



BOOSTING ENGAGEMENT BY HARNESSING USER BEHAVIOR PATTERNS

2023



Gala Grigoreva

MOM of 2 girls
(9 yo and 6m)

MUSE
for my husband



MARKETER - 13+ years
8+ years in IT and management:
mobile apps, crypto projects,
ad tech

CMO AT ADSTERRA

MENTOR

Women in Tech Global
Growth Mentor
Leader of WomenTech
Network Cyprus

womentech
network

METALHEAD
since childhood



ADSTERRA GLOBAL ADVERTISING AND CPA NETWORK

Partner Care Standards

Managers
with a growth
mindset assist
in hitting your KPIs

Adsterra CPA network

Hand-picked offers
by direct advertisers

Range of Verticals

VPN, Utility,
Dating, iGaming,
E-commerce,
Subscriptions

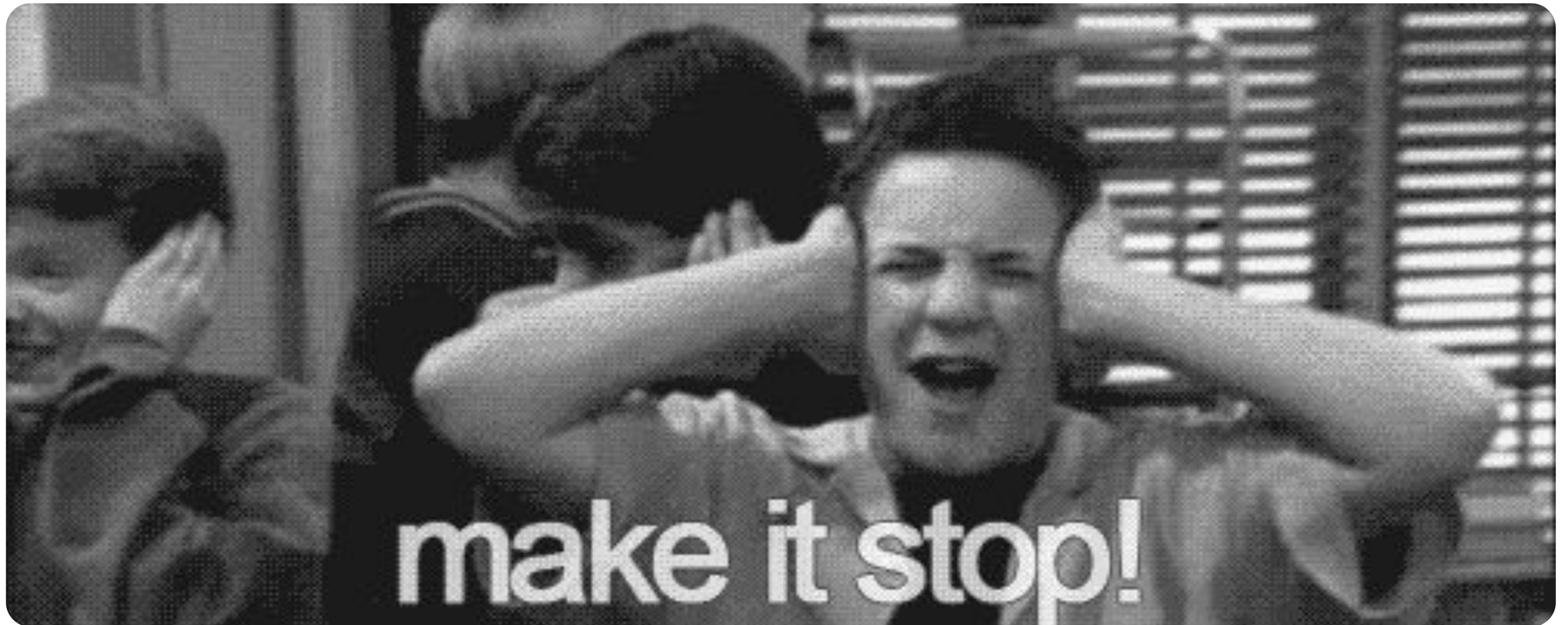
Optimisation tools

Custom Bid, Smart
CPM, CPA Goal, etc.

