LIFTOFF

SUBSCRIPTION
APPS REPORT

2017

User Acquisition Trends and Benchmarks

TV Music Travel Finance Food Ride Share

Match Maker
Dating

- Rewind your last swipe
- Change your location
- Enhance your profile

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2017

User Acquisition Trends and Benchmarks

Introduction

Called out as one of the "most significant changes to the App Store since its launch," the arrival of the subscription app model marks a phase change in the App Economy. A subscription signals user commitment that literally speaks volumes about the quality and appeal of your app. It's also the event that triggers recurring revenues, allowing your company to plan every aspect of your business with high confidence based on highly predictable cash flow.

Apple introduced the new model – which allows companies to sell their apps for a recurring fee – as part of a wider sweep of changes it made to its App Store policies in the summer of 2016. It shifts standard 70/30 revenue share in favor of the developer, allowing companies with long-term paying users to keep more of the money they earn. For those companies able to maintain a subscription with a user for longer than 12 months, Apple's cut drops down to 15%. Not to be outdone, Google also introduced a subscription model for

apps on the Google Play Store. But there is one big difference: developers can lay claim to the 85/15 for subscriptions right away, not after they hook a subscriber for 12 months.

One year on from this milestone decision, and all types and categories of apps now sell their apps as subscriptions – a business model previously limited to a select group of cloud-storage, entertainment and streaming media apps. Of course, not all apps that can offer a subscription model should. In its guidelines Apple encourages companies to think about what their app offers before asking users to put money on the table. For a subscription model to work, an app should be able to offer regularly released new features, or help users accomplish important tasks.

Either way you cut it, subscription apps have to offer value that users are willing to pay for – again and again. Little wonder that dating apps, utility apps and exclusive/enhanced entertainment apps, such as news, music and video,

> **" App market data provider App Annie points out that the rise of the subscription app model is a boost to the health and longevity of the entire App Economy. "**
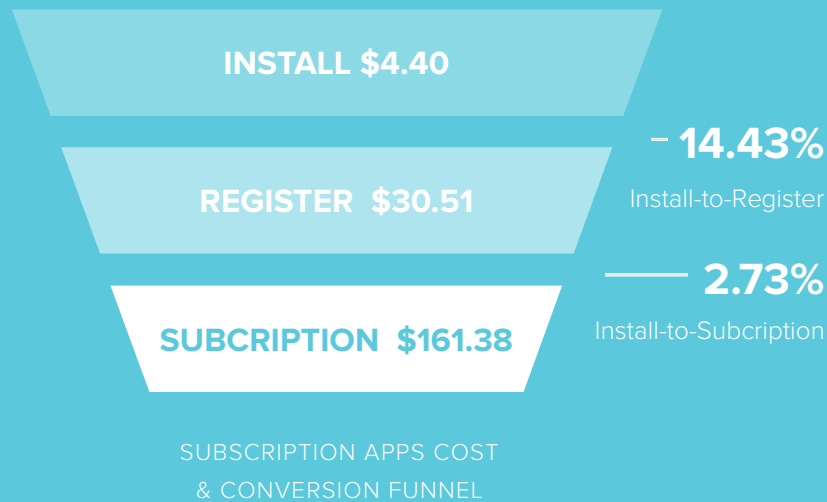
top the list of successful subscription apps – driving positive outcomes for everyone. For app publishers, it opens access to quality users who genuinely appreciate the app offer. For the users, it allows regular and friction-free access to content and experiences that add value to their daily lives.

And it doesn't stop there. App market data provider App Annie points out that the rise of the subscription app model is a boost to the health and longevity of the entire App Economy. It reports that "in-app subscription revenue from non-game apps, particularly within the media streaming, news and dating categories, is rapidly increasing." Overall, App Annie forecasts revenue for non-game apps to grow at an incredible rate of 25% - reaching $33.8 billion in 2021. But even marketers in a booming market need intelligence and insights to make tough choices about their app. What is the proper price range? How long is "too" long to wait for a conversion? When is the "window of opportunity" to reach

and engage users wide open? These are some the key questions addressed in the 2017 Subscription Apps Report.

As the first-ever report to lift the lid on engagement trends and activities impacting user acquisition and engagement in this burgeoning app category, the 2017 Subscription Apps Report by Liftoff draws from Liftoff internal data from June 1, 2016 through June 1, 2017. This data spans over 1+ billion ad impressions (1,051,355,179 to be exact) across 14,015,738 clicks and 520,792 app installs.

Specifically, the report tracks the cost and conversion rates around *the* key event for subscription apps, namely the subscription. It also breaks new ground, highlighting the ideal price range and appropriate contexts that can turn a user into a loyal subscriber. Finally, the report breaks down data by platform (iOS and Android), user demographics (gender) and app category (must-have utilities vs. nice-to-have dating apps).

INSTALL $4.40

REGISTER $30.51

SUBCRIPTION $161.38

−14.43%
Install-to-Register

2.73%
Install-to-Subcription

SUBSCRIPTION APPS COST
& CONVERSION FUNNEL

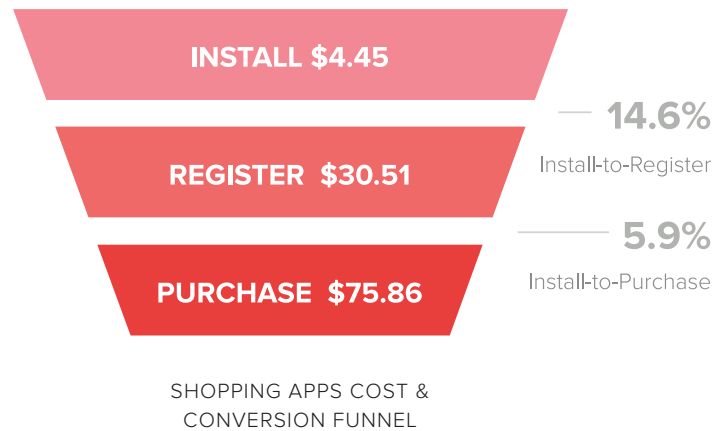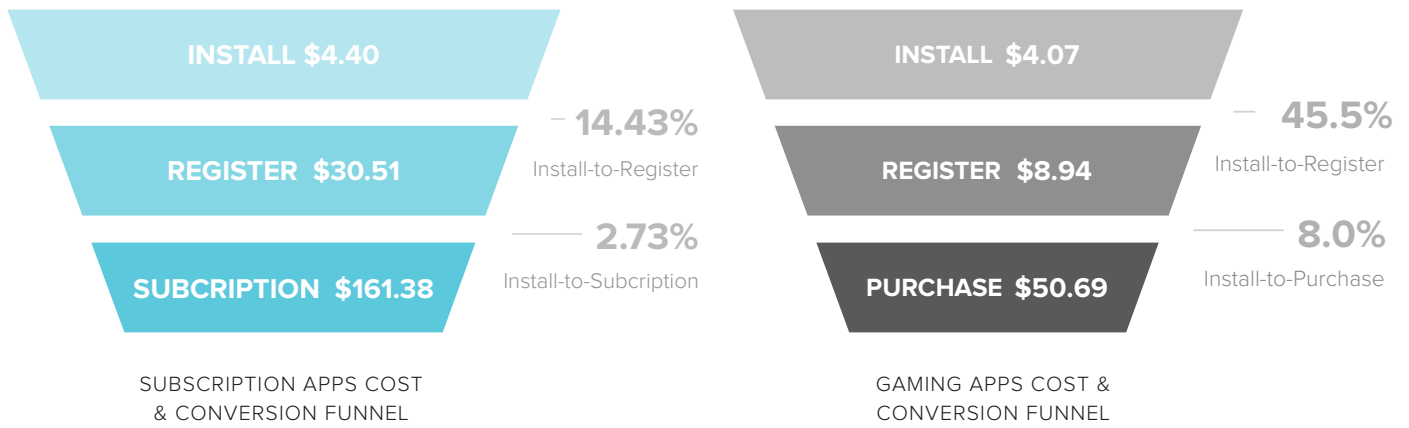# Overall Subscription App Costs and Conversion Rates

