

People-Based Attribution: It’s Evolution, Not Revolution

The Vision of

People-Based Attribution

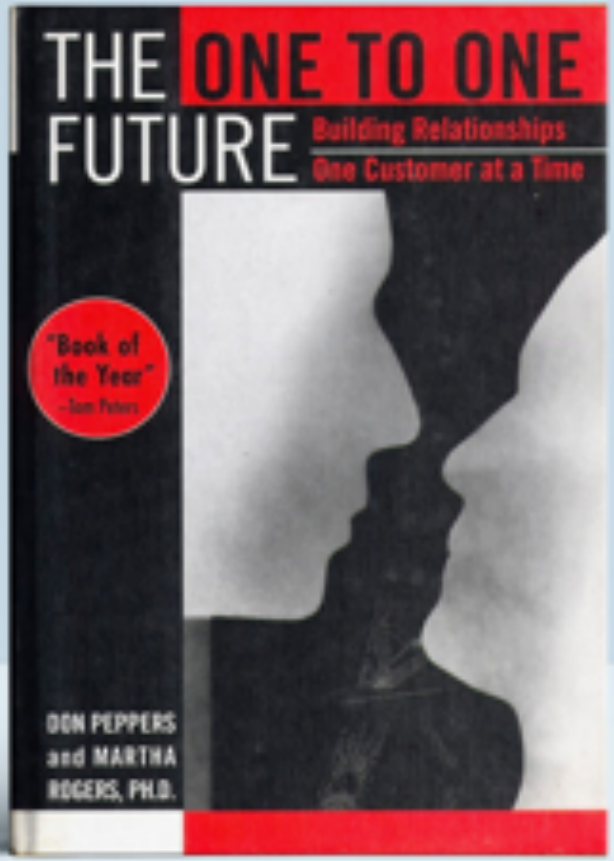
Holistic Measurement

Omni-channel Tracking

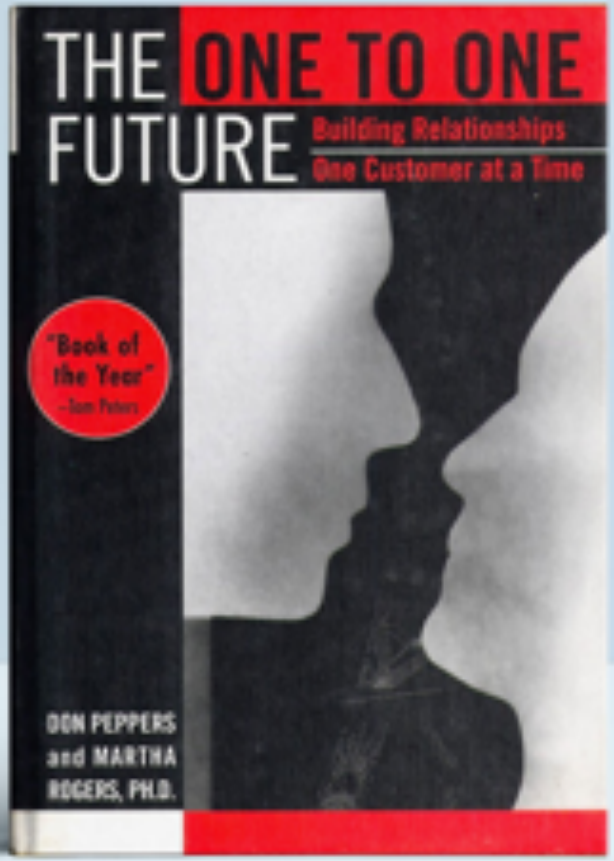
360 Degree View of the Consumer

...

