



Milos Korenko
VB 2012 Dallas

Definition of marketing?



A.G. Lafley
Former CEO of P&G

“Find out what she wants...
and give it to her!”

Definition of marketing?

“find”

Definition of marketing?

“give”

Definition of marketing?

“she”

Definition of marketing?

“want”

Sometimes, knowing WHO they are and WHAT they want is easy...



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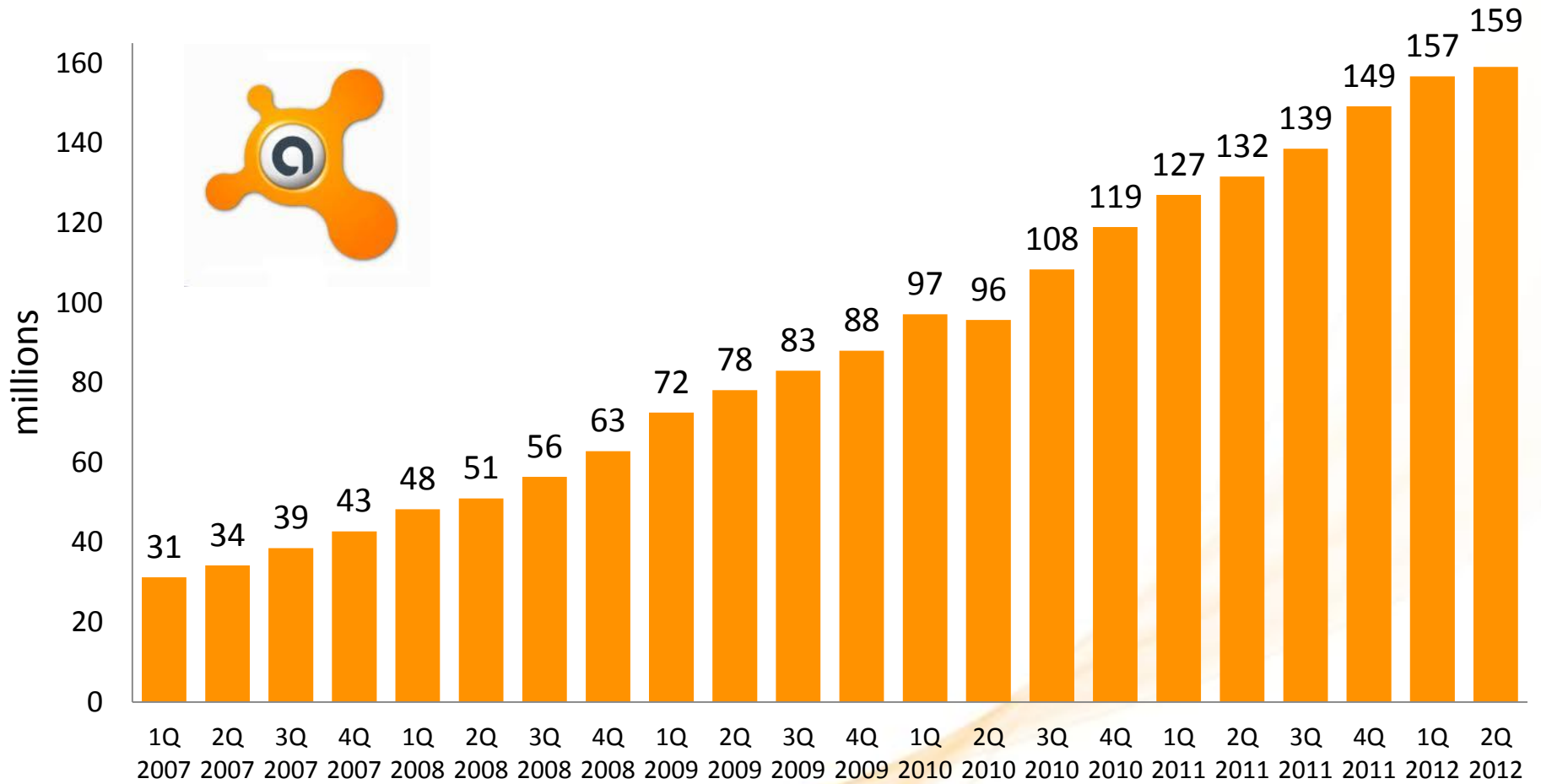
avast.com/vb2012



