App Annie

App Annie Intelligence Premium

for User Acquisition Managers
There’s no one-size-fits-all approach to user acquisition (UA). You need to test, track what’s working, make changes — and do it all again. Then you’ll be able to optimize your spend to favor the tactics that bring in the best-quality users. This can be time consuming, with no guarantee it’ll help achieve your user goals.

App Annie can help you accelerate user acquisition and maximize your budget by refining your strategy with competitive insights. Discover the ads that are working best, the networks competitors are partnering with, and more. In this tour, we’ll show you how to use App Annie to overcome common challenges UA Managers face.
As UA manager for a food-delivery app, you want to know who’s successfully acquiring new users. Use our Top Apps report to quickly identify category leaders, in terms of new downloads.

For example, among the top food and drink apps, Postmates experienced the largest increase in downloads from the previous month. App downloads increased by 57%.

How did Postmates achieve this success?
Once you’ve confirmed there’s been no change to Postmates’ app store optimization (ASO) strategy, use our Advertiser report to see if the company ran a paid marketing campaign.

As App Annie uncovered, Postmates ran ads on Platform A only, which likely contributed to the increase in downloads.

Now you’ve identified a potential ad-platform partner to help you meet your user goals.
To further measure the campaign’s impact, you can analyze Postmates’ share of network and download trends.

According to App Annie, Postmates increased its paid UA activity at the end of February, indicated by the uptick in network share. Simultaneously, downloads peaked the week of March 12, when share of network was highest. This suggests that the campaign helped Postmates accelerate its user acquisition.

With this information, you could estimate ROI for a potential campaign on Platform A.
Now that you know the campaign was a success, dig deeper into the creatives. Use the Creative Gallery to see all the ads Postmates ran during this time and learn which designs are working.

Based on creative share of advertiser, the top creative was an interstitial ad campaign, accounting for more than 32% of the app’s impressions on this platform.

App Annie delivers insight on competitors’ creatives, so you can optimize your own.
What Did We Learn?

In summary, you learned Postmates ran a successful campaign on Platform A that doubled its downloads. As a UA manager, you've identified a platform that can drive results, with creative ideas for building your own campaign.

All thanks to App Annie!

Optimize your mobile app campaign with App Annie Intelligence. Get answers to your key UA questions:

✓ Where can I find my target audience?
✓ Who is ramping up their UA spend?
✓ Where are my competitors advertising?
✓ How should I design my creative?
✓ Which platform should I use?

CONTACT SALES
Thank You