

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



**THI THOM PHAM**

Chief Marketing Officer  
Ascend Commerce  
Digital Group



**VAIBHAV GUPTA**

Head of Digital Growth  
DeeMoney

**slido**

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**What do you focus more on?**

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## Question 1

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

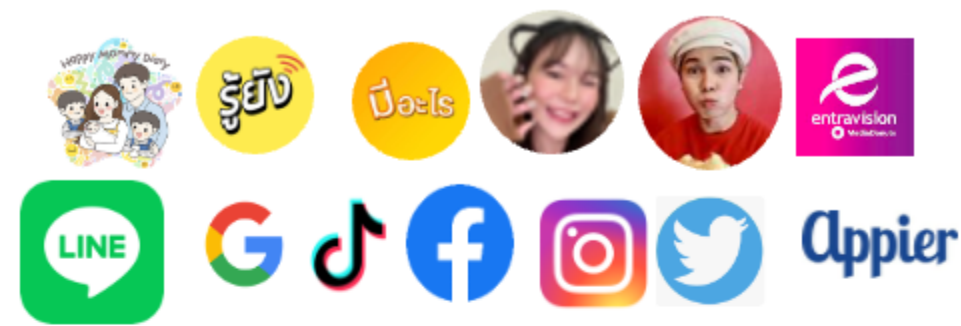


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# Full funnel strategy: combining media & data

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



**2** Use media expertise for **targeting & optimization**



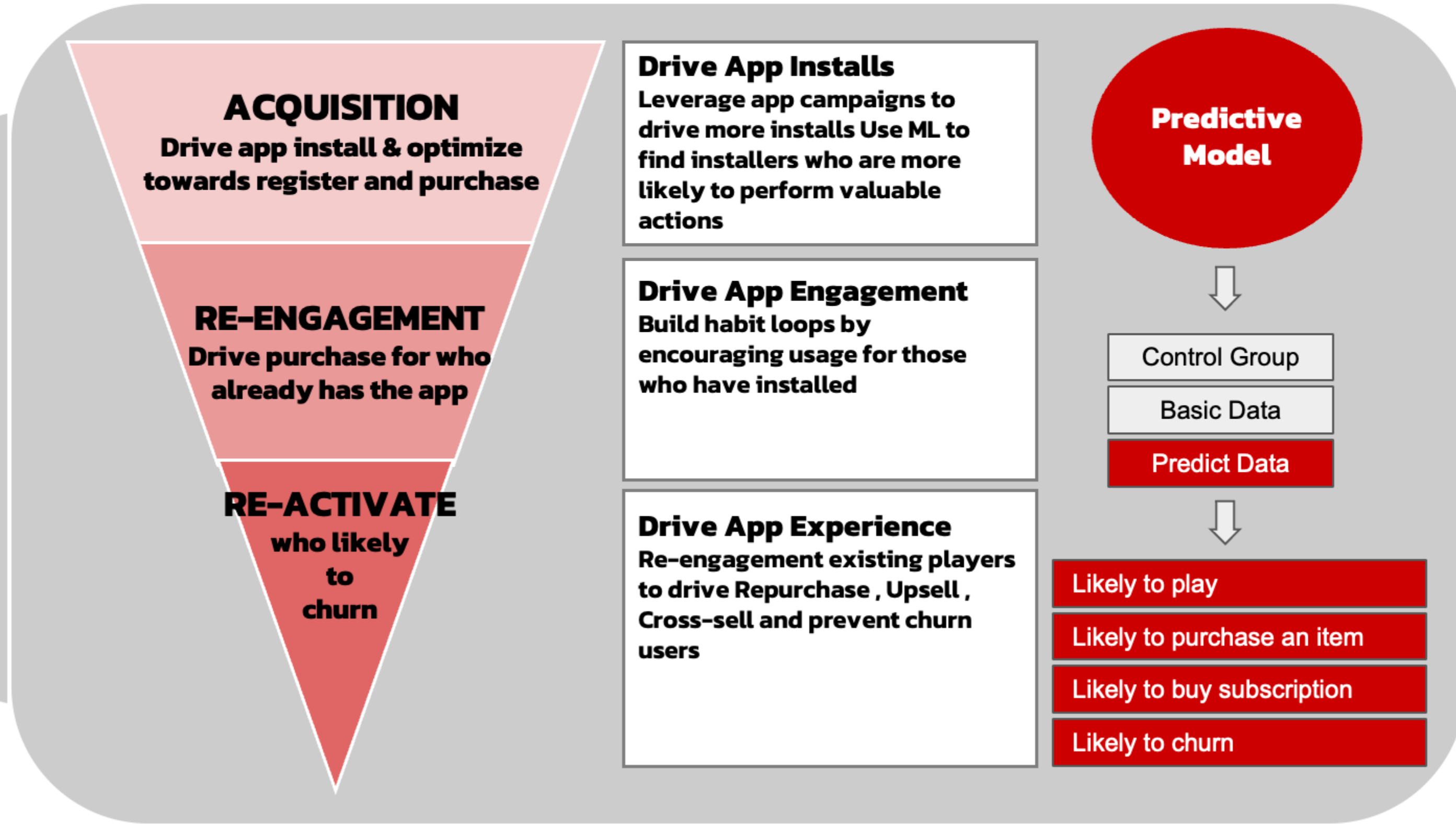
**3** Add **data to go beyond simple targeting**



