29 & 30 OCTOBER 2024 | HOTEL NIKKO BANGKOK

Fireside Chat [Mobile App Marketing] How to Champion Mobile App Marketing to **Drive Innovation & Growth**



Chief Marketing Officer **Ascend Commerce Digital Group**



THE MARTECH

IMM



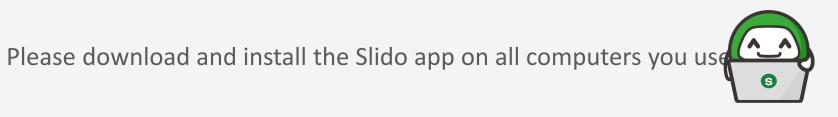
VAIBHAV GUPTA Head of Digital Growth DeeMoney





What do you focus more on?

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How to master speedy scalability to acquire and retain customers with Mobile App marketing?





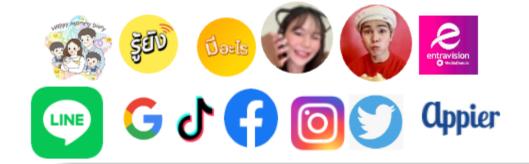
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Full funnel strategy: combining media & data





Select KOL & media platform that serve business objective & set the effective media strategy & KPI



ACQUISITION

Drive app install & optimize towards register and purchase

RE-ENGAGEMENT Drive purchase for who already has the app

RE-ACTIVATE who likely to churn

Drive App Installs Leverage app campaigns to drive more installs Use ML to find installers who are more

actions

Drive App Experience

users

ТО **GENERATE & LIFTUP ACTIVE USERS WE FOCUS ON**

CONVERSION

- **APP INSTALL**
- PURCHASE
- REPURCHASE

Use media expertise for targeting & optimization

mixpanel

Amplitude

O singular

ADJUST



Add data to go beyond simple targeting PGG

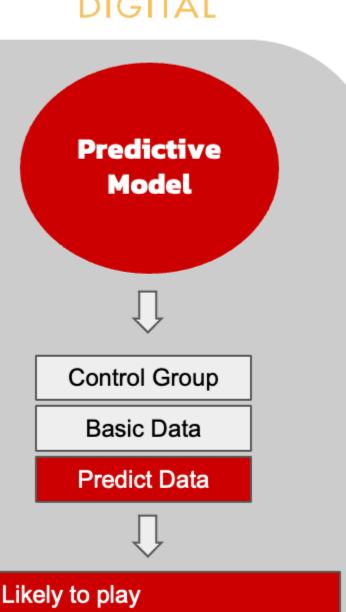
ascend COMMERCE

DIGITAL GROUP

likely to perform valuable

Drive App Engagement Build habit loops by encouraging usage for those who have installed

Re-engagement existing players to drive Repurchase , Upsell , Cross-sell and prevent churn

