



APP MARKETING: TOP EVALUATION CRITERIA FOR BUYERS

App marketing is a category of marketing campaigns with the goal to drive app installs, app retention, and app monetization. It has been a burgeoning sector of the mobile advertising industry—with about 25% of total U.S. mobile ad revenue generated by app-install ads alone in 2015.¹ However, many marketers are exploring best practices for this still emerging marketing discipline. This document provides app marketers with a list of questions they should ask media and advertising providers in order to run a successful campaign, and can be used to compare providers when deciding which of them best meets their strategic needs.

MEDIA



- 1. WHAT IS YOUR INVENTORY MAKEUP?**
 - a. What is your inventory split between web vs. app in terms of percentage?
 - b. Among the apps in your network, what is the inventory breakdown by category?
 - c. What is the break-down of your inventory by geography?
 - d. How do you ensure publisher transparency? What controls do I have at the publisher level (Row-Level)?
- 2. WHAT IS THE NATURE OF THE INVENTORY SOURCE?**

E.g. owned and operated, directly integrated, indirectly acquired, exchanges
- 3. WHAT PURCHASE MODELS DO YOU SUPPORT—**

Cost per Install (CPI)/CPC/CPM/dynamic pricing?

 - a. What's your average CPI by season/geo/device/category?

Note: It's important to understand where the inventory is actually coming from and whether it's direct traffic so you can avoid overlap between your sources.

TARGETING



- WHAT ARE THE TARGETING CAPABILITIES OF YOUR PLATFORM?**

E.g. gender, age, device, apps on device, OS, geo, interest/behavioral, pub, negative targeting, retargeting, look-alike targeting, other proprietary targeting

 - a. Do you support the use of a client's first-party data for targeting? If so, how does that work? What DMPs are you integrated with?

Note: This is critical to ensure relevancy to the consumers.

CREATIVE



- WHAT CREATIVE FORMATS/PLACEMENTS ARE SUPPORTED?**
 - a. How does pricing differ by creative?

E.g. static, animated, playable, native, interactive, rewarded

Note: It is important that the creative execution matches consumer expectations on a given site.

REPORTING



- 1. WHAT MOBILE MEASUREMENT PARTNER ARE YOU INTEGRATED WITH?**
- 2. HOW DO YOU DETECT AD/INSTALL FRAUD AND VERIFY TRAFFIC?**
 - a. If fraud is identified, who pays for the fraudulent ad/install and how do you report fraud?
- 3. CAN YOU PROVIDE REPORTING BY CREATIVE UNIT?**
 - a. How do you protect against incentivized ads running on non-incentivized campaigns?
- 4. HOW DO YOU HANDLE DATA INTEGRATION?**
 - a. Can you ingest historical attribution data?
 - b. Can you display channel attribution alongside my paid campaigns? (Social, email, etc.)
 - c. How can we integrate pass-back data into our DMP?
- 5. WHAT IS YOUR POLICY ON DATA RETENTION?**
 - a. Who controls data ownership?

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¹ BI Intelligence, June 9th 2016, "The Mobile App-Install Ad Report"