



PUGPIG

Tech Talk: How platform updates in 2021 will impact your apps and audience engagement

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Agenda

Updates from 2020 - Where are they now?

Privacy updates and ATT

Pricing capabilities in-app

iOS15 and what's next

Notifications - Focus and potential impacts on audience engagement

A/B testing in the App Store

Product Update from Pugpig

Q&A



2020 - where are we now

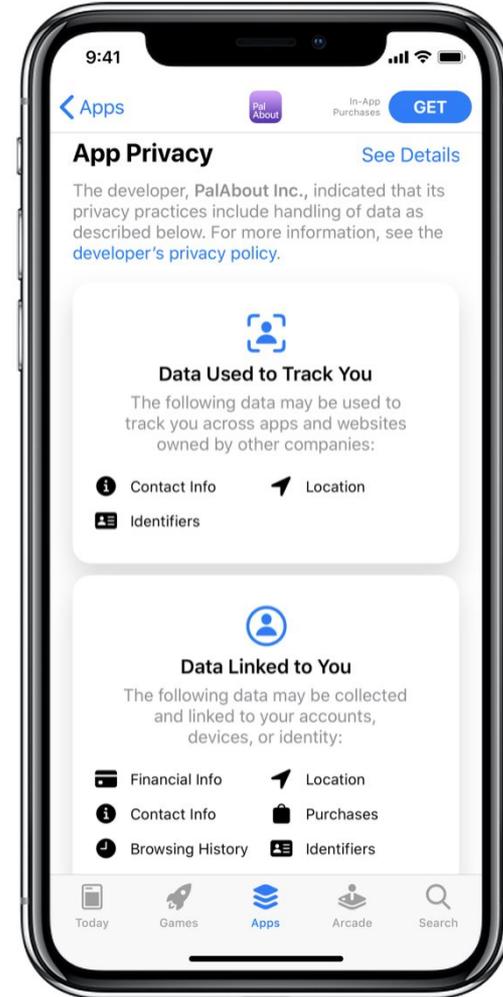
iOS 14: fully supported by Pugpig, 90% global uptake

Privacy

App Tracking Transparency: Launched in April, supported on Publish and Bolt

Attribution tracking with SKAdNetwork: supported on Publish and Bolt

App Store Connect privacy “nutrition labels” required for all apps and updates

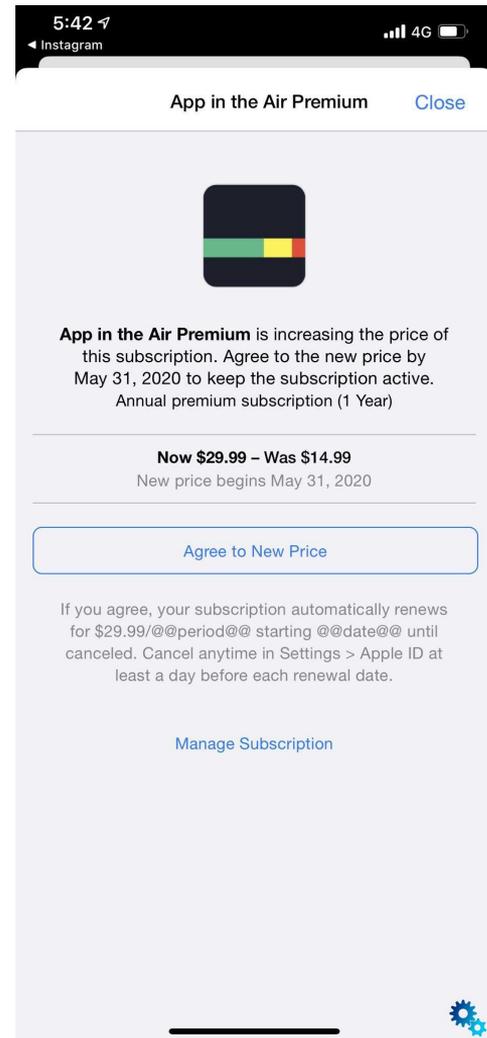


2020 - where are we now

Subscriptions and Purchases

Price increase consent modal - deep dive and discussion to follow

Family sharing of subscriptions - poll



2020 - where are we now

Other features

App clips: Seemingly low uptake, bring us your dreams!