is Nothing New

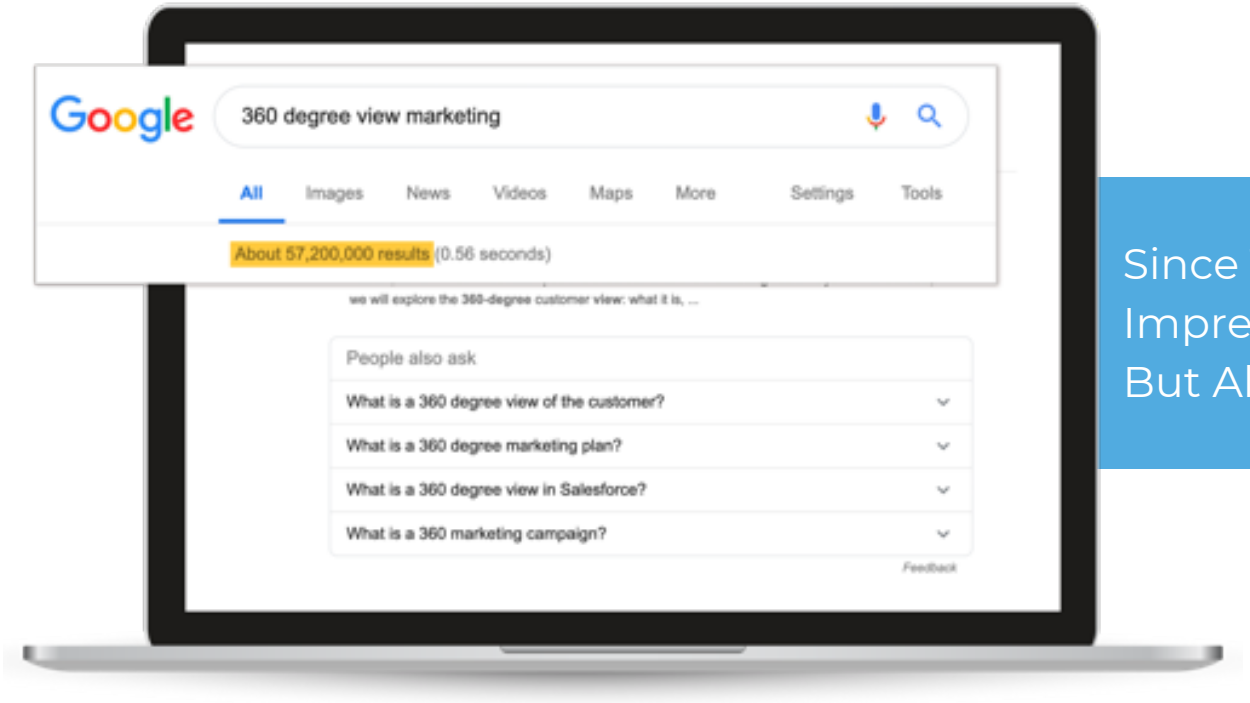


When was this book published?



1996

"Nurture your relationships with each customer by relying on new one to one media vehicles--not just the mail, but the fax machine, the touch-tone phone, voice mail, cell phones, and interactive television."



Since Then We've Seen Some Impressive Progress,
But Also Plenty of Fluff...


Dan Ariely
Holistic marketing
Big data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it...
Michal Yaffe and 2.9K others
145 comments 1.3K shares
Like
Comment
Share

The Reality is that in 2019

Only 9%

of companies are succeeding in attributing holistically...



The Reality: Siloed Marketing



Display ad managers
Reach and click through rates



Mobile marketers
App downloads



Search managers
Impressions



Email marketers
Open rates and deliverability rates



Social media managers
Likes or followers

The End Result:

1 person often has dozens of fragmented, anonymous profiles.







The rise of smart devices has **not** led to smarter marketing...









Why is there such a GAP?



In the Beginning



Fragmentation
Multiple browsers



Fragmentation
Multiple environments
Multiple operating systems
Multiple devices
Multiple identifiers

Tech Advancements



Web standardized
All browsers working on javascript and HTML



Mobile divide bridged
Most measurable ecosystem ever created

But... Advancements Achieved in Silo

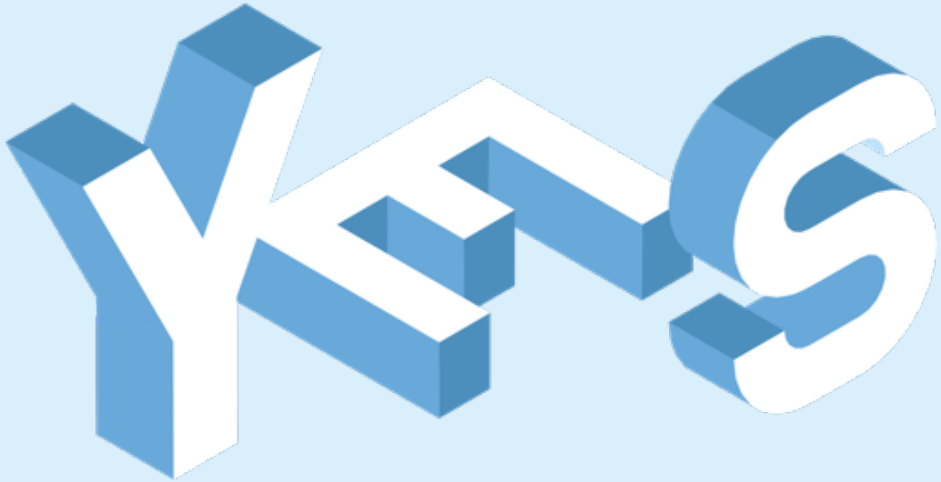


Web standardized
All browsers working on javascript and HTML



Mobile divide bridged
Most measurable ecosystem ever created

Is Change Coming?



Double Demand for People-Based Attribution

Mobile Companies Expanding to Web



No it did not!