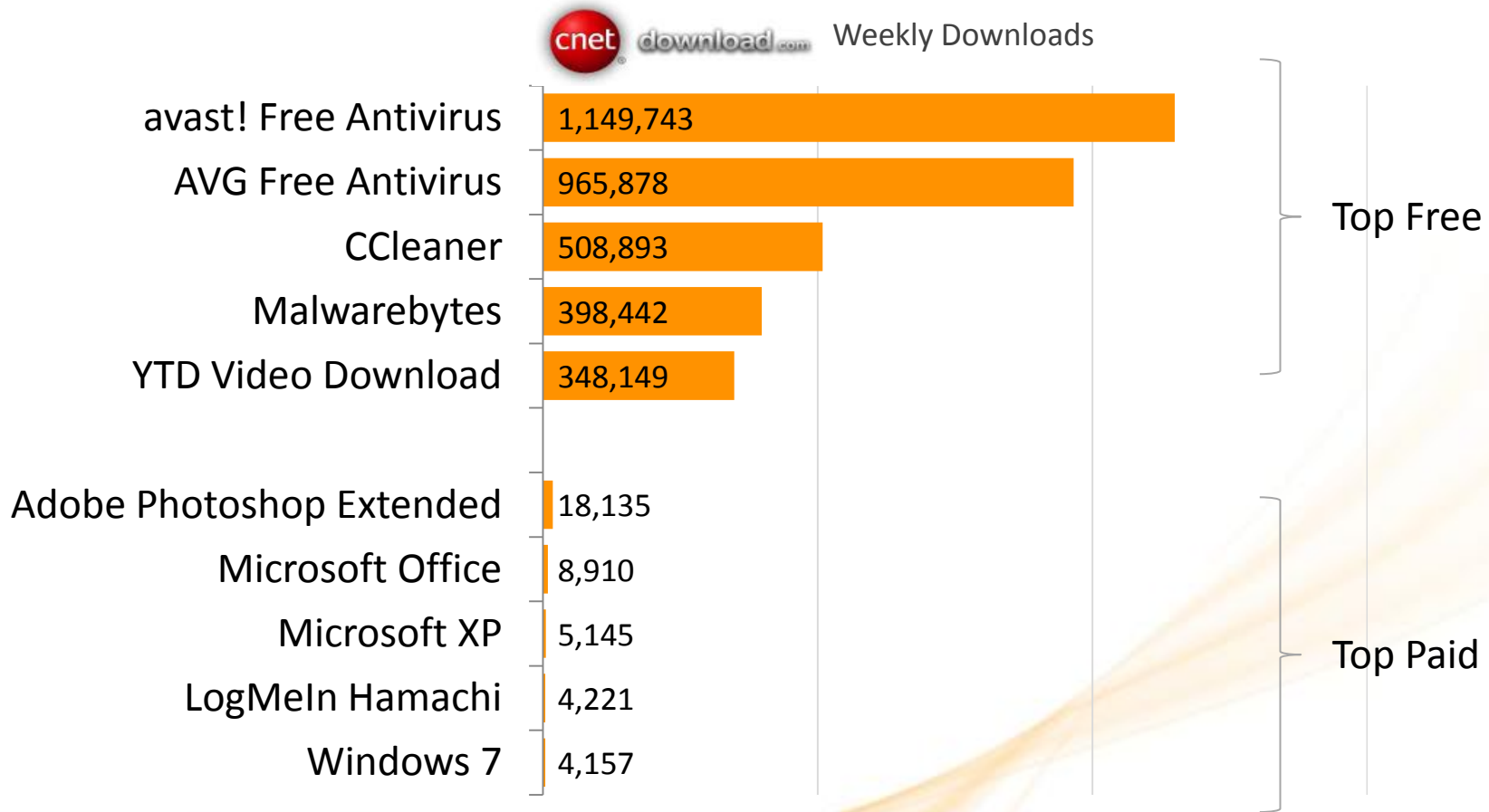
What do normal computer users want?



