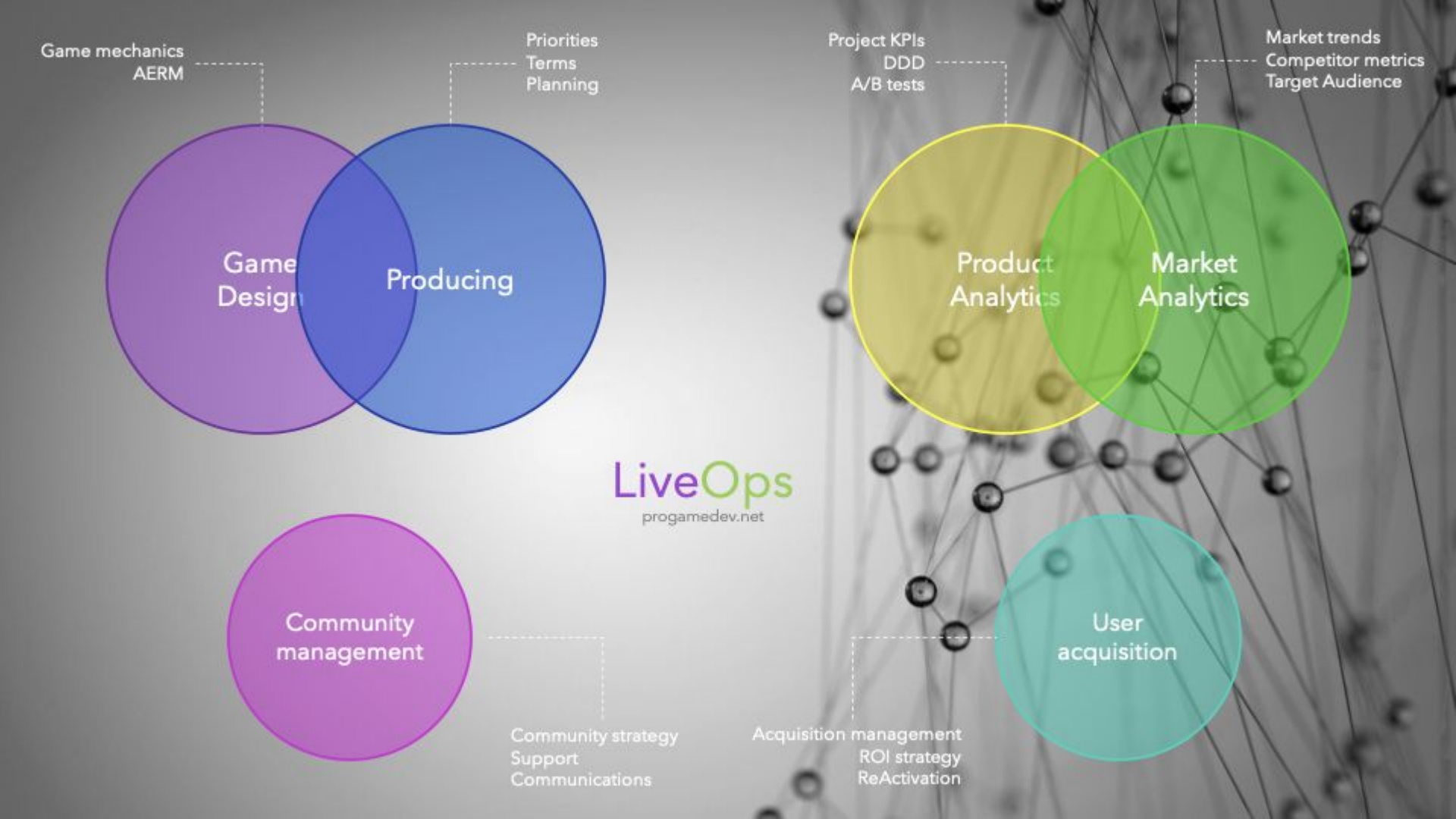
All about ReEngagement

s1e3

Alexander SHTACHENKO

Product owner @ GamePoint
Author @ Progamedev.net


Game mechanics
AERM
Priorities
Terms
Planning
Game Design
Producing
Project KPIs
DDD
A/B tests
Market trends
Competitor metrics
Target Audience
Product Analytics
Market Analytics
LiveOps
progamedev.net
Community management
Community strategy
Support
Communications
User acquisition
Acquisition management
ROI strategy
ReActivation

PLAN

Agenda

1

ReActivation

How does it work?

