再谈 GROWTH

GMTC 全球移动技术大会
GLOBAL MOBILE TECH CONFERENCE

Growth 关心的核心话题

Acquisition

Conversion

Monetization
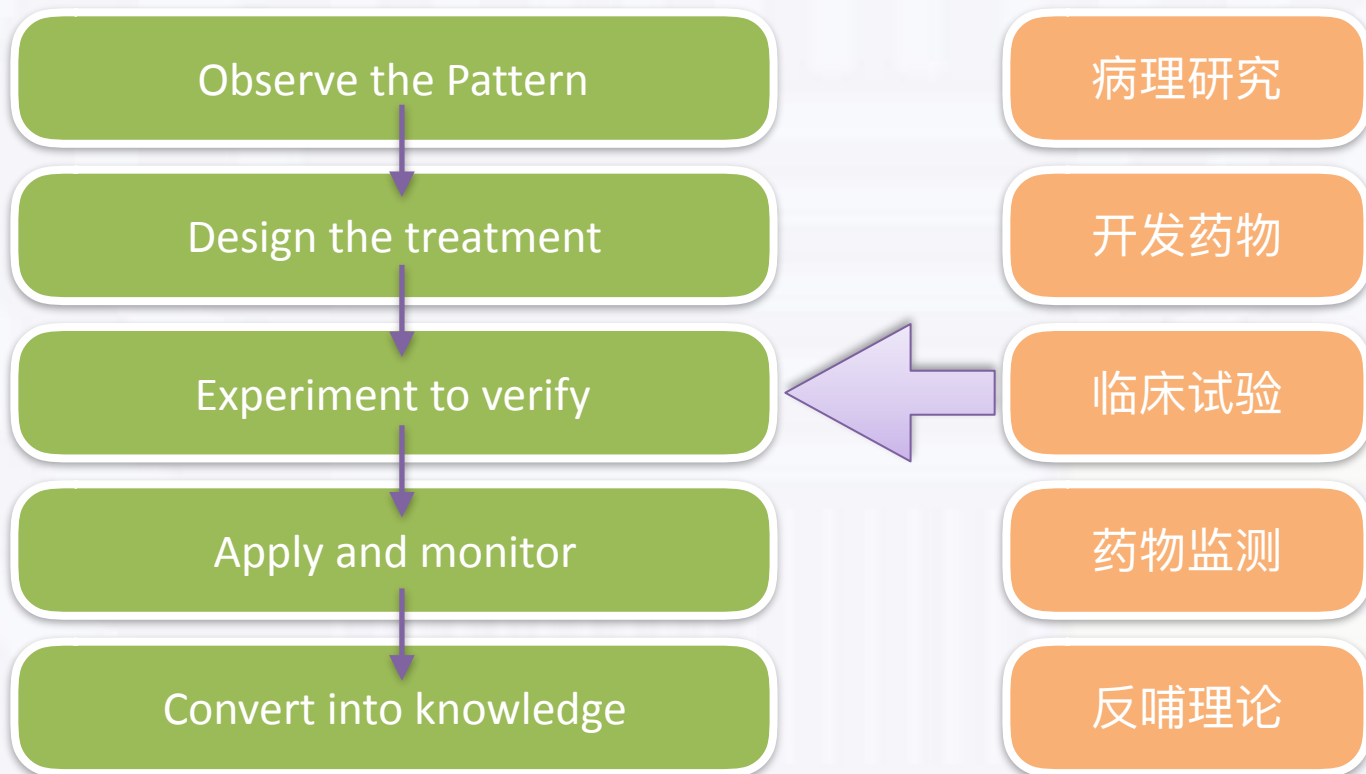
Retention

聚焦前沿技术   传递实践经验

主办方 Geekbang InfoQ

Growth 关心的核心话题

Acquisition

Conversion

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Growth 的一颗子弹

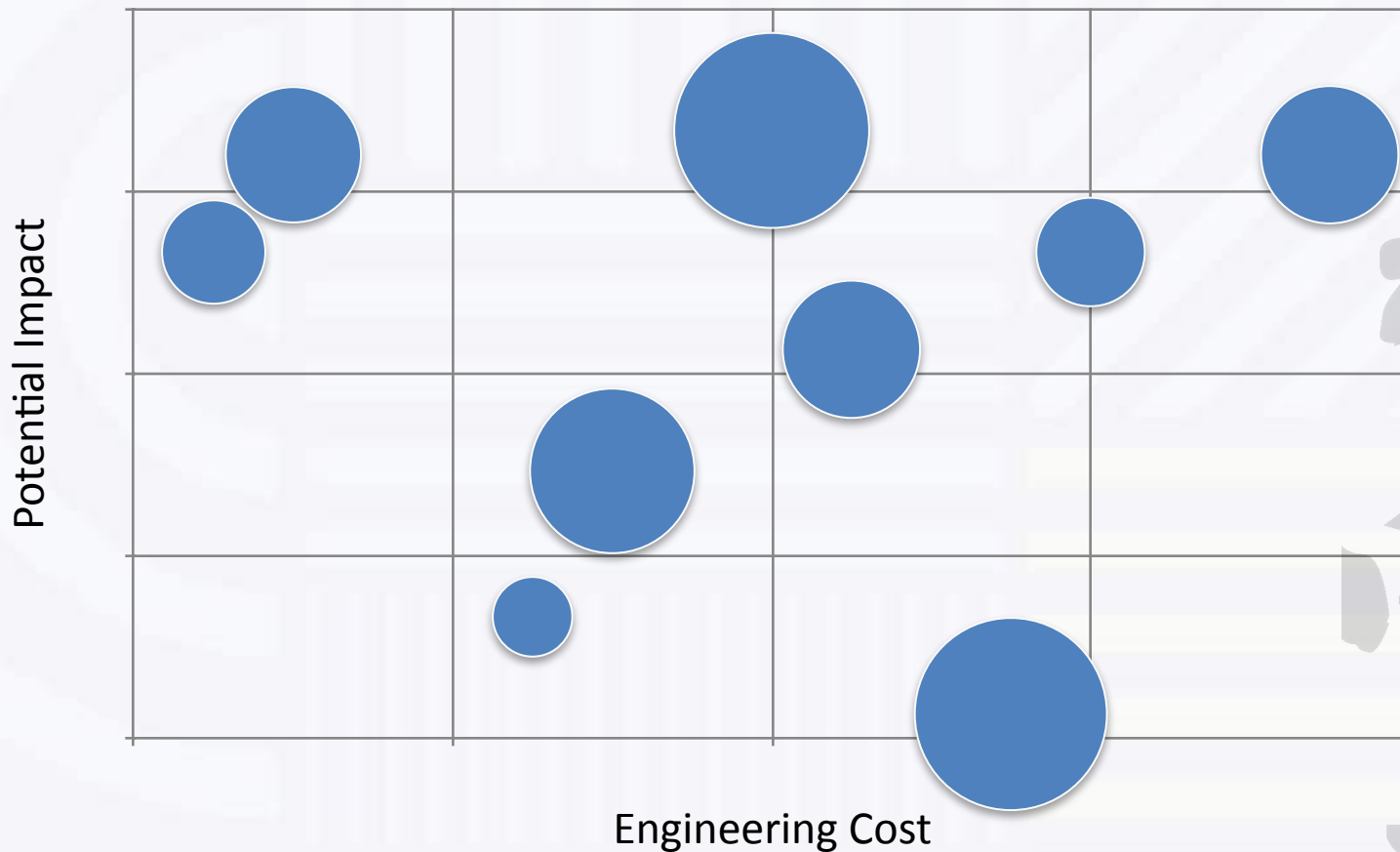|	
Observe the Pattern	病理研究
Design the treatment	开发药物
Experiment to verify	临床试验
Apply and monitor	药物监测
Convert into knowledge	反哺理论