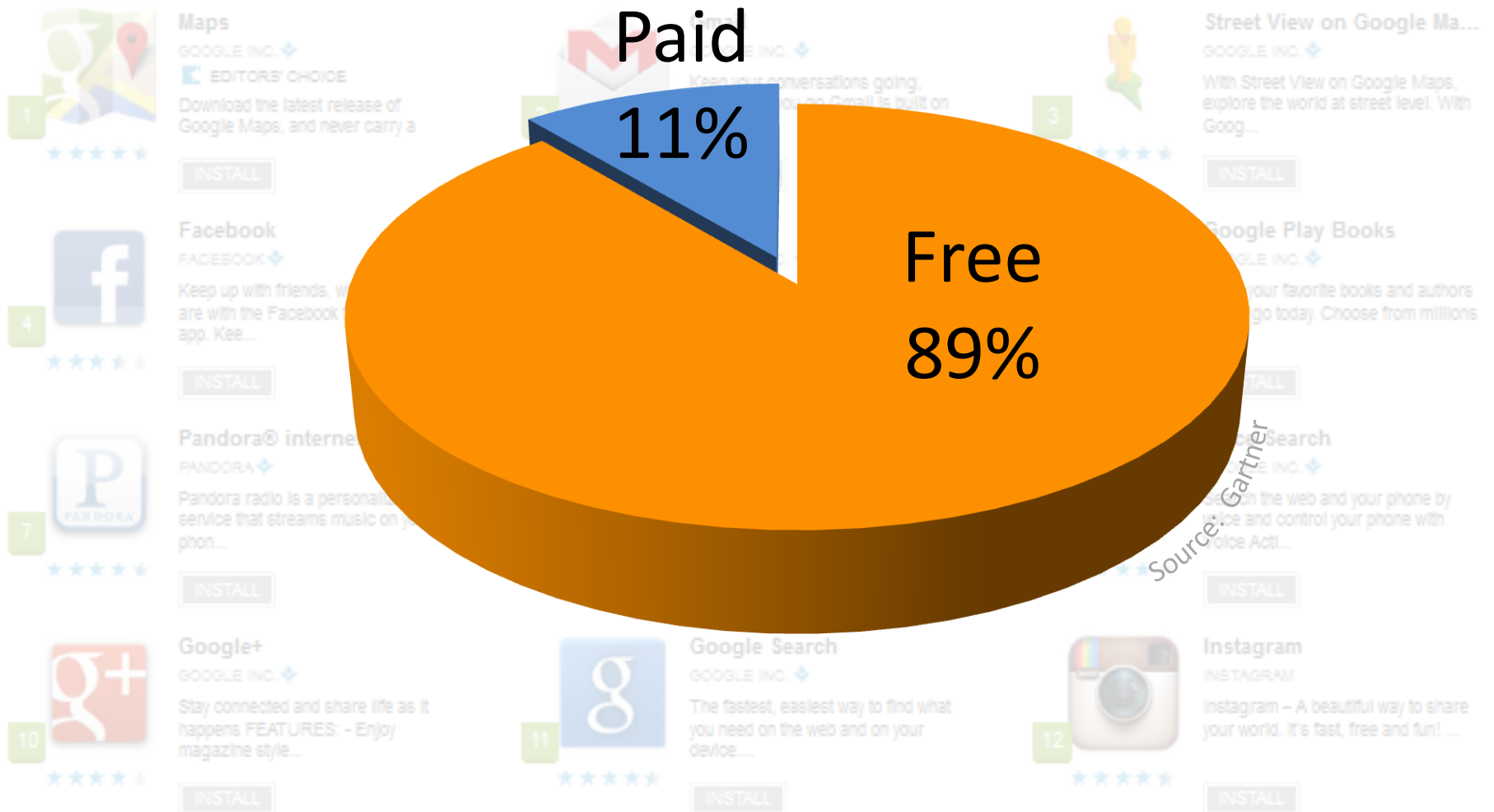
Active Users Today: 161M



Users love Free...



