



YOU • APPI
an affle company

Jampp
an affle company

2024

HOLISTIC MOBILE GROWTH GUIDE

UNLOCK THE FULL POTENTIAL OF YOUR APP ADVERTISING

This comprehensive guide is for performance marketers, agencies, and brands navigating the complexities of in-app advertising beyond the walled gardens. In collaboration with Jampp, we've compiled top user acquisition and app retargeting strategies as well as insights about the importance of leveraging these strategies in unison to maximize your brand's marketing spend. In this guide, learn:

- The importance of diversifying your marketing with in-app advertising
 - How a "holistic marketing" approach, combining UA and retargeting, optimizes your ad spend in the omnichannel landscape.
 - Innovative strategies for UA and app retargeting in the Privacy Era
-

Mobile Growth 2024

UNLOCKING MOBILE MARKETING SUCCESS

In an era where the only constant is change, the digital marketing landscape is undergoing a seismic shift, propelled by evolving consumer behaviors and privacy regulations. Amidst this transformation, there is an opportunity for performance marketers, agencies, and brands to leverage **in-app advertising (IAA)** and mobile channels beyond the traditional "walled gardens."

To maximize the potential of these channels, we believe in a **holistic marketing** approach — that is, creating a continuous loop between user acquisition and app retargeting activities— so that brands can invest their ad dollars more efficiently in the rapidly changing omnichannel marketplace.

WHY THIS MATTERS?

The digital realm is filled with untapped potential, where the right strategies can catapult an app from obscurity to omnipresence. This guide is your roadmap to that potential, revealing how to navigate the complexities of the mobile marketing ecosystem.

In laying out the case for a holistic approach to mobile marketing, we aim to demonstrate that the future of digital engagement lies in the integration of **user acquisition and app retargeting**—a combination that is key to unlocking the full ROI potential of in-app channels.

Key Points:

- Diversifying ad spending to in-app channels outside of the walled gardens is crucial for creating a sustainable growth and retention strategy.
- Investing simultaneously in user acquisition and app retargeting fosters a "holistic marketing" approach, optimizing ad spend in the current economic landscape.

THE POWER OF USER ACQUISITION

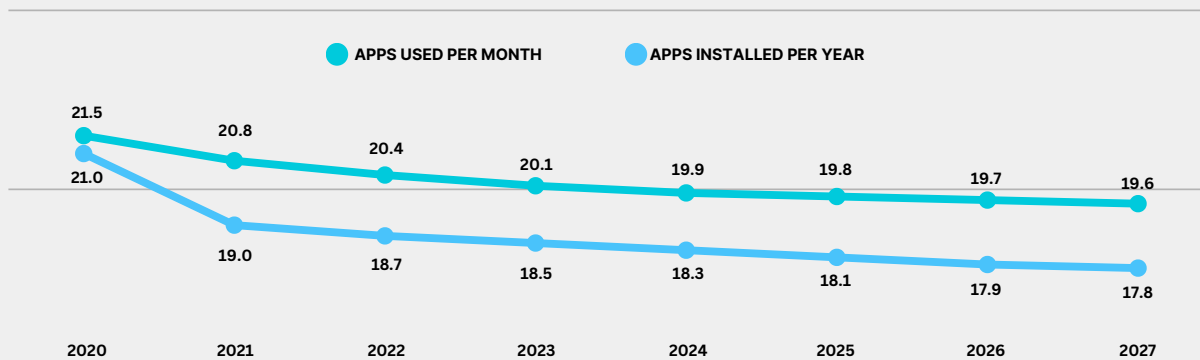
Redefining Growth in the Privacy Era

In a time where privacy initiatives like Apple's SKAdNetwork (SKAN) have reshaped mobile advertising, understanding the new rules of success is paramount. To navigate the mobile ecosystem, it's key for advertisers to partner with the right players.

Despite privacy changes, the mobile app market continues to thrive, with market growth projected to rise from \$206.73 billion in 2022 to \$750.41 billion by 2032. This shows the enduring potential of mobile user acquisition in the years to come.

