



App Virality

Growth Hacking Toolkit For Mobile Apps

What does an app developer want



Millions of ~~downloads~~

Organic downloads

User **engagement** and **retention**

What successful Apps are doing



One way referral

- Share & get 125MB free space



Two way referral

- Give \$20; Get \$20



Social pay

- Buy or invite friends



Sweepstakes

- Participate & Win

and many

What app developers are doing



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What works for
my app



Our Solution - App Virality

App Virality helps app developers to identify and implement the right growth techniques, within minutes. No coding required

- Light weight SDK
- WYSIWYG dashboard
- Recommendation engine
- In-depth analytics
- A/B testing

How it works

It's a simple 4 step process

Home > App Info - Tasty Khana

App Info - Tasty Khana



App Name

API Key: e24fa[redacted]2b00863b53

Create Campaign

Change Settings

v2.35



Download SDK for Android

Read Documentation

View Source on GitHub

We have built light weight (120 KB) SDK that can be integrated within 10 minutes.



Customer Retention

Preview

Retain your customers by offering discount coupon for their next purchase in return of a FB Share, Tweet and more.

Get Started



Refer-A-Friend

Preview

Reward your customers for referring their friends. Track downloads across platforms and mediums.

Coming Soon..



Preview

Coming Soon..

Recommendation engine helps app developers in identifying the right growth technique at every state of the business.

03

Configure & Schedule the Hack

1

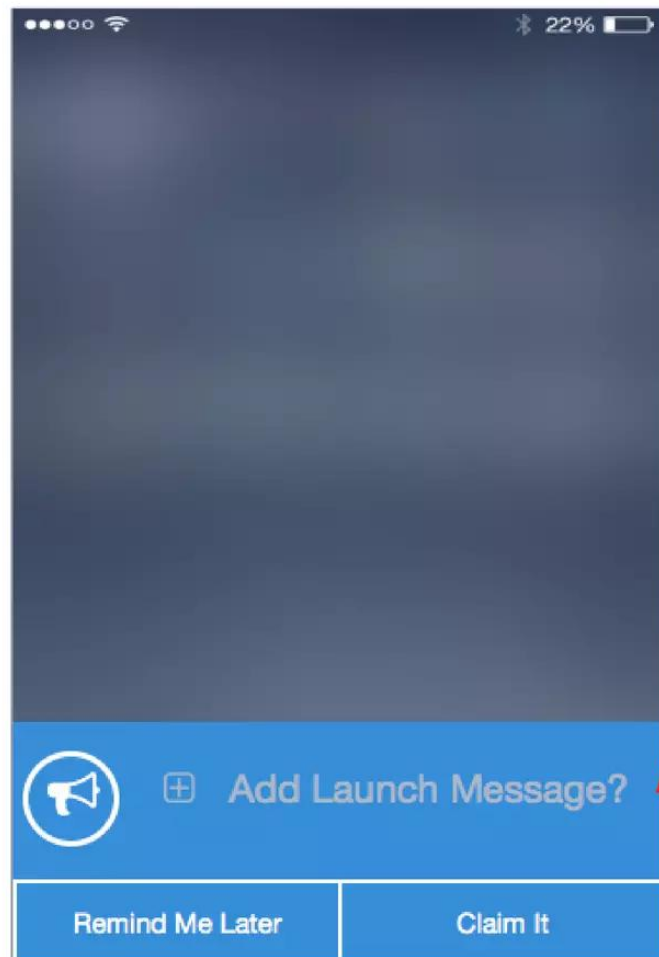
LAUNCH PAGE

2

GROWTH HACKS & SOCIAL ACTIONS

3

COUPONS CONFIGURATION



Campaign Name:

TastyFood 5% Offer

Start Date (UTC):

05/16/2014



12:00



AM



End Date (UTC):

05/31/2014



12:00



AM



Icons:



Megaphone



⚙️ Advanced Customization

Background Color:

