

Head in the Digital Sand:

**How the Obama
Administration's NTIA-led
Multistakeholder Effort
Doesn't Deliver its Promised
Privacy Bill of Rights**

Jeff Chester

Center for Digital Democracy

August 2013

Player Segmentation & Targeting



Minnows

- Convert in early game
- Generate 2+ IAP transactions
- Age in game 3 months



Dolphins

- Upgrade to Dolphins in Mid game
- Generate 8+ IAP transactions
- Spend 13x that of Minnows
- Age 4-6 months



Whales

- Upgrade to Whales mid/late game
- Generate 16+ IAP transactions
- Spend 43x that of Minnows
- Age 5+ months

Playfirst

Minnows

Player Segmentation & Targeting

MONETIZATION

Picking the Path to App Profitability



by The Application Developers Alliance Business & Revenue Working Group

The Application Developers Alliance Business & Revenue Working Group
Monetization White Paper

Page 1

Attribution Control

Real-time Reconciliation.

Kochava reconciles user installs against any associated click in our system in real-time. No more waiting for reports at the end of the week to optimize campaigns. You see the information as soon as it comes in.



Progressive Reconciliation.

After an initial real-time reconciliation, Kochava provides our unique Progressively Reconciliation algorithms against multiple variants of device identifiers for anything unmatched. We find the needle in the haystack so you know what you're buying and how your buying your media.



Optional Device Fingerprinting.

When no device identifiers are provided by a publisher or network, Kochava automatically engages its fingerprinting system so we can track even the untrackable.

By using a variety of algorithms which incorporate geo-location, carrier information as well as device information, we can match clicks to installs with an ~85% accuracy rate. We always recommend comparing with device identifiers but when they're not available, we can still help!



No Cookies or Safari Swap

The Kochava solution does not use cookies or the browser swap approach that many attribution technology platforms use.

This sets us apart in providing both attribution and user experience and avoids concerns about Apple application approval.



Device Identifier Agnostic

Kochava looks at all device identifiers as equal. We have built our system from the ground up knowing that different publishers use different identifiers and we match those in a way that helps support you, the advertiser.

This give you the most reach, the deepest level of integration support, and keeps you in the business of building and promoting apps, not dealing with data management across media sources. We support UDID (pre iOS6), IDFA, IDFV, ODIN, OpenUDID, SecureUDID, and MAC for iOS. We also support IMEI and Android ID for Android. Finally, we support variants of encryption hashes for each of these including SHA1 and MD5.

IDFA
ODIN
OpenUDID
MAC for iOS
UDID (pre-iOS 6)
SecureUDID
Android ID
In...

Kachava
Attribution Control

SOLUTION #1

BEHAVIORAL TARGETING

Rethink user acquisition. Not all users are created equal. Some are more profitable for your app than others.

At the end of the day, marketers are discovering that, when it comes to paid acquisition, it's best to bite the bullet and acquire "high value" users.

In order to sustainably grow your business and gain positive returns, you need high ARPU users, increased engagement, and retention – basically, you need to take a more targeted approach to find the best users for your app.



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Behavioral Targeting

With that in mind, you'll need to introduce Behavioral Targeting as part of your marketing strategy. What's Behavioral Targeting? To put it simply, sophisticated mobile advertising companies leverage 1st party data to analyze billions of behavioral in-app actions to find you an audience of users most suited for your app.



Types of Behavioral Targeting include *Audience Targeting* and *Custom Lookalike Models* (also known as *Lookalike Targeting*).

Audience Targeting

Audience Targeting allows you to show ads to a pre-defined segment of targetable users. For instance, marketers or brands may want to advertise to mobile users who enjoy international travel or males between age 18-25 who like playing action games. With Audience Targeting, mobile advertising companies can create an audience of relevant users based on targeting parameters such as demographics, income, geo, interests, and more.

The Social Experiences

Social Discovery



“VIRTUAL SOCIAL GRAPH”

- Meeting new friends
- Social entertainment product – AIRG®

Social Messaging



“REAL-SOCIAL GRAPH”

- Cross platform IM product – HOOKT®
- Phonebook-driven rich messaging client

Social Gaming



“THE CONVERGENCE OF REAL AND VIRTUAL SOCIAL GRAPHS”

- Social gaming platform – AIRGAMES®
- Offering a variety of social games – discovery and entertainment.