46B mobile app downloads in 2012



Easy to find on the web...



Protecting 161+ million PCs, Macs, & Mobiles – more than any other antivirus

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(only) Free also for Mobiles / Macs...





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the only way a security product could keep you safer... was if it added airbags.



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(... yes, the VB2011 did cost us €25 000)



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PC TOOLS REGISTRYMechanic™ Version 9.0



AV-TEST's Best Usability Award



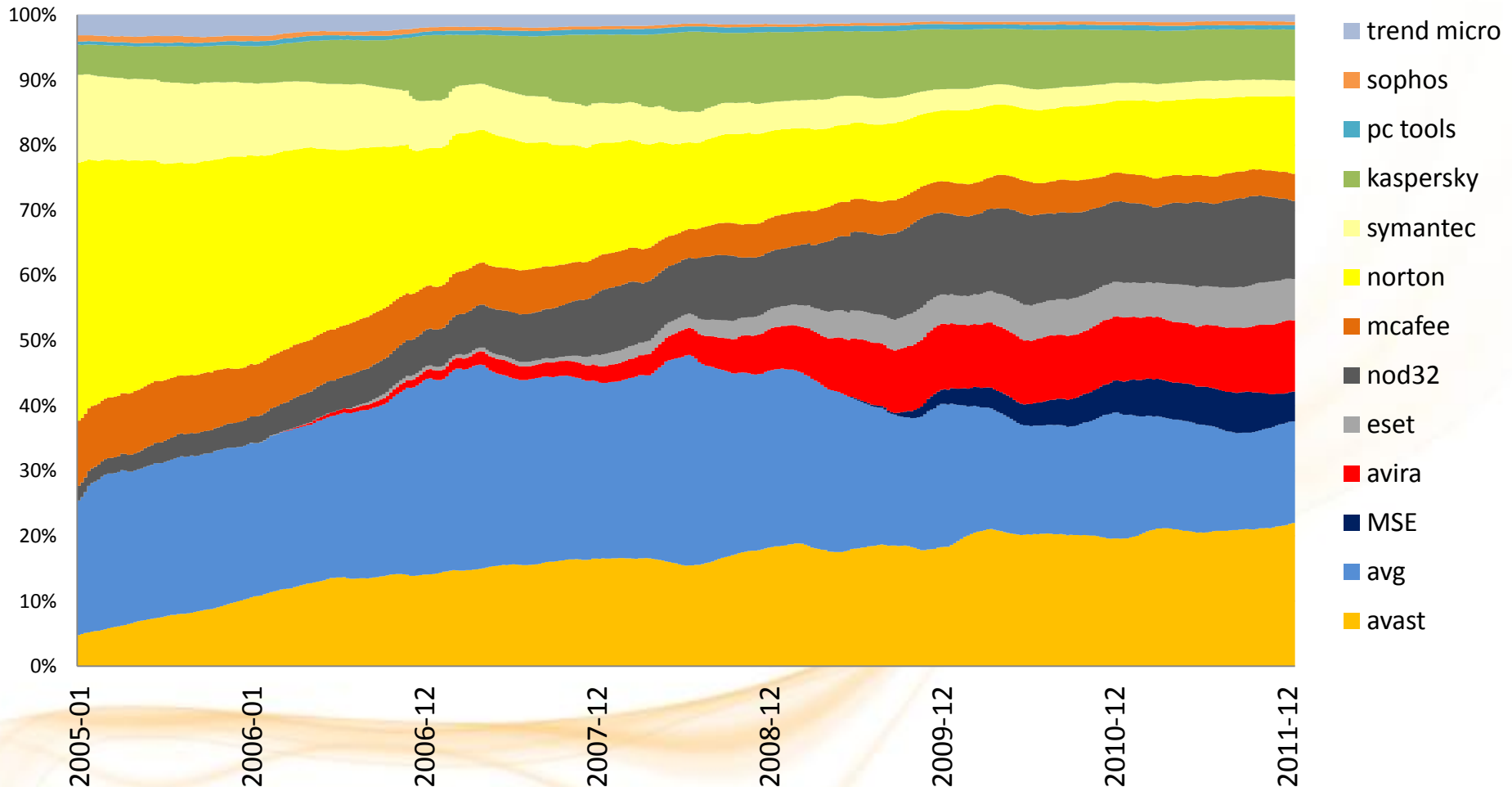
TRY OR BUY



Recommendation do benefit SEO



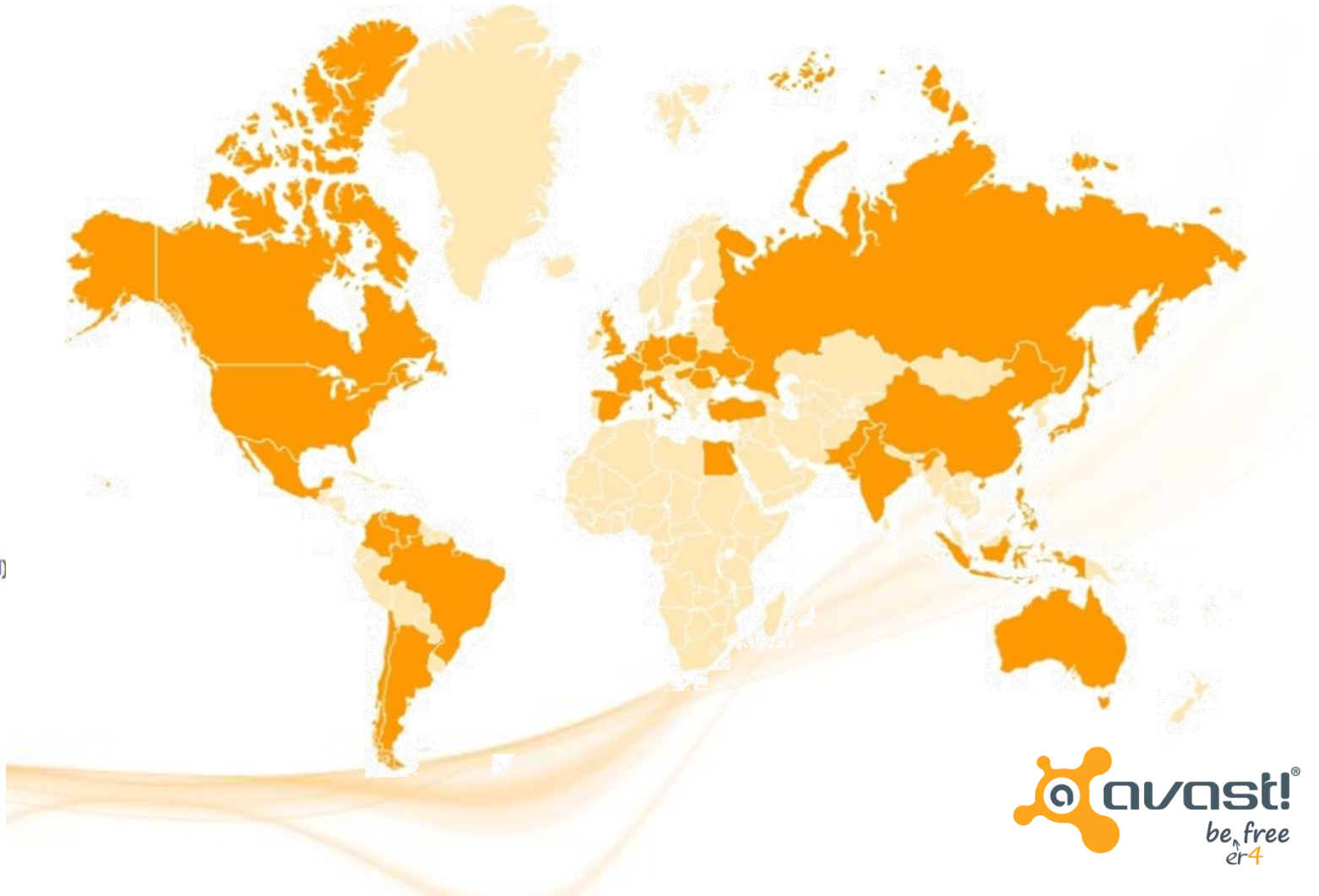
Google Search Trends - Total [12-week rolling average]



