MMA FORUM SINGAPORE
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Becoming a Mobile-Best Brand

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#TUNEFACTS

TUNE provides the most used marketing technology by the **100 top-grossing apps** across all platforms and many of the largest and most successful ad networks in the world

98%
customer service satisfaction rating in 2016

9 of 10
top worldwide app developers have TUNE's technology integrated into their apps

9 billion
conversions are measured monthly by TUNE's technology

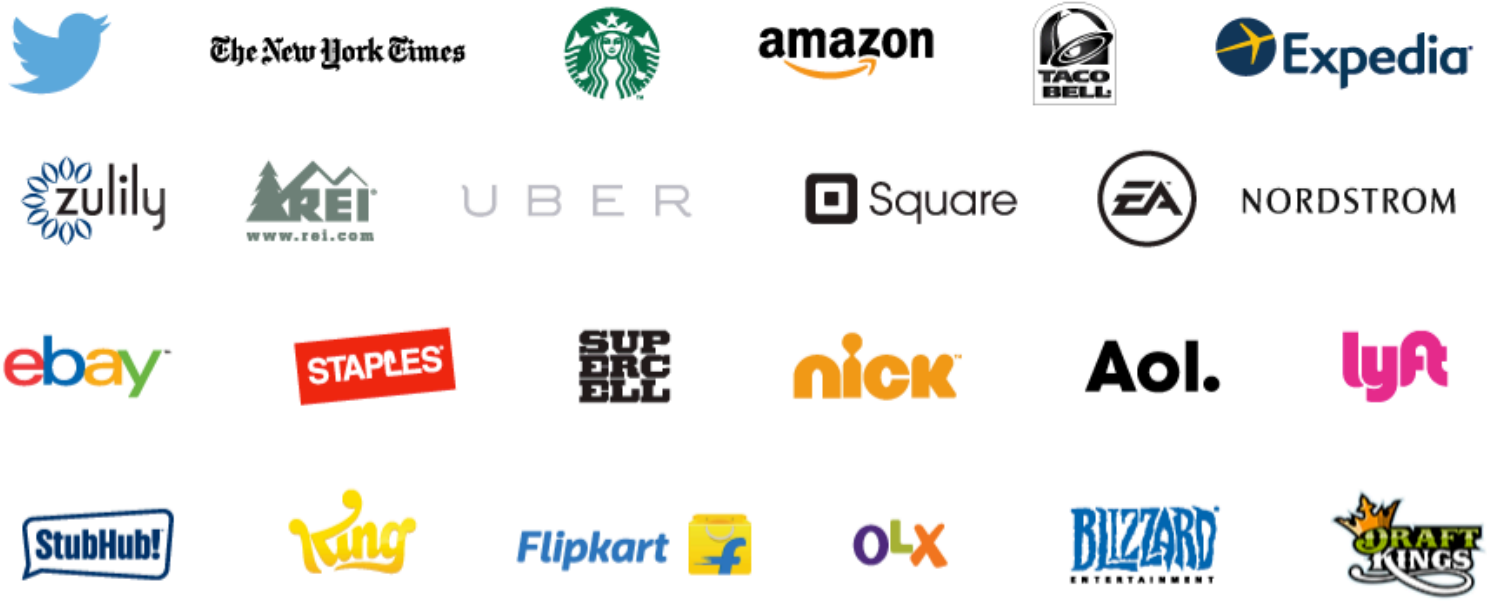
2.2 billion
devices currently have an app utilizing TUNE's technology

500 million
app installs are attributed to marketing channels monthly by TUNE

Source: TUNE Internal Attribution Analytics data

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The World's Leading Marketers Choose TUNE



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TUNE

"We are building **people-centric products** for 2017 (and beyond) that integrate marketing and advertising seamlessly.

The result is a **database of record** for prospects and customers that marketing and advertising efforts draw from, feed, and enrich simultaneously, which **synchronizes martech and adtech**."

