

THE APPSFLYER PERFORMANCE INDEX

FOR
eCommerce, Travel and Utility Apps



Q3/2015



THE PROBLEM:

No ROOM

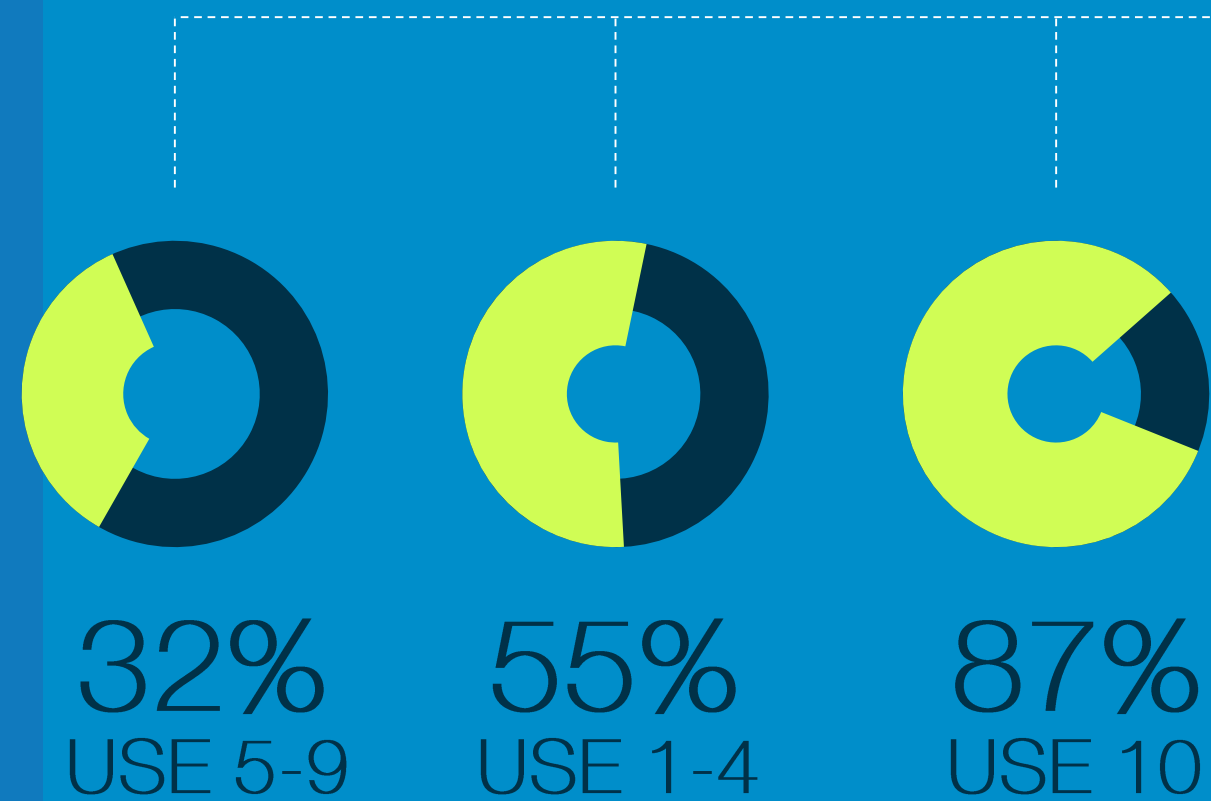
TO BREATHE

A Device is just as flooded and so are the app stores with numerous apps just waiting for their chance



42

APPS PER DEVICE



APPS PER DAY

*IF ONLY
THIS WERE
POSSIBLE...*



WHAT IS POSSIBLE



DATA
ANALYSIS

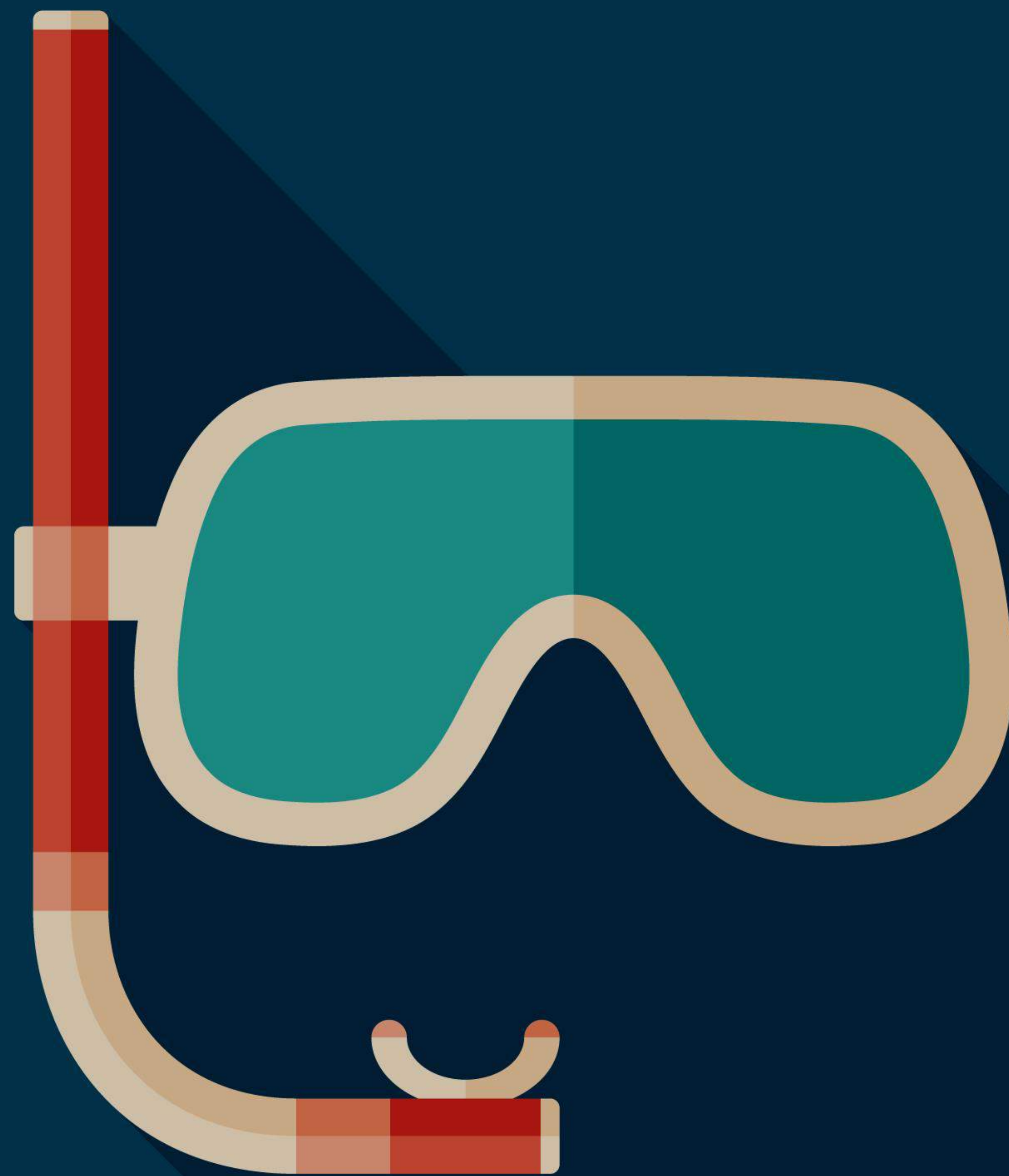


IMPROVED
RETENTION



LTV
UPLIFT

Let's
Dive In



Methodology

Scope Over 450 million installs across hundreds of eCommerce, Travel and Utility apps running campaigns with hundreds of AppsFlyer's integrated media partners during May to July 2015. Only apps with at least 5,000 installs were used in study.

Retention Rate The retention rate was calculated as the unique number of users who were active on days 1, 7 and 30 out of the total number of unique users who first launched the app in the selected timeframe.