- العربية
- Беларуская
- বাংলা
- Български
- Català
- 简体中文
- 正體中文
- Hrvatski
- čeština
- Dansk
- Nederlands
- Español
- Eesti
- Suomalainen
- Français
- Deutsch
- Ελληνικά
- עברית
- हिंदी
- Magyar
- Indonesia
- Italiano
- 日本語
- 한국어
- Latviešu
- Bahasa Melayu
- Norsk
- فارسی
- Polski
- Português (Brasil)
- Português (Portugal)
- Română
- Русский
- Slovenski jezik
- Srpski
- slovenčina
- Svenska
- ไทย
- Türkçe
- Українська
- اردو
- Tiếng Việt

43 languages (mostly for free)

Only 9 were done internally and paid for



80% of support is done by forum evangelists...

■ Tech	57,665
■ DavidR	49,074
■ bob3160	14,628
■ polonus	10,719
■ Eddy	8,023
■ sZc	6,958
■ YoKenny	6,938
■ Logos	6,880
■ CharleyO	6,415
■ RejZoR	6,062

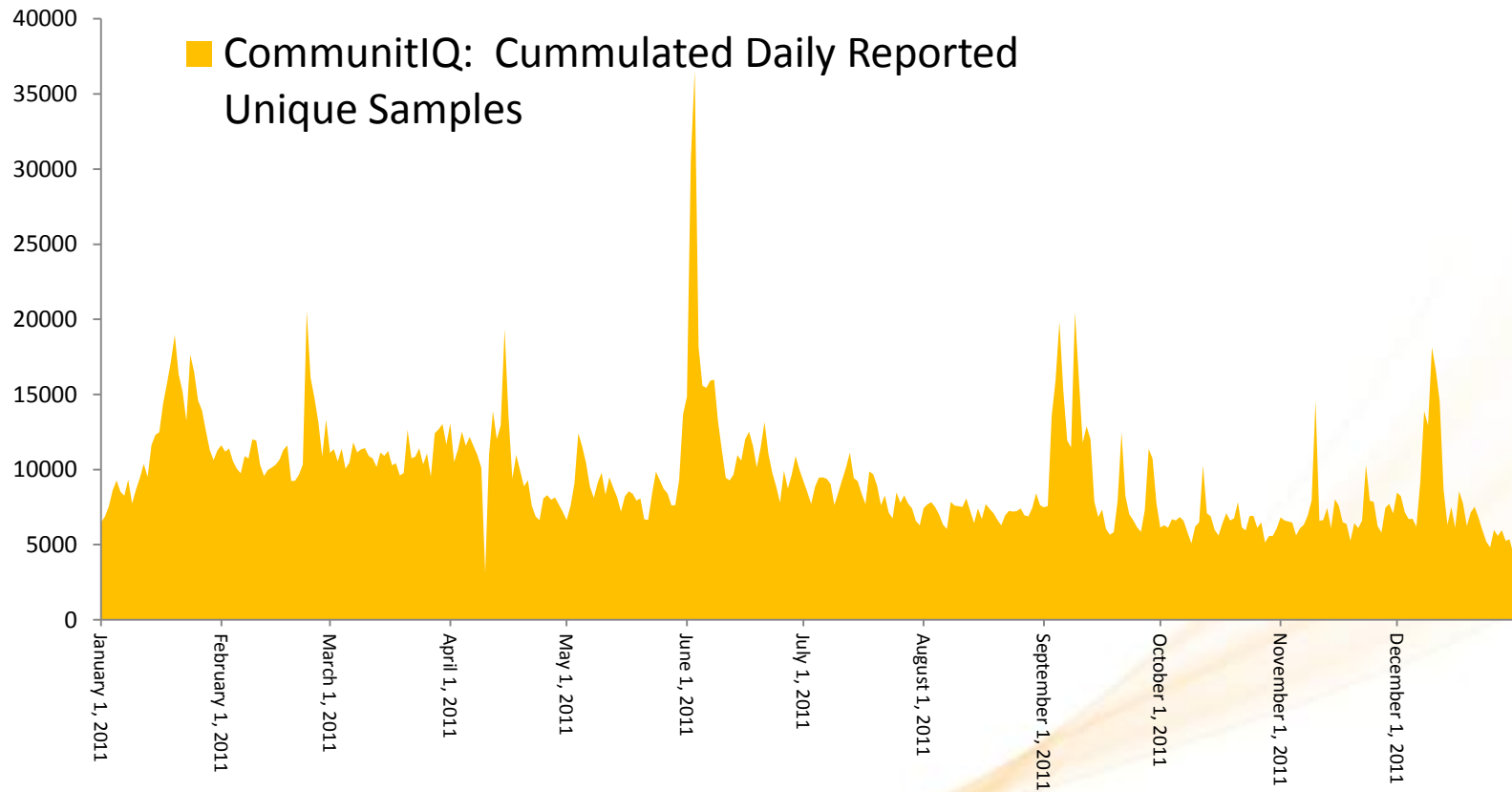


Brazil-based avast! forum user Lisandro Souza, known as "Tech"
Top forum evangelist with almost 60,000 posts



US-based avast! forum user Bob Gotischa, known as "bob3160"
Forum evangelist with almost 15,000 posts

