

PERFORMANCE +

WEBINAR

FROM ASO TO APP GROWTH

What's Next After **WWDC 2026**?

 **MobileAction**

 **Purchasely**

M+C SAATCHI
PERFORMANCE

Housekeeping Tips

- + Audience will be muted throughout. We encourage leaving questions through the Q&A option.
- + Recording of the session will be shared afterwards.
- + Contact us for more info via: marketing@mcsaatchiperformance.com

Today We Talk About..

- 01** What WWDC 2026 means for app discovery and ASO.
- 02** Moving from visibility and installs.
- 03** Shifting the focus from acquisition volume to retention and LTV.
- 04** Connecting discovery, experience, monetization and retention.

Meet Our Speakers



SAEGAN HILLIARD

Senior Client Success Director



JEFF GRANG

Founder and CEO



JONATHAN YANTZ

Managing Partner - US

Poll 1

What kind of app have you discovered recently and now keep coming back to?

WWDC 2026: What Stood Out First?



Asset Library

Creative updates are no longer tied to the app review cycle.



Personalized Collections

It's a new surface where media budget does not create an advantage.



The Real Challenge Is Scale

More surfaces mean more creative to produce and keep consistent.



Asset Library in Action



Speed

Assets live in the Asset Library, separate from app updates, so teams can pre-approve creative and launch it exactly when the moment is right.



Consistency

The same asset can carry from Apple Ads to the product page header, creating a more seamless journey from tap to landing.

Creative Strategy for Holiday Growth

Get Ahead

Pre-approve seasonal creative in the Asset Library and schedule early.

Don't get stuck in the review queue.

Align to Intent

Match creative to audiences and keyword themes.

Make sure the ad and landing page tell the same story.

Lift That Converts

Relevant custom product pages can lift conversion by 2.5 percentage points.

Minimum Viable Creative Playbook

+ **Prioritise** What Matters

Default product page +2–3 custom pages for your strongest audiences or keyword themes.

+ **Reuse**, Don't Reinvent

Build a small set of strong assets and adapt them across surfaces.

+ **Borrow** the Learning

Use competitor creative research to shortcut ideation and iterate faster.

3 Moves Before Year-End



- 01** **Build the Asset Library**
Pre-approve creative before peak season.



- 02** **Map Pages to Intent**
Tie custom product pages to top audiences and keywords. Align paid + organic.



- 03** **Measure Beyond Installs**
Track retention and subscriptions by source and page.

BEYOND THE INSTALL

When **ASO** wins you the tap, **App Growth** wins you the user.

Inside The App

In-app experience can drive conversion.

THEN

Changing the in-app experience meant heavy developer resources.



NOW

Budgets are tighter and shifting toward owned channels.

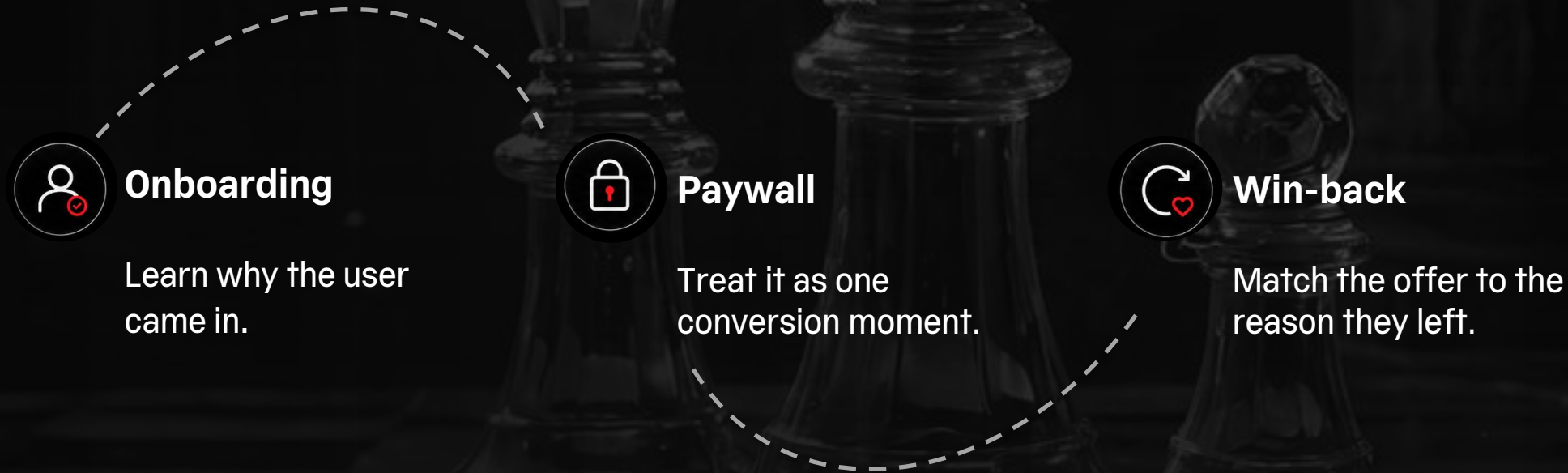


OPPORTUNITY

Personalise and test inside the app to lift conversion without engineering.

