Identity
Stability
Distribution
Revenue
Driving App Growth
Kelton Lynn, Group Product Manager
Driving app growth is hard.
Driving app growth is hard. 
... and it’s getting harder!
Apps are competing in a crowded marketplace

2M+

apps in the App Store and Google Play

100B+

app installs since 2008

SOURCE | The Verge, 2013
App saturation

65 apps installed by the typical smartphone owner

10 apps used by the typical smartphone owner

SOURCE | Flurry
SOURCE | Lifehacker
App growth happens through Twitter.
“Twitter has been a very key part of growing our mobile audience and driving engagement across our product suite - from video to fantasy football to live scoring & content.”

- Ryan Spoon, SVP Product ESPN
Thank you @twitter @dickc real time conversation is driving so many downloads of #tunepics - that is social media - social driving social.
“Twitter has jumped to be our number one acquisition channel, we couldn’t be happier with the results.”

- GetTaxi
The opportunity to reach 271M Twitter users
Who are ready to discover something new
Driving app growth
Driving app growth
How are developers driving app growth organically?
How are developers driving app growth organically?
Enable users to share great tweets, drive growth.
Frontback
Medium
If Jameis Winston won't listen to Bo Jackson, will he listen to anybody? Good luck drafting that guy #NFL... bleacherreport.com/articles/22327...
Three simple steps

Cards

Sharing

Analytics
Step 1

Cards

Download our app to order in advance and have your coffee waiting when you arrive!
What are Twitter Cards?
Add context and media to a tweet through HTML markup

**App Card**

**Photo Card**

**Product Card**

**Summary Card**

**Large Image Summary Card**

**Gallery Card**

**Player Card**
Great app that will get you hooked on everything trending. 
appsto.re/us/nuEcvi

App Store
BuzzFeed
4.0/5.0 stars - 822 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...
Great app that will get you hooked on everything trending.
appsto.re/us/nuEcvi

App Store
BuzzFeed
4.0/5.0 stars - 822 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...

Download on the App Store

Reply to test account
Great app that will get you hooked on everything trending.
appsto.re/us/nuEcv.i

BuzzFeed
4.0/5.0 stars - 822 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...
App Card

Great app that will get you hooked on everything trending.

appsto.re/us/nuEcv.i

BuzzFeed
4.0/5.0 stars - 622 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn't know you needed. FE...

Download on the App Store

Reply to test account

Timelines Notifications Messages Me
Great app that will get you hooked on everything trending. appsto.re/us/nuEcv.i

BuzzFeed
4.0/5.0 stars - 622 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...

Download on the App Store

Reply to test account
Great app that will get you hooked on everything trending. appsto.re/us/nuEcv.i

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...

Download on the App Store

Reply to test account

Timelines Notifications Messages Me
Joseph Chong
@josepchong

Great app that will get you hooked on everything trending.
appsto.re/us/rNEcv.i

App Store
BuzzFeed
4.0/5.0 stars - 622 ratings
FREE

BuzzFeed has it all: the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed. FE...

Download on the App Store

Reply to test account

Timelines Notifications Messages Me

The best trending stories on the web. Try it by downloading today.
Major League Gaming launches MLG.TV online network to stream e-sports in high definition.

Get your PS4? Share a game screen on Twitter, mark it with Hotel Tonight:

Book the perfect place in 10 seconds with Hotel Tonight:

STOP searching for hotel DEALS!

Why is Amazon Prime Better Than Netflix?

To view NASA's image gallery of astronaut Neil Armstrong, visit: go.nasa.gov/RkUPa4
Stunning photo of mountainous landscape and reflections [flic.kr/p/j4T99V](flic.kr/p/j4T99V)

Mountain sunset
<meta name="twitter:card" content="photo"/>

Stunning photo of mountainous landscape and reflections flic.kr/p/j4T99V

Mountain sunset
Photo card

Stunning photo of mountainous landscape and reflections flickr/p/j4T99V

Mountain sunset
Photo card

Stunning photo of mountainous landscape and reflections [flic.kr/p/j4T99V](http://flic.kr/p/j4T99V)

Mountain sunset

Explore photos on Flickr.
Photo card

<meta name="twitter:card" content="photo" />
<meta name="twitter:site" content="@flickr" />
<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
Photo card

