

STATE
OF
**APP
PERFORMANCE
MARKETING**
SURVEY 2017

—
Survey Polled to 103+ App Marketers
Europe Results



APP MARKETER

1. CHARACTERISTICS

Mobile app development is a still relatively young and growing industry with only 50% of developers having 5+ years experience

App marketers are subject matter experts in their field. 93% rate their knowledge of the field as strong or expert level

66% of them allocate less than \$25K a month on marketing

3 TOP MARKETING CHALLENGES APP MARKETERS FACE

App Discoverability

58%

User Retention & Engagement

51%

Rising cost of user acquisition

45%

3 BIG ADVERTISING CONCERNS FOR APP MARKETERS

Attribution



49%

Ad fraud



40%

Ad blocking



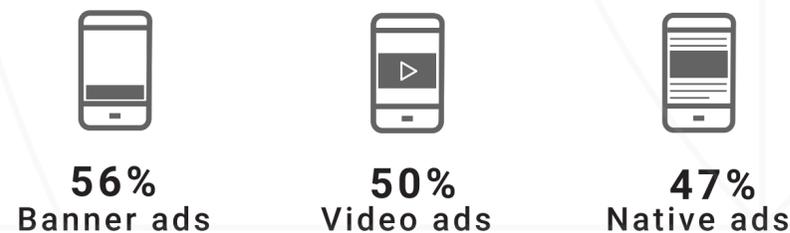
30%

ADVERTISING AND IN-APP PURCHASING ARE THE MOST COMMON REVENUE STREAMS

2. USER ACQUISITION TRENDS

- 56% of app marketers allocate less than \$50K a month towards user acquisition campaigns.
- CPI is still used by more than half of marketers as the preferred pricing model.

COMMONLY USED AD FORMATS FOR USER ACQUISITION



APP MARKETERS BET BIG ON MOBILE VIDEO ADS

76%
Consider video ads very effective in acquiring users

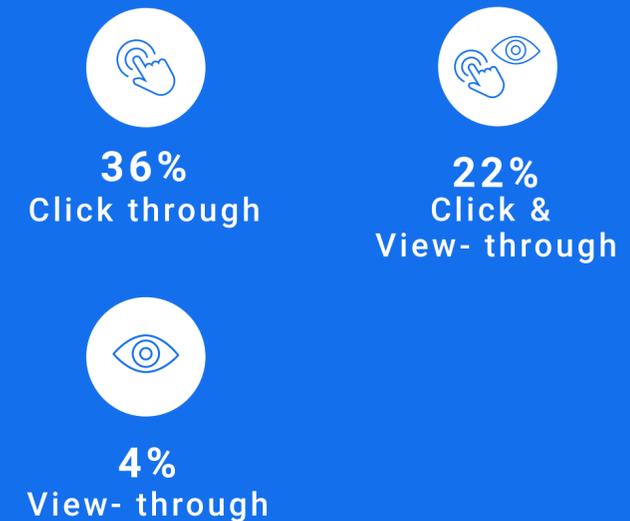
43%
Plan to spend more on mobile video advertising over the next 12 months

Quality Users, Targeting and Cost are the top three factors developers consider when evaluating an ad network for running UA campaigns.

3. IN-APP REMARKETING TRENDS

- » Remarketing is gaining traction: 24% are conducting remarketing today; 38% plan to invest in remarketing in the next 12 months
- » High costs, complexity and bad user experience are key factors preventing app marketers from spending more on in-app remarketing
- » Top Performance Metrics: ARPU, ROAS, LTV and CPA are the key metrics used to measure the success of in-app remarketing campaigns

PREFERRED ATTRIBUTION MODELS:



6 out of 10 app marketers consider in-app remarketing a successful tactic in achieving their objectives/goals

MEASUREMENTS & ATTRIBUTION

4.

App marketers use a wide range of data-driven tools to achieve the best possible performance and optimization



TUNE, Kochava, Adjust and AppsFlyer are the most commonly used attribution partners



Measurement Matters More Than Ever: 74% of marketers find attribution important to measuring app marketing success



5. MOBILE AD FRAUD

- » **84%** of marketers have some understanding of how ad fraud is perpetrated
- » **74%** of app marketers think mobile ad fraud is a serious problem and that ad networks must do more to address it.
- » **38%** of marketers polled believe 10% or less is an acceptable limit for ad fraud

COMMON AD FRAUD PRACTICES ENCOUNTERED BY APP MARKETERS

Invalid traffic by bots and scripts



51%

Click cramming



13%

Unauthorized re-brokering



10%

Partnering with trusted ad networks (62%), Direct publisher partnerships (31%) & Transparency & Reporting (30%) are the measures that app marketers are currently using to minimize the impact of ad fraud.

THANK YOU

To access the complete report click here : <http://inmobi.com/insights/whitepapers/>