

a brief history of customer acquisition

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Stalked by Stork

AGE 28
5 FT. 7 IN.
135 LBS.
\$ 20.

I WANT
I WORK
Now!!

8 YEARS EXPERIENCE
ADVERTISING.
SALES PROMOTION.
CONTACT. PUBLICITY, PRINTING. *etc.*



- App
- Campaigns
- Analytics
- Team
- Account

Philip Protopogridis

Dashboard

2 Apps
18 Campaigns
200 Offers

10k

WARPs Sent

80k

Campaigns

380m

Devices



Chat



s-curve

industrial revolution

distribution networks

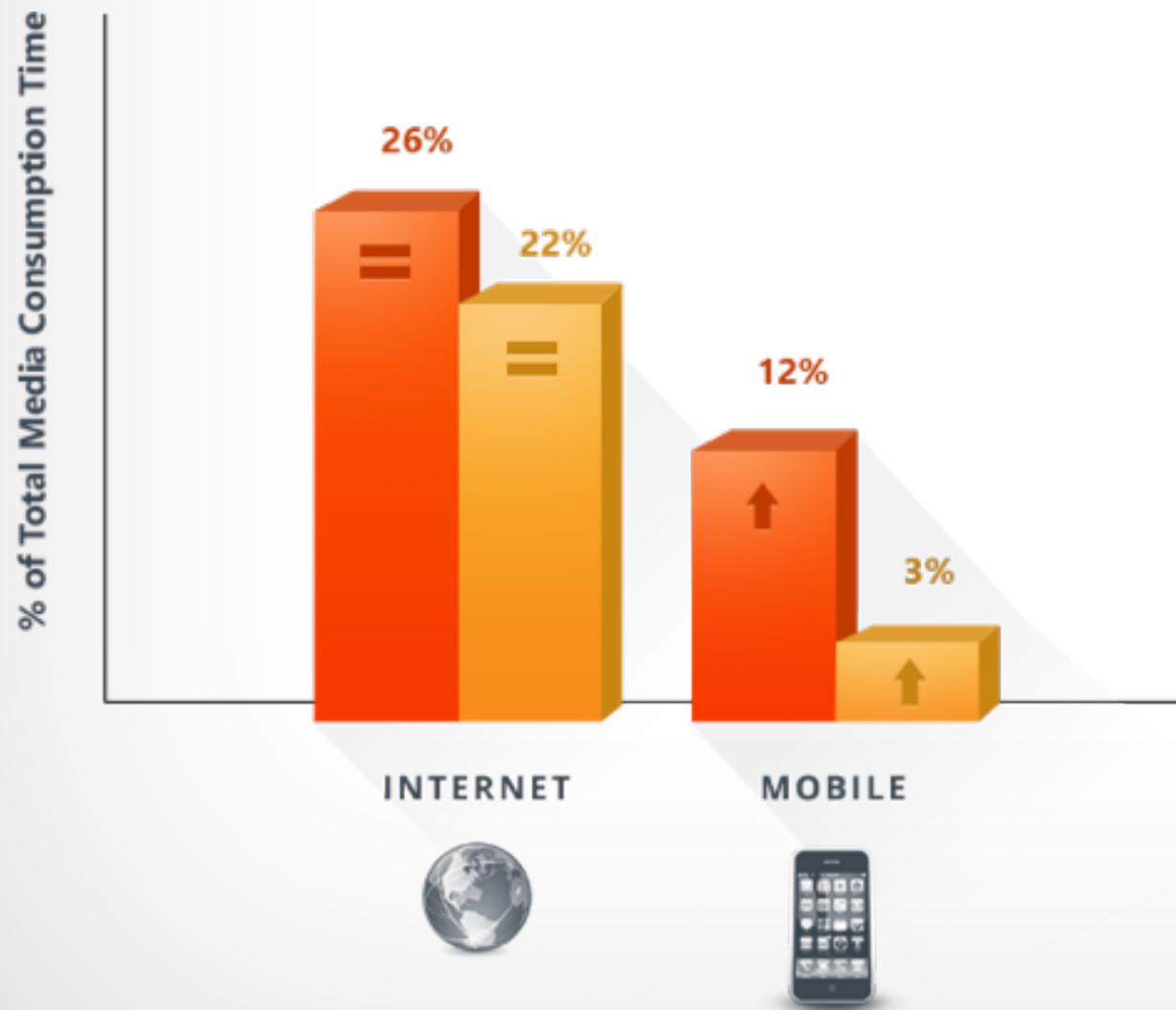
b2c sales

b2b sales

offline
media

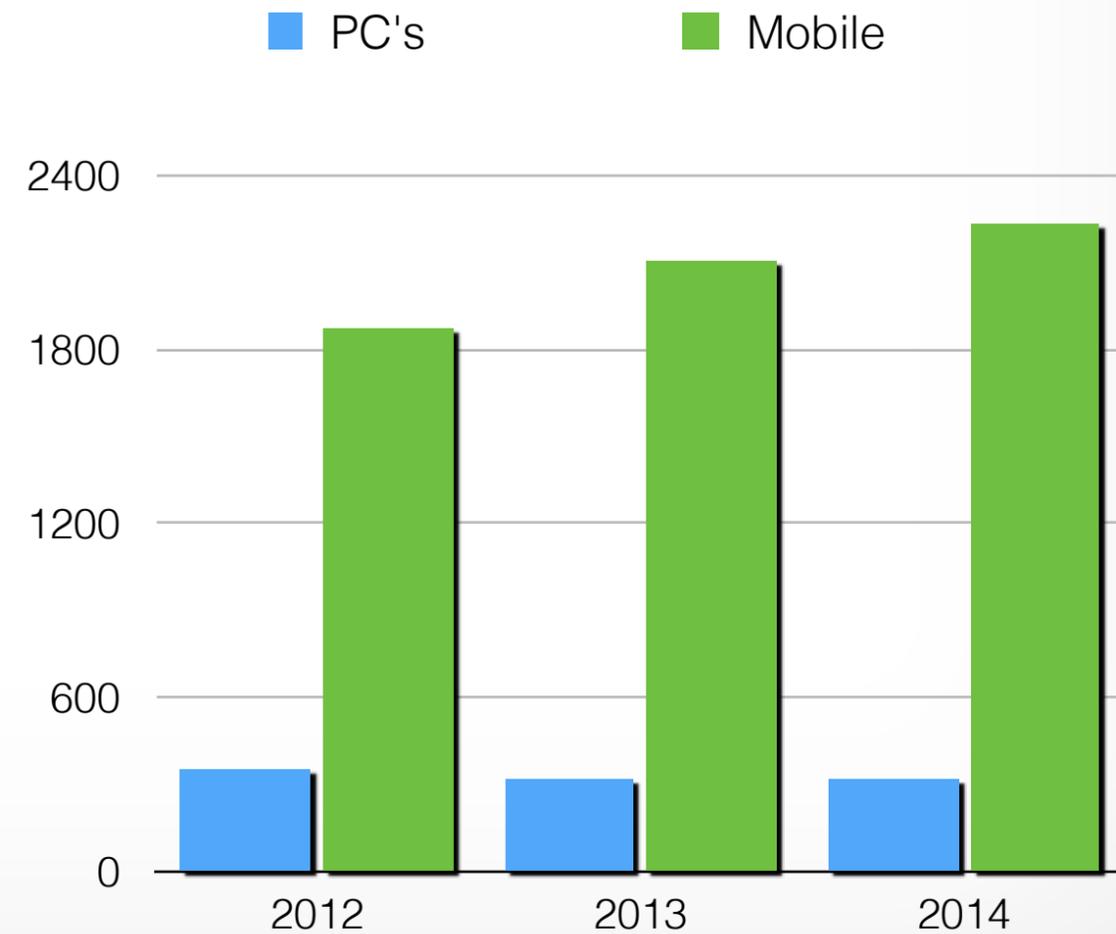
mobile is where your customers are

Time vs. Revenue Spend on Mobile and Internet



source: emarketer.com

Mobile Devices Sold vs. PCs

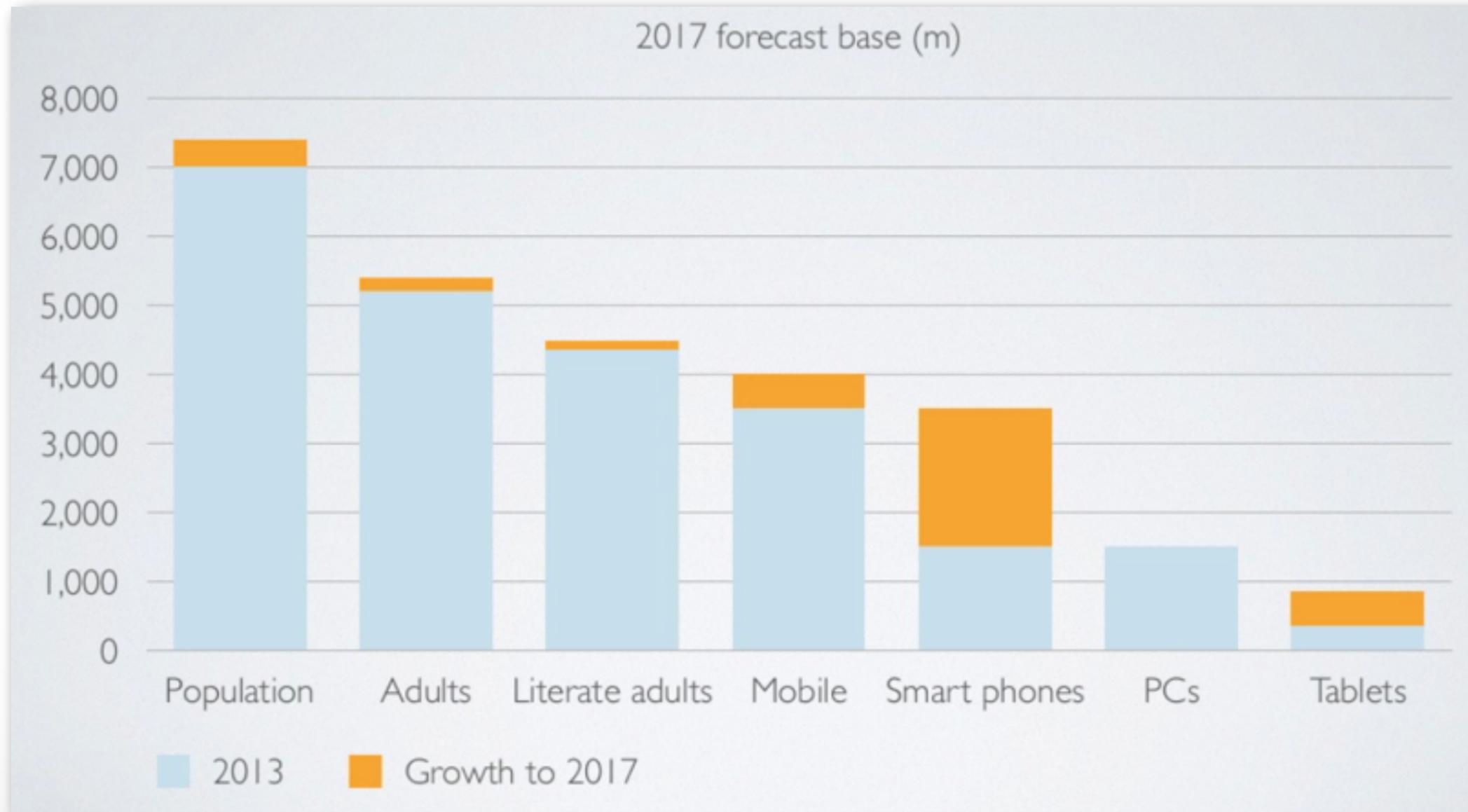


source: gartner.com

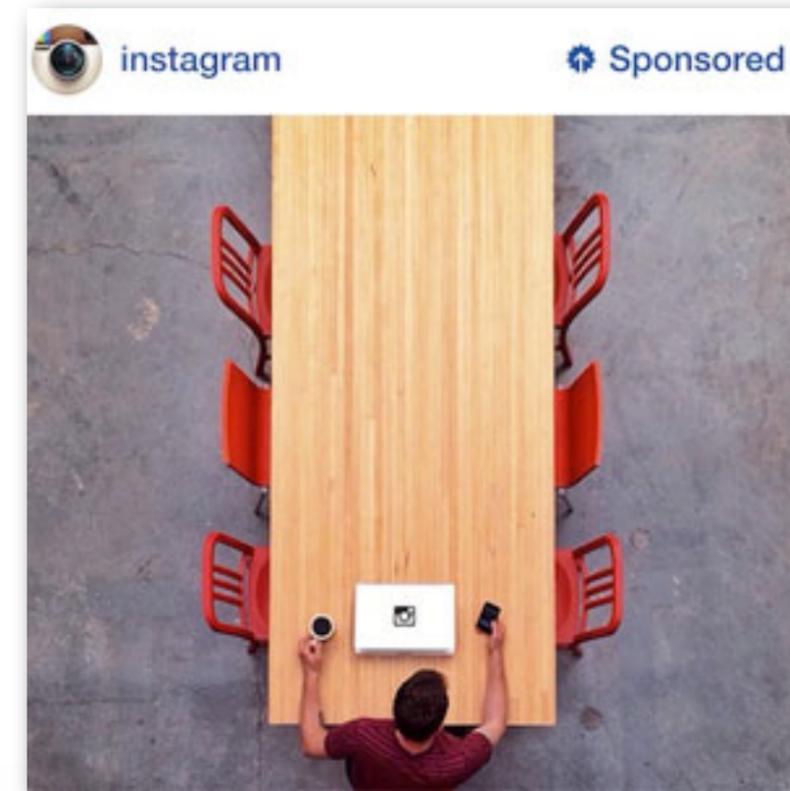
digital

mobile