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MdotM Universal Tracking



ODIN
IMEI Android ID UDID
Pixel Piping Android Referrers Open UDID

MdotM

MdotM Universal Tracking

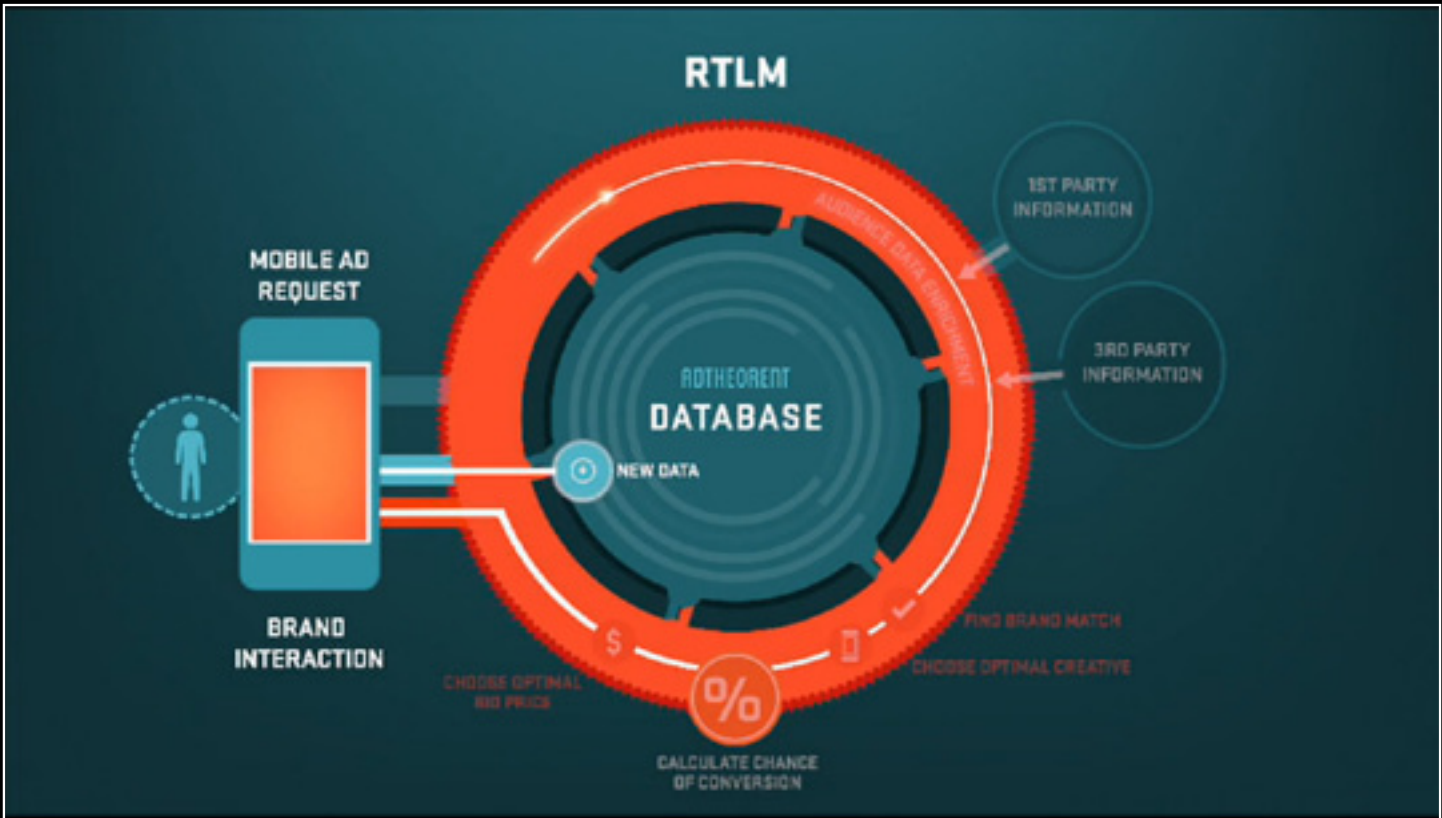
<http://mdotm.com/advertisers/sdk/>



AdTheorent

Does This Device Have the App?

<http://www.adtheorent.com/apptivation>



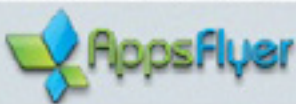
AdTheorent

<http://vimeo.com/68389194#>

Visual at 2:26 (video)



AppsFlyer's Integrated Partners (200+)



NativeTrack™ Track All Sources With One Universal SDK!

Oren Kaniel

Slide 5

<http://www.slideshare.net/orenkaniel/appsflyer-mobile-app-tracking-15713108?ref=http://www.appsflyer.com/developers/>



The Dashboard

Everything you need to know about your apps promotional campaigns

- ✓ Clicks
- ✓ Organic installs
- ✓ Paid (non-organic) installs
- ✓ Any media source
- ✓ Creative
- ✓ User funnel
- ✓ Loyal users identification
- ✓ Viral effect
- ✓ Burst campaign insights
- ✓ Conversion rates
- ✓ In-app events & sales
- ✓ ROI per media source
- ✓ CSV export
- ✓ Complete set of API's
- ✓ Ad-agencies access **NEW**

