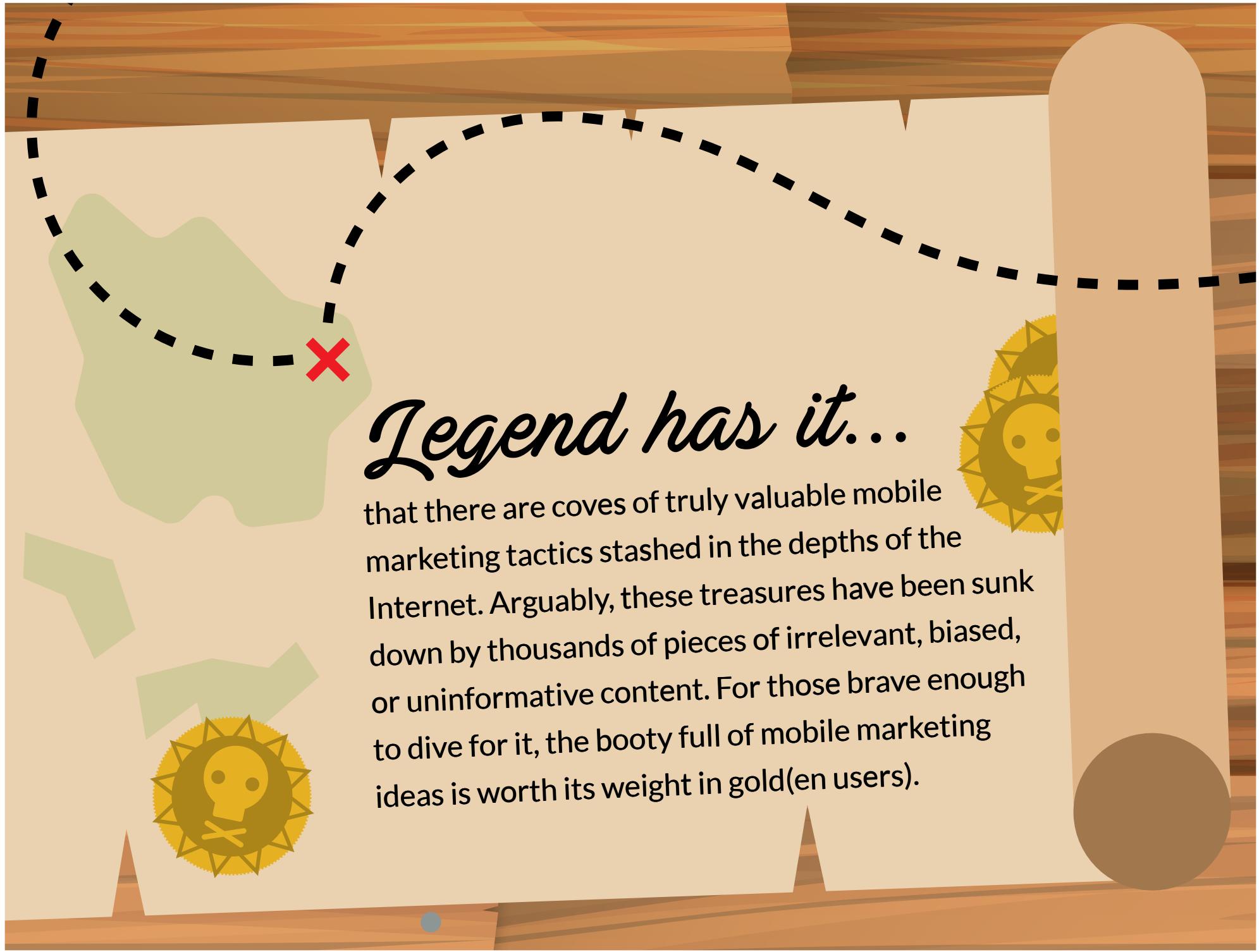


TUNE

Discovered

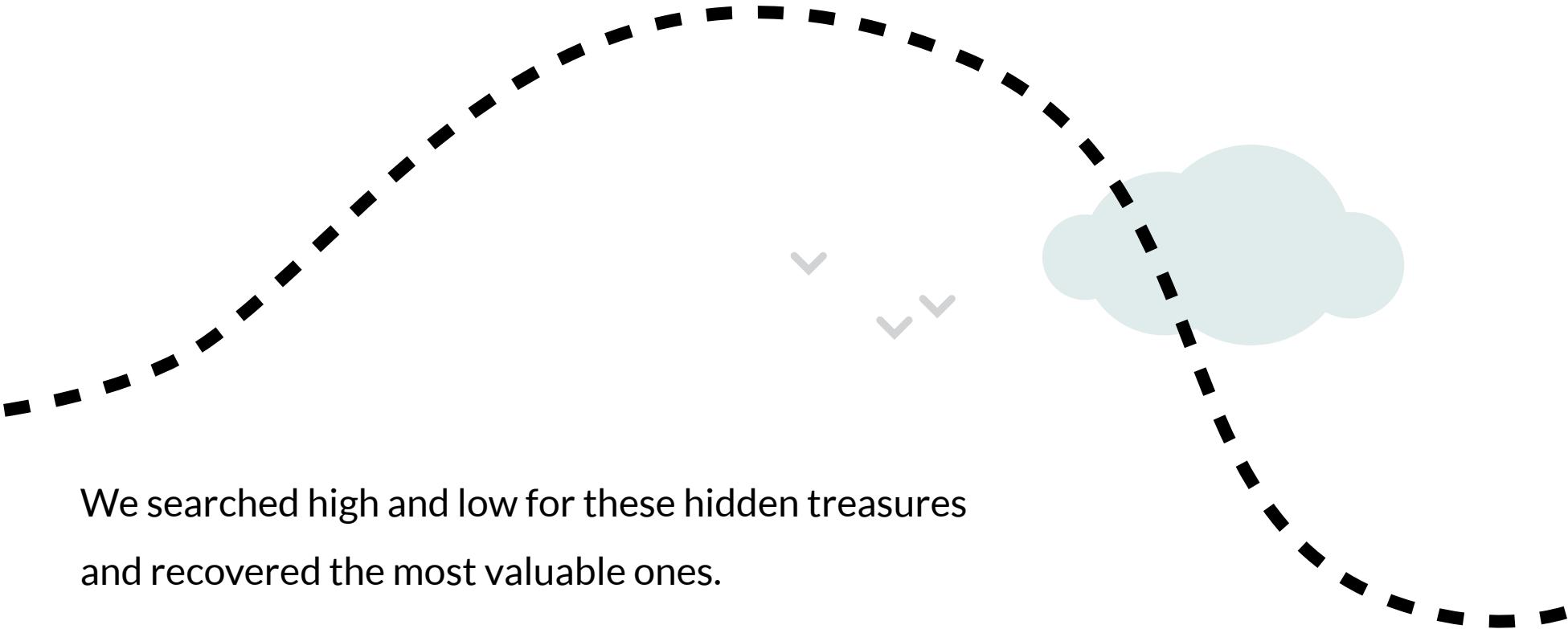
THE MOST TREASURED MOBILE
MARKETING TRENDS FOR 2017





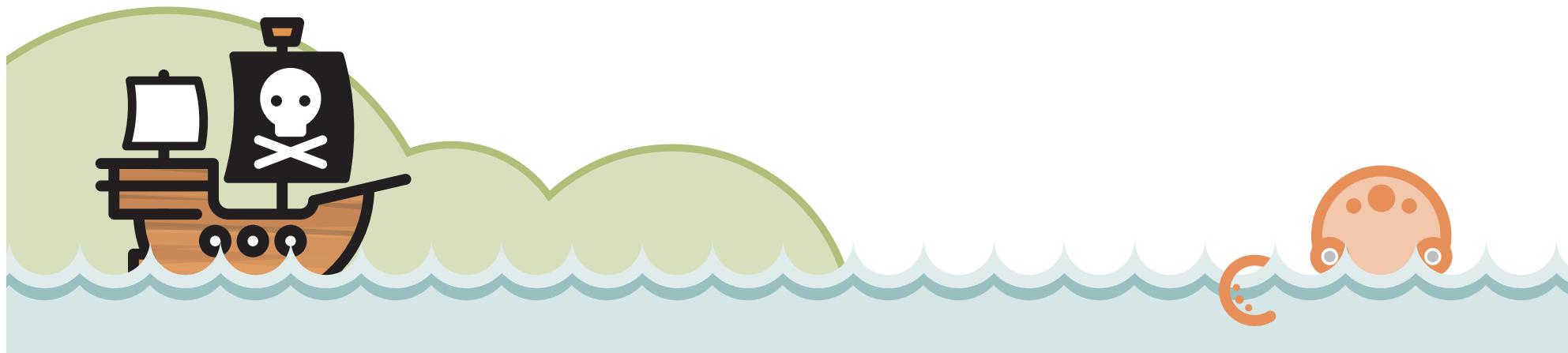
Legend has it...

that there are coves of truly valuable mobile marketing tactics stashed in the depths of the Internet. Arguably, these treasures have been sunk down by thousands of pieces of irrelevant, biased, or uninformative content. For those brave enough to dive for it, the booty full of mobile marketing ideas is worth its weight in gold(en users).



We searched high and low for these hidden treasures
and recovered the most valuable ones.

Those who fear risk will only look, the brave will
steal to improve their own most precious mobile
marketing campaigns.





