



APPS
FORUM
SAN FRANCISCO

October 26-27 | Hotel Nikko

2026 Agenda at a Glance





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A WORD FROM OUR CONFERENCE PRODUCER

“

Following a successful debut across Europe, we're bringing Appsforum to San Francisco!

I'm incredibly excited about this one. As the innovation capital of the app economy and home to world-class product teams, groundbreaking technologies, and a culture built on collaboration, San Francisco is the natural next step for Appsforum.

Across two days, Appsforum SF will dive into the latest strategies in acquisition, retention, and monetization through a curated mix of practical presentations, candid panels, and interactive workshops. The agenda will be packed with industry leaders sharing actionable insights, proven frameworks, and real-world lessons that attendees can take away and implement immediately.

See you in October!



SPEAKER PREVIEW



Julie Hansen
CRO & US CEO
Babbel



Daniel Mori
Director, Performance Marketing
Life360



Dan Kessler
COO
The Mind Company



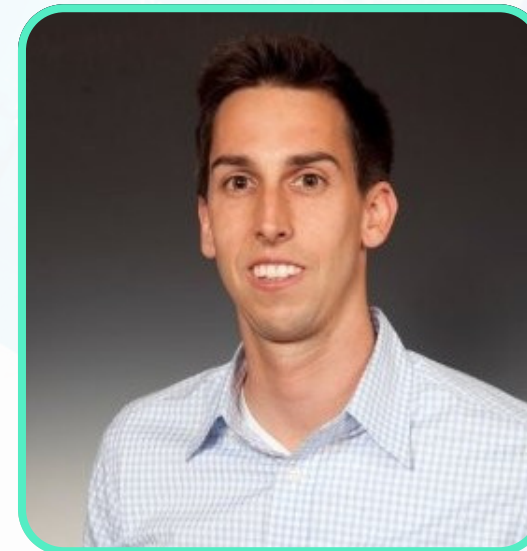
Lauren Clinton
Director of Marketing
Weatherbug



Ryan Clarke
Senior Growth &
Measurement Manager
JD Sports



Aayushi Agarwal
Product Growth Lead
Adobe



Matt Harlow
Head of Product Growth
18Birdies

And More...

FEATURED SESSIONS

Presentation: Blueprint for Global Expansion

Julie Hansen, CRO & US CEO, Babbel

How do you scale acquisition, retention, and monetization across dozens of markets without losing what made you successful in the first place? Babbel shares their playbook.

Presentation: Growth Is Dead. Long Live Engagement.

Dan Kessler, COO, The Mind Company

As acquisition costs rise, sustainable growth depends on keeping users engaged. Join app leaders as they share proven strategies for retention, loyalty, monetization, and long-term customer value

Panel: The Lag: Why LTV Never Shows Up on Time

Eric Punski, CPO, Dogpack

Ryan Clarke, Senior Growth and Measurement Manager

CPI arrives instantly. LTV takes months. This session unpacks how to make confident spend decisions on ad performance long before the revenue data catches up.

WHY APPSFORUM SAN FRANCISCO?

Appsforum San Francisco is built for the people doing the work. UA managers, monetisation leads, product managers, growth heads and founders who need practical answers, not theory.

Here's what sets it apart:

- ✓ **A focused agenda, not a sprawling one.** Every session earns its place. You won't waste a slot sitting through content that doesn't apply to your role.
- ✓ **Senior peers, real conversations.** Over half of 2025's Appsforum attendees were at C-suite, founder, director or head-of-function level. The hallway chats are as valuable as the talks.
- ✓ **Small enough to matter, big enough to move the needle.** Around 300 attendees from 150+ companies. You'll meet the people you need to meet, and you'll actually remember them.
- ✓ **Built around how modern mobile teams actually grow.** The agenda follows the full app growth funnel, from acquisition, ASO, and creative strategy through to onboarding, retention, CRM, and monetisation, so you can see how each part connects and drives sustainable results.

The event brought together an inspiring community of innovators, creators, and leaders who are shaping the future of apps.

From the thought-provoking sessions to the meaningful networking opportunities, everything was exceptionally well organized and full of energy. I left feeling inspired and grateful to have been part of it.

Marina Anton
App Acquisition Lead, **interactive investor**

CO-LOCATED WITH GAMESFORUM SAN FRANCISCO

Gamesforum San Francisco brings together the people driving growth across both apps and games, including UA, monetization, product and growth leaders, and founders, giving you access to a wider set of perspectives, strategies, and conversations in one place.

What makes it more valuable as a co-located event:

- ✓ **Access both games and app growth leaders in one place.**
Connect with senior decision-makers across gaming and the wider app ecosystem.
- ✓ **Expand your network with more relevant connections.**
Meet a wider mix of high-quality contacts you wouldn't typically reach.
- ✓ **Discover growth strategies shaping the wider app economy.**
See what's working across different verticals and bring new ideas back to your own team.
- ✓ **Maximise the value of a single event trip.**
Get exposure to two curated audiences and content streams with one ticket.

[**LEARN MORE**](#)

The combined Gamesforum and Appsforum proved once again that some things are simply better together.

