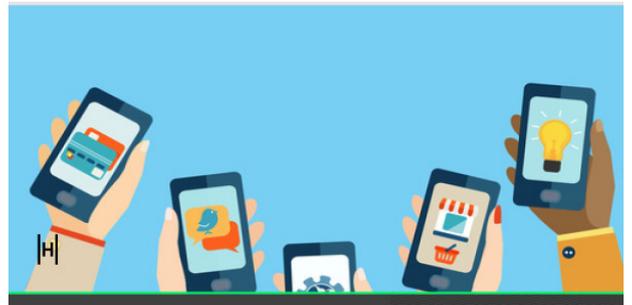# HATCH:MOBILE

Sharpen your skills in mobile user acquisition

Thanks for your interest in our upcoming Hatch:Mobile course. Here we provide an overview of the course curriculum, format and how to book a place.

A USER'S FOR LIFE, NOT JUST INSTALLATION

Mobile app marketing is the new ground zero in user acquisition; it's relatively new and far from being a mature discipline. There's a multitude of options for tracking, media-buying partners, ad networks and optimisation techniques. Fold in the rising costs of media as developers push their monetisation efforts and the scramble for users intensifies. So which tools and techniques do you employ, why and how do align them all to reach, convert and maintain users of your app? We share advanced practices in conquering the challenge.
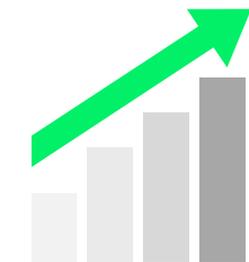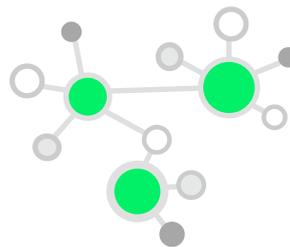
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4 KEY AREAS YOU LEARN ABOUT ON HATCH:MOBILE

1 Traffic Types and Buying Methods

2 Campaign Setup and Optimisation

3 Tracking and Attribution

4 App Store Optimisation

WHAT PEOPLE SAY ABOUT US

Vinay Ranganath, IG:
"I picked up a fair bit of very advanced knowledge from the workshop which was great. Max was really good and had an answer for pretty much everything!"

IG GROUP

Aaron Turnbull, Future Games of London:
"Excellent coverage of key topics and issues in mobile user acquisition with the kind of depth and detail which is not generally available elsewhere."

FGOL A UBISOFT STUDIO

HATCH:MOBILE

Sharpen your skills in mobile user acquisition

COURSE TUTOR & DESIGNER

Thiago Monteiro

Thiago has over 7 years experience working in Digital Marketing and has worked across display, search and social. For over two years, Thiago led the Mobile Marketing team at Treatwell (formerly Wahanda), where he was faced with entering new markets across Europe whilst maintaining the performance of traditional paid channels and delivering a strong ROI. He is now the Head of UA at Peak, a brain training app.

Jacob Kruger

Jacob runs User Acquisition at Social Point, one of the largest mobile game developers in Europe, where he manages multi-million dollar marketing budgets across a variety of paid channels

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:
valerie@hatchlondon.com
02071172441

Detailed Agenda: Day 1

- **The Fundamentals of Mobile UA:** iOS vs Android, App vs Play store, the complexity of the mobile ecosystem, typical mobile user journeys and the difficulty of being discovered
- **Tracking and Attribution:** why it is so important, the major providers of app tracking solutions, mobile attribution challenges and techniques including fingerprinting and device IDs, what and when should a developer track
- **Traffic types and buying methods:** different types of traffic and their advantages/disadvantages, exchanges vs networks vs direct etc, different buying models (CPC, CPM, CPI, CPA/E), how to define the right mix
- **KPIs:** What are the main mobile KPIs, why it is important to define and use the right KPI, case studies from the market and why different campaigns should have different KPIs
- **Dubious Practices and Fraud:** Rebrokering, off geos, fraudulent traffic, punching, lack of standards and what you can do about all of these things

Detailed Agenda: Day 2

- **App Store Optimisation:** Understanding the algorithms, naming, keywords, geos, competition, ratings, downloads, useful tools, how to stay current
- **Campaign setup:** Effective preparation and planning, working with partners, specificities including min/max budgets, Ts and Cs, process docs etc
- **During a campaign:** how to effectively monitor campaigns, data sufficiency and when to start optimising, what level to optimise at (country, network, device etc), other factors such as app store page, month, day, time, frequency
- **Post campaign:** how long should I run, reporting for future benefit, what to report on and when, when to look at retention

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

|Hatch|