



# Improve the lifetime value of your app users

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Three effective tips from the Travel industry

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The Travel industry has been quicker than any other to take up the opportunities of smartphone and tablet apps.

Working with our Travel partners, we've learned some important lessons about increasing engagement and maximizing value—lessons that can benefit marketers in other industries.

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# Only a small percentage of downloaded apps will be used. How do you make sure yours is one of them?



**25.8%**  
Average user-to-download  
ratio in the Travel vertical

You don't just need more downloads, you need more active users. Whatever industry you're in.

We've got three tips we've learned from working with our Travel industry partners to help you to turn contacts into customers.

Source: Ad-X by Criteo, July 2013-January 2014 – aggregated numbers over several accounts from the Travel sector – base: worldwide  
Active users = users having opened the app at least 3 times

# Tip #1

## Acquire new users at the right time of the year

Seasonality should be a key consideration for many verticals. Promote your download in sync with your customers’ planning and purchasing cycle to get the best return on new acquisitions.

Travel apps are downloaded more in the summer, but only one in four of those downloads will be used. There’s a window of opportunity, before peak season, to reach a higher percentage of active users.

**From March to May, 16% more downloads were used. Consumers were using their apps to plan summer vacations during this time period.**



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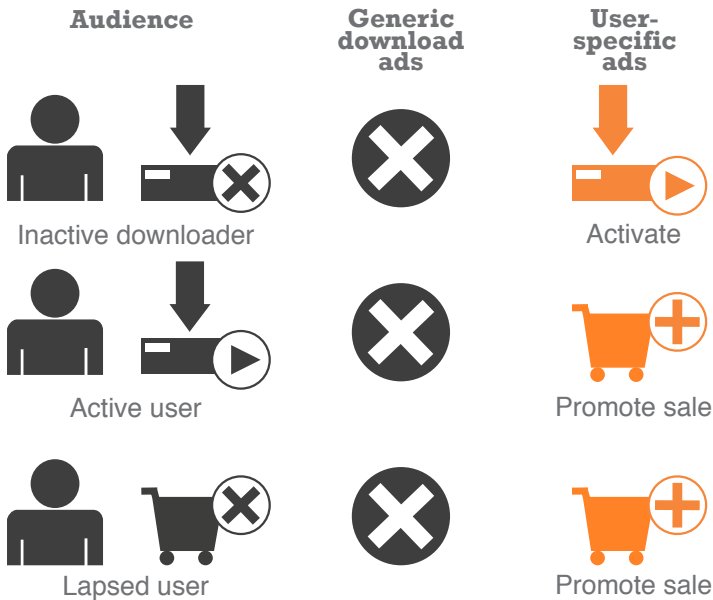


## Tip #2

### Don't just promote downloads: change the message based on user activity

Mobile advertising used to be based on Cost Per Install, so you wasted money promoting downloads to people who already had your app. Now, it's possible to track the whole app lifecycle, so your performance changes dramatically.

When you track more than downloads, you can offer alternative messages to reach different types of existing users. You can promote the app to unactivated installers, promote sales to active users, re-engage lapsed users, all the while making the most of your seasonal window of opportunity.



## Tip #3

# Reactivate your most valuable users while they are most receptive

Actively re-engage your users by using dynamic ads relevant to their past behavior, value, and purchasing intentions.

By tracking in-app events such as registrations, sales, and sales value, you can calculate average revenue per daily active user, their lifetime value, and ROI. So you can buy and deliver media far more effectively, and get more value from your customers.

### Criteo In-App Retargeting: how it works

**1/** THE USER OPENS YOUR APP AND LEAVES

**2/** THE USER BROWSES ANOTHER APP AND IS TARGETED WITH A RELEVANT AD

**3/** USER IS BROUGHT BACK TO YOUR APP TO CONTINUE BROWSING OR COMPLETE A PURCHASE





## The Formula of Success for your apps:

*( Acquisition + Reactivation ) = Commerce <sup>LTV\*</sup>*

*\*Life-time value*

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Want to know more about how Criteo can help turn your app downloads into valuable customers?

Get in touch with a representative now at

**SALES@CRITEO.COM**

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## ABOUT CRITEO

Criteo is a global leader in digital performance display advertising, working with over 5,000 ecommerce companies around the world. Criteo has over 800 employees in offices across the US, Europe and Asia, serving more than 40 countries.

*For more information, please visit <http://www.criteo.com>*