

Apsalar

Uninstall Tracking

Now app marketers can get rich insight into the rate of uninstalls by vendor and campaign. Apsalar Attribution now offers reliable uninstall insights for your Android apps.

Powerful New App Measurement Metric ●

Now Apsalar is introducing a new metric into its renowned reporting suite: uninstall rate.

- Number of uninstalls/number of attributions
- Choose preset time periods or a custom period
- One user lifecycle - platform retains original referring partner and views reinstalls as re-engagement events

Compare Vendors By Uninstall Rates ●

Identify the partners that drive quality installs.

- Pinpoint your best partners
- Collaborate with partners for better uninstall results

Identify Campaigns That Drive High Quality Installs ●

Focus your marketing investments on the best opportunities.

- Evaluate campaigns with this special measure of user quality
- Spot and address low quality install drivers
- Focus spend on creatives and offers that deliver quality installs

Compare Uninstall Rates by Country ●

Find the best places to invest your international expansion spend.

Create Audiences of Uninstallers ● for Marketing and Research

Learn about why people uninstall and create winback programs.

- Deliver a mobile survey to an audience of uninstallers
- Securely share an audience of uninstallers for reinstall messaging and offers

Quick and Easy Set-Up ●

Just install the new SDK and enter your Google Project ID and Server Key

Uninstall Tracking

Project Number: ?

Server Key: ?

Apsalar Uninstall Tracking Features

Available for all Android apps in the Apsalar Attribution platform

Enriches Both Tracking and Cohort Reporting with Uninstall Insights

Reactivate Uninstallers

- Deliver a survey to identify app performance issues
- Create and securely deliver audiences of all uninstallers for remarketing
- Deliver reinstall messages and offers with your choice of partners

Powerful Use Cases

- Partner with vendors to improve user quality
- Identify best publishers
- Analyze uninstalls by country
- Drive reinstalls

Be Up and Running in Minutes

Exclusively From Apsalar!

Some of the More than 125 mCommerce Leaders that Choose Apsalar

USA



LATIN AMERICA



EU/ME



INDIA



ASIA

