

Speech Script for : CleanMaster Story - YouTube
<https://www.youtube.com/watch?v=mhTkqBvXNEY>

Slide 1:

Hello. My name is Yuki He/ and I'm the Director of Clean Master Product Team/at KSMobile.
The topic of my presentation today/ is mobile success/and/ I am going to share some of the secrets/ behind the rise of Clean Master.
I hope /you will find what I have to say/ useful and relevant.
There will be a Question & Answer session at the end, so please hold on to any questions you may have/ until then.
Well, if everyone is ready then I'll begin.

Slide 2:

Now, consider if you have ever been under such circumstances:
(Picture 1 drops)Phone suddenly running slow one day
(Picture 2 drops)An error message pops up/ warning you that there's no available storage/ for one more game
That's pretty annoying, right?
To whom/ should you turn to /when your phone becomes sluggish/ and stops working properly?
Well, that's where Clean Master comes in, to save your day.
It is, the most innovative, magic application/ that easily maximizes your mobile experience/
while keeps it secure. Now here are two astonishing figures:

Slide 3:

(600,000 TB drops) Can you guess what is that?
In one single year, Clean Master cleaned 600,000 Terabyte of junk files for our users.
600,000 Terabyte of storage space/that would be worth 425 million US dollars/ if you put that on SD cards.
We have saved 425 million US dollars for the past year. Isn't it exciting? I feel so proud of it.

Slide 4:

It is this unique value proposition/ that has impressed people, and we have since experienced a rapid growth.
By the end of 2013, we have had over 100 million downloads worldwide on Google Play.

Slide 5:

In September 2013, we became the No.1 Tool application worldwide on Google Play. And later in October, Clean Master surpassed LINE and Facebook/ and raced to the 5th most downloaded non-game app on Google Play.
At this point, you may wonder/ why did this happen, what's the magic. I will be explaining/ how we achieved it/ from 3 aspects.

Slide 6:

There is hard work, and then/ there is luck. But there is also something else/ that makes all the differences.
It is that edge/ that has differentiated the most successful mobile applications from the rest.
The very first thing you need to do/ before building a product, is to identify user's pain point.

Everyone is going to have one or more frustrations/ related to their daily life or work.
You need to learn/ and listen to those frustrations, and connect them /with what you're capable of.
The goal/ is to keep reinforcing the idea/ that you understand what they really need/ and can solve the problem better than anyone else.

Slide 7:

So before we start building Clean Master, we recognize that /many of the Android smartphone users are suffering. We find that 30% of Android smartphone users were having the problem/ of not enough storage space; And 40% of them complaining about their phone running slow ; Those people were frustrated. There's an obvious pain point: "Help, my phone doesn't behave properly any more!" As you can see on the slide, those 3 killing points/ basically formed the product Clean Master Junk files cleaning up, memory boost, and app manager are still key features in the current version of Clean Master.
You see the magic right? When you build a product that users really want and need, it will last long and keep roaring.

Slide 8:

Now let's move to the second point: Be user-centered.
It is our product philosophy that user's needs, wants and limitations are always put first at all stages /within the product lifecycle. The last thing we want/ is to force our users /to change their behavior to compromise to the product.
Now I want to share with you some of those details.

Slide 9:

It might be regarded as unsmart in a modern world, to manually do something. But in Clean Master team, we are not bothered with that at all. To ensure Clean Master's accuracy and efficiency, we assigned a group of analysts/ to manually analyze how /and where/ those top 100,000 apps /store junk files in user's devices. Each day, 100 new apps are added to our behavior database.

Slide 10:

Well, the result is rewarding.
Clean Master thereby/ is able to remove as much as 30% more junk files/ than other similar apps.
It is because of the dedicated work/ on manual analyses through the year, we have increased the initial cleaning result from 100 Mega Byte to 400Mega byte.
You will be surprised to find that Clean Master clears up over 800 Tera Byte of junk files for our users in the globe each day.

Slide 11:

Another thing we have been working on/ to build our user-centred strategy/ is to make great effort in protecting user's data. There's no denying /that mobile phone has become part of our life. We use it to connect with others/ and store important data/ or even our secrets on it. Imagine what will happen/ if you lose that piece of important data on your phone...No, you will never want that to happen, it kills.
To avoid misdeletion while cleaning useless files, we came out of two separate cleaning models.
They are standard and advanced cleaning. Standard cleaning satisfies the general cleaning demands, while the

advanced model gives users option/ to select items they want to keep or delete /based on their preferences. We have also added the preview function, which is also a proved way /to lower the chances of misdeletion.

Slide 12:

To make sure our users are having a great experience, we also make large efforts in Customer service and community building.

Our lovely international team/ is responsible for monitoring what our users are saying about the product, and make sure/ they give their response within hours!