Growth 的一座军工厂

Growth 的一个指挥部

Observe the Pattern

Design the treatment

Experiment to verify

Apply and monitor

Convert into knowledge

理解产品

统计素养

理解用户

理解工程实现
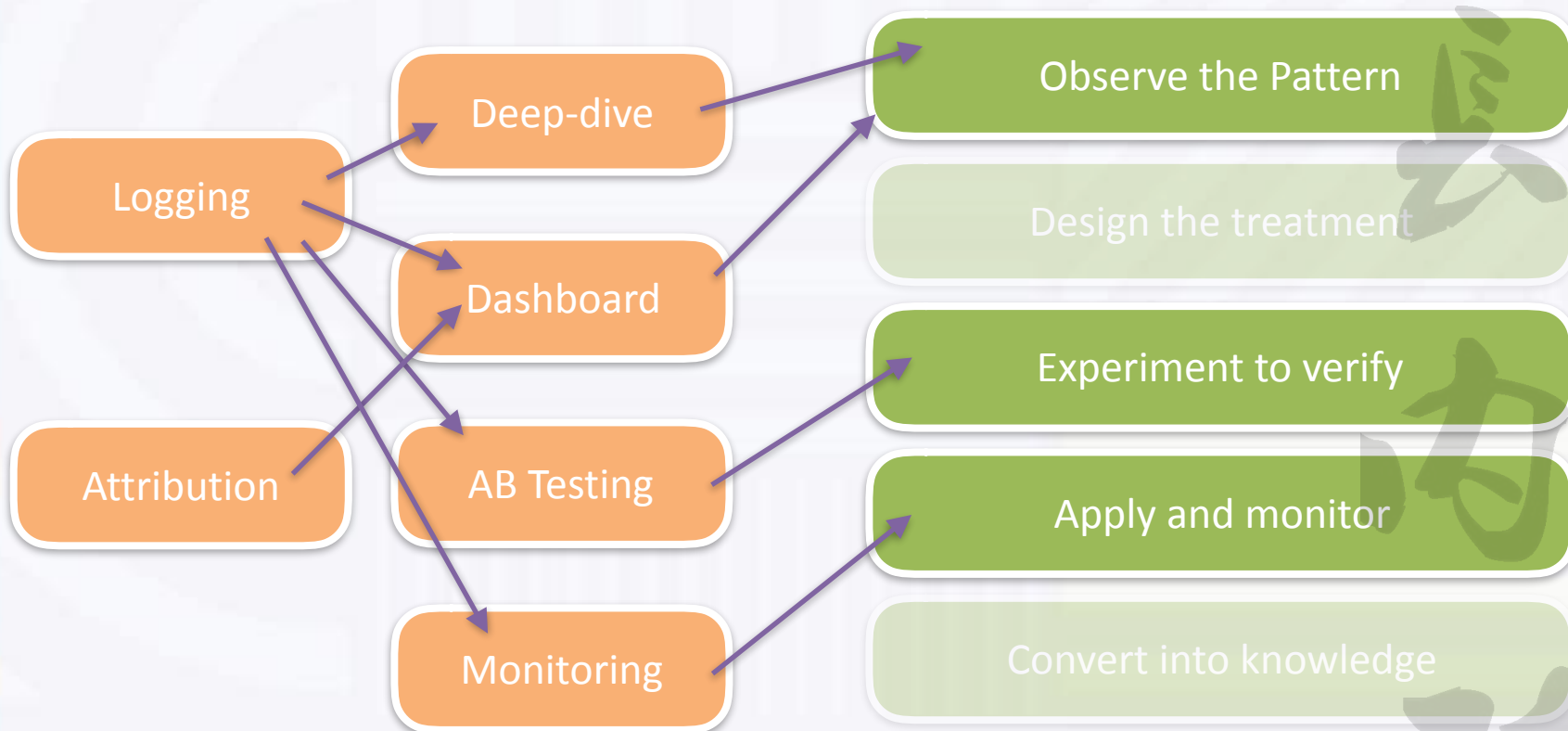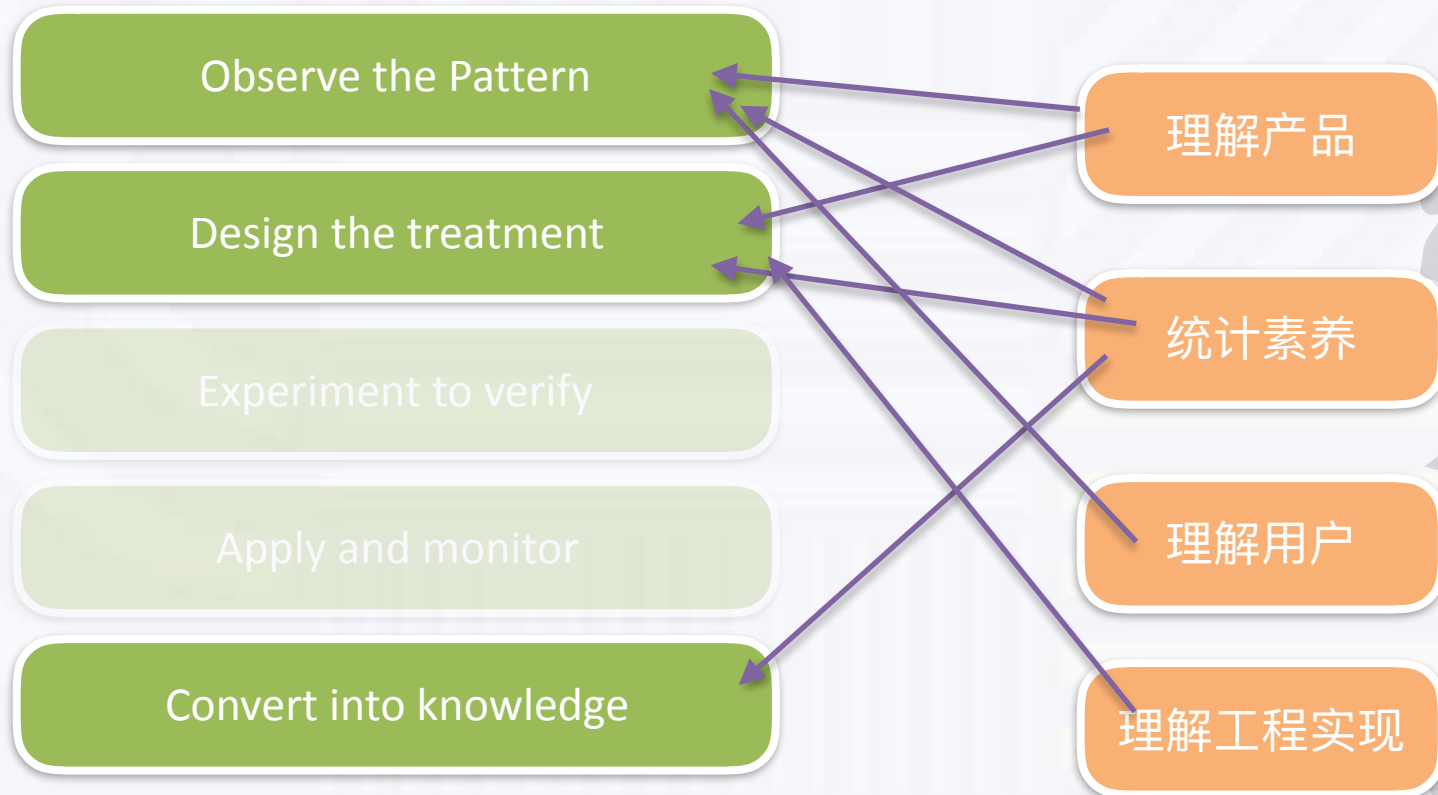
Growth 的一块阵地

	Impact	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week
Total	15%							
Exp 1	-1%				x			
Exp 2	2.20%			x				
Exp 3	1.50%				x			
Exp 4	-10%					x		
Exp 5	5%				x			
Exp 6	4.40%					x		
Exp 7							x	
Exp 8	?					x		
Exp 9							x	
Exp 10								x
Exp 11						x		
Exp 12	1.00%					x		
Exp 13	-4%			x				
Exp 14	0.40%					x		
Exp 15	?				x			
Exp 16							x	

Growth 实践中的一些心得

Retention! Retention! Retention!