*Pearl of
Wisdom*

DECODE ACRONYMS



AOR. LAT. API. PPC. RTB.

WHAT?

- If you don't know what all of those acronyms mean, you're not alone.

The performance, mobile, and digital marketing industry has a LOT of terms and phrases. And with new ones constantly being added, it's pretty difficult to remember them all.

What to do

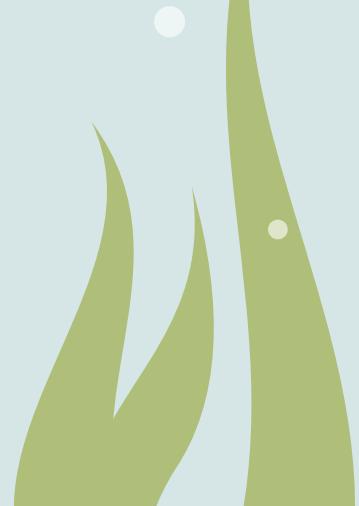
It's safe to assume that terms that have been around a long time, like CPC (cost per click) and LTV (lifetime value), will be known by the majority of industry veterans. For lesser-known acronyms, it's a best practice to spell out the word with the acronym in parenthesis.

Example: It's possible to opt out of Apple's limit ad tracking (LAT) on your iOS device if you're concerned about maintaining your privacy.

When in doubt, clarify what something means. Acronyms can save time when referring to a frequently-occurring term. But the downside to acronyms is steering away readers with acronym overload if they can't follow what you're writing about.



To start learning the important mobile marketing industry acronyms or freshen up your knowledge, you can peek into TUNE's [glossary of terms](#).



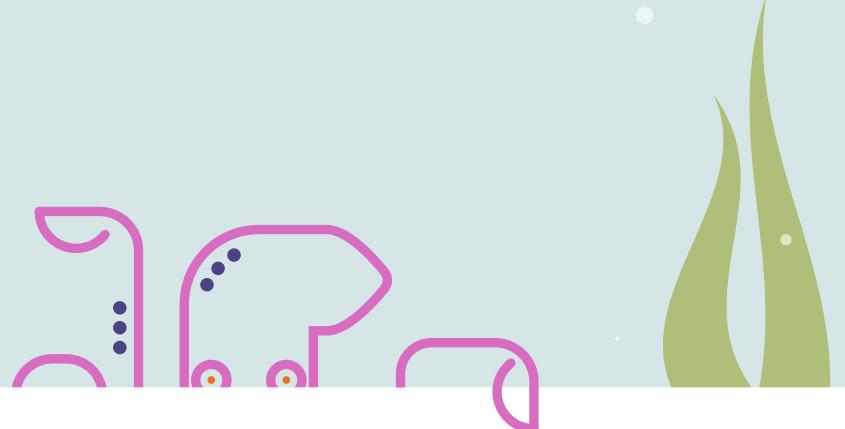


*Pearl of
Wisdom*

DON'T LET YOUR APP USERS GET APPNESIA



One in five apps are installed and then forgotten about in the sea of other apps. But nearly half of consumers prefer to use an app instead of the Internet when looking for info quickly, and only 17% of consumers prefer a mobile site over an app. App or mobile web; what's an app marketer to do?



What to do

Dan Bishop, Director of Digital Marketing at Experian Consumer Services, says in-app messaging tools such as push notifications have worked better for his business than email campaigns. Push notifications will keep your users engaged and they are gentle reminders that the app is on their phone.

Make sure you keep your app top of mind, and easy to find. Ensure your app appears in organic search results by boosting your app store optimization efforts.



Learn the secrets to Finding & Engaging High-Value App Users through this free webinar.





*Pearl of
Wisdom*

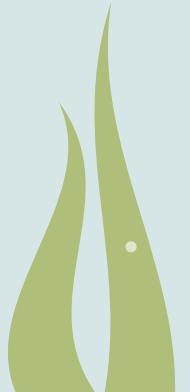
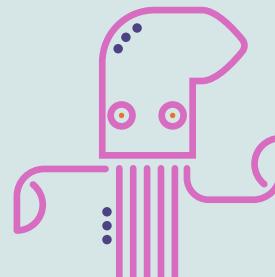
**SEO AND ASO ARE
MERGING**



ASO: App store optimization; improving the visibility and ranking of an app within an app store.

SEO: Search engine optimization; maximizing the number of visitors to your website by ensuring that your web or mobile site appears high on the list of results returned by a search engine.

How ASO and SEO are merging: Google now enables users to discover apps via mobile search. The convergence of web and apps is nearly here and it will have a huge impact for app marketers, developers, and publishers.



