6 reasons why mobile attribution is super important



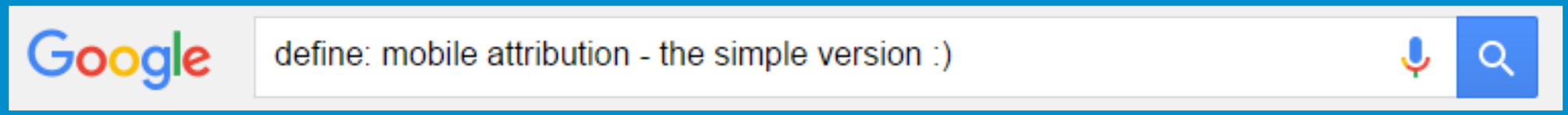
AppsFlyer

Sep. 2015

MMA
MOBILE MARKETING ASSOCIATION

What is mobile attribution?





The process of giving credit where credit is due


IF SOMEONE COULD EXPLAIN WHY MOBILE ATTRIBUTION IS SOOOO IMPORTANT
THAT WOULD BE GREAT
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A view from above

1. Track
Installs

2. Measure
Value

Channels







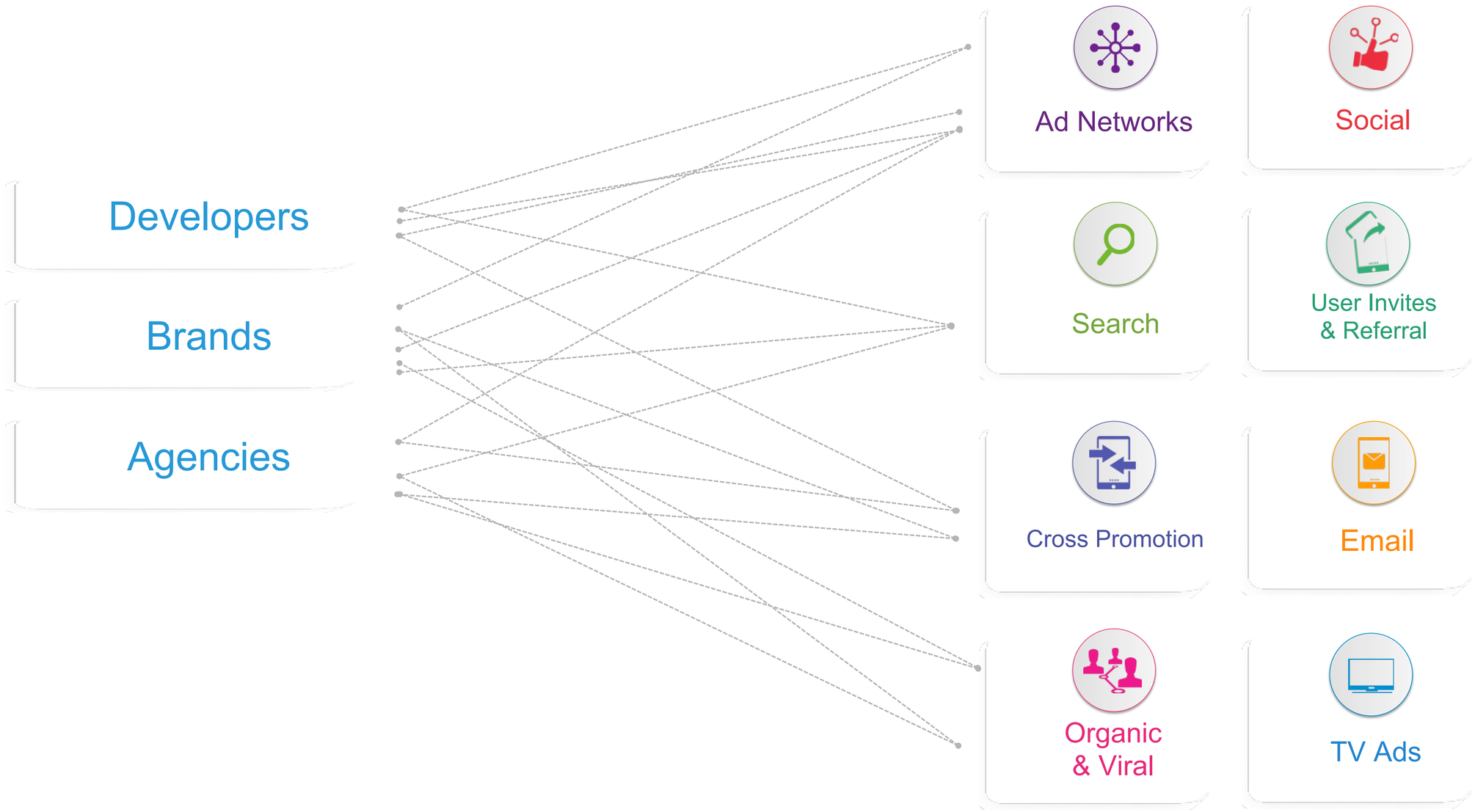


3. Optimize
Ad Spend

6 reasons why mobile attribution is important

1

Because multiple channels = chaotic attribution reality



…And you need an unbiased judge to impose order

Developers

Brands

Agencies



Ad Networks

Social

Search

User Invites & Referral

Cross Promotion

Email

Organic & Viral

TV Ads


DO GO ON
imgflip.com

2

Because mobile measurement is a challenge

Multiple Platforms



Multiple Environments





Multiple Identifiers

(and no cookies…)