Widgets: rolling out soon on Puggig Bolt - so far in the marketplace they seem to have a visual focus rather than news content, but there is the potential to do more



2021 iOS and Android Highlights

Overall impressions

- Smaller updates than usual, perhaps a(nother) effect of the pandemic
- Positive: smaller updates generally mean greater stability and performance improvements
- Especially true given the good-bad cadence of recent iOS releases
- Also, no dropped devices

Key focuses

- Privacy
- Digital wellbeing/Productivity (in the form of notification control)

Elephants in the room

- Mounting pressure to further reduce App Store commissions - resulted in the Apple Small Business Program (January 2021) and Google Commission changes (July 2021)
- Multiple app stores forced by antitrust regulations - competition for Apple, e.g. Epic, Amazon or even Play Store on iOS
- Sideloading on iOS - bypassing the App Store completely



Privacy

Continuation of App Tracking Transparency (ATT) rollout

New App Privacy Report

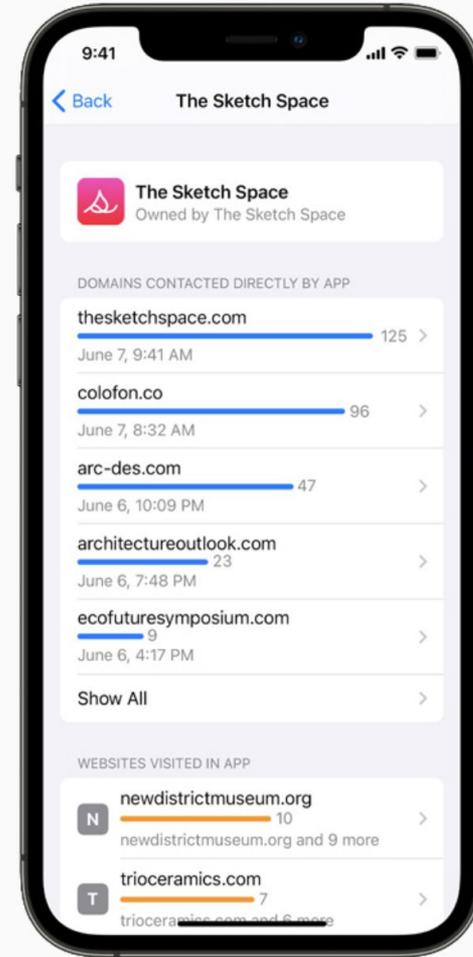
- Displays all the places your app sends data
- Displays other domains visited in the app
- Vanity domain set up

Mail Privacy Protection

- No more tracking pixels
- No more open rates
- No more geolocation
- Link tracking will still work - CTR remains valid metric

iCloud+

- Private Relay (does not apply to apps)

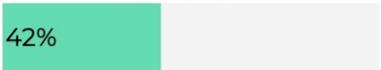


Overall (cross-category)

ATT opt-in rate – new formula *

< Global >

Overall: June 21-27

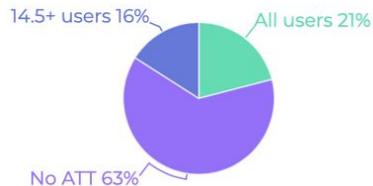


Average per app: June 21-27



* Among 'Not Determined' users whose status changed to 'Authorized' or 'Denied'; see metrics definition slide for more info

ATT app implementation rate by type (global)*



* Apps divided based on whether they show prompt to all users or only to 14.5+ users