Mobile Companies Expanding to Web

In reality, desktop web isn't going anywhere

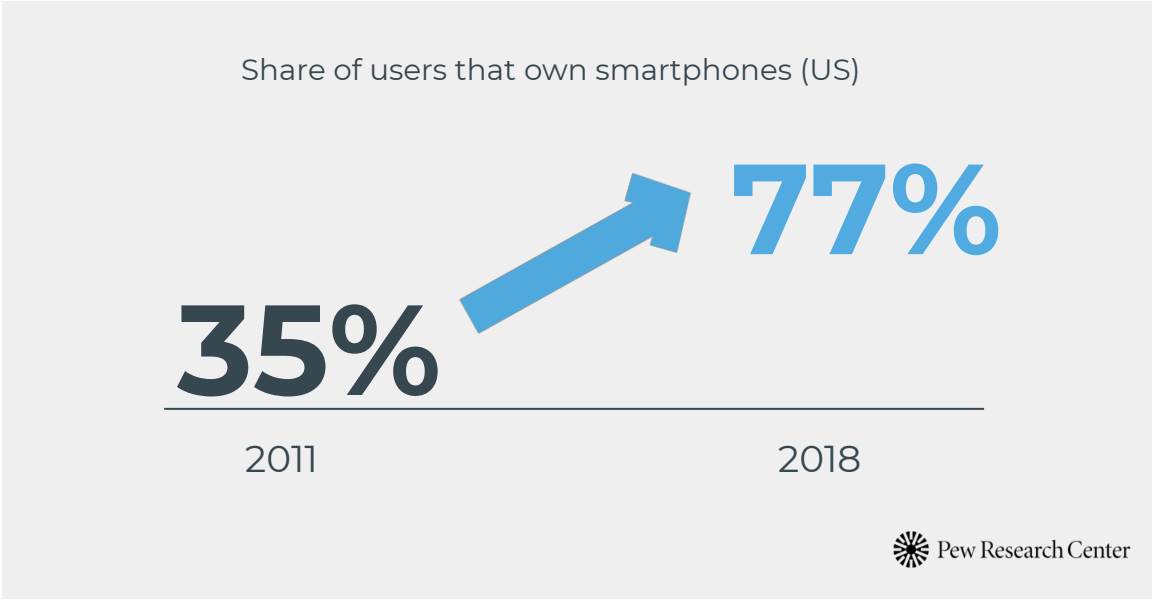
Average time spent using desktops per day, US adults

2018	2019	2020
2:02	**2:02**	**2:01**

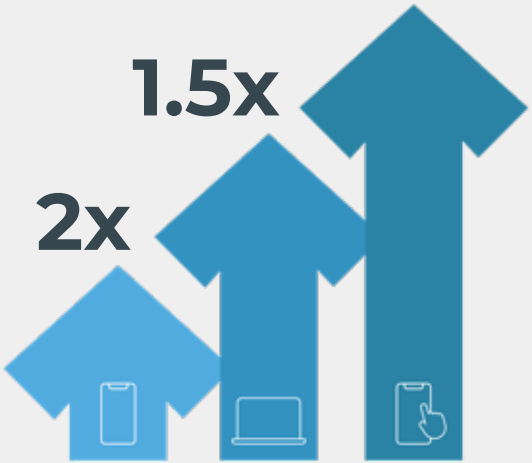
eMarketer



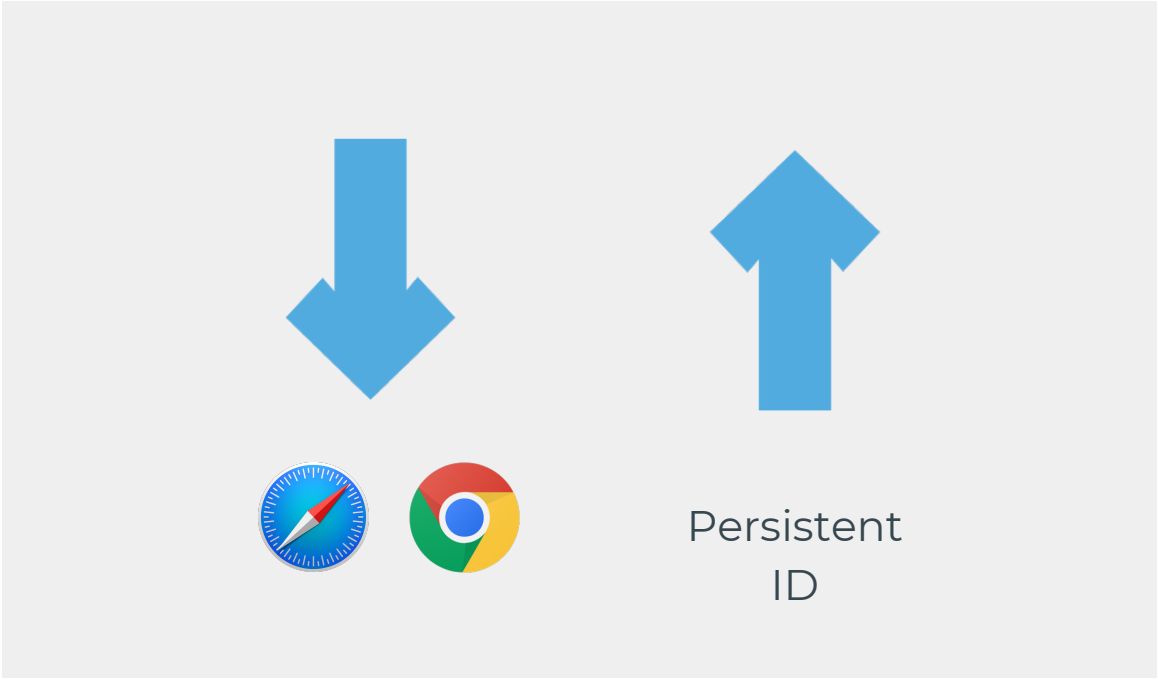
Web Firms Expanding to Mobile To Follow Their Users



Web Firms Expanding to Apps to Boost CR, Brand Loyalty

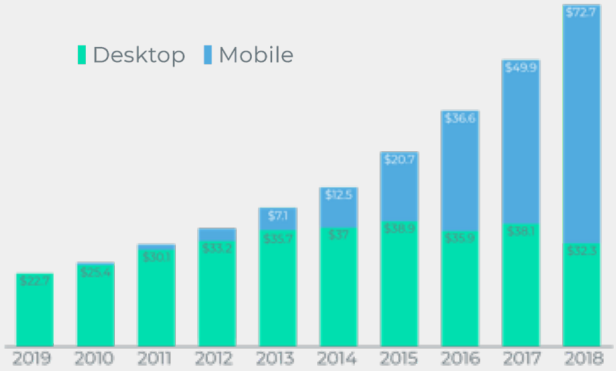


Web Firms Expanding to Apps to Deal with the Crumbling Cookie



Ad Spend Trends Tell the Story

US Desktop vs. Mobile Ad Spending 2009-2018, Billions



Sources: PwC, Interactive Advertising Bureau (IAB), Cowen and Company

Mobile's share up 30x
But still... desktop still owns 31% of pie

Clearly, mobile has taken over, but desktop continues to play a key role for marketers despite the crumbling of the cookie.

