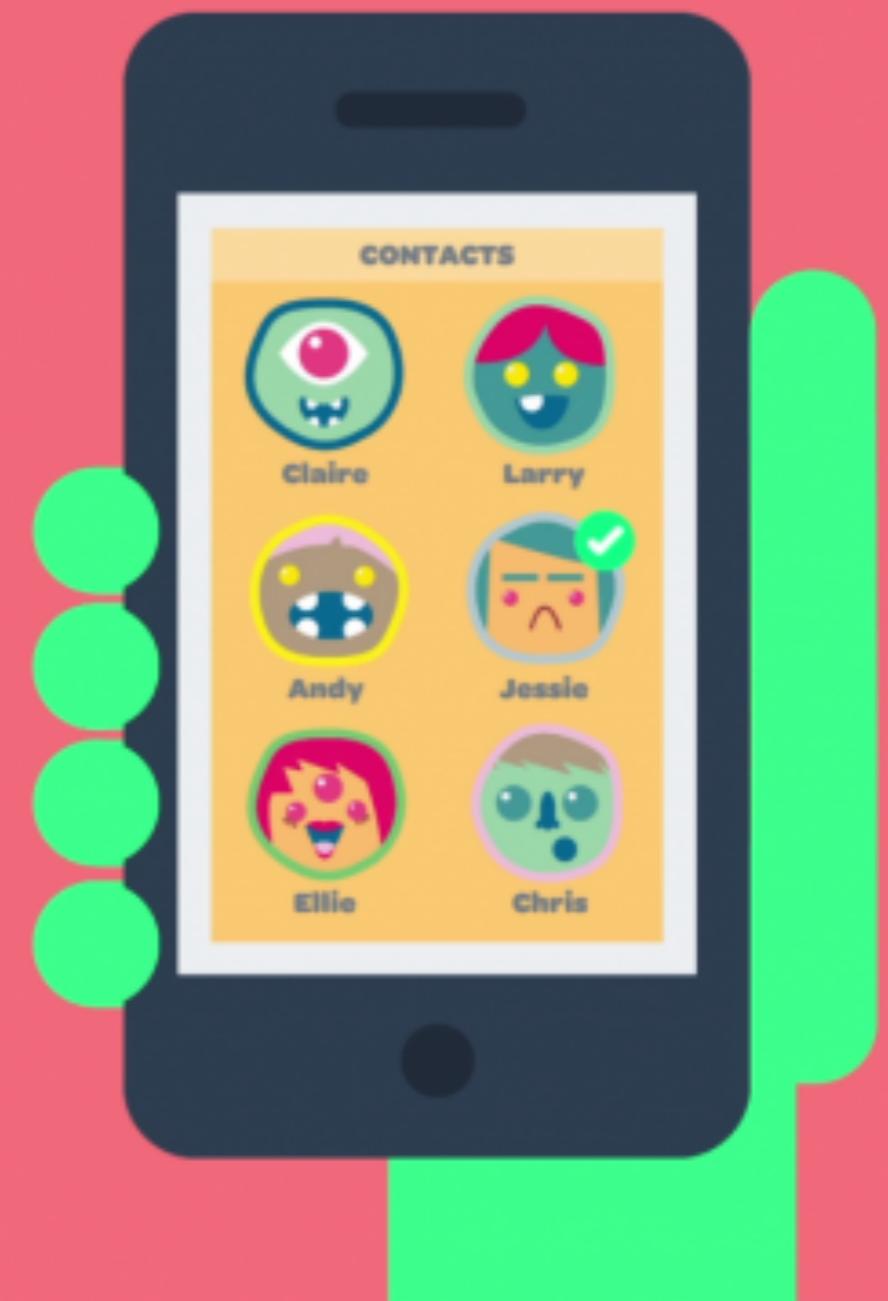
When you see people using these app, you want to download them immediately to start getting rides or finding good restaurant like them!



Experience Discovery

How to create this online?