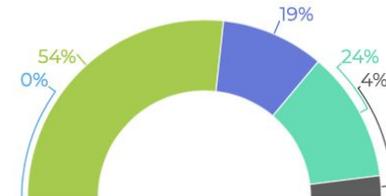
iOS 14.5+ user adoption rate

< Global >



SKAdNetwork version adoption

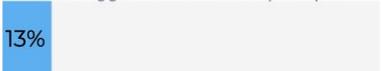
● 1 ● 2 ● 2.1 ● 2.2 ● 3



IDFA rate *

< Global >

SDK trigger not timed with prompt

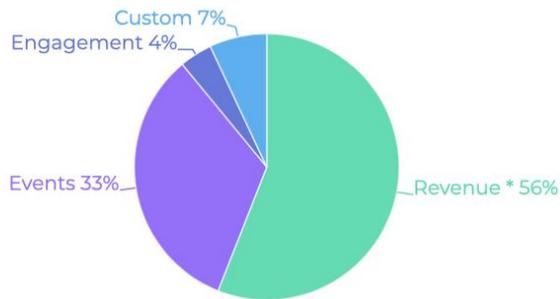


SDK triggered after prompt



* See metrics definition slide for more info on how we calculated the rate

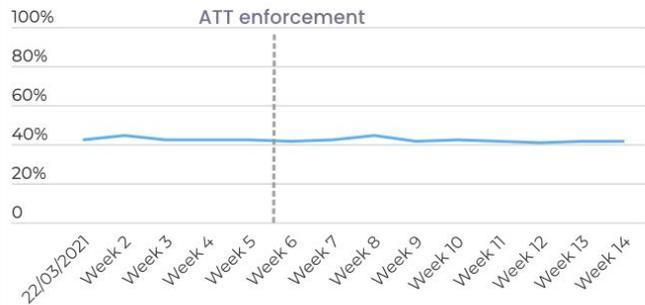
Conversion value type split (global)



* Revenue is AppsFlyer's default type (see type description above)

iOS share of app install ad spend

< Global >



Source: AppsFlyer, July 13, 2021

Pricing capabilities in-app - Why is it worth reviewing?

1. Media landscape and consumer behaviour has changed as a result of the pandemic
2. Potential subscription price anchors of single copy issue cover prices may have increased
3. Apple and Google commission structures have changed in 2021(15% rather than 30% on renewals) making digital subscriptions more profitable for publishers
4. Value proposition of digital products to readers is increasingly differentiated from print products because of potential implementation of additional features - i.e. podcasts, video, events
5. Price is one of the most important strategic levers to drive business growth
6. Apple added additional pricing capabilities on renewal in-app last year

Sources:

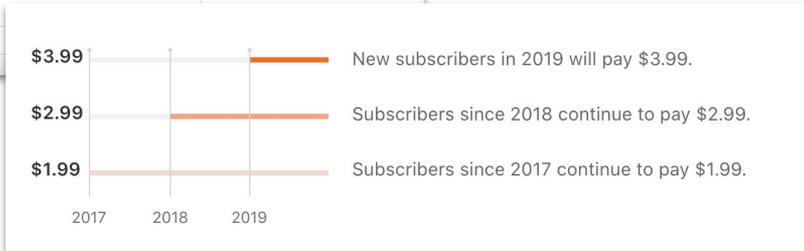
1. Comscore <https://www.comscore.com/Insights/Coronavirus>
2. ABC Circulation Data <https://www.abc.org.uk/data/>
3. App Store Small Business Program: <https://developer.apple.com/app-store/small-business-program/>
Google Play Service Fees: <https://support.google.com/googleplay/android-developer/answer/112622?hl=en-GB>
4. Product features in Puggig support@puggig.com
5. Pricing strategies post- pandemic - COVID: <https://hbr.org/2021/06/should-you-raise-your-prices-this-summer>