2

Inside

Deep knowledges

3

ROI

How to calculate the payback

4

How to get started

Summary

ReEngagement / ReActivation / ReMarketing / ReTargeting

a marketing method to re-engage with existing app users across paid and owned channels to drive engagement.

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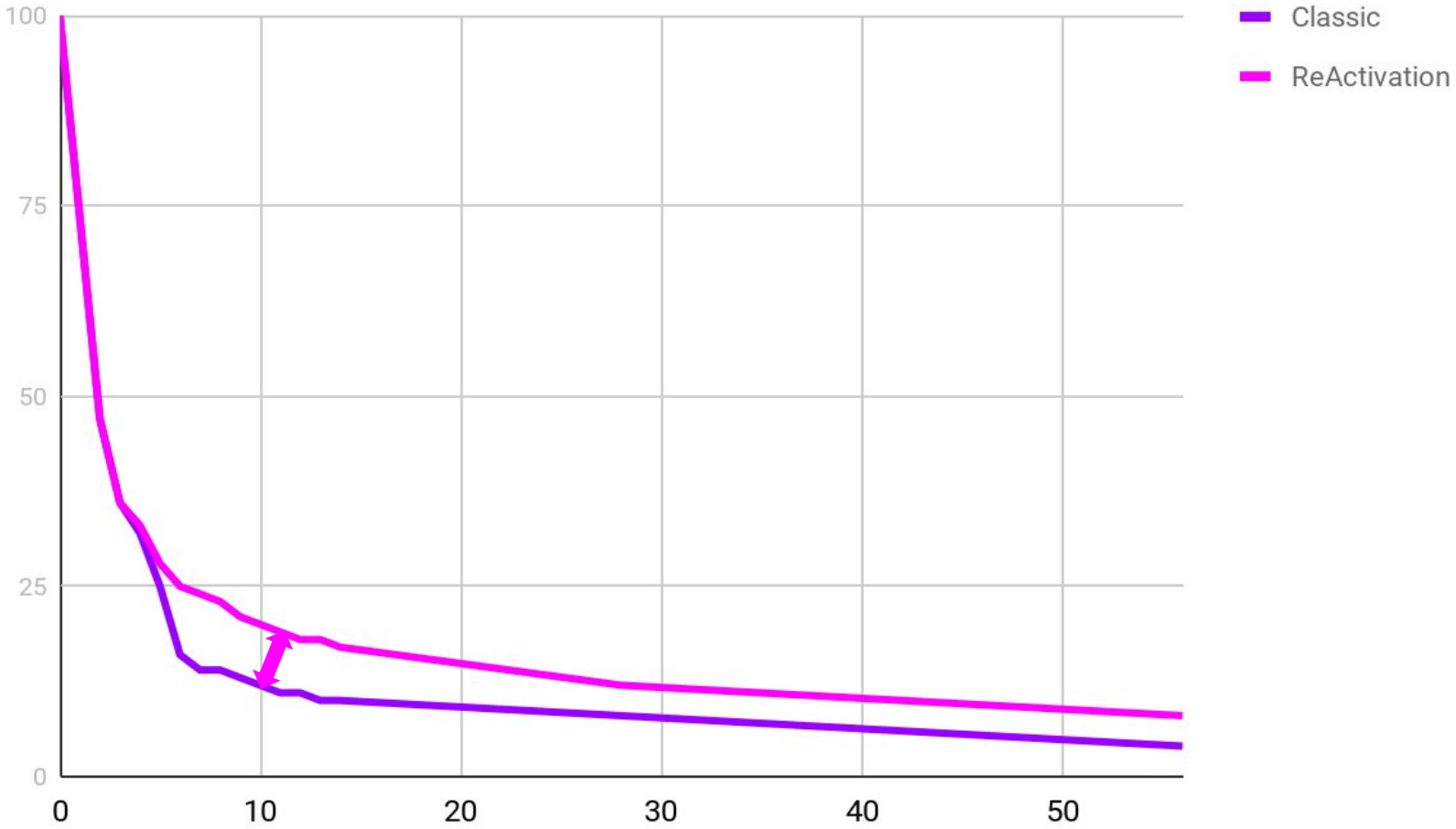
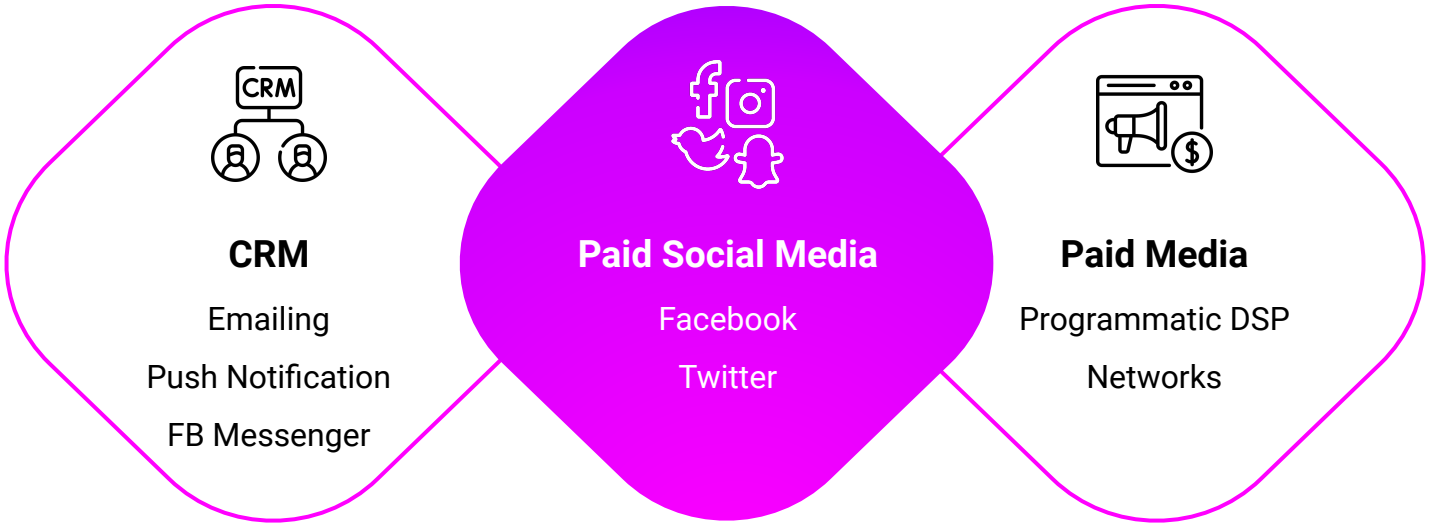
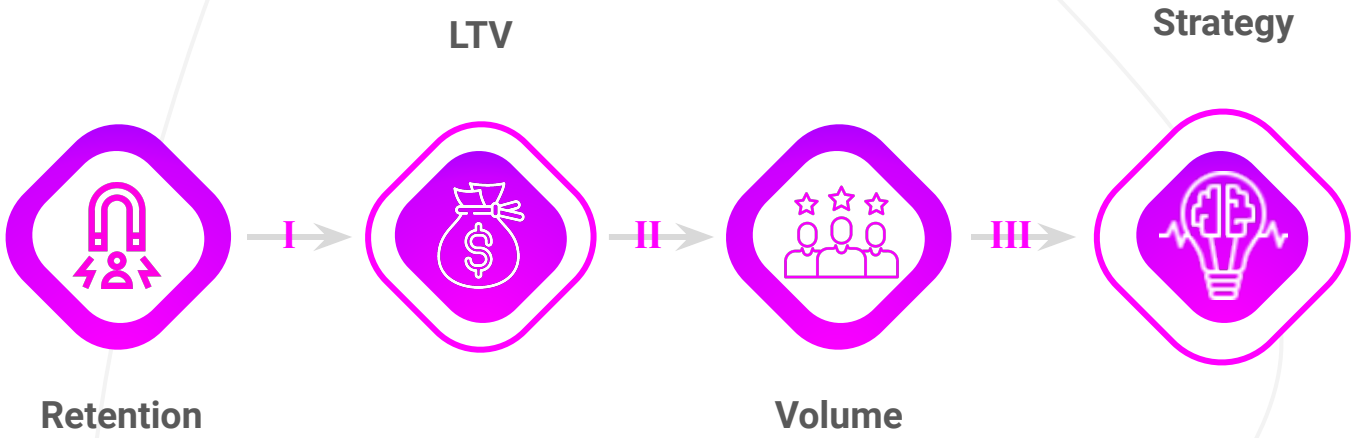



