
TUNE
How mobile fuels F1000 success

#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

3.5 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

The World's Leading Marketers Choose TUNE






PEPSICO
Kellogg's
Associated British Foods plc
Nestlé
Mondelēz International
Coca-Cola
Unilever
DANONE
MARS
WRIGLEY


Costco
Cloud Peak
POET
Principal
Financial Group
Berkshire Hathaway
Sands
Huntsman
Spirit
AeroSystems
Boeing
Anthem
Kroger
verizon
GM
Humana
FedEx
Avnet
Love's
Walmart
Exxon
The Home Depot
CenturyLink

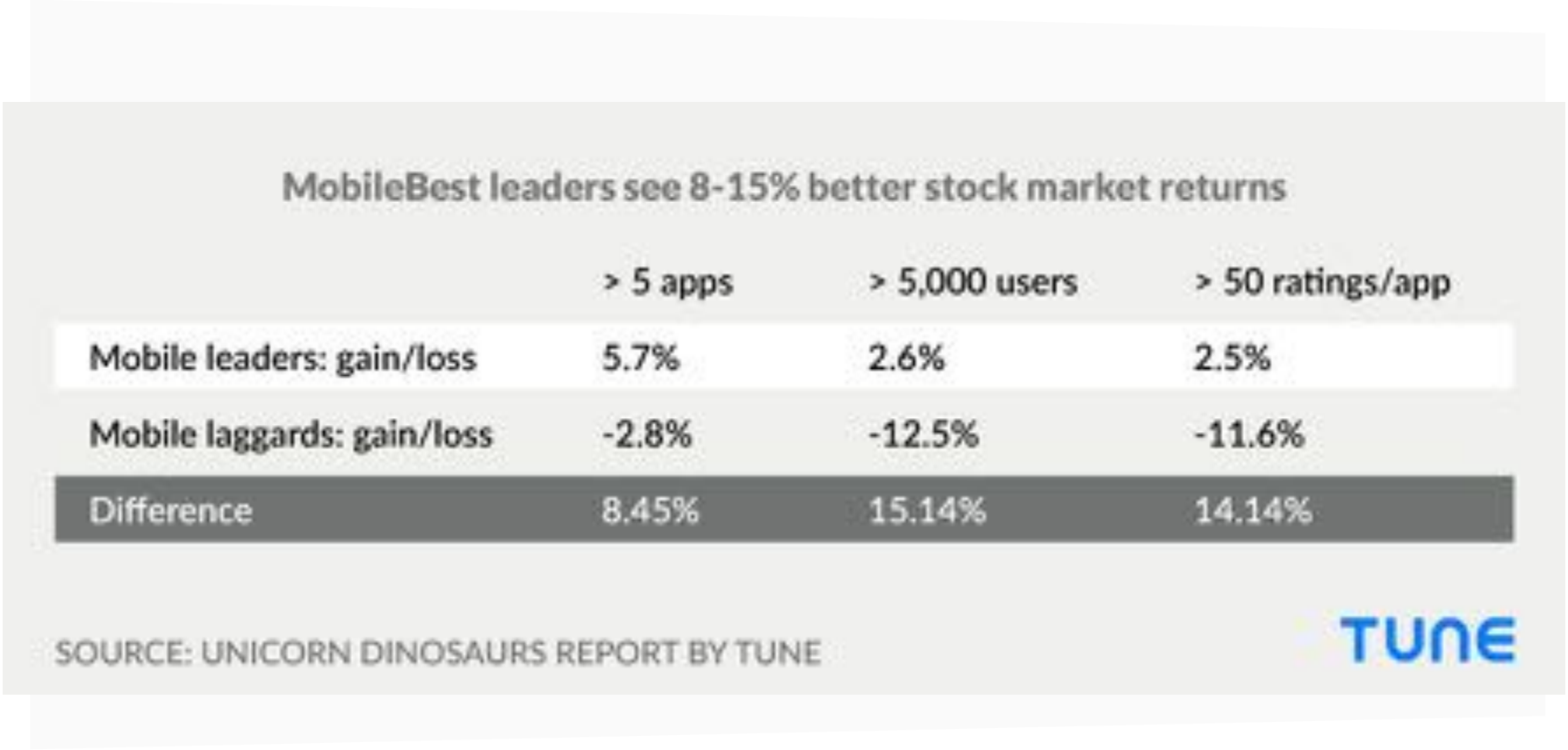
Because disruption is still coming …



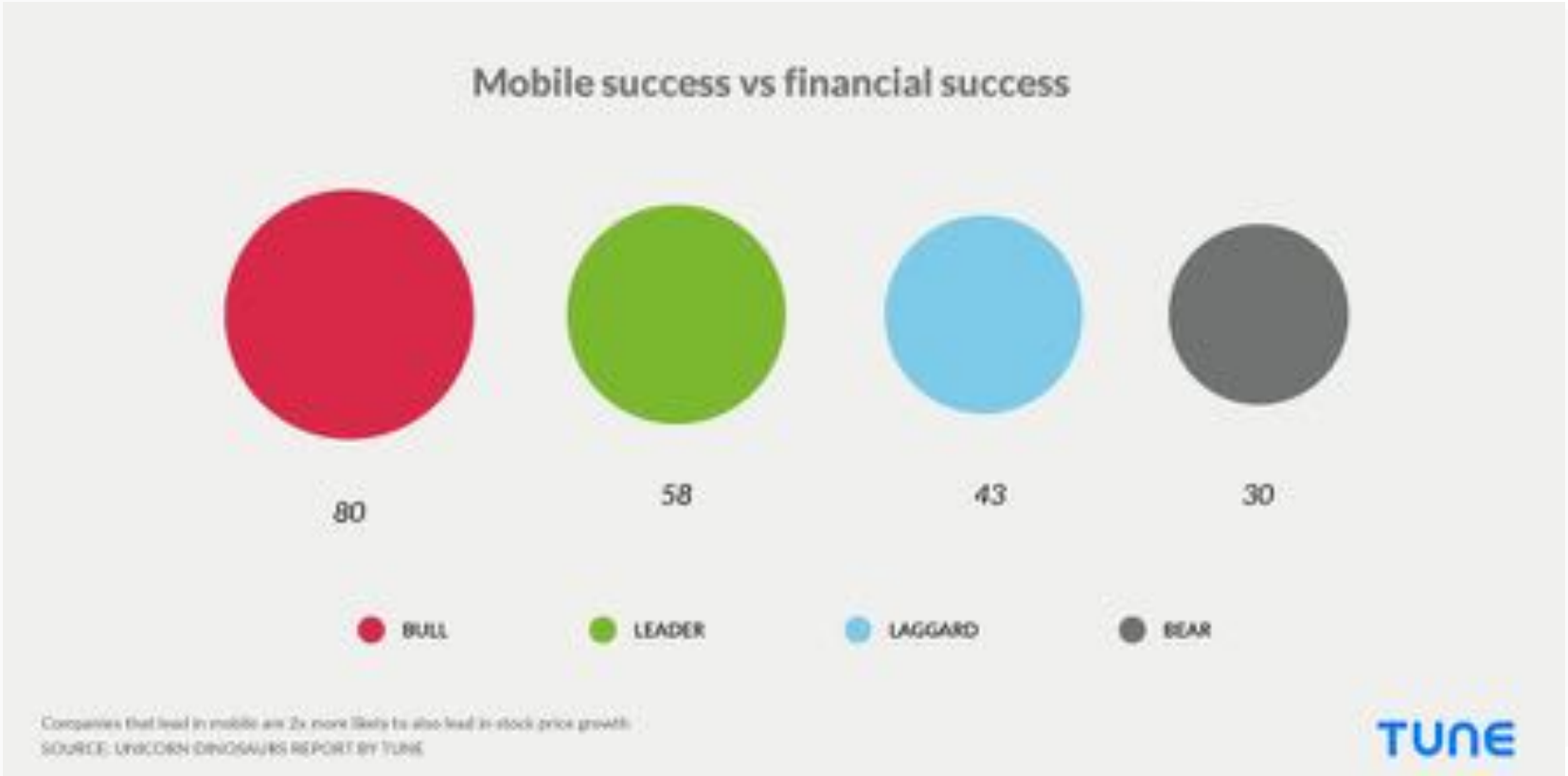
So we kicked off a little project about a year ago …



