



# Market Context

# Market reality and opportunities

App growth has changed. Tracking is weaker, costs are rising, and leadership expects proof of revenue, not installs.

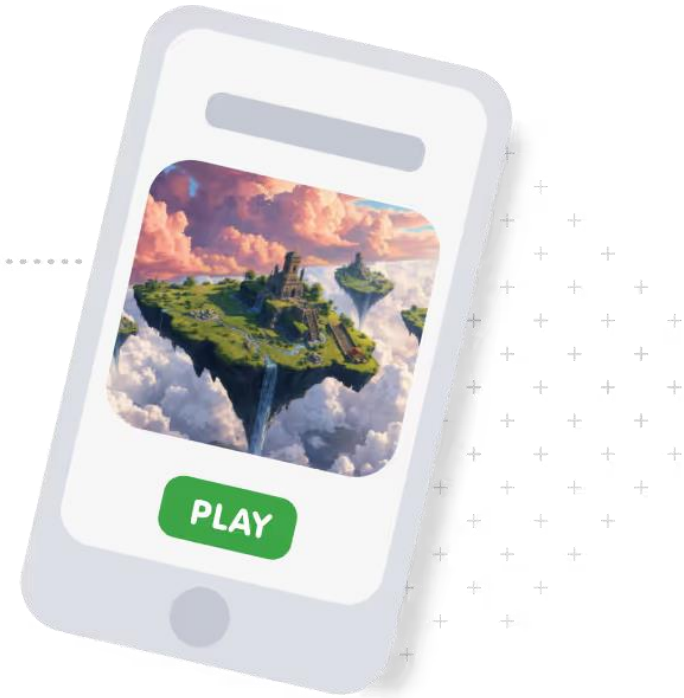
Performance is harder to see and control, and marketers operate in low-signal environments where attribution is less precise, and data is more aggregated and modeled.

Growth teams need clarity, trust, and partners who can help them drive predictable, profitable outcomes despite reduced visibility.

The challenge is no longer scale alone. It's growing efficiently and proving performance when signal is limited.

## Teams must now:

- Scale under privacy and tracking constraints
- Improve ROAS and LTV
- Reduce channel risk
- Connect media spend to real revenue



# Defining the future of profitable app growth

The market has shifted from install volume to sustainable, profitable growth. As tracking weakens and performance becomes harder to interpret, success depends on driving revenue, improving efficiency, and making smarter optimization decisions with imperfect data.

## We help our customers:

- **Frame app growth around business outcomes**, not media metrics
- Focus on ROAS, lifetime value, payback, and capital efficiency so **growth strategies align with financial performance**
- Use AI and programmatic systems to **enable faster learning, more stable optimization, and performance that holds up** even when signal is limited



# Messaging and positioning overview



## Market reality

- Growth teams face weaker tracking, rising costs, and pressure to prove revenue, not installs
- Performance is harder to see and control



## Our role

- Help teams grow profitably even when visibility into performance is limited

## Outcome focus

- Lead with outcomes, ROAS, LTV, payback, and efficiency
- AI and programmatic power faster learning and more stable performance behind the scenes



## Core themes

- Scale under privacy and signal limits
- Grow lifetime value, not only installs
- Reduce risk through channel diversification
- Support every theme with proof and clear measurement explanations

## Trust drivers

- Show customers how results are achieved and measured with outcome-driven content programs



# **Content as a Business System**

# Content supports credibility and growth across the business

- **Category education:** Help the market understand how app growth is evolving, from install volume to profitable, outcome-driven performance in privacy-constrained environments
- **Market shifts and trends:** Translate industry changes, privacy updates, platform shifts, and measurement evolution into clear guidance
- **Customer proof:** Turn real performance stories into case studies, insights, and lessons that show how outcomes are achieved and measured
- **Partnerships and ecosystem:** Support strategic partnerships with joint content, co-branded insights, and shared thought leadership that expands reach and credibility
- **Capability and platform evolution:** Frame product and platform updates in terms of business impact, explaining what changes mean for ROAS, LTV, efficiency, and growth stability

# Content strategy overview



## **Outcome-led focus:**

Anchor content in business impact, ROAS, LTV, payback, and efficiency, not media features or channel tactics.



