TAKE

5

INVEST FIVE MINUTES IN MASTERING AN
IMPORTANT TOPIC IN DIGITAL MARKETING

Apsalar

What are
the Basics of
Mobile-First
Marketing
Strategy?

Starting with the Consumer

Marketers have always sought to reflect consumer needs and preferences in the ways that they connect with people. Our focus isn't on forcing behavior but rather reflecting it and leveraging rich consumer insights to better meet human needs. With regard to planning and executing consumer touches, it's all about finding the consumer when they are most receptive. These days, that often means mobile, because the majority of connected consumer time now takes place on mobile devices.
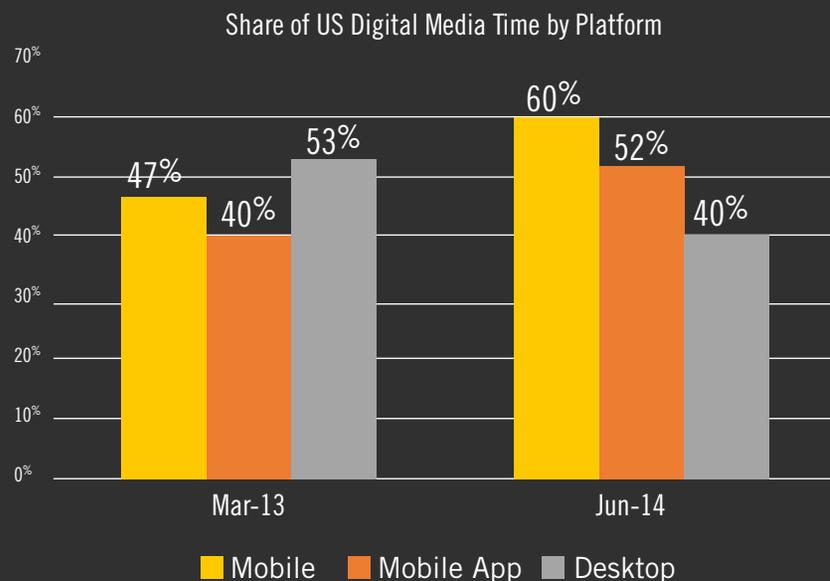
To truly reflect this, brands need to take a so-called "mobile-first approach" to customer engagement. "Mobile-first" is a term thrown around a lot these days, but it should be more than buzz words for you – it needs to guide the way you plan and execute a customer engagement plan. The following six principles are core to taking a mobile-first approach:

Share of US Digital Media Time by Platform

	Mar-13	Jun-14
Mobile	47%	60%
Mobile App	40%	52%
Desktop	53%	40%

Source: comScore

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.