APP MARKETER
1. CHARACTERISTICS

- Mobile app industry is relatively young and growing with only 1 out of 3 developers having 5+ years experience.
- App marketers are subject matter experts in their field. 82% rate their knowledge of the field as strong or expert level.
- 67% of them allocate less than $25K a month on marketing.

3 TOP MARKETING CHALLENGES APP MARKETERS FACE

- User Retention & Engagement
  55%

- App Discoverability
  50%

- App installs not translating into LTV
  48%

3 BIG ADVERTISING CONCERNS FOR APP MARKETERS

- Attribution
  48%

- Ad fraud
  41%

- Ad blocking
  36%

APP INSTALLS NOT TRANSLATING INTO LTV 48%

1. APP MARKETERS FACE

USER RETENTION & ENGAGEMENT 55%

APP DISCOVERABILITY 50%

APP INSTALLS NOT TRANSLATING INTO LTV 48%

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

USER ACQUISITION

2. TRENDS

More than half of app developers 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

- 56% Banner ads
- 48% Native ads
- 44% Video ads

APP MARKETERS BET BIG ON MOBILE VIDEO ADS

- 73% Consider video ads very effective in acquiring users.
- 47% Plan to spend more on mobile video advertising over the next 12 months.

Quality Users, Transparency and Account Management are the top three factors marketers consider when evaluating an ad network for running UA campaigns.

3. **IN-APP REMARKETING TRENDS**

- Remarketing is gaining traction: 32% are conducting remarketing today; 39% plan to invest in remarketing in the next 12 months.

- High costs, attribution measurement challenges & overall complexity 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.

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

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

**Measurement Matters More Than Ever:** 79% of marketers find attribution important to measuring app marketing success.

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

5. MOBILE AD FRAUD

- 85% of marketers have some understanding of how ad fraud is perpetrated.
- 70% 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: 46%
- Click cramming: 16%
- Unauthorized re-brokering: 12%

Partnering with trusted ad networks (60%), Transparency and reporting (32%) & Direct publisher partnerships (29%) are the measures that app marketers are currently using to minimize the impact of ad fraud.

THANK YOU

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