User Acquisition Strategy & Activity

Executive Summary

What this deck covers:

- Current performance overview (retention, monetization, baseline KPIs)
- Channel roles & rationale
- Creative strategy & persona alignment
- Optimization & iteration plan
- Risk management
- Scalable growth strategy
- Success metrics & reporting framework

Core insight: Our UA success depends on acquiring *quality users* who activate early, engage often, and convert to subscription.

Summary - The numbers

Total installs (2019)	1,300,000
LTV (25 months)	$10.00
Paid traffic conversions (to paid)	33.00%
Organic conversions (to paid)	66.00%
Organic or Paid conversion +1%	50.00%

Activated user = paid + 1 additional user
Did not account for paid traffic that positively impacts organic traffic

Month	January	February	March	April	May	June	July	August	September	October	November	December	Total Paid Traffic
Paid Traffic													
nonpaying user	64,800	64,800	64,800	64,800	64,800	64,800	64,800	64,800	64,800	64,800	64,800	64,800	777,600
paying user	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	256,608
+1 (user added by paying user)	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	21,384	
Organic Traffic													
Base - general organic user	333	333	333	333	333	333	333	333	333	333	333	333	
paying - general organic user (66% organic traffic)	220	220	220	220	220	220	220	220	220	220	220	220	
+1 user added by organic paying user)	220	220	220	220	220	220	220	220	220	220	220	220	
Total Users	108,341	108,341	108,341	108,341	108,341	108,341	108,341	108,341	108,341	108,341	108,341	108,341	
Potential Long-term Revenue													
paying user (paid traffic)	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	$213,840.00	
paying user (organic traffic)	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	$2,197.80	
Total Potential Revenue	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	$216,037.80	

Total Paid Traffic	
Users	1,034,208
Cost at $5 (Tier 1 traffic for utilites CPI of $1.5 - $5)	$5,171,040

Channel Strategy Overview

SANs (Facebook, Google):

- Baseline scale, predictable optimization, reliable targeting

DSPs (Liftoff, InMobi, etc.):

- Incremental growth, efficiency through ML-driven optimization

Preloads (Digital Turbine):

- Long-term LTV, passive discovery channel

Affiliates / Pops / Web:

- Opportunistic traffic, quality must be validated strictly

Audience Targeting Framework

Dayparting:

- Commuter hours: Utility + safety use cases
- Family evenings: Household planning + check-ins

Persona Targeting:

- Working moms (primary decision maker)
- Tech-savvy dads
- Caregivers (babysitters, grandparents)

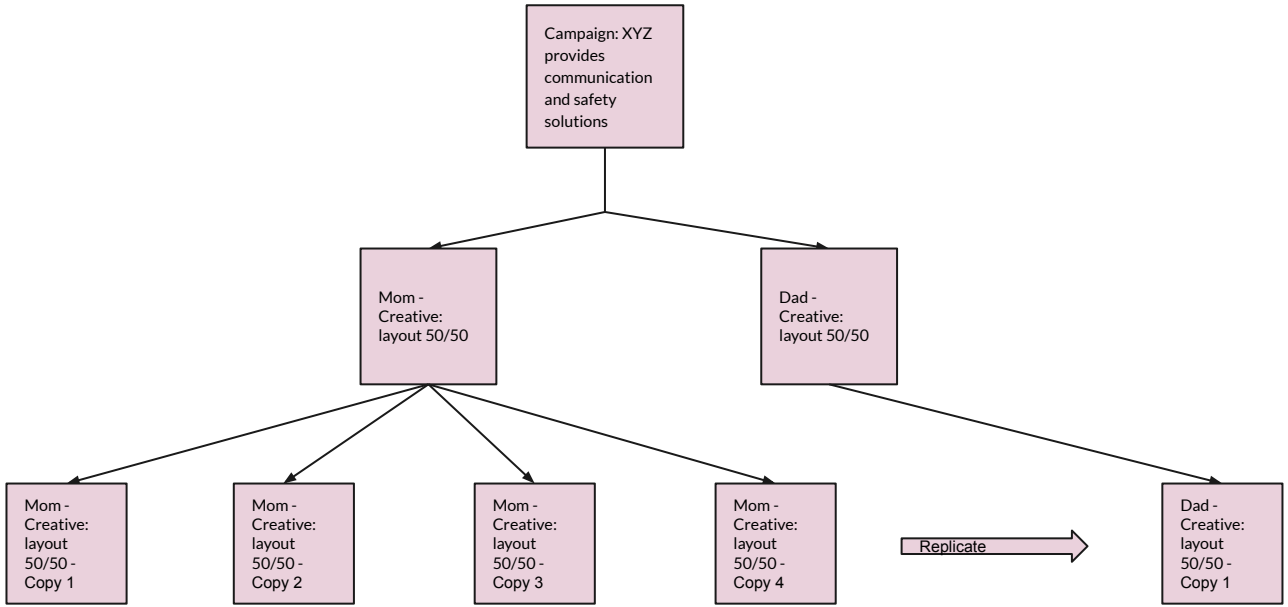
Geo Targeting:

- Tier 1 US states with highest subscription value
- City-level density segmentation
- Cross-device targeting via MMP

Why persona-based creative?

