



MAU VEGAS 2018

APRIL 25-26 // MGM GRAND, LAS VEGAS

About MAU Vegas

Mobile Apps Unlocked (MAU) is Grow.co's flagship summit for user acquisition and retention professionals and brands. This year, 1700+ of the top mobile brands will gather for the only event of its kind - actionable content and world class relationship building in an environment where marketers always outnumber everyone else.

Join the best minds in mobile as we dive deep into growth and retention strategies, marketing best practices, industry insights, and an agenda focused as much on ROI as the businesses who attend.

Speakers and attendees consist of founders, developers, CEO's, marketers and product executives. Attendees come from around the globe and span every major app category, with a majority coming from Top 1000 apps.



1700+
ATTENDEES

Founders, developers, CEOs, marketers and product executives from hundreds of Top 1,000 apps

1:1
MARKETER-FOCUSED

We maintain a minimum 1:1 ratio of marketers to vendors. It's good for them, and even better for you.

100+
SPEAKERS / TOPICS

The best minds in mobile acquisition and retention - all sharing deep, actionable insights.

What makes MAU special?

The Audience + The Experience

We take a great deal of care in putting together the perfect mix of attendees and sponsors for MAU Vegas. Attendance to MAU is by application only, and boasts a targeted, influential audience of thought leaders and decision-makers. Our roster of speakers, topics and breakout sessions is designed to attract the world's best marketing talent.

In our keynotes and sessions, we dive deep into trends, topics and best practices in the mobile acquisition and retention space, and our social events provide a fun and elegant atmosphere for connecting with colleagues. Las Vegas is not the natural home to growth marketers, and that is deliberate for the best conversations and connections occur when people are outside of the office.

Beyond our excellent lineup of speakers and content, one of the most unique aspects of MAU Vegas is our focus on the in-person experience. At MAU, we strive to create an event that truly impacts our audience – both intellectually and emotionally.



I really enjoyed the Mobile Apps Unlocked conference. It had a high-caliber set of speakers and attendees and the balance of partners and customers was equitable. Looking forward to attending again in the future!

Ashley Lewis

VP of Product @ Dollar Shave Club



MAU is the absolute best conference I've been to. It is actionable and insightful – plus there are many opportunities to consult with like-minded professionals.

