MobiWeb

Making the world seem smaller!
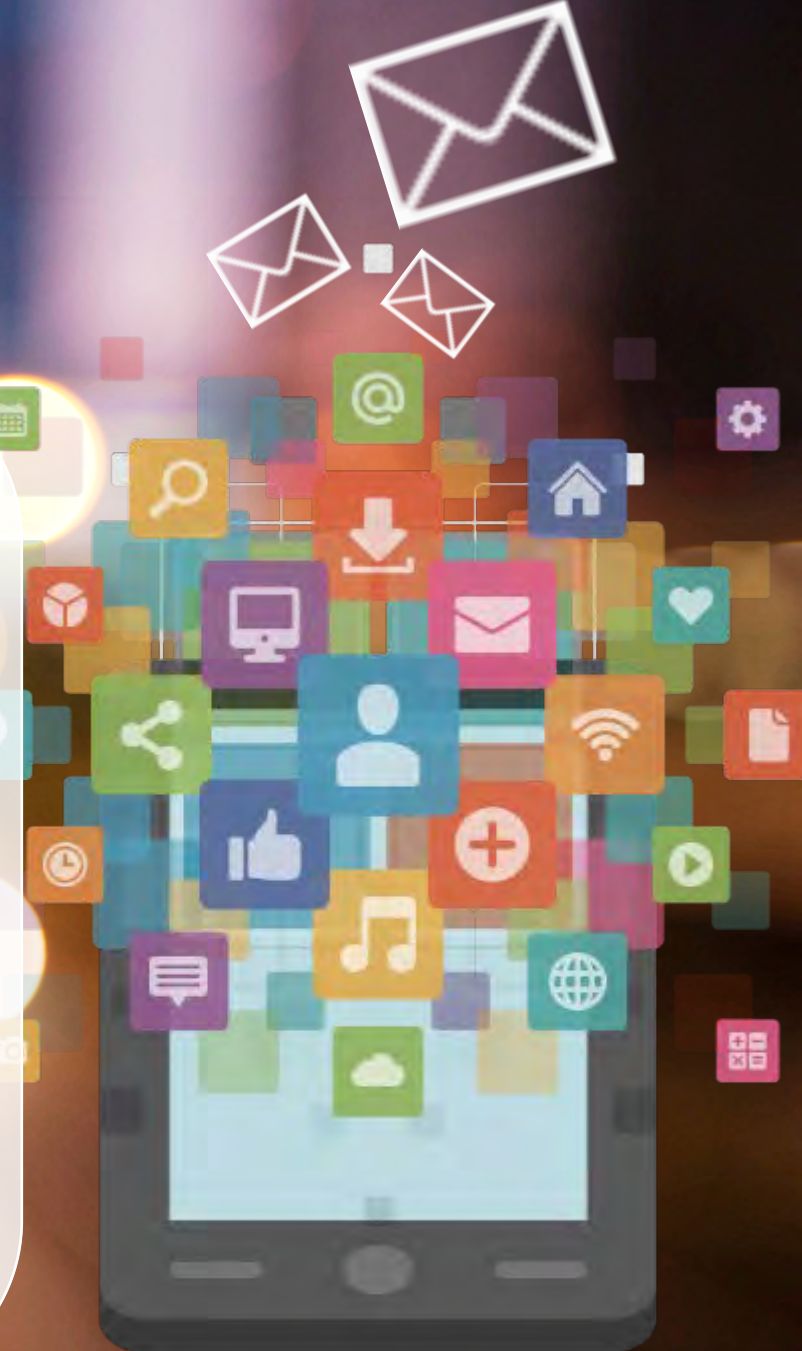
GSMA Associate Member

SMS for App Promotion & Engagement

TABLE OF CONTENTS

The Mobile World – Introduction

Today's life is mobile. Literally, people spend a considerable amount of their daytime on the way and use their mobile phones more than ever.

By early 2015, there will be more mobile phone subscribers than the world's population, while smartphone penetration is rapidly increasing in many markets around the world. It is expected that by 2015 smartphone users will total at least 2 billion.

Mobile apps and smartphones are the latest trend in the industry, offering rich functionality. The mobile app market is booming and is predicted to worth US$25 billion by 2015.

The Mobile World – Introduction

Growing profitable and loyal users' bases is critical to mobile applications. However, the mobile app market is very competitive. There are over 2 million mobile applications published in the major app stores. Furthermore, 25% of mobile apps are downloaded just once and then never used again, while each user uses on average no more than 29 apps per month.

