



MOBILE GROWTH

HOW TO INCREASE MOBILE
CONVERSION BY 30X

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ABOUT SC MOATTI

- EMMY-NOMINATED MOBILE SERVICES USED BY BILLIONS
- EXEC AT FACEBOOK, TRULIA, NOKIA
- BESTSELLING AUTHOR OF *MOBILIZED*
- LECTURER AT STANFORD GRADUATE SCHOOL OF BUSINESS
- STANFORD MBA, MS IN EE





Tough World

THE GOOD NEWS



DEFINE SUCCESS



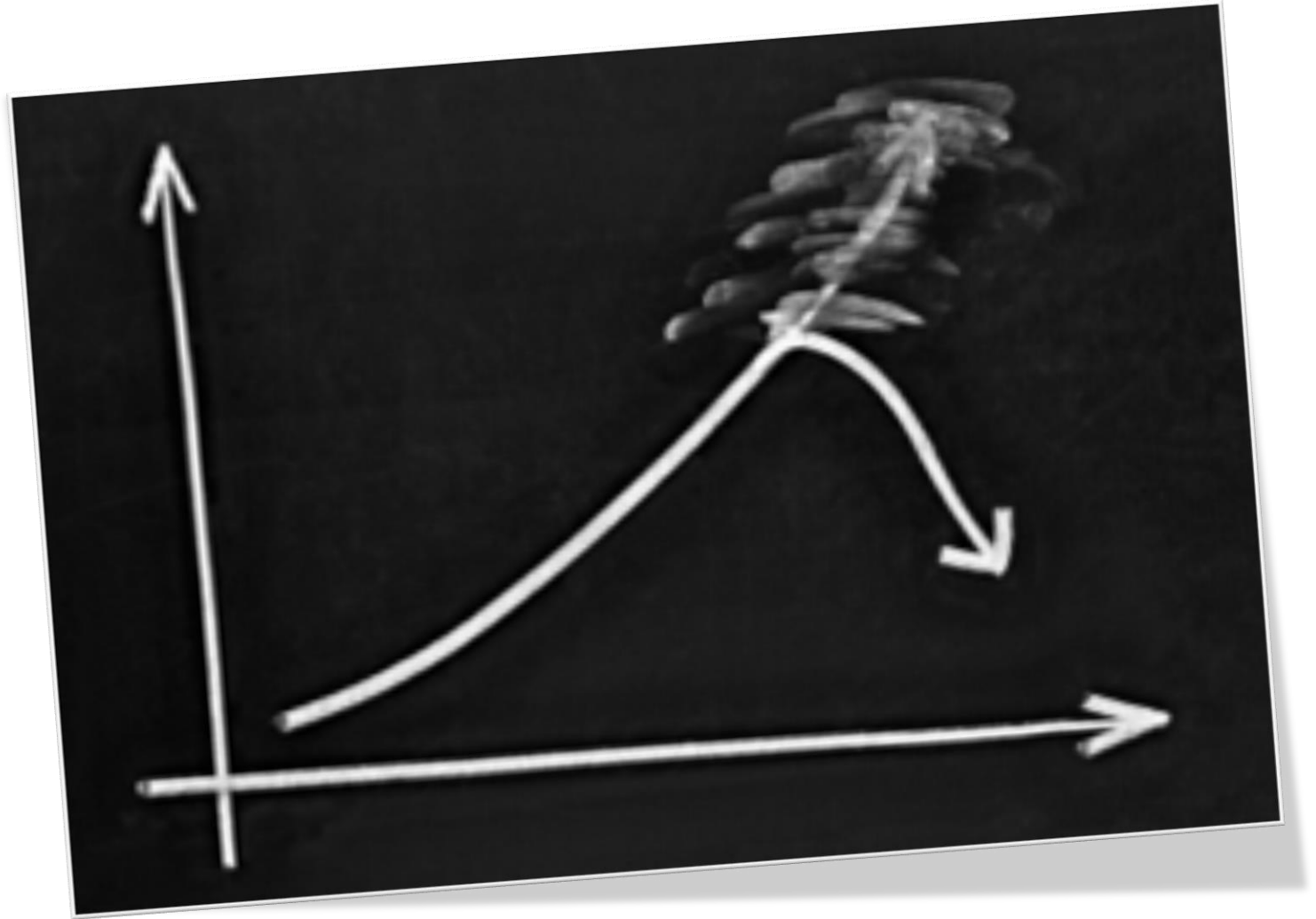


