

Envision Digital
The App Ad Specialists

Dive in...



Digital Marketing Can Be **Overwhelming**





**We Want To Change That
For Good and Be The
Unfair Advantage**

Overview

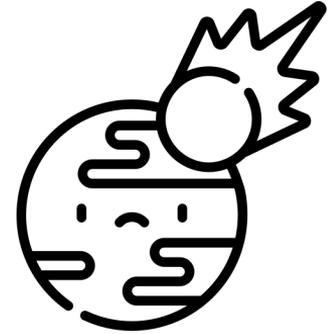
People NEED to be convinced an app is a solution to a problem they are having.

It does not have to be a BIG problem, but a problem that causes frustration and/or slight pain.

The world is increasingly less trustworthy so people need to believe in 3 core things before they make a decision:

1. That it is not BS
2. That it has a positive impact
3. It is relevant

Only when we break down these barriers do we become favourable and we break into the three A's: Awareness, acquisition & activation.



Paid Specialism

If you need an expert in a digital channel, chances are we've got it. The belief is that to understand how to integrate a full-stack strategy there has to be knowledge of every key channel.

Tracking Expertise

With great campaigns come great analytics. The knowledge stems from a very geeky place that ensures all the right things are integrated and reported on throughout working together. Think about the ingredients that form the recipe.

Strategy Stardom

To bring it all together, a fully comprehensive strategy is the icing on top of the cake. Intertwining channels, messages, and results to deliver the final product.

Company Things

We have delivered...

175,000+
Downloads

On these platforms...

iOS,
Android,
Web

Using these channels...

Facebook,
Instagram,
Snapchat, Google,
Apple, Display



3 Things To Focus On & Offer Strategy

Increase Discoverability

How do you expect a user to convert into a customer and/or general user if they DO NOT know your business?

It takes time for people to gain the knowledge and ability to make a decision, even if it is for a tiny piece of real estate on their phone.

Here is what conquers that:

- App Store Optimisation (ASO)
- Reviews
- Organic content e.g. Social posts, YouTube Videos
- Traditional PR and/or print advertising



Results: 28%+ increase in conversions

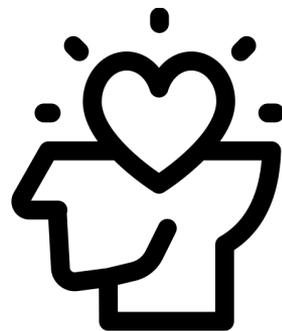
Personalisation

A funnel helps us to define at what stage certain people are at e.g. Awareness, Acquisition, or Activation.

By identifying when they are likely to commit we can tailor the messaging based on their behaviour. This takes intense scrutiny of data and usage.

Wondering How?

- Line up the user journey
- Identify the problems people are having
- BE the solution
- Be innovative, creative, and cunning



Results: 36%+ increase in conversions

Maintain & Retain

At this stage we KNOW so much more about the people in our funnel; what makes them tick, how they interact, when they engage, what excites them.

Now it is time for the ultimate bit of information/content/messaging that brings them to the 'AH-HA' moment.

It is 5x more expensive to acquire someone new compared to activating an existing user, so let's start reactivating.

How do we activate and retain?

- Be constantly in their peripherals
- Email & display work wonders for hints & tip style content
- Continue to provide value
- Speak to multiple problems, provide endless solutions



Results: 16%+ increase in conversions

AnyRide

Obj: Increase the volume of users and conversion rate to sign up.

Channels: ASO, Facebook, Instagram

Outcome: 10% increase in organic conversions, 8% increase in retained users (14 days)

SportsBroker

Obj: To acquire and activate ~2,000 per month.

Channels: Facebook, Instagram, YouTube, Google, Snapchat, Apple Search Ads

Outcome: 22% conversion to sign up.