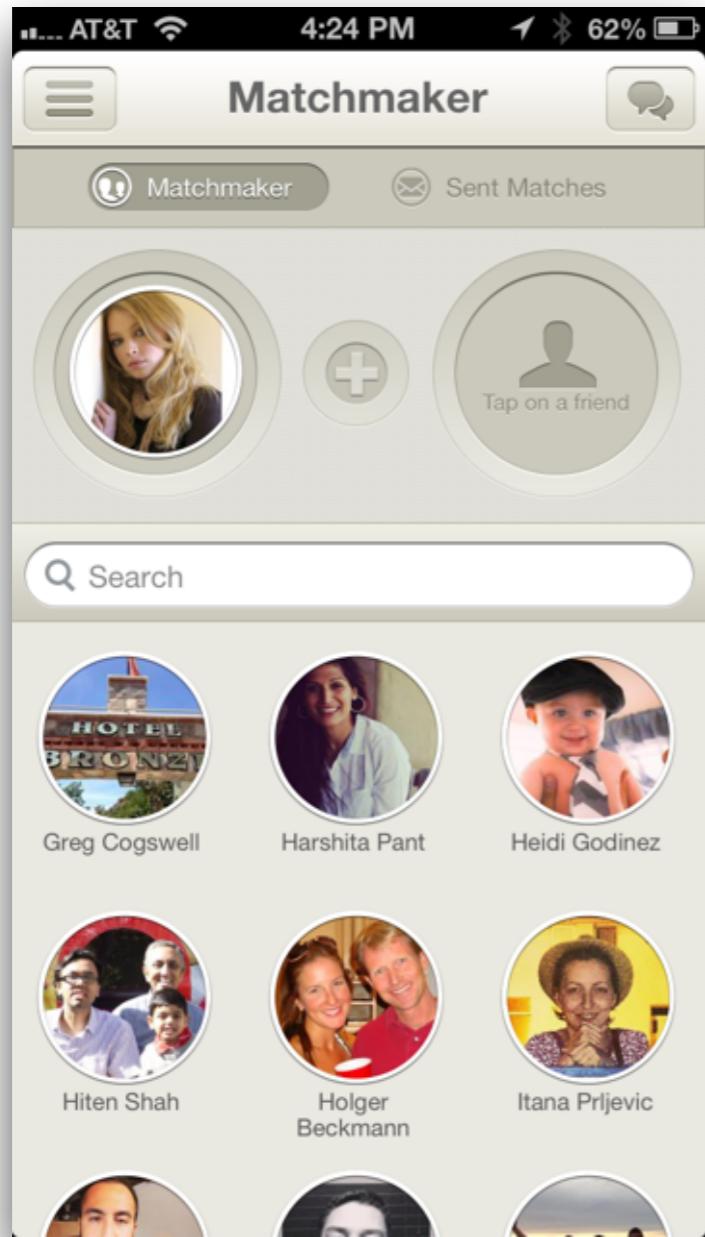
Blab enables non-users to watch videos sent by users without downloading the app.