All these facts generate intense competition in the mobile app market. Mobile apps face difficulties getting noticed in crowded app stores and converting desktop and ad traffic to app installations.

SMS can help mobile application developers & publishers in app promotion and distribution, user conversion, user engagement and user retention. SMS is a well-established, mature technology that is compatible across all mobile phones, requires no data and is cost-effective. With an open-rate of 98%, it leads engagement in the mobile channel. World-renowned and successful mobile apps already use SMS for promotion, distribution and user engagement.

The Mobile World – Facts

- Subscribers carry their mobile phone and use it for everyday activities 24 hours a day, 7 days a week.
- 7 billion subscriptions worldwide.
- 2 billion smartphone users.
- Mobile app market worths $25 billion.
- 2 million mobile apps available.
- 25% of mobile apps downloaded and used once.
- Users use no more than 29 mobile apps per month.
- All mobile phones support SMS (smartphones, multimedia and feature phones).
- SMS has an open-rate of 98%, requires no data and is cost effective and ubiquitous.

The Mobile World – Mobile App Market Intense Competition

25% Apps downloaded & used once

2 Million Mobile Apps available

29 Mobile Apps used per month

Crowded App Stores

The Mobile World – SMS

98%

SMS
Open-rate

100%

Of mobile
phones
support
SMS

No data and no
notifications
requirement,
ubiquitous
&
cost effective

96%

Of
smartphone
users use
SMS

SMS – App Promotion & User Acquisition

App stores facilitate over 2 million applications. Competition in these crowded app stores is difficult. Mobile applications depend to ads linking to app stores and app landing pages in order to drive user installations.

However, a percentage of ad traffic originates from different platforms (desktop, TV). These platform gaps and highly competitive app stores decrease conversion rates for mobile applications.

With SMS marketing campaigns, mobile applications can by-pass platform gaps and app-markets competition, providing direct mobile app download links or links to their app market pages. Conversion rates increase since these links are stored directly in the users' mobile phones, available for instant or later use. No distractions, no confusion, just downloads at the most relevant time point. And it's measurable with URL click tracking.

SMS – App Distribution / Conversion

For mobile applications, getting noticed among so many competitors is harder than ever. App distribution and user acquisition present the biggest challenges.

Sending a potential user to an app store is like asking a potential customer to go to a shopping mall and choose your specific brand. Once at the app store, there is no control over what the consumer will eventually choose to install on his smartphone. This is highly unpredictable. Only mobile app ads are not affected by this. However, mobile app ads efficiency is severely limited by its requirement of the user using another application that displays mobile ads.

Mobile applications can instantly reach their potential users with a direct download link, safely converting ad traffic to actual users, by using SMS enabled web widget ads or ad landing pages.

SMS – App Distribution / Conversion

Web Widget / Ad Landing Page receives mobile number from user & sends SMS Download Link

MobiWeb Mobile Messaging Platform

1 New message

Here is your download link: www.mobileapp/download

APP

App Download

Platform Identification Redirect Page

SMS – User Mobile Verification

Mobile applications need to offer extensive security to their users. Scam and fraud impact negatively users and decrease user's experience and satisfaction.