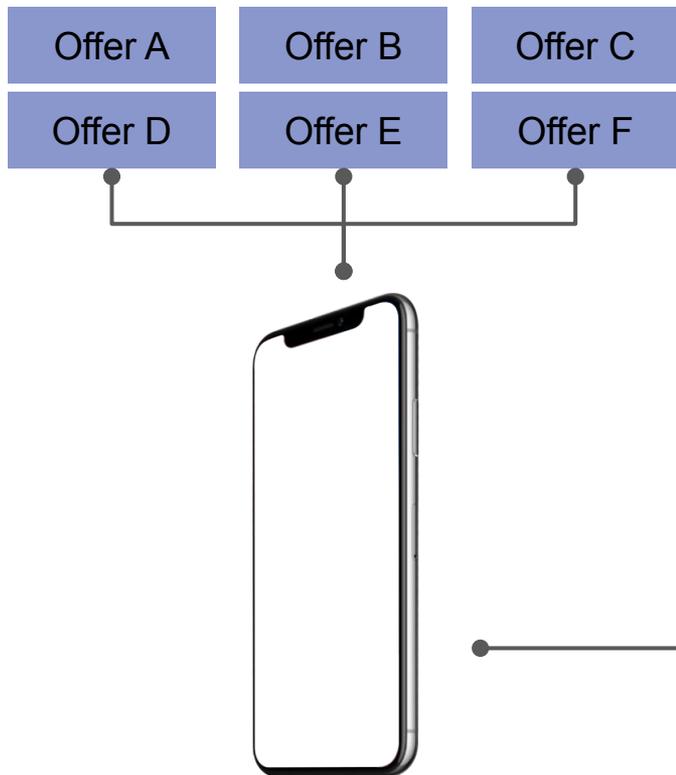
Ladbrokes/ Coral

Obj: To increase the traffic to the mobile web application.

Channels: Third party suppliers

Outcome: 12% increase in acquired users M-o-M

Fine-Tune Offers



With the use of a bespoke mobile offer engine, MARS, multiple offers/discounts/messages will be tested throughout our core channels to really nail...

- What attracts new users & keeps them in the app.
- Sophisticated retargeting campaigns to reactivate dormant users.

We simply generate the 'offers' and stringently test their effectiveness on multiple audiences to gain maximum learnings.

23%+

New users once an effective offer is discovered, tested, and proven.

Bespoke Strategies & Funnels

The Channels



Apple Search Ads

The best conversion rates for iOS apps.

Better insights to compliment ASO strategy.



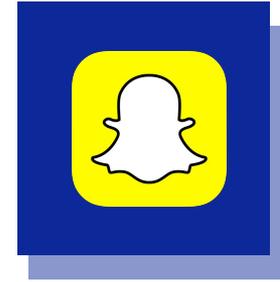
Facebook

Best for retargeting using custom data points & driving retention.



Instagram

The best for creative imagery & striking messages.



Snapchat

Kept in reserve.

Hyper relevant platform & untapped audiences

Direct And To The Point

Accurate execution against your KPIs. Using high quality ad imagery & messaging to reach qualified audiences.

It is required to hit cost effective placements and audiences. This enables quick traction testing, speedy learning and insights, efficient scaling techniques.

Nice to haves:

- At least 5,000 likes on a single social media platform (FB or Insta)
- At least 8,000-10,000 existing customer data points to learn & analyse
- ~45 ready-to-use creative assets from banners to story placements & video
- 2-5 different Landing Page options
- Comprehensive analytical software tracking all major KPIs & user behaviour journeys



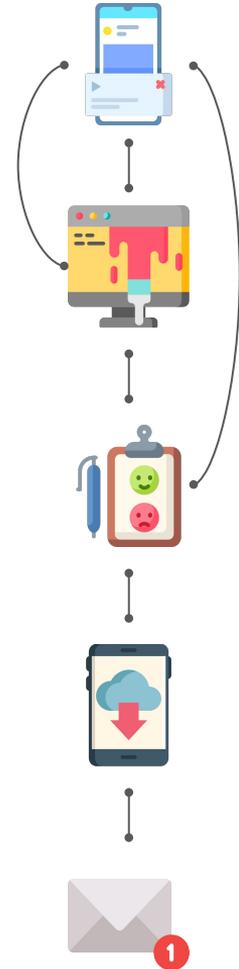
Feedback loop

In the early days there are few things more valuable than consumer feedback to help identify problems to solve and pain points in everyday life.

Before we push people, collaborating and understanding further pain points will be beneficial before the masses start to adopt your app.

Nice to haves:

- At least 2,000 combined likes on social media accounts (FB, Insta, Twitter)
- At least 2,000-5,000 existing customer data points to learn from & analyse
- 10-25 ready-to-use creative assets from banners to story placements & video (short and medium form)
- Resource to develop landing pages for A/B testing
- Strong analytical software tracking all major KPIs



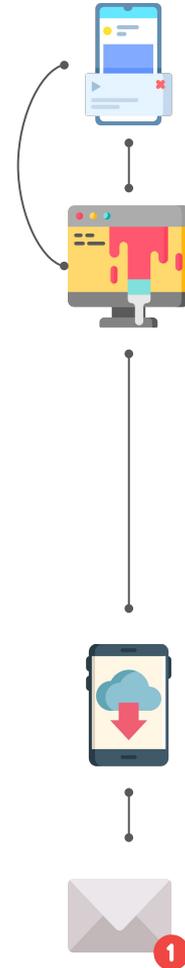
Demand Building

Creating an environment where users can sign up to be one of the first to use the app. Generate exclusivity and 'founding members'.