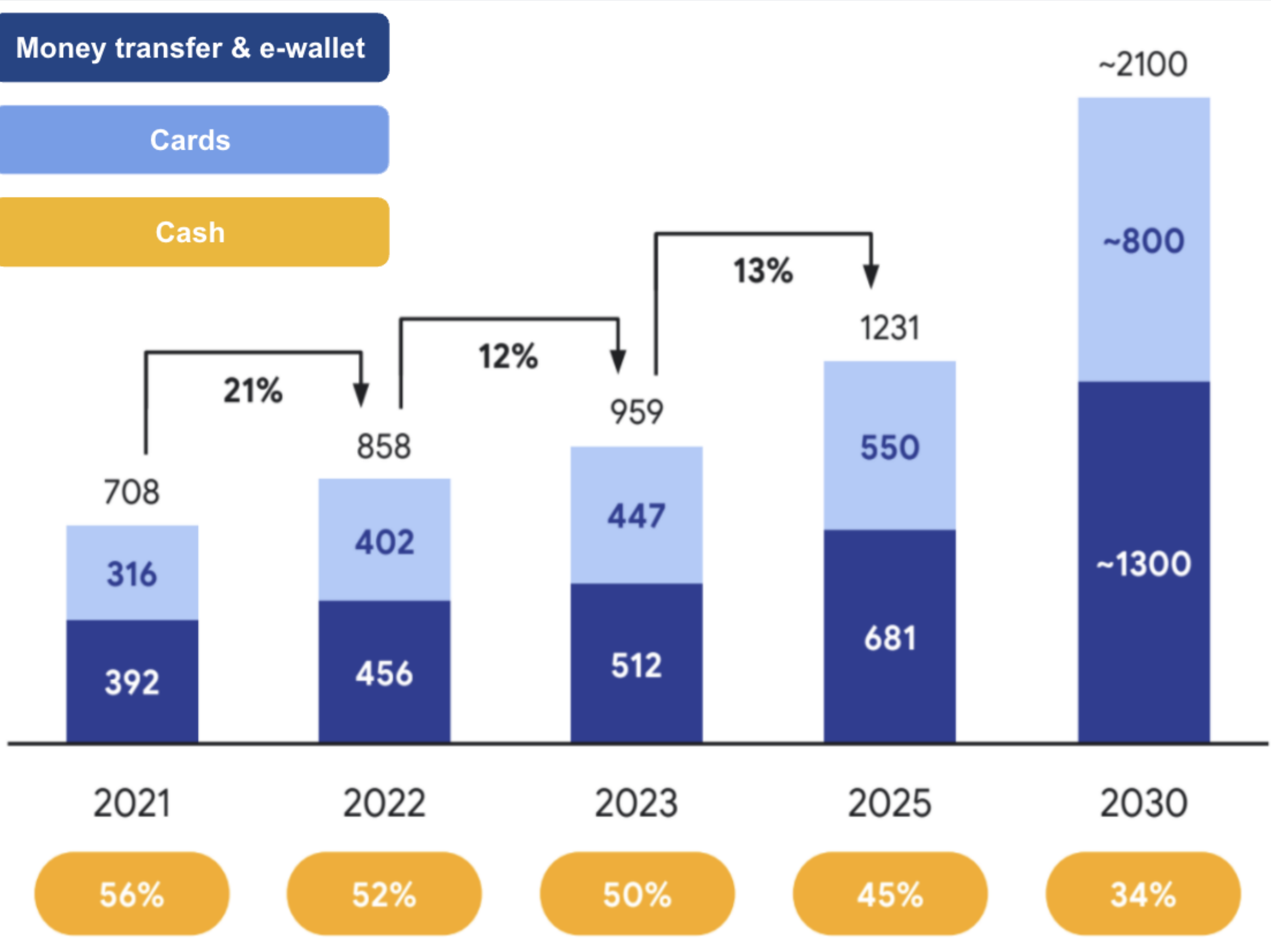
**TO GENERATE & LIFTUP ACTIVE USERS WE FOCUS ON**