Won Across the Journey

Personalization across the funnel builds habit and revenue.



Winning the LTV

Personalization across the funnel builds habit and revenue.



Why teams push back?

LTV takes time to show up

Installs are easier to report

Higher-intent traffic can lower install volume



How to win it

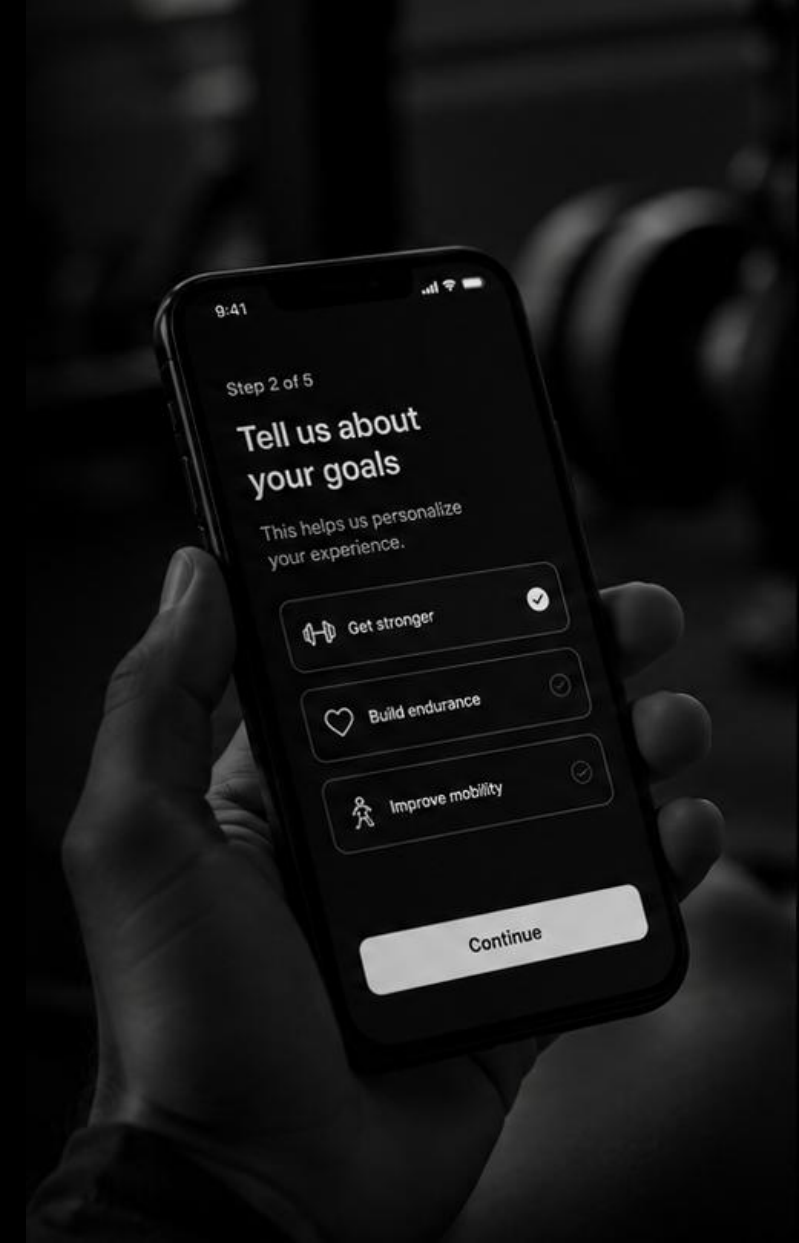
Use leading signals teams can act on weekly: trial quality, first-week activation, early retention.

Prove it with one real cohort: show the expensive source paid back and the cheap one did not.

Why The First Hours Matter?

Perceived value needs to build before the paywall

- 01 Structured onboarding**
Use a deliberate flow, not just a welcome screen.
- 02 Personalize early**
Assess goals or level to learn who the user is.
- 03 Build value before paywall**
By the time the paywall appears, the user feels it is built for them.



Web to App: Build or Skip?

Build if...

- + Paid acquisition is already a core growth lever.
- + Users can decide to buy before opening the app.
- + The product is straightforward to understand and purchase.

Skip if...

- + Users need to experience the app before they will pay.
- + ARPU is low or conversion drop-off will offset the savings.
- + You are not already buying traffic.

Questions?



How did we do?

Take the **survey** and let us know.

Thank You!