Marketing Success Will Be Driven By:

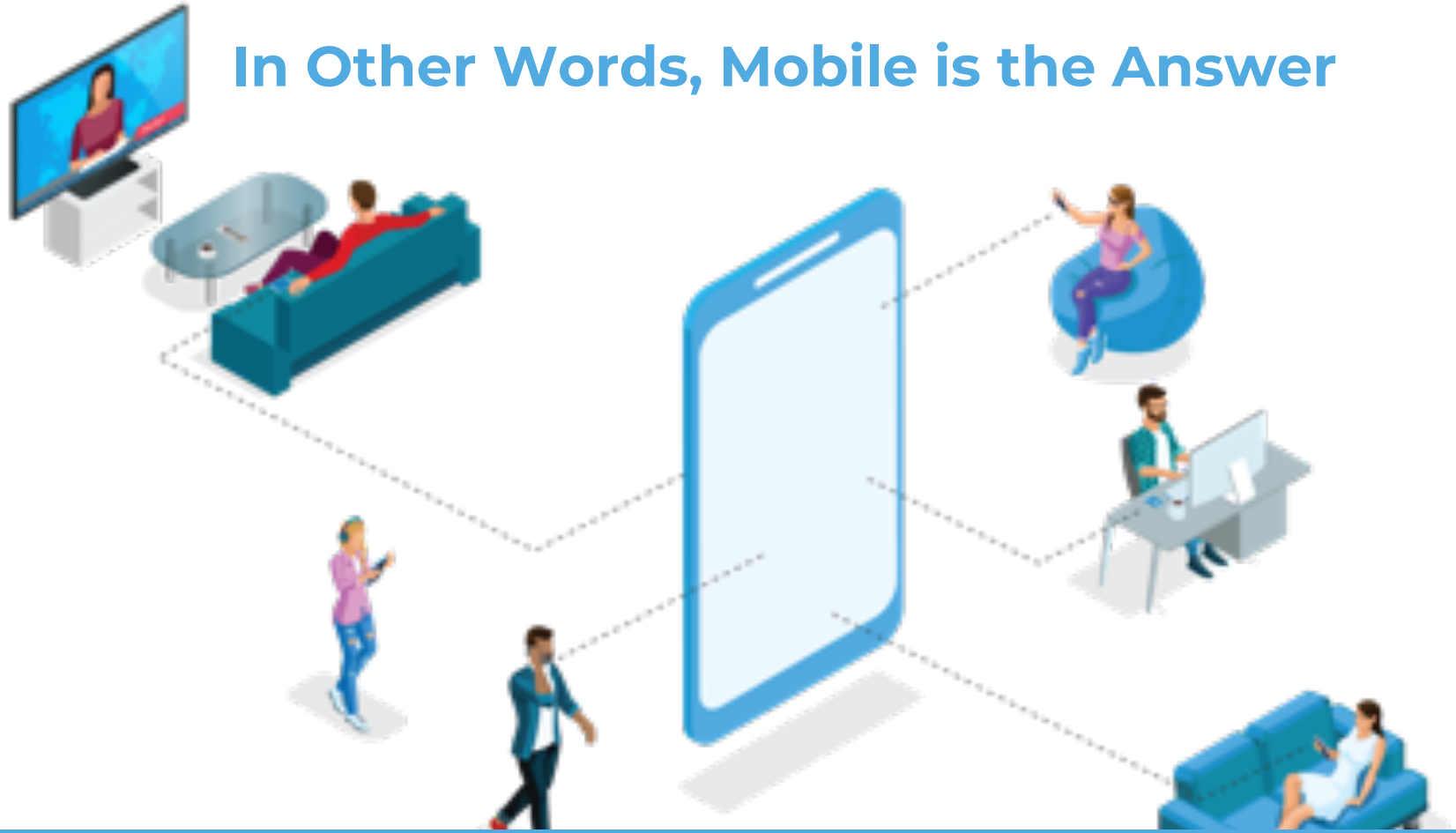
1

Strategically positioning mobile in the center by adopting a mobile-first rather than desktop first (or mobile-only) approach to marketing.