Self-sufficient unit of engineering, analytics, product, design, and marketing; driven by engineers

A top-down strategy that encourages a bottom-up execution.

Fast iteration makes Growth more powerful.

聚焦前沿技术　　传递实践经验

Basic Assumptions of Growth

The final success of a product is defined by how users love it.

Everything can be measured, with some cost.

Growth is in the gene of a product.

聚焦前沿技术   传递实践经验

彼节者有闲，而刀刃者无厚，以无厚入有闲，恢恢乎其于游刃必有余地矣，是以十九年而刀刃若新发于硎。

虽然，每至于族，吾见其难为，怵然为戒，视为止，行为迟；动刀甚微，謋然已解，如土委地。提刀而立，为之四顾，为之踌躇满志，善刀而藏之。

GROWTH IN THE MOBILE WORLD

Hard to cross-link and attribute.

Challenges

Hard to iterate fast.

Hard to get users start.

Hard to do AB-Tests.

Mobile 环境下Growth 的机会和挑战

Device as entry point.
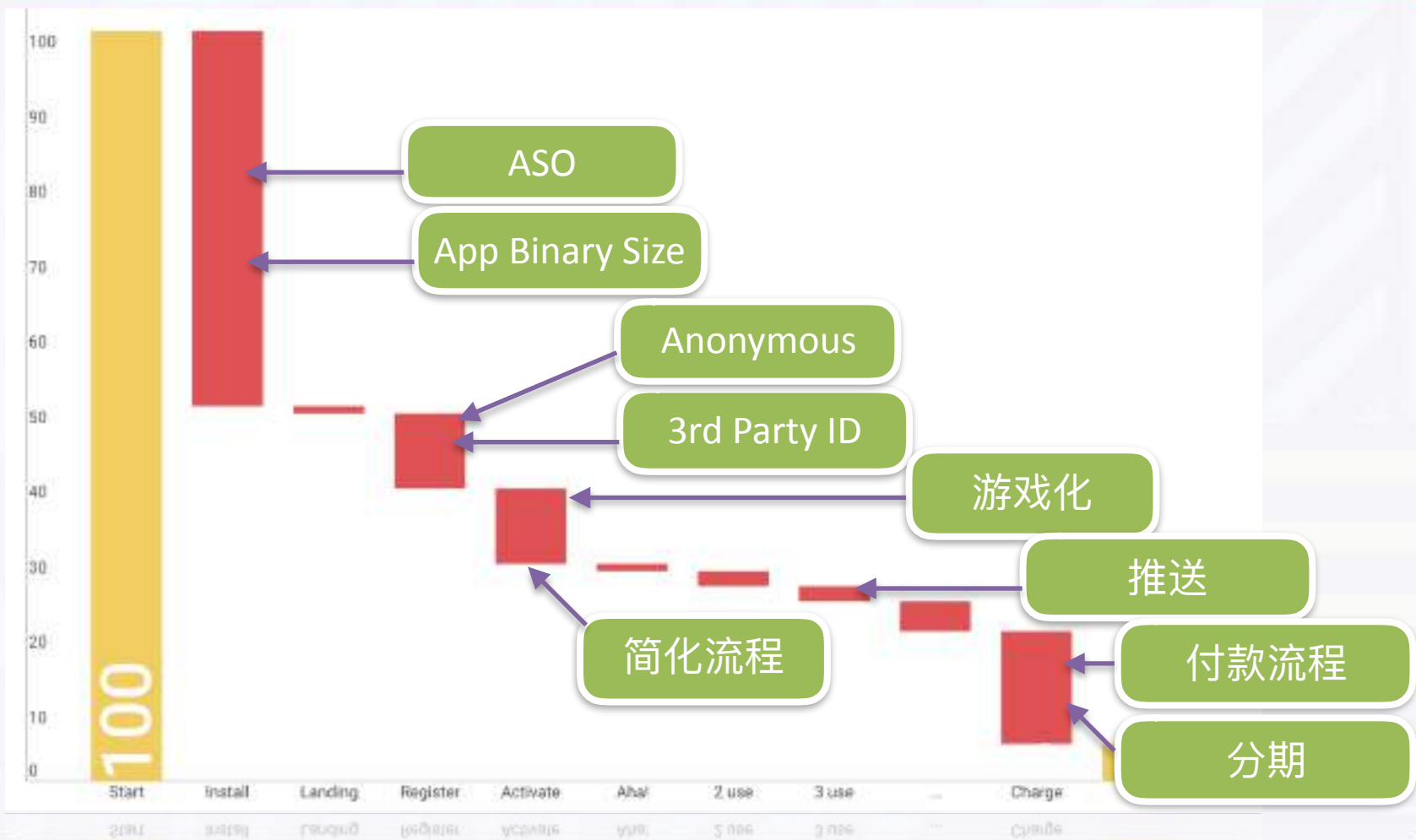
Opportunities

Device as identity.

Device as channel.

Funnel Analysis

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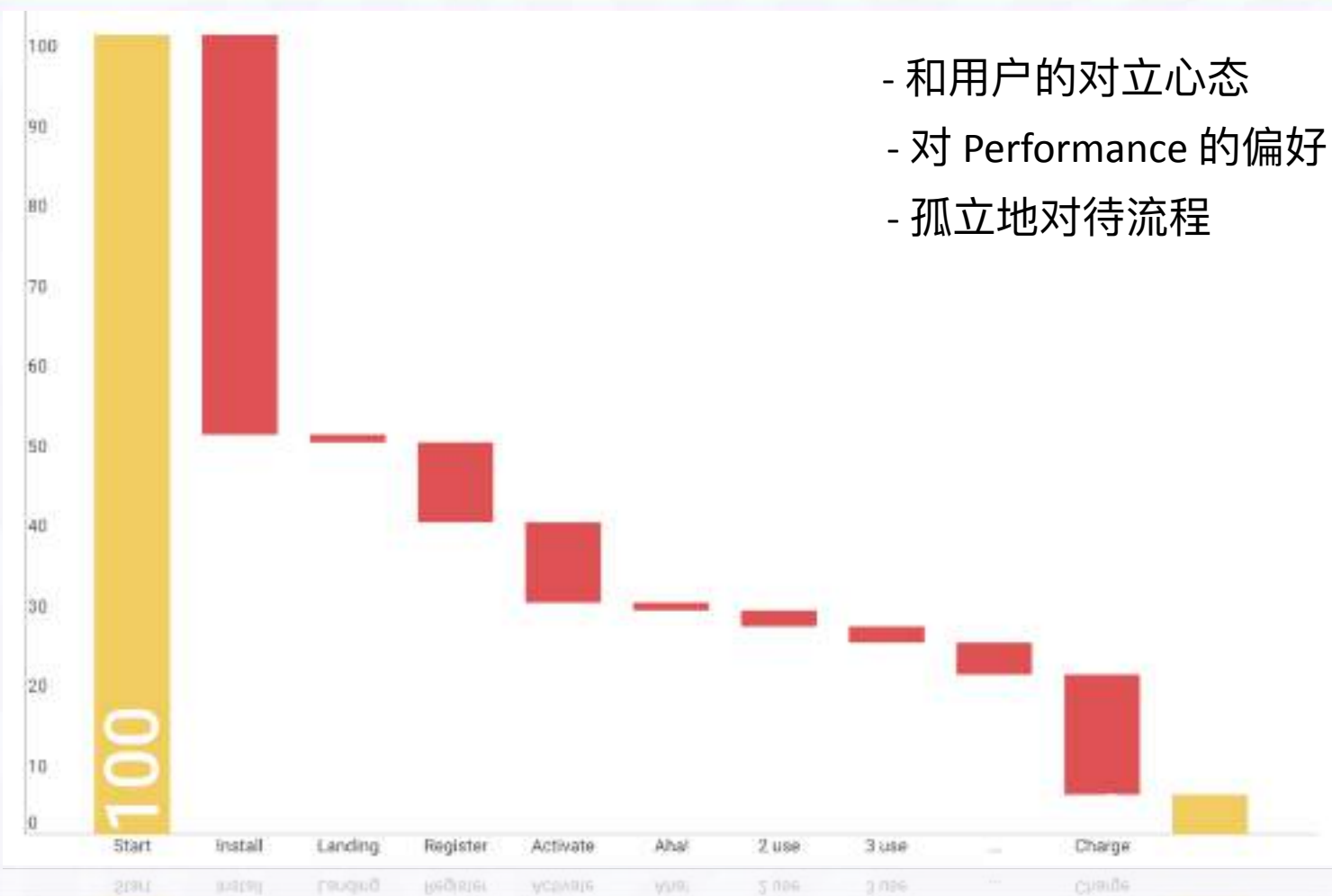
ASO