CONSUMERS ARE USING AND INSTALLING FEWER SMARTPHONE APPS EVERY YEAR

NUMBER OF APPS USED AND INSTALLED, 2020-2027



Source: eMarketer

» CONTACT US HERE

WHY USER ACQUISITION IS MORE RELEVANT THAN EVER:

- **Rising Mobile Engagement:** In-app marketing allows advertisers to promote their mobile business on users' favorite channel, with consumers dedicating approximately 4 hours and 48 minutes daily to their smartphones, and 88% of that time spent within apps.
- **The Surge in Mobile App Downloads:** In 2023, 148.2 billion apps were downloaded, a 3.9% increase from the previous year. Non-gaming apps accounted for over 92 billion of these downloads, while 55 billion were mobile games. With app downloads continuing to climb, scaling your app hinges on attracting users who not only download but actively engage with your app.
- **The Organic Install Dilemma:** With organic installs dwindling, more and more brands are taking advantage of IAA. Currently, 90% of brands use IAA to promote their products and services.
- **Tackling Customer Churn:** Churn continues to be a challenge for most apps with more than 1 in every 2 apps being uninstalled within 30 days of download. An effective user acquisition strategy can help brands attract quality users, maximize retention, and grow their user bases in the long term.

Hit Max Growth

BEST PRACTICES FOR USER ACQUISITION

In today's competitive digital ecosystem, an effective full-funnel strategy should rely on **User Acquisition (UA)** as one of its main pillars, driving the **initial stages of user engagement and retention**. This section offers strategic insights and tactical advice for optimizing your UA efforts to ensure your app hits its growth stride.

CHOOSE THE RIGHT PARTNER

The digital industry keeps evolving, making it hard to identify the right growth marketing partners. Here's what to look for:

- **Expertise and Adaptability:** Opt for mobile Demand-Side Platforms (DSPs) known for their agility in navigating ROAS optimization, creative capabilities, and staying up-to-date with the latest industry initiatives such as SKAdNetwork and other privacy-first frameworks.
- **Scale:** When walled gardens hit a ceiling and start limiting your reach, the best way to ensure scale is by partnering with the right DSPs. With Jampp alone, brands can tap into data from over +120B ad requests and +800M mobile users each day.
- **Support and Strategy:** A dedicated team can provide ongoing support, from tailored reports and custom strategies that fit your growth goals and evolve with your long-term business needs.

DEMAND TRANSPARENCY

Insist on a partner that offers:

- **Real-Time Insights:** Campaign data should be detailed and accessible, empowering you with full control of where and when your ads are shown.
- **Actionable Intelligence:** While self-attributing networks like Google and Facebook can limit advertisers' access to their campaign results, DSPs provide real-time dashboards with full visibility at an impression level that can be double-checked with third-party MMP support.

SET STRATEGIC KPI GOALS

Pricing with Purpose: Aim for a pricing model that rewards the acquisition of quality users over mere install numbers. A well-considered strategy that focuses on valuable user engagement will help prevent fraud and the cannibalization of organic traffic.

ELEVATE YOUR CREATIVE STRATEGY

Creative Differentiation:

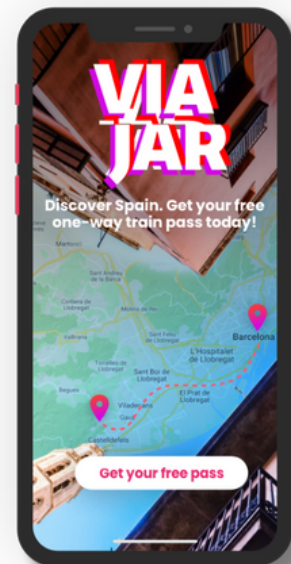
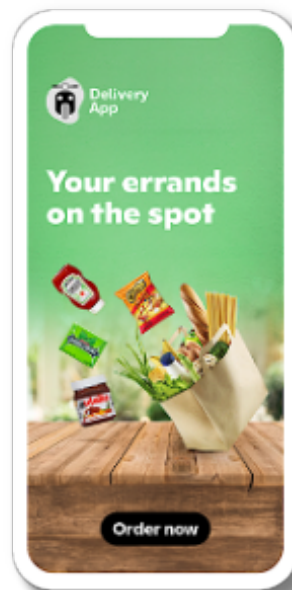
Tailor your creative assets to match the unique objectives of your UA and Retargeting campaigns. While UA ads introduce the app, retargeted ads should emphasize reasons for users to return.