2

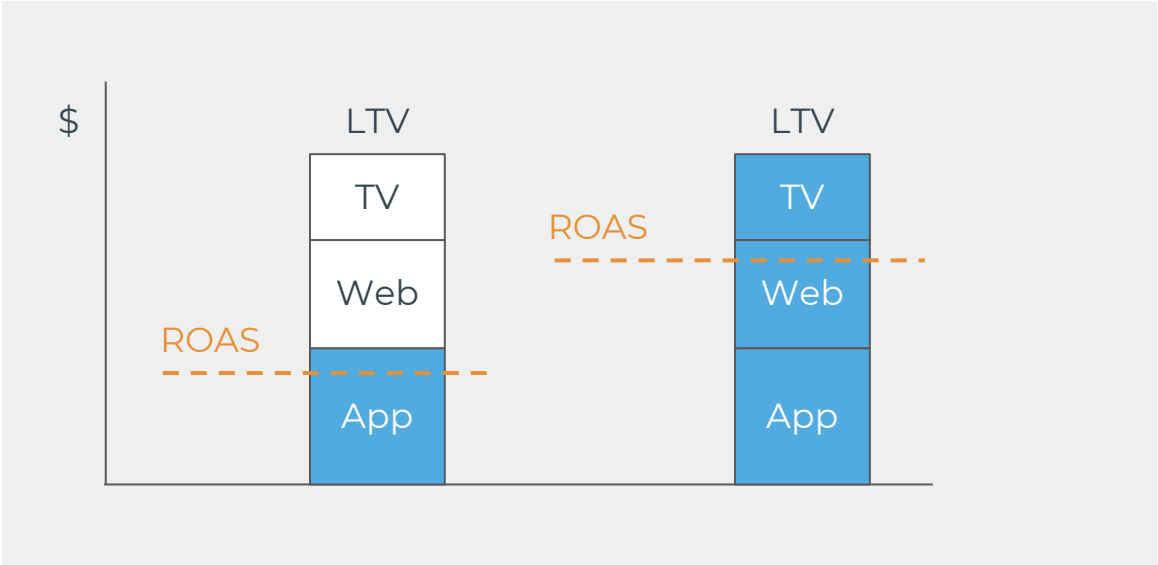
Accurately connecting the dots with mobile as the glue that ties all touchpoints, especially web as a powerful source of traffic to fuel mobile growth.

In Other Words, Mobile is the Answer



Let’s Get Practical

Know Your True LTV & ROAS

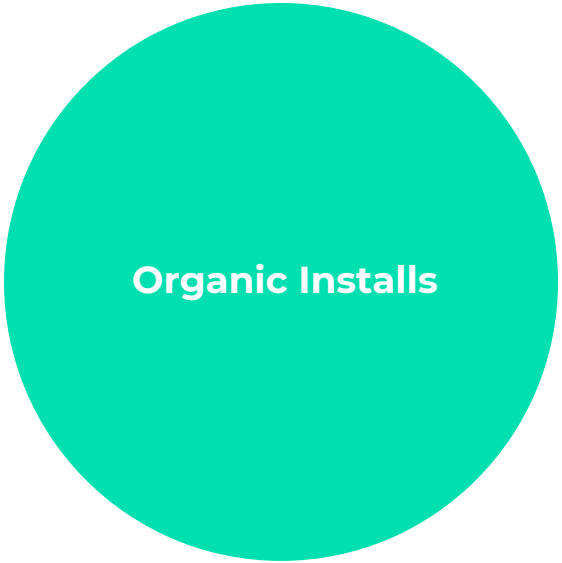


Prevent Audience Overlap & Duplicates

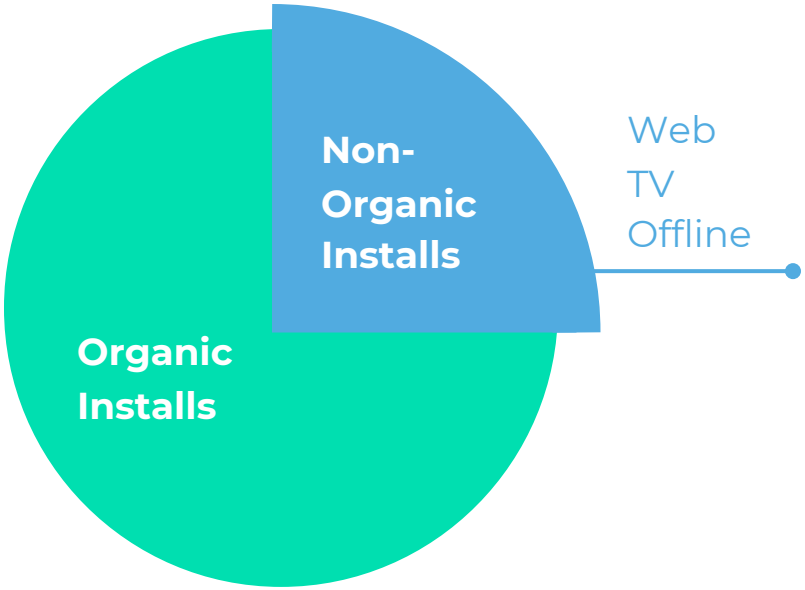


- Significant overexposure
- Poor engagement
- Brand damage
- Budget waste

Get More Credit for Your Work!