With SMS Two-Factor Authentication (2FA) One-Time PIN (OTP), mobile applications can add a much needed extra layer of security for their users.
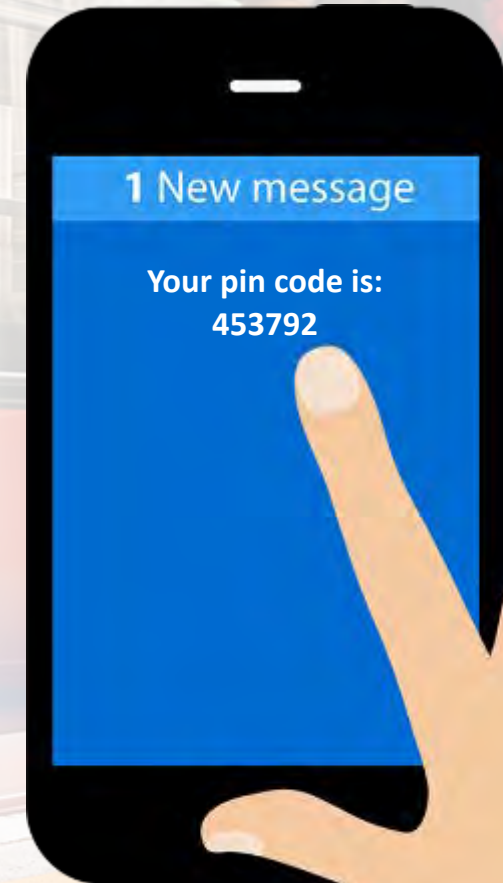
Furthermore, 2FA guaranties valid input of users' mobile numbers, helping in the generation of highly relevant mobile number lists for user engagement, while increasing customer experience, convenience and satisfaction.
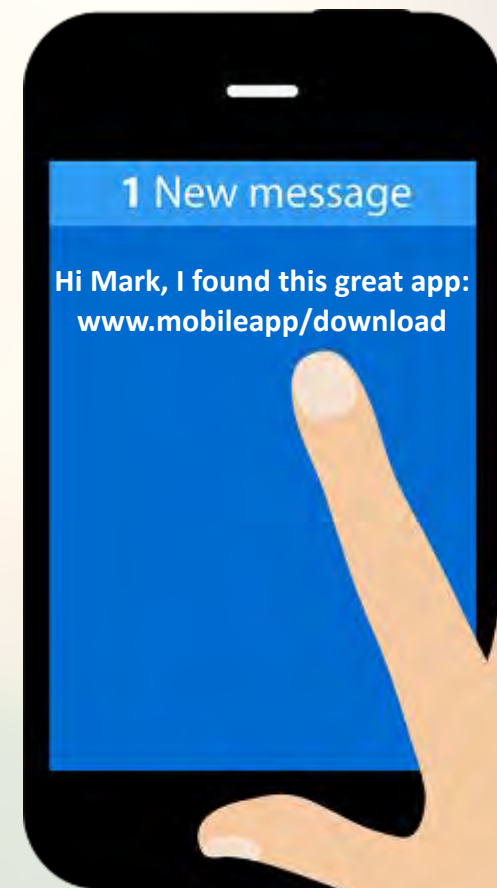
SMS – App Referral

In marketing, communities dominate brands. Based on several studies, referral programs do indeed pay off. Referral marketing is key to success of mobile applications.

Mobile applications can offer referral programs where their users can invite their friends to join with incentives (for the inviter and/or the invitee). Simply put, personal recommendations between friends is a powerful tool that mobile applications can expand their user base with.

With SMS download links into the mix, mobile applications by-pass app market competition and device/platform fragmentation.

SMS – App Referral

Mobile Application User invites friend to use App

MobiWeb Mobile Messaging Platform

INVITE

1 New message

Hi Mark, I found this great app: www.mobileapp/download

APP

App Download

Platform Identification Redirect Page

SMS – User Engagement & Retention

Mobile applications use regular content updates, social networks and push notifications to drive user engagement and retain their user base.

While all these methods are recommended, mobile applications currently do not have any fallback strategy for the percentage of their user base that chooses not to receive push notifications.

SMS is an excellent engagement and retention fallback strategy for mobile applications when push notifications are not available (due to no data connectivity or disabled push notifications).

SMS – User Engagement & Retention
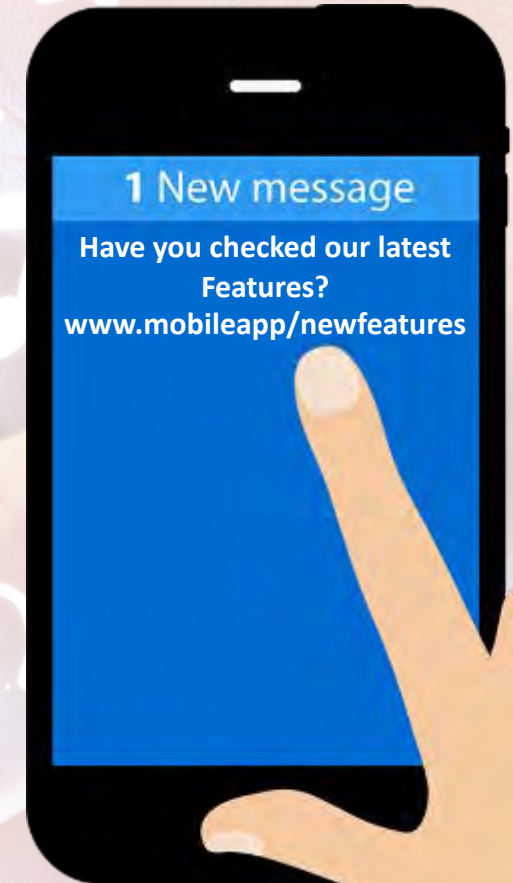
Mobile Application
Content Update
SMS Campaign

MobiWeb
Mobile Messaging
Platform

MobiWeb
Making the world seem smaller!

