APPS FORUM

4 March | Altis Grand Hotel

2026 KEY TAKEAWAYS

2025
KEY TAKEAWAYS

"

AppsForum Lisbon was a genuinely great experience. The talks were insightful, but the best part was connecting with people who are actually in the trenches testing things out. I walked away with a ton of real, usable notes. Definitely worth going!

*Diogo Castro, Growth Marketing Lead, **Dogo***

APPS FORUM

appsforum.io

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A WORD FROM OUR
PRODUCER

"
We were delighted to host our inaugural Appsforum Lisbon, bringing together leaders from across the mobile app ecosystem for a day of insights, discussion, and networking.

It was fantastic to see such strong engagement from speakers and attendees, all sharing ideas on the challenges and opportunities shaping app growth today.

The conference made one thing clear: the app growth landscape is evolving fast. With discovery now influenced by AI, social platforms, and communities, teams need to rethink traditional ASO and acquisition strategies. Success comes from pairing creative-led growth with strong onboarding, retention, and hybrid monetization models to drive sustainable, long-term user value.

A huge thank you to everyone who joined us and helped make the event a success. We look forward to seeing you at future Appsforum events in 2026 and beyond!
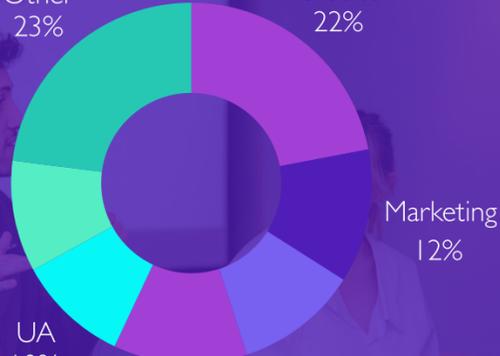
APPSFORUM IN NUMBERS

86%*
Attendees would attend again
*Out of attendee responses

Attendee Breakdown
Job Titles

- Other 23%
- C-Suite 22%
- Marketing 12%
- Performance 11%
- Product 12%
- UA 10%
- Growth 10%

85%
Attendees found the agenda 'very' or 'extremely' useful

20
Countries

100+
Companies

150+
Attendees

85%
Attendees found the networking 'very' or 'extremely' useful

WHAT ATTENDEES SAID

"

Thank you so much for the fantastic event and the great vibes! I'm sure that next year will be even bigger and more impactful. I can't wait to see how it grows!

Ksenia Zelenskaya
EMEA Sales, YouAppi

"

Appsforum Lisbon is a great event if you want real talks. Strong content, relevant people, and very honest discussions about growth, monetization, and ad quality. I left with ideas I can actually test in our apps

Nastassia Hubarevich
Senior Ad Monetization Manager
Digitalchemyy

"

The sessions were insightful and practical, and I walked away with several ideas I can apply immediately in my day-to-day work.

Marta Ventura
Performance Marketing Consultant

ON YOUR FEED

But the more interesting question is about sequencing. Not which model to pick, but when each one earns its place in the user journey.

The best monetization isn't the most creative one. It's the one that fits how your users actually behave. 🎲 👏

What's the monetization assumption your team questions least?

#ProductManagement #AppMonetization #AppsForumLisbon #MobileGrowth #ProductStrategy

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Senior Monetization Specialist | Driving Growth Across Ads & Subscriptions | ...

Yet another chance to be at the stage!

It was an amazing conversation with super insightful and inspiring women 💗

Appsforum was such a great experience, not only for all the knowledge you have combined in one room, but for the truly friendly and welcoming people of our industry - from old friends (always lovely catching up with you Pierre-François Verheyde, Hector Almeida, Akshit Desai ⇄ Appsforum Lisbon, Jessica Banunaek, Álvaro Gil Abad) to new connections (so nice meeting you Kseniia Chervonenko, Francesca Stringer, Ekaterina Elkina, Jam Padilla, Daniel Boone ⇄ Appsforum Lisbon, Diogo Castro, Luisa R., Nastassia Hubarevich!)

Kudos to John Speakman and Sophie Isbell for organizing everything, and thanks again for inviting me to the panel!

Let's hope we can all meet soon in the next one!