What to do



In the new form of app store optimization, platform owners like Google and Apple know what kind of engagement your apps are generating. Those platforms are indexing apps and seeing content that people are engaging with – or not. Title, keywords, icon, and app images still matter, but engagement with and inside the app is increasingly impacting an app's rankings. Engagement is becoming a positive ranking signal that will tell Google to show your app in mobile web search – or Apple to show your app in on-device universal search – when people search for content, experiences, or capabilities that exist inside your app.

App marketers' secret key: Keep an eye on how universal links, deep links, and app indexing are changing over the next 12–24 months. Merging app and web will create use of both.



“At the highest level this will be a huge win for consumers. It pairs the openness and connectedness of the web with the better and faster use experience of apps ... which will simply be a better experience.”

Ian Sefferman
General Manager, TUNE Marketing Console



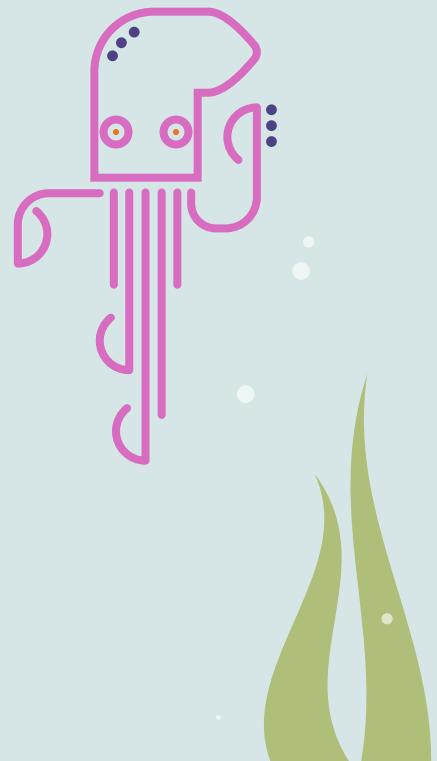
*Pearl of
Wisdom*

PRIVACY AND AD BLOCKING: GOOD NEWS FOR MARKETERS, CAUTION FOR CONSUMERS



2016 was the year the advertising industry was abuzz with concerns about consumers installing ad blockers. Consumers were worried about advertising, privacy, tracking, and the unknown. Marketers were worried they were losing eyes on their content.

So we looked at 1.3 billion app installs by 150 million people to see if these fears from marketers and consumers were validated. Long story short: they weren't. Our research showed that the end result is actually good news for marketers: fewer consumers than expected are ticking the box to opt out of ad tracking, and the trends is only challenging marketers to up their game to map out content that people want to see and interact with.



What to do

In the end, quality advertising delivered to the right customer at the right time will win. When in doubt, follow these best practices:

1. Work with the best publishers and platforms that you can. Putting users before advertisers doesn't seem like the most financially intuitive idea if you're an advertiser, the benefit is that ads that do make it to audiences tend to get more attention. Don't go cheap; no one will hear you.
2. Do the right thing. Educate your end users about what types of data you are collecting and how that data is enhancing the end user experience.



The [Ads, Tracking, and Privacy report](#) is a cut above the rest and you can download it for free.



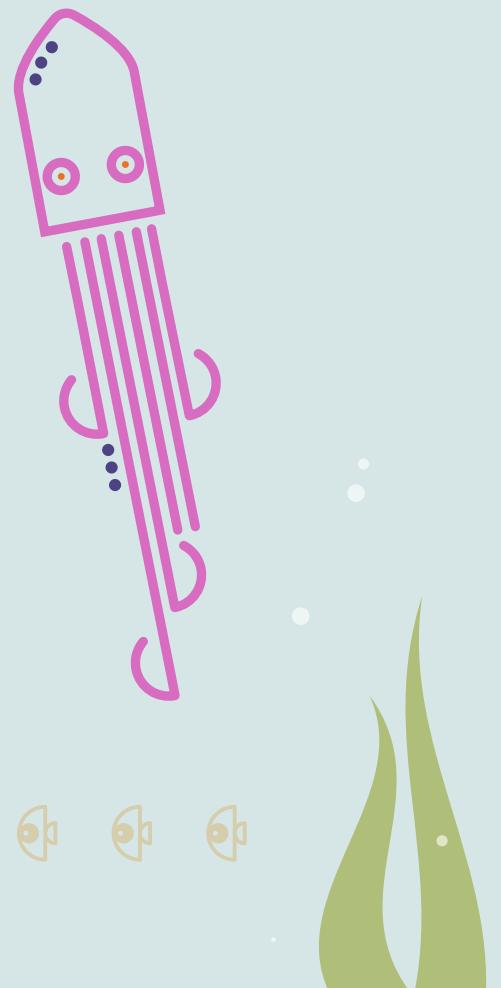


*Pearl of
Wisdom*

**IT'S A MYTH THAT AMERICAN
ADULTS DOWNLOAD ZERO
APPS PER MONTH**



Actually, 75% of American smartphone owners download at least one app per month. Most download more. In 2014, comScore reported that the average number of apps that American smartphone owners download per month was zero. That became an accepted fact. In June 2016, TUNE surveyed 3,000 American smartphone users about their app install behavior. According to that data, the average person installs 2.3 apps each month.