248 GEOs, TOP:

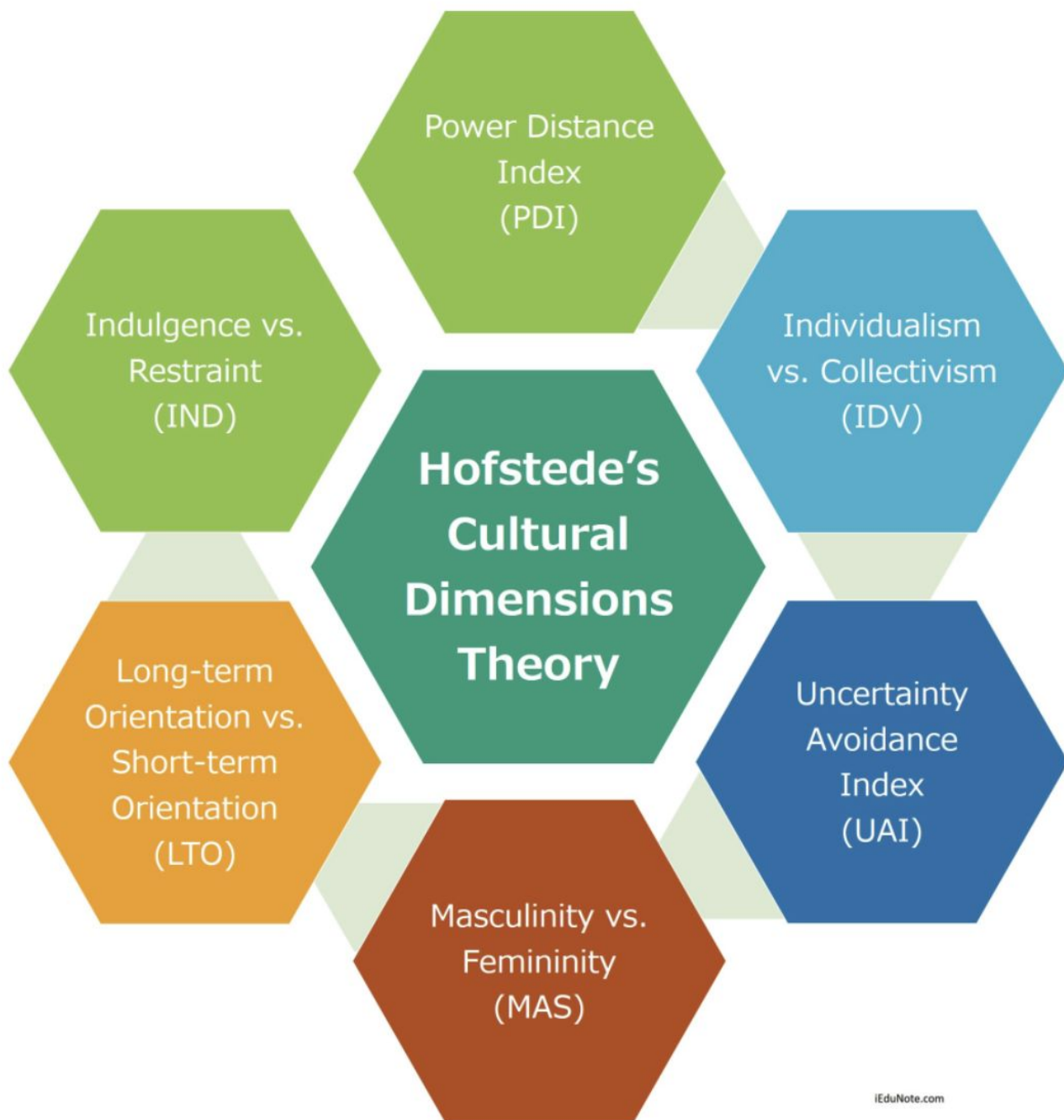


DO YOU LIKE ADS?



BEHAVIOR PATTERNS - HIDDEN TRIGGERS

CUSTOMER'S CULTURE



The Hofstede 6-Dimension Model:

- Power Distance Index (PDI)
- Individualism vs. Collectivism (IDV)
- Uncertainty Avoidance Index (UAI)
- Masculinity vs. Femininity (MAS)
- Long-term Orientation vs. Short-term Orientation (LTO)
- Indulgence vs. Restraint (IND)

See maps [here](#)

THE ABC MODEL OF ATTITUDES



AFFECT

The way a consumer feels/emotion about an attitude object. **Eg: I like high heels**



BEHAVIOR

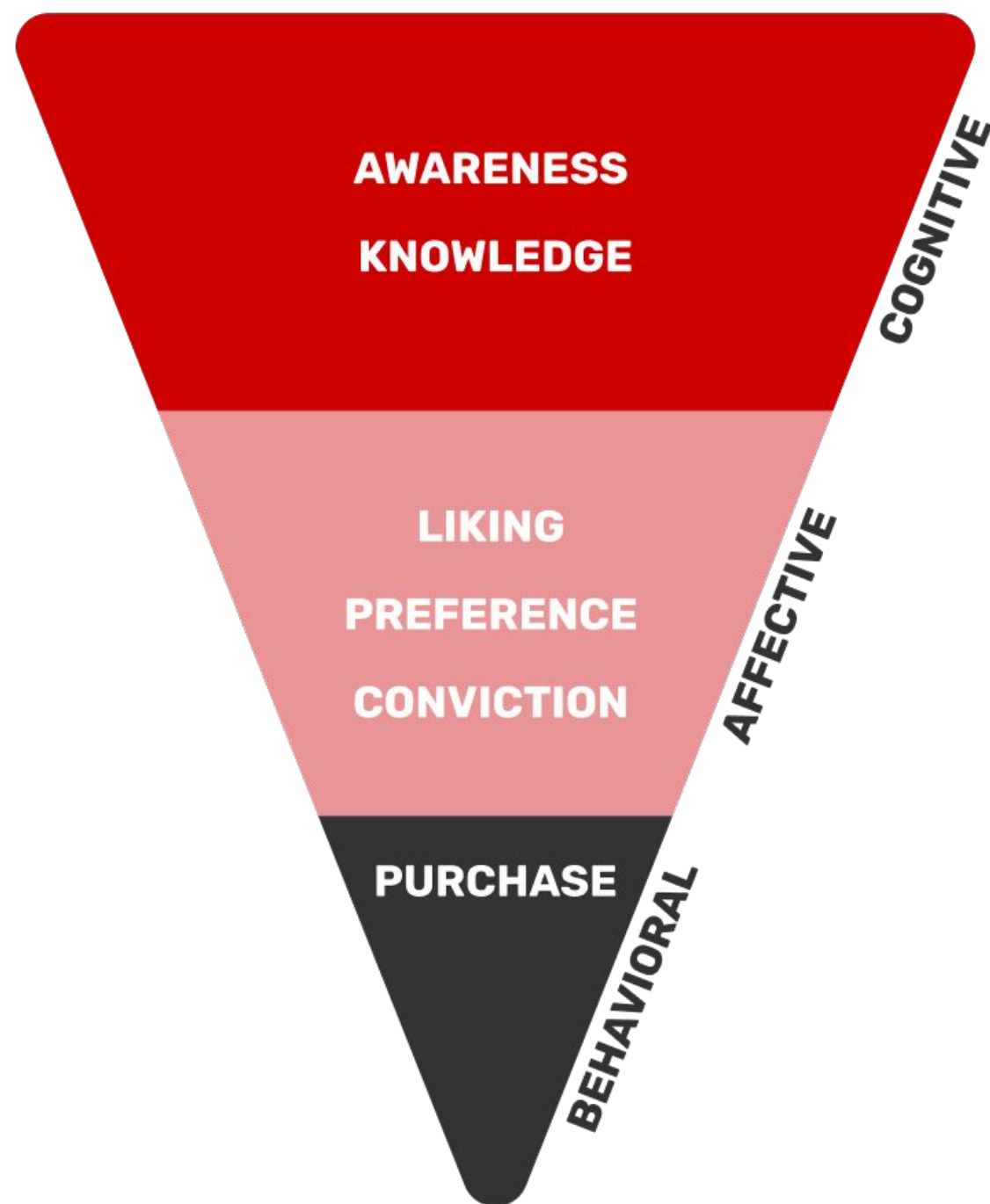
Person's intentions to do something with regard to an attitude object. **Eg: I bought the high heels when I went to the mall**



COGNITION

Beliefs a consumer has about an attitude object. **Eg: I believe high heels make me gorgeous**