You and 63 others — 5 comments

Sophie Isbell and 70 others — 5 reposts

Reactions

Julie Buzhynskaya ✓ • 2nd
Senior Product Growth Designer | CRO, Onboarding & Paywalls | Mobile Subs...
3d • Edited • 🌐

A few months ago, I was invited to speak about "Designing Subscription Funnels That Convert" at AppsForum Lisbon.
It was my first time speaking at such a big event.

When I stepped on stage, my hands were shaking and sweaty. Classic. But then something shifted, but, about 10 minutes in, I found my flow. And I actually started to enjoy it.

There was a lot of fear. So much fear that at some point I stopped noticing it. I'm generally someone who gets scared of things quite often. But I go for it anyway.

Thank you so much to Appsforum and Sophie Isbell for the invitation! The event was impeccably organized and truly exceptional in every way. Grateful for the experience! 🙏

#AppsForum #Lisbon #PublicSpeaking #Growth

Reduce Cognitive Load

Every extra qualifier reduces conversion.

Good design:
- Groups information logically

Diogo Castro • 2nd
Performance Marketing • Growth & Data • Digital Strategy • Mobile Apps • St...
2h • 🌐

Some people say speaking at conferences is kind of like riding a bike.

I've only done it once. The bike and the conference thing.

I went into Appsforum Lisbon expecting a cool event and a chance to share what I've been testing at Dogo.
But honestly?
I came home with more insights than I shared.

Turns out, everyone else in growth is also just testing a lot, failing a lot, and learning along the way.

It was amazing to share the stage with Eliza Dumitrache, Dario Di Feliciantonio, and Renata Abdullina.
We discussed sustainable UA and what's working right now.

But the real gold?
The conversations backstage. Before the panel. After the panel.

Key takeaway: you should really start taking AI creative production and web-to-app seriously, people are getting amazing results with both.

Also need to mention Diana Moura's talk on ASO in 2026.
Incredibly insightful.
Especially how ASO, social and AI are starting to converge.
I took way too many notes.
If you care about ASO, you should talk to her!

And of course, Marcus Burke delivered the Meta Ads insights.
There is a clear before and after in my Meta Ads performance since I started following his advice.
Creative doing the targeting is very real.

Still organizing my notes.
But one thing is certain.
Appsforum was absolutely worth it.

Looking forward to the next speaking opportunity.

Not so much the next bike ride 🚲

Aliaksei Kupreyeu ✓ • 3rd+
Mobile Growth Expert | ASO & User Acquisition
5d • Edited • 🌐

Had a great time at Appsforum

Events like this are a great reminder of how fast the mobile ecosystem is evolving — especially with all the conversations around AI in marketing, creative production, and LTV-driven growth.

But the best part is always the people and the discussions between sessions.

Thanks to the Appsforum for organizing the event and to DigitAlchemy for the opportunity to attend.

HYBRID MONETIZATION PLAYBOOK

Cristian Rotari, Monetization Lead, **Zing Coach**

Cristian argued that most apps under-monetize their audience by relying on a single revenue model. Subscription-only products capture value from a small segment of high-willingness-to-pay users but leave the majority of demand untapped.

Hybrid monetization solves this by layering revenue streams: ads, subscriptions, in-app purchases, upsells, partnerships, and affiliate offers, so different user segments can monetize in different ways.

01
Subscriptions leave revenue on the table

Most users will never subscribe. A tiny minority is price-insensitive, a small group is moderately sensitive, and the majority won't pay anything at all. Hybrid monetization captures value for all.

02
Ads monetize the non-paying majority

Advertising converts attention into revenue. But ad economics require scale: low DAU or short session depth leads to weak ad ARPU. Ads are fundamentally a volume business.

03
Upsells unlock mid-tier monetization

Between subscriptions and free users sits a middle layer: upsells and IAPs. Consumables monetize urgency, while non-consumables monetize access: adding ARPPU without replacing subscriptions.

04
Ecosystem monetization compounds revenue

Affiliate offers, partnerships, and physical products extend monetization beyond the app itself. A hybrid ecosystem allows each revenue stream to capture a different segment of user demand.

DESIGNING SUBSCRIPTION FUNNELS THAT CONVERT

Julie Buzhynskaya, Senior Product Designer, Growth and Monetization, **Impala Studios**

Julie explained that subscription conversion rarely happens at the paywall alone. Instead, it results from a structured funnel beginning with App Store messaging, continuing through onboarding, and culminating at the paywall.

01
Conversion starts before the paywall

App Store positioning and onboarding prime users to understand the product's value before encountering a paywall.