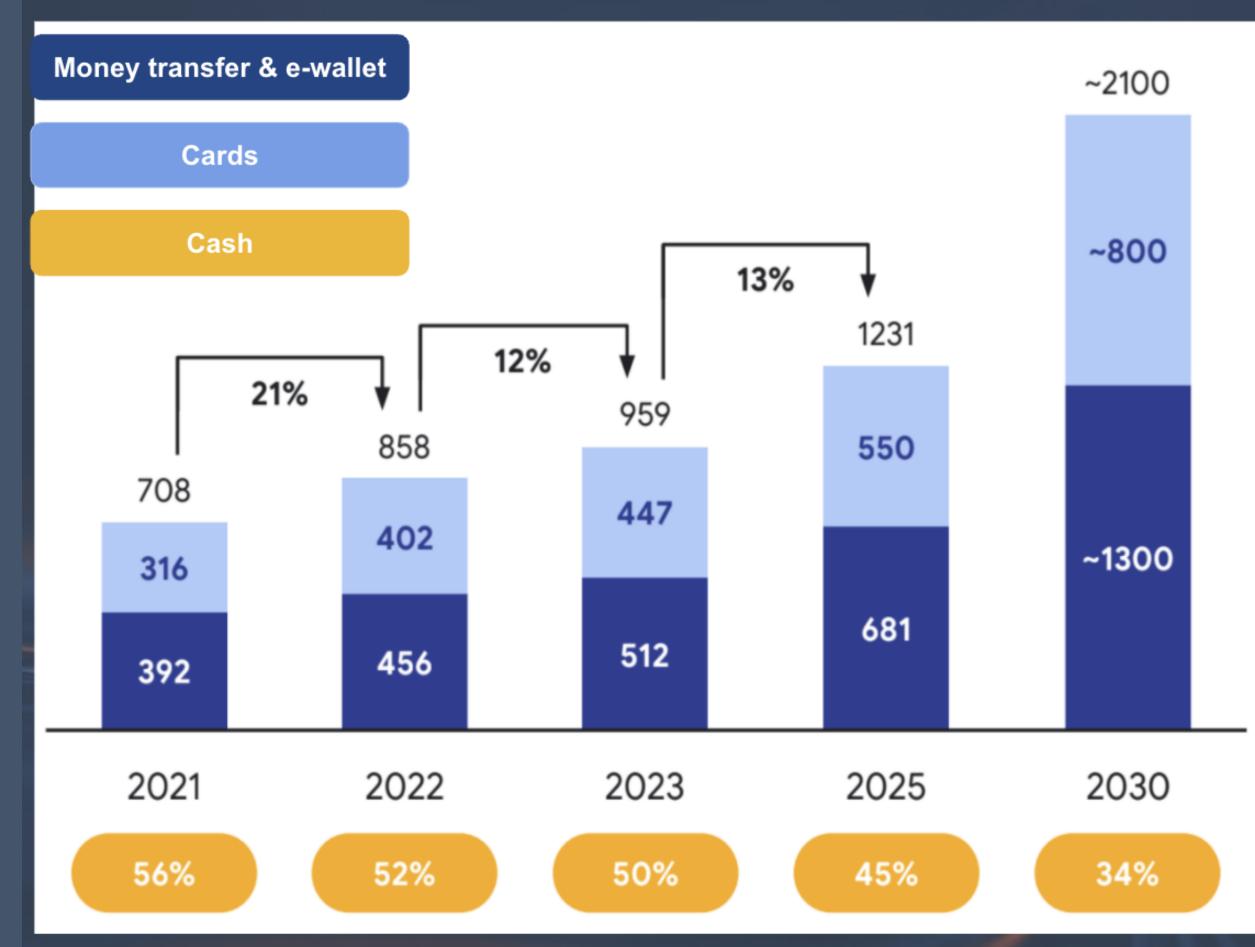


Likely to purchase an item

Likely to buy subscription

Likely to churn

Cash is no longer King



*Source: Bain & Company (e-conomy SEA 2023 report)

Main factors of Digital Payment Increase (~50% of payment)

- Covid crisis which reduced cash usage
- Merchants want to reduce MDR costs, so they incentivize for money transfer and e-wallet
- Government initiatives to encourage digital payments (Pao Tung in TH)

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Installs (MVP)

Multiple Interactions within a timeframe (MVA)

We look at 3 aspects of the user

1. The Moment of Value Perception

2. The Moment of Value Realization

3. The Moment of Value Adoption



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Learn when and how to innovate for greater expansion and untangle complex measurement realities.





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Incremental CAC-

You are spending 5,000 THB to acquire 10 users in month1-3

Your CAC is 500 THB.

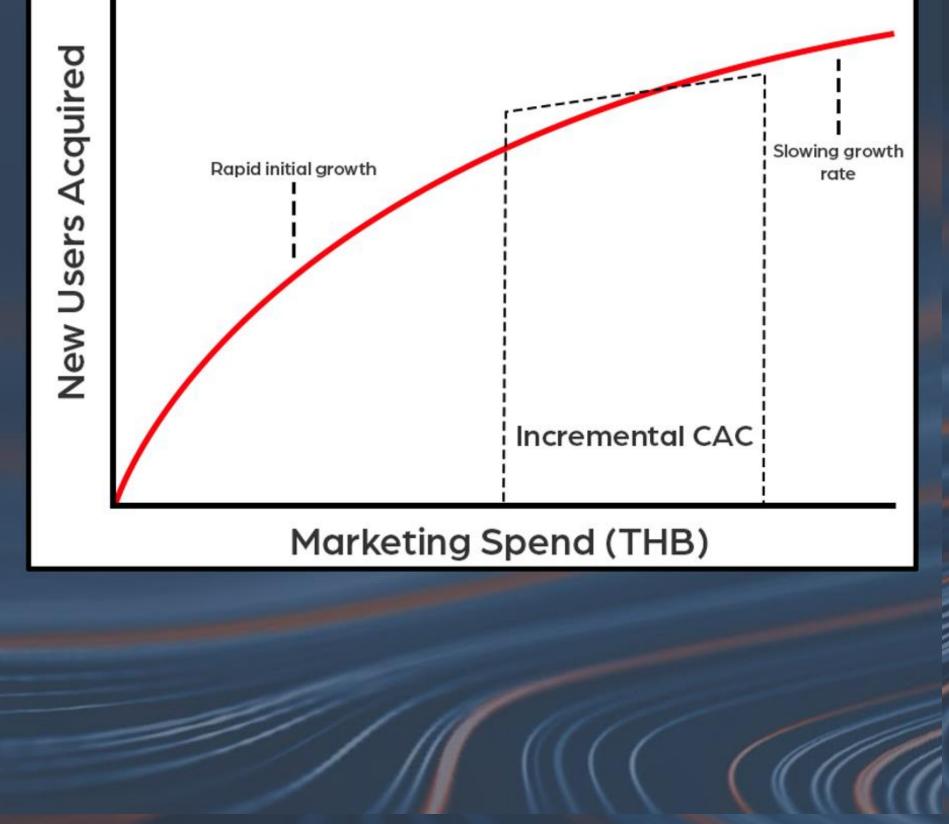
In month 4, you decide to scale up your campaigns.