Clearly, recurring revenues is a powerful way to improve user acquisition and move the needle on retention.

But for companies embracing this lucrative model — particularly those new to the party — you can't run your business blind. It's critical to know and internalize the benchmarks that tell you if your campaigns are on the mark, or off by a mile.

As the Cost And Conversion Funnel shows, it costs an average of $4.40 across all categories of subscription apps to acquire a new user. The cost to convert that user to complete a

registration, inputting valuable data that fuels retargeting efforts later on, is $30.51, resulting in an install-to-registration rate of 14.43%. But the real prize is a subscription, an event that costs more because it yields more.

At $161.38 the cost to convert a user into a subscriber has a high price tag compounded by a comparatively low install-to-subscription rate of 2.73%. But keep in mind that this is data based on overall cost and conversions for all

INSTALL $4.40

REGISTER $30.51

— 14.43%
Install-to-Register

SUBCRIPTION $161.38

— 2.73%
Install-to-Subcription

SUBSCRIPTION APPS COST
& CONVERSION FUNNEL

INSTALL $4.07

REGISTER $8.94

— 45.5%
Install-to-Register

PURCHASE $50.69

— 8.0%
Install-to-Purchase

GAMING APPS COST &
CONVERSION FUNNEL

INSTALL $4.45

REGISTER $30.51

— 14.6%
Install-to-Register

PURCHASE $75.86

— 5.9%
Install-to-Purchase

SHOPPING APPS COST &
CONVERSION FUNNEL

subscription apps, a mixed bag of apps that vary in the value they offer and the monthly subscription fee they charge.

Look beyond the data in this report, and compare overall app costs and conversion rates of subscription apps with those of gaming apps (featured in the Liftoff report here) or shopping apps (featured in the Liftoff report here), and subscription apps are in a league of their own. At one level, the overall cost to acquire a new user for gaming and sho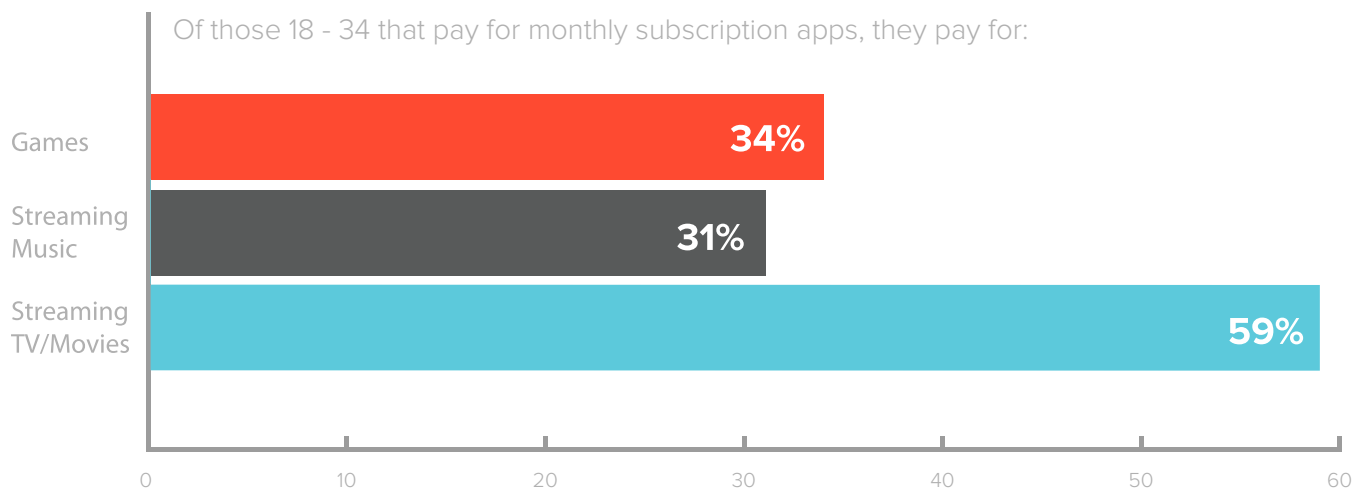pping apps hovered around the $4 mark, resulting in an install-to-purchase rate for both app categories that was several times higher than for subscription apps. However, subscription apps alone can lay claim to the prize: the lasting loyalty of users so committed to an app that they agree to pay a recurring fee for the privilege to use it and the certainty that comes with a stable and predictable cash flow. Connect the dots, and overall app costs and conversion rates may be higher than most, but so are the long-term dividends.
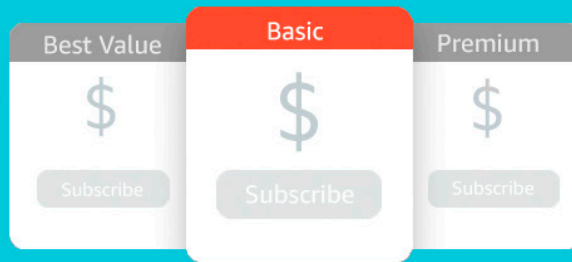
Subscription App Sub-Categories by Cost

Subscription apps tap into our willingness to pay for value and our even deeper desire to wring the most value out of every penny we spend.

FURTHER ANALYSIS BY AGE

Of those 18 - 34 that pay for monthly subscription apps, they pay for:

Games	**34%**
Streaming Music	**31%**
Streaming TV/Movies	**59%**

0   10   20   30   40   50   60

As far back as 2014 research from Branchfire, based on a survey of 2,000+ smartphone users, blew industry concerns about whether users would ever embrace paid content and subscription apps out of the water. It found that nearly half of all consumers would be willing to pay a monthly subscription for an app they love. It zeroed in on entertainment apps – as these were the only apps available.