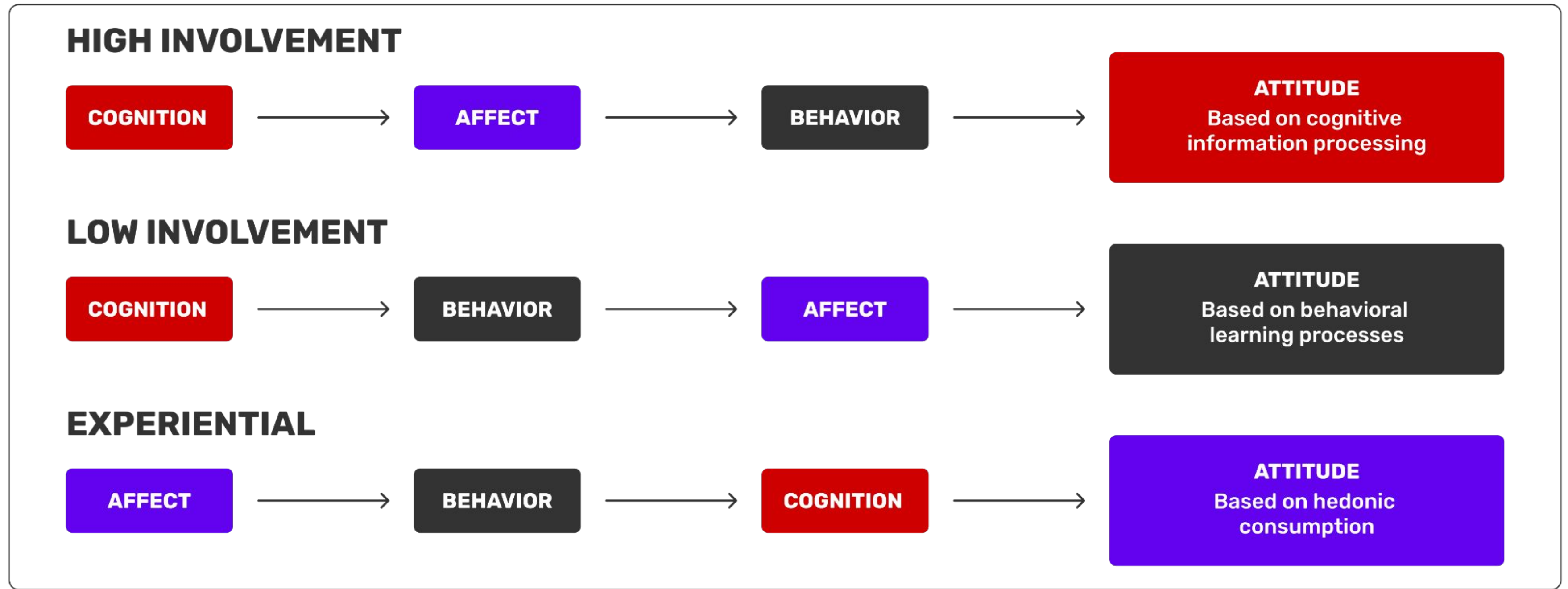
HIERARCHY OF AFFECTS



Your Dating App new feature release:

1. Spark curiosity in your teaser campaigns
2. Explain benefits and ease of using it
3. Foster a positive perception of the feature
4. Encourage users to prefer it to else
5. Build trust and confidence in it
6. Prompt users to sign up and use the new feature

HIERARCHY OF AFFECTS



WHY USE BEHAVIORAL MARKETING?

Consumers expect brands to demonstrate they know them on a personal level.

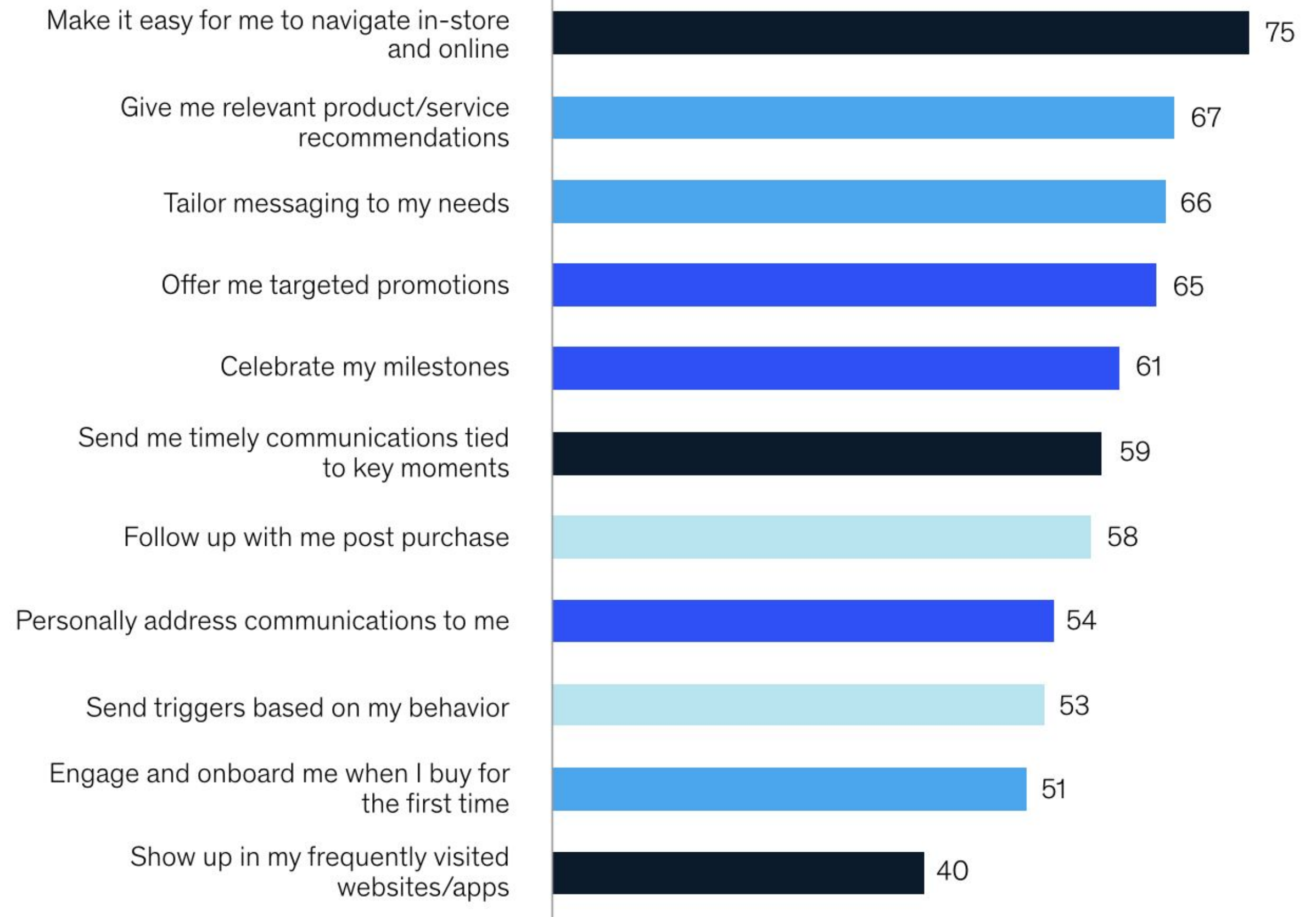
Importance of personalization actions for consumers purchasing for the first time,
% of respondents