DETERMINISIC

PROBABLISTIC

…That attribution technologies can overcome

IDFA

GOOGLE PLAY

REFERRER

ADVERTISING ID

FINGERPRINTING

3

Because it can boil down to a single SDK rather than…





Because it can actually help you drive REAL value

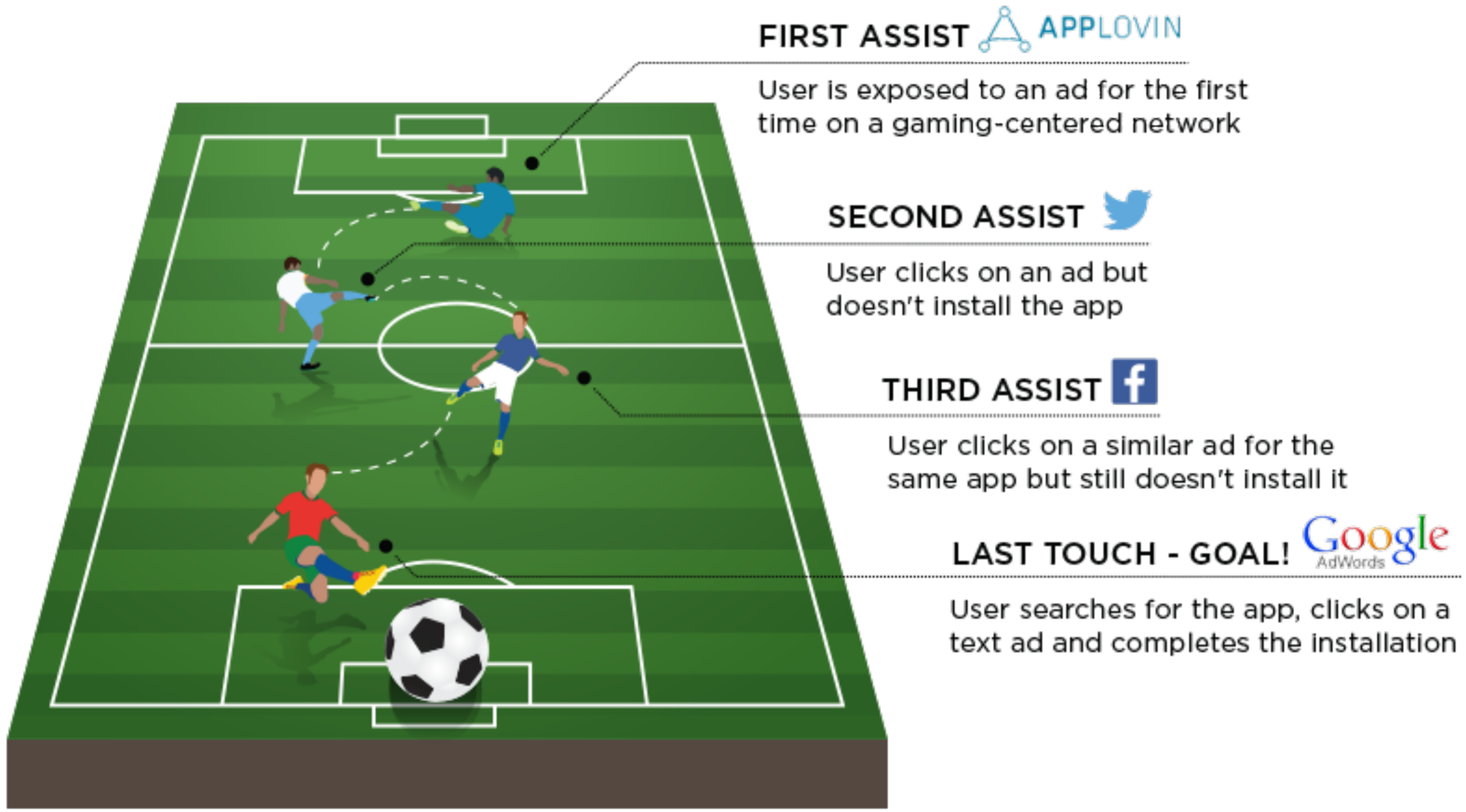
MEASURE

Revenue
ARPU
LTV
ROI
Engagement
Cohort
Retention
Conversion Rate
Loyal Users
DAU/MAU