> **" The Sunk Cost Fallacy refers to a cognitive bias people have that makes them stay the course because they have already spent time or resources on it. "**

Fast forward, and the explosive growth of subscription apps across a wide range of categories beyond entertainment is a clear confirmation that users are willing to pay a monthly fee provided the value exchange the app offers is on the money.

Another factor playing in favor of the subscription app model is a concept known as the Sunk Cost Fallacy. It refers to a cognitive bias people have that makes them stay the course because they have already spent time or resources on it.

Think of the times you watched a movie to the end — even though you didn't enjoy it — because you didn't want to waste the money you spent to rent it on-demand. This is the Sunk Cost Fallacy in action. At one level, you can argue this level of consumer commitment borders on irrational. But seen through the lens of business, sunk

trumps sticky every time. By definition companies offering subscription apps are well positioned to profit from our deep need to stick to our decisions because we made them in the first place.

But there is a catch. The costs should be attractive, not prohibitive. Significantly, the Branchfire research into consumer attitudes toward subscription apps found that "$10 a month is the sweet spot for subscribers." It's an interesting conclusion — but no longer applies in an App Economy that expanded to offer much more than media apps like Netflix and Spotify.

To pinpoint the ideal price range for subscription apps today we looked at app costs and consumer engagement among a much wider variety of app types and categories, ranging from finance and ecommerce, to dating and entertainment - and more.
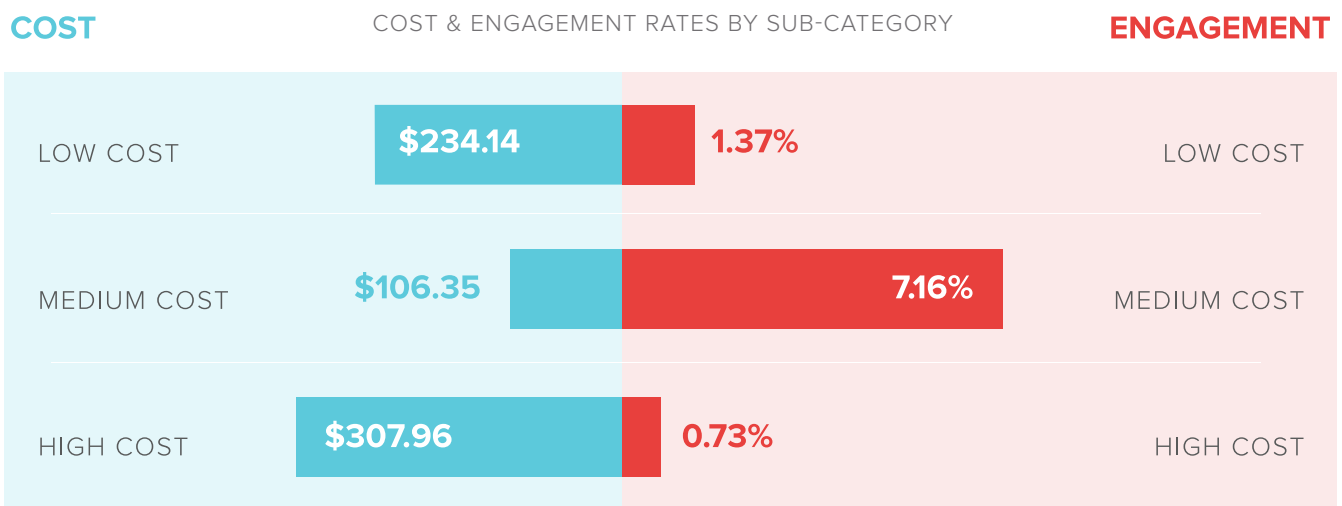
First, we grouped all subscription apps into 3 distinct categories based on the subscription cost per month (**low**: $6.99 and below; **medium**: $7-$20; and **high**: $20-$50). Then we looked at the conversion rates, a measure of how app users view and value the app as they literally bought into a subscription.

$0-$7
LOW

$7-$20
MEDIUM

$20-$50
HIGH

Interestingly, apps in the medium price range had the highest conversion rate (7.16%) and the lowest cost to acquire a subscriber ($106.35). Indeed, the conversion rate is over 5X higher than the low-cost subscriptions category, where the conversion rate came in at just 1.37%. It also towers above the 0.73% conversion rate for the high-cost category.

COST   COST & ENGAGEMENT RATES BY SUB-CATEGORY   **ENGAGEMENT**

|	COST	ENGAGEMENT	
LOW COST	$234.14	1.37%	LOW COST
MEDIUM COST	$106.35	7.16%	MEDIUM COST
HIGH COST	$307.96	0.73%	HIGH COST

The data tells several stories — each with an interesting twist.

You get what you pay for. Don't be too quick to declare the high-cost range ($20-$50) as out of bounds. It's a group of apps dominated by categories such as dating, where user acquisition costs are typically high because the payoff can be off the charts. Don't look for short-term bargains; focus instead on long-term gains by architecting highly-effective, highly-targeted campaigns to convert these "whales" into loyal users and reliable cash flow for your app.

Don't blame the campaign. Pricing, not marketing, may be to blame for the low conversion rate among low costs apps. The Sunk Cost Fallacy reminds us that it's human nature to value things based on costs and commitment — and apps at the low-end of the pricing scale naturally have the toughest time tapping

into this psyche. It may be you can win more users by asking for more. If that's too risky, then use your other channels — email, push notifications, above the line advertising — to reinforce the high value your app offers for comparatively low cost.

Set your sights on the "golden middle". The data indicates the medium price range may be the sweet spot for subscription apps. Or does it? Keep in mind this outcome is also inextricably intertwined with the kinds of apps (and audiences) that make up this group. It may be that it's a great fit for some apps, but a mismatch with others. If you are going to charge in the middle range make sure there is nothing *average* about how you reach and engage your target audience. It's a space where competition for users is sure to increase as more apps adopt a subscription model.

TV   Music   Travel

Dating   Utility

Finance   Food   Ride Share
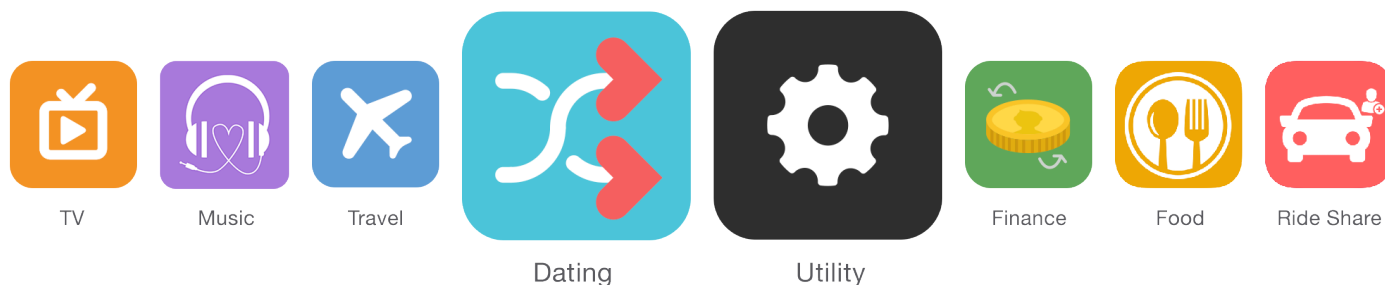
Dating and Utility Subscription Apps

Google research suggests that we reach for our mobile devices to satisfy "need-states," use cases and contexts perfectly paired with what we want to do, learn, or experience at that "micro-moment" in time.