This enables more content to be made, platforms to be hand picked more carefully with traction tested outcomes, as well as data and user behaviour to be gathered. This option would make for the most cost-effective marketing efforts over a longer period of time, and could prevent negative feedback.

Nice to haves:

- Capacity to implement analytical software, map out KPIs and map user funnels
- Resource to develop a minimum of 20 ready-to-use creative assets for multiple placements
- Resource to develop landing pages for extensive A/B testing



**So, Where Do
We Go From
Here?**

This is where the fun happens...

A full picture is put together FORMED of these pieces of the puzzle:

- Business Canvas
- Value Proposition Canvas
- Tracking Implementation
- Creative Requirements / Hot House
- Audience Analysis
- + loads more!

| Source | Documentation | Event Name | KPI | Trigger | Event Definition | Goal Type | Property Name | |
|----------|--|-----------------------|---|---|---|-----------|-------------------|-------------|
| Facebook | https://developers.facebook.com/docs/ios/ https://developers.facebook.com/docs/android/ | Site Wide | # of site users, Time on site | Land on web page (A/B/C testing) | Standard implementation | | All Visitors | |
| | | Install & app open | # of installs, Bunique app opens | App installed and opened for the first time | | | | |
| | | View content | # of product viewed, %-age of app installs to product views | A product page is opened | | | | |
| | | Complete Registration | # of registrations, %-age of views to reg | User successfully fills in the registration form | | | | |
| | https://businesshelp.snapchat.com/en-US/a/never-website-install | Add To Cart | # of ATCs, %-age of reg to ATC | User clicks on 'add to cart' | | | ATC | |
| | | Add Payment Info | # of API, %-age of ATC to API | User successfully enters in a credit card or payment provider | | | Initiate Checkout | |
| | | Purchase | # of Purchase, %-age from API to purchase, number of unique purchases, number of repeat purchases | User successfully purchases an item | Once the user has selected a product, has successfully entered payment details (if not entered within profile) and the transaction is complete on all fronts. | | Purchase | |
| | | Custom Conversion 1 | # of items listed, %-age of reg to item listed, # of sellers | User successfully lists an item (packages included) | Once a user has successfully completed the buying process, this event will trigger the total number of items sold attributed to the seller | | Lead | Item Listed |
| | | Custom Conversion 2 | # of items sold, %-age listed to sold, # of sellers | A user has successfully sold an item | | | Purchase | Item Sold |
| | | Site Wide | # of site users, Time on site | Land on web page (A/B/C testing) | | | | |
| Snapchat | https://businesshelp.snapchat.com/en-US/a/never-website-install | Content View | # of product viewed, %-age of app installs to product views | A product page is opened | | | | |
| | | Complete Registration | # of registrations, %-age of views to reg | User successfully fills in the registration form | | | | |
| | | Add To Cart | # of ATCs, %-age of reg to ATC | User clicks on 'add to cart' | | | | |
| | | Add To Cart | # of Purchase, %-age from API to purchase, number of repeat purchases | | | | | |

| | | | |
|--|--|---|---|
| PROBLEM - list your top 3-5 problems. 1. Users cannot collaborate on goals and milestones with friends, family or colleagues 2. It is very easy to lose motivation to achieve something 3. The same process is being replicated in many apps 4. 5. | SOLUTION - Outline a possible solution to each problem 1. A fun, interactive and gamified product 2. Multi-person engagement 3. New, intuitive design 4. Personal motivation, reminders, and authenticity 5. | UNIQUE VALUE PROPOSITION - single, clear, compelling message that states why you are different and worth paying attention to FUEL PERSONAL GROWTH Collaborate, contribute, and grow your personal development with your friends, family, or colleagues. Collaborate your way to personal growth Generating mentors & ambassadors to fuel personal growth Community-led personal growth Feel amazing about hitting your personal goals with the support of friends, family, or colleagues Achieve greatness, together Collaborate on greatness, together Build habits that will last a lifetime | UNFAIR ADVANTAGE - Something that can't easily be bought or copied Creating a micro-community where users can't highly invested in the content posted to the platform, interact with your friends/family/colleagues or day achievements CHANNELS - List your path to customers (in or outbound) Paid Search Paid Social Blogging Email Affiliate Guest posting Video Sponsorships Trade shows Conferences Reviews Featuring |
| EXISTING ALTERNATIVES - list how these problems are solved today Reminders app on phone Manual written lists Relying on memory | KEY METRICS - List the key numbers that tell you how your business is doing 1. # of goals created 2. # of goals successful/complete 3. # of co-pilots invited 4. # of co-pilots accepted 5. %-age retention over 3, 7, 14, 30, 60, 90 days | | COST STRUCTURE - List your fixed and variable costs FIXED Staff - ops and development VARIABLE |
| | | REVENUE STREAMS - List your sources of revenue Monthly / yearly subscription Advertising placements Affiliate B2B White-labeling | closer together to achieve work goals 24-44 Male & Female Full time work in busy cities Interested in free activities, productivity, socialising, team building, focus, meditating, collaboration |

