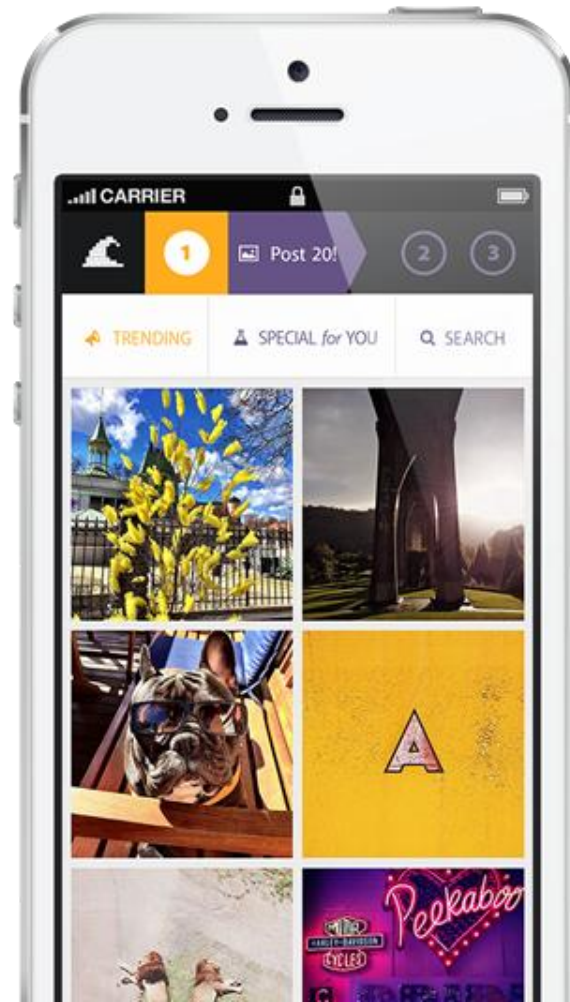




Lean User Acquisition

avagy a mérés eredménye

daniel.nagy@brickflow.com



Tartalom

1. Lean Marketing - miért fontos mérni?
2. Értékaajánlat tesztelés
3. Marketing csatorna tesztelés
4. Appletöltések mérése

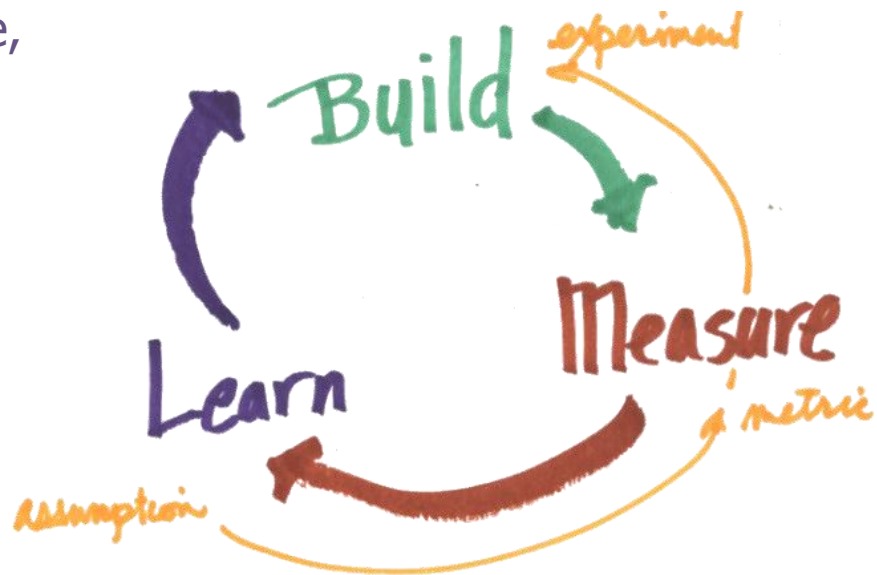


Lean Startup

Iteratív termék design, fejlesztés és paicra vezetés

Minimum életképes termék **(MVP)** élesítése,
amint lehet

a minél gyorsabb
felhasználói visszacsatolás érdekében.



Lean Marketing

**Tesztkampányok indítása minél gyorsabban,
pl. amíg a landing page elkészül**

~~Tökéletes szöveg és kreatív~~

Product/Market Fit

Szövegek és kulcsszavak konverziós hatásának elemzése

Értékajánlat tesztelés

Egy jó applikáció csak félsiker

Product/Market Fit! = Egy valós és erős piaci igény kielégítésének foka

A piac igényei értékajánlat (value proposition) tesztekkel felmérhetők



A chat app that gives you content to talk about

Based on your interests, we give you great
photos and videos that you can discuss
with your friends while chatting

Subscribe to get early access!