App Binary Size

Anonymous

3rd Party ID

游戏化

推送

简化流程

付款流程

分期

- 和用户的对立心态
- 对 Performance 的偏好
- 孤立地对待流程

User Intention Management

User Onboarding 的关键点

Drive to Aha! moment

Demonstrate functionality

Walk user through use cases

Convey the value

Leverage social trust

Shorten the time install -> value

Clarify your copy

Simplify information

Easy UI

Remove the pain

Eliminate unnecessary friction

Guide user to next important action
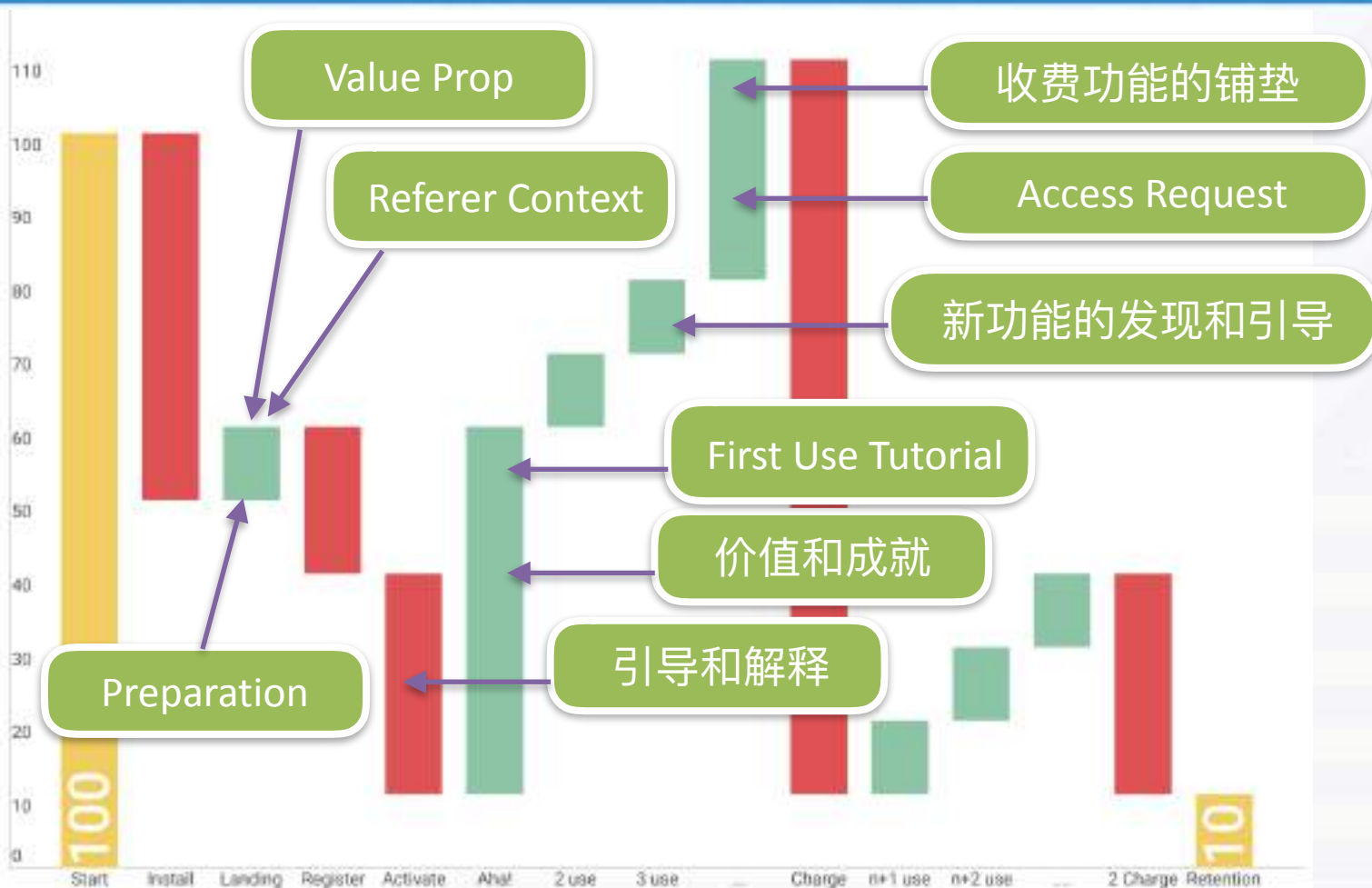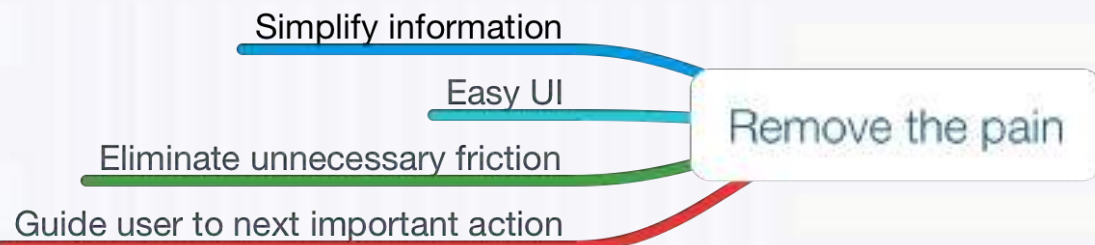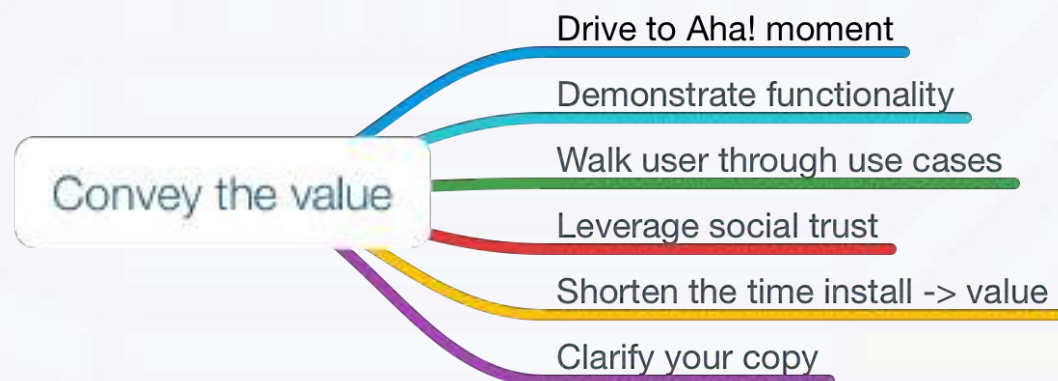
MOBILE GROWTH 的几个关键技术

Mobile Growth 的技术点比较驳杂

Channels	Push	In-App Messaging	Email	SMS	Search	Social (SNS, Blogging Platforms, Forums)	Mobile Ad Networks	TV, Print and Radio	Owned (AppStore Listing, Website, Blog, etc.)