mobile in three years



NATIVE ADS



how do I establish a mobile strategy

loyalty

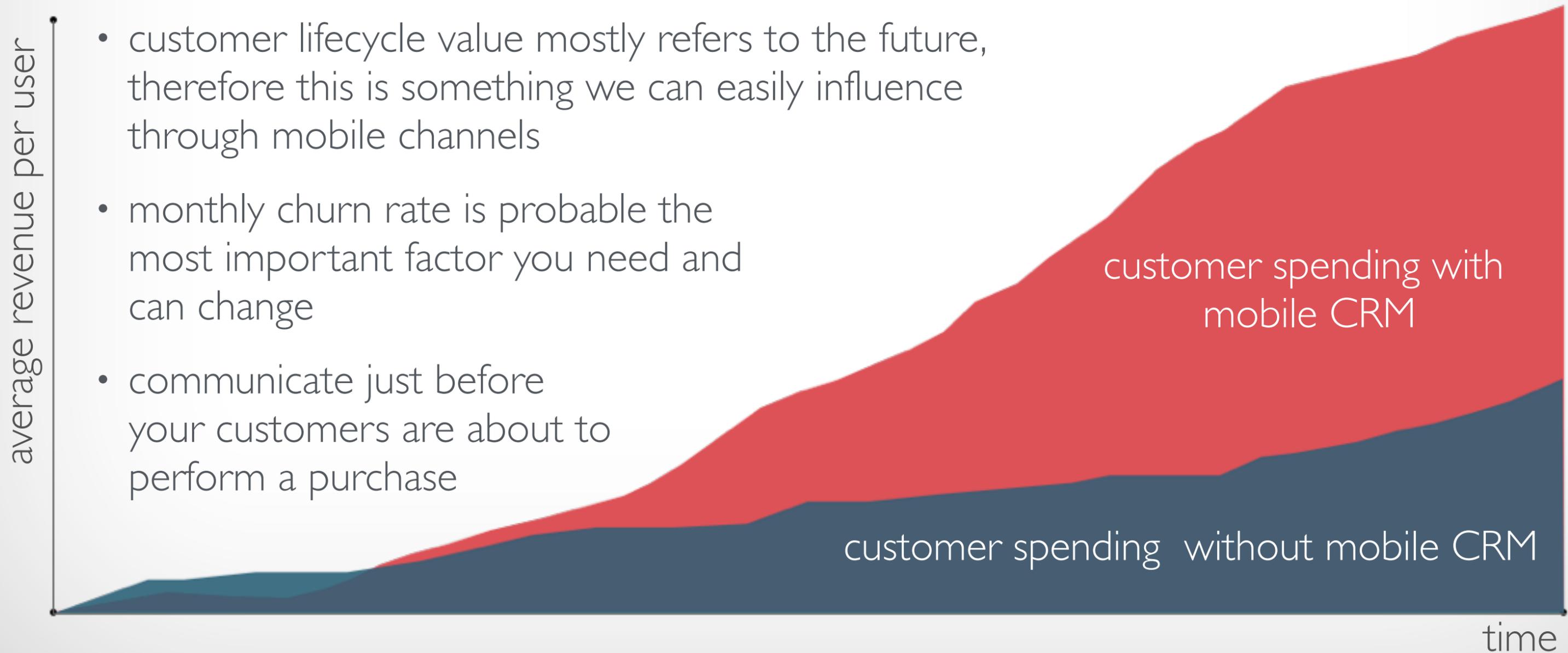
the only formula you need to know

CLV > CPA

* *Customer Lifetime Value*

* *Cost Per Acquiring a new Customer*

hacking customer lifecycle value



customer lifecycle value in plain english

- prediction of the net profit attributed to the entire future relationship with a customer.
- retention rate is the key element in increasing your business CLV
- there are numerous models that involve past ARPU or statistical future prediction models that are more accurate
- mobile provides the ideal channel for both impulse buying and training your customers into a habit purchase behavior

$$1 \quad CLV = \sum_{t=0}^T \frac{(p_t - c_t)r_t}{(1+i)^t} - AC$$

$$2 \quad CLV = \sum_{t=0}^{\infty} \frac{(p - c)r^t}{(1+i)^t} = m \frac{r}{(1+i)^t}$$