02
Value clarity drives subscription decisions

Users subscribe to outcomes rather than features. Messaging must clearly reinforce the value moment.

03
Simplicity increases conversion

Decision fatigue lowers conversions. High-performing paywalls typically limit plan options and highlight a recommended choice.

04
Reduce perceived risk

Free trials, transparent pricing, and flexible cancellation reduce purchase hesitation.

MASTERING THE RETENTION FUNNEL

Sebastian Reyes Diaz, Principal Growth & Retention Lead, **Flink**

Sebastian reframed retention as a coordinated lifecycle rather than a collection of isolated tactics.

Many organisations optimise acquisition, ASO, CRM, and product independently, creating fragmented customer experiences.

01
Think lifecycle, not funnel

Customer journeys operate as loops rather than linear flows

02
Internal alignment precedes growth

Teams must agree on the product's core value proposition before optimising individual channels.

03
Activation precedes habit formation

Early actions, such as onboarding completion or first key interaction, predict long-term retention.

04
Segmentation drives relevance

Behaviour-based segmentation allows companies to personalise messaging and experiences.

VOLUME IS NOT A STRATEGY: META ADS IN THE AGE OF AI CREATIVE

Marcus Burke, Meta and App Growth Consultant

Marcus presented how Meta's AI-driven delivery has fundamentally changed how UA scales. Rather than distributing spend evenly across creatives, the platform increasingly concentrates budget on a small number of assets that generate the strongest early engagement signals.

This creates a system where creative variation, not spend volume, determines reach and performance. As creative effectively functions as targeting, advertisers must design portfolios that match specific placements, audiences, and funnel stages.

01
Creative now determines audience reach

Different formats map to different placements and demographics. Vertical UGC-style video perform best in Reel placements while static formats skew toward feed inventory.

02
Engagement signals distort optimisation

Algorithms heavily prioritise early engagement signals, even when those signals are not strongly correlated with downstream conversions.

03
Budget concentration increases volatility

Meta's delivery system frequently allocates the majority of spend to a small subset of creative winners, creating performance concentration risk.

04
Funnel structure determines scalability

Creative diversification only scales when the downstream funnel reflects the same messaging and intent communicated in the ad.

SCALING TIKTOK UA THROUGH INFLUENCER-LED CREATIVES

Mikayel Mirzoyan, Senior Growth Manager, **Flo**

Mikayel outlined how Flo shifted part of its acquisition strategy toward creator-led content as traditional performance creatives began to fatigue. Instead of scaling studio production, the team identified high-performing organic creator posts and converted them into paid assets.

This approach uses TikTok's Spark Ads to amplify organic engagement signals, allowing the platform's algorithm to scale content that has already demonstrated strong audience resonance.

01
Organic engagement identifies scalable creative

High-performing creator content acts as an early validation layer before paid spend is applied.

02
Creator content aligns with platform behavior

Influencer content tends to perform better because it matches the native storytelling style of TikTok feeds.

03
Spark Ads amplify proven content

By converting organic posts into Spark Ads, brands extend reach while preserving the authenticity signals that drove the original engagement.

04
Scaling requires testing creator–message fit

Successful campaigns depend on iterating across creators, narratives, and audience segments until repeatable performance emerges.

RETHINKING ONBOARDING TO OPTIMISE MONETIZATION

Léa Samrani, Director of Product Growth, **Aperture**

Léa focused on how onboarding structure directly impacts monetization outcomes. Many teams rely on product quality or brand recognition to drive conversions, but onboarding determines whether users actually reach the moment where value is understood.

Her framework emphasises designing onboarding around functional, emotional, and social motivations, rather than product features. Aligning the onboarding narrative with these drivers can significantly increase conversion to paying users.

01
Conversion improves when shown real user motivations

Users typically adopt products for a mix of functional, emotional, and social drivers rather than feature lists.

02
Emotional barriers slow purchase decisions

Factors such as uncertainty, fear of failure, or perceived effort can delay subscription decisions even when value is clear.

03
Trust signals significantly impact conversion

Strengthening trust cues within onboarding has been shown to increase conversion to paying users by ~39% in tested flows.

04
Narrative-led onboarding drives monetization

Presenting the user's transformation story, rather than listing product capabilities, can produce substantial payer growth, with experiments showing up to +72% increase in payers.

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2026

London
7-8 September

REGISTER INTEREST

San Francisco
26-27 October

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