Normalized Retention An 'apples to apples' comparison of days 1, 7 and 30 where the highest retention figure per day was given the figure 1 and all others were then given a relative figure to 1 based on their actual retention. The normalized retention figure is therefore not the actual retention, only a relative number that is used solely for the purpose of ranking the top performers and the relative differences between them.

Power Ranking A rank combining two factors that were given equal weight in the formula: both retention (quality) and the total number of installs it generated (quantity).

Advertising/Marketing Retention

Ad Networks

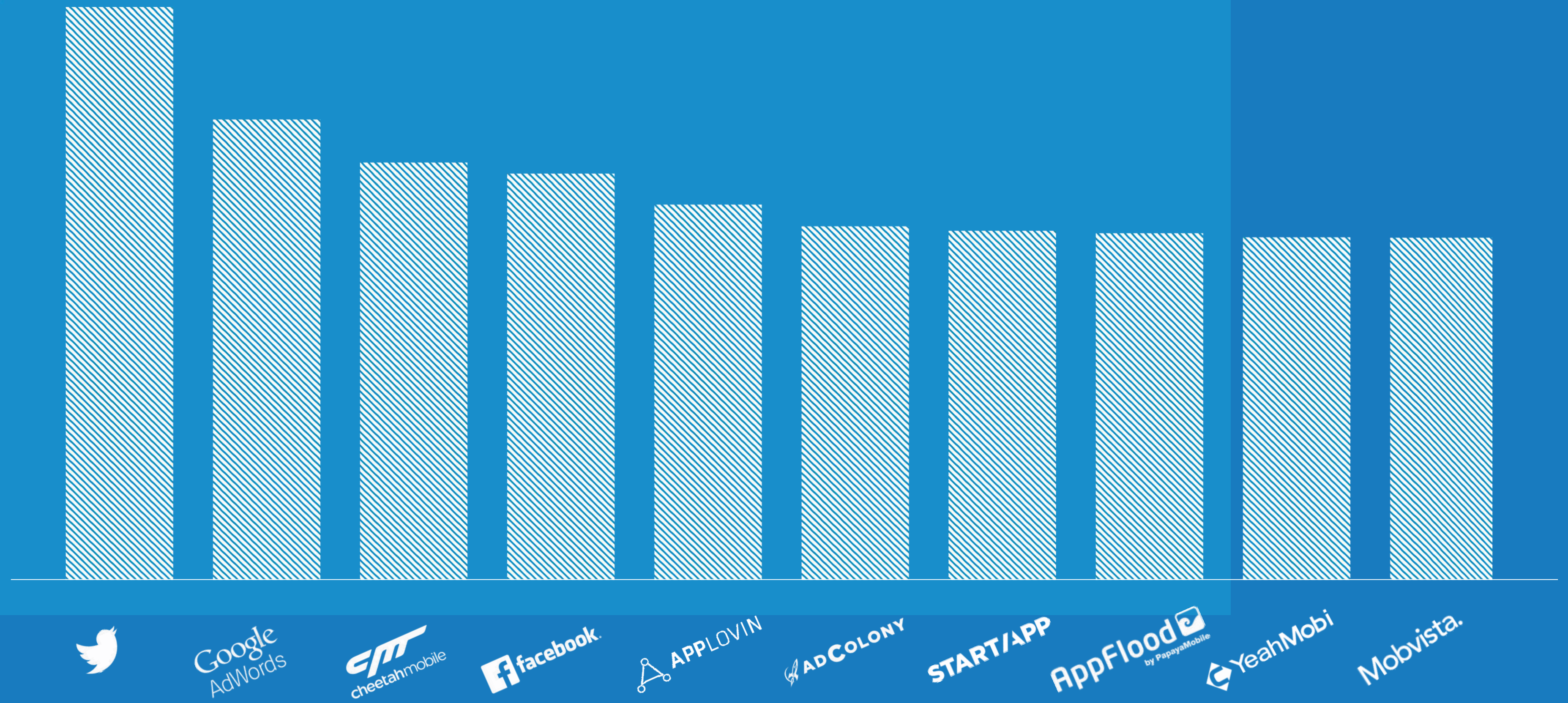
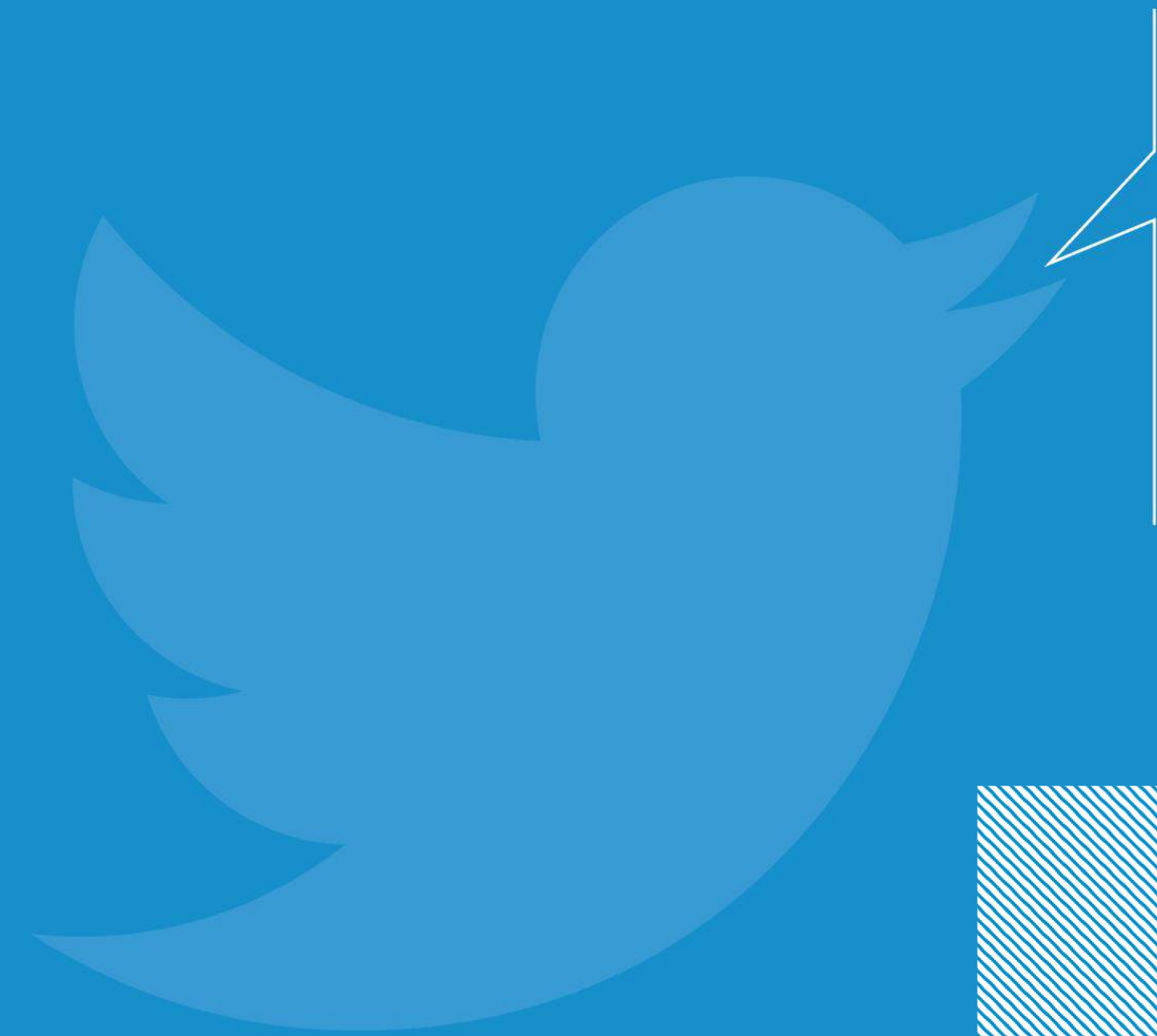
Organic vs. non-organic

