

Acquisition

การหาลูกค้า

Engagement & Retention

Monetization

การสร้างรายได้

Analytics & Intelligence

Tech

PR

App Store Optimization

Content Marketing

Performance marketing

Influencer marketing

Cross-sell

web-to mobile, app-to-app

Virality

Invites & Content - Share

Content indexing

International

Retargeting

Partnerships & integration

Conversion optimization

Product

Proposition, Features
& UX, User accounts

Activation

FTUX, onboarding, tutorial,
aha moment

Lifecycle Marketing

Activity notification

Community

Engagement & Support

Revenue model
development

freemium, paid, ad-supported,
Subscriptions, Virtual goods

payment processing

carrier billing, paypal, offer walls
credit cards, etc

Pricing

Bundling, fixed, dynamic, regional,
virtual currency

Ad Inventory
Management

Native ads, sponsorship, direct
sales, ad exchange

Attribution

Event tracking

Campaign measurement

App store analytics & intelligence

User segmentation

Cohort analysis

Content analysis

Sentiment tracking

Incl. NPS

User testing

Screen flows

A/B test measurement

Conversion funnels

App performance analysis

ICPU, battery, network

LTV modelling

Growth accounting

Growth rate, churn, sessions

Growth modelling & scenario planning

Deep linking

A/B test framework

Marketing
automation SDK

Attribution SDK

Monetization SDKs

Analytics SDKs

Channels

Push notifications

Incl. browser push

Search

Incl. App Stores

Mobile display & video
networks

In-app messaging

Email

SMS

Social networks

TV, print, radio

Owned channels

App store listing

Messenger platforms

Mobile DSPs

Mobile SSPs

App streaming

Chatbots

Influencer platforms