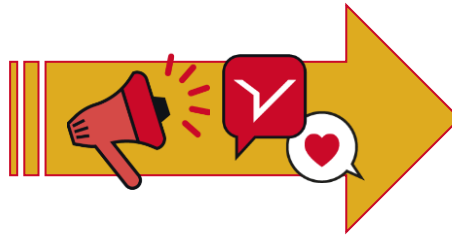


USER ACQUISITION & RETENTION at FREENOW?

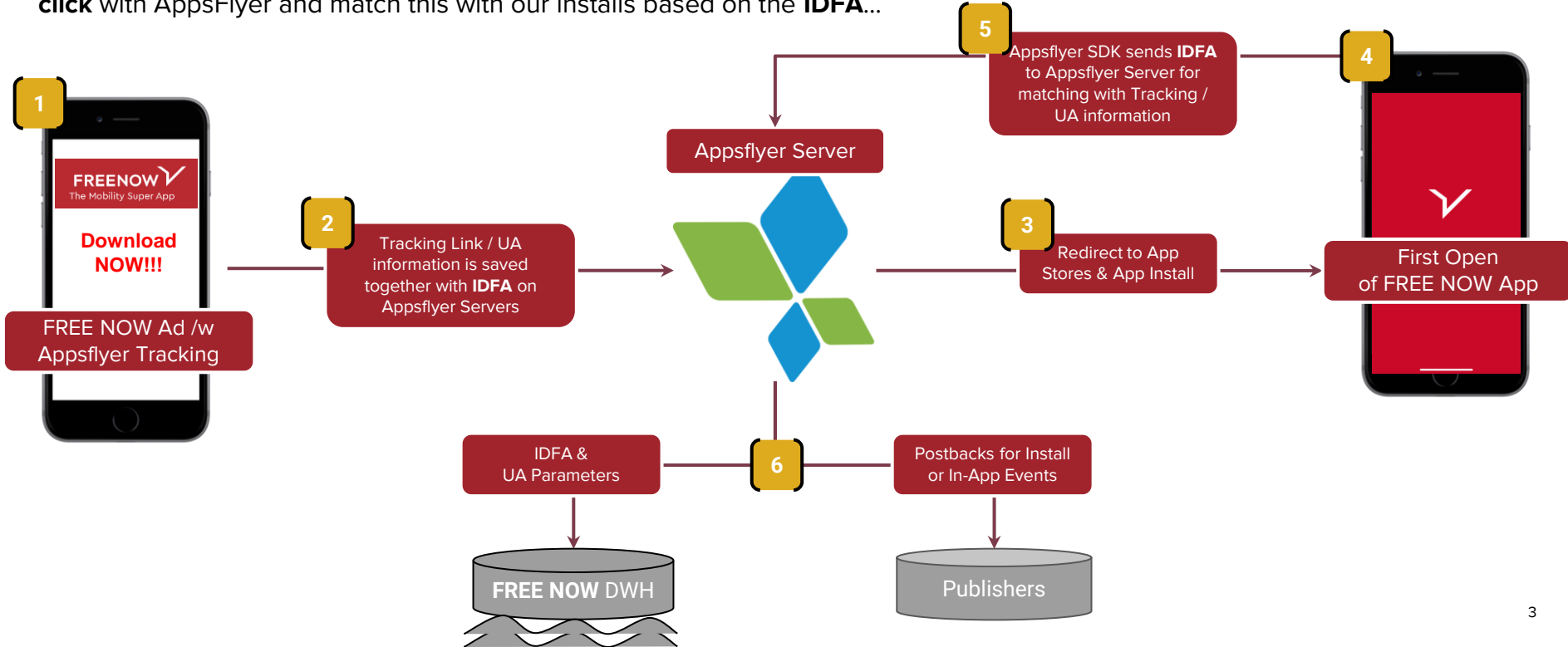
We would like to convert all our potential customers from **downloading and using our app*** to book and ride a **taxi / ride** or use **car sharing, electrical scooters / bikes or mopeds**, i.e. **CONNECTING THE ONLINE AND OFFLINE WORLD**.



*...yeah... this is pretty much all mobile...