iOS vs. Android



The Bird Flies High in Android

Average Normalized Retention - Android Top 10



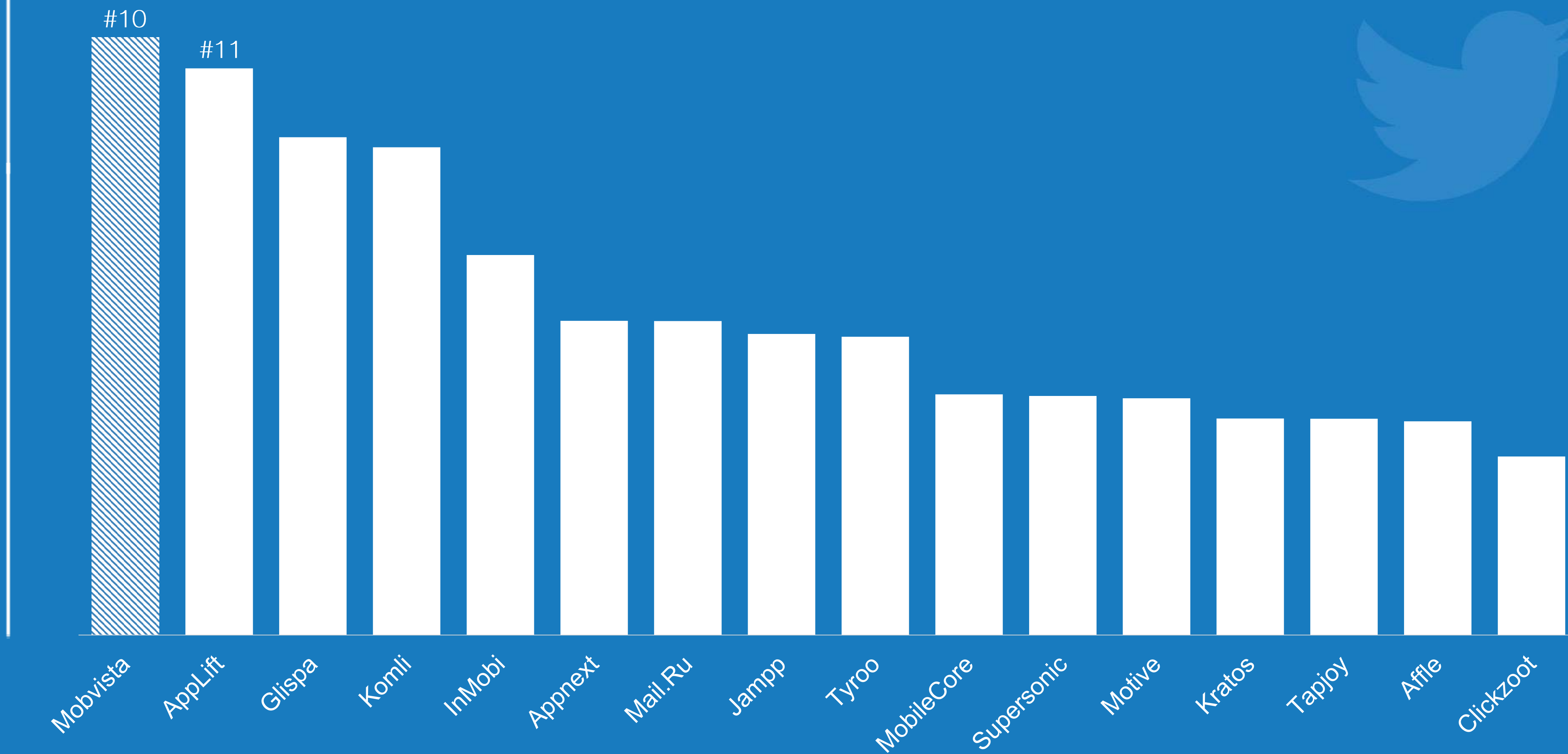
Key Takeaways

- Twitter stands out with a 25% higher retention than 2nd place
- Google proves user intent is a great indication of loyalty
- Cheetah mobile's investment in quality user acquisition pays off

The Flock that Follows



Average Normalized Retention-Android 11-25



Power Ranking



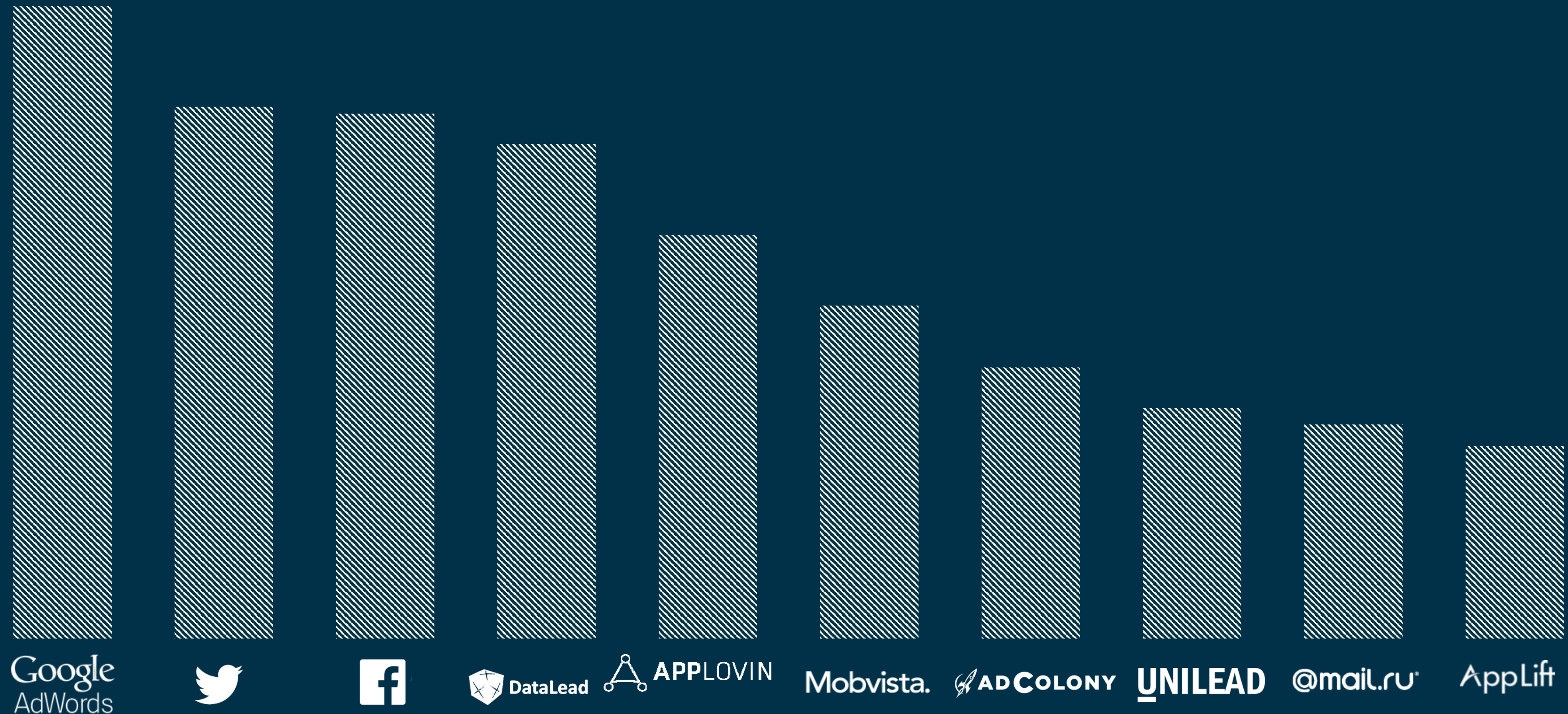
Key Takeaways

- Facebook's unrivaled reach and strong retention puts the social network well ahead of the crowd
- Twitter scale on Android not as high as its top retention position – landing it in 8th spot
- China grown networks (Mobvista, Cheeah Mobile, AppFlood, YeahMobi) emerging as dominant forces across the globe with 4 out of top 6 slots
- India's mobile growth is evident with four networks (Komli, Tyroo, affle, InMobi) entering the top 25