Ad Format Diversity:

Don't limit your reach with a narrow creative strategy. Testing a wide array of ad formats and sizes will allow you to better understand which units resonate the most with your audience. For example, just because you see excellent results with video ads, doesn't mean you shouldn't test alternative formats like dynamic ads, which could also prove to be highly effective and cost-efficient.

Leverage Machine Learning:

With Dynamic Product Ads (DPA) and creative templates powered by Machine Learning, marketers can automatically generate numerous ad variations aligned with their app's look and feel, making A/B testing easier and faster.



Test, Test, Test:

Creative A/B testing is vital for marketers to build top-performing ads that resonate with their specific audience and drive incremental revenue—but it’s not just a matter of comparing a set of different ads. Here are some tips for an effective creative testing strategy:

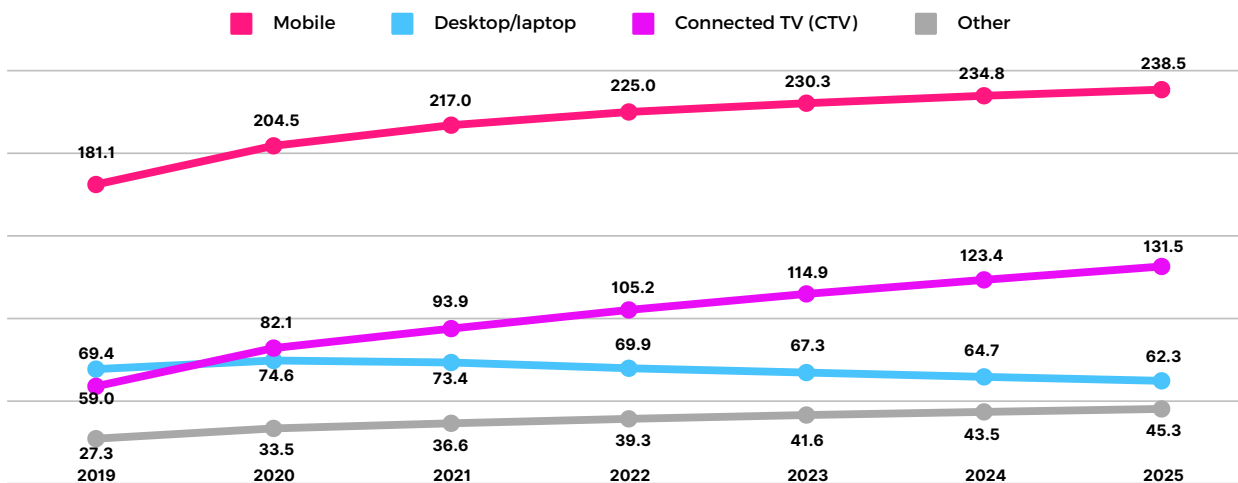
- **Start with a Clear Hypothesis:** Base your creative tests on data-driven hypotheses to generate actionable results. For example, what’s the app use case that best resonates with your audience? Do users tend to interact with colorful ads or prefer neutral colors?
- **Choose meaningful ad variations:** When testing different variations of an ad, variations should be similar enough to run the experiment on an apples-to-apples basis, but also different enough to maximize the chances of getting insightful results.
- **Test One Variable at a Time:** Change and test one variable at a time to make sure your testing yields clear, impactful insights.

DIVERSIFY YOUR MEDIA MIX

The Rise of CTV: With US users spending nearly 6 hours daily on mobile and CTV combined in 2023, promoting your app across both channels maximizes touch points along the user journey. The integration of CTV's impact with programmatic's real-time transparency presents a unique opportunity for measurable, cross-screen growth.