It's much the same situation with mobile apps, which have forever changed the customer journey.

This report uniquely looks at two stand-out categories of subscription apps that have succeeded in becoming an integral part of their users' lives:

Dating apps, a nice-to-have app that users depend on to meet new people, build new relationships and experience life in new ways.
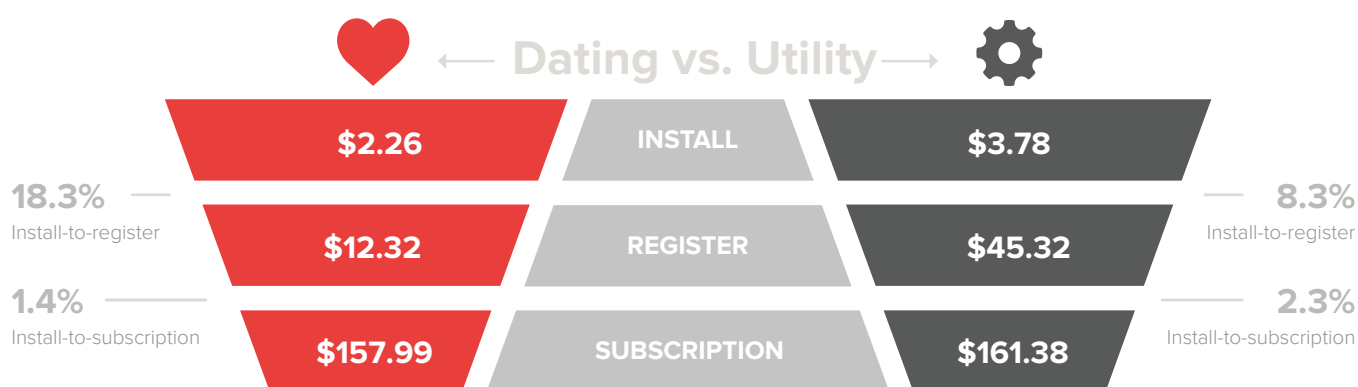
Utility apps, a must-have app that users rely on to *get stuff done*, allowing them to boost performance, save time or just simplify the daily routine.

Both categories of subscription apps occupy a pivotal and personal position in the lives of their audience, offering high value that comes at a cost users are willing to pay — again and again.

However, there are distinct differences marketers should be aware of as they move deeper in the funnel. Take the cost to acquire a user who goes on to subscribe to the app. While this cost is quite similar for both categories, the conversion rates vary widely. Utility apps (2.34%) have a 63.6% higher install-to-subscribe rate compared with Dating apps (1.43%).

> **"** The data sends a clear signal to marketers: conversion is a journey, not a destination, so make sure every step is easy, engaging and effective. **"**

APP CATEGORY DEEP DIVE: DATING & UTILITY APPS

← **Dating vs. Utility** →

	Dating		Utility
INSTALL	$2.26		$3.78
REGISTER	$12.32		$45.32
SUBSCRIPTION	$157.99		$161.38

18.3%
Install-to-register

1.4%
Install-to-subscription

8.3%
Install-to-register
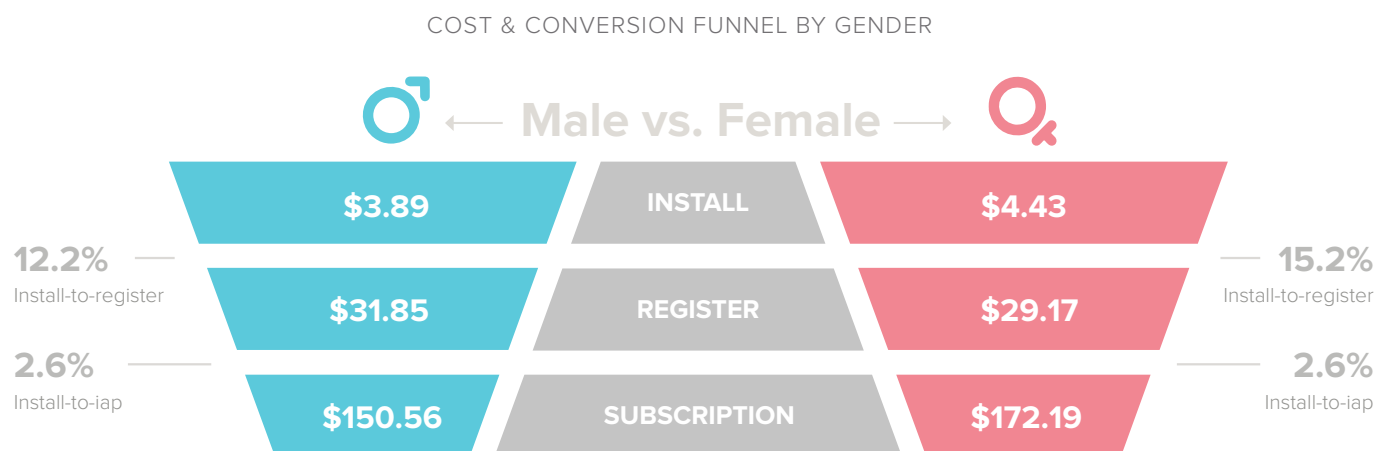
2.3%
Install-to-subscription

This significant difference could be linked to a variety of factors and variables, ranging from how simple (or difficult) it is to register and input key data such as credit card details, to the quality of follow-up campaigns that "nudge" users through the funnel. A comparison of install-to-registration rates for the two app categories reveals an unusually high drop-off rate for Dating apps (18.34% make it

to that event but only 1.43% commit to a monthly subscription), indicating that the registration process is a serious bottleneck.

While the reasons behind the different conversion rates may not be so clear-cut, the data sends a clear signal to marketers: conversion is a journey, not a destination, so make sure every step is easy, engaging and effective.

Subscription App Engagement by Gender

An examination of acquisition costs and engagement rates across genders for subscription apps reveals striking similarities and surprising opportunities.

