

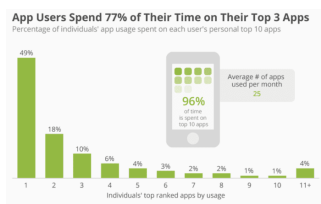


Goals of Mobile Marketing:

Mobile marketing objectives are goals that advertisers seeking to achieve with mobile marketing campaigns, such as building **brand awareness, changing brand image, increasing sales, establishing brand loyalty, building customer database, or motivating mobile viral marketing.**

KPIs of Mobile Marketing

Mobile app KPIs (key performance indicators)



measure a mobile app's **success over time**, **starting from its development**, , and on to the **revenue generated from the final product.**