



Evaluating actual user performance –

tracking in-app events with adjust





dailyme TV (www.dailyme.de) is TV you can enjoy on-the-go: The free TV-app enables users to watch TV-highlights as well as online videos free of charge regardless of their location.

The user compiles his personal program from a large collection of high-quality movies, shows and series. As soon as the device is connected to WiFi, current episodes are updated automatically. This so-called Download-to-Go procedure not only saves users data limit but also allows a jerk-free usage on-the-go, independent from any internet connection. A saved program can be watched at any time in offline mode without a loss of quality.



Goal

dailyme TV, with broad market appeal, had many formats and options to play with in their marketing efforts. Their strategy called for a precise and efficient targeting – finding exactly the right audience.

The product serves a high lock-in factor, and once users have been fully onboarded, retention and engagement is high. The onboarding process is, on the other hand, somewhat more involved than playing a casual game or browsing an ecommerce catalog.

The team needed to see which format and which campaigns were leading people to finish an initial onboarding tutorial, and further, how often each user watched videos in the first couple of days and weeks after their install.

"Installs are nice, but they don't matter when you're working with a high-engagement product such as ours. That's just a foot in the door.

To properly evaluate which partners and campaigns are bringing in the right users, we need to know more than just volume: we need to know they perform."

 **dailyme**^{TV} Gunnar Böke, Head of Marketing and Business Development

Solution

adjust provides a fully flexible event system, where clients can integrate any event without restriction. While the volume and types of events is entirely unrestricted - in-app events are always free of charge - the best-practice suggestion is to focus on a few key events that matter most, and keep those metrics on your heads-up reports at all times.

The team at dailyme TV planned it out, and decided to track the key four conversion points in the chain: starting the onboarding, finishing it, watching a video and watching the pre-roll ads.

In the source code of their app, an adjust event is added with a simple event hook, referencing a token from the dashboard. The open source SDK integrates natively

and transparently - no black boxes and no weird incompatibilities. adjust also offers server-to-server integrations for events that are more effectively tracked serverside.

The event setup enriched the adjust dashboard with a number of key metrics. dailyme boiled it down to a few key focuses:

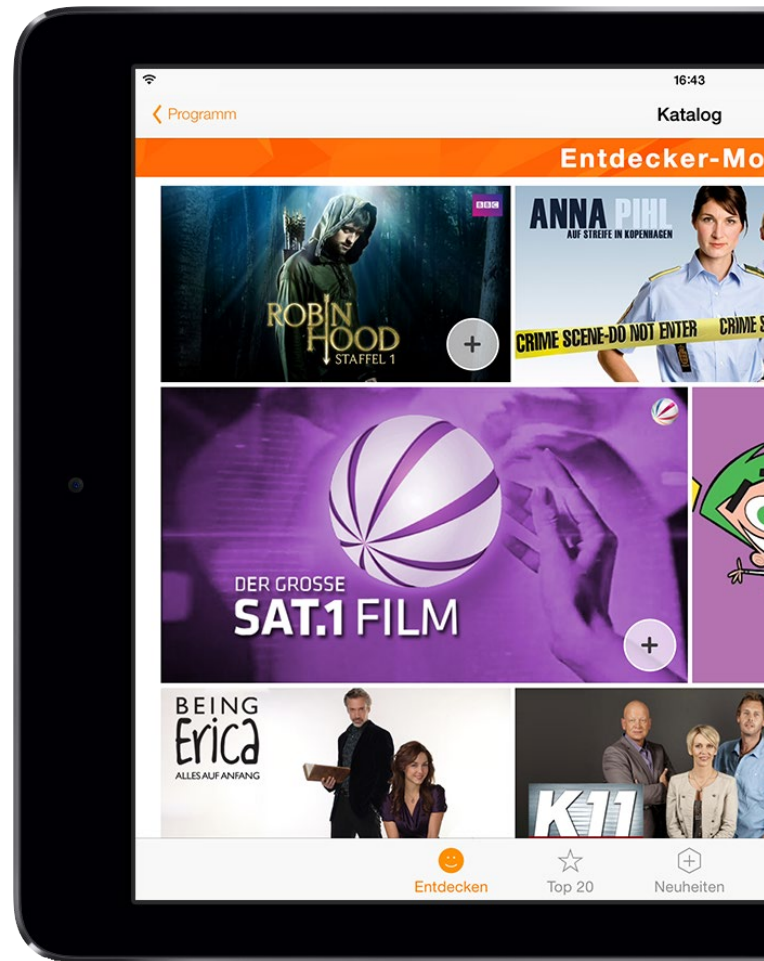
- how likely users from each source and campaign format were to complete the tutorial;
- how many videos and ads users from each campaign watched videos: with cohort analysis, the metrics are pulled up to each day and week after install, making cohorts at different times comparable;
- retention per source and format in the days and weeks after they complete the onboarding flow.

Result

Tracking the key events, and easily being able to reach them, allows dailyme to make deeper assessments about the quality of their incoming traffic and the reliability of their partners.

Between their best- and least-performing sources, completion rates for the onboarding funnel varied as much as 13 % in the first day after install, and users from best-performing campaigns viewed up to five times more videos in their first week after install than their least-performing.

Comparing install-date cohorts - grouping users by the time of install, and comparing their performance in a given time period



after the install - gave the team an exact overview of how they were improving video-watching rates in newer cohorts.

Using the cohort analysis, the dailyme team were able to optimize exactly which audiences they were targeting to find the users most likely to be engaged with their content. It worked: users coming from key campaigns in Q4 2014 viewed up to 43 % more videos in the first week after their install than the typical cohort coming in just when dailyme started tracking these metrics.



adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

adjust is also an official Facebook and Twitter Mobile Measurement Partner and

integrated with more than 400 networks and partners globally. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

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