## **Problem-first themes:**

Organize content around the real challenges growth teams face, including signal loss, measurement complexity, efficiency pressure, and channel risk.



## **Authority and education:**

Use research, benchmarks, and clear explanations to help the market understand how to operate in privacy-constrained, low-signal environments.



## **Proof and credibility:**

Prioritize case studies, performance stories, and transparent measurement content to reduce risk and build confidence.



## **Full journey alignment:**

Support buyers from awareness to retention with content tailored to each stage.



## **Sales alignment:**

Ensure narratives, proof, and messaging are consistent across marketing and sales conversations.

# Content strategy priorities



Position us as the **authority on profitable app growth** in privacy constrained markets



**Anchor all content in business outcomes**, such as ROAS, LTV, and payback, not features



Address the **most pressing growth and measurement challenges** facing mobile marketers



**Build credibility** through original data, benchmarks, and customer proof



**Align content to revenue impact** across the full customer journey



**Enable sales with consistent**, outcome-led narratives and assets



Use performance insights and market feedback to **continuously refine focus**





# Engine Foundation

# Content engine: Putting strategy into action

A successful content engine consistently turns insight and proof into demand, trust, and revenue support:

- **Strategic alignment:** Content is tightly tied to core business goals such as pipeline growth, revenue influence, and priority ICPs. Topics are chosen based on real customer problems and the conversations sales teams are having in active deals.
- **Consistent output:** There is a reliable, ongoing cadence of content rather than occasional bursts of activity. One major theme or anchor asset is regularly repurposed into multiple formats across channels.
- **Proof-driven storytelling:** Customer stories, performance data, and real examples sit at the center of the strategy. Content demonstrates business impact and outcomes, not only ideas, trends, or opinions.
- **Clear distribution:** Every asset has a defined home and promotion plan. Website, LinkedIn, email, and sales channels work together to extend reach and reinforce the same core messages.
- **Sales integration:** Sales teams actively use content in their conversations, follow ups, and pitches. Feedback from sales directly informs future topics, formats, and proof needs.
- **Measurable impact:** Performance is measured beyond traffic and impressions. Success includes engagement quality, pipeline influence, and contribution to closed deals.
- **Reusable system:** Templates, workflows, and tools make the process repeatable. The team spends less time figuring out what to create and more time executing against a clear plan.

# How content activates the customer journey

Stage	Buyer mindset	Example topics	Content types
Awareness	“The landscape is changing and growth is harder.”	How privacy changes impact app growth • Why install volume is no longer enough • What low-signal means for marketers • The shift from CPI to LTV thinking	Industry POV articles • Research or benchmark report • Explainer blog posts • LinkedIn thought leadership • Short educational videos
Consideration	“How do we solve these performance challenges?”	Scaling when user-level tracking is limited • Measuring performance without perfect attribution • Diversifying beyond major platforms • Improving ROAS under efficiency pressure	Guides • Webinars • Blog deep-dives • Comparison content • Email nurture series
Decision	“Is this the right partner and investment?”	Case studies showing ROAS and LTV impact • How performance is measured and reported • Connecting media spend to revenue • Payback and efficiency models	Outcome-driven case studies • Measurement explainers • ROI and business case content • Executive summaries • Sales one-pagers and proof decks
Retention	“How do we sustain performance and grow value over time?”	Improving LTV post-acquisition • Using performance data to optimize long-term value • Reducing churn through smarter targeting • Ongoing efficiency and optimization strategies	LTV optimization guides • Customer playbooks • Advanced webinars • Optimization newsletters • How-to video explainers
Advocacy	“How do we share success and lead the market?”	Customer success stories • Joint insights on market trends • Best practices from high-performing growth teams • Innovation and testing wins	Customer spotlight case studies • Co-branded webinars • Guest thought leadership • Event sessions • Testimonials and video stories



# Engine Activation

# Launching the content engine

## First 30 days: Foundation and alignment

### Strategy and narrative

- Align on positioning, pillars, ICPs, and core growth challenges
- Define core narrative and outcome-led messaging

### Journey and insights

- Map the customer journey and key buyer questions
- Set up feedback loop with sales and customer teams