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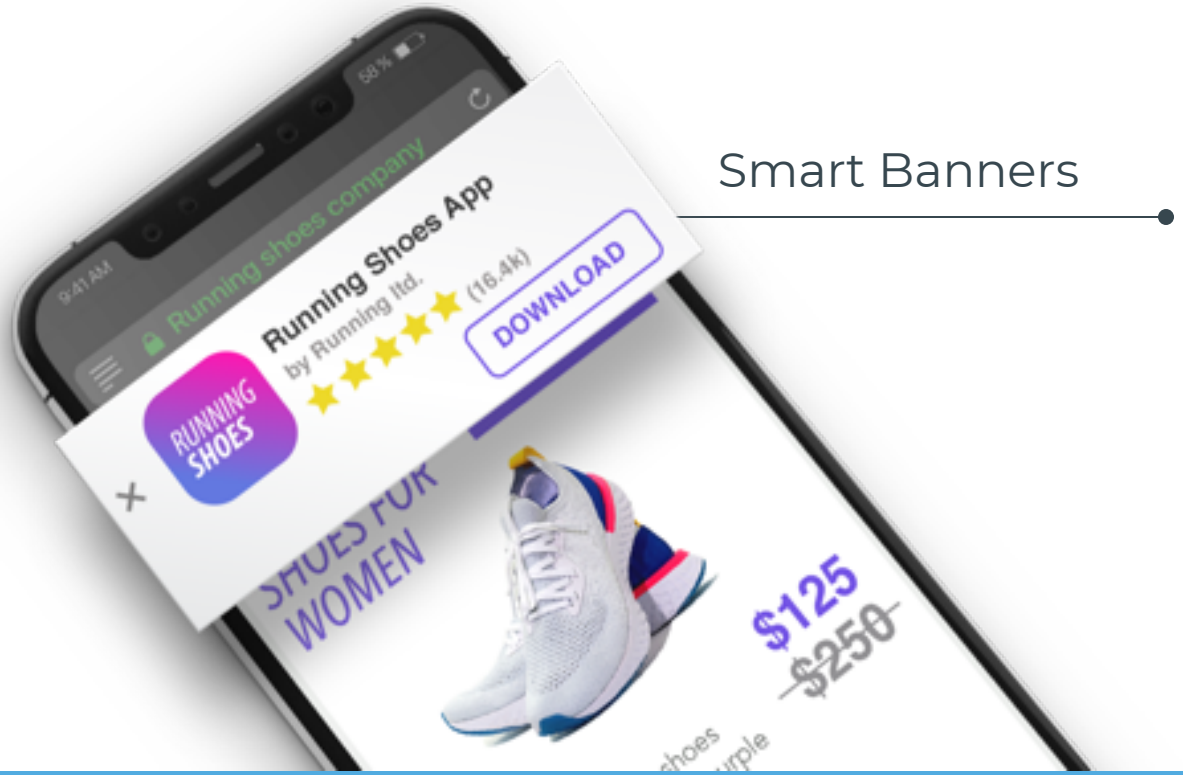
Create Consistent Messaging