- Parents respond differently to contextual notifications
- Safety scenarios differ for moms vs dads vs caregivers
- “Location status” notifications mimic real app behavior → Higher relevance

Campaign Structure

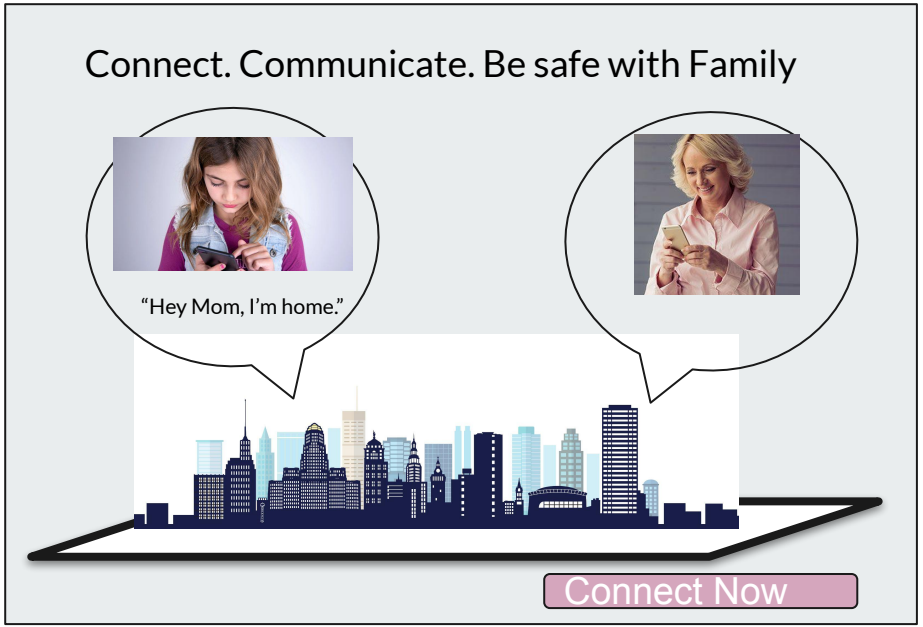


Creative Strategy - Ads

Mother and daughter relationship:

- Copy
  - Hey Mom, I’m home.
  - Hey Mom, I’m at school.
  - Hey Mom, I’m at the mall.
  - Hey Mom, I’m at the movies.





Creative Strategy - Ads

Father and son relationship:

- Copy
  - Dad, I'm going home.
  - Dad, I'm at practice.
  - Dad, I'm on the bus.
  - Dad, I'm at Joe's restaurant.



Creative Strategy - Babysitter

Family and babysitter relationship:

- Copy
  - Mrs. X, I'm taking Jen to practice.
  - Mrs. X, We're going to the mall.
  - Mrs. X, We've checked in at the library.
  - Mrs. X, On our way home.



Team Reporting In-app Metrics

Metrics for retention, engagement, Monetization:

- D1/D3/D7/D14 retention
- Check-in frequency
- Driving events
- Trial starts
- Subscription rate

Executive Reporting Metrics

Weekly:

- Installs: Target vs Actual
- Spend: Target vs Actual
- CAC: Target vs Actual
- Subscription + Trial Rates
- Creative winner / loser analysis

Monthly:

- Retention cohorts
- Partner-level LTV curve
- Profitability & ROAS

Final Strategic Recommendation

Insight: Scale should come from channels that consistently deliver high-quality users—not from those with the lowest CPI. Quality is defined by strong retention, frequent check-ins, trial starts, and subscription conversions.

Recommendation:

- Double down on "clean," high-retention traffic sources.
- Increase DSP scale by prioritizing proven, high-performing placements.
- Expand persona-based creatives: For example, Mom, Dad, Babysitter.
- Optimize toward higher-value events beyond the initial install.
- Improve Day 1–7 activation to strengthen early LTV and long-term revenue.