What to do

Stay up to date on the latest research, and be cautious of sensational headlines that suggest the app industry is going anywhere fast.



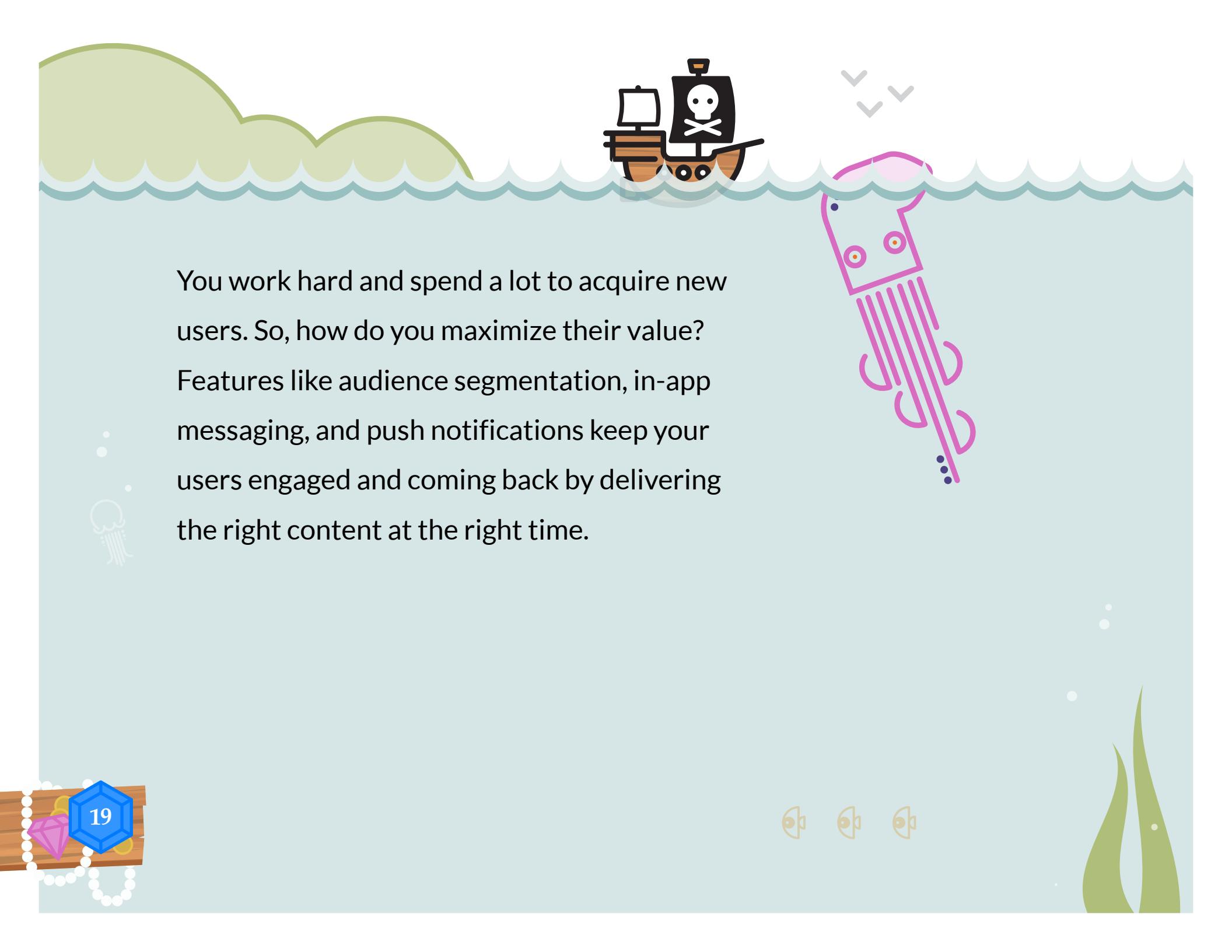
You can find out more about the latest trends and more hidden data treasures in the free report "[How Many Apps Do Americans Actually Download Per Month?](#)"





*Pearl of
Wisdom*

**YOU'VE ACQUIRED USERS, NOW
CREATE A SOLID RETENTION
PLAN TO KEEP THEM**



You work hard and spend a lot to acquire new users. So, how do you maximize their value?

- Features like audience segmentation, in-app messaging, and push notifications keep your users engaged and coming back by delivering the right content at the right time.