Mobile leaders win …



And if you're really good at mobile …



It’s a big report …

We gathered data on:

- 90 billion mobile app installs
- 13,000 apps
- 4.5 billion ratings/reviews
- 1.1 billion Facebook fans
- 150 million Twitter followers

Caterpillar is a mobile company



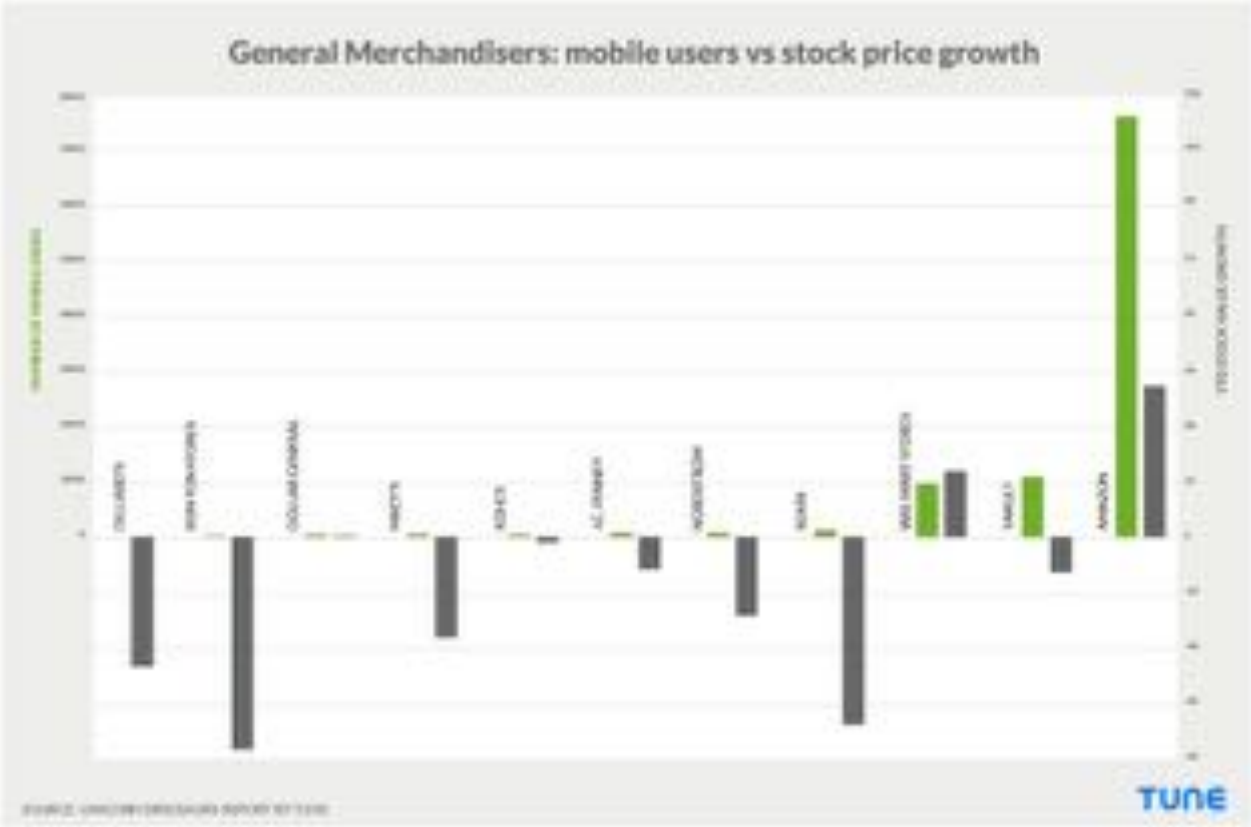
Home Depot is a mobile company



I showed this chart right at the beginning



Mobile has been a huge competitive advantage



Unicorn Dinosaurs



Hot startups with billion-dollar valuations are **unicorns.**



Old companies with conventional business models are **dinosaurs.**



But some are neither.
In fact, they're both.

How you can get the report

There are many more success stories

- 100 pages
- 20K words
- Top companies by financials
- Top companies by mobile measures
- Top companies by social followers

The report is freely available here:

https://www.tune.com/blog/unicorn-dinosaurs/


TUNE
How mobile fuels F1000 success