Acquisition	App Store Optimization	PR	Content Marketing	Performance Marketing	Distribution Deals (inc. pre-installs, traffic exchange)	Viral Loops (invites and content sharing)	Cross Sell	Content Indexing (Mobile SEO)		Retargeting / International / Partnerships

Engagement &Retention	First Time User Experience (onboarding, sign-up flow, tutorial)	User Accounts (Data persistence across sessions & devices)	Deep Linking	Lifecycle Marketing	Activity Notifications	Community Engagement & Support

Monetization	Revenue Model (Freemium, Paid Apps, Ad-Supported, Subscriptions, Virtual Goods)	Payment Processing (Carrier Billing, PayPal, Offer Walls, Credit Card, Boleto, etc.)	Conversion Optimization	Pricing (Fixed, Dynamic, Regional, virtual currency bundles)	Merchandising (inc. virtual goods refresh & management, special offers, etc.)	Ad Inventory Management (Native Ads, Sponsorship, Direct Sales, Ad Exchanges)

Insight & Analytics	Install Attribution	Deeplink Attribution	Event Tracking	Campaign Measurement	App Store Analytics	ASO Keyword Performance Tracking	User Segmentation	Cohort Analysis	Content Analytics	Sentiment Tracking
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Mobile Growth Stack v3.0 www.mobilegrowthstack.com
@andy_carvell
(contributions from Moritz Daan)

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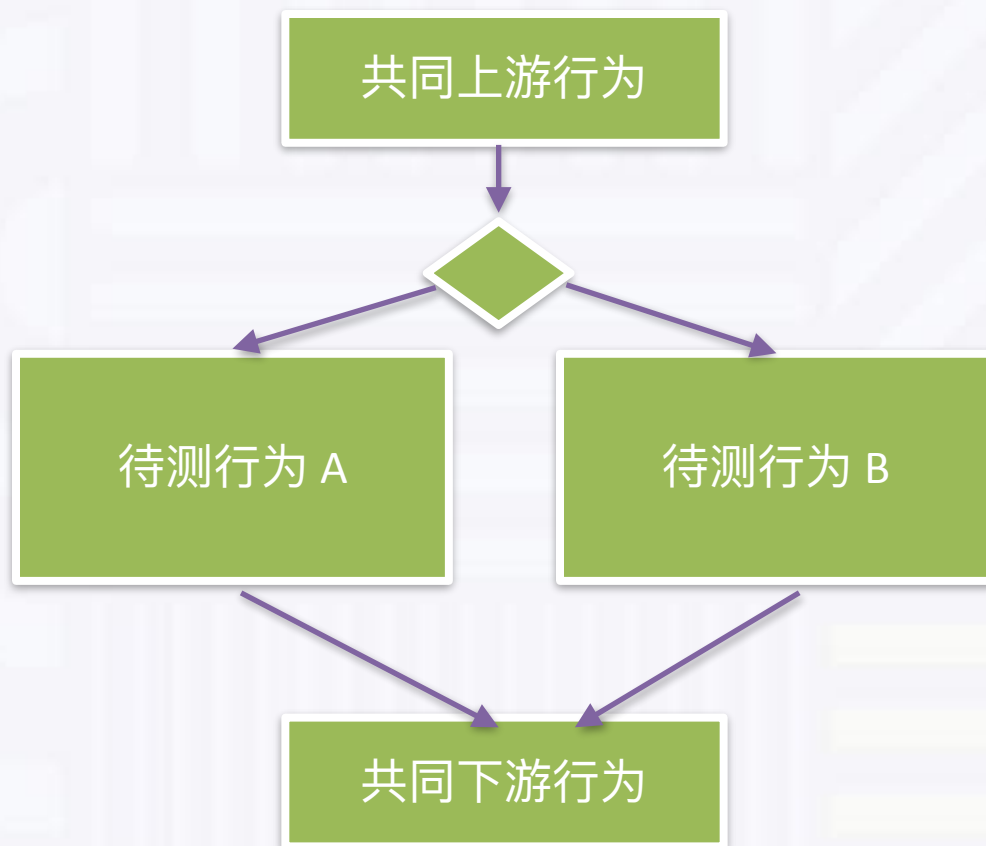| Channels	Push	In-App Messaging	Email	SMS	Search	Social (SNS, Blogging Platforms, Forums)	Mobile Ad Networks	TV, Print and Radio	Owned (AppStore Listing, Website, Blog, etc.)