Stunning photo of mountainous landscape and reflections flickr/p/j4T99V

Mountain sunset

Get the Flickr app

<meta name="twitter:card" content="photo" />
<meta name="twitter:site" content="@flickr" />
<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App" />
<meta name="twitter:app:id:iphone" content="306934135" />
Twitter Cards
Deeplinks!
Deeplink Schemes

| Work | 20% | Value | 80% |

Full Deeplinks

| Work | 80% | Value | 20% |
Deeplink Schemes

myappname://
twitter://
Identifier: com.cannonballapp.ios
URL Schemes: cannonballapp://
<intent-filter>
  <action android:name="android.intent.action.MAIN" />
  <category android:name="android.intent.category.LAUNCHER" />
</intent-filter>

<intent-filter>
  <action android:name="android.intent.action.VIEW" />
  <category android:name="android.intent.category.DEFAULT" />
  <category android:name="android.intent.category.BROWSABLE" />
  <data android:scheme="https"
        android:host="cannonball-app.com"
        android:pathPattern=".*"/>
  <data android:scheme="cannonballapp"/>
</intent-filter>
</activity>
</application>
Install notifications

<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App" />
<meta name="twitter:app:id:iphone" content="306934135" />
<meta name="twitter:app:url:iphone" content="cannonballapp://"
App opens

```html
<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App" />
<meta name="twitter:app:id:iphone" content="306934135" />
<meta name="twitter:app:url:iphone" content="cannonballapp://" />
<meta name="twitter:app:url:android" content="cannonballapp://" />
```
Full Deeplinks

myappname://path/path
twitter://tweetid/4113135
Full deeplink

<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App" />
<meta name="twitter:app:id:iphone" content="306934135" />
<meta name="twitter:app:url:iphone" content="cannonballapp://" />
<meta name="twitter:app:url:android" content="cannonballapp://" />
Full deeplink

<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/7334/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App"/>
<meta name="twitter:app:id:iphone" content="306934135"/>
<meta name="twitter:app:url:iphone" content="cannonballapp://action/5149e249222f9e600a7540ef"/>
<meta name="twitter:app:url:android" content="cannonballapp://action/5149e249222f9e600a7540ef"/>
Full deeplink

<meta name="twitter:title" content="Mountain sunset" />
<meta name="twitter:description" content="Explore photos on Flickr." />
<meta name="twitter:image" content="http://farm8.staticflickr.com/734/11858349453_e3f18e5881_z.jpg" />
<meta name="twitter:url" content="https://www.flickr.com/photos/reza-sina/11858349453/" />
<meta name="twitter:app:name:iphone" content="Example App" />
<meta name="twitter:app:id:iphone" content="306934135" />
<meta name="twitter:app:url:iphone" content="cannonballapp://action/5149e249222f9e600a7540ef" />
<meta name="twitter:app:url:android" content="cannonballapp://action/5149e249222f9e600a7540ef" />
Step 2

Sharing
Brilliant reasoning in this piece by @sippey et al: medium.com/stating-the-ob...

If Cocktails were Tech Companies
By Michael Sippey @sippey
After all, this whole thing’s a party.

10/10/14, 4:09 PM from San Francisco, CA
Sharing Best Practices

If Jameis Winston won’t listen to Bo Jackson, will he listen to anybody? Good luck drafting that guy. #NFL... bleacherreport.com/articles/22327...
let composer=TWTRComposer()

composer.setText("Jameis ignoring Bo Jackson's advice #NFL")
let composer=TWTRComposer()

composer.setText("Jameis ignoring Bo Jackson's advice #NFL")
composer.setURL(NSURL(string:"http://bleacherreport.com/a83kjd"))
let composer = TWTRComposer()
composer.setText("Jameis ignoring Bo Jackson's advice #NFL")
composer.setURL(NSURL(string: "http://bleacherreport.com/a83kjd"))
composer.setImage(UIColor(named: "jameisPNG"))
let composer = TWTRComposer()

composer.setText("Jameis ignoring Bo Jackson's advice #NFL")
composer.setURL(NSURL(string: "http://bleacherreport.com/a83kjd"))
composer.setImage(UIImage(named: "bleacherPNG"))

composer.showWithCompletion { (result) -> Void in
    println("Composed Tweet")
}

println("Composed Tweet")
Step 3

Analytics
analytics.twitter.com
See Tweet activity and conversions
One of the best magnetic poems we've seen yet. Watch out Robert Frost... Check it out:

[link]

@cannonballapp
Cannon Ball App
One of the best magnetic poems we've seen yet.