What to do

Segmentation: Divide users based on in-app behavior, demographics and/or location so you can deliver a more personalized user experience at the right time. A personalized user experience could consist of unique content, optimized user flows, or relevant push notifications and in-app messaging.

Example: Imagine your app sells customized sports t-shirts, and you want to sell more t-shirts. With segmentation, you could identify users in Seattle who have spent money in your app within the past 90 days and then send them an in-app message offering free three day shipping, 3–5 business days before the next Seahawks game.

Welcome message: Personalize the user's experience.

Example: When your user first opens the app, send a message welcoming them. Follow up by asking them to personalize their app for the best user experience.

Push notifications: Send notifications to users outside of the app.

Example: Imagine you have a gaming app. Send users who have downloaded but haven't opened the app in over a month a push notification promoting free credits, tokens, coins, etc. to get them back into your app and engage with it again the next time they log in.

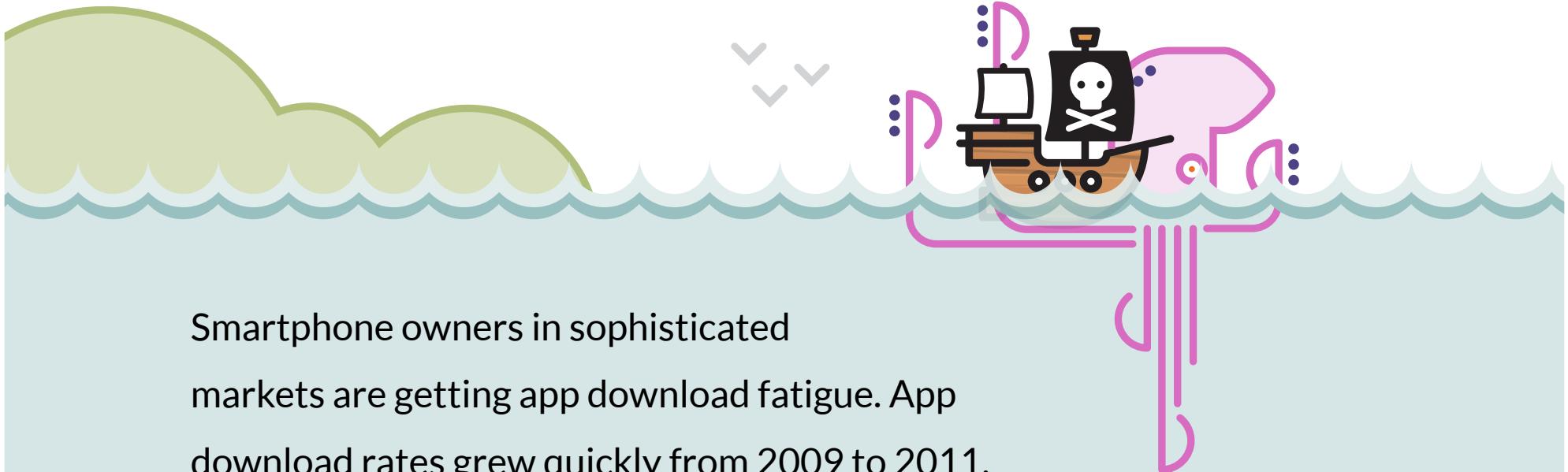


To learn more about the hidden depths of reengaging users, like how to leverage A/B testing and deep links in push notifications to improve user experience, dig into [In-App Marketing](#).

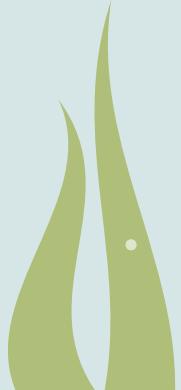


*Pearl of
Wisdom*

**APP DOWNLOAD RATES
ARE STAGNATING**



Smartphone owners in sophisticated markets are getting app download fatigue. App download rates grew quickly from 2009 to 2011, but have plateaued at about 55 apps per user since 2013. The app ecosystem isn't dying, but it is changing and maturing. That means marketers have to earn every download. There's no room for error when determining where your marketing dollars are making a difference.



What to do

App marketers have to decide which type of mobile analytics deliver the most value for their business. They have to then find a solution that matches their need, and dedicate time to drilling into that platform for key performance indicators.