**CONVERSION**

- APP INSTALL
- PURCHASE
- REPURCHASE



# Cash is no longer King



## 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)





We look at 3 aspects of the user journey:

1. The Moment of Value Perception (MVP)
2. The Moment of Value Realization (MVR)
3. The Moment of Value Adoption (MVA)

Outbound Remittances, Thailand

- Average Transaction Value to grow by 21% in the next 3 years
- More than 70% users are under 45



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## Question 2

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 month 1-3

Your CAC is 500 THB.

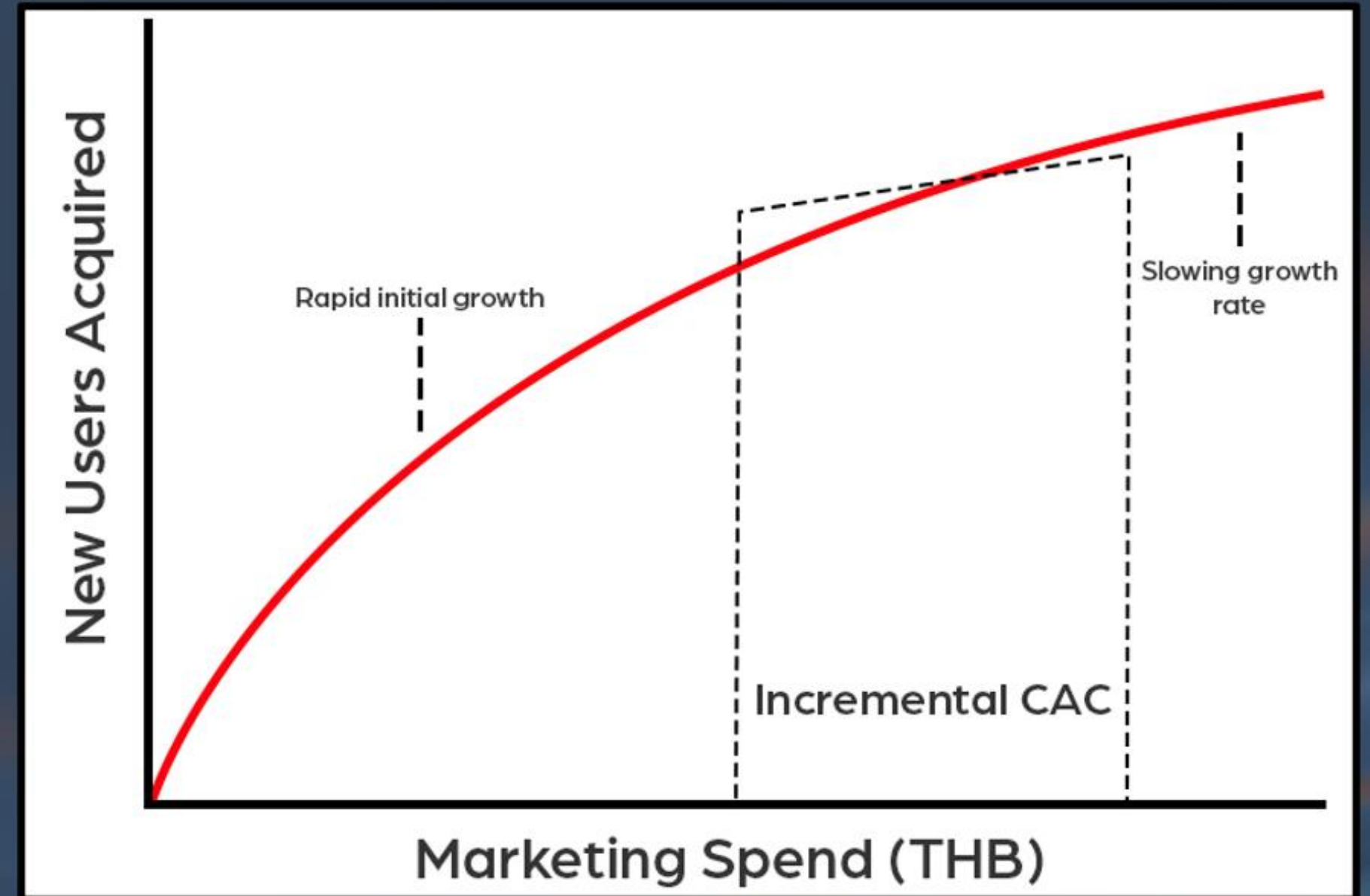
In month 4, you decide to scale up your campaigns.