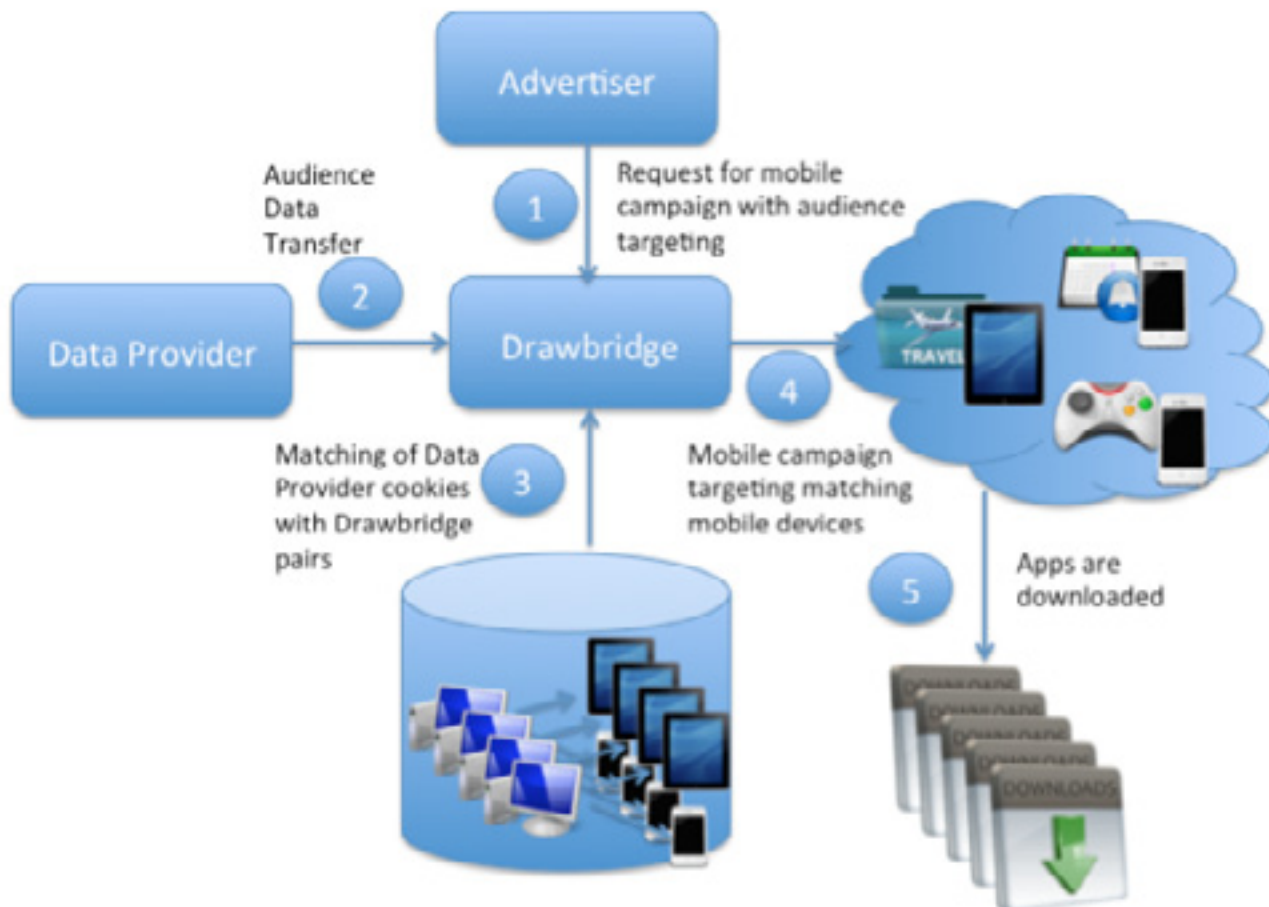


Oren Kaniel

Slide 7

<http://www.slideshare.net/orenkaniel/appsflyer-mobile-app-tracking-15713108?ref=http://www.appsflyer.com/developers/>