368ed8



Message Color:

ffffff



Button Background

Color:

368ed8

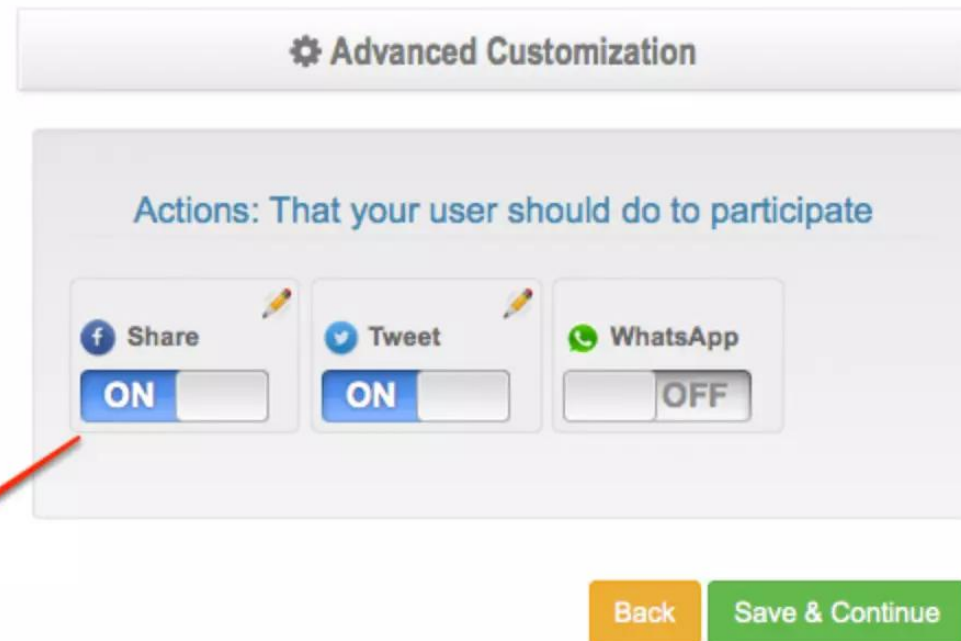
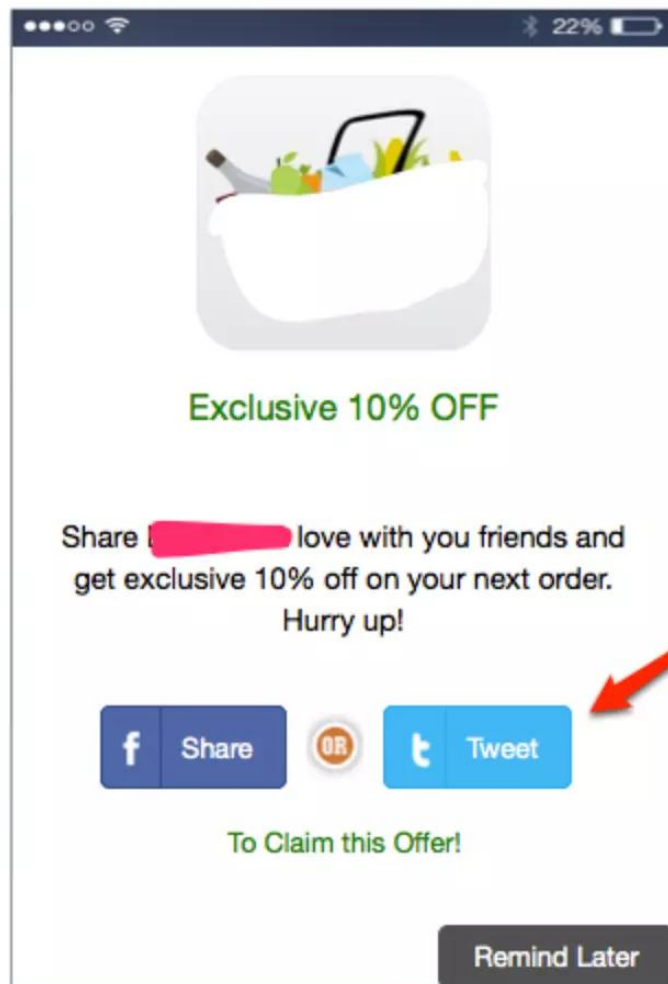