$$CLV(p, q, \gamma, x, t, T)$$

$$= \frac{(p - c)(1 - r^{T+1})}{(1+i)^t - r^{T+1}}$$

$$x \frac{(\gamma + m_x x)p}{1+i}$$

programmatic

fortune 500
companies



targeting
presentation
monetization

> 1.8 B users

mobile ad
networks

loyal customers

owned mobile
channel

18,000,000

53

brands need to go mobile

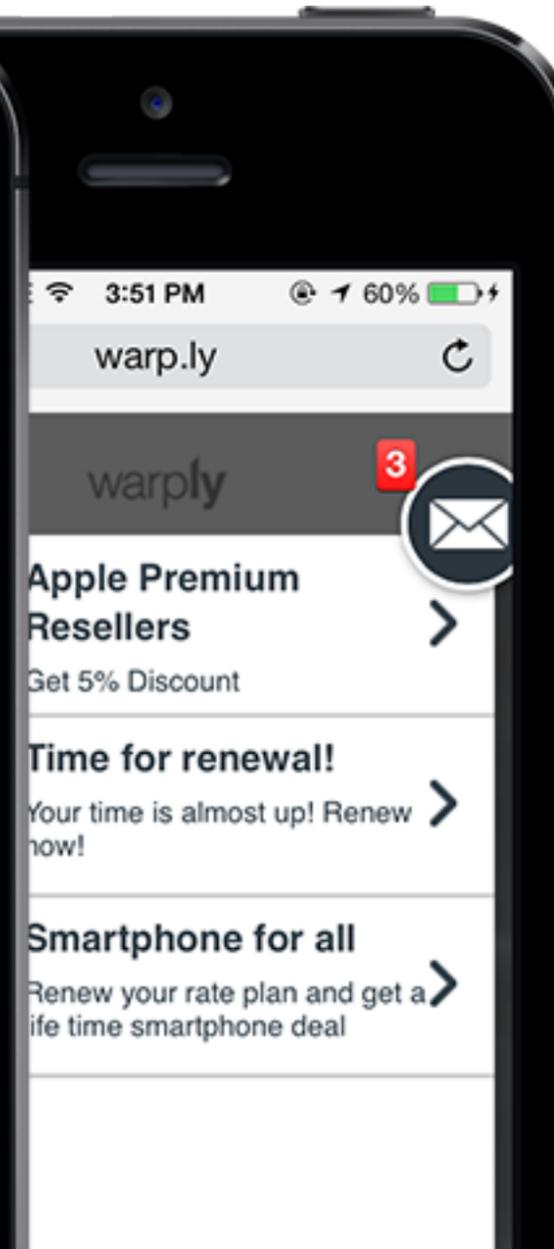


native vs web inbox

FIG1. Native App Inbox



FIG 2. Mobile Web Inbox



Deep linking

Deep link and let an app invoke another, providing seamless user flow

Initiate a user action from a push session or a banner ad in a third party app. Take customer retention into a new level with deep linking capabilities like **warply://user/68331** or **warply://flight_id/2331200**