Pricing capabilities in-app for new subscribers - iOS

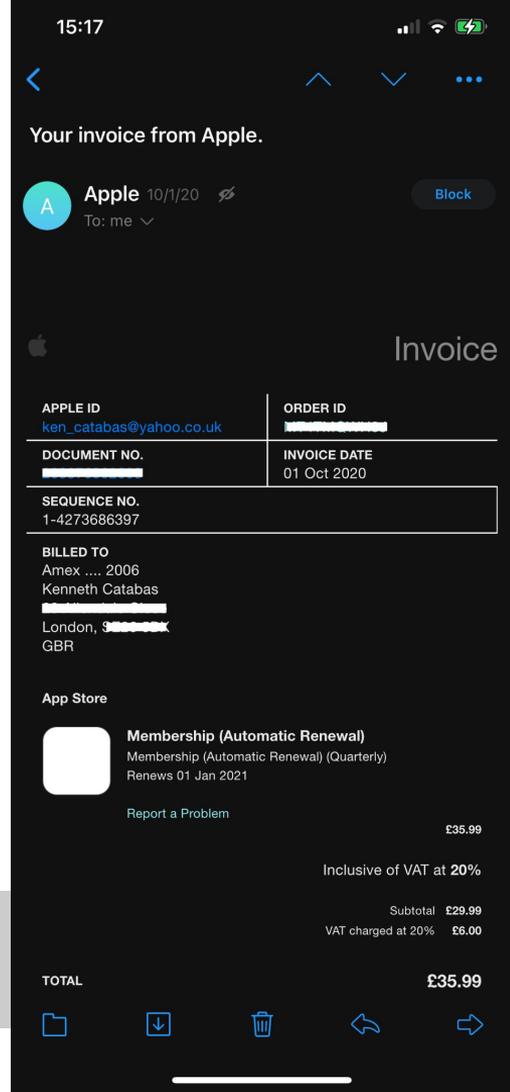
All Prices and Currencies - App Store

Tier	United States ▾		Australia ▾		United Kingdom ▾	
	Price	Proceeds	Price	Proceeds	Price	Proceeds
0	US\$0.00	US\$0.00	A\$0.00	A\$0.00	£0.00	£0.00
1	US\$0.99	US\$0.70	A\$1.49	A\$0.95	£0.99	£0.57
2	US\$1.99	US\$1.40	A\$2.99	A\$1.90	£1.99	£1.15
3	US\$2.99	US\$2.10	A\$4.49	A\$2.86	£2.99	£1.73
4	US\$3.99	US\$2.80	A\$5.99	A\$3.81	£3.99	£2.31
5	US\$4.99	US\$3.50	A\$7.99	A\$5.08	£4.99	£2.89
6	US\$5.99	US\$4.20	A\$9.99	A\$6.36	£5.99	£3.47
7	US\$6.99	US\$4.90	A\$10.99	A\$6.99	£6.99	£4.05
8	US\$7.99	US\$5.60	A\$12.99	A\$8.27	£7.99	£4.63
9	US\$8.99	US\$6.30	A\$13.99	A\$8.90	£8.99	£5.21
10	US\$9.99	US\$7.00	A\$14.99	A\$9.54	£9.99	£5.79
11	US\$10.99	US\$7.70				
12	US\$11.99	US\$8.40				
13	US\$12.99	US\$9.10				



Sources:

<https://developer.apple.com/app-store/subscriptions/#retaining-subscribers>
<https://help.apple.com/app-store-connect/#devc9870599e>



Pricing capabilities in-app for existing subscriber renewals - Price increase consent modal

Price Change Options - Starting Price

If you change the price, subscribers will be charged the new amount when their subscriptions automatically renew. They'll have to agree to the new price before they're charged. If they don't agree, their subscriptions won't renew. After you save, you can't undo this. [Learn More](#)

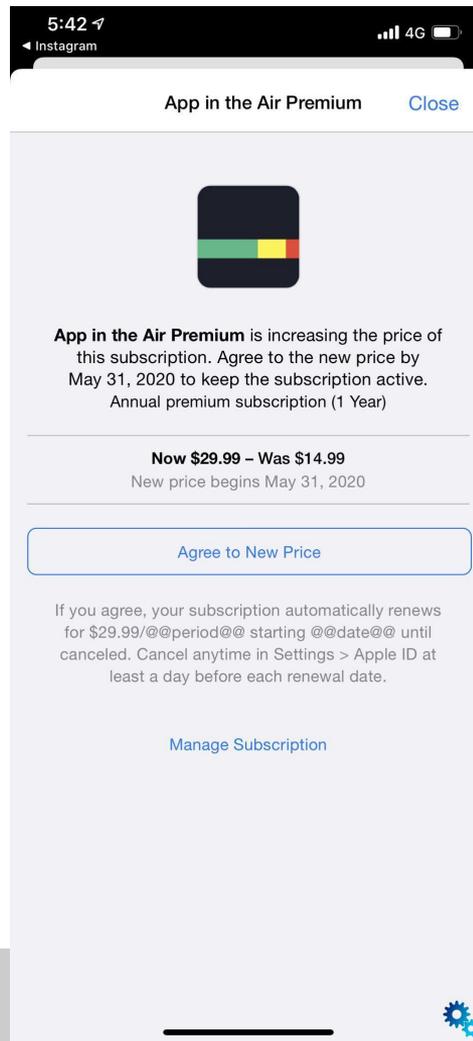
Territories (1)	Price	<input checked="" type="checkbox"/> Change Price ?	
Albania (USD)	\$0.99	<input checked="" type="checkbox"/> \$2.99	\$0.99 subscribers will pay \$2.99