CRM
CRM
Emailing
Push Notification
FB Messenger
Paid Social Media
Facebook
Twitter
Paid Media
Programmatic DSP
Networks


LTV
Strategy
I
II
III
Retention
Volume

PRICES

Reactivation it's cheap.

CREATIVES

Personalization and deep targeting.
Giftlinks.

ACTIVITIES

You know your player, he's very easy to attract.

TARGETING

KPI: LTV, ROI, Retention, Virality

Targeting

Who to address?

- Active Payers
- Active Non-Payers
- Non-Active Payers
- Non-Active Non-Payers

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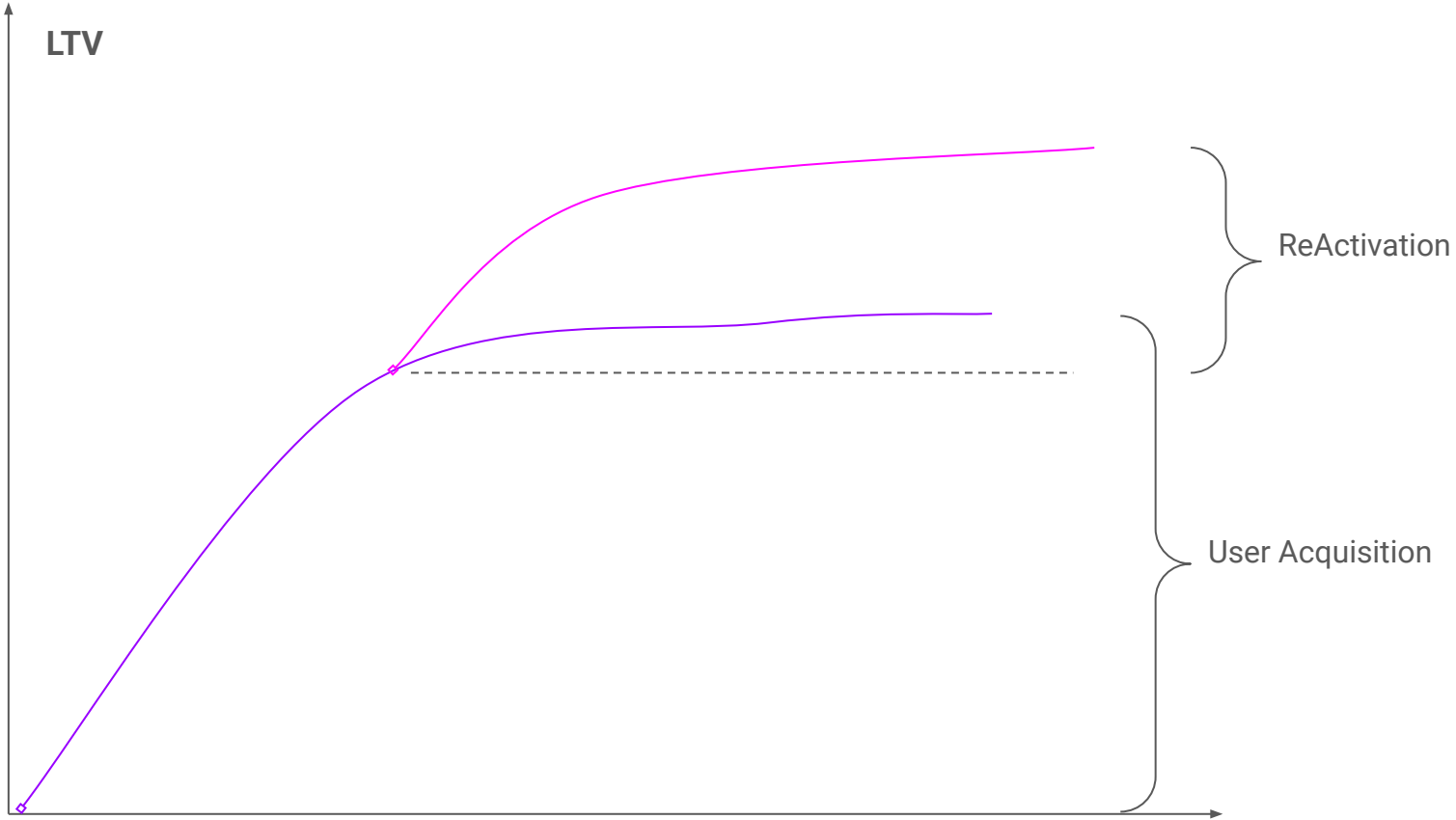
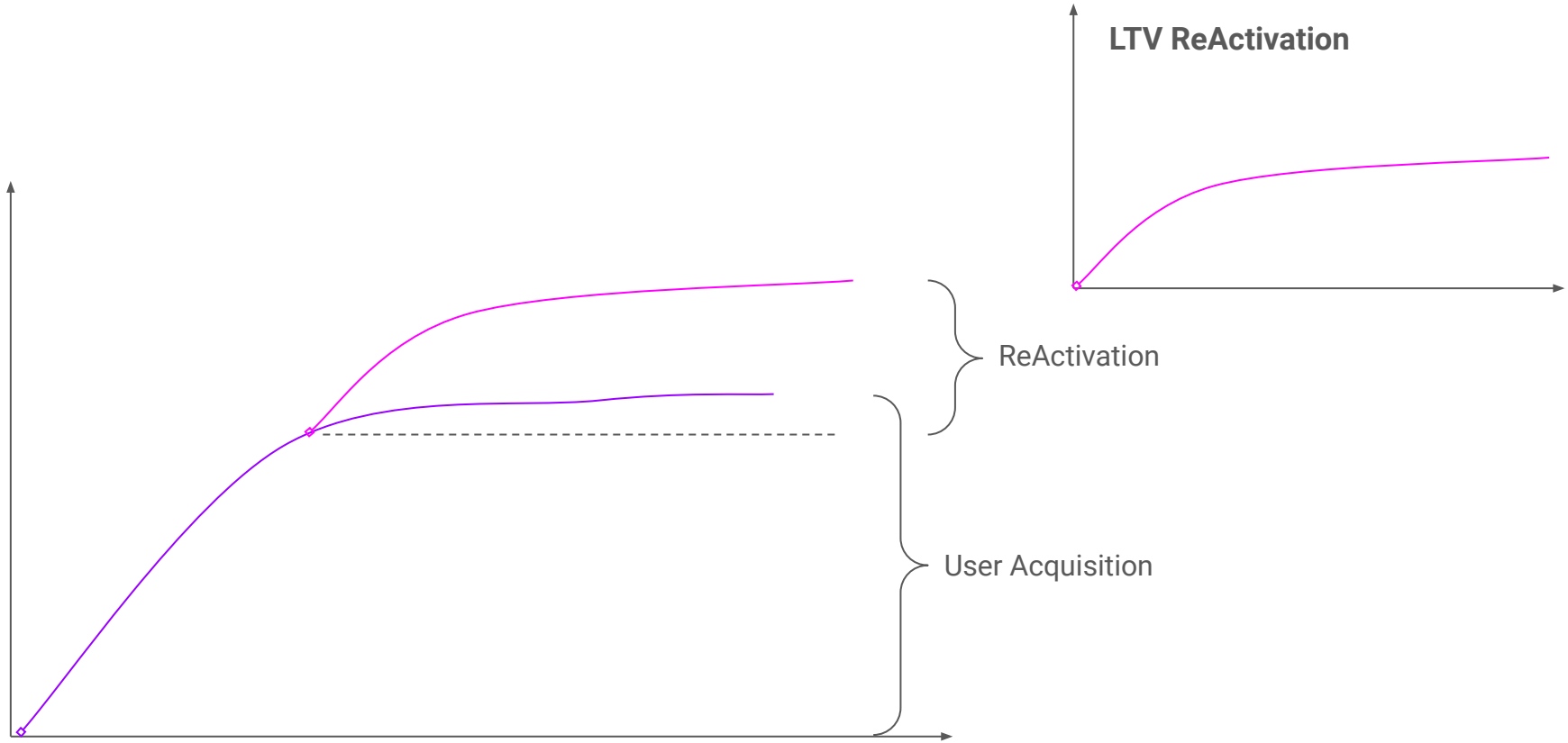
LTV
User Acquisition


