

Basics of User Acquisition

Julien Geffriaud for Wayra



Vocab

- KPI
- Attribution
- Conversion rate
- CPM
- CPC
- CPI
- CPA
- ROI
- Pixel / Postback
- Re-targeting
- IO
- Install
- First open
- Conversion
- Source
- Organic
- Uninstall
- Retention

KPIs

- Always make sure you measure performance the same way:
 - Between Different campaigns (If you rely on FB reporting and Google reporting, the KPIs for performance are different)
 - Between App and Web,
- To do this, use an analytics system:
 - Web analytics
 - Mobile app install attribution
- Define goals:
 - Install
 - Registration
 - Purchase

Tools

Web

- Analytics + Goals
- Google / FB conversion points

App

- App install attribution
- Small custom BI system to match events to spend (Depending on the attribution tool)

Attribution

There are multiple Multi-Channel Attribution models:

1. **Last Interaction/Last Click Attribution model**
2. Last Non-Direct Click Attribution Model
3. Last AdWords Click Attribution Model
4. First Interaction/First Click Attribution Model
5. **Linear Attribution Model**
6. **Time Decay Attribution Model**
7. **Position Based Attribution Model**
8. **Customized/Personalized Attribution Model**

Bad model, unfortunately industry standard

Source:

<http://www.kaushik.net/avinash/multi-channel-attribution-modeling-good-bad-ugly-models/>

Attribution Tips

- Make sure to tag ALL of your traffic.
- If you can't look at your ROI, look at your CPA.
- Cross platform adds a lot of complexity to your attribution analysis.
- If you start adding offline to the mix, it is important to plan it to create experiments

=> Without accurate attribution, you can't properly measure the performance of a channel in relation to another.

User acquisition channels

All channels are not equal and they don't address the same part of the funnel:

- Google Search: Very “Bottom of the funnel”, you reach the potential users when they express an intent => Best time to convert.
- Facebook: Very large scale, but the time you reach the user is not ideal. Targeting functionalities allow to get really good results.
- Display networks: The performance varies upon the product. The targeting is very limited.
- Mobile app install channels: Similar to Display.



User acquisition channels tips

- Keep an eye on your conversion rates.
- Try anything that could potentially work.
- Always trust machine optimized campaigns more than human optimized campaigns.
- Mobile ad network ecosystem is very fragmented and everyone buys from everyone, be inquisitive.
- Make sure all IOs (insertion orders = contracts to run online advertising campaigns) have a short out-clause.

User acquisition campaigns

- Always build the campaigns as granular as possible to be able to identify what segments function and which ones don't:
 - Different platforms
 - Geos
 - Gender / age when possible
- Use the landing page that will offer least friction:
 - Optimized Landing Page for web or Mobile Web (Always A/B test the Landing page top optimize the conversion rates),
 - App store page for an App

Bidding type

CPM

CPC

CPI

CPA



Risk is on the advertiser

Higher volume

Risk is on the network

Lower volume



Re-targeting

Re-targeting, or re-marketing, is the action of serving an ad to a user based on his past action with your site / app.

Imagine a user who came to your site/App and didn't convert, you can re-target this user by identifying him (With a pixel or a device ID) and serve him an ad that will encourage him to come back to take the action.

A lot of different companies offer re-targeting, but some do only re-targeting. Also a new feature now is to offer cross-device re-targeting.

Thank You !

Thanks for your time. If you have any additional questions, you can reach out to me at:

Geffriaud@gmail.com

www.Julieng.com

