TAKE

5

INVEST FIVE MINUTES IN MASTERING AN
IMPORTANT TOPIC IN DIGITAL MARKETING

Apsalar

What is a
Mobile DMP?

It's Time to Think Mobile-First

The terms "mobile DMP" and "mobile-first DMP" are being used with increasing frequency. This trend reflects the growing importance of mobile in many brands' customer contact plans, as well as increasing marketer awareness of the need for capturing and leveraging mobile data. There are a range of definitions for these terms being promulgated, which can make it confusing to understand what these terms should mean.

As Apsalar, we use a strict definition that reflects:

- Mobile time now represents some 60% of total connected time in the US (and more in other countries) and that now represent 52% of total connected time.

- All of mobile behavior must be reflected in your customer data, including mobile app and mobile web activity.

- Brands need an omni-channel approach to data management to capture the richest possible customer view.

In our view:

A mobile DMP uses mobile behavior data as the foundation for omni-channel customer profiles. Mobile data is combined with data from other marketing channels in order to create a 360 customer view. The DMP then enables analysis of those profiles for insights and grouping into high performing audiences that can be exported to all of a brand's digital marketing partners and platforms.

The following illustration summarizes the three core capability areas of a mobile DMP:

| Collect and Measure | Unite and Manage | Export and Optimize |
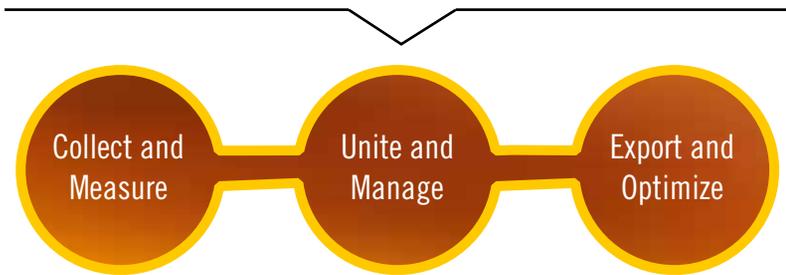
The rest of the paper talks about the necessary components of a mobile or mobile-first DMP within the context of these three "buckets."

Collect and Measure

Most companies have effective ways of collecting all forms of first party data, EXCEPT mobile. That's because collecting and measuring mobile actions is harder, given that cookies are problematic in mobile environments.

Years ago, omitting mobile from your data and modeling wasn't a huge issue because only a small portion of consumer connected time took place on a phone. But now, mobile represents the majority of customer time, and yet collection of mobile data is in its infancy.

A mobile DMP should have the capability of collecting/ingesting mobile customer behavior data. This includes both mobile web and mobile app data. Most mobile data collection is done via attribution platforms purpose-built for that task, like Apsalar Attribution. Apsalar Attribution is part of the Apsalar Mobile DMP.

Unite and Manage

Since a DMP must be the source of record for ALL forms of first party data, it must ingest and organize data from all channels, including mobile web, CRM, website visitation, estore and more. Mobile data is a necessary component of a true DMP, but it is by no means sufficient. Once all of the data is ingested, it must be cleaned and united into individual customer profiles that represent the total behaviors of one anonymized individual. A mobile DMP should also enable you to easily enhance your profiles with third party data. Then a mobile DMP must enable analysis of customer behavior, as well as the creation of audiences for future marketing.

Export and Optimize

A mobile DMP should also make it easier to export audiences and data to your choice of platforms and partners. Exported information helps optimize and focus marketing efforts on key tasks that have been shown to be of value in the DMP. In addition, the DMP should offer two-way sharing with all of your marketing platforms so you can drive ongoing improvement in your marketing effectiveness.

Conclusion

Ultimately a mobile DMP must perform the same functions as any DMP. The key difference is that it ensures that a complete set of mobile data is collected and used as a foundation for customer profiles. Thus a mobile DMP is by no means for mobile data only. Instead it ensures complete mobile information as part of an omni-channel customer and business view.

ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

APSALAR ATTRIBUTION

Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevent to your buinesss

APSALAR AUDIENCES

Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences

APSALAR DATASYNC

Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.