TAKE 5

INVEST FIVE MINUTES IN MASTERING AN
IMPORTANT TOPIC IN DIGITAL MARKETING

Apsalar

WHAT ARE TWITTER OFFICIAL PARTNERS? IS APSALAR ONE?

What is the Twitter Official Partner program?

The Twitter Official Partner program is designed to make it easier for brands and businesses to work with Twitter. Official partners have been recognized by Twitter for having exceptional products or capabilities combined with proven success on Twitter.

Twitter recognizes partners to help brands identify the services and companies that can help them drive better business results. There are eight categories of partners:

- **Analytics :** Find insights from Twitter Data
- **Engagement & Publishing :** Manage social interactions and publishing
- **Content Curation & Display :** Find and display Twitter content
- **Data & Agency Services:** Find agency and data consulting services
- **Ad Technology:** Scale and optimize ad campaigns
- **Audience Data Provider :** Find new customers on Twitter using 3rd party data
- **Audience Onboarding:** Find your customers on Twitter using Tailored Audiences
- **Ad Measurement:** Measure performance of Twitter mobile campaigns

What is the Official Twitter partner Seal?

You can recognize a Twitter Official Partner by this new seal.

You can also visit their http://partners.twitter.com website to learn more about the program and see a complete list of Twitter Official Partners.

Is Apsalar a Twitter Official Partner?

Yes. We are a Twitter Official Partner in the Ad Measurement category, specifically for mobile apps. We are one of just eleven Twitter Official Partners in the area of mobile app measurement.

Using a Twitter Official Partner for mobile app measurement, like Apsalar, gives you access to more and richer data on your Twitter-centered marketing programs.

One key advantage is that a partner reduces or eliminates the incidence of double counting of conversion events by multiple media partners. With Apsalar, only the vendor driving the last click is credited. In addition, the Apsalar platform offers robust cohort analysis and reporting, and the ability to track an unlimited range of in-app customer events. These improve your abiliuty to derive insihts from your data and optimize future media programs on the Twitter platform.

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.