Create Consistent Messaging

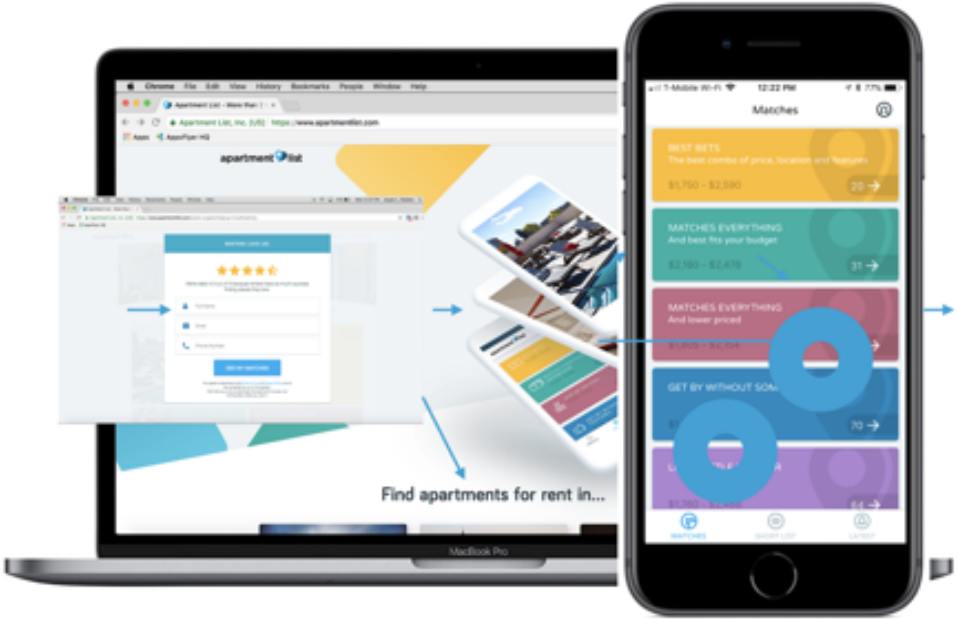


Drive Users to High Converting App



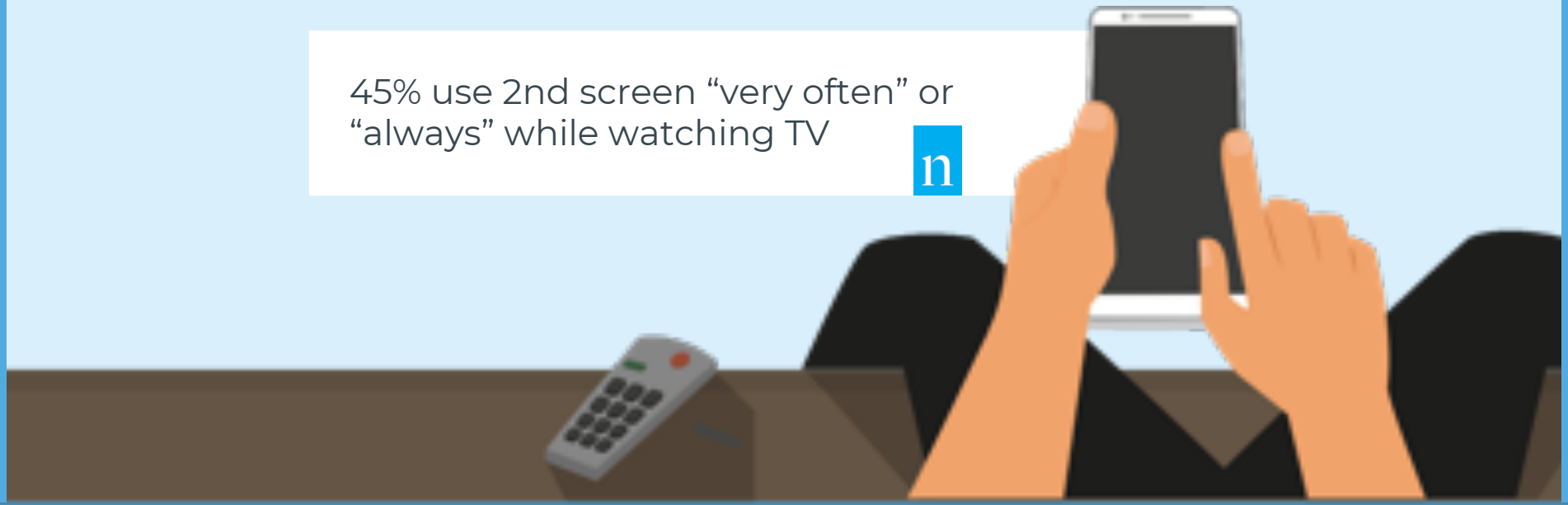
Smart Banners

Optimal Cross Screen Experience Throughout Persistent IDs



Leverage the Power of TV

45% use 2nd screen “very often” or “always” while watching TV



Leverage the Power of TV

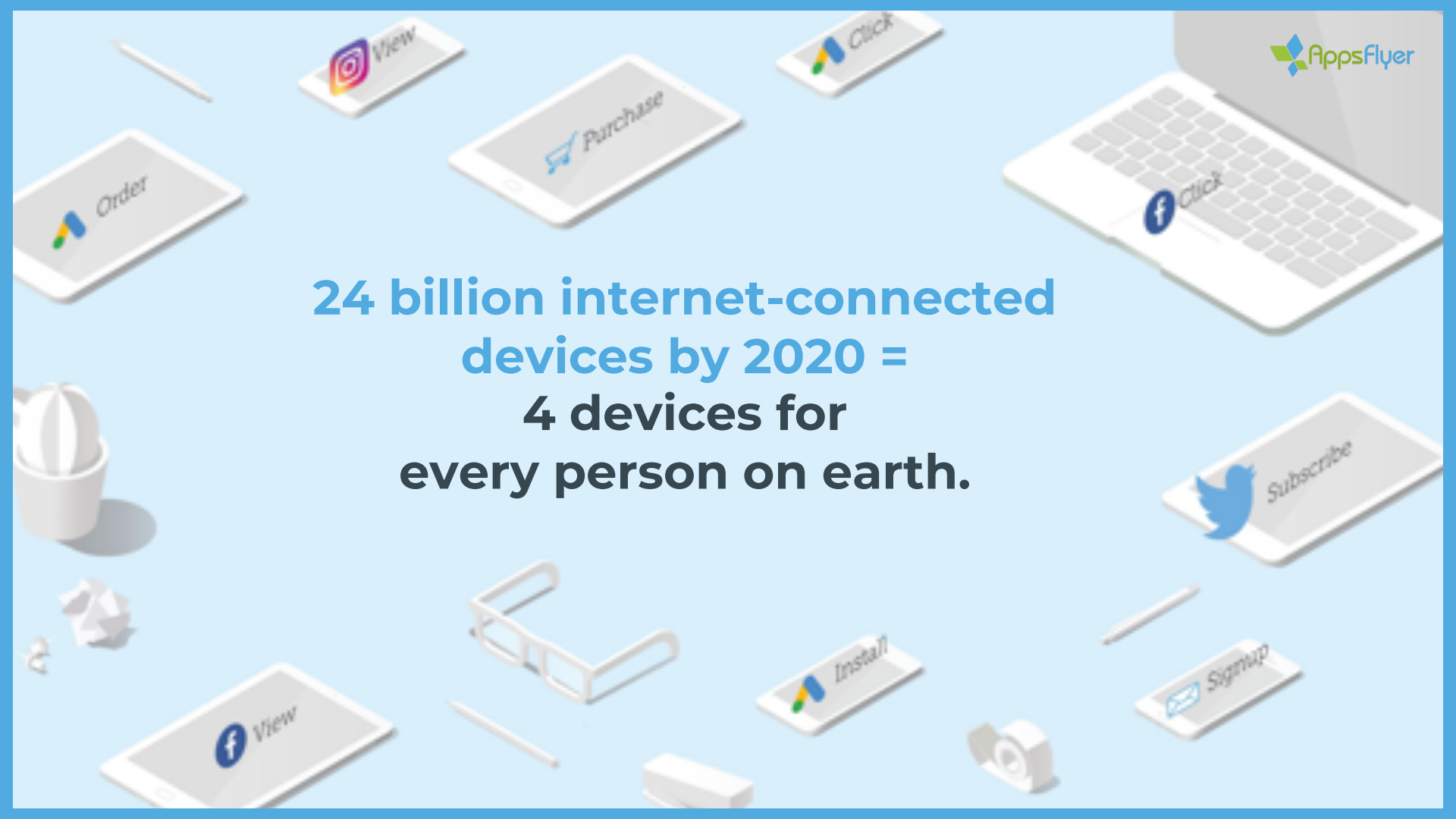


> AppsFlyer gives us detailed insight into in-app events on OTT television and mobile, allowing us to accurately forecast and understand the full impact of our cross-screen advertising campaigns.

Vincent Eterlet, Mobile Marketing & Growth Manager at fuboTV