KPI Crackdown

In order to have a clear idea on the goals that need to be reached, we must:

- Have a clear understanding of the user behaviour in-app
- Know what the typical conversion rates are between significant events e.g. download to sign up, sign up to first interaction
- Be able to define user segments from in-app activity e.g. last 30 days of activity, identify dormant users, etc

With this information we can then identify whether these KPIs are likely to be met...

1.5-3x MAUs

Increase the MAUs in the first three months

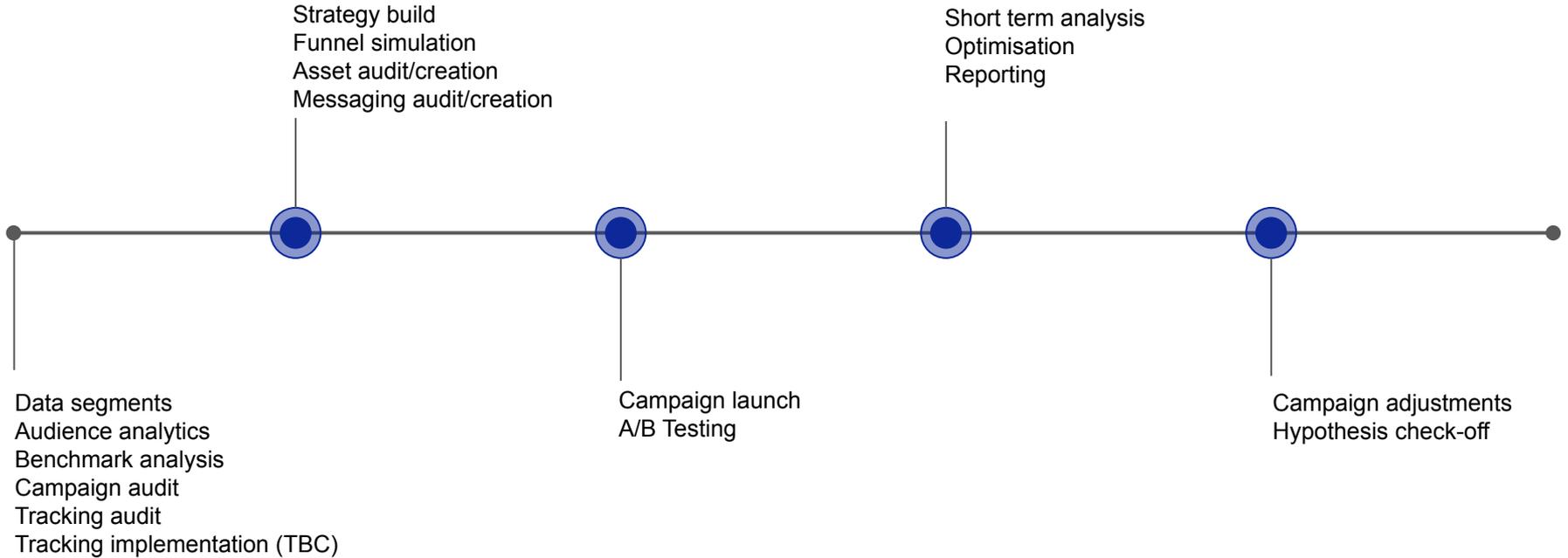
30%+

Of users retained in-app

33% Conv. Rate

Convert 33% of all acquired traffic to activated within the app

Timeline - Week 1



Costs

The old way...

£3,000
Per month

The new way...

£9,000 ———● Month 1 - 40%

●

Month 3 - 60%

Only once results have
been met

We believe in sharing the risk with our clients. That is why we propose the following...

- Pay 40% in month 1 to commit
- Define the KPIs that determine success
- Determine a timeframe
- Pay the remaining 60% only once those KPIs are met.

No strings, no catches. We don't get paid the remainder until we fulfil the expected results.

**Are you ready
to get this
show on the
road?**



Let's do this!