



## Flurry AppCircle Re-Engagement Redefines iOS App Marketing

*New Solution Brings Back Most Valuable Lapsed Users*

**San Francisco, CA – October 31, 2011** – Flurry, the industry leader in app audience growth and monetization, today announced AppCircle Re-Engagement for iOS apps. [AppCircle Re-Engagement](#) enables app makers to identify, target and bring back their best users from other applications. For the first time, companies have an effective advertising solution to influence their app traffic beyond initial user acquisition. Companies wishing to participate as a program launch partner, either as advertisers or publishers, can [contact Flurry](#) for more details.

Until now, to grow an app audience, app makers have depended solely on buying costly, burst campaigns in the hopes of reaching a Top 25 list in the App Store, after which they hope to receive additional “organic” downloads. Combining the initial burst campaign cost with additional downloads from ranking in a top chart position, the campaign cost could be justified. However, with severely rising app competition and advertising prices, this shotgun strategy is fast becoming cost prohibitive.

“The industry has long believed it has a discovery problem, but it doesn’t. It has a traffic acquisition problem,” said Flurry CEO Simon Khalaf. “Month after month, consumers are downloading record numbers of applications. This tells us that they’re discovering apps just fine. What the industry has been missing is the ability to control its own audience growth destiny, by reaching back out to the right users – their best users – and bringing them back to their apps.”

Flurry AppCircle Re-Engagement campaigns empower app makers to run campaigns targeting consumers who have previously downloaded their apps, [solving an underlying traffic acquisition challenge that has hampered the industry](#). Using Flurry Analytics, a free service, companies can define myriad segments based on variables such as usage levels, age, gender, geography as well as custom defined actions users complete such as making an in-app purchase. For example, an advertiser could target 18 – 34 year old females that have once made an in-app purchase, but also who have not used the app over the last month. Targeting high-value, lapsed users represent any app maker’s most qualified user. Other examples of popular targets could include heavy users, spenders, social influencers or users who live in a specific geographic market.

AppCircle Re-Engagement builds upon the AppCircle service, the leading mobile app traffic acquisition network. Since launching approximately 18 months ago, AppCircle has grown in reach by more than 20-fold, reaching more than 150 million unique devices as of September 2011. Like AppCircle, AppCircle Re-Engagement is a performance-based advertising solution, for which advertisers pay a Cost-Per-Re-Engagement (CPR). Advertisers pay only when targeted users launch the app they are promoting. CPR pricing starts at \$0.50.

Flurry is making AppCircle Re-Engagement available in-time for the holiday season, traditionally a time when advertising spending spikes. With the ability to re-engage users beyond the



download, the company believes it can help app developers not only acquire quality users, but also build an audience comprised of the best users for any given app. To learn more about AppCircle Re-Engagement, [please visit here](#).

### **About Flurry**

Flurry increases the size and value of mobile application audiences, and is used in more than 120,000 applications across iOS, Android, Blackberry, Windows Phone and J2ME apps. Flurry tracks over 20 billion anonymous, aggregated end-user application sessions each month. Flurry is venture-backed by Draper Fisher Jurvetson, InterWest Partners, Union Square Ventures, Menlo Ventures and First Round Capital. The company has offices in San Francisco, New York and London.

### **Note to editors**

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