Users help our Virus Lab

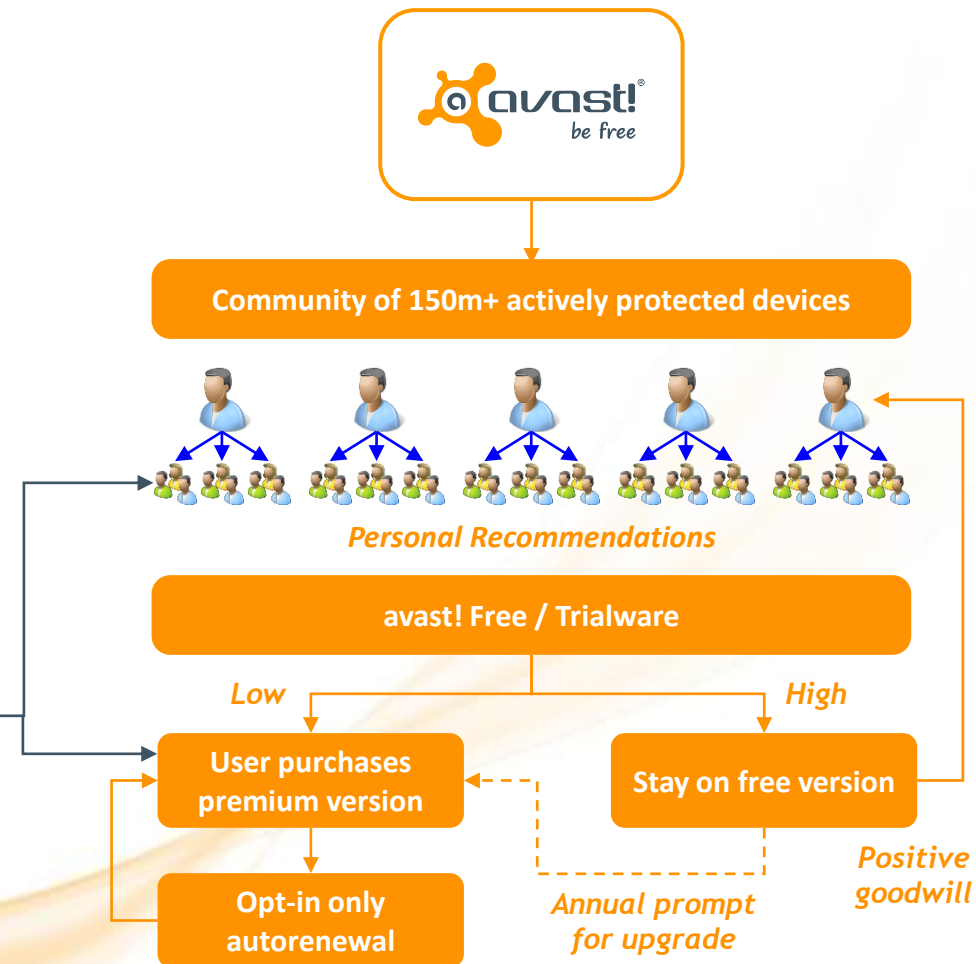
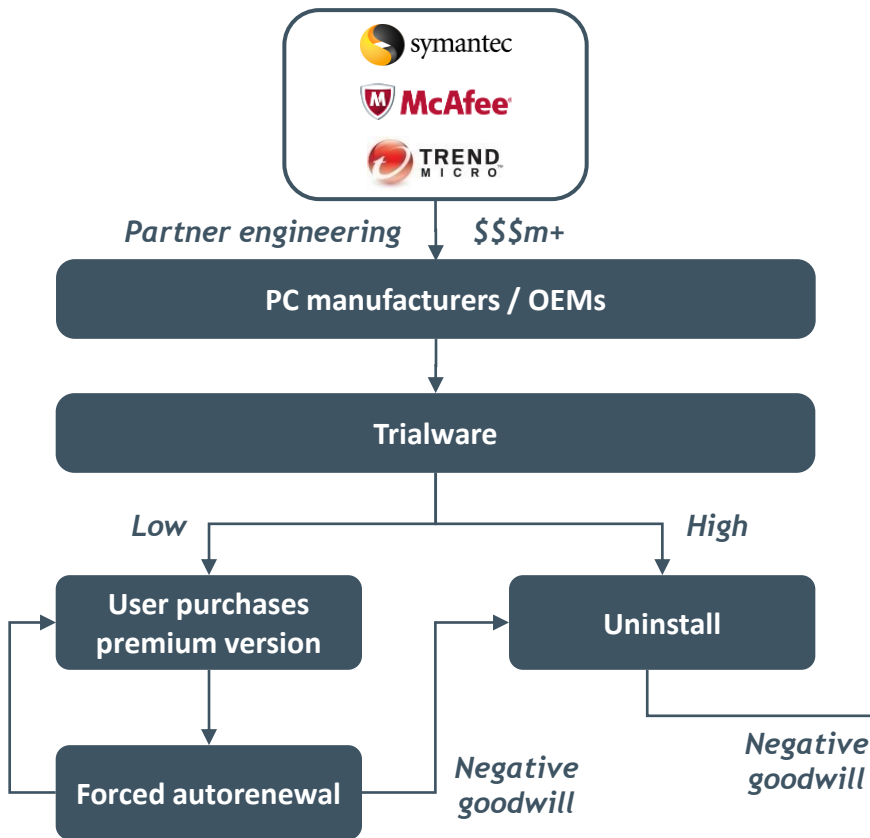


Overall: VERY low costs

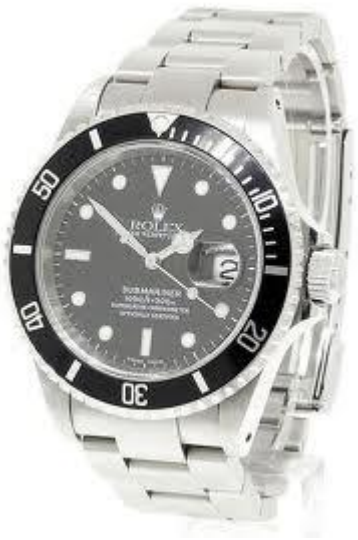
2?

per free user per year

The Business Model



The Business Model “Simplified”



Who has Rolex?

Thank you!

See you in the bar ;)

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