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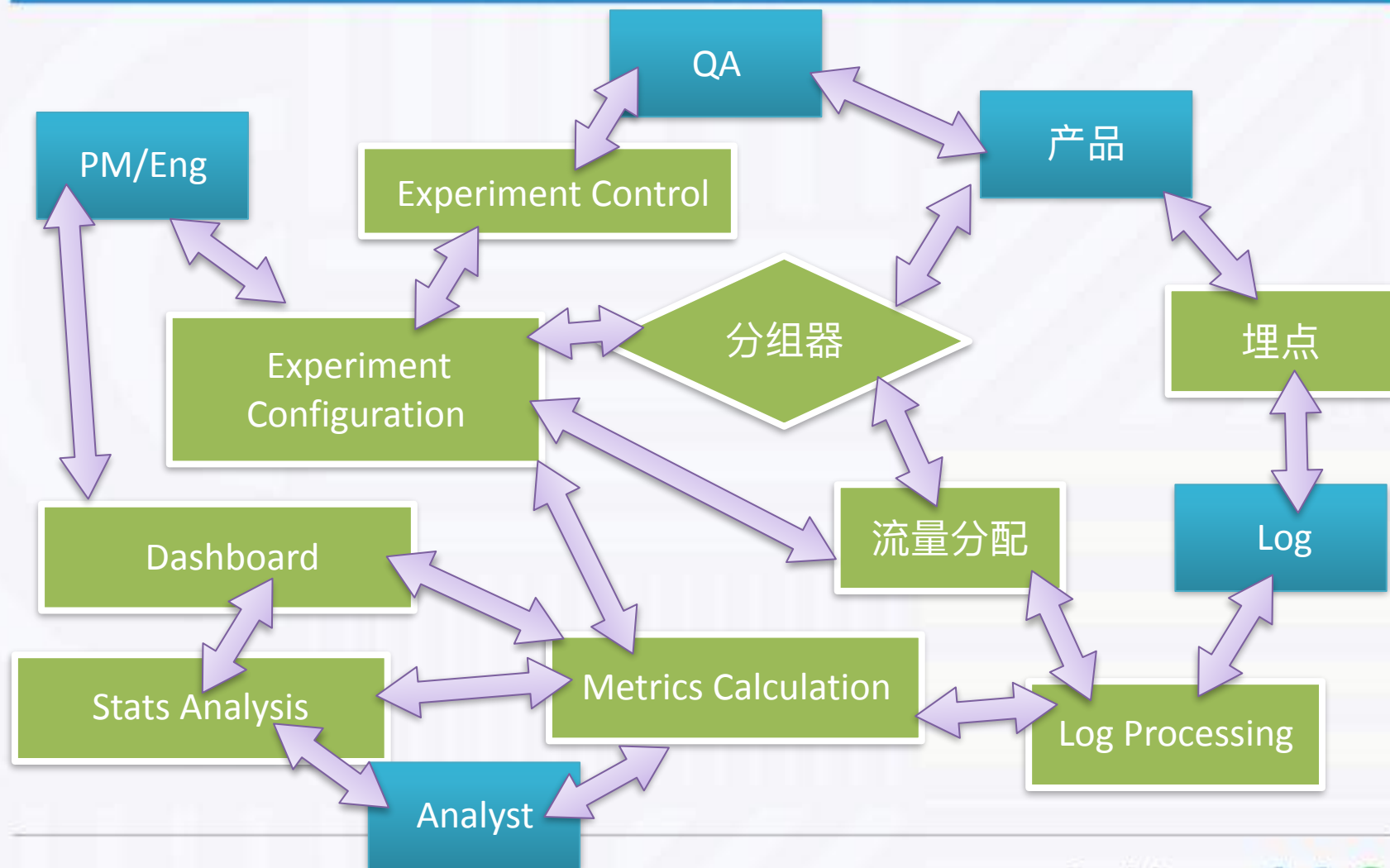| Insight & Analytics	Install Attribution	Deeplink Attribution	Event Tracking	Campaign Measurement	App Store Analytics	ASO Keyword Performance Tracking	User Segmentation	Cohort Analysis	Content Analytics	Sentiment Tracking
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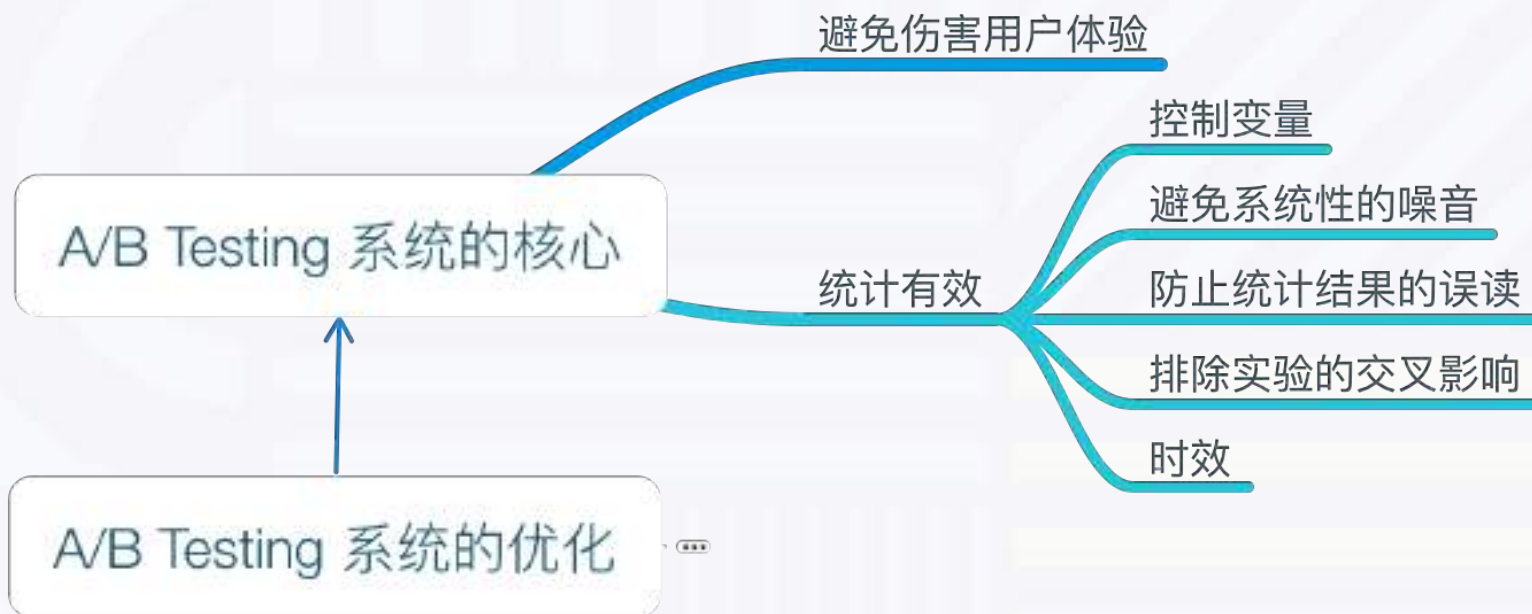@andy_carvell
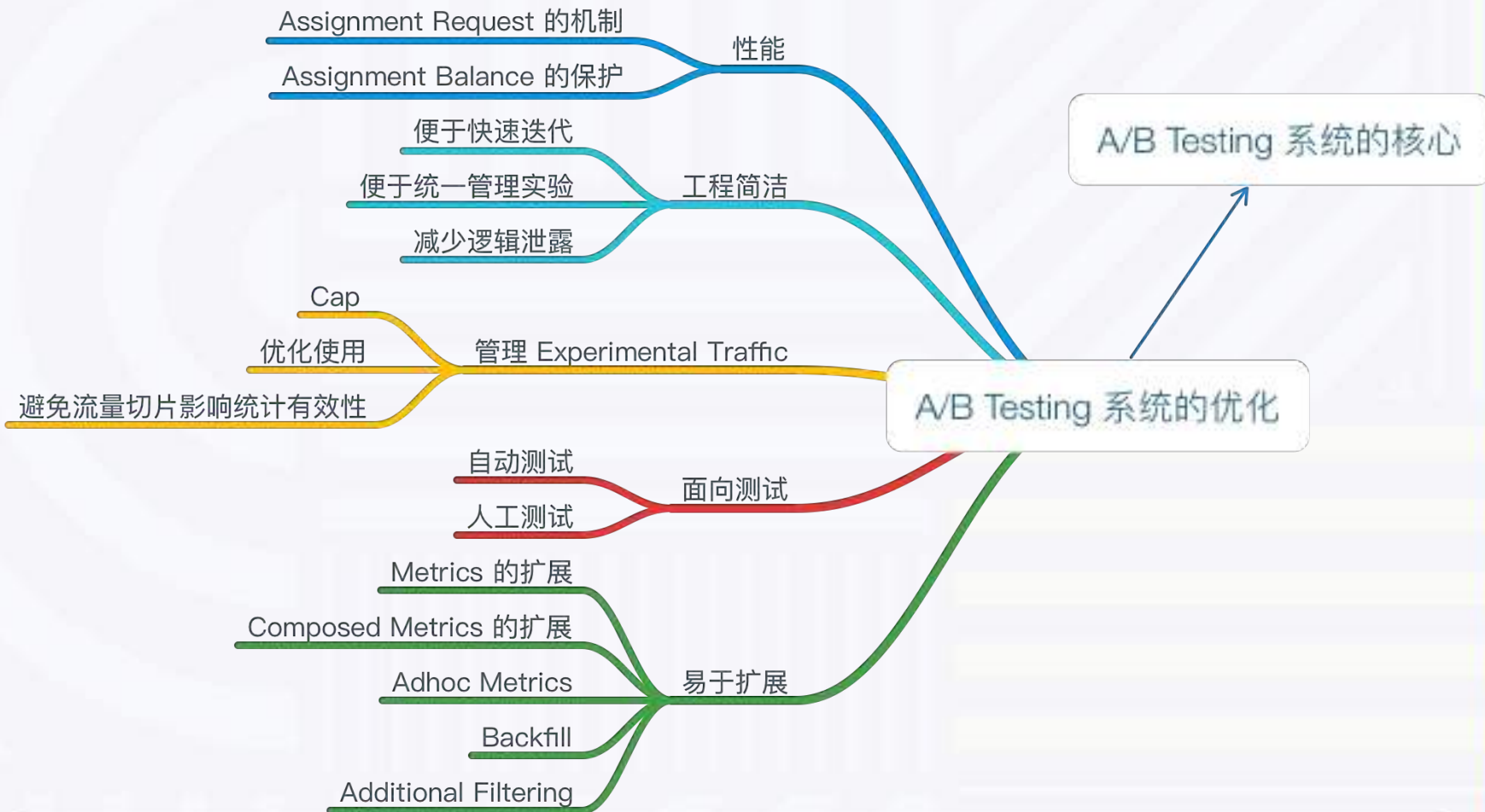(contributions from Moritz Daan)