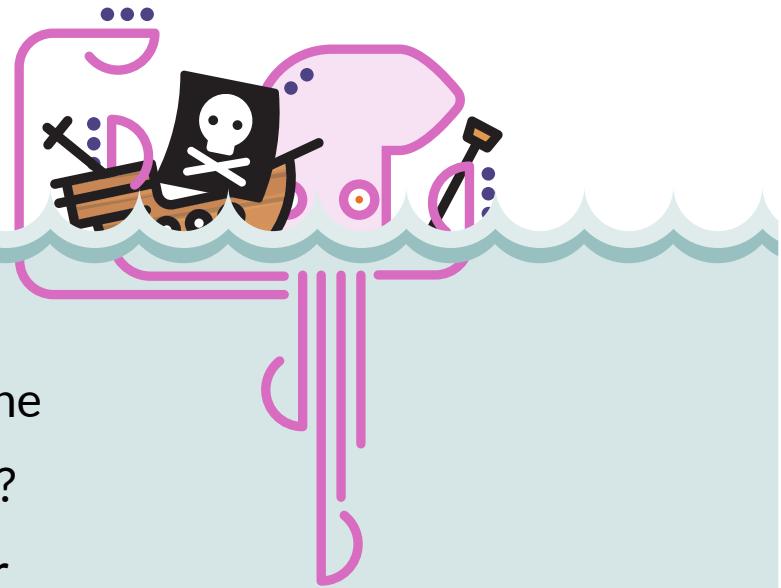
Learn how to discover new users and improve post-download engagement with the [Complete Guide to Enterprise App Marketing](#).





**LEARN ABOUT THE
OTHER SIDE OF THE INDUSTRY:
AD NETWORKS & PUBLISHERS**

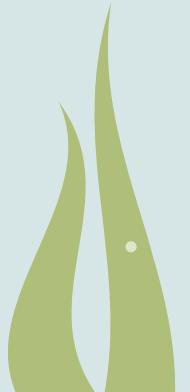




As a marketer, how much do you know about the demand-side of the mobile marketing industry?

Can you explain what ad networks do and their relationship to affiliates?

Ad networks and affiliates are the ones who make sure your ads are seen by potential clients and users.



What to do

Learn the lingo!

Performance/affiliate marketing: Any online marketing strategy where an advertiser pays for a specific action or outcome rather than potential results. The brand only pays when the offer “performs,” such as getting a click.

Ad networks: Provide a wide array of inventory and targeting capabilities to marketers and agencies. They buy, serve, and track ads using a performance software tool to optimize campaigns.

Demand-side platform (DSP): An automated software used by advertisers and ad agencies to buy display, video, mobile, and search ads. The software allows buyers to manage multiple ad and data exchange accounts through the interface.

Having a direct relationship with ad networks that run your campaigns will improve them. If partners have a personal investment in you, you will get more transparency when working together, and in understanding how your campaigns are doing. The ad network will likely be more forthcoming with any issues or successes that arise because you invested in a good relationship.



Cash in for the [8 Habits of Highly Successful Ad Networks](#) to understand how they run their operations.

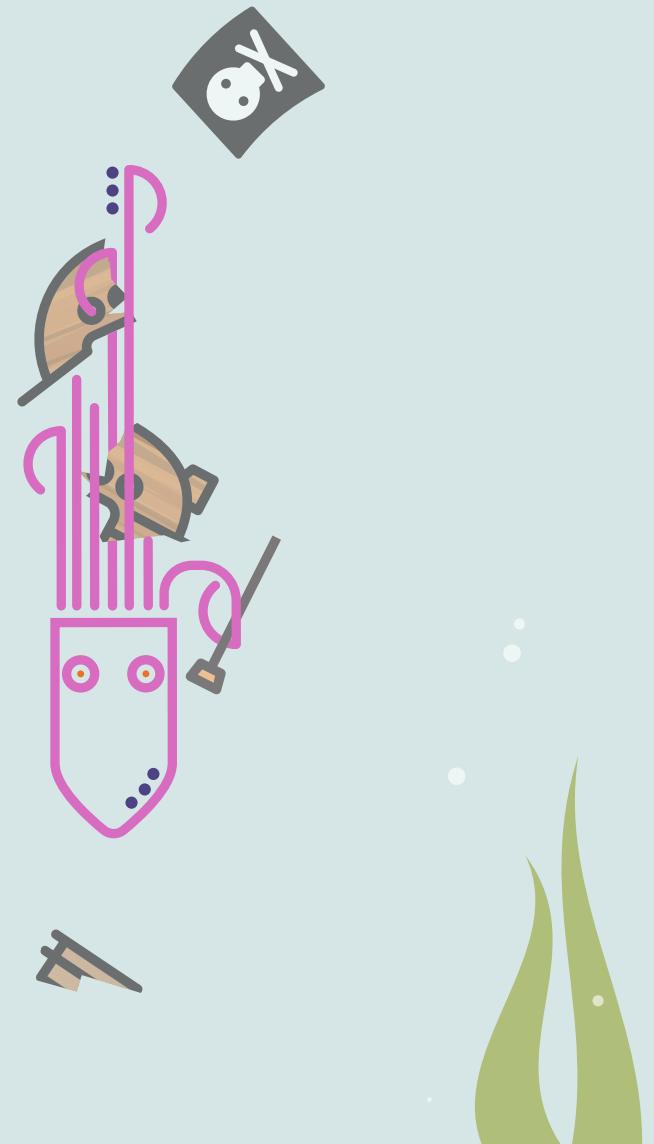




*Pearl of
Wisdom*

WIN MOBILE MOMENTS

Mobile moment: A term coined by Forrester Research that refers to a point in time when someone pulls out a mobile device to get what they want immediately. Mobile moments are the next battleground to win, serve, and retain customers, according to a [new report from Forrester Research](#). Companies have to evolve quickly to adapt to the ever-changing demands and expectations of the consumer.