### Infrastructure

- Set up tools, workflows, and editorial process
- Audit website and identify priority content gaps

## Days 31 to 90+: Build and activate

### Core system

- Build foundational content BOM
- Finalize roadmap and competitive positioning

### Content calendar and execution

- Launch flagship hero asset and derivative plan
- Establish consistent publishing cadence across blog, social, email, and sales enablement
- Produce priority proof assets including case studies and measurement content

### Business alignment

- Support category education, market shifts, partnerships, and capability updates

### Activation and reporting

- Roll out phased website updates
- Launch first nurture program
- Define KPIs and reporting tied to pipeline and revenue

# Foundational content BOM

## Positioning

Ensures consistent storytelling across content:

- Messaging and positioning framework
- Core narrative doc
- ICP and persona briefs
- Competitive positioning sheet and battlecards

## Website

Core pages aligned to buyer challenges:

- Page: Scale under privacy and signal loss
- Page: Grow LTV, not just installs
- Page: Diversify beyond major platforms
- Page: Prove media drives real revenue

Each page includes:

- Clear POV
- Proof example
- Strong CTA

## Authority content (hero)

Builds category leadership:

- One flagship research report or in-depth guide
- 3–5 supporting articles from that theme
- One POV or industry trends article per pillar

## Proof content

Reduces risk and supports evaluation:

- 3–5 outcome-driven case studies
- One measurement and reporting explainer
- Transparency content explaining optimization approach

## Sales enablement

Ensures sales carries the same message:

- Pitch deck aligned to narrative
- Solution one-pager
- ROI or value framing slide
- Case study summary slides
- Objection handling sheet

## Hero asset derivatives

From the flagship report or guide:

- LinkedIn post series
- Email newsletter issue
- Blog posts
- Sales one-pager summary
- Landing page

## Video

Adds credibility and engagement:

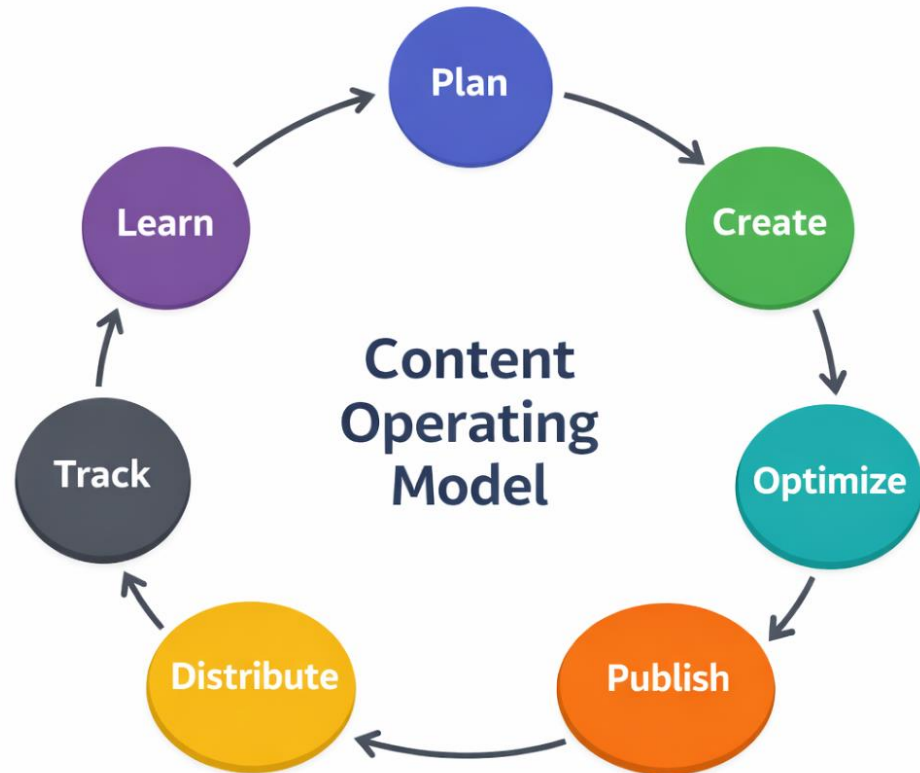
- Splash or overview video
- 2–3 short expert or proof clips