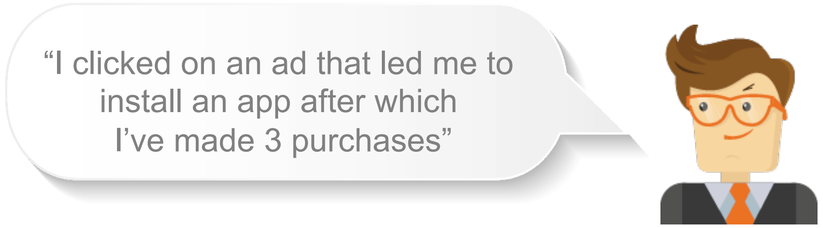
OPTIMIZE

AdSpend
Targeting
Channels
Networks
Sub-publishers
Campaigns
Ad Sets
Creative variations
User quality
Sub publishers

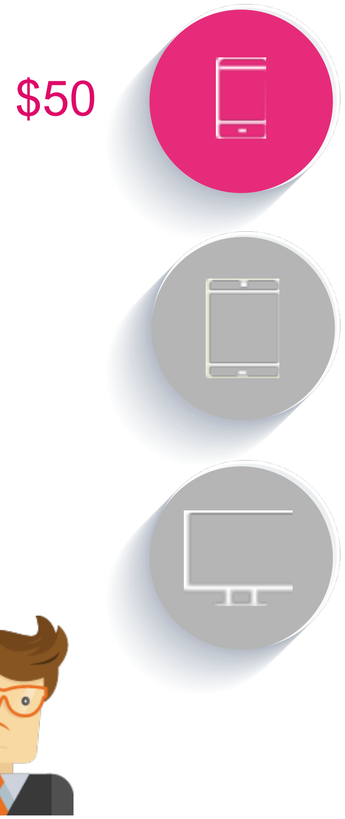
5
Because it can help you understand your user's journey



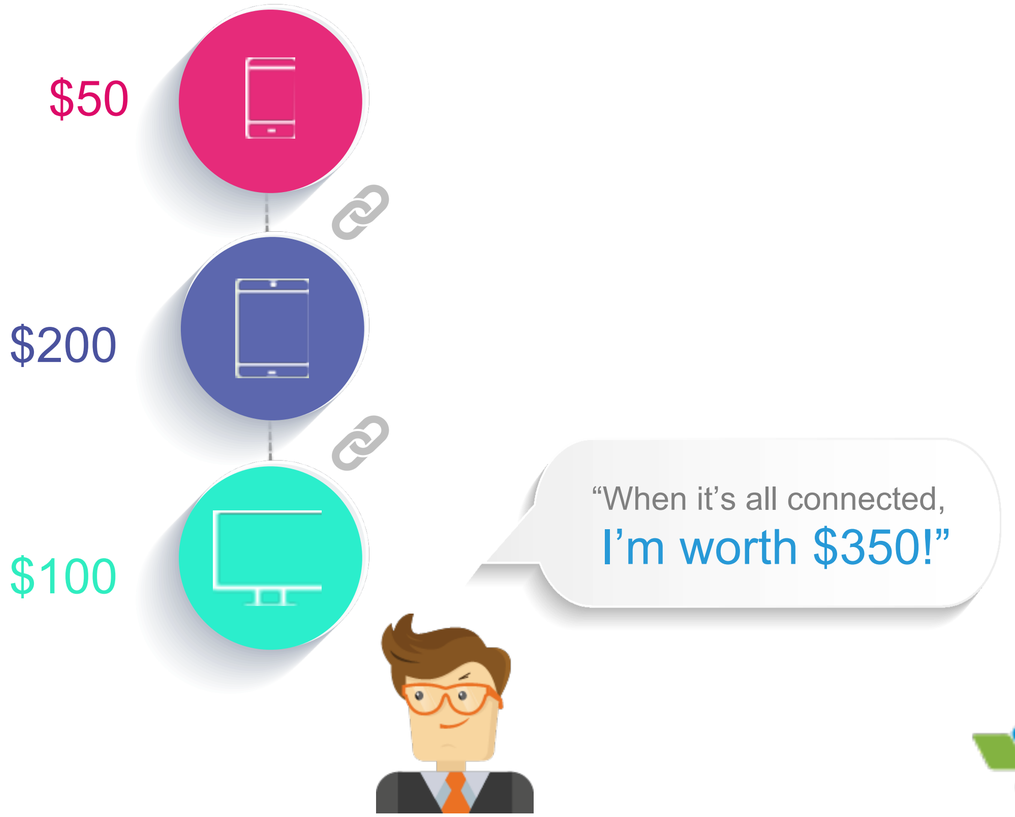
Because it can help you connect the dots



Disconnected



Connected




ATTRIBUTE THAT!
imgflip.com

Thanks!

Armando Osuna
Head of US Accounts
@ao619

Learn More at www.appsflyer.com