A typical workflow

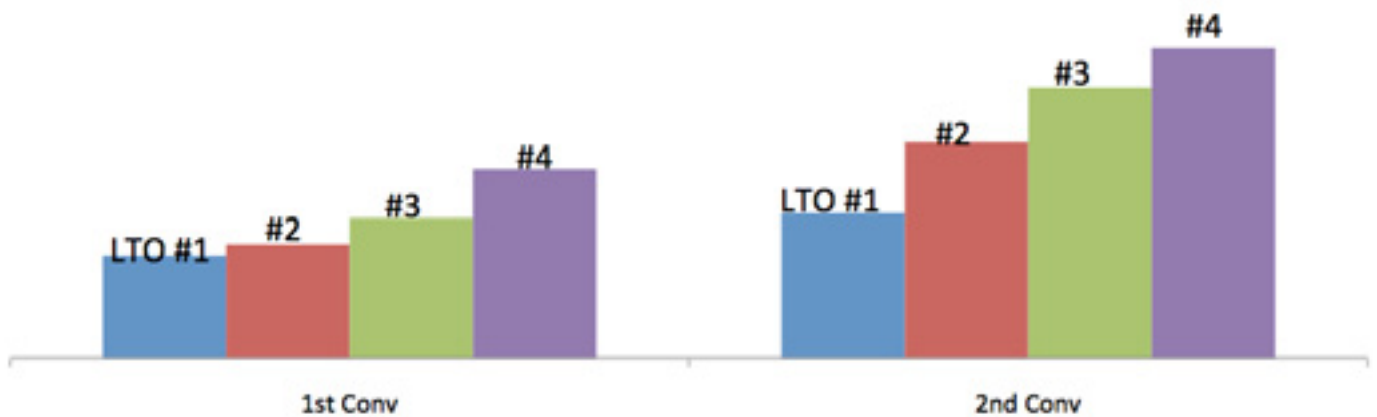
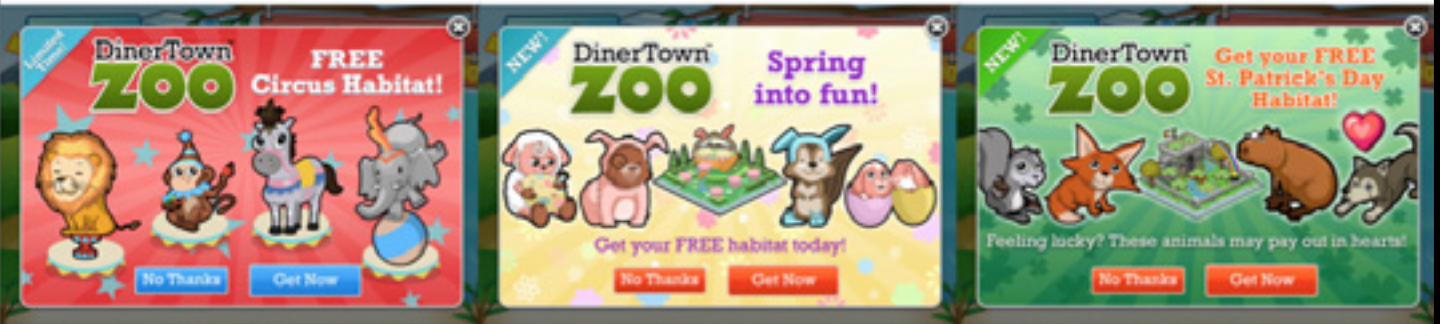


Drawbridge

<http://doc.drawbrid.ge/#65,66,74->

Targeted Promotions based on Player Behavior

Tailor Promotions to Segments and Player Stage to Maximize Impact and conversion.



Playfirst Tailored Promo

To use this tool

JOIN THE ALLIANCE

Already an Alliance member?

LOG IN

Ad Network: Ad networks provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers.

ADD A LISTING

Need to correct a listing? [Email us.](#)

Start with a few options:

(select as few or as many as you like)

OPERATING SYSTEM

TYPE

FORMAT

PRICING MODEL

CHOOSE OPTIONS

CHOOSE OPTIONS

CHOOSE OPTIONS

CHOOSE OPTIONS

Apply optional real-time filters for specific needs:

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> APIs | <input type="checkbox"/> Behavioral Tracking | <input type="checkbox"/> Data Analytics | <input type="checkbox"/> Games |
| <input type="checkbox"/> Geolocation Targeting | <input type="checkbox"/> In-App Purchasing | <input type="checkbox"/> Open Source | <input type="checkbox"/> Personalization |
| <input type="checkbox"/> Real Time Bidding | <input type="checkbox"/> SDKs | <input type="checkbox"/> United States Only | <input type="checkbox"/> Virtual Currency/Rewards |

VIEWING 79 RESULTS



AdMob
Ad Network
Mediation



Alliance Member

<http://www.google.com/ads/admob>

PLATFORM:



AD CHANNELS:

Direct Exchange DSP
Rewarded

AD FORMATS:

Banner Custom
In-line Interstitial Display
Push-Message

OPTIONS:

- | | |
|---|--|
| <input type="checkbox"/> APIs | <input type="checkbox"/> Behavioral Tracking |
| <input checked="" type="checkbox"/> Data Analytics | <input checked="" type="checkbox"/> Games |
| <input checked="" type="checkbox"/> Geolocation Targeting | <input type="checkbox"/> In-App Purchasing |

app&tool

<http://devsbuild.it/monetize>

Facebook Mobile App Install Ads Best Practices



1 Always Be Testing

The Facebook (FB) ads system automatically optimizes delivery across ads inside a given campaign. Test 3-5 different banner creative and text options to see what message works best for your audience(s). Banner size is 600x360px and character count for text is 130 characters. Custom creative ads will only show to users who have iOS 6 and FB app versions 5.3+. Android targeted ads will show to all Android users.