Allison Guidetti

**Head of Global Consumer Marketing @
The Weather Company, an IBM Business**

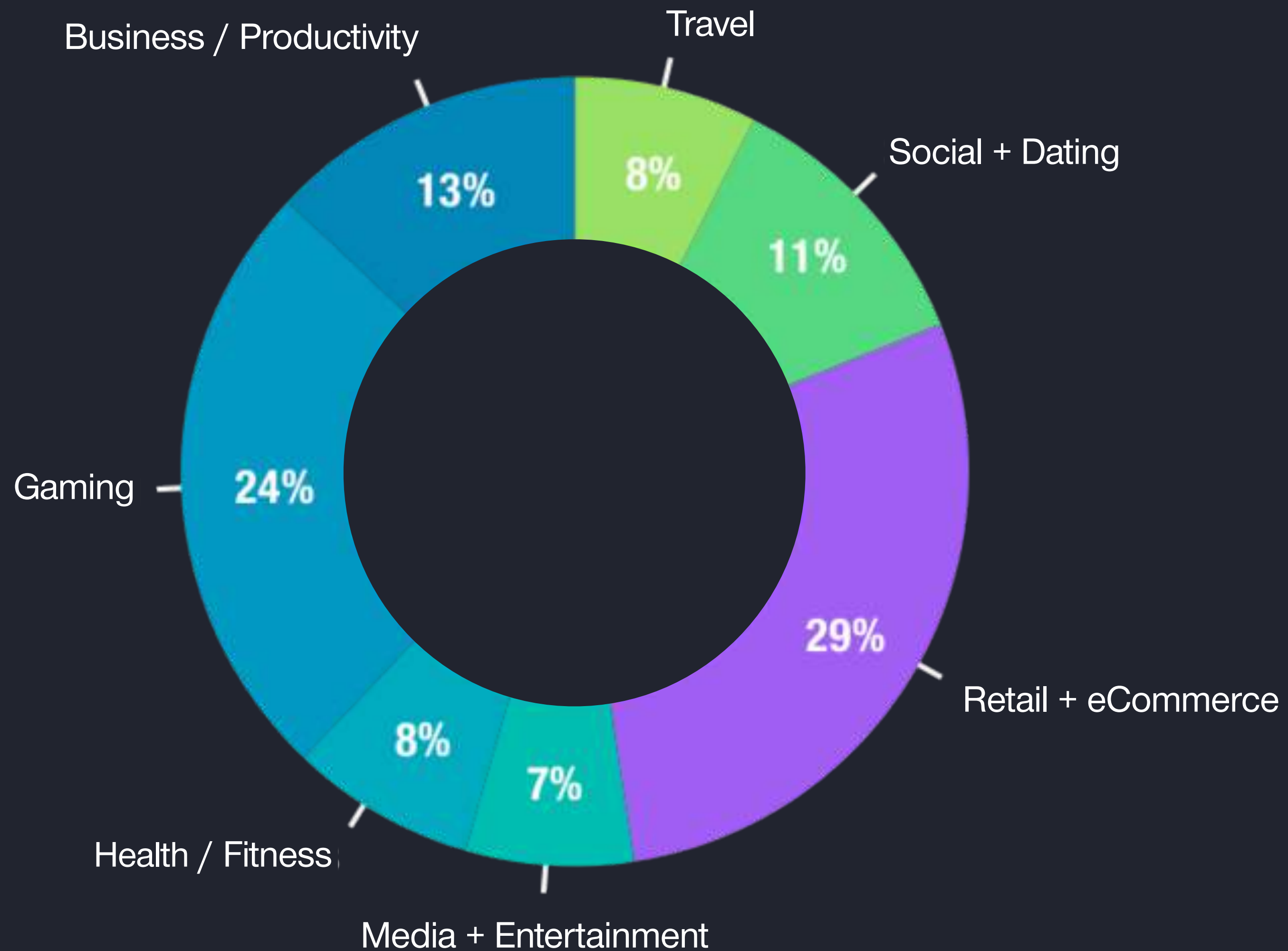


Mobile Apps Unlocked is the complete trifecta: expert speakers and panels, networking opportunities with the top mobile marketers in a wide range of industries, and only best-in-class software vendors.