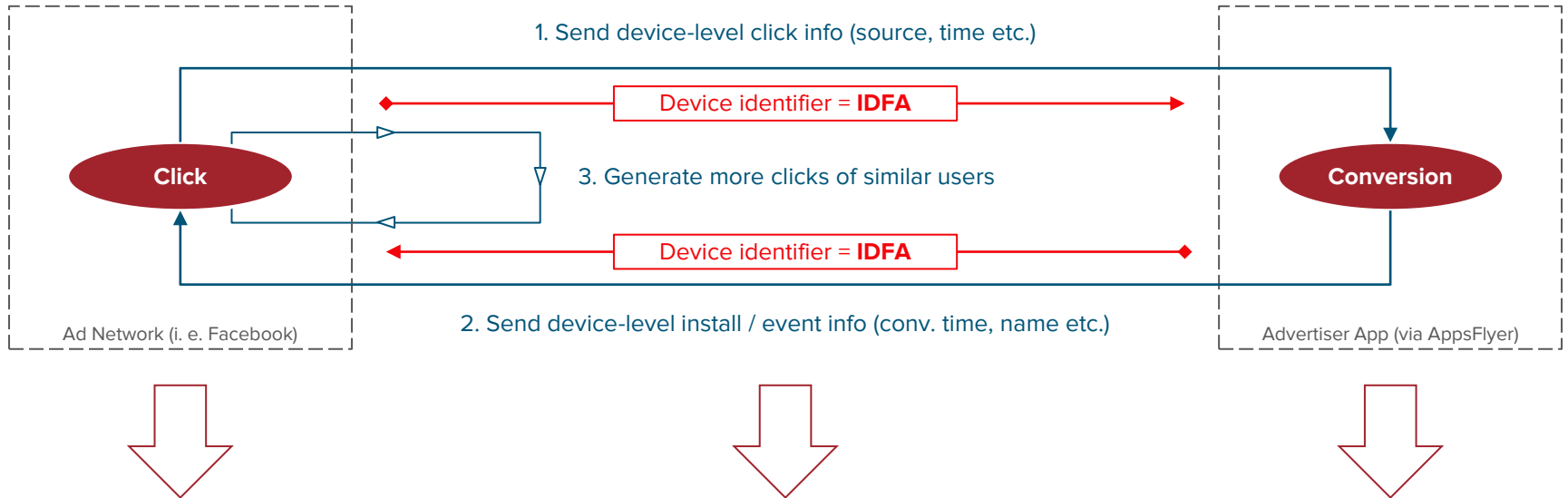
(Happy Flow) LIFE BEFORE iOS 14.5

Before iOS 14.5, we could save **ALL User Acquisition information** (campaign, adgroup, creative, etc.) for **EACH customer / click** with AppsFlyer and match this with our installs based on the **IDFA**...



(Happy Flow) LIFE BEFORE iOS 14.5

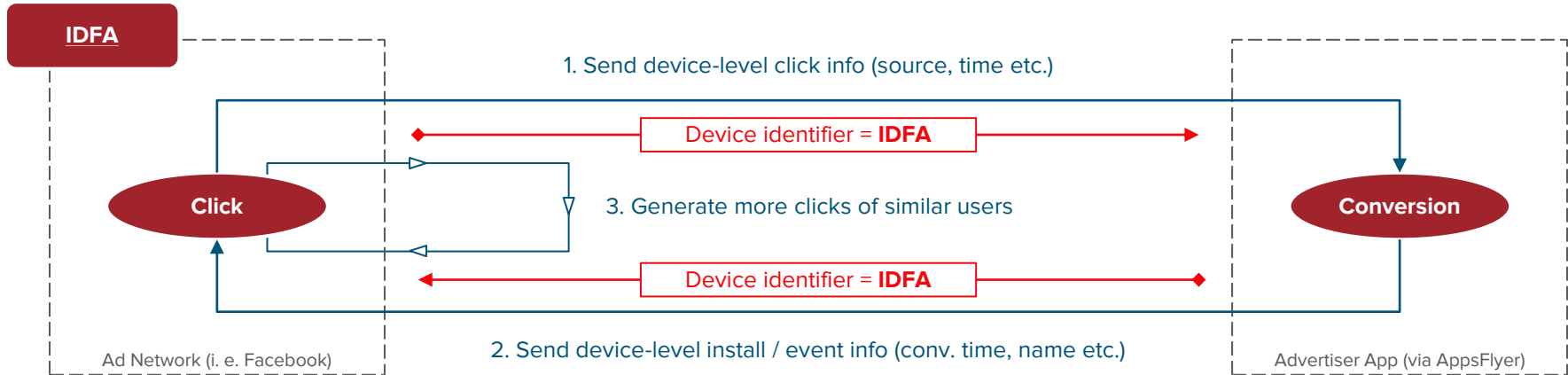
Before iOS 14.5, we could save **ALL User Acquisition information** (campaign, adgroup, creative, etc.) for **EACH customer / click** with AppsFlyer and match this with our installs based on the **IDFA**...