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**





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**How much of your team/processes are dependent on AI?**

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### Question 3

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



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eggsupermarket@gmail.com

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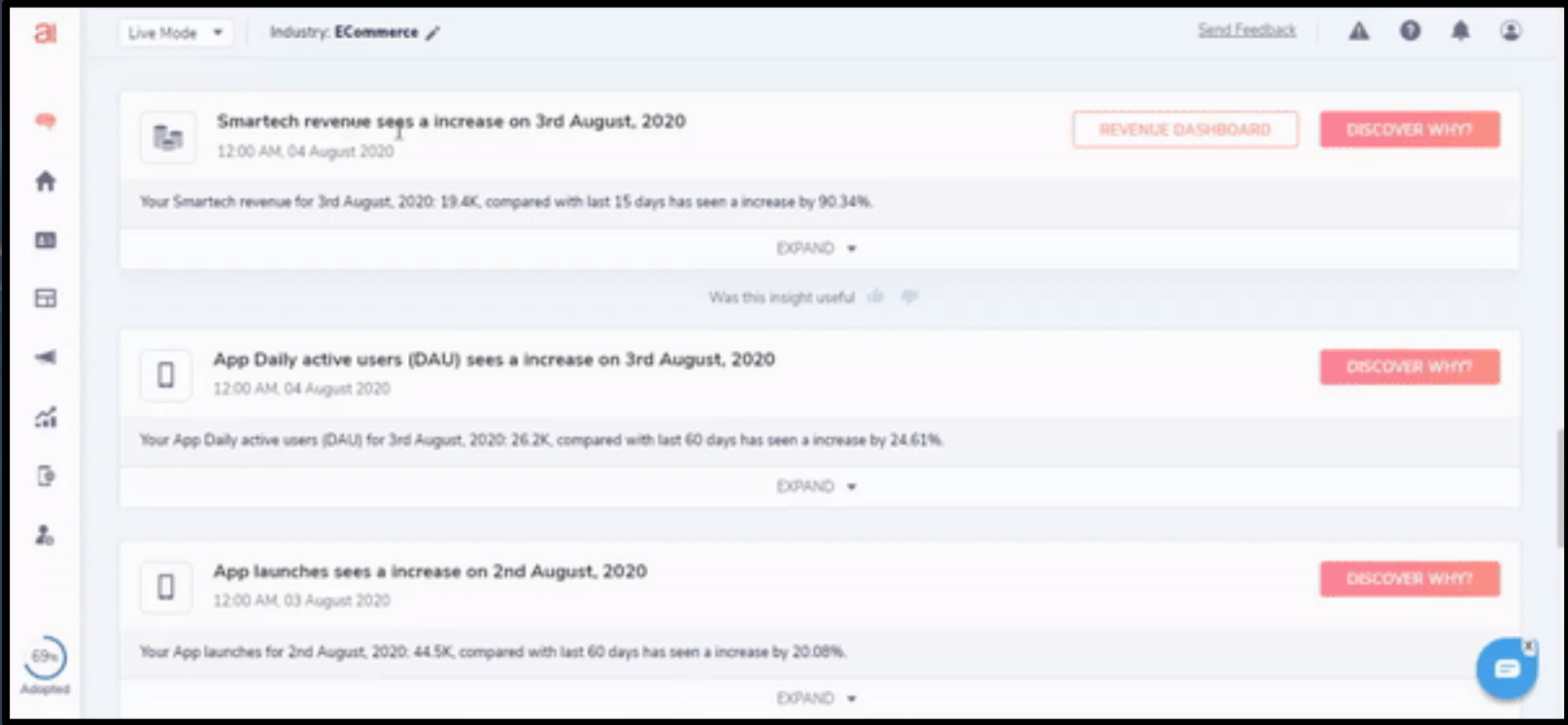
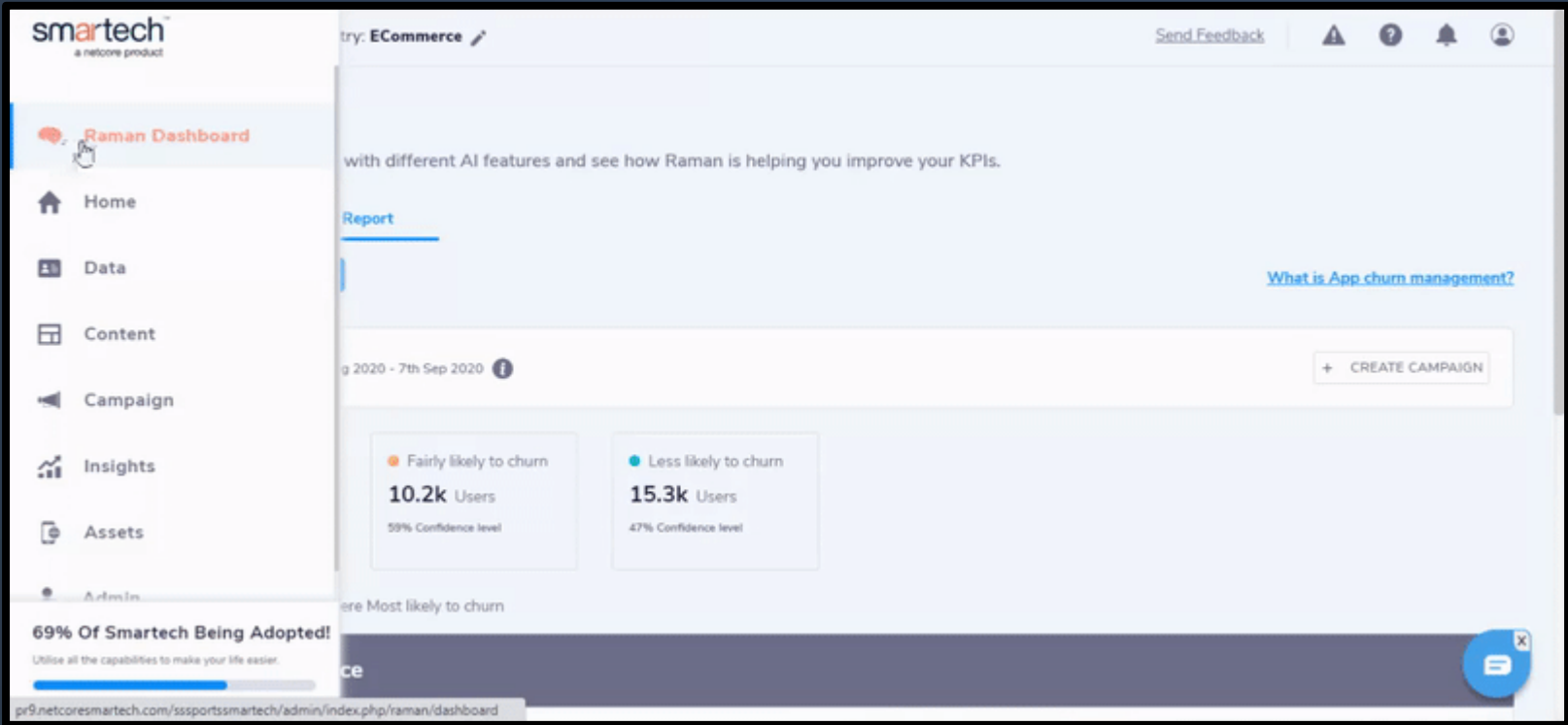
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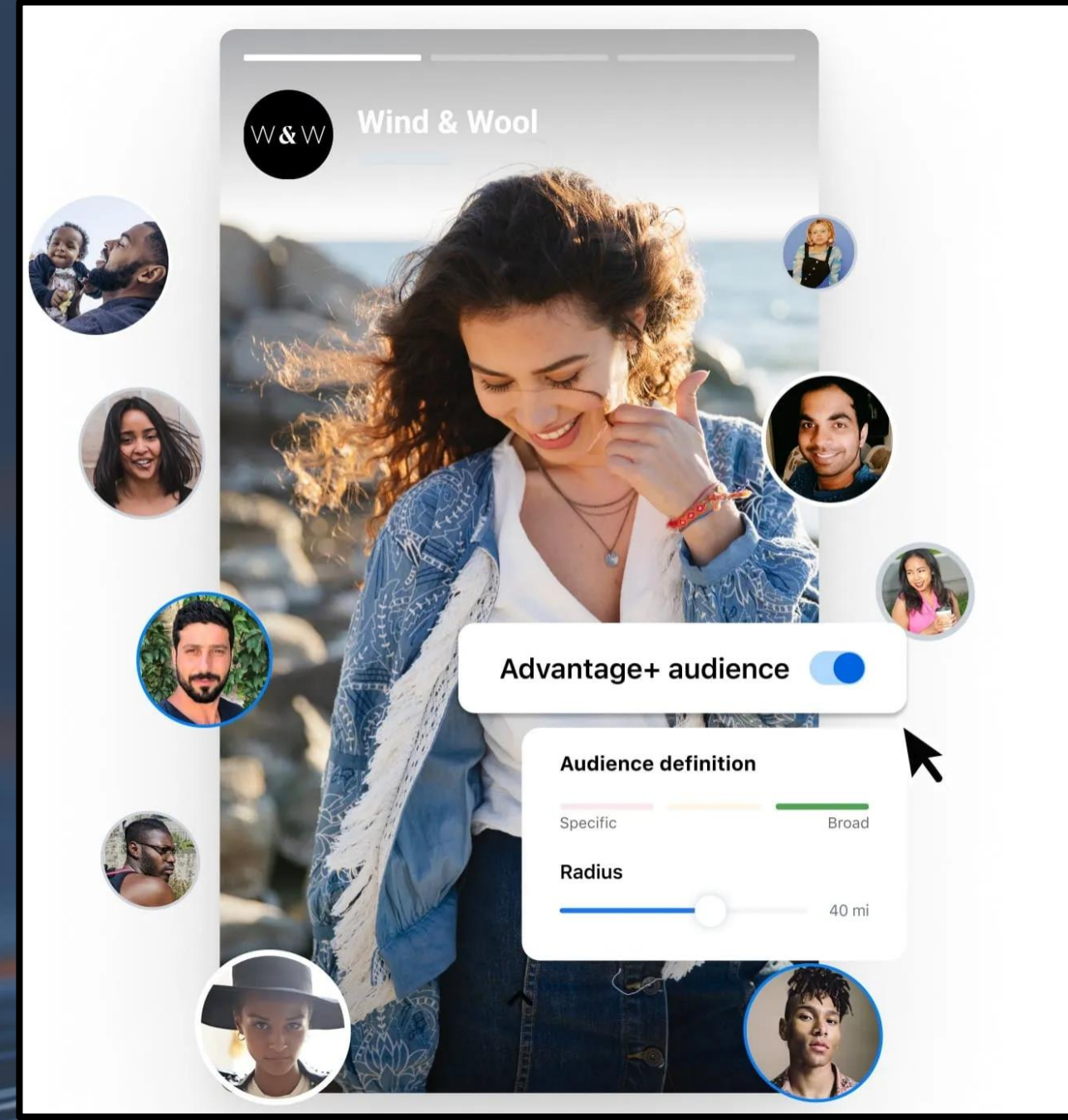


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AI- Data Based User Retention/ Segmentation



AI based Creatives and Audience Set up



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



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Key Takeaway



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Q&A



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