LTV
ReActivation
User Acquisition


LTV ReActivation
ReActivation
User Acquisition

Audience

KPI based, Targeting

Networks

Volume, Price, Optimization

Creatives

Behaviour, Segmentations

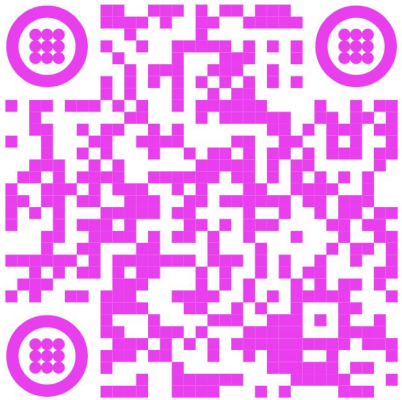
RECOMMENDATION

Report

The State of App Retargeting

by Appsflyer

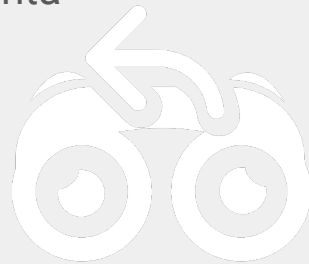
https://www.appsflyer.com/state-of-app-retargeting-2020/



Discuss?

Alex Shtachenko

progamedev.net

alexander.shtachenko

@AlexShta