We recommend that you test your ads in one of two ways:

- In order to quickly assess what creatives perform better, leverage Power Editor's automatic optimization by having multiple ads within a campaign while targeting the same audience for each ad.
- Alternatively, place different creatives in separate campaigns while targeting the same audience, and maintaining equal timing and pricing for each campaign. This will give you a much better sense of the impact of a particular creative.

Last, but not least, refresh your creatives at least every two weeks.

Ampush

Facebook Mobile App Infographic
Section 1



Ads Can Match Game Play



Matt Spiegel

Marketing on the Move: The Interaction of Mobile and Gaming

Page 7

Predictive Personalization for Games and Apps



Your users are not clones, right? So why serve them the same 'one-size-fits-all' experience?

Just let the Bees and Pollen platform automatically predict in real-time which 'best-fit' page option to serve each user, and sit back as you watch your Key Performance Indicators (KPIs) soar!

[Read More](#)

Bees and Pollen

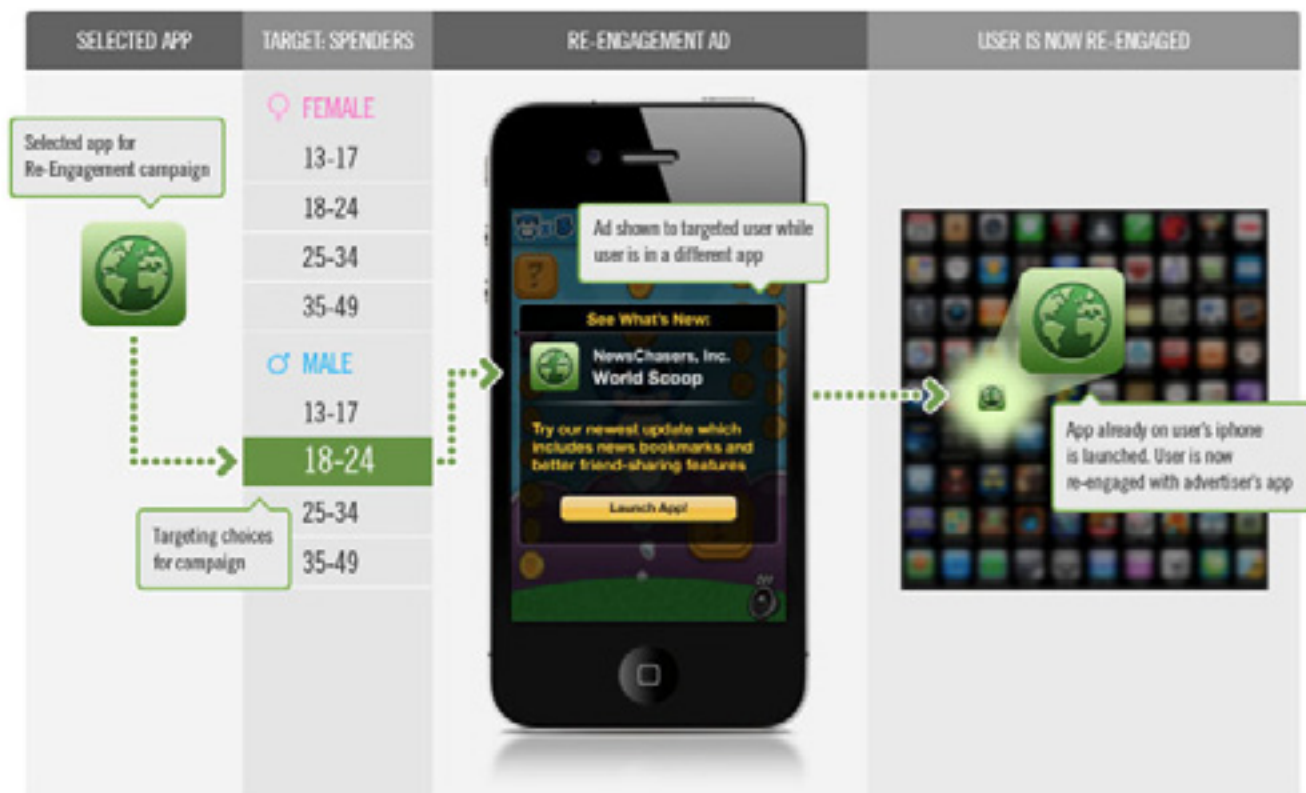
Predictive Personalization for Games and Apps

<http://www.beesandpollen.com/>

POST-DOWNLOAD ENGAGEMENT

The real work begins after consumers download your app, the average consumer downloads more than 85 apps and the average app loses nearly 90% of all its users within 3 months.