COST & CONVERSION FUNNEL BY GENDER

← Male vs. Female →

	INSTALL	
$3.89		$4.43
$31.85	REGISTER	$29.17
$150.56	SUBSCRIPTION	$172.19

12.2%
Install-to-register

2.6%
Install-to-iap

15.2%
Install-to-register

2.6%
Install-to-iap

While both genders differ slightly in their likelihood to register, thus taking that all-important step on the path to becoming a regular subscriber, the install-to-subscription rates are identical.

At first glance, the install-to-registration rate (12.2% for males and 15.2% for females) appears quite close. However, the difference at this key point in the funnel suggesting that females are either more willing to input data, or less put off by the process.
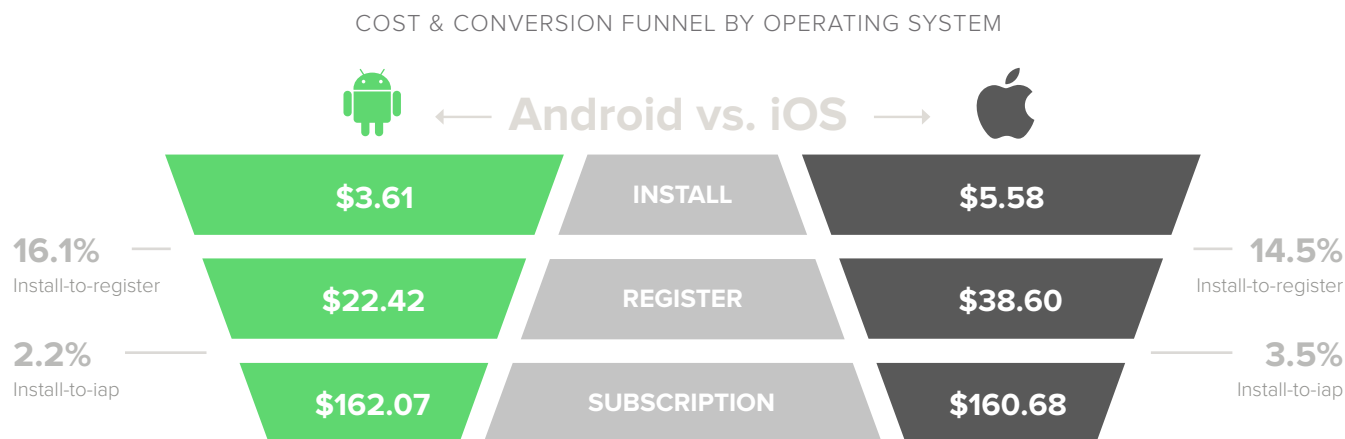
However, this level of engagement comes at a price. At $4.43 the cost to acquire a female who will install the app is 14.3% more than the cost to acquire a male. What's more, the cost to acquire a female who continues on to subscribe to the app costs 14.4% more than to acquire a male.

Overall, females are only marginally more expensive than males to acquire. While the effort to engage females is clearly worth it, it may be slightly short-sighted. Marketers should also focus campaigns on engaging males - a group that costs less than females to acquire, yet converts at a similar rate.

Subscription App Engagement by Operating System

A breakdown of subscription apps use by platform indicates that iOS users are hardly a bargain to acquire.

COST & CONVERSION FUNNEL BY OPERATING SYSTEM

Android vs. iOS

	Android		iOS	
INSTALL	$3.61		$5.58	
Install-to-register	16.1%		14.5%	
REGISTER	$22.42		$38.60	
Install-to-iap	2.2%		3.5%	
SUBSCRIPTION	$162.07		$160.68	

But the added bonus of predictable, reliable income that results from selling an iOS user on a subscription package also has its advantages. (Particularly for marketers with subscription apps in the high price range of $20-$50.)

Overall, the cost to acquire an iOS user who installs a subscription app ($5.58) is 54.6% more than to acquire an Android user ($3.61). However, the gap narrows further down the funnel. The cost to acquire an Android user who continues on to subscribe ($162.07) exceeds that of an iOS user ($160.68) by less than a percentage point.

But marketers should also consider another important variable – outside the scope of this report – which is the dollar amount of the monthly subscription. The popular assumption that iOS users are affluent users that spend more is supported by reports revealing millennials and professionals think nothing of shelling out money for monthly subscriptions – and often forget about the charge altogether until they see their monthly credit card statements. Should you target Android users or iOS? Look for the answers in your data, and then act on them.

Monthly Trends

Generally speaking, subscription apps use and interest is fairly steady.

This is because interest in and use of these apps is inextricably intertwined with internal factors like consumer "need-state," not linked to external events like seasonal holiday shopping sprees. View the average cost to acquire a subscription app install through this lens, and it's easy to imagine that campaigns powered by appropriate messaging and effective targeting can reach and influence consumers all year long. That's a huge

window of opportunity, and one that could make marketers in other app categories quite envious.

Nonetheless, there are some stand-out months where campaigns can acquire an app install more effectively than others. At $4.26 January appears to be a pricey month — but remember costs across many app categories increase to ride the wave of users (many equipped with new smartphones they received

as holiday gifts) to explore the wealth of apps at their fingertips. Marketers have a choice: they can compete for installs, or they can practice some patience and target users in February ($3.96) and March ($3.66) when the "newness" of smartphones is still high, but the average cost to acquire a subscriber is not.