## Nurture

Moves prospects through the journey:

- Awareness nurture sequence
- Consideration nurture sequence
- Newsletter

# Content engine operating model

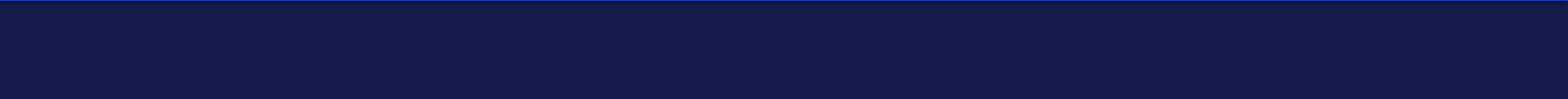


The content operating model is a **repeatable system** that turns strategy into consistent market impact.

It connects planning, creation, publishing, distribution, and measurement in a **continuous loop** tied to business goals and customer needs.

Performance data and sales feedback feed back into planning, so the **engine improves over time**.

This makes content a **structured growth system**, not one-off campaigns.



# Feedback and Performance



# Key KPIs



## Engagement

Shows whether content resonates.

Examples: traffic, time on page, downloads, webinar attendance.



## Demand quality

Indicates if the right audience is responding.

Examples: visitor-to-lead conversion, ICP fit, lead-to-opportunity rate.



## Pipeline influence

Measures content's role in active deals.

Examples: opportunities influenced by content, content touches in pipeline.



## Sales usage

Shows how content supports selling.

Examples: assets used by reps, content shared in late-stage opportunities.



## Revenue impact

Connects content to outcomes.

Examples: content-influenced closed-won revenue, expansion influenced by content.

# What success looks like

- Content is embedded as a strategic growth lever across the business
- We are recognized for clear market leadership, differentiated positioning, and credible performance narratives
- Demand quality improves, sales conversations are more productive, and trust in the platform strengthens
- Content consistently contributes to pipeline strength, deal progression, and long-term growth



# Appendix

# ICP: Mobile app growth leaders

Who they are	<ul style="list-style-type: none"><li>• UA managers, growth leads, performance marketers at app companies</li></ul>
Main challenges	<ul style="list-style-type: none"><li>• Less user level tracking</li><li>• Pressure to hit ROAS, LTV, and payback</li><li>• Rising costs on major platforms</li><li>• Need to scale efficiently</li></ul>
What they care about	<ul style="list-style-type: none"><li>• Revenue per user</li><li>• Media efficiency</li><li>• Stable performance</li><li>• Faster learning</li></ul>
How we help	<ul style="list-style-type: none"><li>• AI-driven optimization built for privacy limited signals</li><li>• Focus on revenue outcomes, not installs</li><li>• Access to broader programmatic inventory</li><li>• Continuous testing and model learning</li></ul>

# ICP: Performance marketing agencies

Who they are	<ul style="list-style-type: none"><li>• Agencies managing growth for multiple app clients</li></ul>
Main challenges	<ul style="list-style-type: none"><li>• Managing performance across many accounts</li><li>• Proving business impact to clients</li><li>• Limited time to run every channel deeply</li><li>• Different markets and verticals</li></ul>
What they care about	<ul style="list-style-type: none"><li>• Scalable channels</li><li>• Reliable performance</li><li>• Clear reporting</li><li>• Operational efficiency</li></ul>
How we help	<ul style="list-style-type: none"><li>• Centralized programmatic channel for multiple clients</li><li>• AI optimization to handle complexity</li><li>• Reporting tied to ROAS and LTV</li><li>• Managed service support to extend team capacity</li></ul>

# ICP: Marketing and business leadership

Who they are	<ul style="list-style-type: none"><li>• CMOs, VPs of Growth, Heads of Marketing, business leaders</li></ul>
Main challenges	<ul style="list-style-type: none"><li>• Uncertainty about media ROI</li><li>• Over reliance on a few platforms</li><li>• Need predictable growth</li><li>• Budget pressure with high targets</li></ul>
What they care about	<ul style="list-style-type: none"><li>• Profitability</li><li>• Forecast-ability</li><li>• Risk reduction</li><li>• Revenue impact</li></ul>
How we help	<ul style="list-style-type: none"><li>• AI models that improve efficiency and stability</li><li>• Diversification beyond walled gardens</li><li>• Focus on payback and lifetime value</li><li>• Data-driven approach that supports clearer performance narratives</li></ul>