Intent Drives Retention



Average Normalized Retention – iOS Top 10



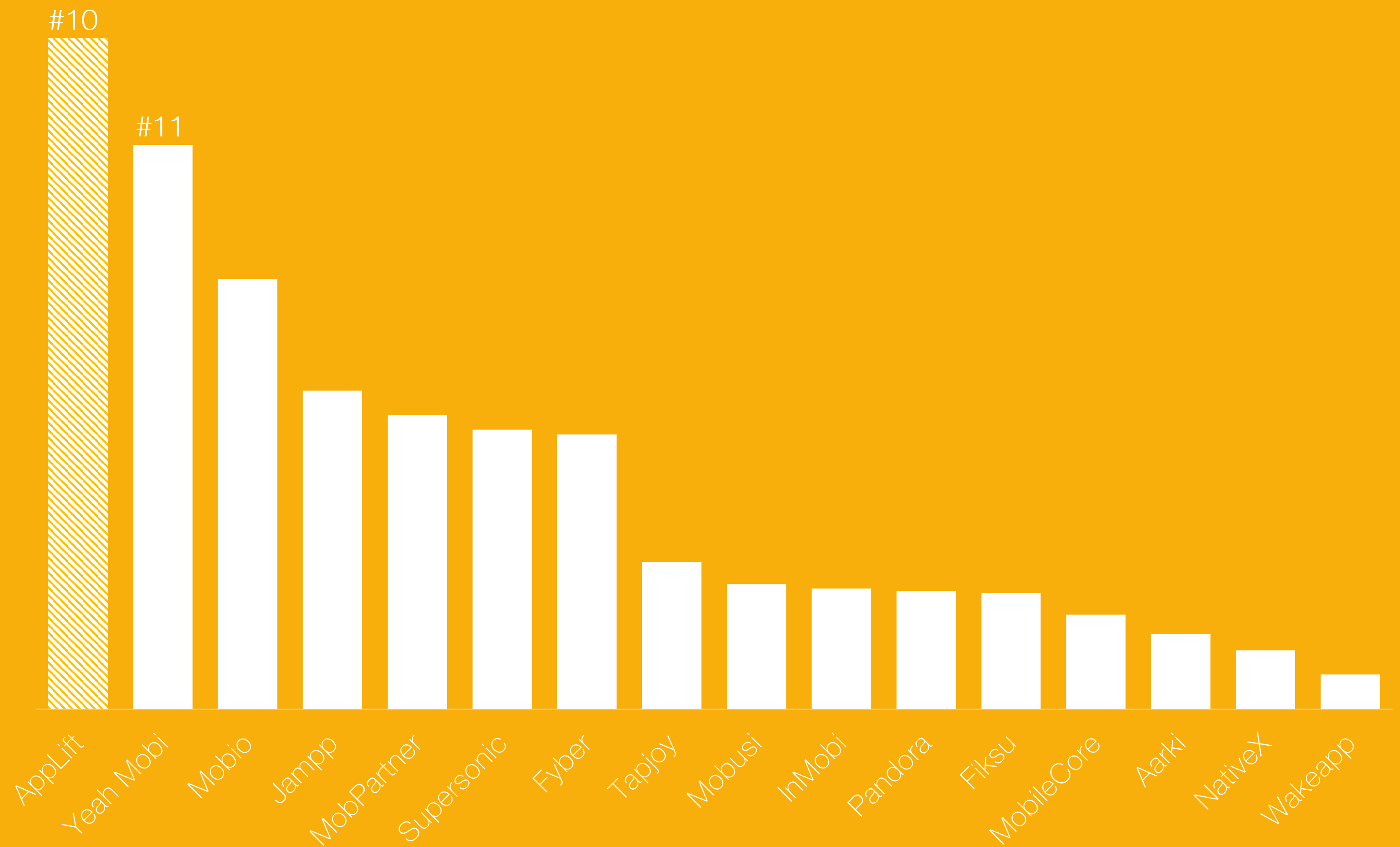
Key Takeaways

- Intent in iOS searches shows its value as Google AdWords tops chart
- Social networks show very high value
- Twitter proves its cross-platform value



Also Getting a Bite of the Apple

Average Normalized Retention iOS 11-25



Power Ranking



Key Takeaways

- On iOS just as on Android: Facebook's unrivaled reach and strong retention puts social network well ahead of the crowd
- Great reach and great retention put Twitter in 2nd spot
- AppLovin proves focus on data bears fruit



Organic Retention Reigns Supreme



Key Takeaway

- Organic intent shows interest demonstrated by user will lead to higher retention
- Gap widens over time – particularly in the long run, further proving the value of organic acquisition

Organic Retention Reigns Supreme

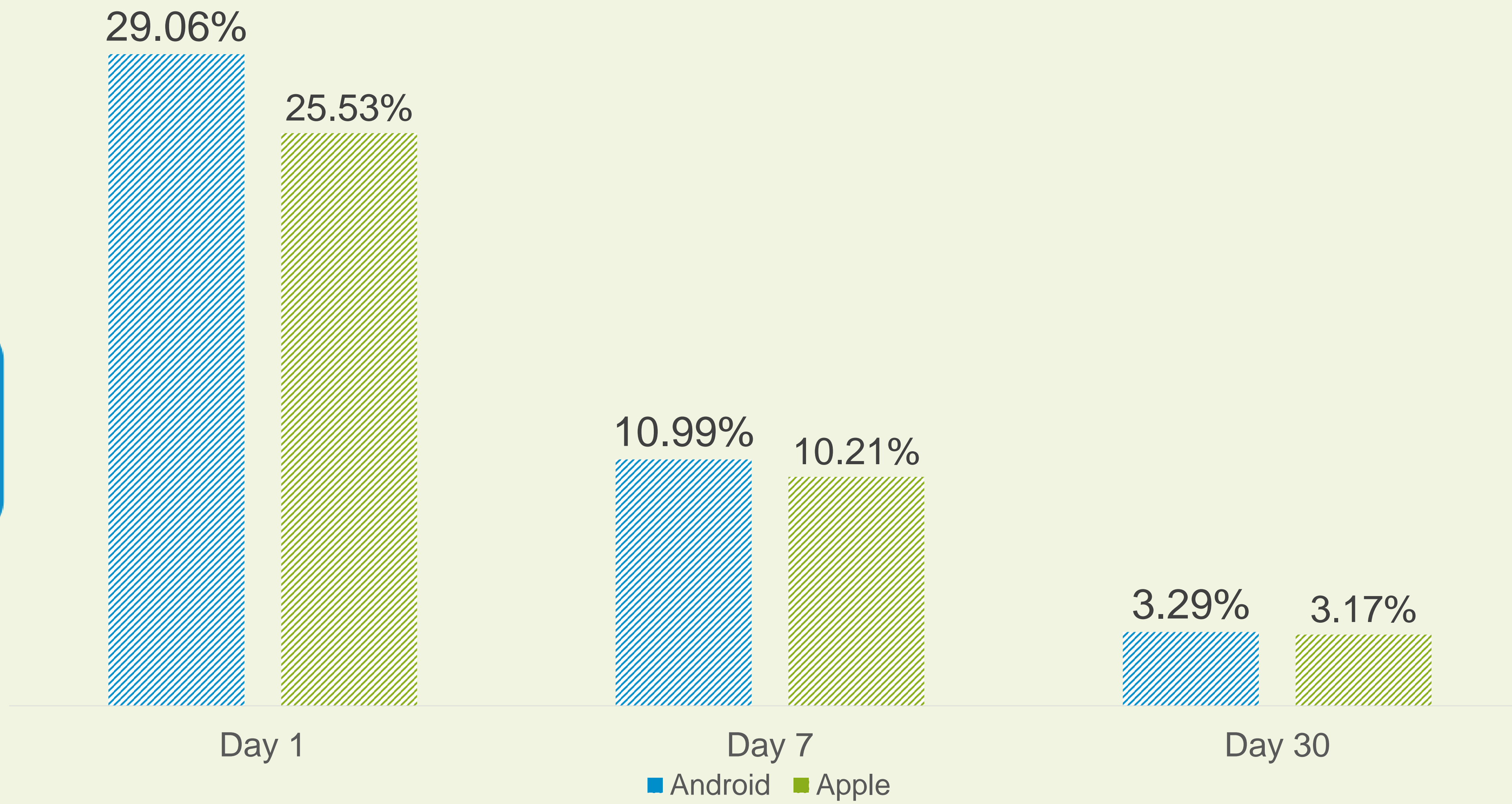


Key Takeaway

Organic intent shows interest demonstrated by user will lead to higher retention, although not as large a gap as in Android