AppCircle Re-Engagement is a one-of-a-kind service from Flurry that empowers advertisers to increase user engagement after the download. Flurry keeps your new users more active and brings back your lapsed users with impressive results. In tests, re-engaged consumers used their apps up to 7 times more and made up to 2.6 times more purchases. Pair Re-Engagement with every acquisition campaign to make the most of every new user you acquire.



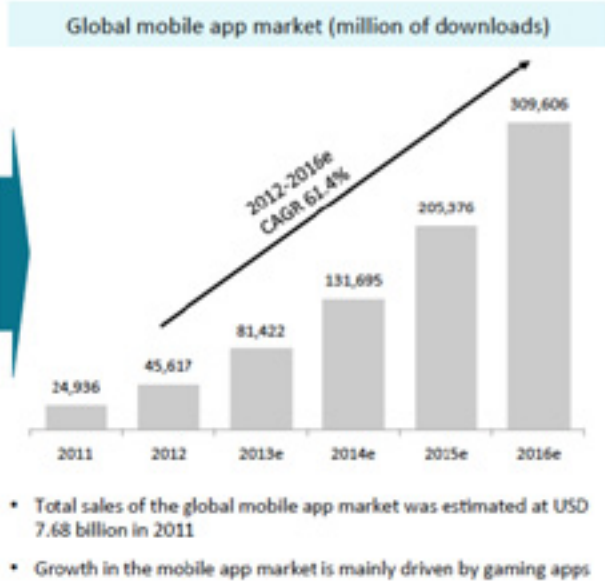
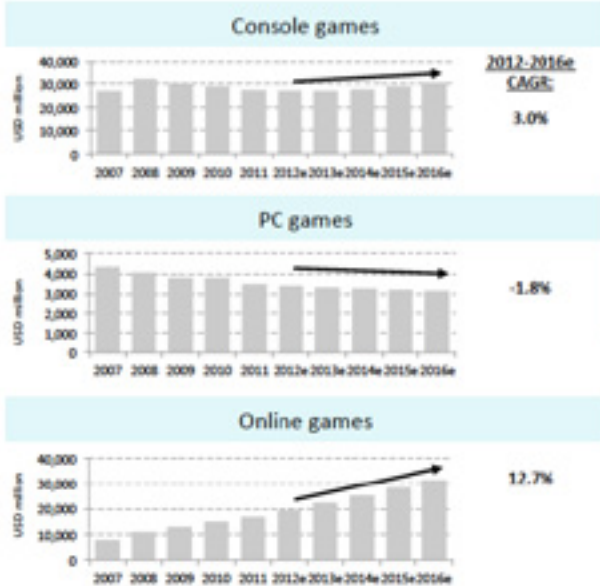
Bees and Pollen

Predictive Personalization for Games and Apps

<http://www.beesandpollen.com/>



App gaming is out-growing all other game platforms



100% of revenue from app gaming

Sources: Carnegie, Gartner (September 2012), and PWC - Global entertainment and media outlook: 2012-2016

Behavior by Device Differs

Smartphones are mission-critical devices for “life,” with nearly 70% of smartphone users saying they “won’t leave home without it.”



Tablets are a media consumption hub, with nearly 70% of tablet users reporting that their tablet is an “entertainment device.”

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Source: Mobile's Role in a Consumer's Media Day: Smartphones and Tablets Enable Seamless Digital Lives – ABI Research & IAB Mobile Center
Link: http://www.iab.net/guidelines/508676/mobile_guidance/mobileusage

iab.

IAB

“Mobile Ad Ops--Myth Busters”
12 November 2012

Mobile Rich Media on the Rise



mojiva



Click initiates
animation

Click takes user
to page where
tix may be
purchased

IAB Mobile Marketing Center of Excellence



CREATIVE:

- Mobile Rising Stars
- Smartphone & Tablet Creative Showcases



MEASUREMENT:

- In-App Ad Measurement Guidelines
- Mobile Metrics Definitions



OPERATIONS:

- MRAID 2.0
- Reducing Discrepancies
- VAST/VPAID for Mobile
- Creative Guidelines



PUBLIC POLICY/ REGULATION:

- Self-Regulatory Program
- Lobbying DC Fly-In Event



EDUCATION AND EVANGELIZATION

- Mobile Cross-Media Ad Effectiveness Research
- Consumer Mobile Media Usage Study
- Mobile and Major Events (Super Bowl, Olympics, Elections)

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IAB | Mobile Marketing Center of Excellence



IAB

“Mobile Ad Ops--Myth Busters”

12 November 2012

Overview

Mobile App Analytics

Mobile Site Traffic

Mobile App Analytics

We've re-imagined app analytics from the ground up, speaking the language that matters to you. Use these insights to create more successful Android and iOS apps and experiences by measuring metrics at all stages: acquisition, engagement and outcomes like in-app purchases. This platform features the same rich functionality you've come to expect from Google Analytics, including real-time analytics, rich segmentation, over 200+ dimensions, and the ability to track your own custom dimensions and metrics.