Offer something just for me

Meet me where i am

Know my tastes

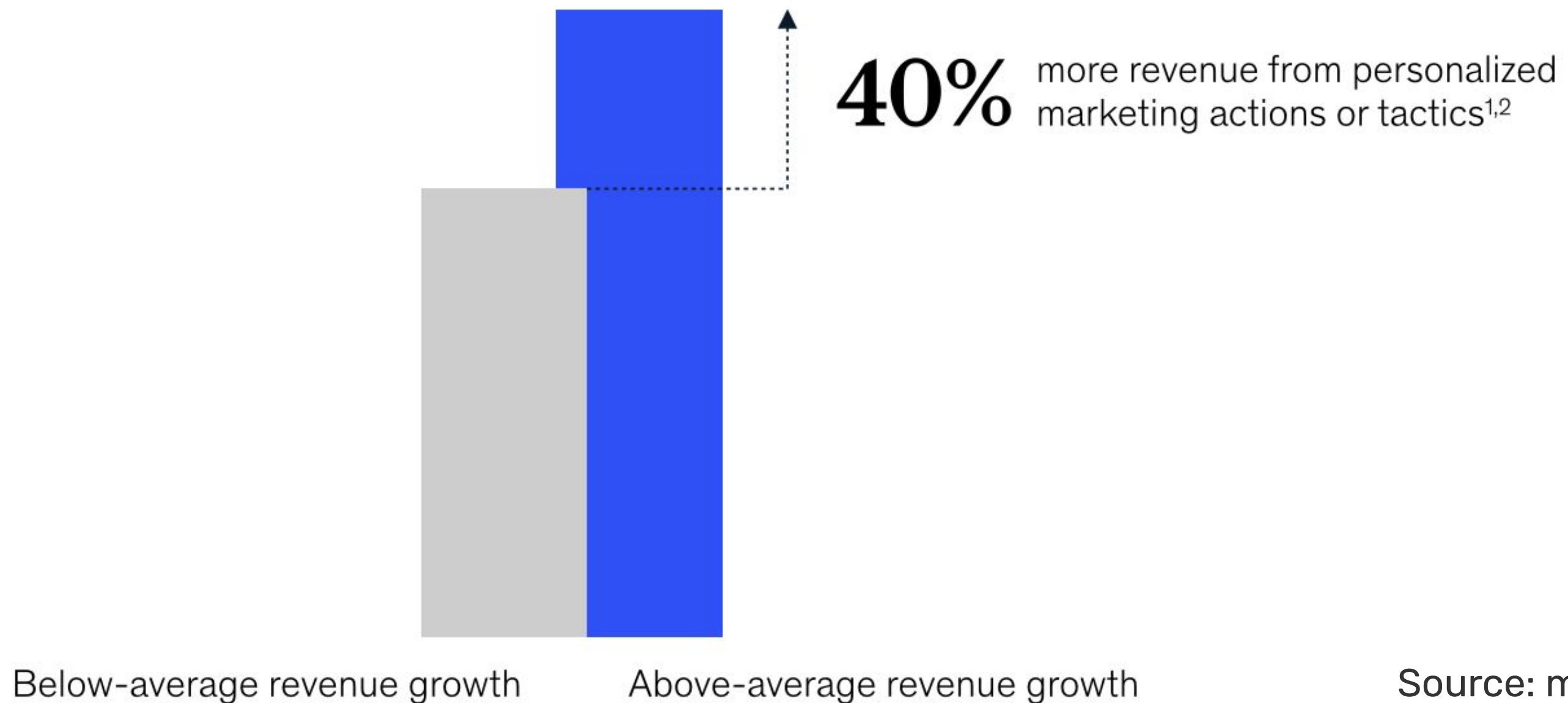
Check in with me



Source: mckinsey.com

WHY USE BEHAVIORAL MARKETING?

Companies that capture more value from personalization grow faster.



Source: mckinsey.com

BENEFITS OF BEHAVIORAL ADVERTISING



- Improved advertising metrics
- Increased brand awareness
- Better retention and higher AOV
- Efficient resource allocation
- Competitive advantage
- Enhanced product growth

WHAT DATA TO TRACK AND MEASURE?

- Clicks
- Time duration on a website
- How often users visit the website
- Recency of users' last visit to the website
- Specific pages users browse and how often they visit those pages on a website
- Interaction they have with the website (videos watched, content read, etc.)
- Purchase history
- Products viewed
- Time gap in between visits
- IP address and geo-location
- Search history
- Mobile device data
- Communication content (social media posts, emails, etc.)
- Demographics
- Registered user login information other CRM fields

HOW TO TRACK AND MEASURE THIS DATA?



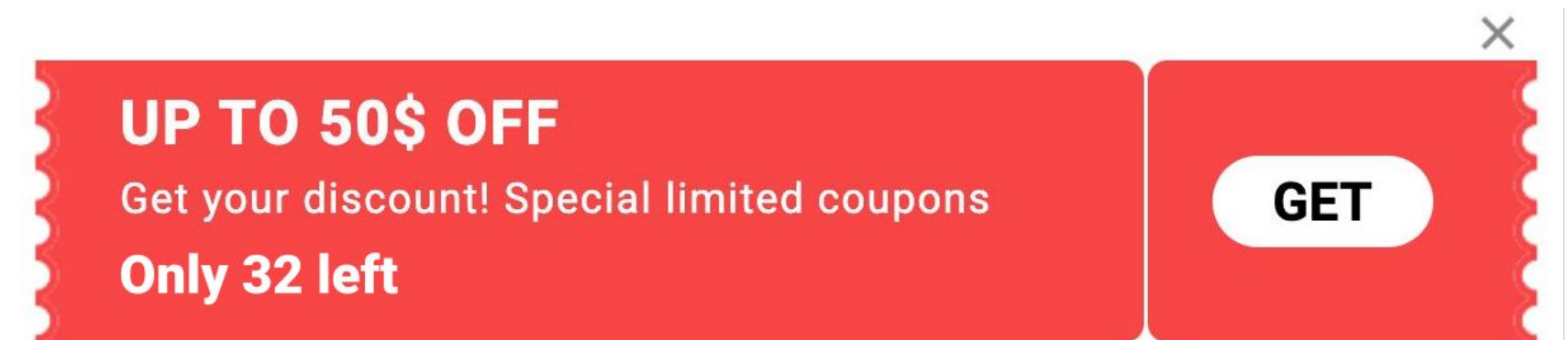
- **WEB ANALYTICS**
- **HEAT MAPS**
- **SESSION RECORDINGS**