Neck & Neck

Android vs. iOS Retention



Device-Related Retention

Brands

Countries

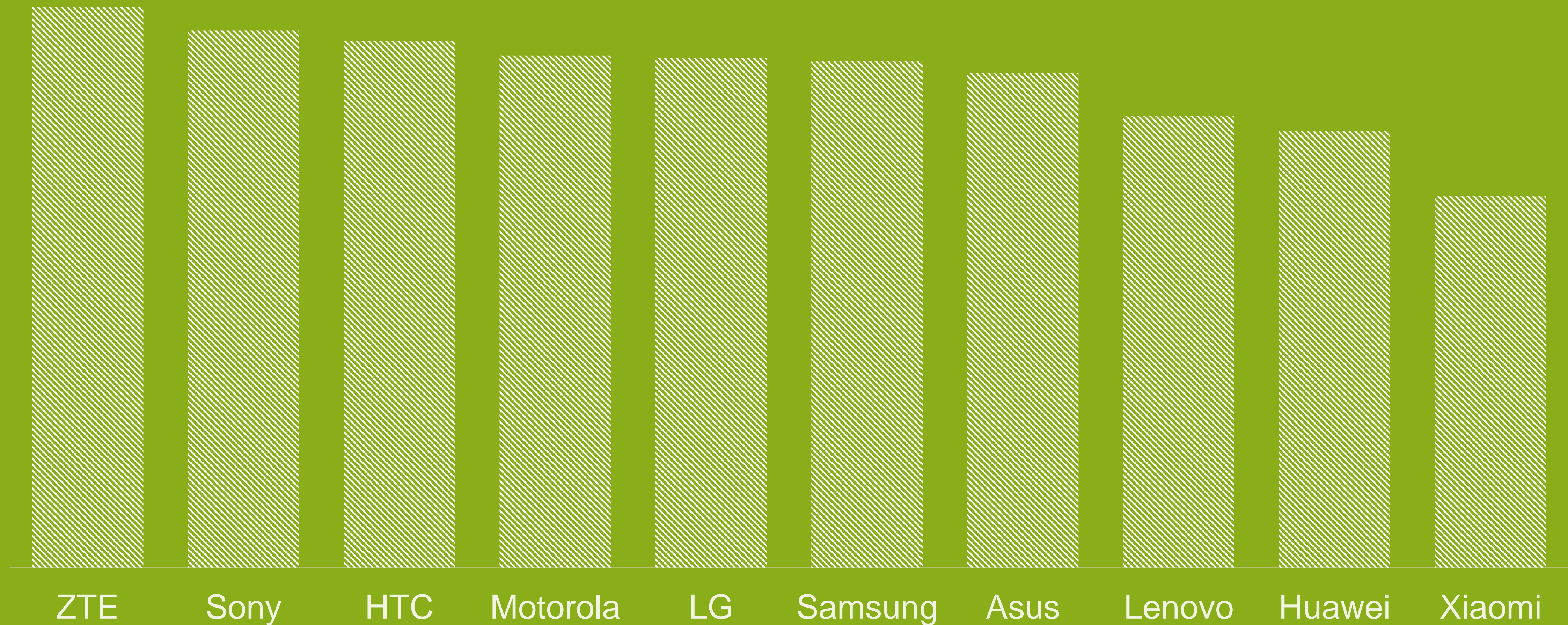
Connection

Languages

OS versions



Relatively Even Playing Field Among Top Brands



Average Normalized Retention by Brand – Top 10 Smartphone Makers

Samsung Rules but Local Asian Suppliers Making a Mark





MUITO BEM!



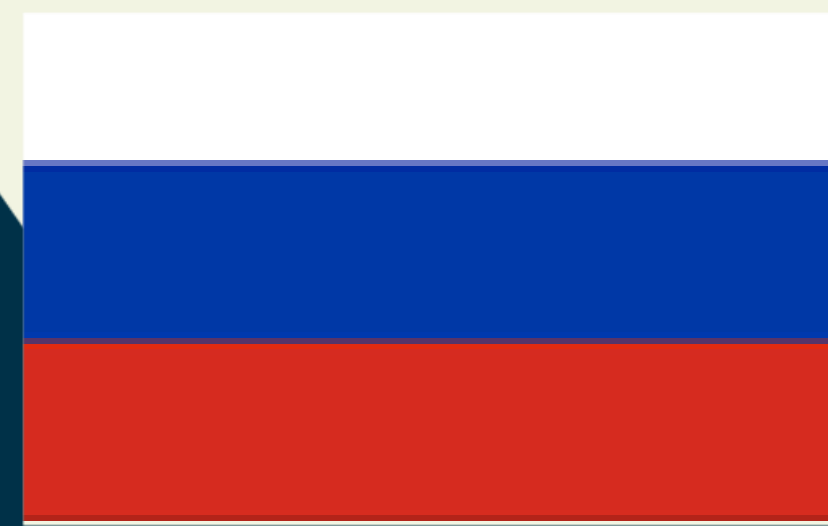
Average Normalized Retention per Geo – iOS Top 10