[Acquisition and User Analysis Reports](#) - discover your best sources of new users

Google App Analytics Visual



iPad standard banner



iPad companion audio banner



Pandora Mobile Close Up:

Since the launch of Pandora's iPhone app, mobile traffic to Pandora has exploded. Mobile use today now accounts for more than 50% of all Pandora usage (internal stats). Pandora is one of the top three most downloaded apps from the Apple app store and consistently ranks in the top five most used apps in the BlackBerry and Android stores according to a study released from Nielsen in June 2010 (Chart 5).

Pandora usage among apps is also unique. In contrast to the majority of apps that are used one to two and half times and then abandoned, the Pandora app is used on average 11 times per month. Mobile users are also distinct from online users. There is only a 10% overlap of people using both online and mobile.

Pandora mobile usage is viral in the most positive sense of the term: 98% of mobile users have recommended it and the average mobile Pandora user recommends it to 11 people. Eighty-one percent are extremely or very satisfied according to a user survey conducted in August of 2009. There is also a distinct shift in musical preferences from online to mobile users: mobile users are more likely to prefer Rap and R&B music genres (Chart 6).

Chart 5

Nielsen Mobile reports that Pandora is among the most popular apps on all smartphone platforms

Pandora one of the top 5 apps across platforms.



Pandora Mobile Close Up

PlayRM Behavioral Push

Sign Up For Free!

Send Push Notifications To Players Based On Actual Play Behavior

1. PLAYRM IDENTIFIES SEGMENTS



2. SET CAMPAIGN LIFECYCLE



3. SEND + MEASURE



Playnomics

<http://www.playnomics.com/behavioral-push/>

PlayRMRevenue

Sign Up For Free!


Protect Your VIPs And Monetize Your Low Value Players





Playnomics

<http://www.playnomics.com/behavioral-push/>


OVERVIEW

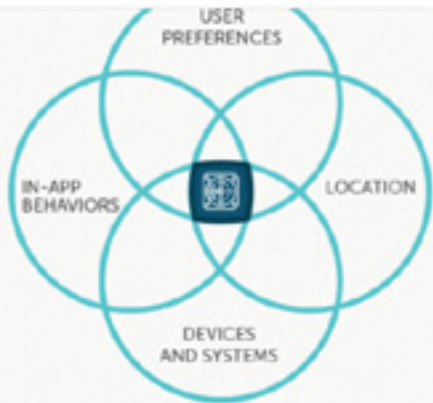

AUDIENCE TARGETING


LOCATION TARGETING


LOCATION HISTORY


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Build detailed user profiles that combine in-app behavior, user preferences, location history and device information to enable highly targeted mobile engagement.



App Behaviors

Keep track of what each user has bought, played and downloaded. Know if they've opened the app recently and use these insights for audience segmentation.

User Preferences

Users set their own preferences in your app, defining when, how often and with what content you may contact them. This personalization makes your app more relevant and stickier.

Location

Location matters when you send users a message. Segment on both their current place and their location history—location is a profile that drives relevance.

Devices and Systems

Send the right messages to the right devices across Apple iOS, Android, Windows and more.

Urban Airship
<http://urbanairship.com/products/audience-segmentation>



1.

Drive paid, social, and organic users to your app

2.

See your most profitable user acquisition campaigns and ad partners

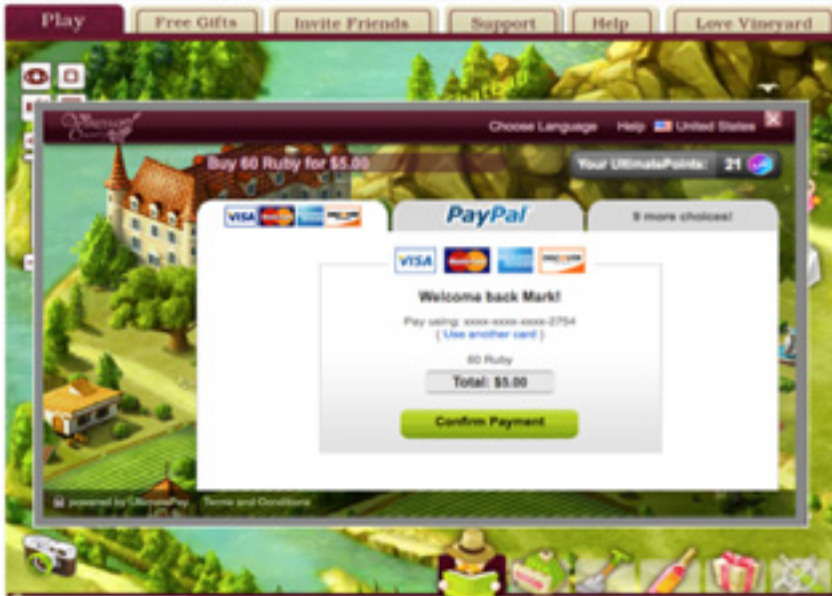
3.