1 New message
Have you checked our latest Features?
www.mobileapp/newfeatures

APP

App Launch

www.

Custom URL Scheme

SMS – User Re-Engagement

In a perfect world user retention should be 100%. However, mobile applications face low user retention levels. Research shows that the average retention level is 14%. That means that only 1 in 7 users continues using a mobile app after day one. The rest users abandon the mobile app.

With such low retention levels mobile applications should have a re-engagement strategy. Email is straightforward, but its open-rate is only 22%. SMS is a great channel for re-engaging users, boasting an open-rate of 98%.

SMS – User Re-Engagement
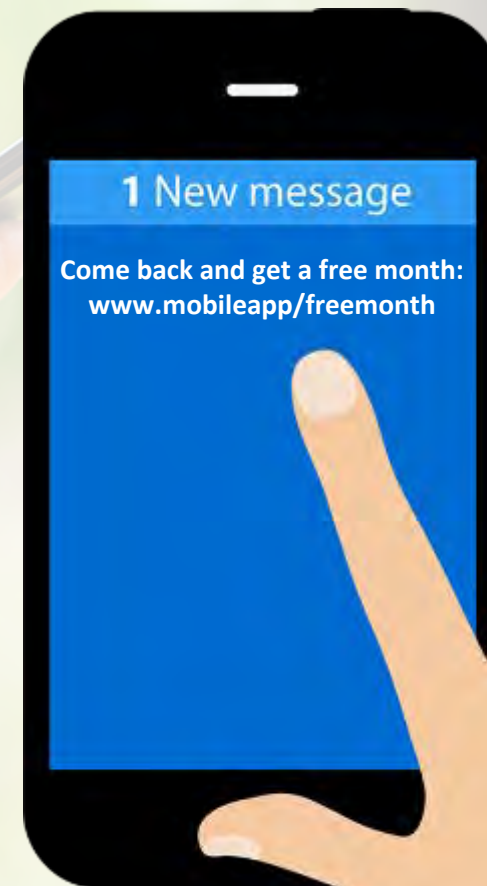
Mobile Application
Re-Engagement Offer
SMS Campaign

MobiWeb
Mobile Messaging
Platform

Mobi**Web**
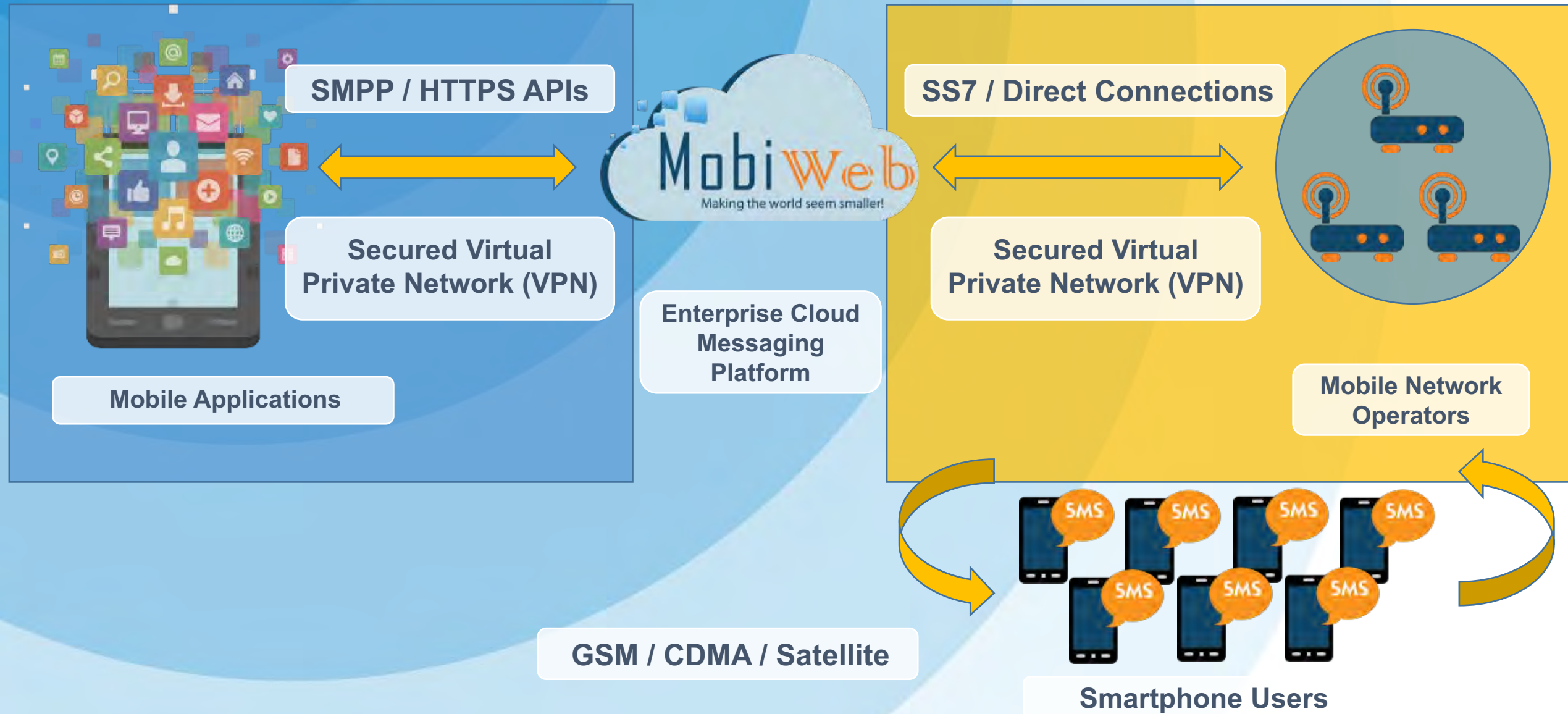Making the world seem smaller!