MOBILE REMAINS DOMINANT BUT CTV NARROWS THE GAP

MINUTES PER DAY ON CONNECTED DEVICES



Source: eMarketer

PREPARE FOR THE PRIVACY ERA

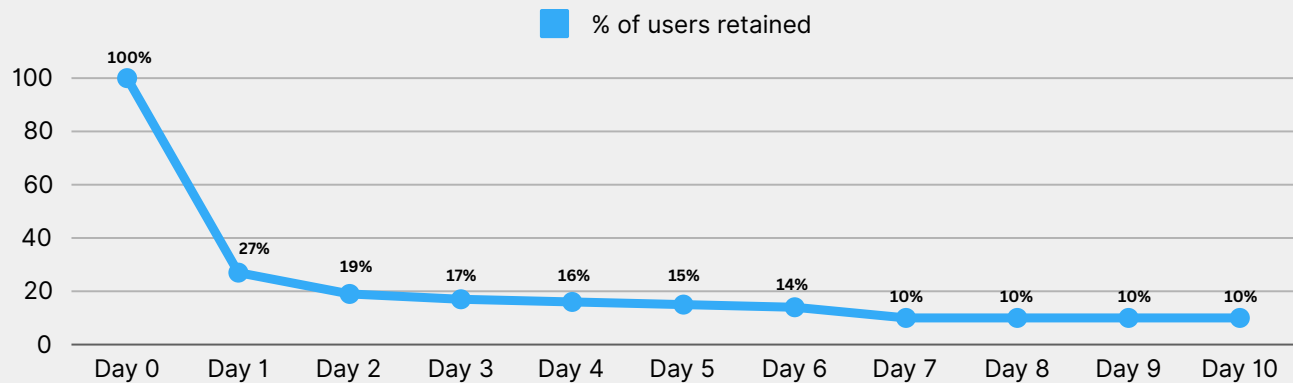
Embrace SKAdNetwork (SKAN): With only 34% of iOS users agreeing to be tracked for advertising purposes in 2023, embracing SKAN is the only way to reach your entire iOS mobile audience, ensuring your growth strategy is future-proof and compliant with evolving privacy standards.

THE POTENTIAL OF MOBILE APP RETARGETING

The Importance of Maximizing Every Ad Dollar

In the dynamic world of mobile marketing, every user acquisition dollar holds the promise of new customer growth and engagement. However, without a strategic focus on mobile app retargeting, the potential of UA investment risks being underutilized, if not entirely wasted.

USER RETENTION



Source: Systango

WHY APP RETARGETING IS MORE RELEVANT THAN EVER:

- High Uninstall Rates:** Despite a 10% improvement in 2023, uninstall rates remain high, with 49% of apps being uninstalled within the first 24 hours post-download. This figure skyrockets to 66% for gaming apps, underscoring the transient loyalty of mobile players.
- Rapid User Churn:** The sobering reality for apps is that 73% of users churn after 90 days on average, highlighting the critical window for fostering user loyalty and retention.
- Overcrowded Digital Space:** The average smartphone user juggles around 80 apps. What's more, with more than 2.24 million apps available on the Apple App Store and 2.63 million on the Google Play Store, the competition in today's app market is fierce.

Day (out of 30)	Android	iOS
1	25%	28%
7	11%	13%
21	7%	8%
30	6%	7%

Source: Adjust

HOW APP RETARGETING CAN HELP

Brand Awareness: 70% of marketers employ retargeting as a crucial tool for maintaining brand visibility and relevance among their target audience.

Cart Abandonment: Retargeting campaigns have shown to reduce cart abandonment rates by 6.5%, providing a tangible boost to conversion efforts.

Keep Up with the Competition: Did you know 68% of marketing agencies and 49% of brands allocate budget to retargeting? Don't let your brand be left behind!

Unparalleled Ad Efficiency: When measured against other ad placement strategies, retargeting outperforms them with an efficiency rate of 1,046%. This demonstrates its unparalleled capability to recapture and convert user interest.

Retain On Your Investment

BEST PRACTICES FOR MOBILE APP RETARGETING

Mobile app retargeting is a powerful strategy to re-engage users who have shown interest in your app but may have drifted away. Here are some best practices to drive meaningful re-engagement.