GO



Find great content to share on Facebook

Based on your interests, we automatically give you the best photos and videos that fit your style. You choose the ones you like, and publish with a click.

Subscribe to get early access!

GO



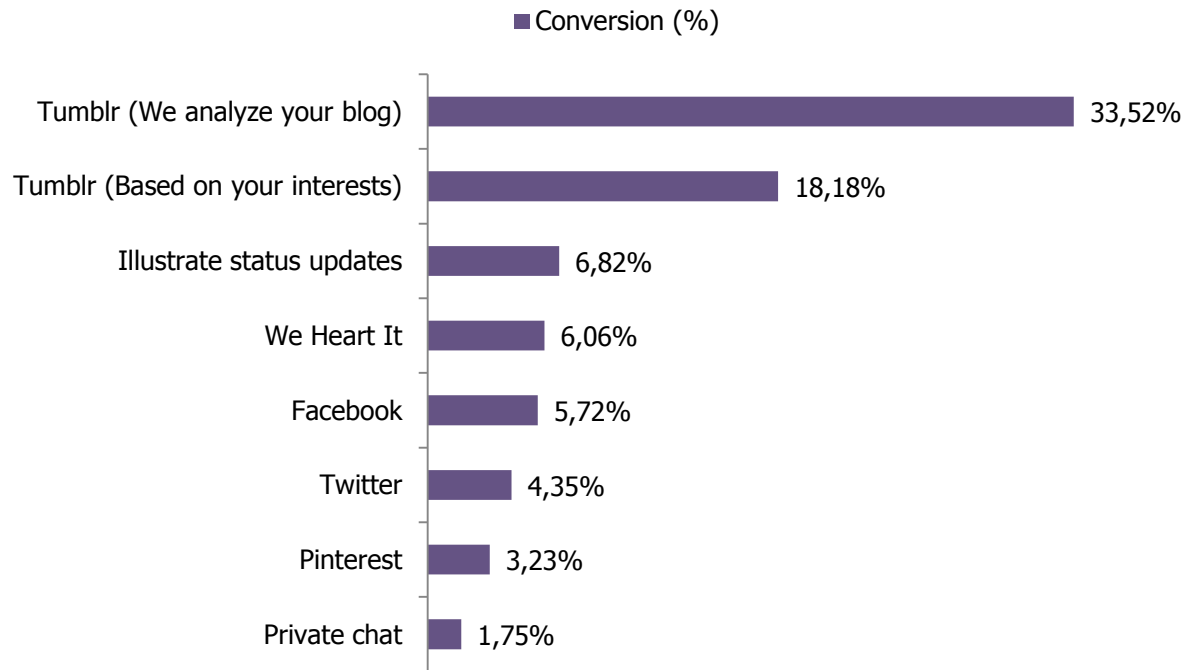
Find great content to share on Tumblr

We analyze your Tumblr blog, and automatically give you the best photos and videos that fit your style. You choose the ones you like, and publish with a click.

Subscribe to get early access!

GO

Értékajánlat tesztelés





SHARE GREAT CONTENT AND GET FOLLOWERS ON TUMBLR

We analyze your Tumblr and automatically deliver the best photos and videos that fit your style.

Then we recommend relevant blogs to follow. You choose the ones you like and share/follow with a click.

Sign up with **tumblr.**

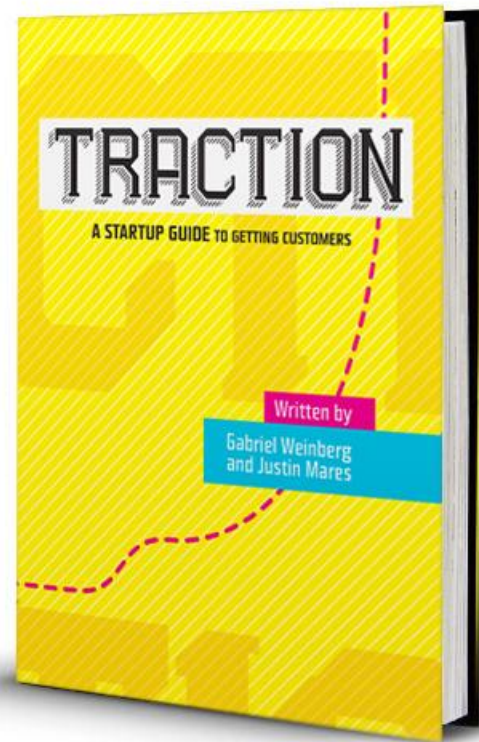


Csatornatesztelés

Merre induljunk a traction tesztelésben?