Peter Hamilton, TUNE CEO

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Saturated app market
Decline in app downloads



iOS APP INSTALLS PER DEVICE



1.4 apps per device per month

ANDROID APP INSTALLS PER DEVICE



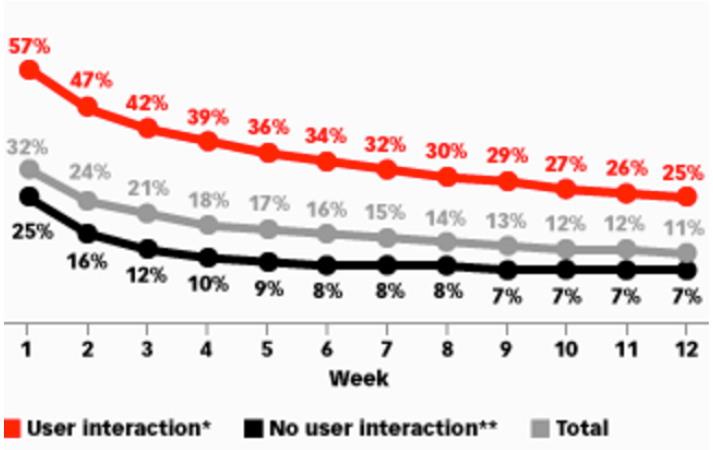
1.3 apps per device per month

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Discoverability and Retention
A Continual Challenge



Worldwide average retention rates over the first 12 weeks for mobile apps
(eMarketer)



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What is the **smartest approach**
to reaching your consumers on mobile?

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Becoming **Mobile-Best**



What does it mean?

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Becoming **people-centric** and dominating across mobile **app** and **web**

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How?

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1

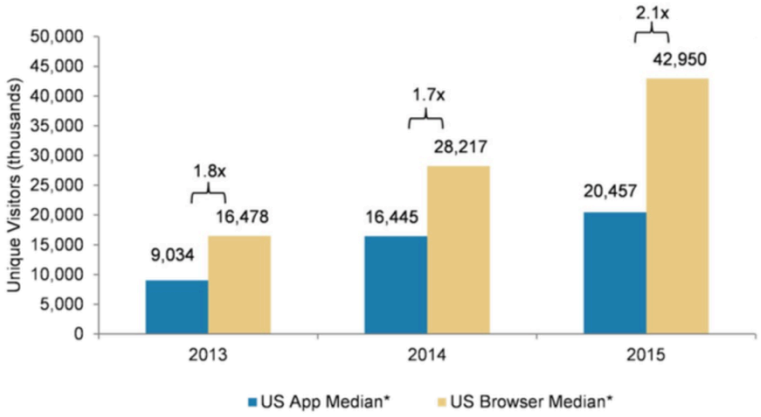
Focus on the Full Customer Journey

Be where your customers are by acknowledging
that the mobile journey is not just app or just web

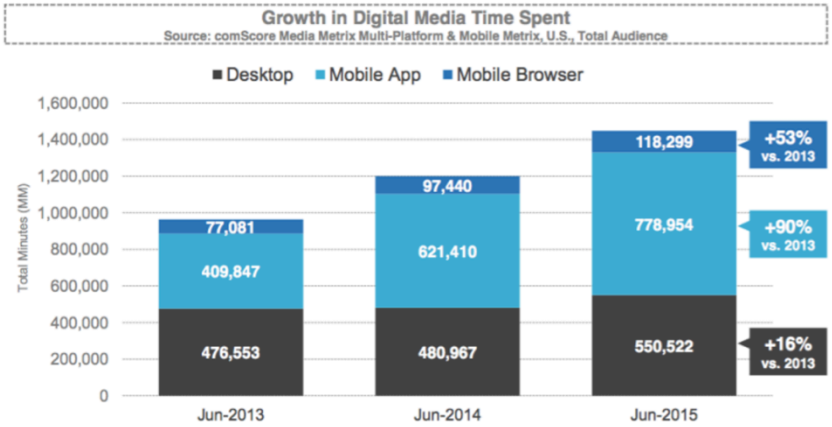
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Mobile App vs. Mobile Web?

Web is winning



App is winning



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What this means...