COST PER INSTALL BY MONTH
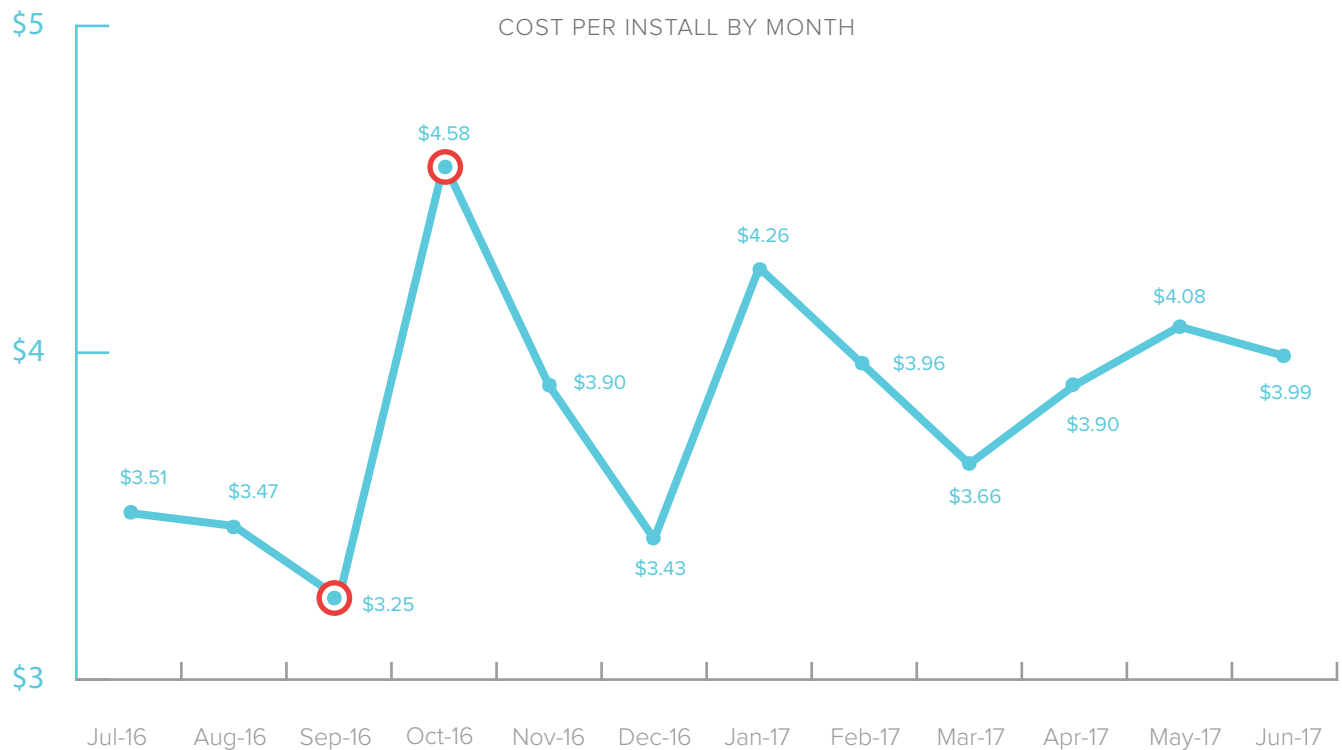
The summer slowdown is another period to watch. With some extra time on their hands users may be more open to discovering new apps and offers. And, with seasonal triggers like the back-to-school season months away, it's a period when big brands with commerce apps are not locked in competition for installs, thus pushing UA costs into the stratosphere. Against this backdrop, the average cost to acquire a subscription app install hovers in the $3.50 range (July - $3.51 and August - $3.47), dropping to a low of $3.25 in September, before starting a steady climb to a high of $4.58 in October.
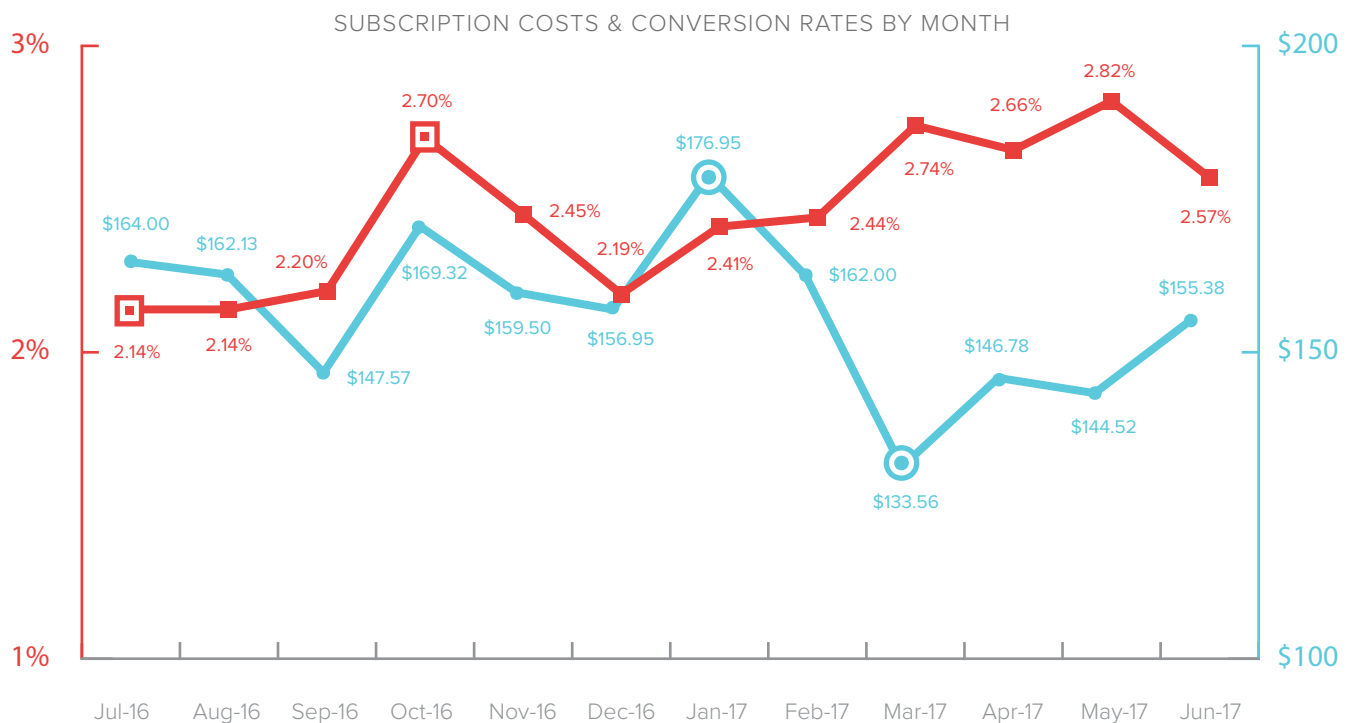
Overall, the cost to acquire a user who installed a subscription app averaged $156.56. That may seem high for marketers with low-cost subscription apps that charge less than $6.99 per month. But, by the same token, it may spell massive and lucrative opportunity for marketers with apps at the high-end of the pricing scale. Naturally, your strategy will depend on your app category and objectives.

Meanwhile, the install-to-subscription rate doesn't show a significant shift from month to month, hovering just over the 2% range throughout the year. It's a key data point that indicates audience interest in subscription apps

is stable. That's good news. But it should also motivate marketers who want to achieve more to do more. Consider harnessing a mix of channels and approaches that continually and consistently communicate the value their app offers to the audiences most likely to appreciate it.

That said, there are months when the cost to acquire a user who subscribes to the app pays dividends beyond the promise of a more predictable business model powered by more sustainable revenues. One such month is September, when the cost of acquisition drops to $147.57 and the install-to-subscription rate reaches

> **"As the famous poem by Alfred Tennyson reminds us, spring traditionally turns youths' fancy to thoughts of love. "**
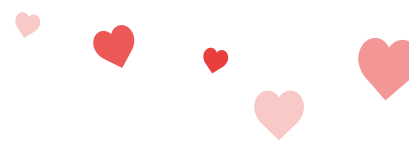
2.20%. The data highlights even more attractive opportunities to buy low and achieve high engagement from March through June.

Precisely **why** is a hard one to call. After all, interest and activity in subscription apps are linked much more to **personal** resolve than to **seasonal** triggers. Users subscribe to apps because they see the value in doing so. While it is outside the scope of this report to list all the factors at play here, differences in cost and conversion for some app categories might be explained by a few broad — but true — generalizations.