Bullseye-módszer

Nem optimalizáció, hanem összehasonlítás



Csatornatesztelés

Mennyibe kerül a felhasználók megszerzése (konverzió)?

Mennyi felhasználó érhető el az adott csatornán?

Milyen arányban konvertál az adott közönség?

Mennyi időbe telik egy felhasználó megszerzése?

Csatornatesztelés

Value Prop / Channel	Stumble Upon	Reddit	Facebook
Private chat	\$6.60	\$10.00	\$26.71
Pinterest	\$19.90	\$5.00	\$20.03
Twitter	-	\$5.00	\$20.10
Facebook	\$5.03	\$20.00	\$10.02
We Heart It	\$6.60	-	\$10.07
Illustrate status updates	\$20.90	\$6.67	\$6.84
Tumblr (Based on your interests)	\$9.90	\$20.00	\$4.71
Tumblr (We analyze your blog)	-	\$6.67	\$0.43

Csatornatesztelés



Earn Money on Tumblr

Join Our Affiliate Program Now

Already have an affiliate account? [Log In Here](#)

Get paid for Tumblr blogging!

1. Post on Tumblr as usual
2. Put a message under posts
3. Earn even \$100+ a week based on your performance

What will I promote?

Brickflow is a free tool for Tumblr. It helps to update blogs easily and get more followers.

This is not spam. Users find it quite useful. Brickflow just needs a little promotion, as every product.

How much money will I make?

You earn 0.30 USD for every new Brickflow user who signs up through your link.

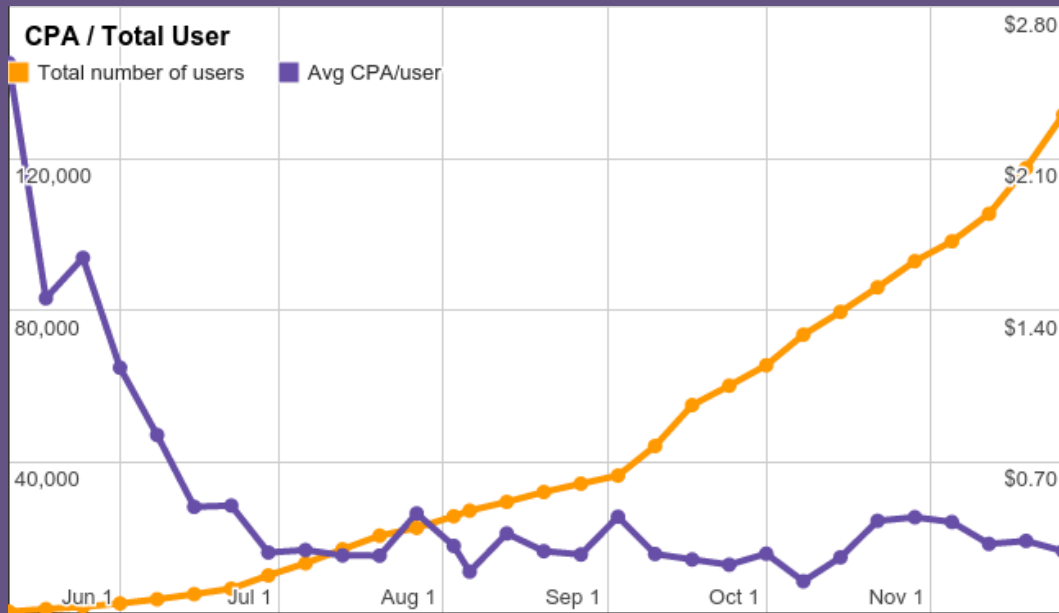
Our partner bloggers refer an average of 307 new users a week.

How should I do that?

When you sign up here you get a special link and message to share under usual Tumblr post. See example posts [here](#).

After logging in here you'll see live every click, conversion and the money you have earned.

Sign up to be an Affiliate now



Appletöltések mérése

iTunes Connect [Sales and Trends](#) ▾

[Daniel Nagy](#) ▾
Brickflow Corp.