Mobile App and Web are suited for different parts of the advocacy funnel



Customers at the relationship nurturing stage

Highly engaged and loyal customers

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Mobile Web vs. Mobile App argument is “dead”



73% of smartphone users say they have made a purchase on the mobile web



40% of users consult **3+** channels before making a purchase



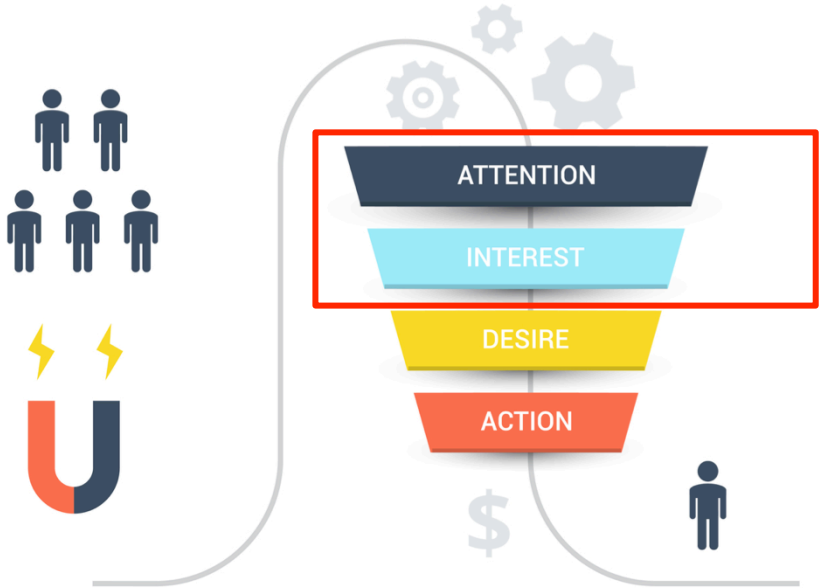
90% of consumers time is spent in apps



Mobile app users are **2X valuable** than a brand’s loyalty club member

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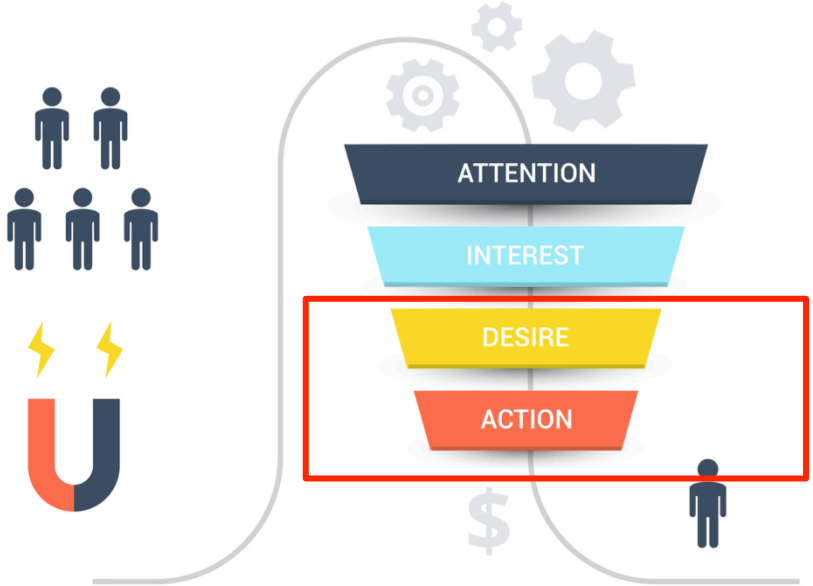
Mobile Web,
The First Touchpoint for Consumers on Mobile



Openness
Anonymity
Navigability
Immediate gratification
Thin edge of the wedge

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However,
Apps are Fundamentally and Critically Important



Engagement
Context
Communication
Forcing factors : Mobile First
Experience

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2
Provide a People-Centric Experience

"All the billion-dollar brands of the last decade
have a personal one-to-one connection with their customers"

Seth Godin

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Omnichannel is where your customers live together ... but separately