Watch out Robert Frost… Check it out:

![bit.ly/145323](bit.ly/145323)
analytics.twitter.com
See Tweet activity and conversions
See Card activity and conversions
Snapshot
A quick glance at how Tweets with your Twitter Cards drove app installs.

Tweets: 1,760,464
Your Tweets: 463
Impressions: 149,189,569
Impressions from Your Tweets: 3,331,393
Installs: 8,674
Installs from Your Tweets: 134,758
Retweets: 49
Retweets from Your Tweets: 492
URL Clicks: ▲ 13.7% since Sep 8
Installs: ▲ 388.3% since Sep 8
Retweets: ▼ 49.1% since Sep 8
Devices
Percent of users, who viewed your Twitter Cards, that have your app installed.

<table>
<thead>
<tr>
<th>DEVICE</th>
<th>HAVE APP</th>
<th>DON'T HAVE APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>44.9%</td>
<td>55.1%</td>
</tr>
<tr>
<td>iPad</td>
<td>32.6%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Android</td>
<td>31.3%</td>
<td>68.7%</td>
</tr>
</tbody>
</table>

Influencers
Top accounts that tweeted links to your content.

<table>
<thead>
<tr>
<th>ACCOUNT</th>
<th>IMPRESSIONS</th>
<th>URL CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luciano Huck @LucianoHuck</td>
<td>129,483</td>
<td>871</td>
</tr>
</tbody>
</table>
analytics.twitter.com
See Tweet volume and trends
See Card activity and conversions
Find influencers & popular content
## Influencers

Top accounts that tweeted links to your content.

<table>
<thead>
<tr>
<th>ACCOUNT</th>
<th>IMPRESSIONS</th>
<th>INSTALLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Luciano Huck @LucianoHuck</td>
<td></td>
<td></td>
</tr>
<tr>
<td>to host and curious/ apresentador de tv e curioso</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,991,239</td>
<td>2,032</td>
<td></td>
</tr>
<tr>
<td>2. Alexis Ohanian @alexisohanian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I make things people love: @reddit @breadpig @thehipmunk - now a partne...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,530,219</td>
<td>311</td>
<td></td>
</tr>
<tr>
<td>3. Dani Braz @DaniBotan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tudo que eu gosto é ilegal, imoral ou engorda. Musa Prudence 2013/2014, M...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33,492</td>
<td>235</td>
<td></td>
</tr>
<tr>
<td>4. アネッサ @anessa2400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>たくさん飲むと暮らす古くからのMacユーザー。ツイキャスとUstの配信やって...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,154,806</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>5. いしたにまさき (mitaimon) @masakiishitani</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ブロガー、ライター、内閣広報室広報アドバイザー。2011年アルファブロ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View Tweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,953,627</td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>URL</td>
<td>IMPRESSIONS</td>
<td>INSTALLS</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td><a href="cannonballapp.com/user/poem/adventure/">cannonballapp.com/user/poem/adventure/</a></td>
<td>1,076,038</td>
<td>2,140</td>
</tr>
<tr>
<td><a href="cannonballapp.com/user/poem/romance/">cannonballapp.com/user/poem/romance/</a></td>
<td>1,106,591</td>
<td>1,542</td>
</tr>
<tr>
<td><a href="cannonballapp.com/user/poem/mystery/">cannonballapp.com/user/poem/mystery/</a></td>
<td>1,029,044</td>
<td>726</td>
</tr>
<tr>
<td><a href="cannonballapp.com/user/poem/nature/">cannonballapp.com/user/poem/nature/</a></td>
<td>27,317</td>
<td>217</td>
</tr>
<tr>
<td><a href="cannonballapp.com/user/poem/romance/">cannonballapp.com/user/poem/romance/</a></td>
<td>3,300,048</td>
<td>162</td>
</tr>
</tbody>
</table>
Mobile app conversion tracking
Driving app growth
Driving app growth
Going further
Twitter ads
Going further
Twitter ads
Going further
Twitter ads
Drive installs &
engage users
Targeting & tailored audiences