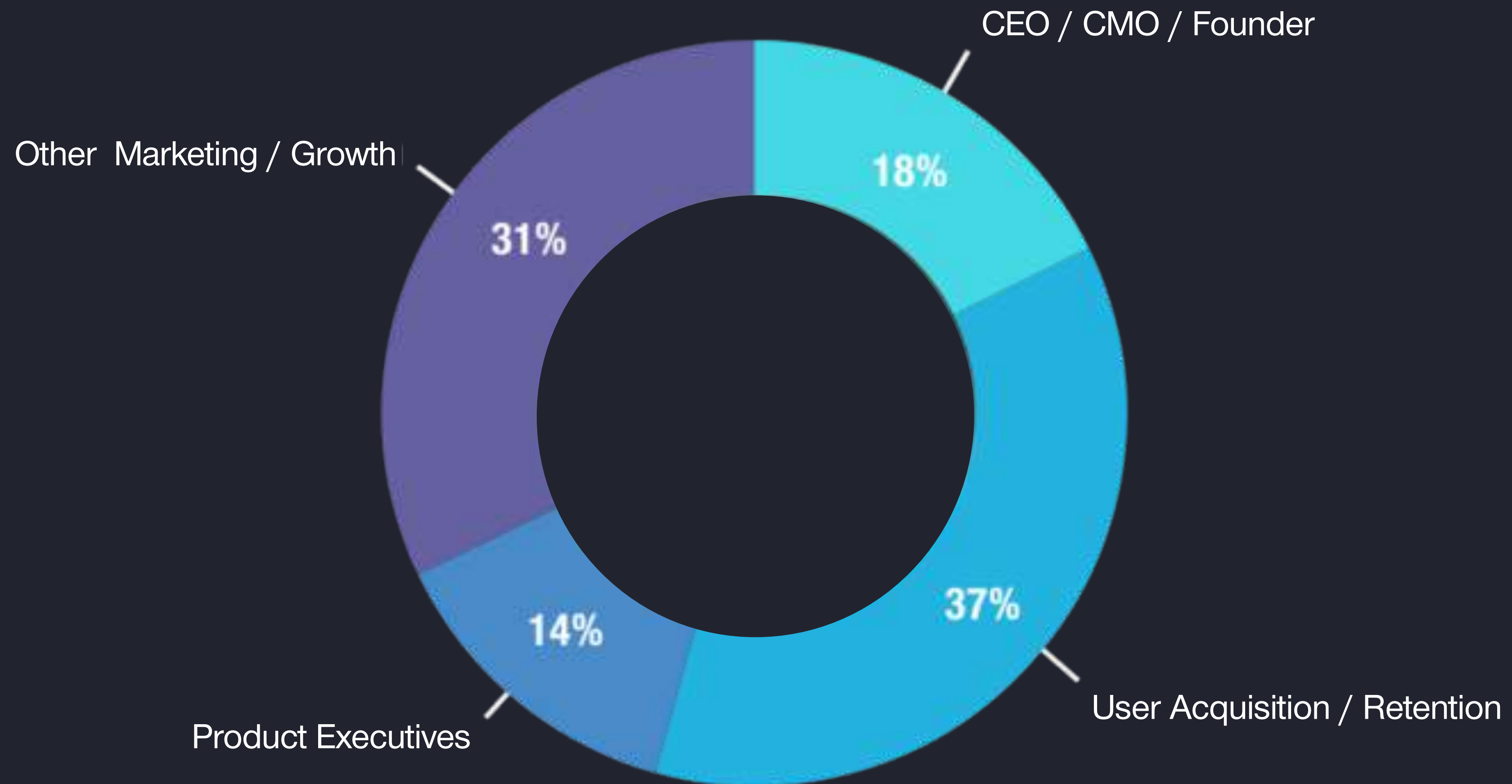
Ben Clark

VP of Customer Retention @ Seatgeek

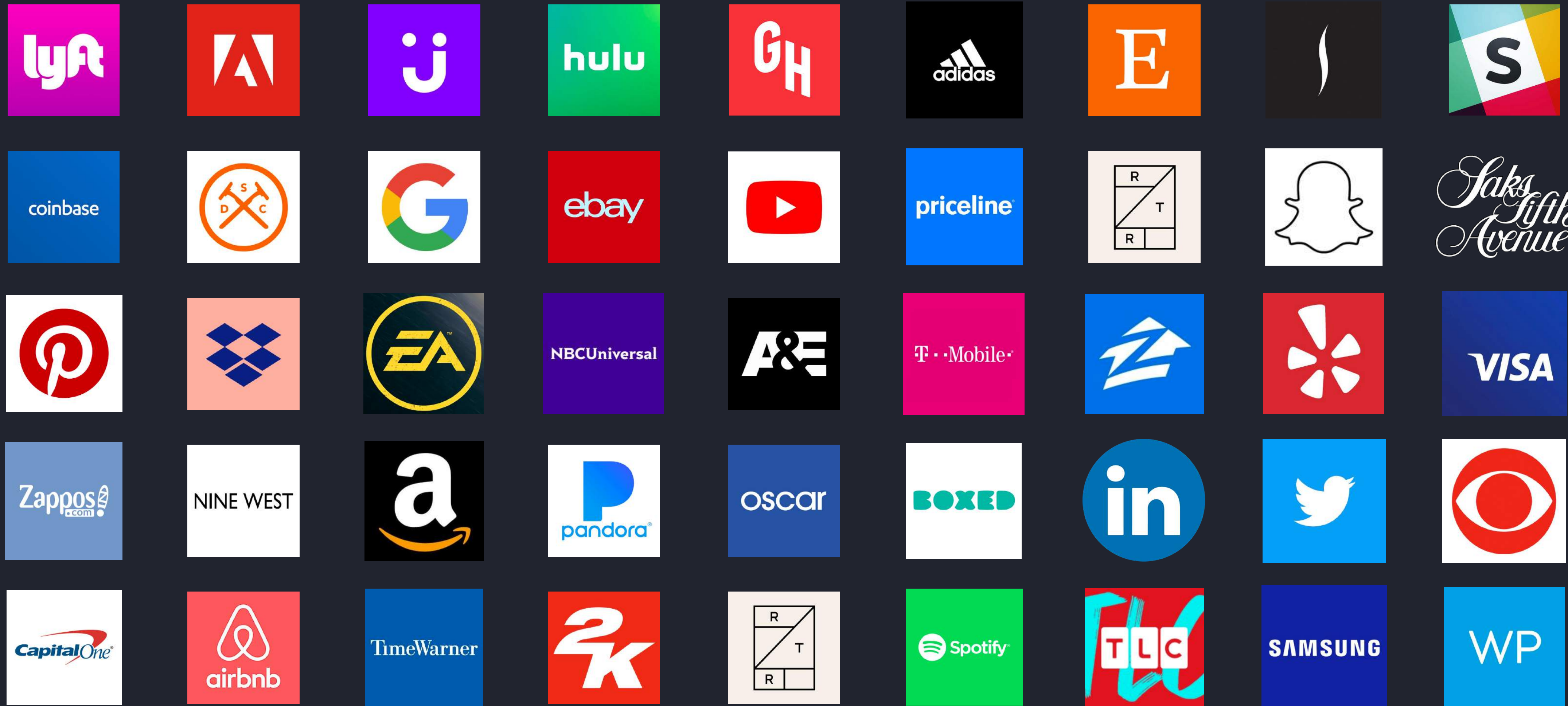
Attendee Profile by Market Segment



Attendee Profile by Title



Who's attending MAU 2018?



[CLICK HERE](#) TO SEE THE REST OF THE 700+ COMPANIES REGISTERED TO ATTEND MAU VEGAS 2018

Growth — it's what we do.

Founded in January 2014, Grow.co is the largest community of growth marketing professionals and brands — comprised of more than 15,000 acquisition and retention-oriented professionals. Our community includes a broad range of companies, from early-stage startups to global brands.

Weekly Newsletter

Our weekly newsletter, in which we curate the latest and best content in the mobile acquisition / retention space, is received by over 15,000 mobile marketing professionals — a majority of whom work for major brands and top-tier mobile apps. Our open rate is consistently around 40%, and our click rate regularly tops 20%.

Online Community

Another major part of Grow.co is our Google + Slack group — Mobile Acquisition and Retention, which boasts a membership of over 2,000. The group is an active community of the brightest and most influential marketers working in the mobile space today. Membership is strictly limited to first-party marketers — no vendors or service providers allowed.

Definitive Events

Our events are where our marketing community and partners come together to learn and network. These range from intimate, private dinners to MAU Vegas — our annual flagship summit, which began with an audience of just 200 and this year is expected to top 1,700. Grow.co events are by application only, with each event having more brand-side executives than all others.



Adam Lovallo

Adam got his start in customer acquisition and retention as an early employee of LivingSocial — eventually growing his expertise and becoming their Head of Acquisition. Since then, he has co-founded both Grow.co as well as Course Report, a leading directory of coding schools and bootcamps.



Jay Weintraub

Jay is a digital marketer who has transformed a deep domain expertise into a successful business and a more fulfilling life. He creates and operates a portfolio of definitive summits for brands and professionals across high growth industries and at scale sectors undergoing rapid change.

GROW.co

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