# Content calendar - quarterly example

Month	Theme	Strategic focus	Hero asset	Derivatives	Purpose	Primary CTAs
Month 1	Profitable Growth in a Privacy Era	Establish authority and narrative	Flagship research report or guide	Blog articles, LinkedIn posts, email newsletter, sales summary slide, landing page	Define POV on profitable app growth and build awareness	Download research, Subscribe to insights
Month 2	Solving Modern Growth Challenges	Educate on core growth problems	Problem-focused guide such as scaling under privacy limits	Supporting blog posts, LinkedIn posts, webinar, nurture emails, one-pager	Help buyers understand solutions to measurement, scaling, and diversification challenges	Book strategy session, Request performance audit
Month 3	Proof of Profitable Performance	Prove impact and support evaluation	Case study collection or proof guide	Individual case studies, LinkedIn proof snippets, sales slides, email feature, website proof page	Build trust, show business impact, and support sales evaluation conversations	Schedule demo, Talk to a growth specialist

# Content engine stack example

Category	Tools	Purpose
Strategy and planning	Notion, Asana, Trello	Editorial calendar and workflow management
	Miro, FigJam	Story mapping and planning
Content creation	ChatGPT	Drafting, repurposing, outlines
	Grammarly	Editing and clarity
	Figma, Canva	Visuals and simple design
	Loom	Expert walkthrough videos
	Descript	Video and audio editing
SEO	Ahrefs, SEMrush	Keyword research and competitor insights
	Google Search Console	Search performance tracking
	Screaming Frog	Technical SEO checks
AEO and GEO	AlsoAsked	Question mapping
	AnswerThePublic	Query discovery
	MarketMuse, Clearscope	Semantic and topical authority
	Perplexity, ChatGPT	Testing how topics surface in AI answers
	Brand24 or similar	Brand and topic mention monitoring
Website and publishing	Webflow, WordPress	CMS for publishing content
	Contentful	Structured or headless content delivery
Email and marketing automation	HubSpot, Marketo, Mailchimp	Email campaigns and nurture programs
Social distribution	Buffer, Hootsuite, Sprout Social	Social scheduling and performance tracking
	LinkedIn native analytics	Social engagement insights
Sales enablement	Highspot, Seismic	Sales content management
	Notion or Drive	Shared content library
CRM and pipeline	Salesforce, HubSpot CRM	Lead, account, and pipeline tracking
Measurement and reporting	Google Analytics	Website performance and engagement
	Email and social analytics	Channel performance tracking
	CRM reporting	Pipeline and revenue influence
	Looker Studio, Tableau	Unified dashboards and reporting



# Performance benchmarks

Area	KPI	Benchmark range	What It signals
TOFU	Website traffic growth	10 to 20% QoQ	Growing brand visibility
TOFU	Avg. time on page	1.5 to 2.5+ minutes	Content relevance and engagement
TOFU	Scroll depth	50% or higher	Content is being consumed
TOFU	LinkedIn engagement rate	2 to 5%	Message resonance
MOFU	Visitor to lead conversion	1 to 3%	Content drives interest
MOFU	Email open rate	25 to 35%	Audience fit
MOFU	Email click rate	2 to 5%	CTA and topic strength
MOFU	Returning visitor rate	30 to 50%	Brand familiarity
BOFU	Content influenced pipeline	20 to 40% of pipeline	Content supports opportunities
BOFU	Sales usage of content	Used in 50%+ of deals	Sales integration
BOFU	Content influenced deals	15 to 30% of closed won	Revenue impact
Engine health	Publishing consistency	1 to 2 pieces per week	Engine is operating steadily
Engine health	Asset reuse ratio	5 to 10 derivatives per hero asset	Scalable system
Engine health	Case study velocity	1 every 1 to 2 months	Growing proof
Strategic signal	ICP alignment of inbound	Increasing share from ICP	Better targeting
Strategic signal	Message resonance	Prospects reference themes	Narrative is landing