This will get the idea /of what the users like/ or dislike about your product very quickly /thus direct the product development. And also, it brings good ratings on Google Play.

Slide 13:

Another part of our customer service effort is on collecting user feedback from the product. We benefit a lot from this internal feedback managing system. Users will appreciate your attention when you actually listen, and response. Thus they will become generous in reporting bugs or other problems, and giving suggestions. It is the greatest asset we've earned.

Slide 14:

By listening to what our users are saying and studying on how they interact with our product, we are able to constantly update Clean Master and make it better and better.

When there is a certain urgent issue, our team quickly fixes it within 24 hours...

I have to admit there's a lot of hard-work behind it, but it is definitely worth it.

Slide 15:

The rise of social networks has presented us with a great channel to engage with our users. Clean Master has certainly tasted the sweetness of it.

We have build our own beta testing group on Google plus.

So before each release on Google Play, our beta testing community members will have the privilege to use the pre-release versions /and give their feedback.

This in return /enhances the efficiency and stability of the product.

Slide 16:

Apart from Google plus, we also make use of Facebook to engage with our users every day.

We publish the recent news of the product, and give them tips on optimizing their phones or related topics, and celebrate with them by giving away gifts, and running contests. It is a great way to stay connected/ and it works!

By applying this user-centered strategy, we received almost the highest rating on Google Play, which is 4.7 out of 5. That is not something you say every day...

Slide 17:

Moving away from our user-centered strategy, I want to briefly talk about our scientific operation methodology.

Slide 18:

We all know the importance of data. But it is crucially important to define your indicator set/ and your goals at

different stages.

So you build a product you think /that users will need and want/ without knowing whether it will be a success or not

I call that puzzling period of time the Testing stage. In this stage we pay much attention on Retention rate, Review Ratings and User virality.

In Clean Master's case, we have seen a retention rate of 80% during the testing stage. And received a pretty awesome rating of 4.6 on Google Play

The product went viral itself, which proves we are right about this demand on the market.

The next stage is a bit tricky/ because app developers are competing fiercely /for exposure and promotion channels. The cost of user acquisition has become so scary/ that you have to plan carefully, and bear in mind that your goal at this stage/ is to drive as many organic users as possible.

For this, we started buying traffic on a small scale, and kept the organic installs and paid installs on a 50% to 50%. After a period of time, when we reached a certain rank at the play store chart, we paused the paid campaigns for a while, and see how it goes with organic installs. It usually was kept to 70 to 80% of the original, which is quite effective.

And then there comes the Explosion stage, when you finally see the blast. At this stage, you will have to be wise in choosing distribution partners, because user quality is key. You need to target the right users and then keep them active in your application.

You may have noticed that through those 3 stages, retention rate has always be a part. That is because it demonstrates whether users really need it or not. The only way to keep them actively using it is driven by their need. And the rest you can leave to the operation.

So much has been said about our experience on building this app.

But I want you to look at Clean Master not simply as an utility app, instead, It is actually much bigger than you would have thought.

Behind Clean Master, there is a cloud engine, which we call it CM Behavior Cloud.

Clean Master is powered by this system to collect and analyze the behavior information of each individual application available in the market.

This powerful cloud engine has enabled us to comprehensively understand third-party app behaviors on user's phone, and create a secure and worry-free environment for our users. That will give users full control over the entire mobile experience.

Slide 19:

Talking about secure environment, I'd like to move to the last part of my presentation today. That is Clean Master's next move...

What are we planning to do this year.

Yes, Security.

Slide 20:

We have just released Clean Master latest version 5.0 before the RSA Conference.

And we upgrade former privacy module to Security. Users will since be protected from any malwares, block unwanted calls and messages, and browse the internet safely without opting to another anti-virus app.

We believe /this move will benefit our users greatly /without them even noticing... and this is also our goal.

Slide 21:

Now, I want to share with you/ one of my favorite quotes/ from Vincent van gogh: "It is good/ to love many things,

for therein/ lies the true strength, /and whosoever loves much/ performs much, /and can accomplish much, /and what is done in love/ is well done”

In Clean Master team, we love our users, and cherish each other, we're like a big family with dynamic backgrounds. There lies so much fun and strength, which empowers us to stand out and achieve what we have today.

Right, so that was the long version - here's the only thing you have to focus on:

Yes...hot girls from the team are also part of the focus.. But, the things I want to stress on are:

Build something users really need, get to their pain points Always put your users first

Apply scientific operation method, data matters!

Back to the pictures, they are angels from the Clean Master team. They asked me to say hello to everyone here!

Right, so I hope you've learned something new today and if you have questions, please feel free to ask me now.

Otherwise, I will pass this to our next speaker.

Thank you for your attention!