The Holy Grail of Marketing - Holistic Attribution - is Within Reach





24 billion internet-connected devices by 2020 =

4 devices for every person on earth.



Connect the dots now
or get left behind!

AppsFlyer People-Based Attribution

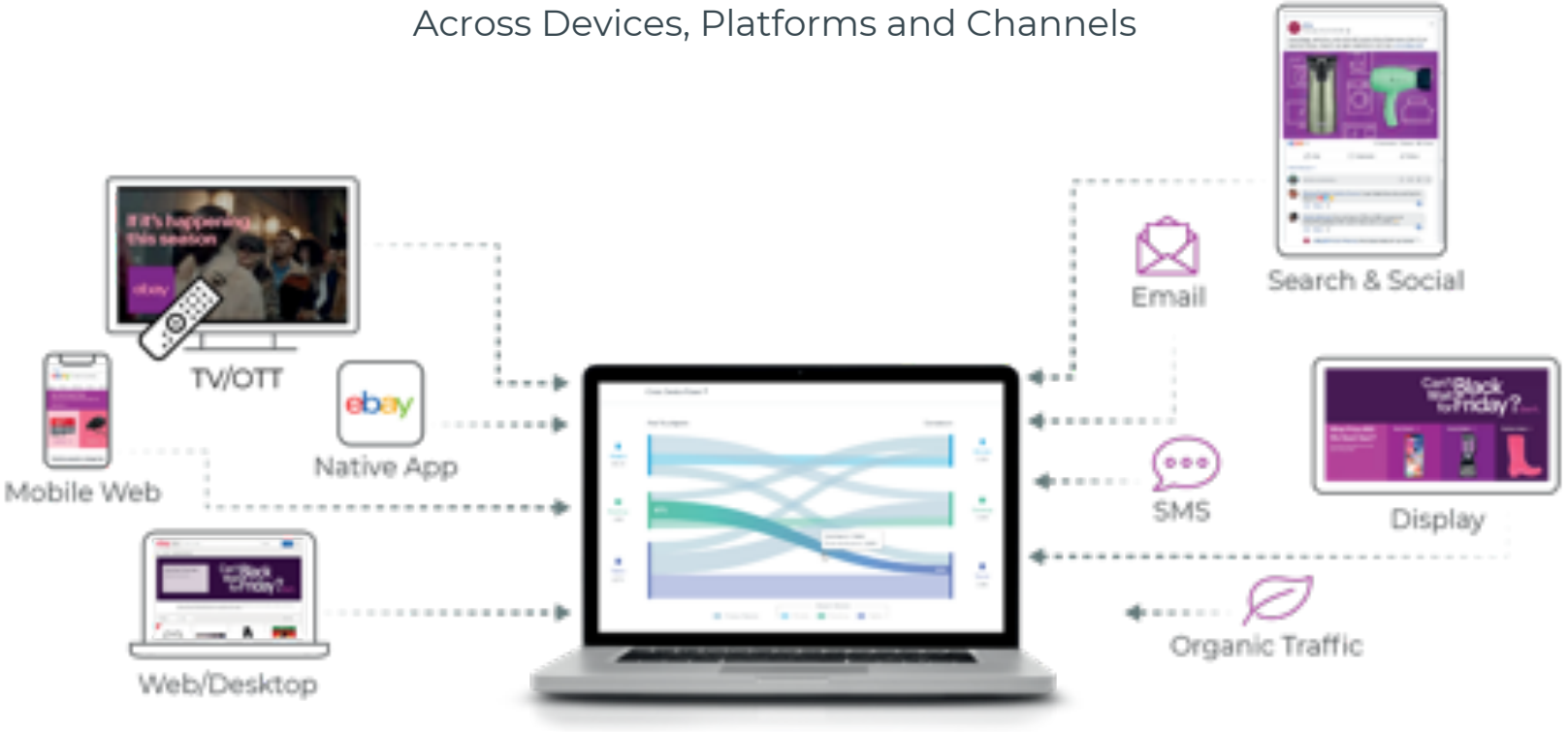
Connecting the Customer Journey Across Mobile and Beyond



- Accuracy: Powered by insights across 8.4 Billion devices
- Granularity: Unlimited rich data events
- Security: Unparalleled security and privacy compliance

One View

Across Devices, Platforms and Channels



Thanks!

paul.wright@appsflyer.com


Appsflyer
IS GIVING YOU AN
iPhone XR
Enter to Win
https://connect.appsflyer.com/winIphoneXR