A/B TESTING 系统的搭建

共同上游行为

待测行为

共同下游行为

A/B Testing 系统的搭建

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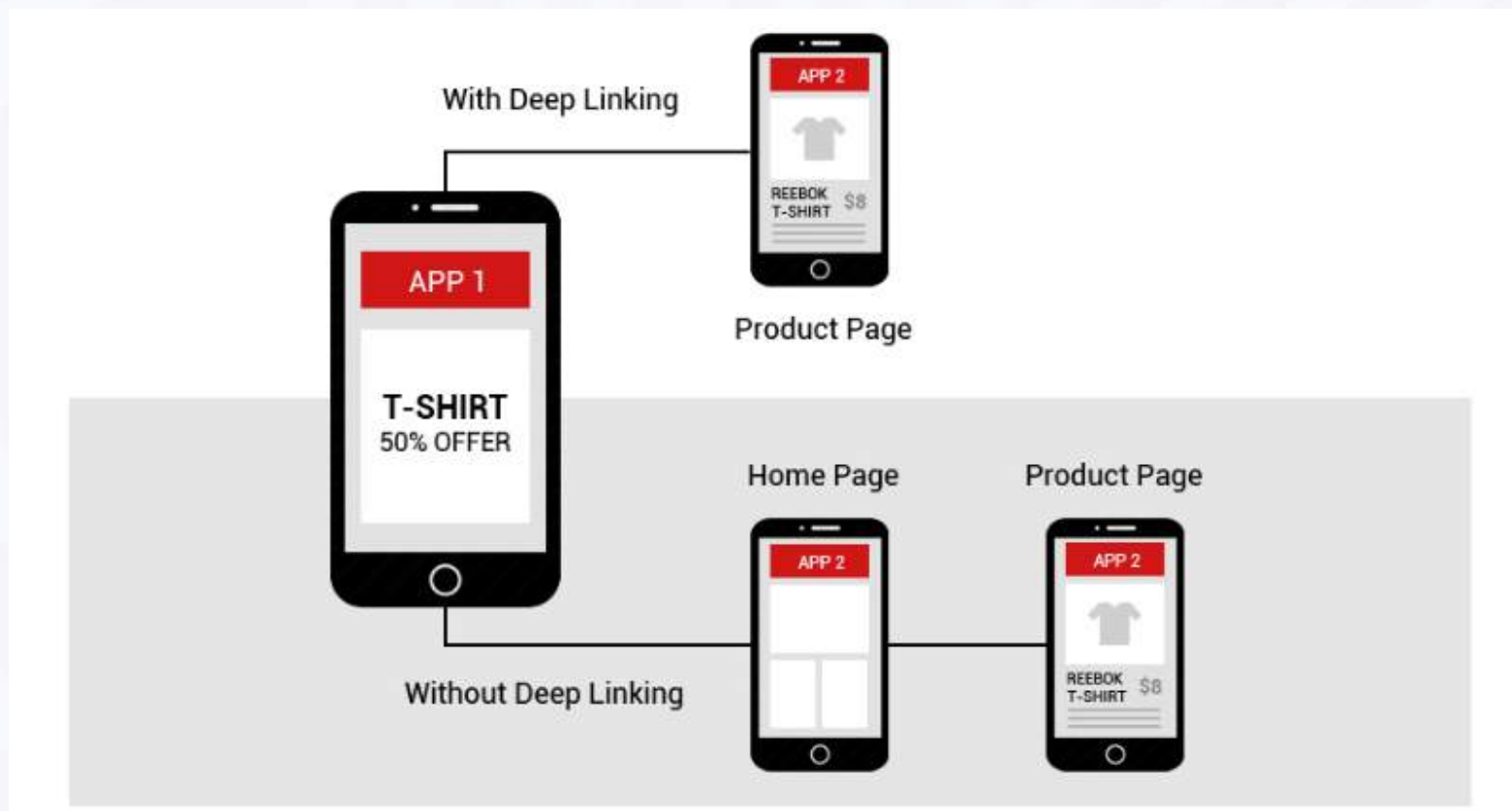| Insight & Analytics	Install Attribution	Deeplink Attribution	Event Tracking	Campaign Measurement	App Store Analytics	ASO Keyword Performance Tracking	User Segmentation	Cohort Analysis	Content Analytics	Sentiment Tracking
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DEEP-LINK 的趋势和使用

With Deep Linking
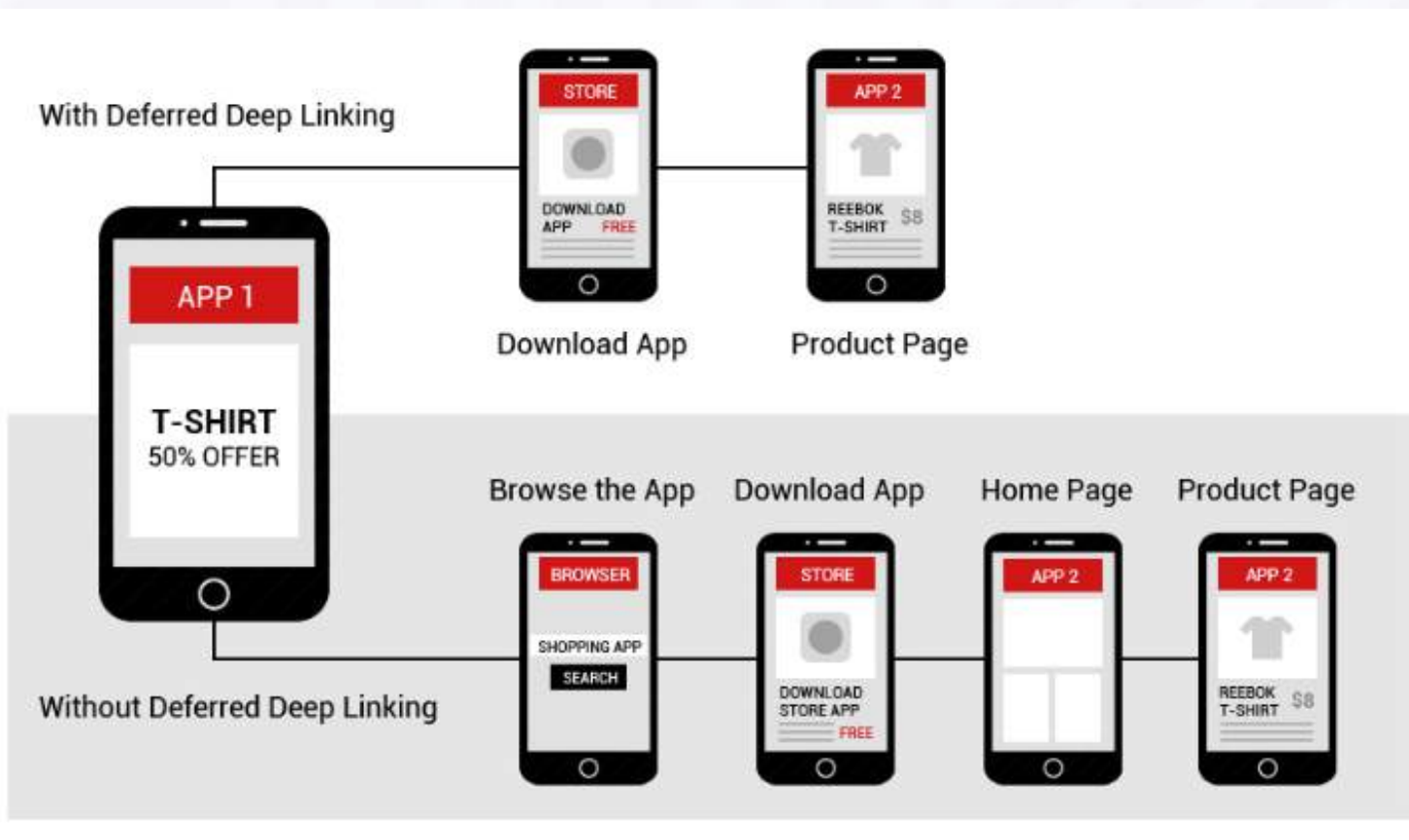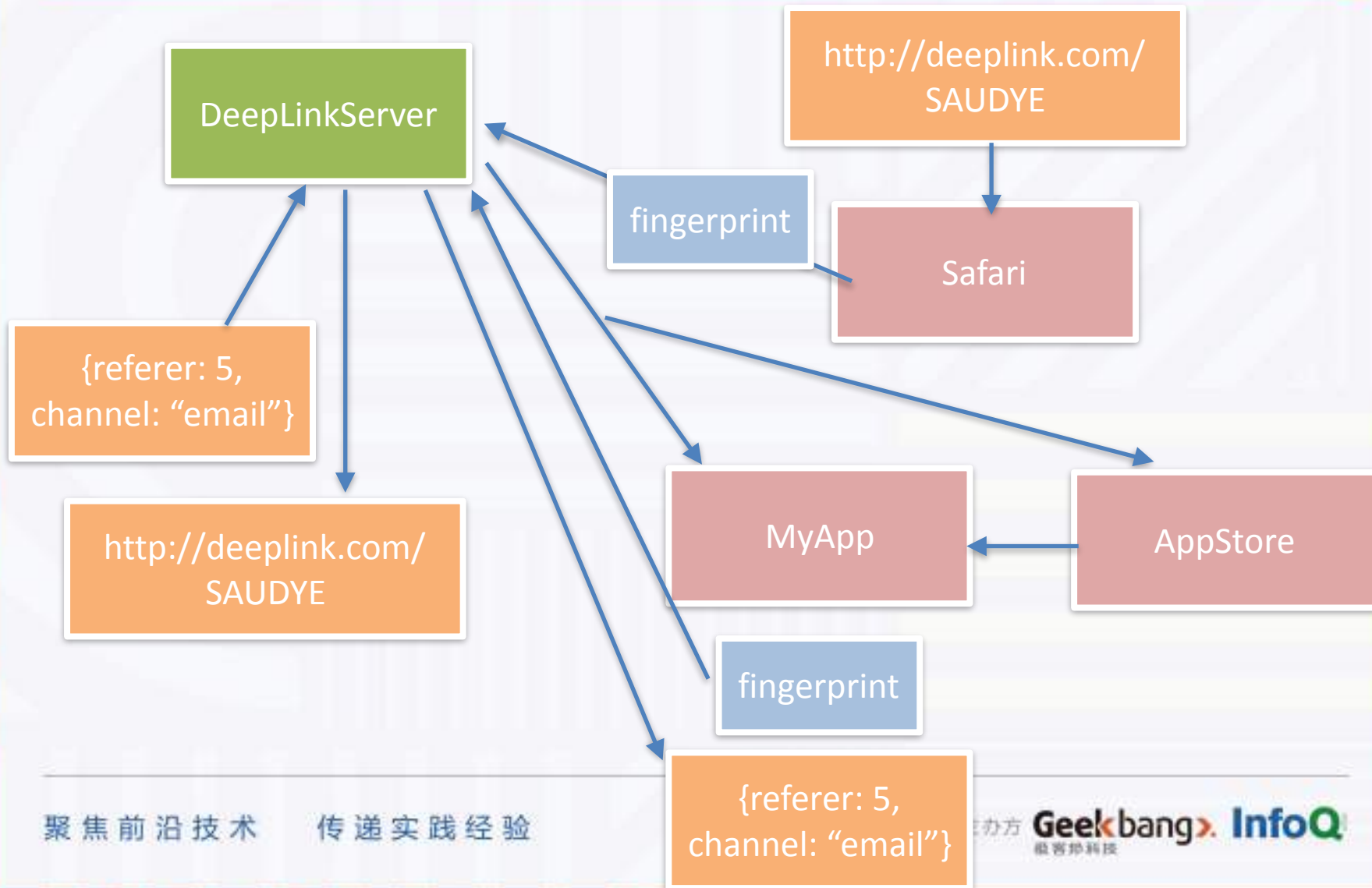
Product Page