3

Experience Discovery

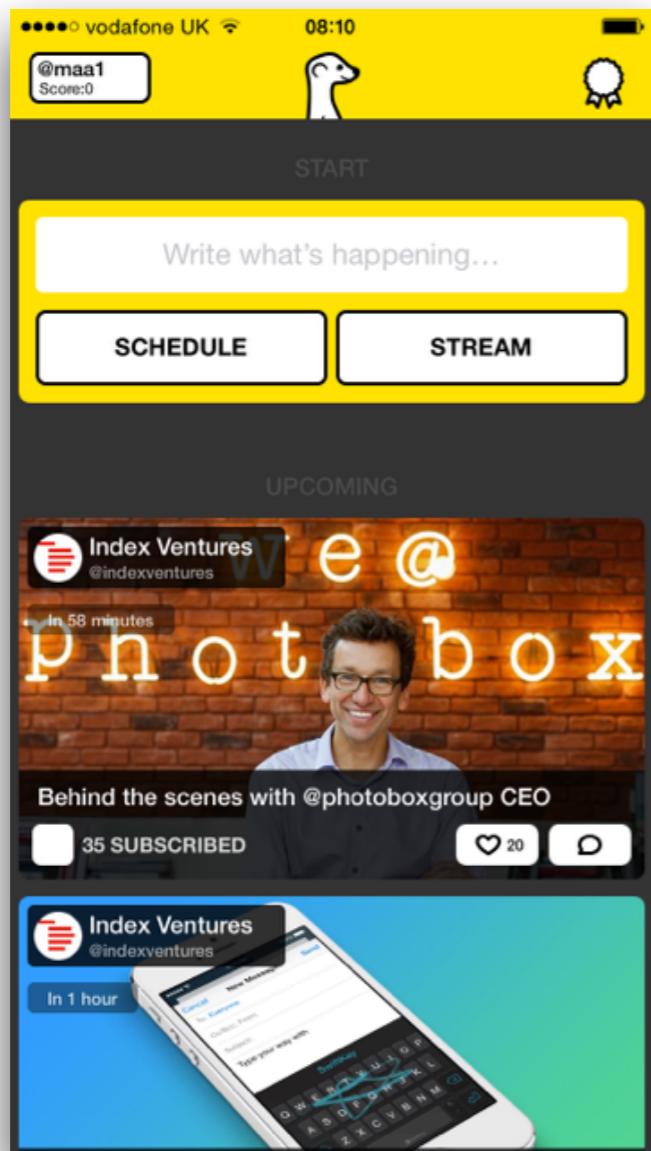


Tinder's matchmaker enables non-users to be matched with other people by friends using the app.



3

Experience Discovery



Meerkat

700k active users in 7 weeks.

3

Experience Discovery



Meerkat's experience was fully integrated in Twitter's social graph.

Ryan Hoover
@rrhoover

+ Follow

|LIVE NOW| Heading into Product Hunt HQ - #meerkat mrk.tv/1JVdt5v

Meerkat

Meerkat - Live Stream Video

3.5/5.0 stars – 672 ratings

FREE

Watch Ryan Hoover on Meerkat

[View on web](#)

RETWEETS	FAVORITES
3	8

9:03 AM - 27 Feb 2015



3

Experience Discovery

The Rules of Meerkat

Everything that happens on meerkat happens on Twitter.

Streams will be pushed to followers in real time via push notifications.

People can only watch it live. No reruns.

Watchers can restream any stream to their followers in real time.

Scheduled streams will be distributed in the community by their subscribers.

Your own streams can be kept locally on your phone, but never on the cloud.

Everyone can watch on web.

Be kind.