Top Content ▾

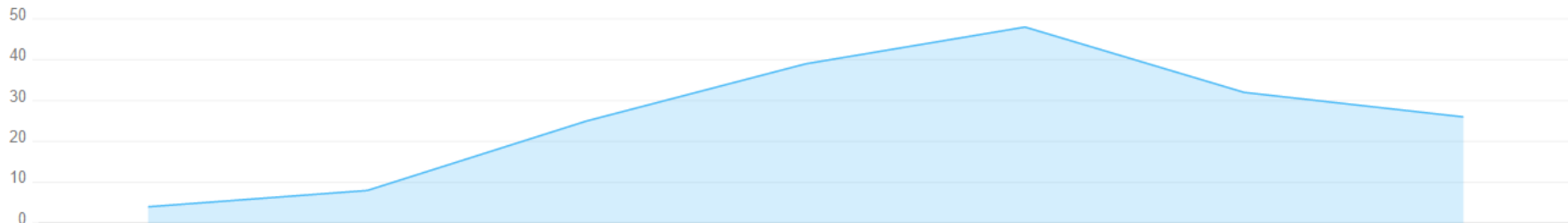
[Add Filters](#) +

Units ? Proceeds ?
182 ▲ 911% **\$0**

[Content](#) | [Territory](#) | [Platform](#) | [Category](#) | [Content Type](#) | [Transaction Type](#) | [CMB](#)

Units per Day

[Area](#) ▾ [📌](#)

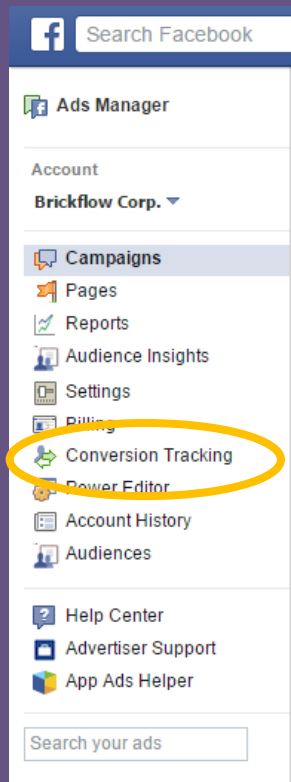


Appletöltések mérése

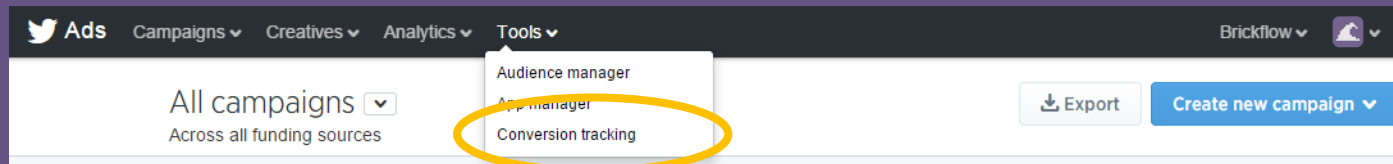
App Store	Forrásstatisztika
 App Store	✗
 Google play	✓

Hirdetési platform	Konverzió követés
	✓
	✓
	✓

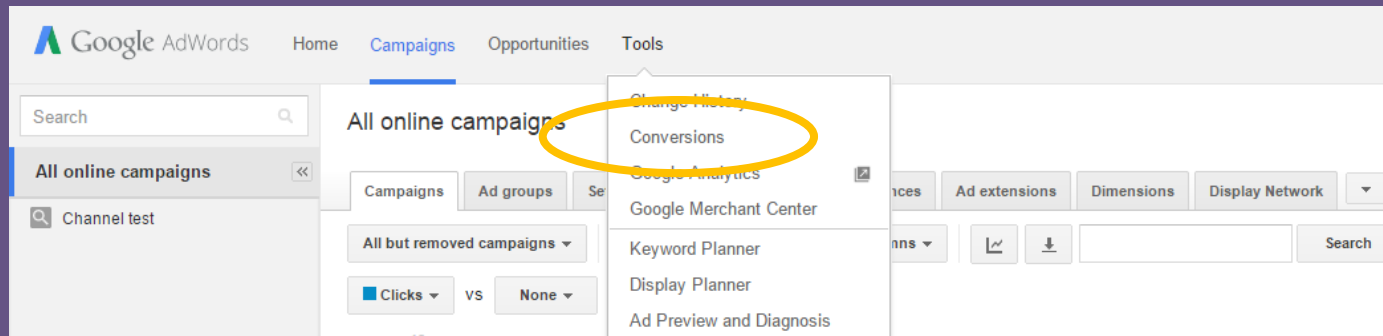
Appletöltések mérése



Facebook Ads Manager interface. The left sidebar contains a menu with the following items: Account (Brickflow Corp.), Campaigns, Pages, Reports, Audience Insights, Settings, Billing, Conversion Tracking (highlighted with a yellow circle), Power Editor, Account History, Audiences, Help Center, Advertiser Support, and App Ads Helper. The main area shows 'All campaigns' across all funding sources.