As the famous poem by Alfred Tennyson reminds us, spring traditionally turns youths' fancy to thoughts of love. Marketers with **Dating apps** are therefore well advised to court their target audience in the run up to this romantic season. Happy coincidence that the gap between cost and conversion also plays in favor of this strategy, allowing marketers to acquire users at attractive prices and bank on equally attractive conversion rates that (in May) hit as high as 2.82%.

Another interesting period is right after the lazy days of summer when many consumers are recharged and ready for a fresh start. What better way to kick off the busy season (going back to school or just getting back into the daily routine) than by subscribing to an app that promises to save time, boost productivity or just increase the user's overall quality of life? Against this backdrop, it makes perfect sense for marketers with **Utility apps** to double-down on efforts to capture the attention and loyalty of an audience eager to master tasks or take control of their lives. Case in point: October when the cost to acquire a user who will subscribe to an app is not cheap at $169.32, but a high install-to-subscription rate of 2.70% makes it well worth the effort and expense.

Install-to-Subscription Times

Write this one down: Subscription apps win users because they offer a winning value proposition.

Write this one down: Subscription apps win users because they offer a winning value proposition. Success is about mixing the science of effective advertising with the art of communication, orchestrating ways to tell your target audience why your app is worth a recurring cost and their lasting loyalty.

Of course, pricing also plays a pivotal role. While a user might not think twice about spending a few dollars a month, they may wince at the idea of investing double-digits. Their decision — and willingness to pay — is influenced by how well you convince them to take the plunge.

Getting these moving parts in alignment is the first step to achieving deep funnel goals. A breakdown of install-to-subscription conversion rates across low, medium and high cost subscription apps highlights timelines for each, equips marketers with data to plan campaigns and timelines with confidence. More importantly, knowing how long it typically takes a user to convert alerts marketers to the "red flags" that tell them they are off the mark.

" Could better engagement and re-engagement tactics shave minutes off this time frame? ""

Of all the subscription apps analyzed in this report, 50% of all users continued on to subscribe to an app within the following time frames. Overall, users converted within a period of 3 hours, but apps at different prices saw different results.

Predictably, apps at the low end of the scale also had the shortest time frame, with users taking all of 15 minutes to decide whether or not to open up their wallets and pay a monthly fee.

No surprises here. It's not a huge investment, so there is not a huge barrier to action.

Significantly, medium cost apps are not far behind, lagging a mere 10 minutes behind their less expensive counterparts. This is not a massive difference. But it poses the question: could better engagement and re-engagement tactics shave minutes off this time frame?

INSTALL-TO-SUBSCRIPTION TIMES

3h
ALL

15m
LOW

22h
HIGH

26m
MEDIUM
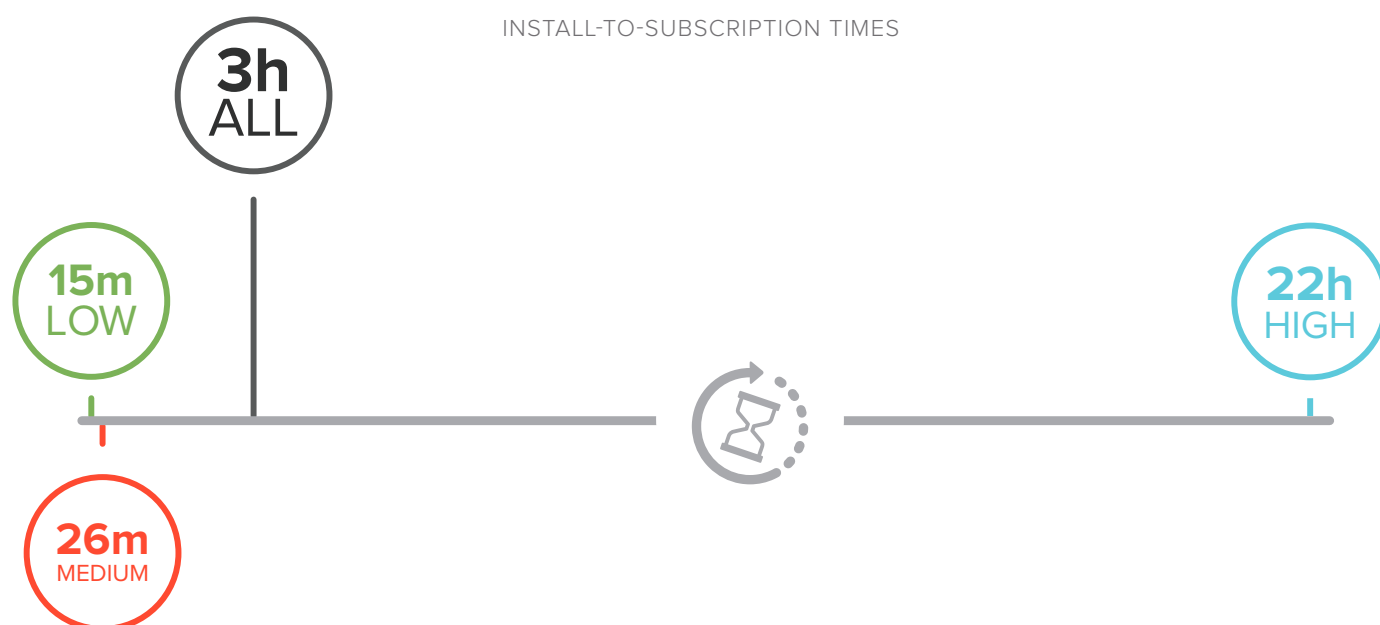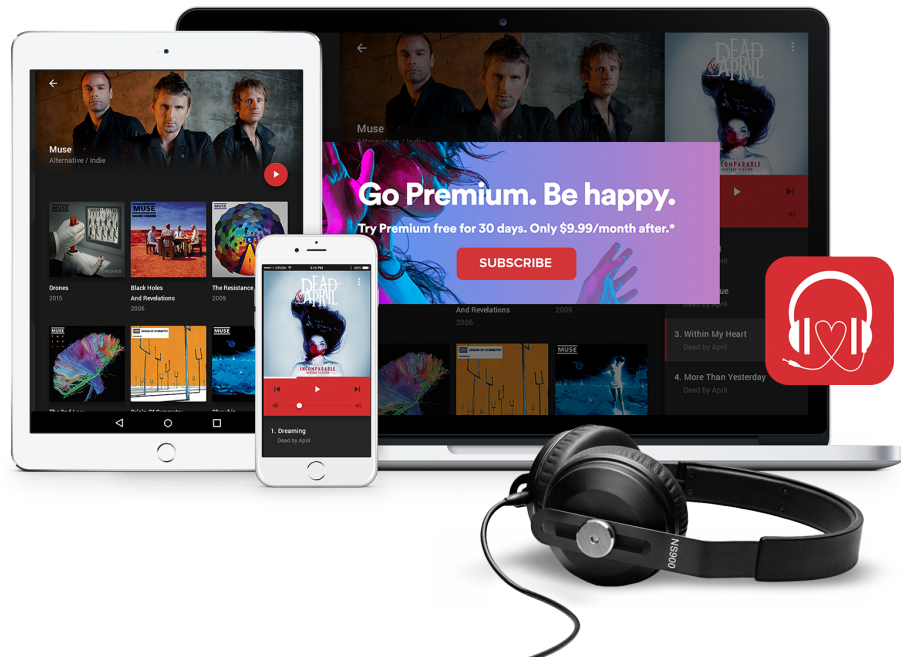
Earlier in this report we showed that apps in the medium price range showed the highest conversion rate for the lowest cost to acquire a subscriber. This would indicate that users intuitively understand and appreciate the value the app offers. Clearly, these are users that are on board, so it makes sense that improvements in marketing and messaging should reduce the time frame even further.