3

Experience Discovery

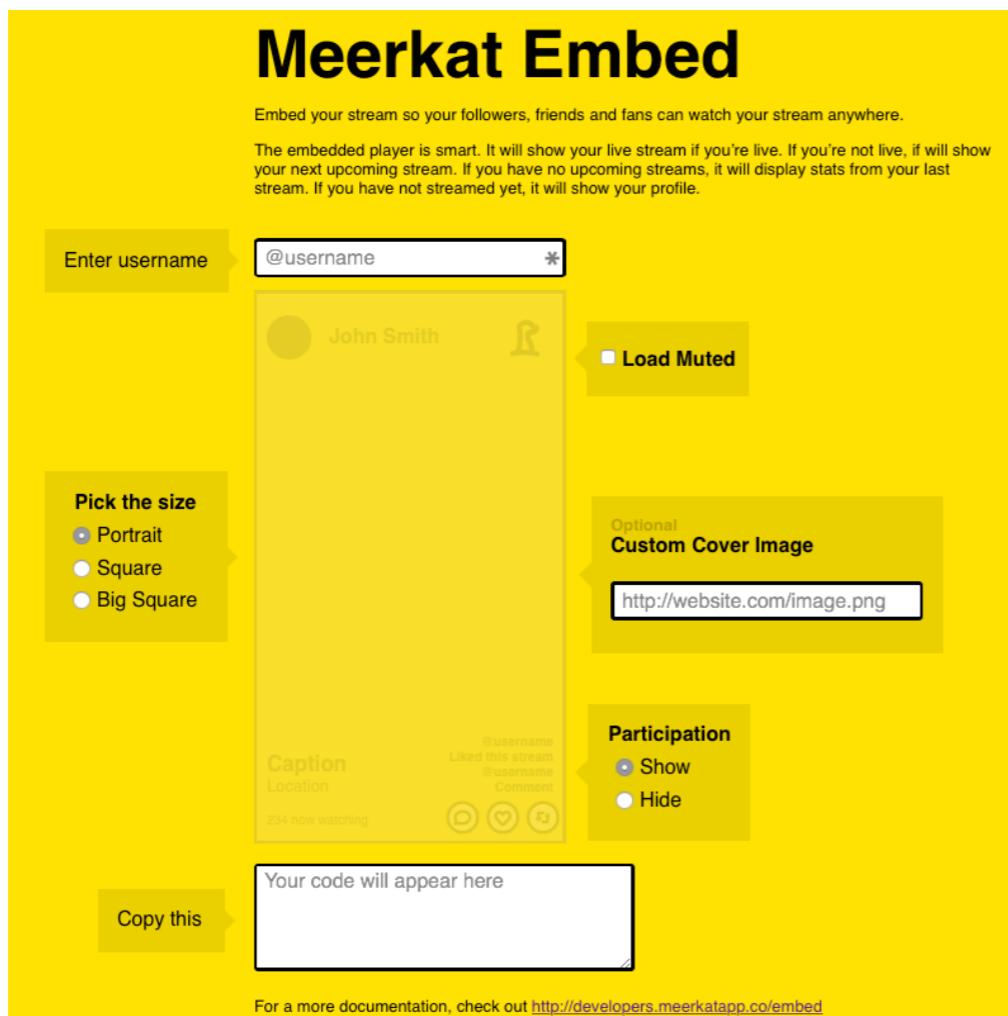
The Rules of Meerkat

-
- The diagram illustrates the rules of Meerkat, categorized into two main concepts: **VIRALITY** (represented by red arrows) and **SCARCITY** (represented by blue arrows). The rules are listed as follows:
- Everything that happens on meerkat happens on Twitter.
 - Streams will be pushed to followers in real time via push notifications.
 - People can only watch it live. No reruns.
 - Watchers can restream any stream to their followers in real time.
 - Scheduled streams will be distributed in the community by their subscribers.
 - Your own streams can be kept locally on your phone, but never on the cloud.
 - Everyone can watch on web.
 - Be kind.

3

Experience Discovery

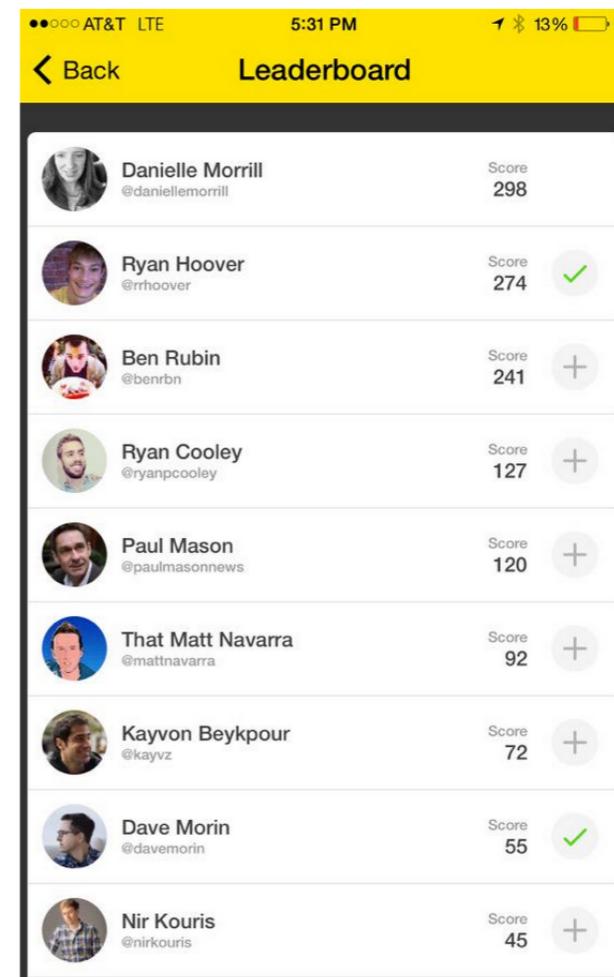
And also:



Embedded players => great
for externalization!