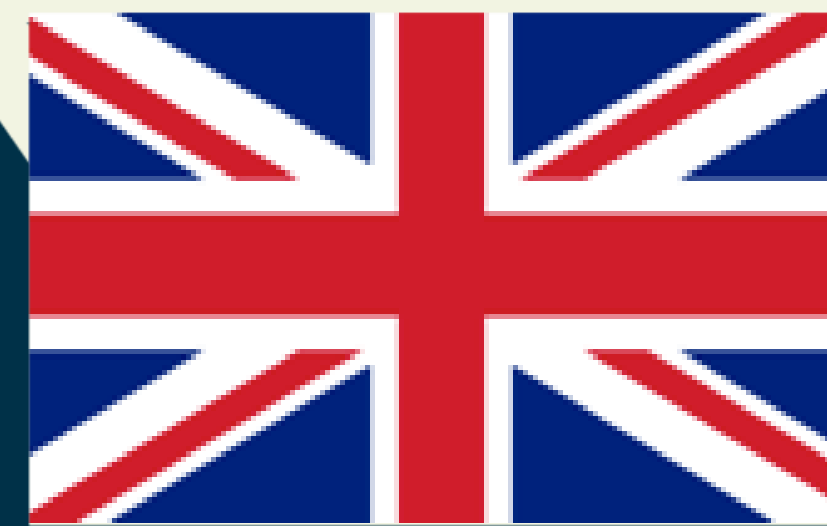
TOP 10 POWER RANKING GEO



US
1



RU
2



GB
3



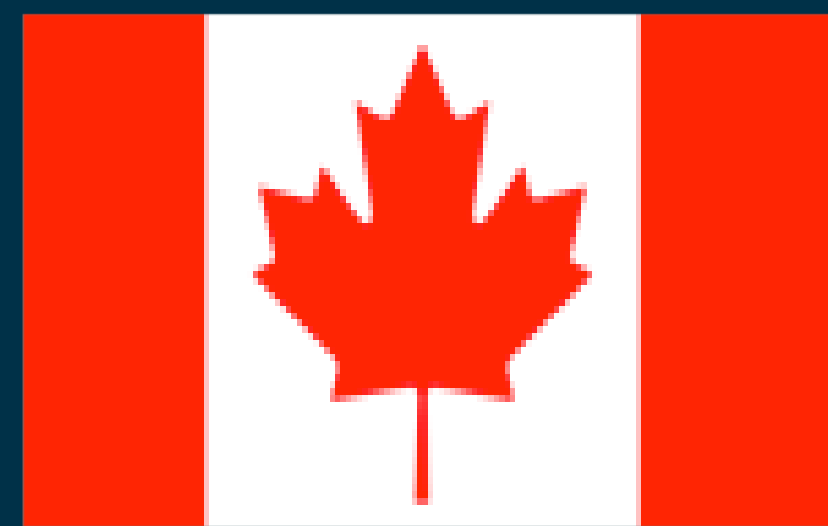
IN
4



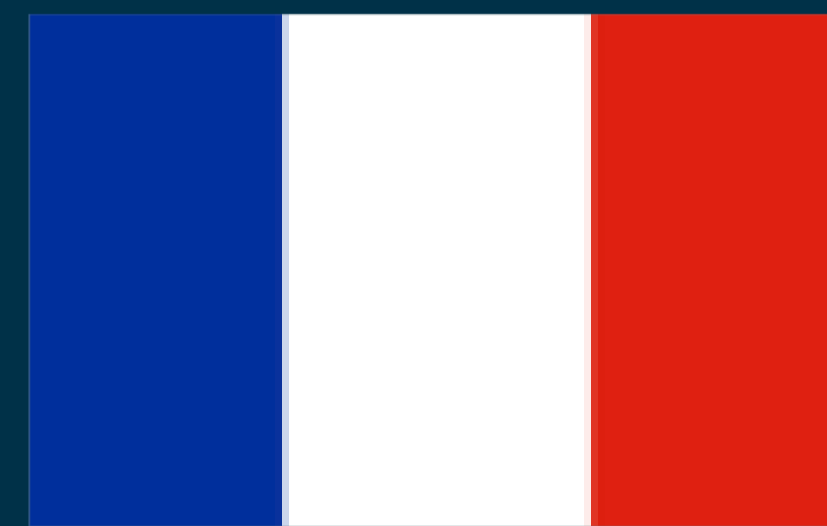
BR
5



ES
6



CA
7



FR
8



MX
9

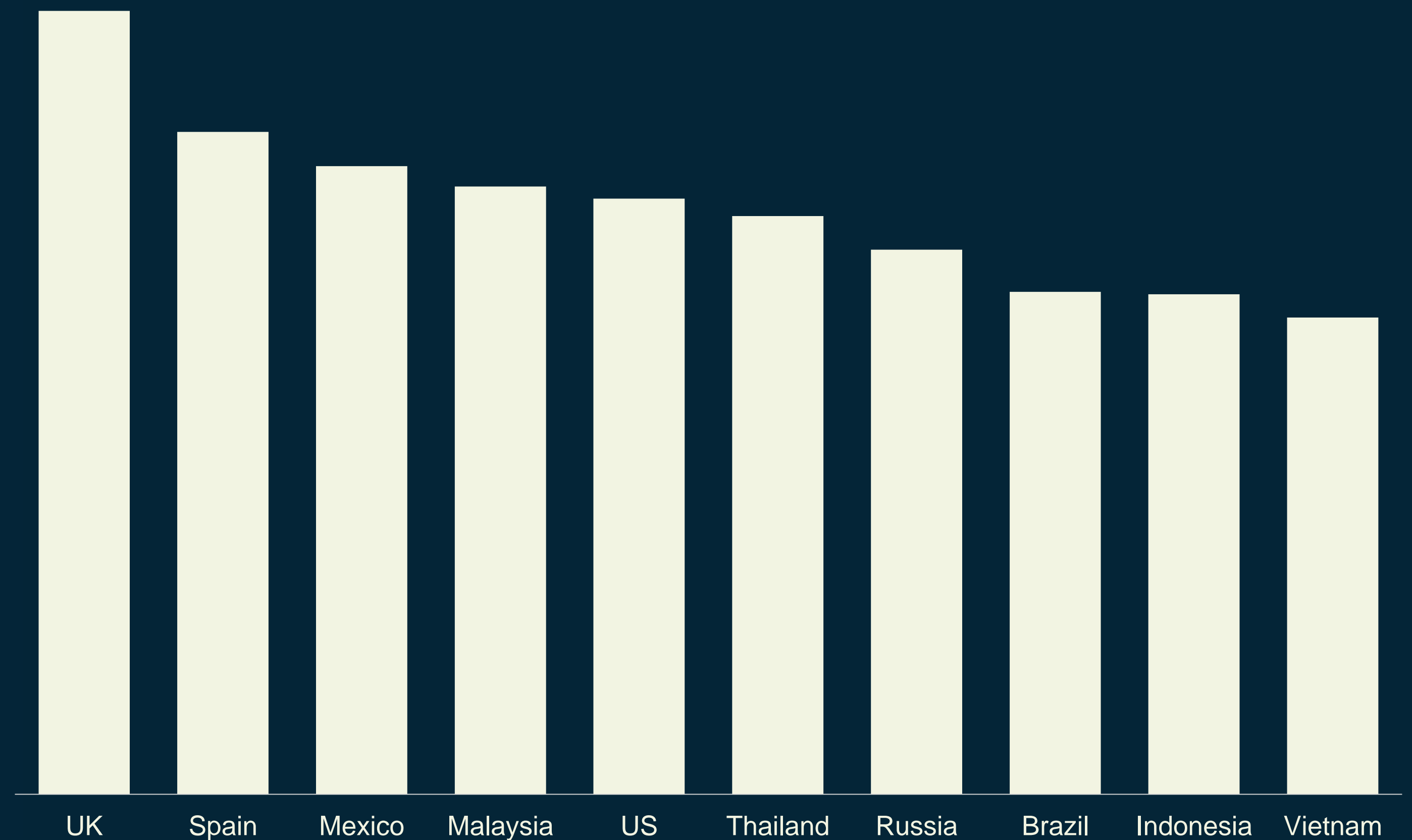


DE
10

Europe Going Strong, Asian Nations Show Value