90% of the loyalty club members' preference for communication

2016

SMS
Email
App



2017

SMS
Push
App
Wallet
Message Apps
Virtual Assistants

IMA
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People-Centric Approach



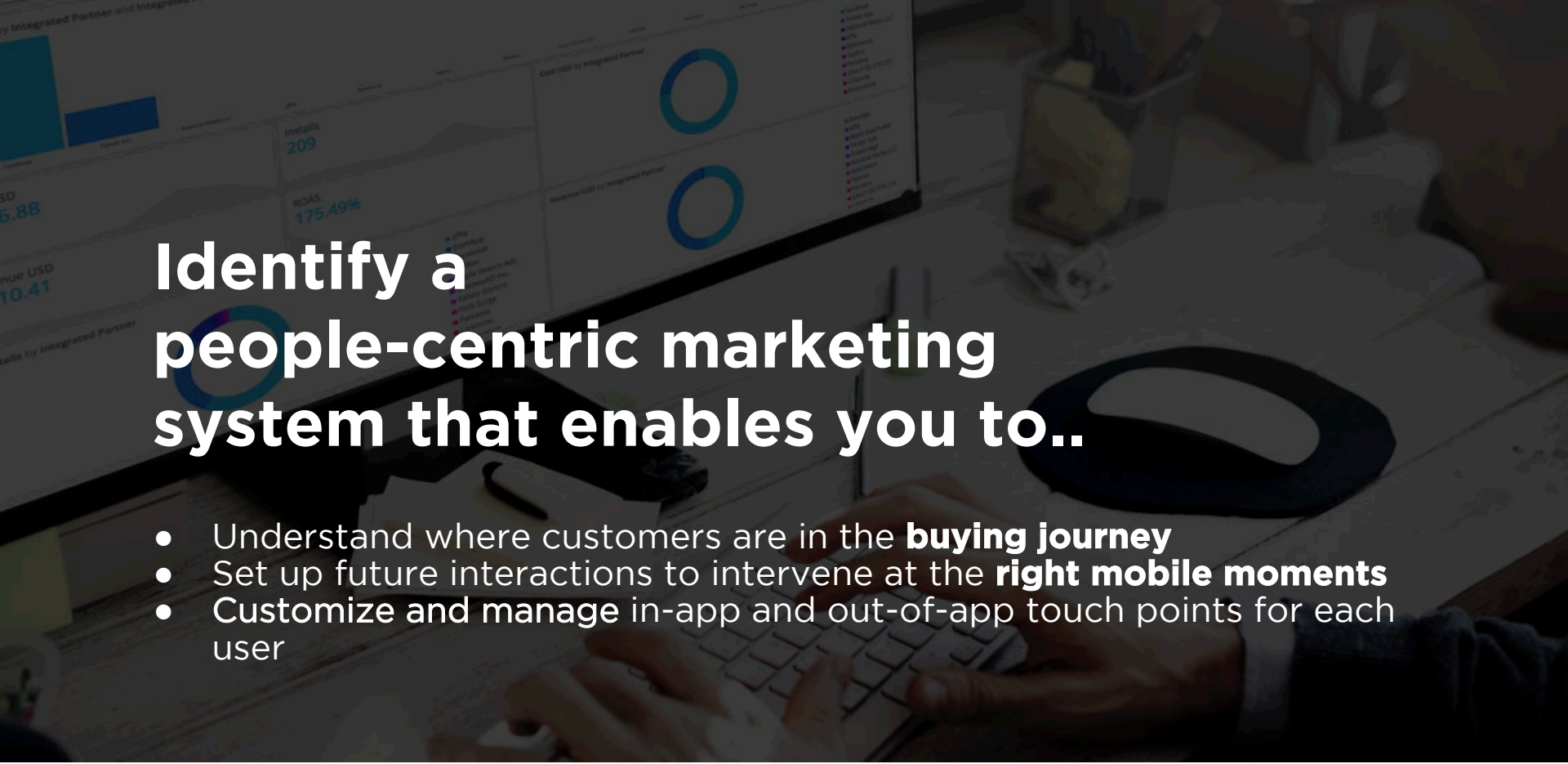


Segment targeting	**Individual targeting**
Mass content	**Personalized content**
Company event based	**Customer event based**
Shown anywhere	**Explicit location defined**
Reactive messaging	**Proactive service**

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How do you manage
the diversity of **individual preferences?**

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Identify a people-centric marketing system that enables you to..

- Understand where customers are in the **buying journey**
- Set up future interactions to intervene at the **right mobile moments**
- **Customize and manage** in-app and out-of-app touch points for each user

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Focus on cross-channel measurement and attribution*

*Top priority among 57.1% of marketers in 2017

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THANK YOU

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