mobile couponing with FirstData

Perform purchases and redeem coupons directly through the application

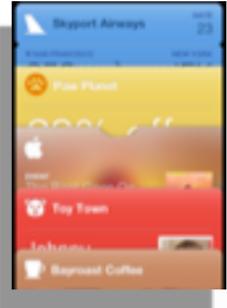
One-time
Registration



Mobile Wallet
Support



Apple Passbook
Integration



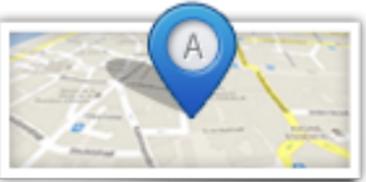
Physical and
Virtual Goods



Voucher Code
for the Offer



Time/Place
Dependencies



Proof of
Presence



Scanned
Material

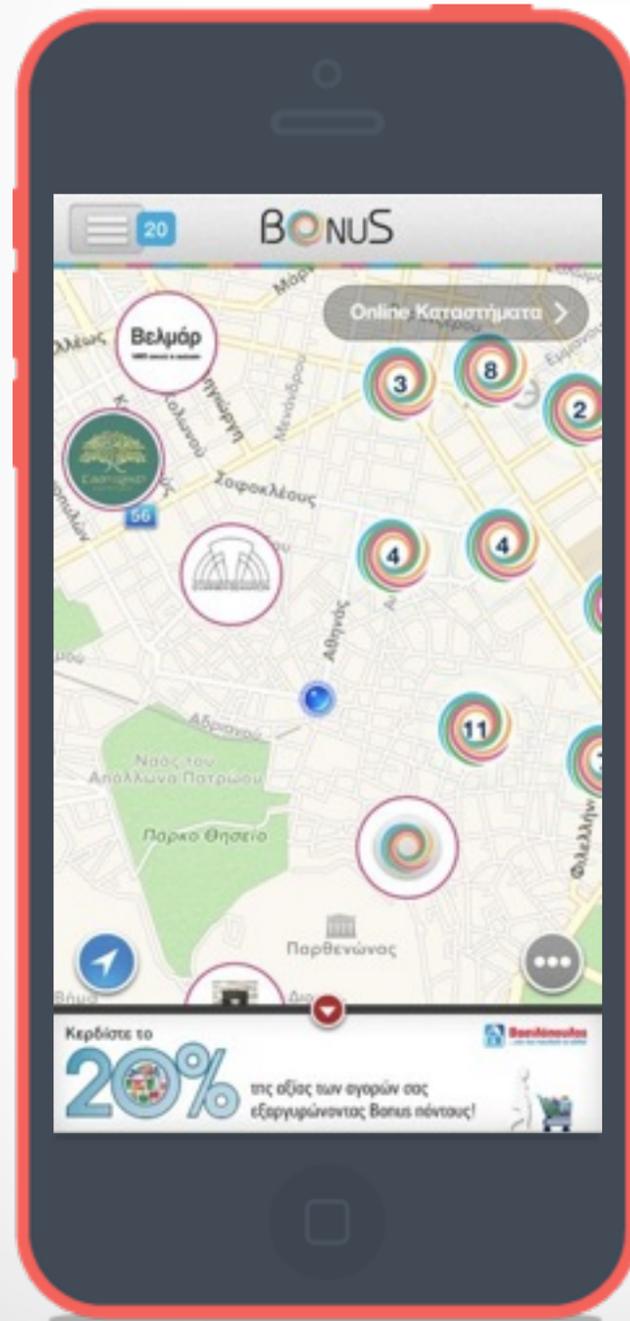
affiliation/coalition models



Increase foot traffic
by 1000%

Warply mobile engagement campaigns reward users that perform the actions they are asked, like entering a store or interacting with a POS

