

Fireside Chat [Mobile Apps Marketing] Maximising App Marketing to Drive Innovation & Business Growth

minden.ai



THE MARTECH

SUMMI'

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Can you share a standout app marketing campaign that drove significant growth? What made it successful?





In Store POSM and exposure



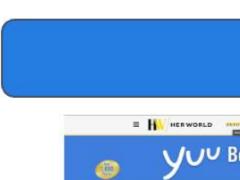
























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Digital & Mobile

Social and Content



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S\$1 spent = 1 yuu Point, up to 30x multiplier on everyday purchases till Jan. 2023 with yuu, a new loyalty programme in S'pore









How do you balance paid and organic growth? Any real-world examples of this strategy in action?









What innovative tactics have you used to boost retention and reduce churn? Any success stories?









What recent shift in app marketing challenged your approach? How did you adapt?