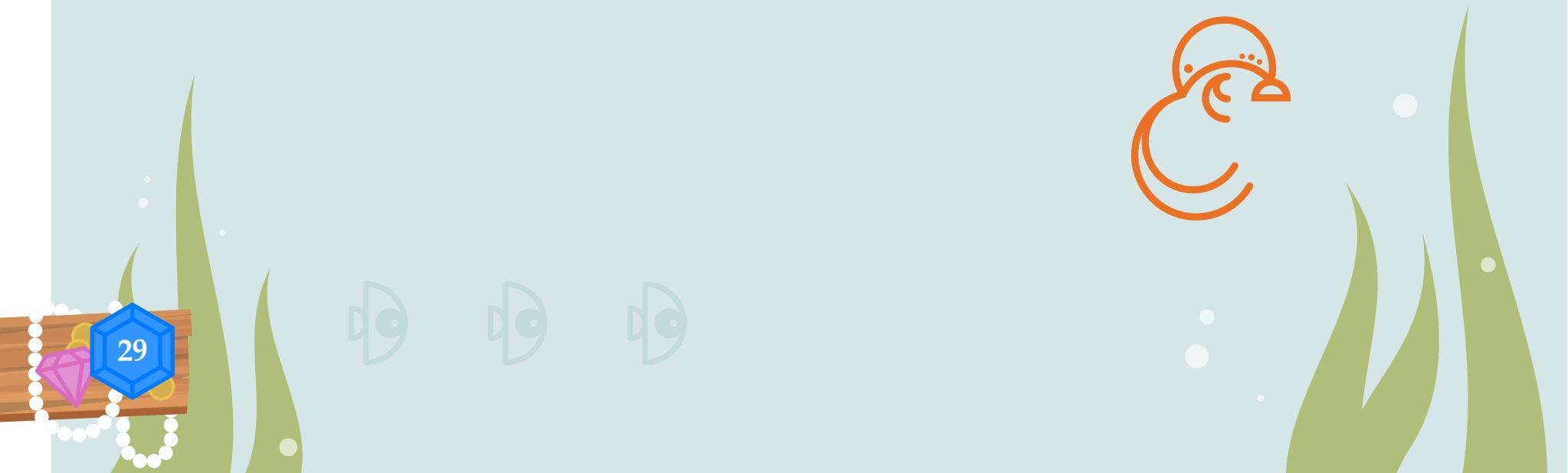
What this means

Mobile moments are pivotal for marketers because they show how the industry is shifting.

"This is more than just a shift in time spent; it's actually a fundamental shift in how (consumers) engage and what their expectations are," Forrester Analyst Jennifer Wise said in her [Postback conference keynote](#). "It's the expectation that I can get what I want in my immediate context and moments of need."



We came up with [four ways to seize mobile moments](#). You can also [download the Forrester report](#) for free, courtesy of TUNE.



You've collected all the pearls! Now turn your treasures into triumph

Congrats, you now have a pile of mobile marketing gems. But the adventure isn't over yet – it's ultimately up to you to take these learnings and apply them to reap the riches.

Mobile marketing has many more facets you can dive into, and remember; it's still just marketing with some shiny new toys. Practicing these techniques, with constant testing and optimizing, will yield results.



To steer toward an even deeper understanding of mobile marketing, check out "[Deconstructing the Mobile Marketing Funnel!](#)"



TUNE

TUNE is on a mission to make mobile marketing better for everyone. The TUNE Marketing Console empowers marketers to measure their mobile marketing campaigns, gather insight, and engage their users through one, integrated solution. Accuracy, transparency, and efficiency are critical in marketing which is why the TUNE also integrates with and builds technologies (like HasOffers) that power marketers' agencies, ad networks, and other partners. As the most adopted measurement and attribution platform for the top 100 grossing apps across iOS and Android, TUNE is trusted by brands like Expedia, Sephora, Starbucks, and Amazon, ad platforms like Doubleclick, and AOL, and martech like Google Analytics, Adobe Marketing Cloud, BlueKai and many more. Headquartered in Seattle, Washington, with over 325 employees in eight offices worldwide, TUNE's solutions are globally recognized as the most innovative, reliable, and best supported in mobile marketing.

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