- Users receive a prompt by default upon opening the app to opt-in to the new subscription price
- This is now handled in-app (alongside of email)
- If users do not agree, their subscription is automatically cancelled at the end of the term
- However, you still have the option to continue messaging them in-app or with a different subscription price, or messaging about the benefits of the subscription justifying the price increase
- We are now offering the opportunity to determine when this prompt is shown

Sources:

<https://developer.apple.com/app-store/subscriptions/#retaining-subscribers>

<https://help.apple.com/app-store-connect/#/devc9870599e>



Pricing capabilities in-app - Android

There is no analogous price increase consent capability for existing subscribers in the Play Store

Sub-dollar pricing is now offered in 40 of 165 markets



Sub-dollar pricing expansion in 20 markets

In February 2021, we reduced the [minimum price limit for products in 20 more markets](#) across Latin America, EMEA and APAC. You can now set lower price rates in these markets, allowing you to reach new potential buyers by adjusting your pricing to better reflect local purchasing power and demand.

Read the [Android Developers Blog](#) [🔗](#) to learn more.

Sources:

<https://developer.android.com/google/play/billing/integrate>

<https://android-developers.googleblog.com/2021/03/sub-dollar-pricing-expansion-in-20.html>

<https://support.google.com/googleplay/android-developer/answer/140504?hl=en-GB#zippy=%2Cprice-changes>



Notifications and Focus

New Notification Priorities

Passive: New level of low-priority notification that does not alert the user or light up the screen at all. Naturally, these also won't break through system controls like Do Not Disturb or Focus modes. **Useful for apps with high-frequency notifications**

Active: The standard notification level that's been used for years, and is likely what most apps will continue to use. They'll play sounds or vibrations, and light up the screen. **This is the default.**

Time sensitive: Just like active notifications, except that they can break through system controls. **Potentially useful in breaking news.**

Critical: Reserved for absolutely crucial things like severe weather alerts and local safety alerts, requires special authorisation from Apple



Notifications and Focus

Focus

- Tailored levels of interruptibility for i.e work, wind-down
- Use the aforementioned categories to decide what notifications to show
- Additional layer of per-app configuration (i.e toggle off messaging apps during wind-down)
- Challenge for publishers will be finding out what kind of push should use what level of priority
- Users highly empowered to opt-out of apps that are noisy when they don't want them to be

Notification summary

- Shown on the lock screen
- Powered by Siri (ML)
- Will reward apps the user regularly engages with



App Store Connect

A/B Testing

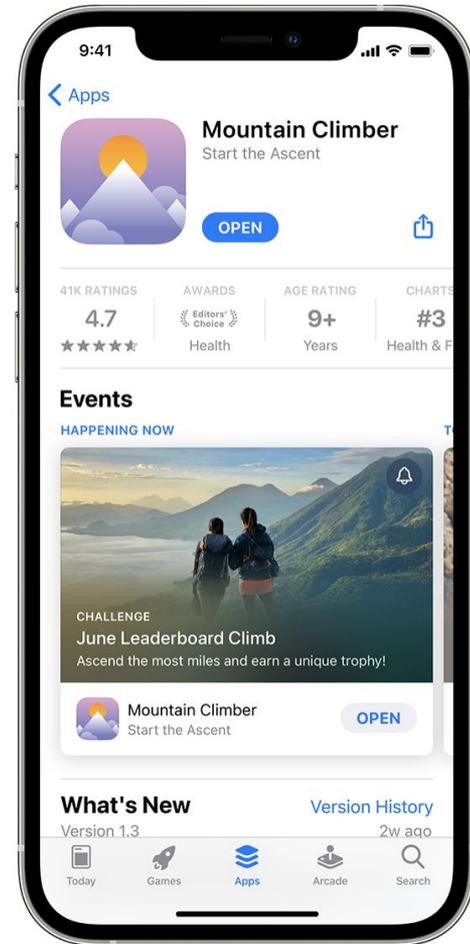
- Tweak visual aspects of product page
 - Screenshots and copy
 - App icons
 - Conversion rates displayed in App Store Connect