Twitter Ads interface. The top navigation bar includes 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. The 'Tools' dropdown menu is open, showing 'Audience manager', 'App manager', and 'Conversion tracking' (highlighted with a yellow circle). The main area displays 'All campaigns' across all funding sources, with buttons for 'Export' and 'Create new campaign'.



Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The 'Tools' dropdown menu is open, showing 'Change History', 'Conversions' (highlighted with a yellow circle), 'Google Analytics', 'Google Merchant Center', 'Keyword Planner', 'Display Planner', and 'Ad Preview and Diagnosis'. The main area displays 'All online campaigns' with filters for 'All but removed campaigns' and 'Clicks' vs 'None'.

Appletöltések mérése

Suggested App

 **Brickflow**
Sponsored · 

We analyze your Tumblr and select fitting content. You swipe to share and boost your blog.



Grow Your Blog On the Go
Productivity

[Install Now](#)

16 Likes

 Like  Comment  Share

Suggested App

 **Brickflow**
Sponsored · 

Make 20 Tumblr posts in 3 minutes. We find fitting content. You swipe to share or skip.



Tumblr Made Easy, iOS App
Productivity

[Install Now](#)

5 Likes

 Like  Comment  Share

Suggested App

 **Brickflow**
Sponsored · 

You connect your Tumblr. We select fitting content. You swipe to share. Followers roll in.



Swipe Share Get followers
Productivity

[Install Now](#)

 Like  Comment  Share

Appletöltések mérése

Post To Tumblr By Swiping



Ad Download on iTunes Store

Make 20 Tumblr Posts In 3 Minutes.

A Free App To Grow ...

Free

Swipe Share Get Followers



Ad Download on iTunes Store

3 Minutes a Day For More Followers.

Tumblr Made Easy. ...

Free

Find Images For Tumblr



Ad Download on iTunes Store

We Recommend Posts For Your Blog

Run Tumblr In 5 Minu...

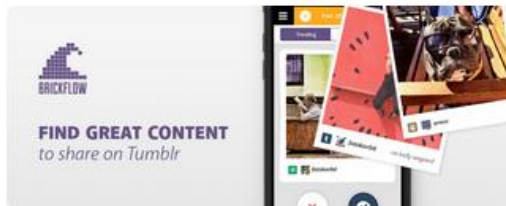
Free



Brickflow

Free on the iTunes Store

Install



Brickflow

Free on the iTunes Store

Install

Appletöltések mérése

☐	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?
☐		Copy3	● Active 1 Ad Not Approved	46 Mobile App Installs	\$2.08 Per Mobile App Install	44,152	\$25.00 Daily	\$0.51 of \$25.00 	\$95.51
☐		Copy1	● Active 3 Inactive Ads	70 Mobile App Installs	\$1.41 Per Mobile App Install	45,708	\$25.00 Daily	\$0.53 of \$25.00 	\$98.60
☐		Copy2	● Inactive	14 Mobile App Installs	\$1.96 Per Mobile App Install	16,659	\$10.00 Daily	\$0.00	\$27.37
☐		Copy4	● Inactive	13 Mobile App Installs	\$2.10 Per Mobile App Install	16,749	\$10.00 Daily	\$0.00	\$27.32
☐		Copy5	● Inactive	6 Mobile App Installs	\$4.48 Per Mobile App Install	15,991	\$10.00 Daily	\$0.00	\$26.89

Appletöltések mérése

77,399 People Reached		149 App Installs (Mobile)		\$276.28 Spent	
Cost per 1,000 people reached				Cost per result	
Genders		Ages		Placement	
Women		13-17		Mobile Newsfeed	
\$1.62		\$1.50		\$1.83	
Men		18-24		Partner Mobile Apps	
\$2.93		\$2.39		\$2.61	
Unknown		25-34			
\$0.00		\$3.54			

Appletöltések mérése

www.fabric.io



Köszönöm a figyelmet!

Nagy Dániel

Marketing

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