1 New message

Come back and get a free month:
www.mobileapp/freemonth

APP

App Re-Install

Platform Identification Redirect Page

SMS – Features

- 98% SMS Open-Rate

- No Data Connection or Push Notifications required

- 96% of Smartphone Users use SMS

- 6 to 8 higher engagement rates than Email

- Up to 45% Click Through Rate (measurable with URL click tracking)

- Worldwide Coverage

- Simplified Global Messaging through one interface

- 100% Supported, Established, Cost Effective & Ubiquitous Technology

SMS – Features

- High Performance (2000 SMS per sec)
- High Availability (99%)
- Enhanced Security (VPN / up to 1024bit AES Encryption)
- 24/7 Enterprise Support through SLAs
- Minimal Foot Print in IT Infrastructure (No programming libraries required)
- Easy Integration (HTTP APIs)

SMS – Benefits

- Increased traffic conversion to app installations
- By-pass app store competition & platform traffic fragmentation
- Increased user acquisition
- Increased referral programs performance
- Increased user engagement & retention
- Minimized app abandonment
- Increased user re-activation
- High availability anywhere, anytime and without internet.
- Increased security

About MobiWeb

Since its establishment in 1999, MobiWeb has been providing global SMS Messaging for B2B, B2C and C2C mobile interaction.

MobiWeb has established multiple direct connections with mobile operators around the globe. This makes MobiWeb the ideal partner for companies that demand high quality SMS messaging services, meeting the most demanding enterprise requirements.

MobiWeb actively participates in the development of the mobile ecosystem as a GSMA associate member.

Using direct connections to telecommunication carriers and operators in the largest cloud data centers spanning across the globe, MobiWeb provides high quality telecommunication solutions to more than 2350 enterprises.

MobiWeb
Making the world seem smaller!
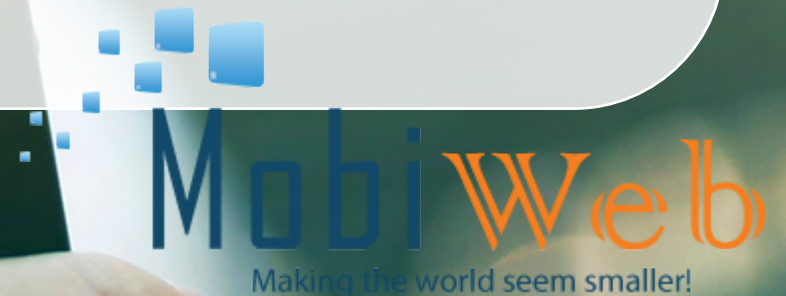
Quality

- Worldwide reach, covering 96% of the world

- High performance SMS messaging processing

- Strict Service Level Agreements

- 99% service availability with fallback ability – Redundant Infrastructure

- Enhanced security

- Easy integration with minimal footprint

High Performance

Worldwide Reach

SLAs

Unrivalled Quality

99% Availability

Enhanced Security

Easy Integration

www.solutions4mobiles.com