At 22 hours, high cost apps also have the longest install-to-subscription time frame. This makes sense since it's a commitment where even an eager user is apt to weigh the pros and cons. But it's also likely a clear-cut case of "you get what you pay for" where it's up to the marketer to make a

strong(er) case. The takeaway: Yes, 22 hours is quite a wait. But, yes, a lot can be done to remove friction or reduce the time frame. Check to be sure what you communicate through your campaigns is consistent, convincing and a complete match with your audience.

No matter if your app costs single or double-digits - use this data as a guide to gauge audience results and reactions. If users who have installed your app haven't bought into a subscription by the end of the reported time frame, then it may be high time to review and optimize campaigns to engage appropriately at every consumer touchpoint and stage of the funnel.

> " Be sure to hook a subscriber for 12 months. "

Summary

Subscription apps mark a phase change in the App Economy, providing companies access to recurring revenues and the all-important confidence to plan every aspect of their business – from user acquisition to app marketing – based on a highly predictable cash flow.

But this positive outcome comes at a price. Companies that want to benefit from long-term paying users have to employ the marketing and engagement strategies sure to hook a subscriber for 12 months.

To reach this goal marketers need intelligence and insights. This is where the Liftoff 2017 Subscription Apps Report – the first-ever report to lift the lid on engagement trends and activities impacting user acquisition and engagement – adds value. What is the relationship between pricing and engagement? How long is "too" long to wait for a conversion? When is the best time to reach and engage users? These are some of the key questions this report addresses, highlighting the ideal price range and appropriate contexts that can turn a user into a loyal subscriber.

Overall, app costs and conversion rates may be higher than most, but so are the long-term dividends. Besides, a body of existing research dating as far back as 2014 underlines the willingness of consumers to pay a

> **❝** Data revealed that users are drawn to the 'golden middle,' the price range which also had the highest conversion rate and the lowest cost to acquire a subscriber. **❞**

monthly subscription for an app they love. Connect the dots, and there is an audience of users that intuitively understand and appreciate apps that are worth the price. It's up to marketers to ensure they offer – and communicate – a winning value proposition to their target audience.

To help marketers map out a convincing and comprehensive strategy to acquire and engage loyal users, the report looked at key factors and metrics that impact conversion rates. Predictably, **price** is an important variable in the user decision to commit to a monthly cost. The report grouped all subscription apps into 3 distinct categories based on the subscription cost per month (low: $6.99 and below; medium: $7-$20; and high: $20-$50). Data revealed that users are drawn to the 'golden middle,' the price range which also had the highest conversion rate and the lowest cost to acquire a subscriber. But the report also

highlights opportunities and approaches that equip marketers to net "whales" in the high-cost range ($20-$50), where conversion rates are somewhat lower, but the payoff can be off the charts.

Recognizing that the range of subscription apps is rather broad (ranging from finance and e-commerce, to dating and entertainment - and more), the report zeroed in on two stand-out categories of subscription apps that have an audience of advocates. These are **Dating apps**, a nice-to-have app that users depend on to meet new people, build new relationships and experience life in new ways; and **Utility apps**, a must-have app that users rely on to *get stuff done*, allowing them to boost performance, save time or just simplify the daily routine.

While the cost to acquire a user who will install the app is similar for both categories, the conversion rates vary.

This could be linked to a variety of variables, including the registration process. It's a clear message to marketers to re-examine the user journey their app offers and double-down on efforts to make sure every step is easy, engaging and effective.

The report also looks at acquisition costs and engagement rates across **gender** for subscription apps on the whole. Significantly, the install-to-subscription rates are identical. But differences emerge elsewhere in the funnel. For example, males cost less than females to acquire, yet they convert at a similar rate. These and other findings suggest that campaigns catering to the male demographic are well worth the effort.

Meanwhile, a breakdown of subscription apps use by platform offers few surprises. Overall, the cost to acquire

an iOS user who installs a subscription app is 54.6% more than to acquire an Android user. However, the gap between **platforms** narrows further down the funnel. But a small difference in costs and conversion overshadows a potentially much bigger difference in what users can — and will — spend on apps. Typically, iOS users are considered to be the affluent big spenders, an audience marketers are eager to hook for the long-term and shouldn't ignore. Before deciding to target Android over iOS, or the other way around, marketers must combine platform data with the other insights that will give them a more holistic view of their customer.

But the report doesn't just drill down into gender and platforms, it also maps subscription app engagement and conversion rates to the calendar,

revealing periods when campaigns can acquire an app install more effectively than others. Significantly, the desire to subscribe to an app is inextricably intertwined with internal factors like consumer "need-state," not linked to external events like seasonal holiday shopping sprees. Nonetheless, the data highlights specific months when marketers can literally get more for their money. One such period is March through June when there are abundant opportunities to buy low and achieve high engagement.

Finally, the report matches low, medium and high cost subscription apps with the time frame it takes for a user to take the plunge (install-to-subscribe time). Overall, users converted within hours, but apps at different prices saw different results.

Predictably, apps at the low end of the scale also had the shortest time frame (measured in minutes), while high cost apps had the longest install-to-subscription time frame (measured in hours). As subscription apps fly or fail based on the perceived value they offer, the data sends a clear signal to marketers that the power to reduce the time frame and increase conversions is in their hands. At one level, they can remove friction that discourages users from moving deeper in the funnel. At the other end of the spectrum, they can review their campaigns to ensure they deliver the right message to the right audience at the right time. No matter if a subscription costs single or double-digits, marketers can aim to increase conversion rates by making sure they engage appropriately at every consumer touch point and stage of the funnel.

LIFTOFF

Liftoff is a full-service mobile app marketing and retargeting platform which uses post-install data to run true CPA-optimized mobile user acquisition and retention campaigns. With Liftoff, campaigns are optimized to drive specific actions beyond the install, to acquire users who engage in more profitable post-install events like booking a hotel, subscribing to a service or making a purchase.