SAD BAD TRUE

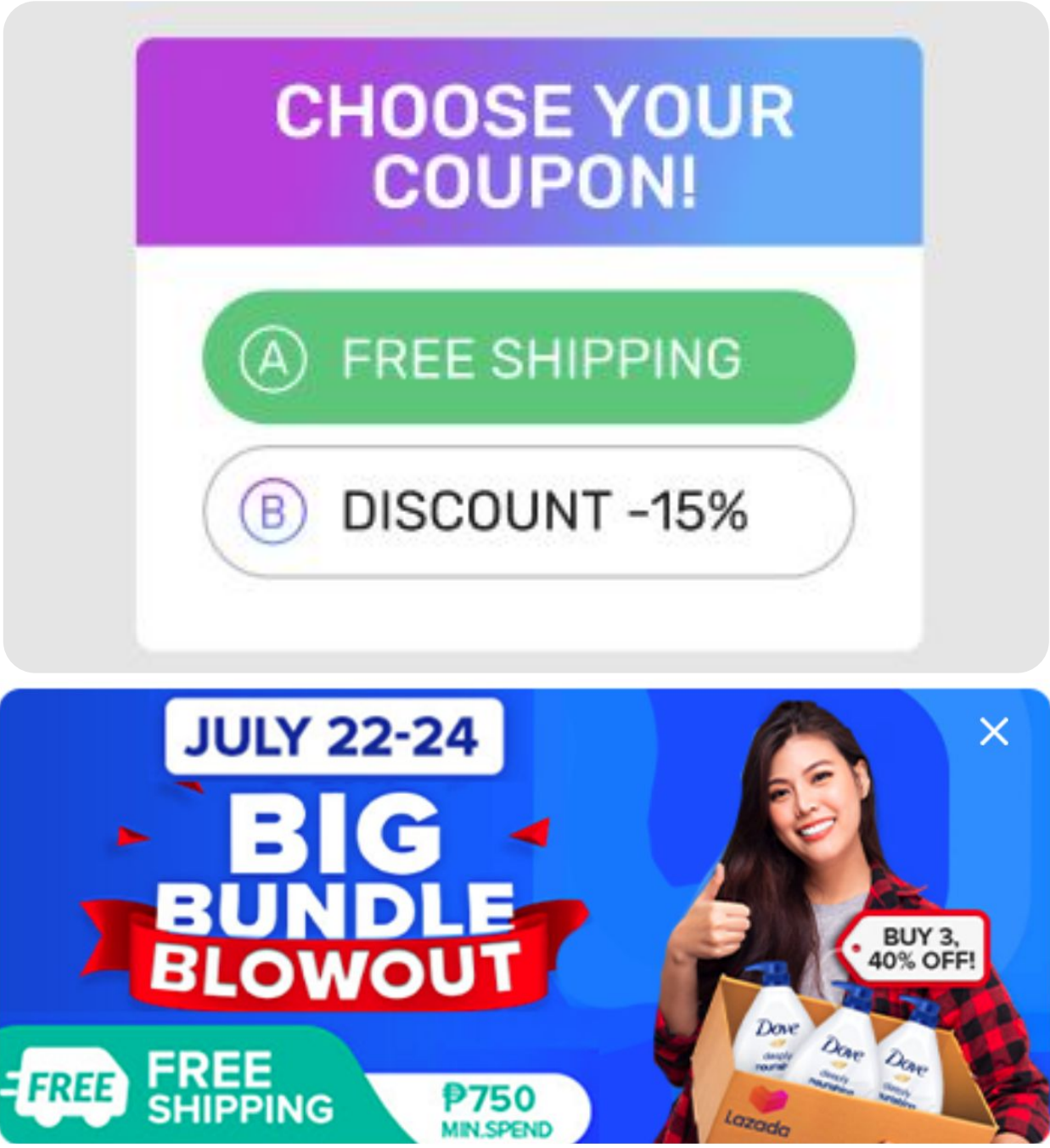
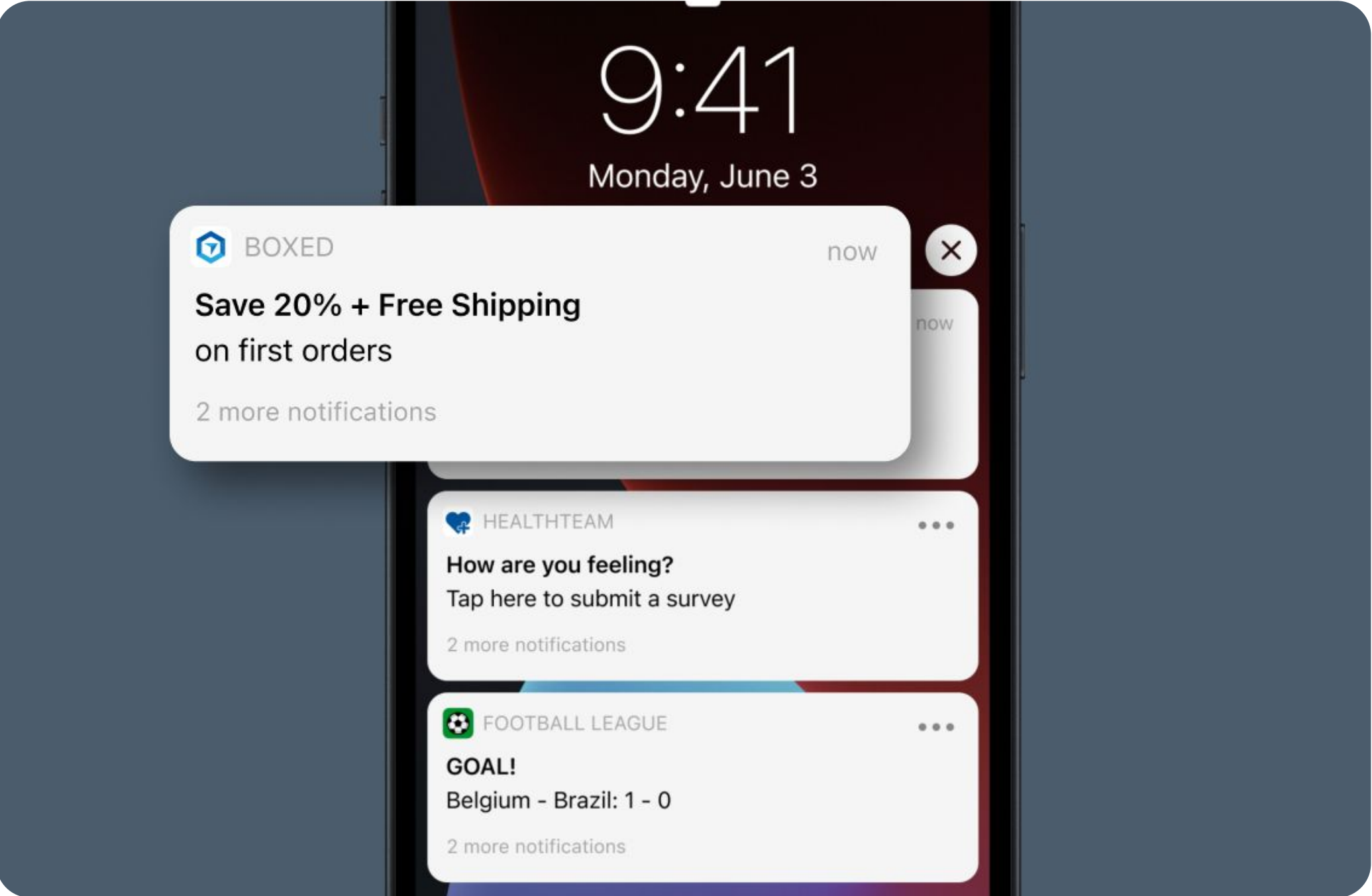
- **AD BLOCKERS**
- **UPCOMING COOKIELESS TIMES**
- **BEHAVIOR CHANGES**
- **PRIVACY AND SECURITY CONCERNS**
- **INCOMPLETE INFORMATION**
- **OVERCOMPLICATED FLOWS**
- **HIGHERS COSTS \$\$\$**