MAP YOUR FUNNEL

TAKE IT EASY ON THE NEWBIES



1.2X TOOL: OPTIMIZATION





$$30 = 2 \times 3 \times 5$$

mobilized

2X TOOL: LAYER

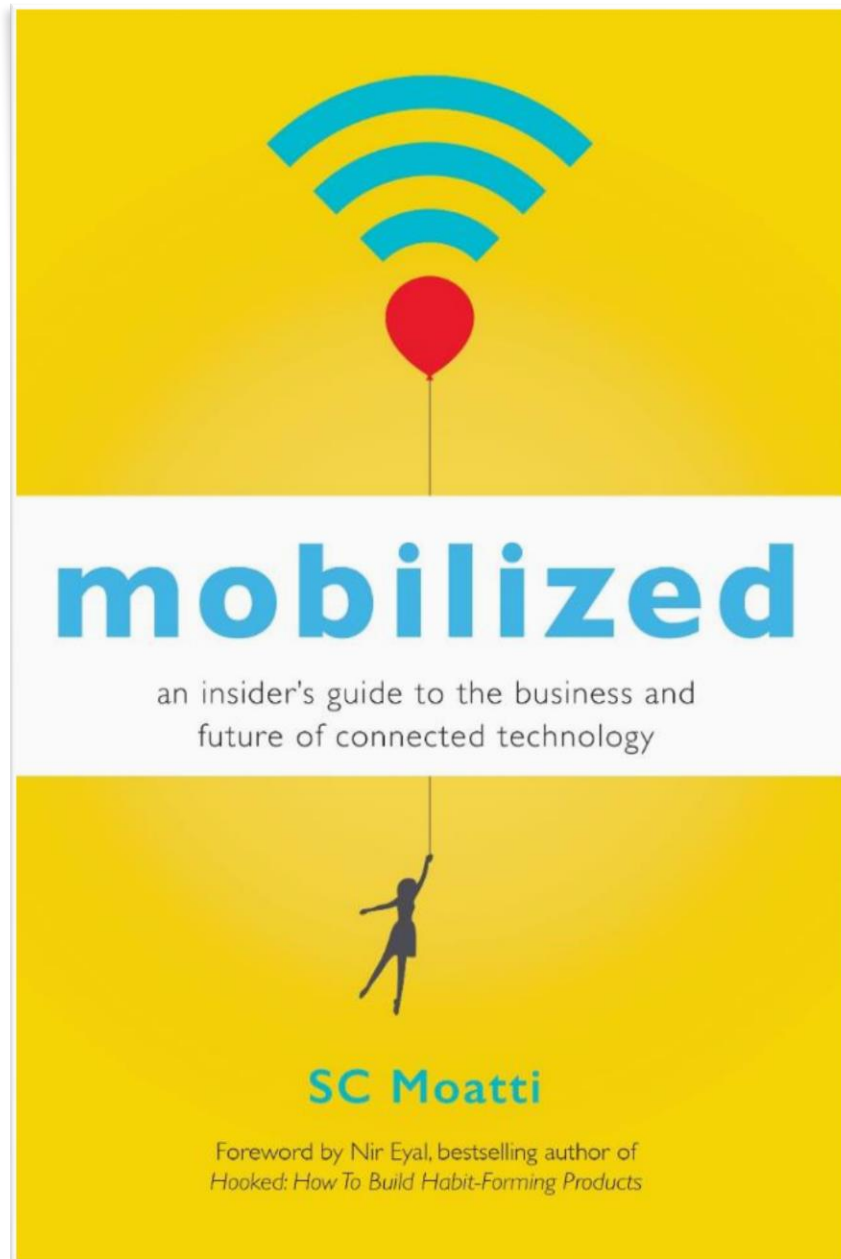


3X TOOL: SHORTCUT



5X: HOOK





ABOUT “MOBILIZED”

- BESTSELLER ON THE BUSINESS OF MOBILE
- THREE EVERGREEN RULES OF SUCCESSFUL MOBILE PRODUCTS
- FROM PIONEERS LIKE AIRBNB, FACEBOOK, PANDORA, UBER AND MORE

