TAKE 5:

WHAT ARE FACEBOOK MOBILE MOBILE MEASUREMENT PARTNERS (MMPS)?

Apsalar

What is Facebook's Mobile Measurement Partner (MMP) Program?

The MMP program was created by Facebook to provide app advertisers with advanced attribution analytics for Facebook campaigns while ensuring that data collection associated with Facebook mobile campaign measurement adheres to strict privacy guidelines. Facebook-certified MMPs are granted the highest degree of data access and are regularly audited to ensure compliance with the terms of the program.

What are the primary benefits of working with an MMP?

MMPs are capable of collecting more granular data on marketing events driven by the Facebook platform and afford their clients an understanding of how those marketing events relate to events driven by other partners. This allows for advanced unified measurement and three key advantages:

Conversion credit deduplication:

Because MMPs track activity across all campaigns, they can identify when two publishers claim credit for the same conversion and determine proper credit allocation. This eliminates the potential for double-payment. Non-MMPs cannot deduplicate Facebook conversions from those being claimed by other publishers.

Event-level data access:

MMPs enjoy full access to Facebook data that allows them to gather and export granular data, down to the event-level.

Downstream event tracking:

MMPs track a wide variety of downstream behaviors and events that take place after a user installs an app, providing greater depth of insight and superior optimization. Non-MMPs can only track Facebook installs, and only those that they drive (as a PMD).

MMP Benefits at a Glance:	NON MMP	MMP
Install attribution across non-Facebook publishers	X	X
Downstream event tracking across non-Facebook publishers	X	X
Install attribution from Facebook campaigns	When purchased through platform	X
Downstream event tracking from Facebook campaigns		X
Additional forms of Attribution		X
De-Duplicates attribution between Facebook & non-Facebook campaigns		X
Install/Event-level data from all campaigns		X

Is Apsalar a Facebook MMP?

Yes, Apsalar is proud to be part of the Facebook MM program.

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, a 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.