

TAKE 5:

**WHAT IS
MOBILE APP
RETARGETING
AND WHY SHOULD I CARE?**

 **Apsalar**

The Problem: App Abandonment

Mobile app marketing is undergoing a major shift – from focusing primarily on driving app installs, to what really matters most – turning those installs into engaged and profitable users.

You've heard the stats by now – more than three-quarters of installed apps are used only once. It didn't take long for most businesses to figure out that marketing to users after the install was just as important as driving the initial installs – in many cases even more important.

And today, thanks to technology advances in in-app analytics and device targeting, app marketers are now retargeting users of every flavor – from the most loyal shoppers to dormant users – with targeted messages that bring them back and drive real business.

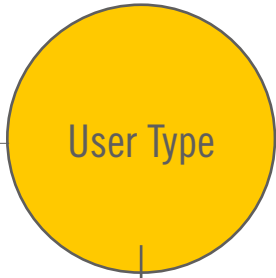
What is Mobile Retargeting?

Mobile retargeting is a form of advertising that lets mobile app marketers send relevant messages to their users while they are using other mobile apps or mobile websites. The user sees the ad, clicks on it, and gets directed to the advertiser's app, sometimes to a specific section or page.

Marketers are starting to put as much emphasis on retargeting as on driving installs, due to its high ROI. Rather than paying several dollars to acquire a new potential user, marketers can spend a fraction of that to re-activate lapsed users, increase conversions, and grow users' lifetime value.

Re-Engage Users throughout the App Usage Lifecycle

Mobile retargeting enables you to drive engagement across the entire app usage lifecycle. You can define user segments and display targeted ads to each segment, encouraging them to return to your app and ultimately convert into buyers. Whether it's re-engaging inactive users or driving repeat sales from your best shoppers, retargeting is a versatile strategy that can help you achieve a range of sales and marketing goals.



User Type

Inactive users:

Active users:

Recent buyers:

Heavy shoppers:

Users about to purchase:

Cart abandonments:

Incomplete conversions:

Segment target lists:

Deliver campaigns via real-time bidding exchanges:



Retargeting Role

Bring them back to your app to drive ongoing engagement.

Promote premium services, app updates or new apps.

Up-sell those who completed a recent purchase.

Drive repeat sales or actions; cross-promote new products.

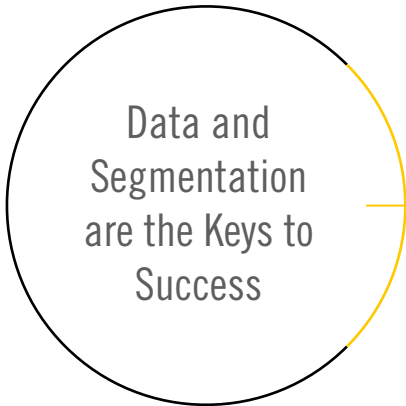
Find users before they purchase elsewhere and bring them back.

Invite those who abandoned a cart to return to complete their purchase.

Bring back users to complete an action, such as a tutorial or registration.

Develop ad creative for each user segment.

User sees your ad in other apps. User clicks the ad and returns to your mobile app.



Data and Segmentation are the Keys to Success

The more detailed the users' in-app engagement data, the more specific the retargeting ads can be, allowing you to tailor ads to users in different stages of the purchase funnel.

The most effective retargeting programs leverage an analytics solution that tracks all post-install behaviors, not just one event. This provides you with more targeting options for each user, and also allows you to create larger, more sophisticated user segments (groups of users with similar attributes) that update as users take action to enter and leave the cohort.

An effective retargeting strategy begins with an analysis of user attributes and segment users based on the action you would like them to take. Using variables such as how recently they used the app, products they've purchased or viewed, or subscription status, build user cohorts that eligible to take an action that is valuable to your business. Once you have defined goal-based user segments, you can create unique ads that are relevant to each cohort or the business objective you'd like them to achieve.



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 relevant to your business
- 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.