TAILOR YOUR APPROACH

- **Deep Linking:** Utilize deep links to provide a seamless experience for returning users. By directing users straight to the relevant in-app location, you significantly enhance the user experience and increase the likelihood of conversion.
- **Segmentation:** Leverage user data to create targeted segments. This allows for personalized messaging that resonates with specific user behaviors and preferences, improving engagement and conversion rates. Concentrate on users who have reached particular milestones (made a purchase or spent a certain amount of time in-app) to tailor your messaging effectively.
- **Creative Personalization:** Customize your creatives and landing pages for different segments. This targeted approach ensures that your messages are relevant and engaging for each user group. Employ dynamic creative optimization to automatically generate and test multiple ad variations, maximizing performance.

STREAMLINE TECHNOLOGY

Automation: Opt for solutions that automate the retargeting process, from frequency caps to excluding users who have already converted via other channels. Automation not only saves time but also ensures that your campaigns are always targeting the most relevant audience.

USE PRIVACY-COMPLIANT DATA METHODS

Embrace ATT Opt-In for Retargeting Success: A key to successful retargeting on iOS is securing user consent through the ATT opt-in prompt, allowing for the use of their Identifier for Advertisers (IDFA). This step, along with required deeplinking, is crucial as it enables personalized advertising that respects users' privacy preferences on iOS.

With industry averages showing around 30% for dual consent (when a user selects "Allow" to an advertiser tracking their activity on both the demand and supply side), our multilayered iOS approach to reaching users through dual consent, demand side consent, and probabilistic has helped us achieve an average 35% dual consent and more than 50% with probabilistic and contextual layers applied. This not only sets YouAppi's retargeting DSP apart in terms of privacy compliance but also underscores our commitment to maximizing the ROI potential of app retargeting campaigns while adhering to privacy standards.

TEST, LEARN, OPTIMIZE

Incremental Lift Testing: Constant experimentation is key to uncovering what resonates best with your audience. Start with broad segments to understand general user behavior, then refine your strategies based on insights gained from performance data. Incremental lift testing of different creative elements, messaging, and segments can reveal valuable insights that guide future optimizations.

Transparent Reporting: Ensure you have access to detailed campaign reports that provide insights into user behavior and campaign performance. Transparency allows you to identify the most effective strategies and make data-driven decisions to optimize your retargeting campaigns.

Ongoing Optimization: The mobile app landscape is continually evolving. Stay agile by regularly reviewing campaign performance and user feedback to adjust your retargeting strategies accordingly. This iterative process ensures that your campaigns remain relevant and effective over time.

THE IMPORTANCE OF A HOLISTIC MARKETING STRATEGY

In today's competitive app market, merely acquiring new users or sporadically engaging with existing ones is not enough to ensure sustainable growth. The true potential of mobile marketing is unlocked when User Acquisition (UA) and App Retargeting are not viewed as isolated strategies but are integrated into a cohesive, holistic marketing plan.

BENEFITS OF INTEGRATING UA & RETARGETING:

- 1. Continuous Learning and Optimization:** Use the rich data from your UA efforts to refine and personalize your retargeting campaigns. This ongoing learning process ensures that your marketing strategy evolves with your users, staying relevant and effective.
- 2. Personalized Insights:** Tailor your messaging and campaigns based on the insights gathered from both UA and retargeting. This approach ensures that your communication is always relevant, timely, and engaging for your users.
- 3. Seamless User Experience:** By employing both strategies in tandem, brands can offer a seamless, cohesive user experience. From the moment users discover your app to when they become loyal customers, a holistic strategy ensures that every interaction is meaningful and engaging.
- 4. Maximize ROI:** Integrating UA and retargeting allows for a more efficient allocation of marketing budgets, maximizing ROI. By targeting users across their entire lifecycle, from discovery to engagement, brands can ensure their marketing dollars are working harder and smarter.
- 5. Boost Conversion Rates:** While UA plays a critical role in introducing valuable new users to your app, retargeting ensures these users remain active and engaged. This combined strategy not only optimizes your investment in UA, but also elevates user engagement and loyalty.

TRANSFORM YOUR MOBILE MARKETING STRATEGY WITH A HOLISTIC APPROACH

Reach out to [Jampp](#) and [YouAppi](#) today, and let's elevate your brand's growth and user engagement to new heights.