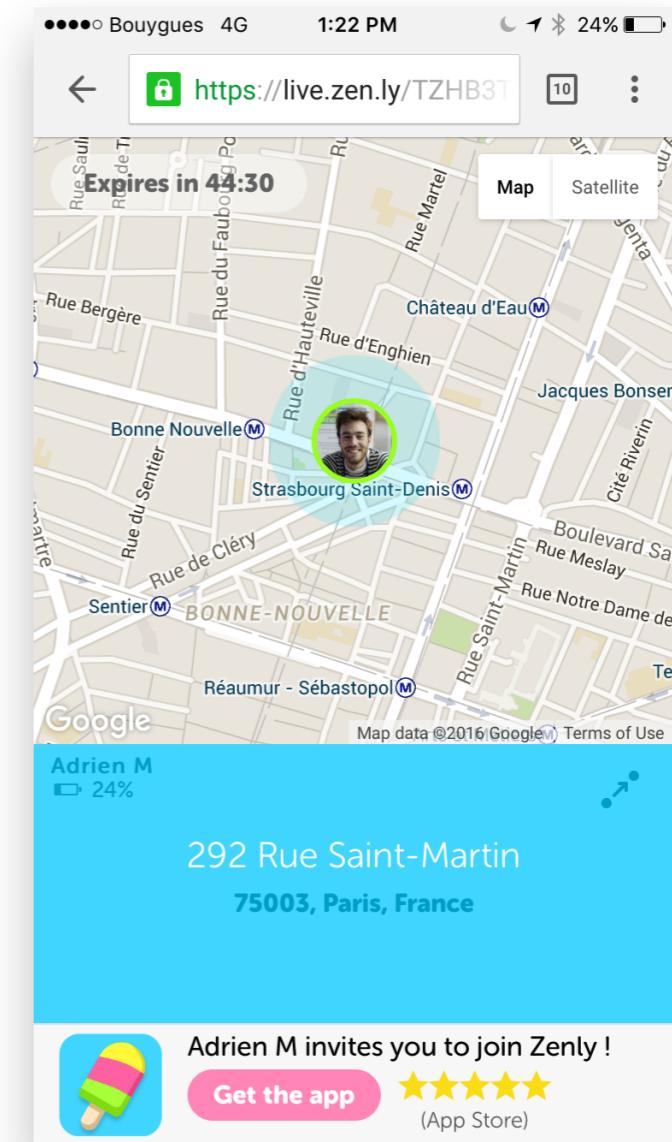
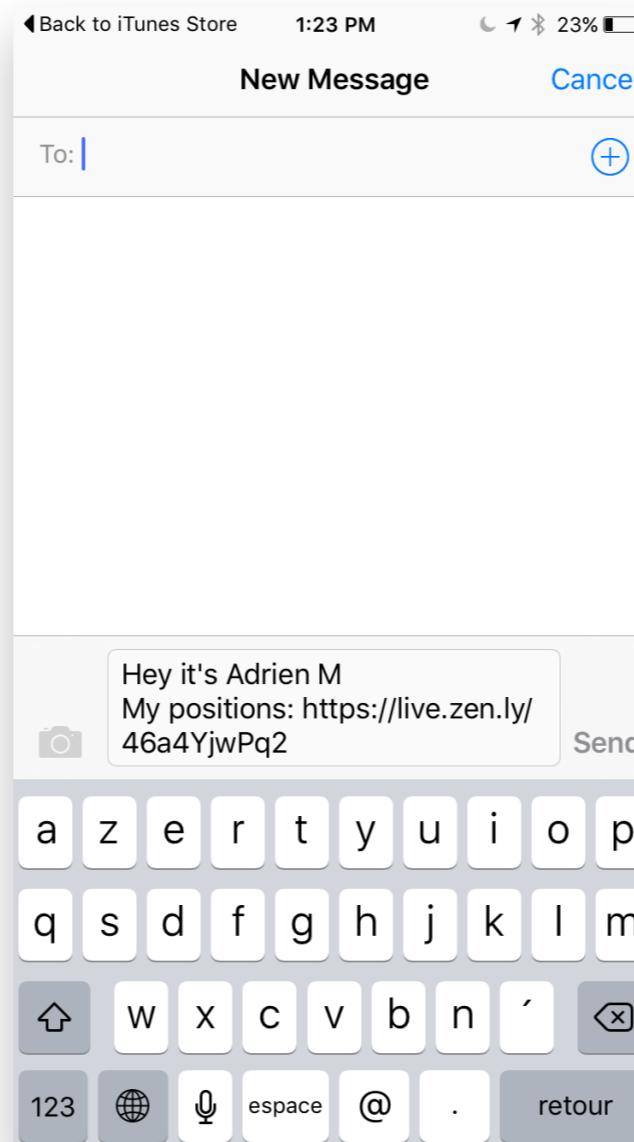
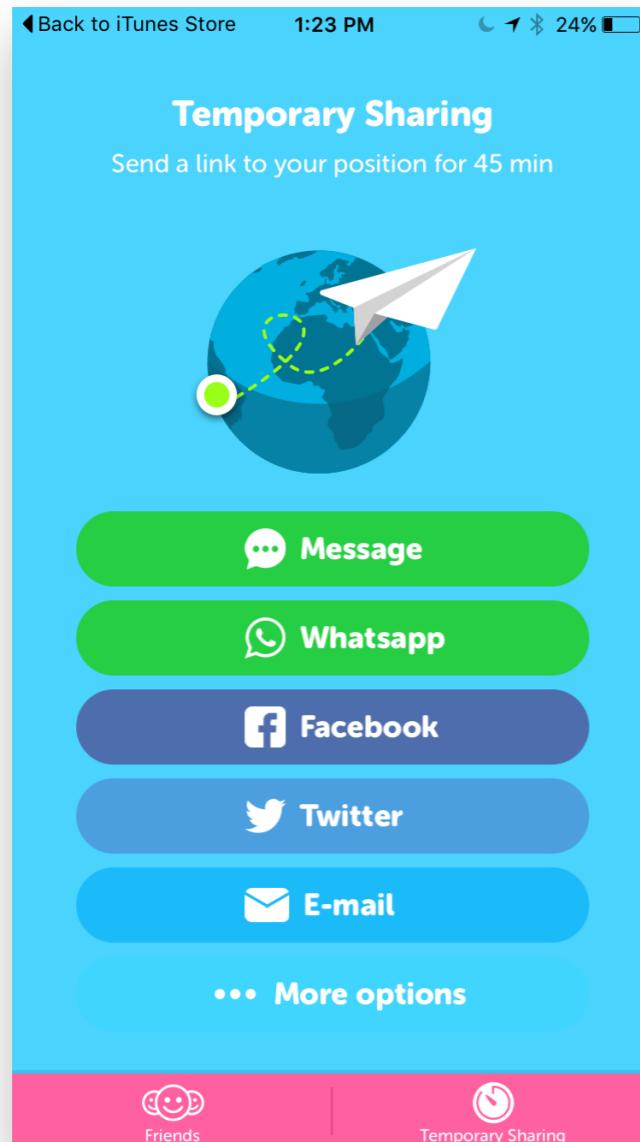
Boom! **@rrhoover @AppMeerkat**



Gamification among influential
ambassadors always helps :)

3

Experience Discovery



Zenly enables users to share their location to their friends who don't have the app!

Need Organic Growth?



reach us at hello@mozza.io



Mobile Startups France

Join the community

<http://bit.ly/mobile-startups-france>



more analyses on mozza.io