voyantis

The virality growth loop cheat sheet

What is a virality growth loop?

This refers to a process that drives continuous invites for the continuous growth of your app.
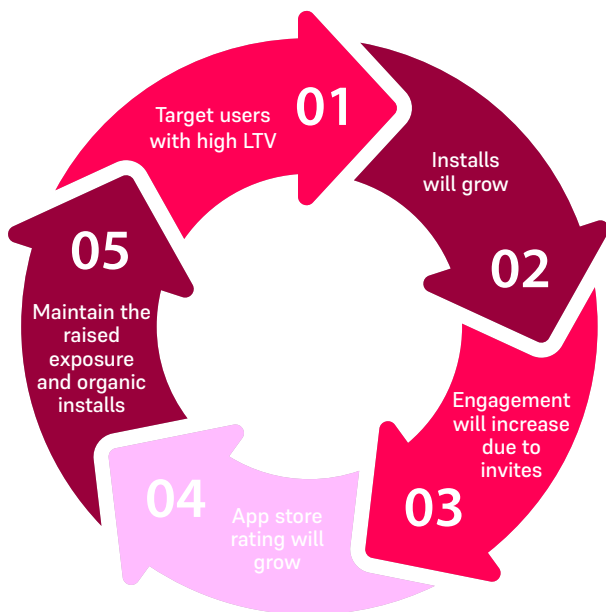It's not about temporary spikes. It is all about sustainable growth.

Here's why your brand needs to create virality growth loops

Simply put, virality growth loops are cost-effective, and they flourish due to personal recommendations from trusted sources. All it takes is your initial investment, then one user becomes two. Two leads to four, then eight... you get the drift.
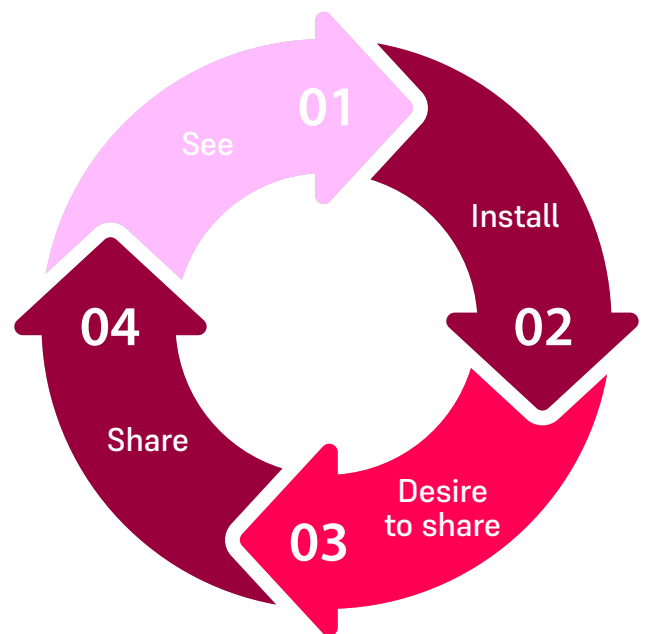
The scoop on the loop

Here's a visual representation of how you can make growth loops work for you.

The virality growth loop, in a glance

01 Target users with high LTV
02 Installs will grow
03 Engagement will increase due to invites
04 App store rating will grow
05 Maintain the raised exposure and organic installs

This is the growth loop experience for your users.

01 See
02 Install
03 Desire to share
04 Share

Predictive marketing tools will jumpstart your growth loop process, the right way

Predictive-based UA tools can help you identify users with high LTV. They are the prime targets that will increase the growth and virality of your app. Here are some <u>questions you need to ask</u> while choosing between predictive solutions:

- **What metrics does the new solution use to predict LTV?**
  Aim for one that leverages user-level predictions for a holistic view. Individual users' data enables highly accurate predictions per each user, which further allows using the predictions in any version of a slice-and-dice.

- **How many internal engineering resources will you need to implement and use the solution?**
  Setup and maintenance needs to be as effortless as possible from your end. Go for a no-code solution that can easily be set up and maintained without requiring any resources from engineering.

- **How quickly does the solution generate actionable predictions that can be used to optimize existing campaigns?**
  Make sure you understand exactly how long it will take before you see actionable results that can be used to amp up your growth campaigns, and generate significant returns.

Best practices to ensure the success of the growth loop

Here are some practices that would help increase the virality of your game in general, in addition to ensuring the success of growth loop campaigns:

- Have sharing/invite mechanisms set up in the first place.
- Make the sharing/invite options easy to find. Don't hide it in the settings!
- Try to make sharing and inviting part of the core game loop. That will make it feel more natural.
- Enable players to invite their friends through their preferred invite channel
- Clearly explain the benefits of inviting friends
- Incentivize users with high LTV for referrals

And to sustain the momentum, don't forget to conduct a series of A/B tests on users with high LTV, on details such as the invite messages, incentives, and invite/share button placement.

There is no time like the present for you and your team to embrace the growth loop, so you can thrive from the momentum that follows!