You are spending 9,000 THB and acquiring 15 users.

The incremental CAC of 5 additional new users you got is 800 THB (4,000 THB divided by 5)

60% more than the first 10 new users.

This scaleup doesn't work if the LTV is less than 800 THB

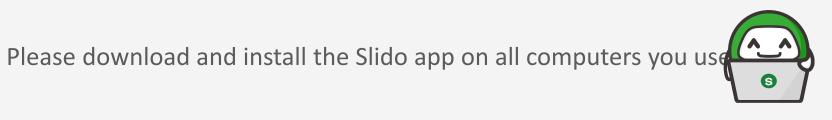






How much of your team/processes are dependent on Al?

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How is Al going to play a role in App marketing?





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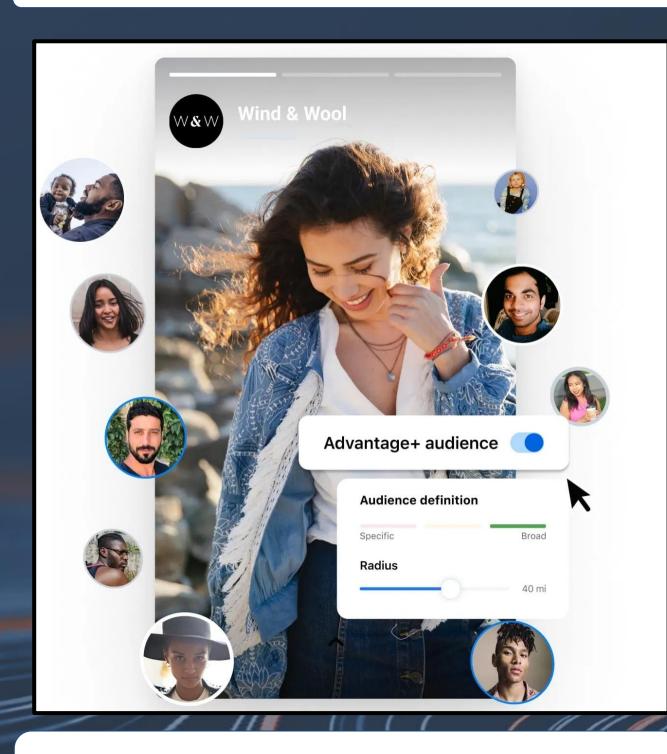
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Al-Data Based User Retention/Segmentation

smartech a refore product	try: ECommerce 🧨		Send Feedback	▲	0	*	۲
🧠, Raman Dashboard	with different AI features and	see how Raman is helping you improve your KPIs.					
Home	Report		20	That is App	chum m	anagen	tent?
Content	g 2020 - 7th Sep 2020 🚺			+ 0	REATE CA	MPAIG	4
📹 Campaign							
🔏 Insights	 Fairly likely to churn 10.2k Users 	Less likely to churn 15.3k Users					
Assets	59% Confidence level	47% Confidence level					
Admin	ere Most likely to churn						
69% Of Smartech Being Adopted Utilise all the capabilities to make your life easier.	ce						•

a	Live Mode 💌 Industry: ECommerce 🦯	Send Feedback	A	0	¢ 3	
•	Smartech revenue sees a increase on 3rd August, 2020	REVENUE DASHBOARD	DISC	OVER WH	m	
ff.	Your Smartech revenue for 3rd August, 2020: 19.4K, compared with last 15 days has seen a increase by 90.34%.					
8	DPAND ·					
	Was this insight useful the Apr					
*	App Daily active users (DAU) sees a increase on 3rd August, 2020 12:00 AM, 04 August 2020		pisci	OVER WH	97	
ផ	Your App Daily active users (DAU) for 3rd August, 2020: 26.2K, compared with last 60 days has seen a increase by 24.61%.					
D.	DPAND -					
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	App launches sees a increase on 2nd August, 2020 12:00 AM, 03 August 2020		DISC	OVER WH	117	
69%	Your App launches for 2nd August, 2020: 44.5K, compared with last 60 days has seen a increase by 20.08%.				6	×
Adopted	EPAND -					



Advantage+ targeting expands beyond the targeting interests to find new and unexpected audience

Appsflyer

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AI based Creatives and Audience Set up



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