Average Normalized Retention per Geo – Android Top 10



TOP 10 POWER RANKING GEO



IN 1



US 2



BR 3



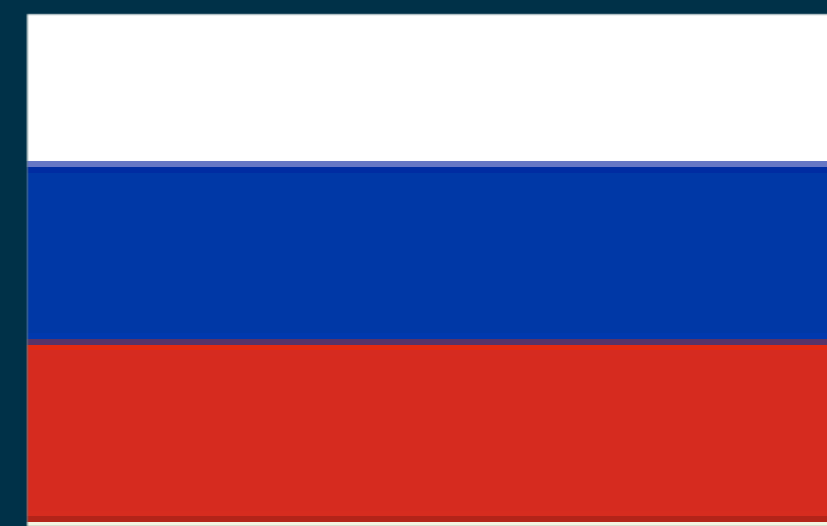
ID 4



MX 5



TH 6



RU 7



VN 8

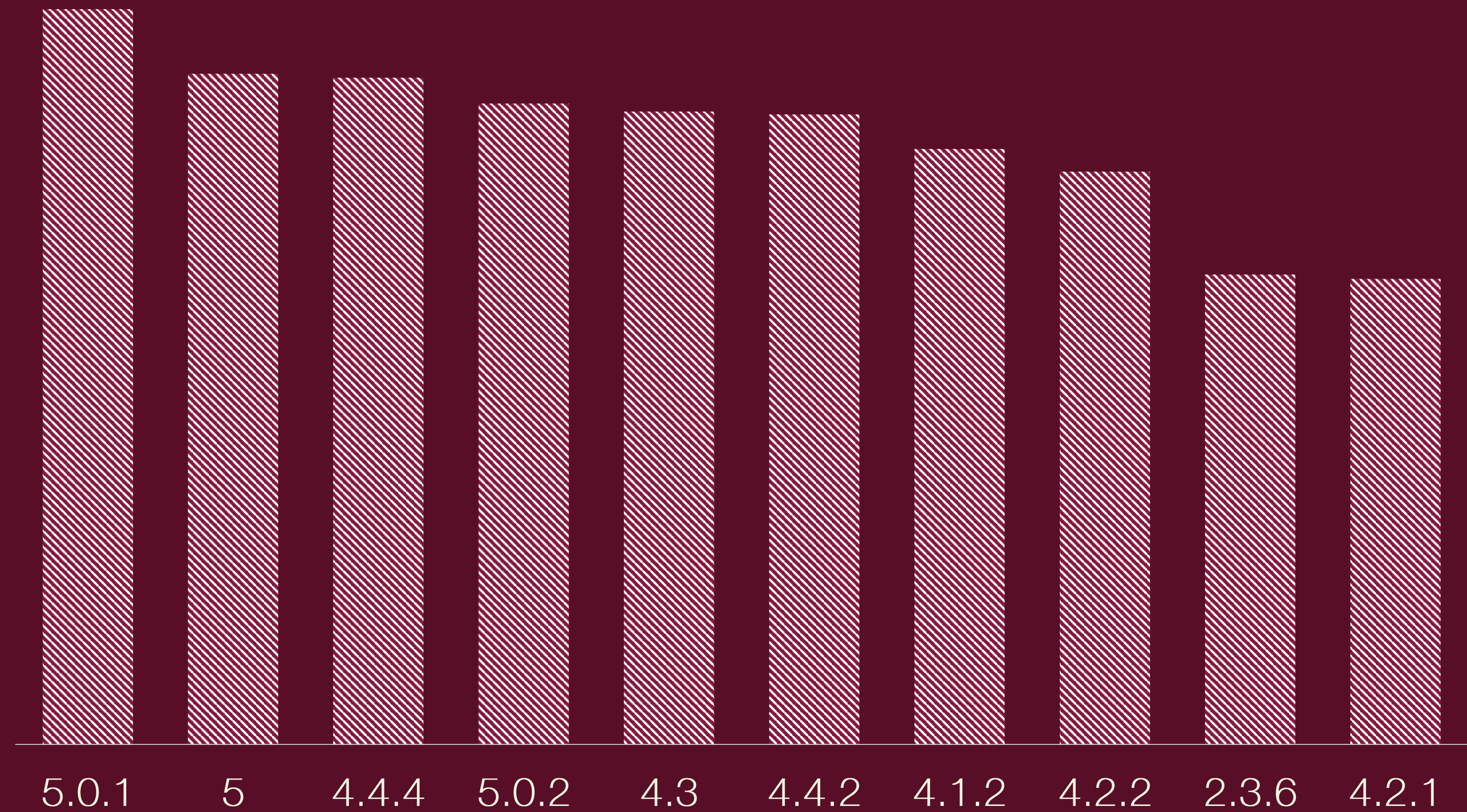


PH 9



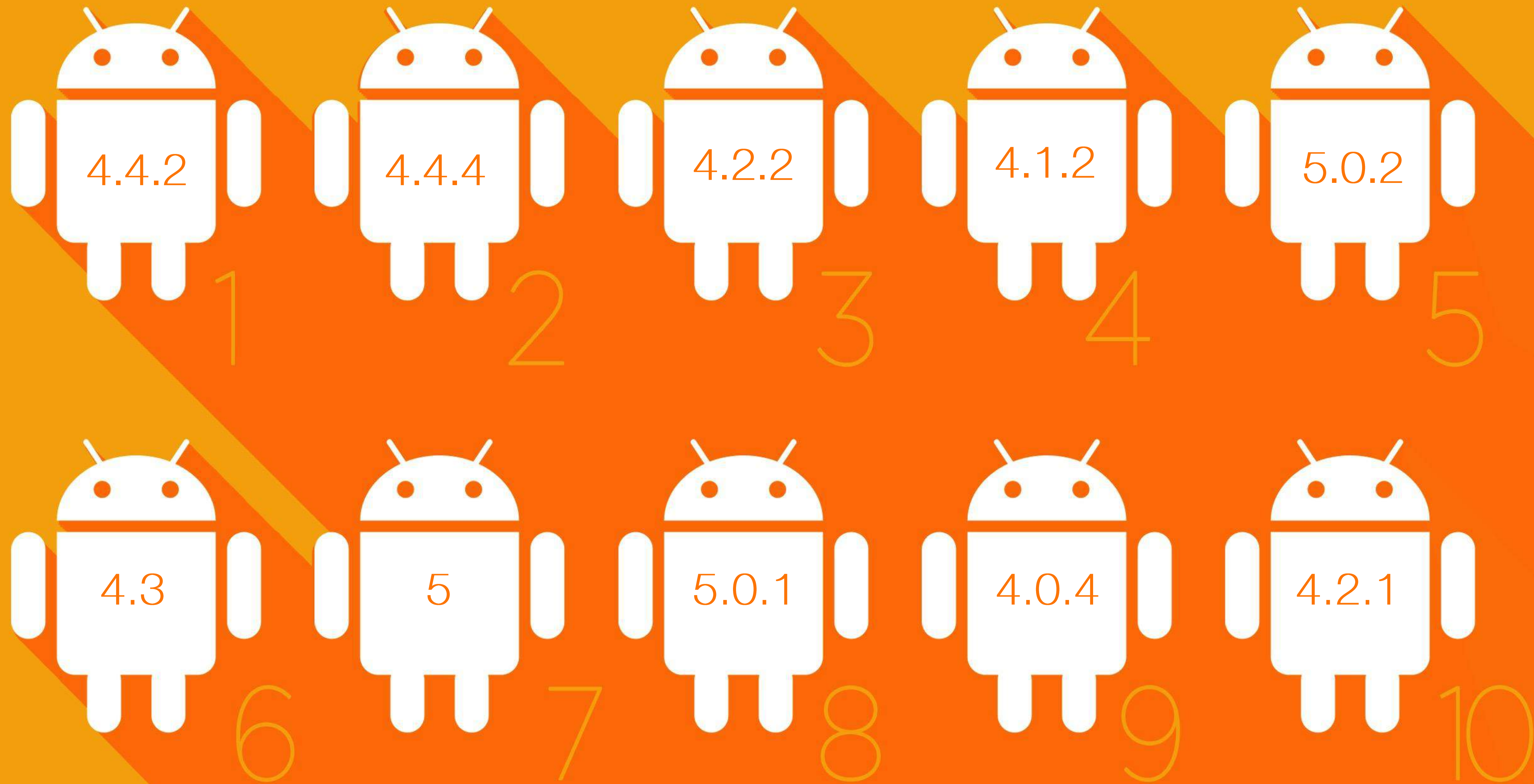
MY 10

The newer, the better

