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The Power of Streaming and Linear TV for Mobile App Marketing

“Screen stacking” has opened up a unique opportunity for advertisers to leverage the power of streaming and linear TV to capture consumers' attention and drive app downloads.

Dale Neves, Director of Programmatic Media
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When a well-crafted TV ad resonates with the audience, it can leave a lasting impression that extends beyond the ad's airtime, boosting brand awareness, engagement, and long-term customer loyalty.

But it's more than that – TV is a powerful tool for driving a direct response. A common tendency among US viewers today, “screen stacking,” has opened up a unique opportunity for advertisers to leverage the power of streaming and linear TV to capture consumers' attention and drive a direct response, such as app downloads.

Related article: [How to Optimize Radio and Digital Audio to Increase App Downloads](#)

Leveraging Streaming and Linear TV for Direct Response

According to Nielsen and Connected Life, the majority of viewers in the United States, approximately 84%, watch TV while simultaneously using a second screen. Out of these individuals, about 56% actively engage in other digital activities while watching TV.

With this convergence of devices, TV advertising presents an excellent opportunity to captivate consumers' attention with a story or offer and prompt them to instantly take action, like downloading an app, on their mobile devices.

By synchronizing the messaging across the TV and mobile screens and using QR codes or an easy-to-type URL or text code, advertisers can create a seamless user experience that bridges the gap between these devices. This approach brings instant gratification and convenience for the viewer and allows for better tracking and attribution for the advertiser.

Tying Mobile App Events to Streaming Ad Exposure

Outside of directly attributable QR codes and text CTAs, CTV advertising also allows for pixels to be integrated within all major MMPs (Mobile Measurement Partners). In order to attribute view-through, app-based conversions for users who choose to go directly to an app store and download, we can generate pixels to be placed within the MMP.

By configuring pixels in the MMP, you enable it to share mobile app event data with BMG360, and we utilize it to attribute app-based events

to impressions. This includes initial installs as well as in-app conversions such as first-time purchases, promo redemptions, etc.

By using a household identity graph, CTV and mobile devices are tied to a unique household identity, which allows app downloads/conversions on mobile devices to be tied to exposure to a streaming ad.

Like Linear TV, streaming has a longer consideration window than digital performance channels, in part due to actions taking place on other devices. Streaming has the benefit of better real-time and customizable measurement. Utilizing various lookback windows, we can determine when users are converting post-exposure.

Related article: Why Advertisers Should be Booking CTV and Linear Together

Additional benefits include suppressing delivery to users that have previously converted to ensure we are efficiently spending to drive incremental conversions. Pixel tracking within MMPs also allows for incrementality testing, analyzing conversion rates of control vs. exposed audiences to analyze if households exposed to streaming campaigns drive higher than standard mobile app results.

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