Make more money by targeting only the best channels

Tapstream

<https://tapstream.com/>

UltimatePay™ In-App Lightbox



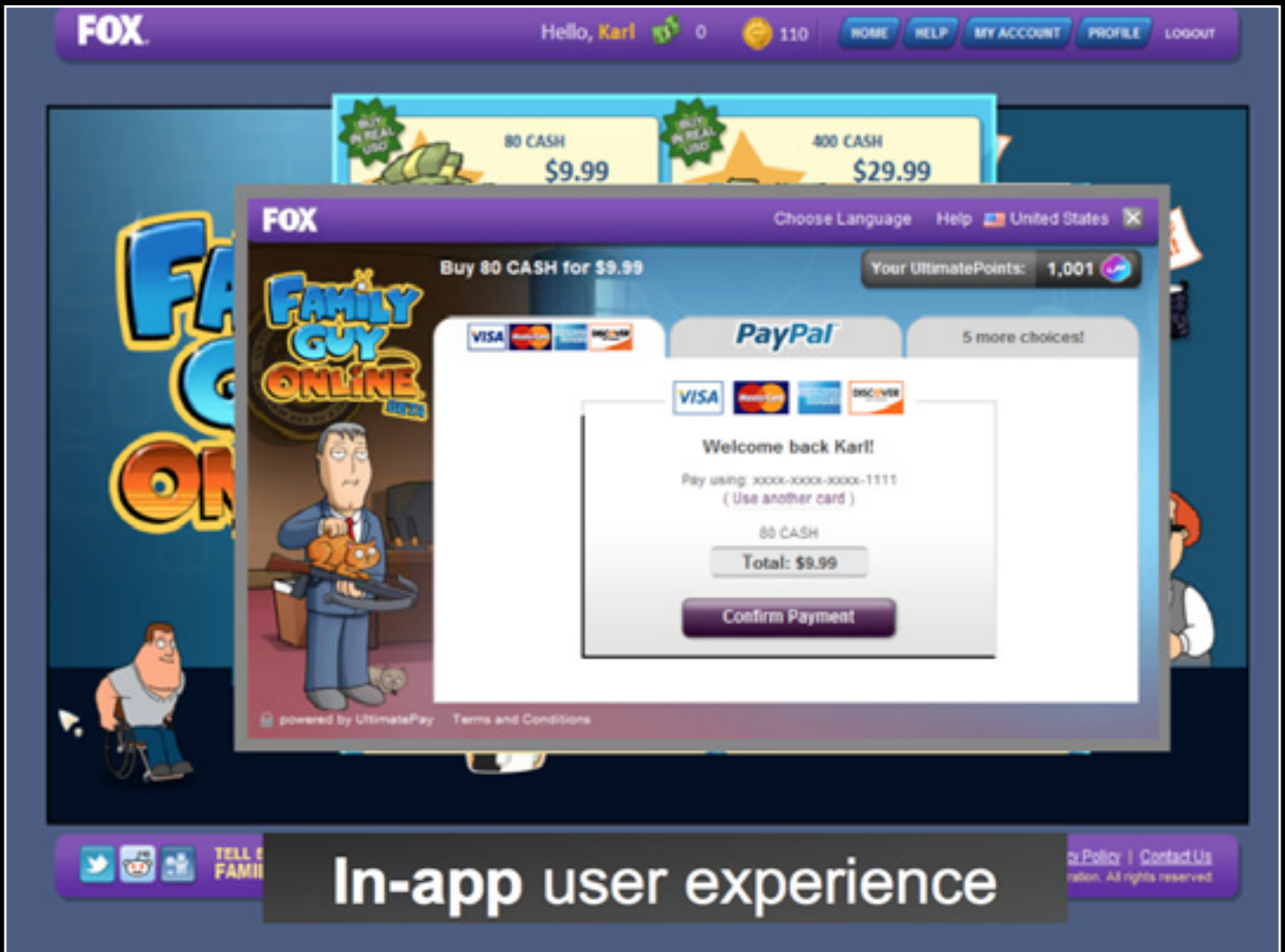
- In-App Single Click Checkout
- 100+ Funding Methods
- Multiple Geographies and Currencies
- Multiple Languages
- Currency Conversion
- Virtual Currencies

Frictionless Payments



Playspan

<http://www.playspan.com/>



Playspan

<http://www.playspan.com/>