- Interests
- Keywords
- Devices
- OS Version
- WiFi
- Gender
- Location
- Audiences
Campaign Measurement

- **Impressions**: 41.7M
- **Engagements**: 539K
- **Spend**: $156,389.83
- **Conversions**: 1.25M

**Graph Details**
- **Timeline**: From 30th July to 13th October
- **Data Metrics**:
  - Purchases: All campaigns
  - Sign Ups: All campaigns
  - Installs: All campaigns
  - App Opens: All campaigns

**Table**

<table>
<thead>
<tr>
<th>Name</th>
<th>Spend</th>
<th>Purchases</th>
<th>Sign Ups</th>
<th>Installs</th>
<th>App Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>All campaigns</td>
<td>$156,389.83</td>
<td>3,128</td>
<td>3,509</td>
<td>1,162,276</td>
<td>85,036</td>
</tr>
<tr>
<td>iOS_MLB_SFG_22_WorldSeries</td>
<td>$143.97</td>
<td>0</td>
<td>8</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>iOS_MLB_KDG_22_WorldSeries</td>
<td>$138.74</td>
<td>0</td>
<td>2</td>
<td>12</td>
<td>0</td>
</tr>
</tbody>
</table>
MixChannel
### Measurement

<table>
<thead>
<tr>
<th>Goal</th>
<th>Volume</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Installs</td>
<td>Installs</td>
<td>Tweets-per-install</td>
</tr>
</tbody>
</table>
## Measurement

<table>
<thead>
<tr>
<th>Goal</th>
<th>Volume</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organic Installs</strong></td>
<td>Installs</td>
<td>Tweets-per-install</td>
</tr>
<tr>
<td><strong>Promoted Installs</strong></td>
<td>Installs</td>
<td>Cost-per-install</td>
</tr>
<tr>
<td>Goal</td>
<td>Volume</td>
<td>Metric</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>----------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Organic Installs</td>
<td>Installs</td>
<td>Tweets-per-install</td>
</tr>
<tr>
<td>Promoted Installs</td>
<td>Installs</td>
<td>Cost-per-install</td>
</tr>
<tr>
<td>Promoted Engagements</td>
<td>Actions</td>
<td>Cost-per-action</td>
</tr>
</tbody>
</table>
MixChannel
Organic installs in September

Volume
43,000+ app installs

Metric
1.86 Tweets-per-install
Promoted installs in September

Promoted Tweets with App Cards
Promoted installs in September

Volume

18,000+ daily app installs

Metric

1/3 Cost-per-install vs any other channel
Promoted engagements in September

Links
Links in Tweets with your Twitter Cards that got the most installs.

<table>
<thead>
<tr>
<th>URL</th>
<th>Impressions</th>
<th>Installs</th>
</tr>
</thead>
<tbody>
<tr>
<td>mixch.tv/m/nOC7Yqfy</td>
<td>620,052</td>
<td>1,163</td>
</tr>
<tr>
<td>mixch.tv/m/z2rWpxiE</td>
<td>198,403</td>
<td>788</td>
</tr>
<tr>
<td>mixch.tv/m/smA7e7FQ</td>
<td>892,703</td>
<td>414</td>
</tr>
<tr>
<td>mixch.tv/m/BjhON5Hy</td>
<td>1,982,109</td>
<td>308</td>
</tr>
<tr>
<td>mixch.tv/m/glKubgAn</td>
<td>13,844</td>
<td>85</td>
</tr>
</tbody>
</table>
Promoted engagements in September
Promoted engagements in September

Volume

70% increase in weekly actives

Metric

$0.03 Cost-per-action
"We were able to drive a significant number of installs [...] at or below our single digit cost-per-install targets. "

- Electronic Arts
“TwoDots drove **over a million app installs** in a short period of time, and Twitter has become a essential user acquisition channel for us!...”

- Dots
Go drive app growth!
Go drive app growth!

Deeplink Schemes
Go drive app growth!

Cards

Sharing

Analytics
Go drive app growth!

Cards  |  Sharing  |  Analytics
Thank You