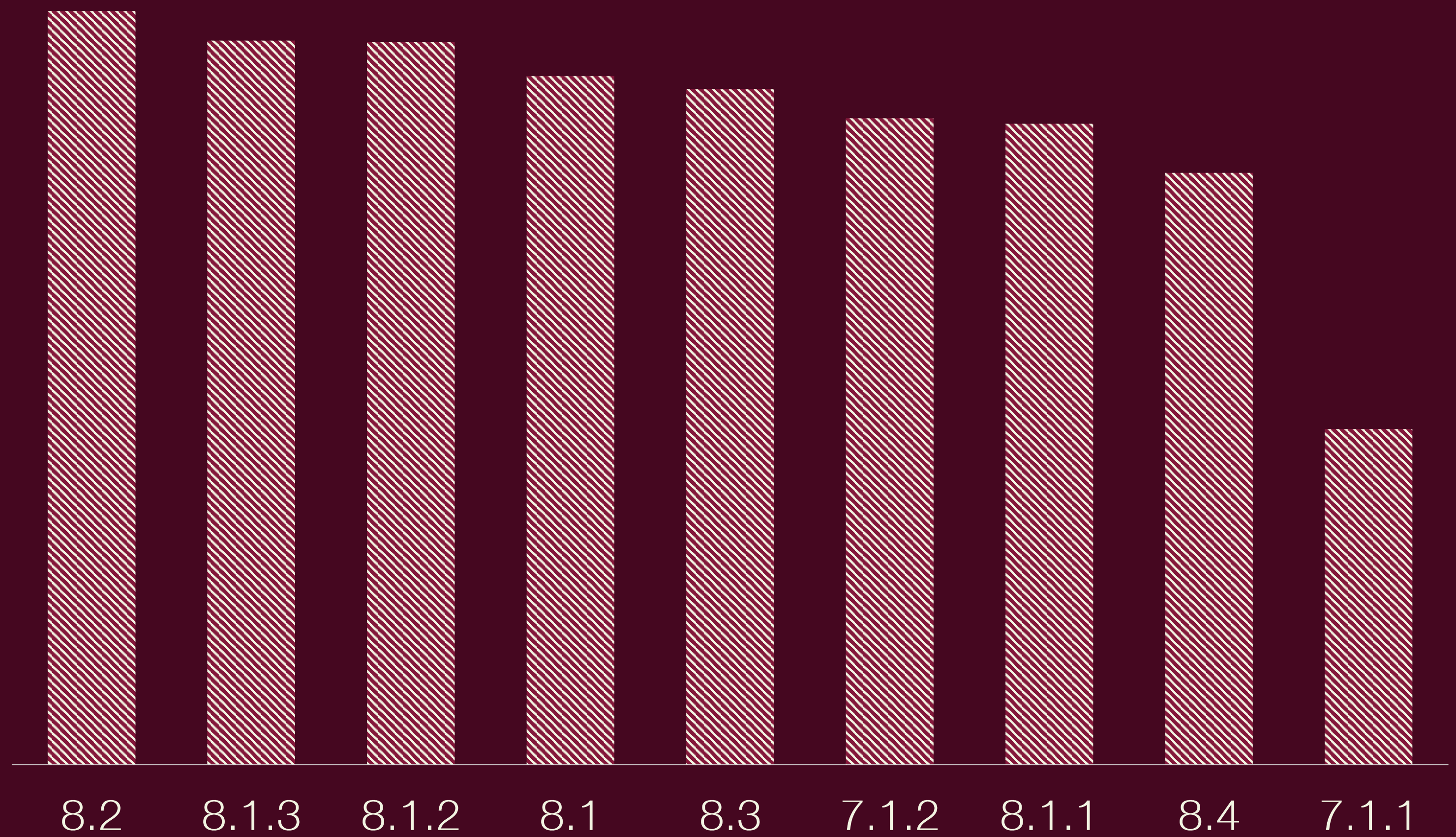


Average Normalized Retention by OS Version – Android Top 10

TOP 10 POWER RANKING OS VERSION

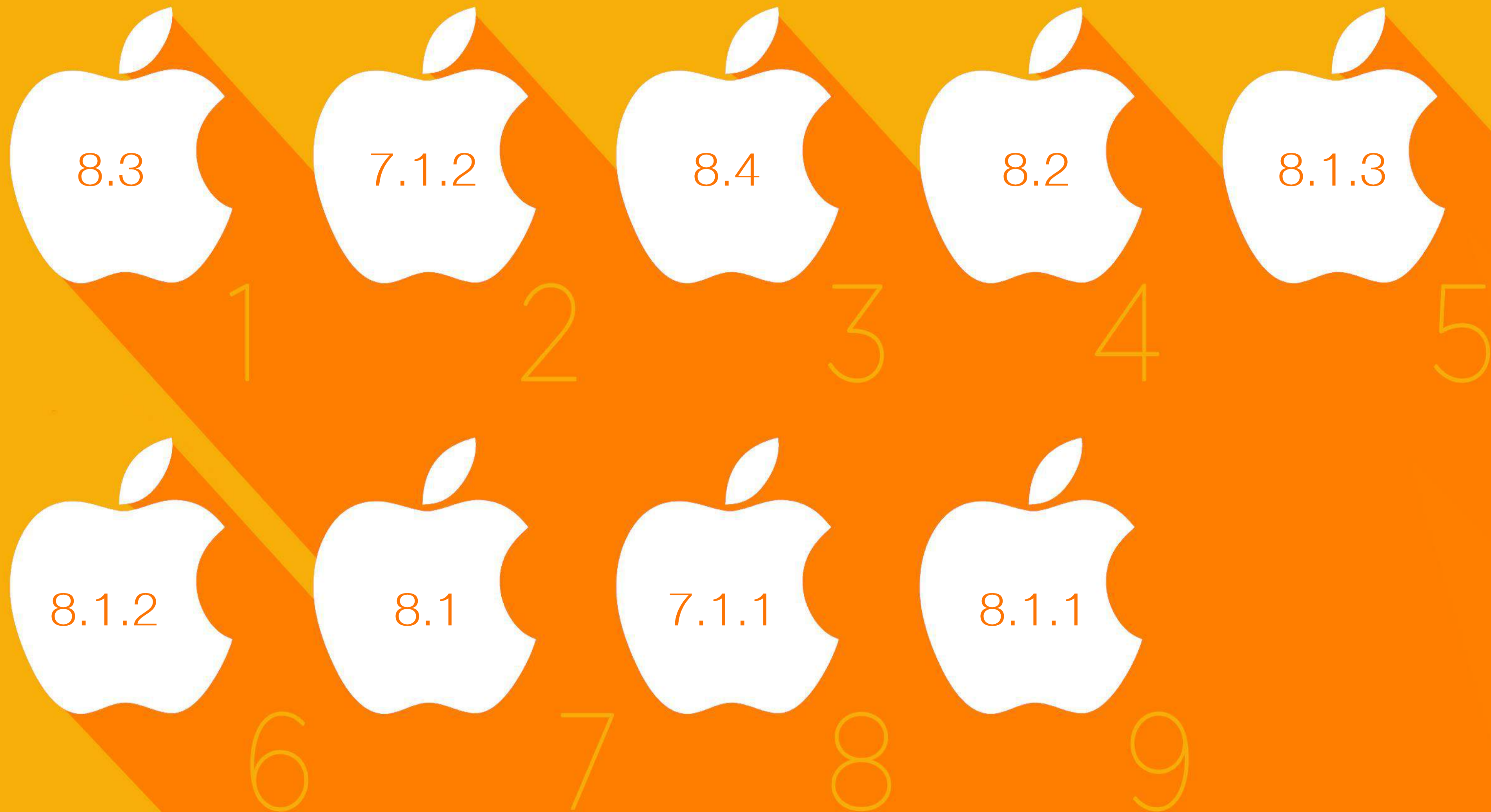


Adoption Takes Time



Average Normalized Retention OS Version - iOS

TOP POWER RANKING OS VERSION



Thanks!

www.appsflyer.com