Custom product pages

- Up to 35 versions of your product page, each accessed by a unique URL
- Tailor the product page to target audience
- Again, metrics available in App Store Connect

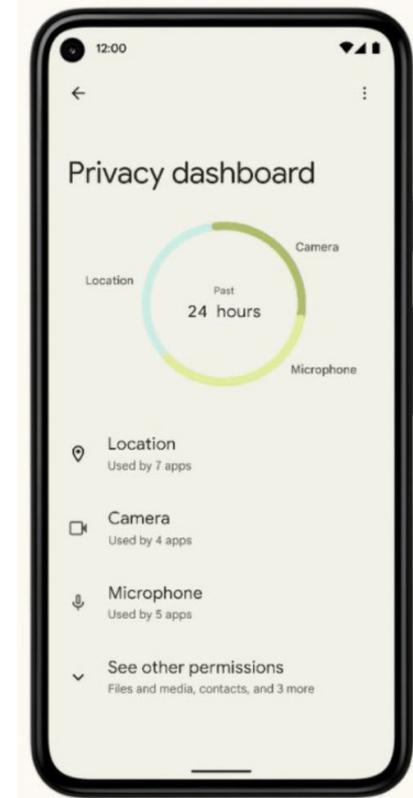
In-app events

- Highlight an important upcoming event
- Shareable



Findings from Android Developer Conference (Android 12)

- New visual language - Material You
 - Colour extraction
 - New animations
 - Everything bigger
- Privacy
 - Google's version of ATT (December 2021)
 - Privacy Dashboard
 - Easier permissions control
- Technical
 - Android App Bundle support
 - Targeting API version 29 (Android 10)



Preparation and roll out

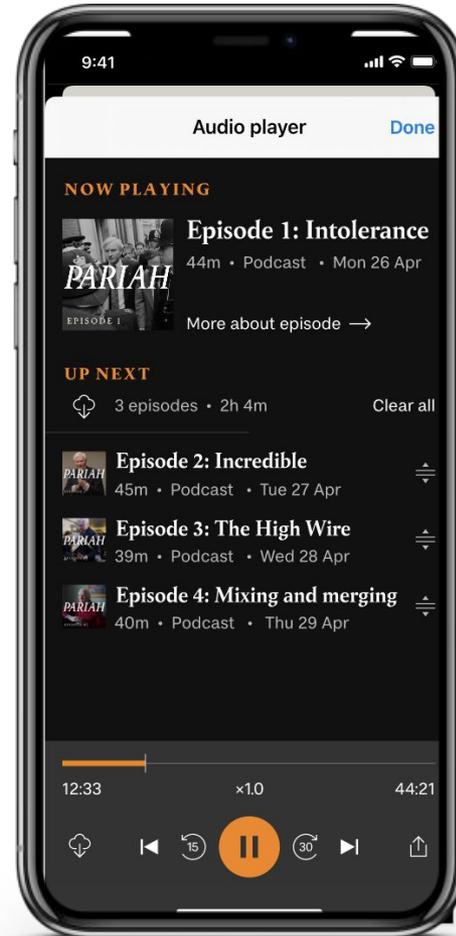
- Relatively low risk this year
- Expected release dates
 - iOS 15: Mid-late September 2021
 - Android 12: September - October 2021 (plus the usual elongated rollout)
- As always, we'll conduct full test passes once the betas are more mature (late July)
- No action likely to be required by you



Puggig - Recent product updates

Recent updates

- Redesigned audio experience
- Paywall metering
- Bolt app update - live news and edition in one app



Questions?

For more information on how this may apply specifically to you please reach out to:

support@pugpig.com



THANK YOU!



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