The IDFA is was the main connector between publisher and advertiser data
Without it, click (ad network) and conversion (app) data cannot be linked on user-level.

(Considerably Less Happy Data) LIFE AFTER iOS 14.5

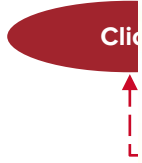
After iOS 14.5, IDFAs is only available for opted-in users, which makes up less than ~33% of all installs... For everyone else we only get aggregated user acquisition information (and less levels)...



(Considerably Less Happy Data) LIFE AFTER iOS 14.5

After iOS 14.5, IDFA is only available for apps that have been approved for tracking. Most apps are not approved, so they only get aggregated data.

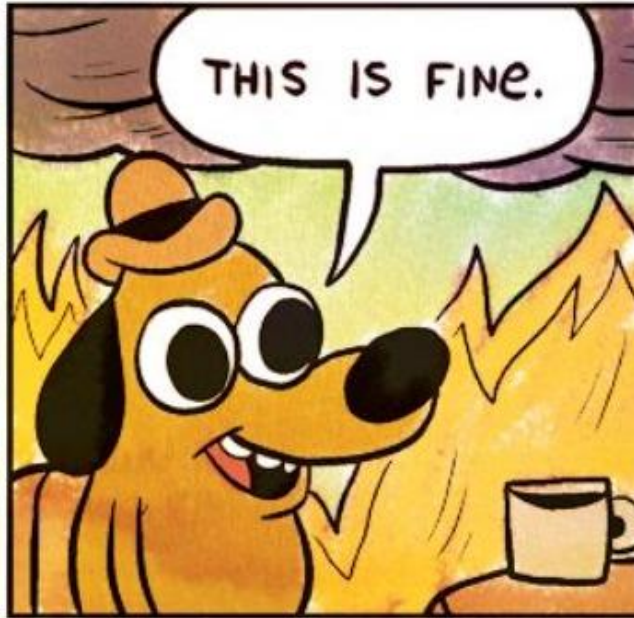
NO IDFA



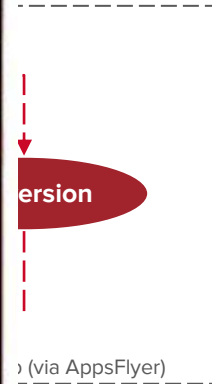
Ad Network (i...)



imgflip.com



everyone else we



(via AppsFlyer)

With IDFA (Deterministic Attribution)

- Every install / event can be connected to a click and time
- Re-attribution windows prevent re-installs to be tracked as installs
- Click-to-install windows can be adjusted (~7 days)

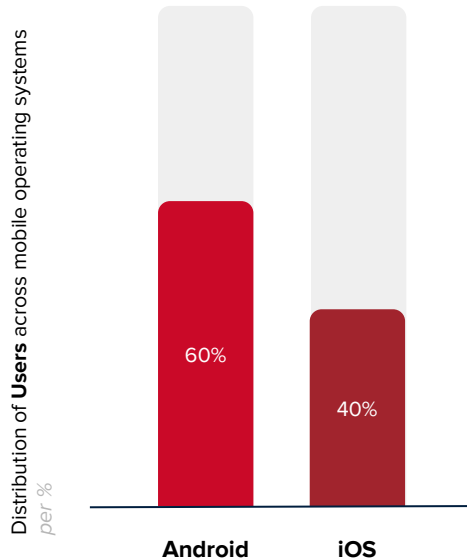
Without IDFA (SKAdNetwork)

- No install / event can be connected to its click or time
- No more re-attribution window...
- Click-to-install fixed to 30 days

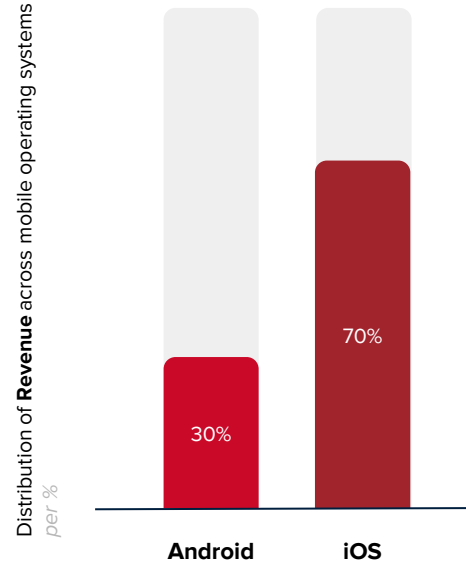
WHY YOU SHOULD NOT INTERPOLATE ANDROID DATA



You might think it is a good idea to use Android data for interpolating your iOS attribution, because there are A LOT of Android users...