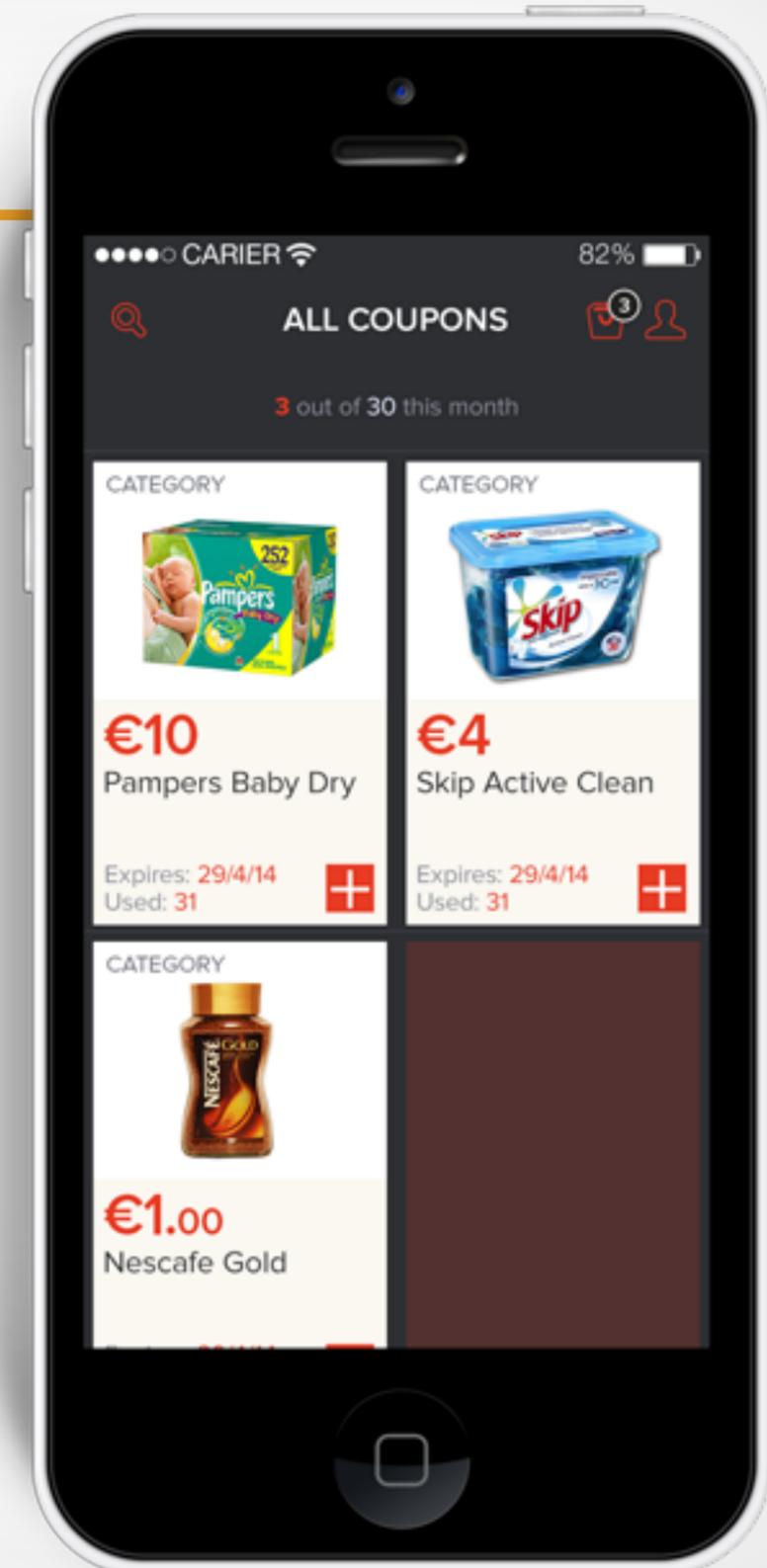
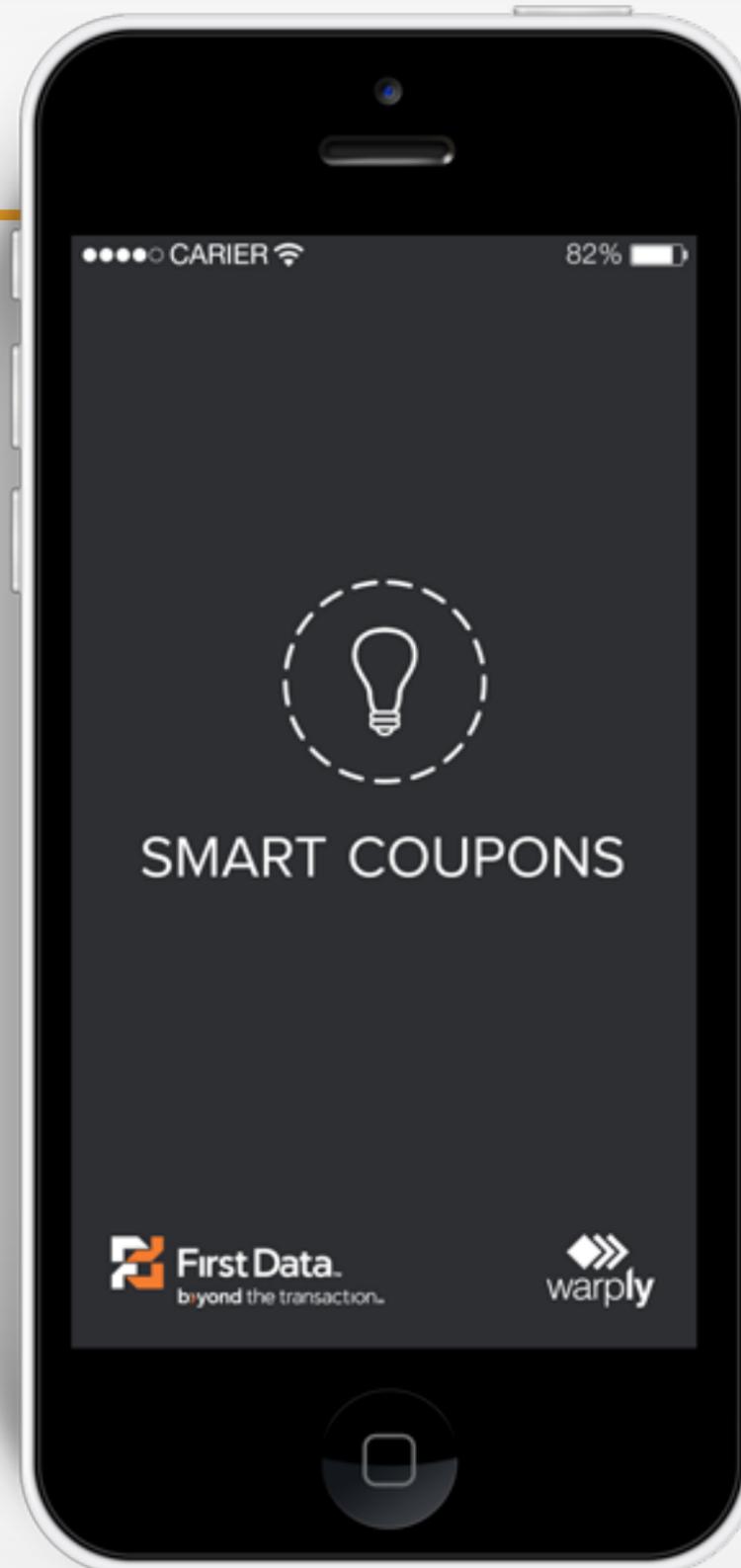
affiliation/coalition models



Drive in-app transactions up to 40%

Warply uses messaging within context to incentivize users to perform specific actions and provides them with one-click interactions. This approach significantly increases impulse buys and transactions in general

couponing



architecture