Button Text Color:

ffffff



Businesses use their App Virality dashboard to customize and configure growth campaigns without worrying about making changes to code, updates to play/app store etc.



Businesses can select actions of their choice, it could be Facebook, Twitter, Poll, Survey, Feedback, Review, etc

04 Track Downloads & Social Actions

Home > Campaign Statistic

Analytics

Select Campaign:

Offer - (live)

 **Total Shares**
This Year **22**

 **Impressions**
This Year **62**

 **Clicks**
This Year **39**

 **Downloads**
This Year **18**

Launch Page Stats



Advanced analytics give businesses deep insights about their growth campaigns with meaningful data to iterate and succeed fast

SocialActions Details

#	Image	Name	Action	Friends/Followers	Date 🕒	Views [?]	Clicks [?]	Downloads[?]	
11		Patrick Day Nielson			Aug 03, 2014	8	6	3	
12		Ram Papineni		508	Aug 02, 2014	52	13	5	
13		Saraswathi		260	Jul 26, 2014	38	18	11	
14		Amit Dembi		970	Jul 26, 2014	58	23	9	
15		Raj Gurram		820	Jul 26, 2014	80	28	13	

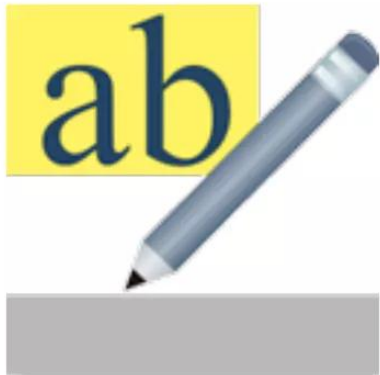
11 - 15 of 15 records shown

Businesses can track everything right from number of users endorsed to performance of each individual user's endorsement. Identify top influencers and make use of them for further promotions.

Key Features

WYSIWYG Dashboard

Powerful dashboard to control everything. No coding.



User Targeting

Target users based on behaviour, location, events, etc



Actions

Multiple actions to choose from - Social, Polls, Survey, Feedback, etc



Track Installations

Track engagement/downloads from any source across platforms.



Fraud Detection

Reward only those who deserve. Identify and prevent fraud referrals.



A/B Testing

Right combination of what, when, where and how to leverage more.



Team behind AppVirality



Laxman Papineni

Founder & Business



Ram Papineni

Co-founder & Product



Madhu Manne

First hire & Product



WIPRO
Applying Thought



A **TATA** Enterprise



+ Team consists of folks with 1 exit & 1 failed venture under their belt.

Advisors



Mohit Saxena

Co-founder

INMOBI™



Shyamal Mehta

CEO

TechJini



Batch #4 - Microsoft Accelerator, Bangalore.

Market Size

Mobile Ad spend

\$18B

by 2014

Download costs

\$1 to \$3

Pricing Model

Monthly subscription, Pay as you grow.

Free up to 10,000 MAU's

After that it's **\$2 for every 1,000** MAU's

Example: 300k MAU app pays \$600 monthly and \$7,200 Yearly

Customer acquisition route

Online Channels

Influencing Influencers

Direct Sale

Channel

- Search Engine Optimization
- Search Engine Marketing
- Presence on social media
- Creating repository of content

- Attending and organizing conferences
- Creating and cultivating developer groups

- Getting marquee clients
- Strategic partnerships to enhance distribution channel

Key Players



Thank You



App Virality

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