Organic UA: from luck to strategy

Adam Rakib, President
The leading companies in mobile trust StoreMaven with their app stores’ marketing strategies

"StoreMaven provides us with valuable resources and tools to help build and execute our growth strategy and increase app install conversion."

Maria Waters | Head of Conversion Optimization at Zynga
Organic installs don’t fall from the sky

Paid UA
Featuring
Seasonality
Competitors
Creatives Changes
## Agenda

<table>
<thead>
<tr>
<th>Topic</th>
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<tbody>
<tr>
<td>What to measure?</td>
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<tr>
<td>Building an organic acquisition framework</td>
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<tr>
<td>Case study</td>
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<td>Corona-time insights</td>
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How to measure organics?

“Organics are all installs that can’t be attributed to ads.”

The Traditional View

“Organics are installs driven by the platforms.”

The New Take
What influences organic growth?

**The Platform’s View**
What can we do to impact how the platform sees us?

**The User Journey**
How can we impact user behavior throughout the install journey?
How can we increase our search funnel?

- **Searching the app stores**
  - Paid search ads
  - Organic search results

- **Browsing the app stores**
  - Featuring
    - Personalized results
    - Category charts
    - Top charts
    - Related apps

- **Redirecting from external links**
  - Paid ads
  - Mobile web links
How do we increase our search funnel?

**Search Funnel**
- Paid search ad
- Organic search result

**Browse Funnel**
- Featuring
  - Personalized results
  - Category charts
  - Top charts
  - Related apps

**Referral Funnel**
- Paid ads
- Mobile web link

*Exposure to influencer marketing*
*Exposure to traditional advertising*
*Exposure to digital advertising*
## App store data in a silo

### The metrics that matter

#### Search Funnel
- **Search app units**
- **Keyword ranking**
- **Paid search impressions per keyword**
- **Competitor’s ranking**
- **Branded and non-branded search volume**
- **Search product page views**
- **Search impressions**

#### Browse Funnel
- **Browse app units**
- **Browse product page views**
- **Top Charts rankings**
- **Category rankings**
- **Browse impressions**
- **Featuring (frequency and placements)**
- **Share of Voice**

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### Organic User Acquisition

**Share of Voice**
App store data in a silo

The context that matters

**Search Funnel**
- Search app units
- Keyword ranking
- Paid search impressions per keyword
- Competitor’s ranking
- Branded and non-branded search volume
- Search product page views
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**Browse Funnel**
- Browse app units
- Top Charts rankings
- Category rankings
- Browse product page views
- Browse impressions
- Featuring (frequency and placements)

**UA Spend Increase**

**Creative Change**

**New UA Channel**

**Burst Campaign**

**Influencers Campaign**

**Competitive UA Season**
Recap: We need to get two things right

| Measure the right data that influences organic growth | Find the most impactful levers that influence the right KPIs |
An organic UA framework relies on three pillars

- **Monitoring**
  What’s happening?

- **Root Cause Analysis**
  What caused the change?

- **Experimentation**
  Can I amplify or prevent the change?
Case Study
Focusing on App Units

**App Units:**

The number of first-time app installs. App updates, re-downloads and downloads onto a new device from the same Apple ID are not counted.

**First-time Installers:**

Unique users (based on Google ID) who installed your app after visiting your app's store listing (either full product page or Explore/Search listing).
What was the source of the increase?
Let’s take a look at branded search
Did anything change with strategic keyword rankings?

Data sources:
- MMP

Organic Search App Units
Organic Search Impressions
Keyword 1 Ranking
Keyword 2 Ranking
Keyword 3 Ranking

Organic User Acquisition
Branded search saw a significant increase
Was there a change in the level of search ad spend?

Pre

Post

Data sources: Organic User Acquisition

Organic Search App Units

Search Ads Spend

No significant baseline change
Did paid UA increase?

Data sources: 
- Search Ads
- MMP

Graph showing the relationship between organic search app units and paid UA spend.
Was there a change in the mix of UA?

Data sources: Organic User Acquisition
Drawing conclusions

There's an opportunity in identifying the holistic impact of our efforts

**DR View:**
Spend > Direct ROAS

**Holistic View:**
Spend < ROAS + Organic Revenue attributed to lift in search performance
Growth Experimentation: the key to understanding your next move

Components of a great growth experiment

1. Hypothesis
2. Measurement
3. Validation or Elimination
What growth experiments can you run and what levers can they reveal?

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<th>Goals</th>
<th>Experiments / Levers</th>
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<tr>
<td>Increase search and browse performance</td>
<td>Experiments with channels that haven’t been tapped and with targeting to achieve higher velocity of app units</td>
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<tr>
<td>Use paid search for organic acquisition</td>
<td>Increase spend for strategic keywords, tie spend and SOV to organic rankings</td>
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<tr>
<td>Increase ranking for strategic search terms</td>
<td>Try out burst campaigns. Use ad creatives with memorable keywords you rank high for</td>
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<tr>
<td>Increase search performance</td>
<td>Improve search conversion rates by improving messaging and creatives</td>
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## Takeaways

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<th>Monitor Change</th>
<th>Analyze data</th>
<th>Identify levers</th>
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<td>Connect app stores’ data with other data sources to have a holistic view.</td>
<td>Track when changes are happening and new baselines are forming.</td>
<td>Form hypotheses for what can influence organic growth.</td>
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<tr>
<td>Track contextual events that explain the KPIs.</td>
<td>Trace the root cause for KPI changes and pinpoint what explains the change.</td>
<td>Create experiments to enhance organic growth and prevent decline and implement in your day to day.</td>
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Coronavirus’ impact on games: Browse Performance

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<th>The % of change</th>
<th>Feb 28 - Mar 12</th>
<th>Mar 13 - Mar 26</th>
</tr>
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<tbody>
<tr>
<td>Range</td>
<td>(-5)% - (-50.6)%</td>
<td>Range: (1.6)% - (-52.8)%</td>
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<tr>
<td>Median</td>
<td>-30.2%</td>
<td>Median: -16.6%</td>
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Coronavirus’ impact on games: Search Performance

The % of change

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<tr>
<td>Range</td>
<td>(-9)%- (31)%</td>
<td>(5.9)%- (62)%</td>
</tr>
<tr>
<td>Median</td>
<td>-0.6%</td>
<td>33%</td>
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Thank you!

Want to discuss your specific organic growth stack?

We’d love to chat. Reach out to adam@storemaven.com

Adam Rakib, President