...however, the distribution of your revenue will usually look more like this...



WHAT DO WE KNOW? AND WHAT DO WE DO?



Performance /
Online

- Channel, Campaign, etc.
- Clicks
- Conversions



OOH / Offline

- Brand Campaigns
- OOH, TV, Print,
- Radio, Podcasts, etc.



CONNECTING OUR ONLINE AND
OFFLINE SIDE OF MARKETING

Marketing Mix Modelling

Incrementality

Multi Touch Attribution



FREE NOW
Data Warehouse

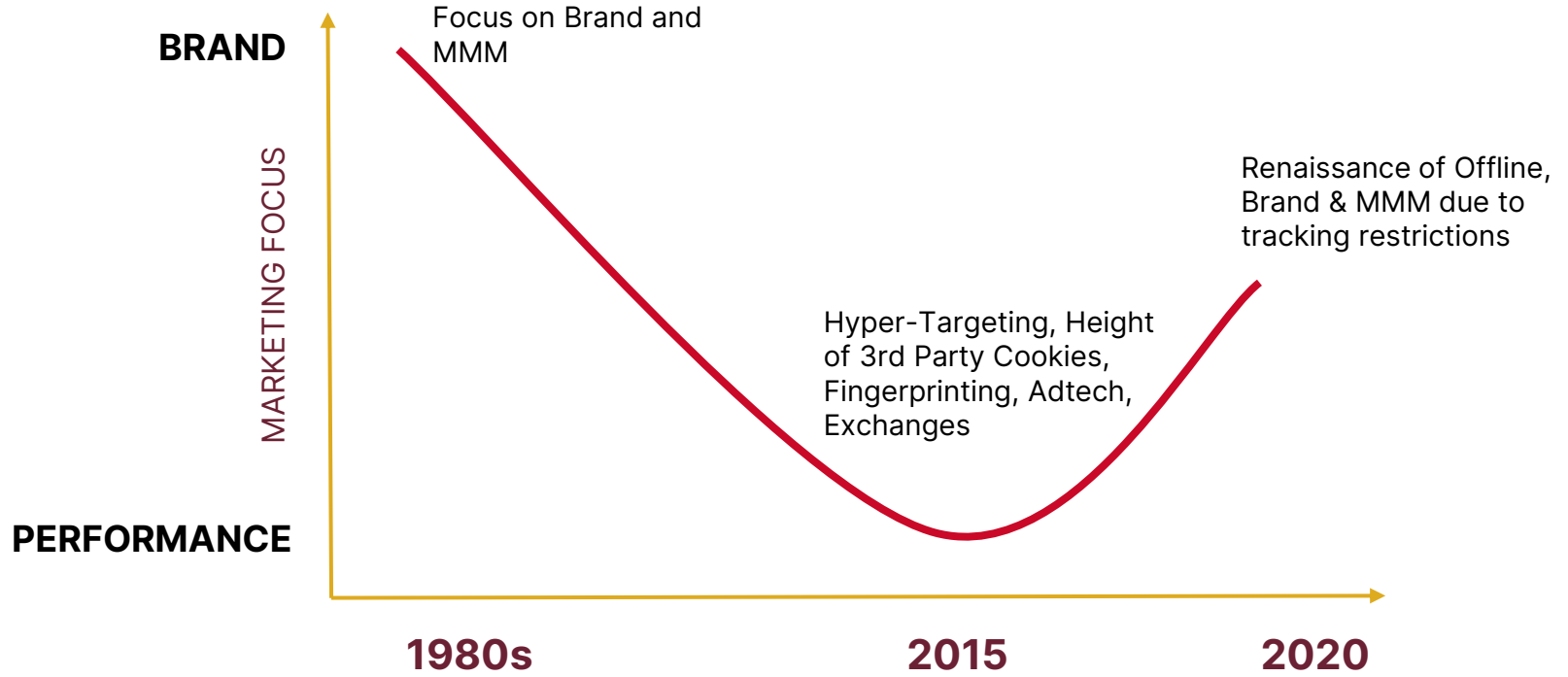
- New users with
- Install Date
- Conversions, Revenue



External Data

- Competitor actions
- Holidays, Weather
- Events, etc.

OPPORTUNITY FOR BRAND RENAISSANCE





THANK YOU