Home Page   Product Page

Without Deep Linking

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DeepLinkServer

http://deeplink.com/
SAUDYE

fingerprint

Safari

{referer: 5,
channel: "email"}

http://deeplink.com/
SAUDYE

MyApp

AppStore

fingerprint

{referer: 5,
channel: "email"}

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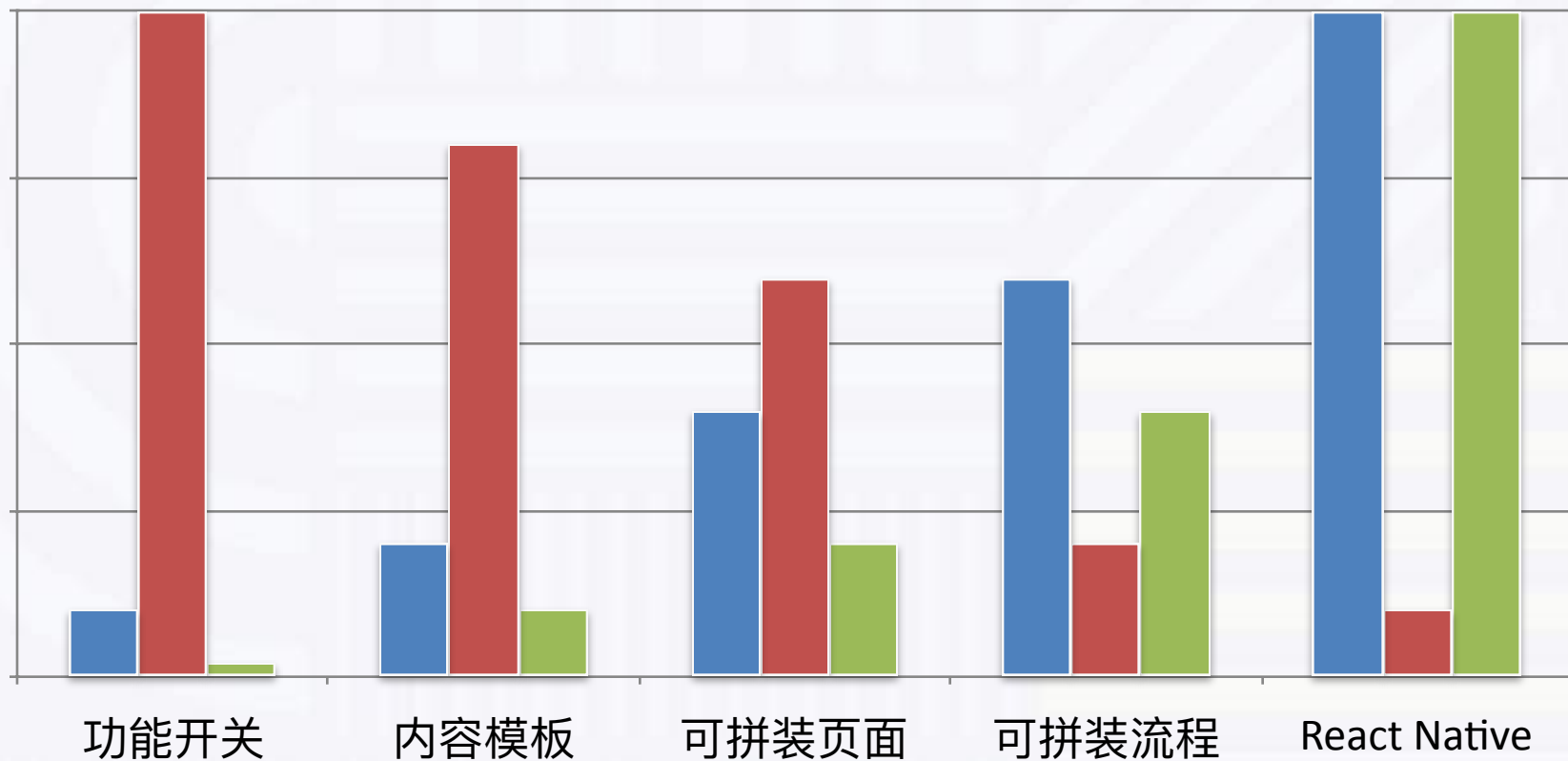@andy_carvell
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GROWTH 中的内容动态化

总结