COMMON BEHAVIORAL TRIGGERS

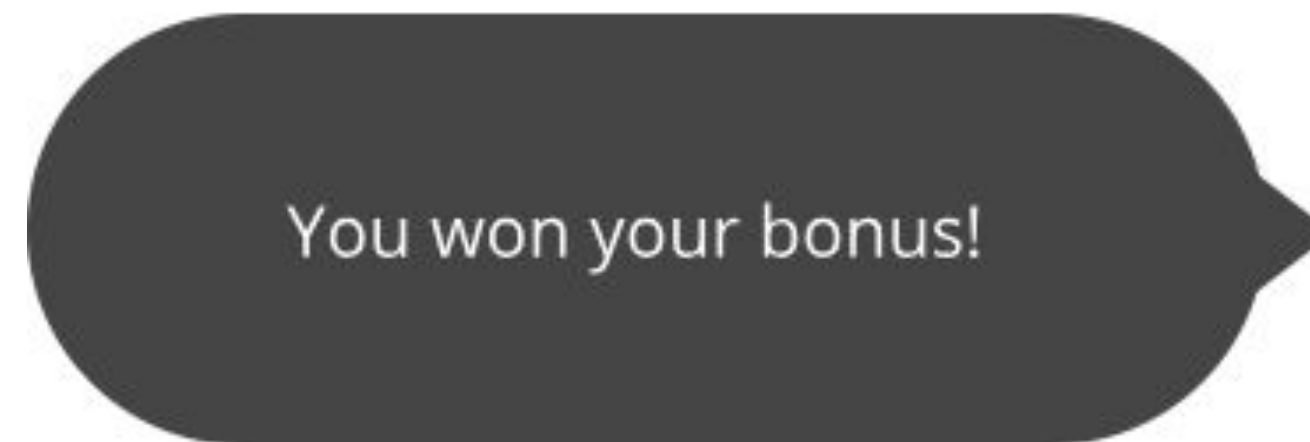
SCARCITY AND URGENCY



REAL VALUE



EXCLUSIVITY AND LUCK

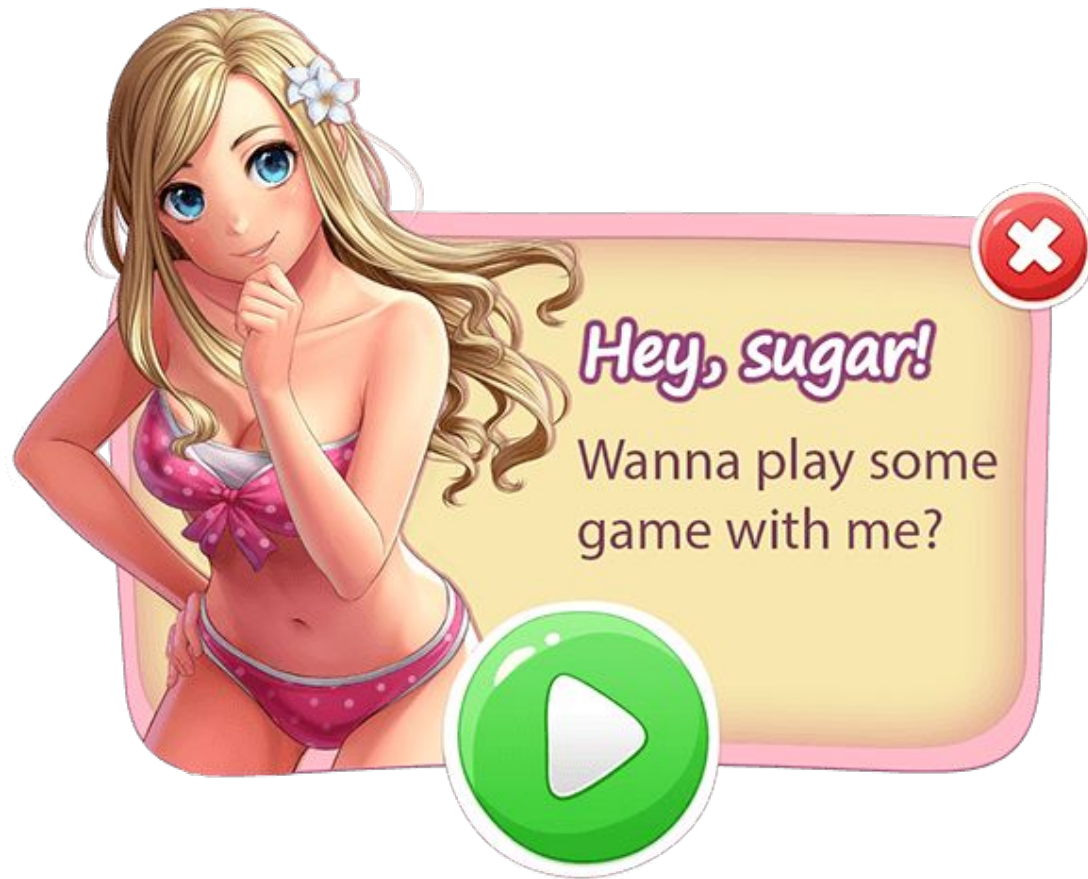


CURIOSITY

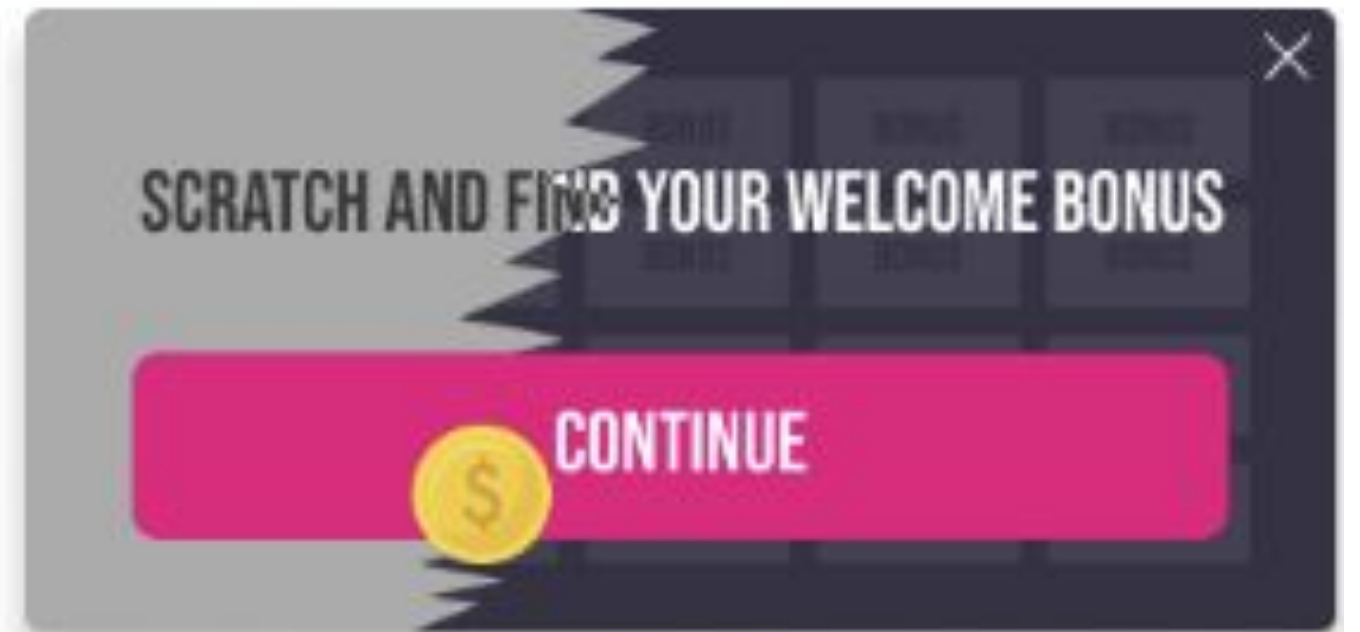


Sarah

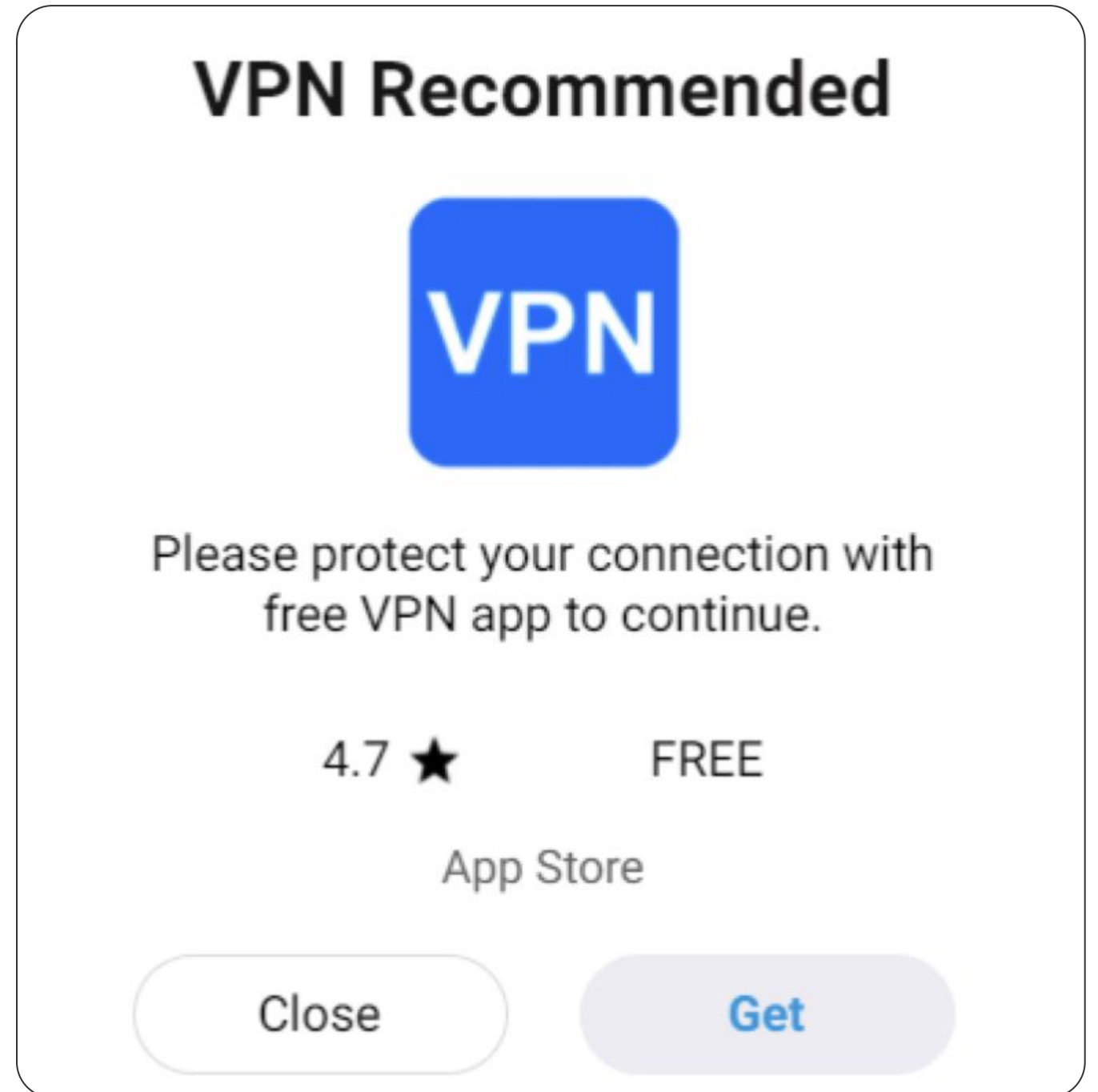
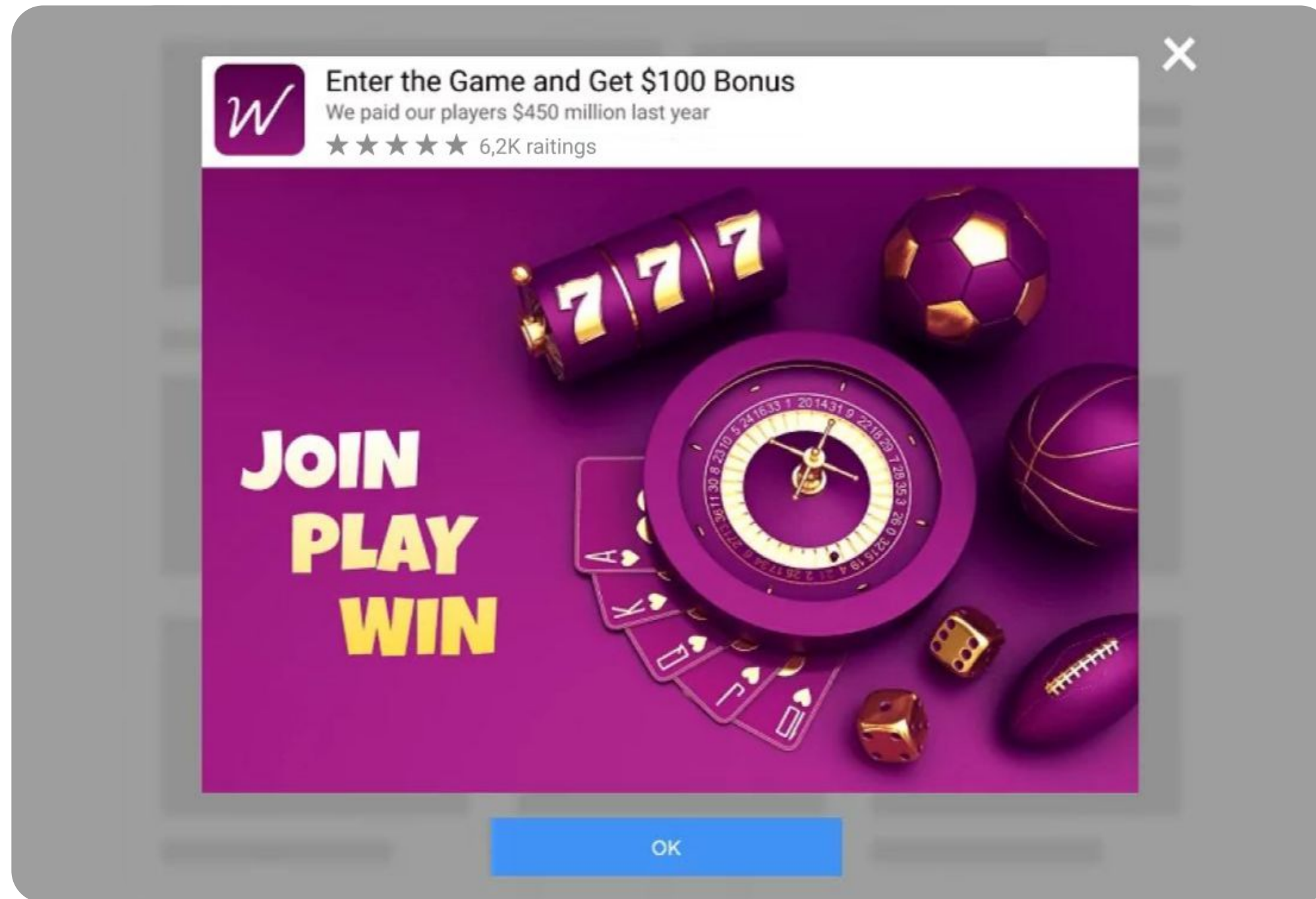
How's your day? let's talk?





Is this ur card?



SOCIAL PROOF





PERSONALIZATION



LOCAL DATING

Meet perfect girl in your city



LEARN MORE



LOCAL DATING

Meet perfect girl in your city

LEARN MORE





LOCAL DATING

Meet perfect girl in your city

LEARN MORE



CTR = 16.3%



YOU'RE IN LONDON?

I'm Kate. Let's meet tonight



TEXT ME



YOU'RE IN LONDON?

I'm Kate. Let's meet tonight

TEXT ME



YOU'RE IN LONDON?

I'm Kate. Let's meet tonight

TEXT ME

CTR = 19.1%

**SOCIAL BAR:
DISPLAY ADS WITH CTR
OF 10–30%**

SOCIAL BAR ADSTERRA'S PROPRIETARY AD FORMAT



- In-Page Push, Custom Widget and Icons Notification templates with 20+ skins
- Full customization: any size, shape, transparency, static or dynamic, etc.
- Advanced targeting options, incl. OS, browser version, mobile carrier, IP range
- A/B testing up to 15 creatives with any selected template on self-serve platform



**ANYWAY, TARGETING
IS A MUST**

KEY TAKEAWAYS



- Collect and analyze first-party data
- Enrich your data with second-party tools
- Segment your audience to tailor best
- Personalize your ad messaging
- Use relevant behavioral triggers
- Test, test and test again!
- Marry your short- and long-run goals



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