Over two days, we enjoyed productive meetings, inspiring conversations, and great catch-ups with both gaming and non-gaming app marketers - bringing real value to the event.

Lucjan Exner
Head of Sales, **Appnext**

MARKET SNAPSHOT

Mobile growth is getting tougher. Competition is denser, attention is harder to win, and teams are being pushed to do more with the same, or fewer, resources. Here are the pressures shaping 2026, and what leading teams are doing about them.

AI is reshaping the industry on multiple fronts

LLMs are emerging as the new search engine, personalisation is becoming the core strategy, and teams are racing to automate workflows and connect data more intelligently. At the same time, creative-led AI introduces a new tension – scale and speed vs. authenticity and trust.

Retention is now the core growth lever

Behavioural segmentation, personalised journeys, and lifecycle-driven product design are replacing broad, generic engagement tactics. Teams need to build tighter feedback loops, understand player intent earlier, and design experiences that keep users moving forward rather than drifting away.

Global apps are juggling a new challenge

Staying aligned worldwide while still feeling local everywhere. Campaigns need to land across wildly different markets, and creative gets exponentially more complex when you're speaking to a global audience.

THE SAN FRANCISCO FORMAT

Appsforum San Francisco is designed to help growth teams move from insight to action. Each day starts with keynotes that set the direction, followed by focused sessions across acquisition, monetisation and retention. Throughout the conference, you'll find closed-door roundtables, workshops, and time to connect with peers, so you can benchmark performance, pressure-test decisions, and leave with clearer priorities.

01

Keynotes

Clear perspectives on what is changing in mobile growth, what is working right now, and what to plan for next across acquisition, retention, and monetisation.

02

Panels

Tactical breakdowns of strategies, testing approaches, and outcomes, including what teams would repeat and what they would do differently.

03

Closed-door roundtables

Honest discussion on what is scaling, what is stalling, and where teams are placing bets, plus audience Q&A that focuses on implementation details.

04

Case studies and presentations

Candid discussion, shared comparables, and practical takeaways you can take back to your team.

WHAT YOU'LL LEAVE WITH

Appsforum is designed to give attendees practical, actionable insights they can take away and implement immediately. Every session is focused on real-world strategies, proven tactics, and measurable outcomes, so you leave not just inspired, but equipped to drive meaningful growth.

01

Actionable Growth Frameworks

Practical, proven strategies across acquisition, retention and monetization which you can implement immediately. Not theory, but real playbooks from teams in the industry solving these problems today.

02

Smarter, Data-Driven Decision Making

A clearer understanding of how to use data, experimentation, and segmentation to guide product and marketing decisions with confidence rather than just guesswork.

03

A Future-Ready AI Toolkit

A grounded view of how AI, automation, and modern growth tools are reshaping the industry, and how to future proof your stack ahead of the next wave of change.

TOPIC AREAS

Appsforum San Francisco offers a focused look at the strategies, tools, and frameworks that help teams build, scale, and sustain successful mobile apps across acquisition, monetization, and retention.

Acquisition

Scale your user base with a balanced mix of paid, organic, creator, and data-driven strategies, optimising UA creative, boosting ASO and content visibility, engaging high-intent audiences via influencers and communities, and using privacy-safe measurement to guide spend.

Monetization

Strengthen your revenue engine across every channel. Learn how to diversify income streams without hurting UX, optimise subscriptions for higher retention, maximise ad revenue through smart mediation and LTV-aligned strategy, and drive stronger IAP performance with better offers, bundles, and behavioural triggers.

Retention

Explore how mobile games keep players active, motivated, and coming back. Uncover onboarding that accelerates time-to-value, engagement loops that build lasting habits, churn-prevention systems that identify risk early, and community-driven mechanics that strengthen loyalty and long-term connection.

WHAT ATTENDEES SAID

It was a well-organised event with a diverse audience.

I truly appreciate the opportunity to deliver the keynote about Glovo's data-driven growth journey at Appsforum. It was a well-organised event with a diverse audience, some very useful talks and ample networking opportunities. Looking forward to the future seasons of Appsforum!

Devangana Khokhar
Director of Data, Glovo



It was a valuable experience.

I engaged with established industry leaders, exchanged perspectives on critical challenges in the app ecosystem, and gained practical insights into strategic approaches.

Cemre Korkmaz
Senior Marketing Manager, Codeway



An extremely useful event with talented speakers from across the app space.

The networking opportunities were incredibly valuable and it was a pleasure to attend, and to be offered the opportunity to speak on a panel at the conference.

Cole Lilley
Performance Marketing Manager, Runna



WHO ATTENDS?



PASSES AND PRICING

Most Popular

Super Early Bird

\$179

Save \$70

Available until **August 7th**

Early Bird

\$199

Save \$50

Available until **September 25**

Conference Pass

\$249

What's included in your pass?

- ✓ Full access to two days of keynotes, panels, and case studies.
- ✓ Focused session across acquisition, monetisation and retention.
- ✓ Closed-door roundtables and interactive discussions (subject to capacity).
- ✓ Networking breaks and onsite networking moments.
- ✓ Event app access for agenda planning, networking, and meeting requests.

Group Booking Savings

3 tickets: 15% off each ticket price

4 tickets: 30% off each ticket price