Localytics

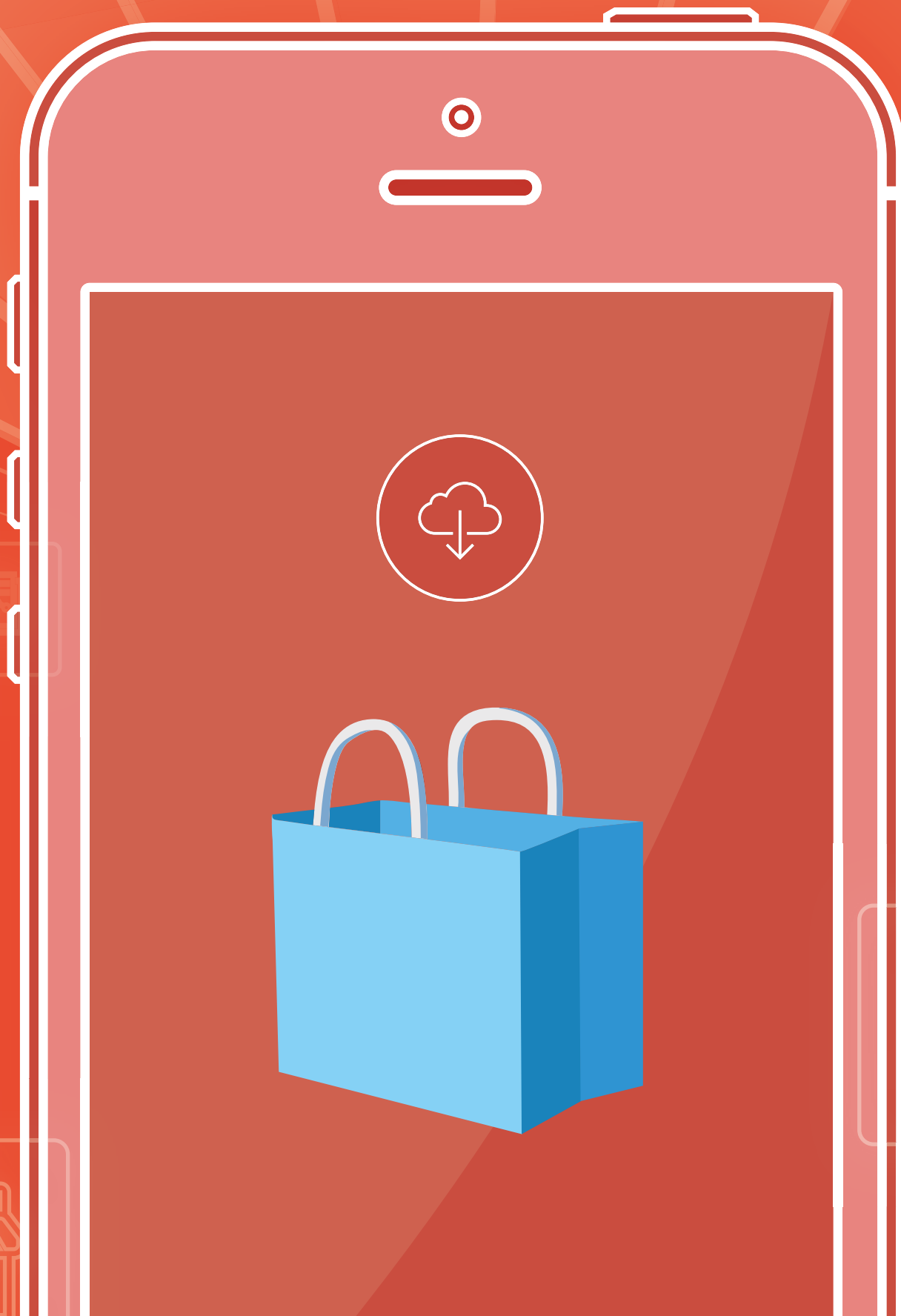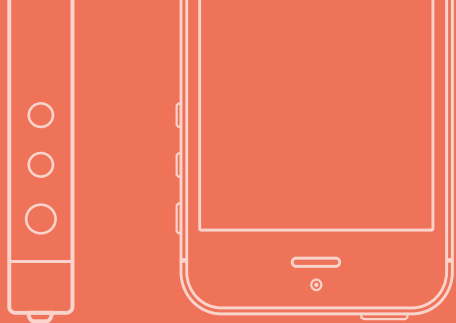# A **BUYER'S** GUIDE TO CHOOSING A **MOBILE** MARKETING PLATFORM

# A Buyer's Guide to Choosing a Mobile Marketing Platform

Today, mobile users are demanding more from their app experiences, and the priority is clear: engagement is the key to user retention. But as prolific as mobile apps have become, many marketers feel they don't have the insights to optimize their in-app experience to prompt purchases and other conversions.

What marketers need is the right app marketing platform; a tool that allows you to fully understand, improve and benefit from your brand's mobile presence, and maximize the lifetime value of users.

Finding the right marketing platform requires research, especially when app capabilities are still being explored, but there are definite needs marketers should address. In this guide, we outline what mobile marketing means today, the growing monetization trends to keep an eye on, and the "must-haves" to look out for in choosing a mobile marketing vendor (plus, we've included a bonus checklist for you to have on-hand as you research potential solutions!).

Localytics

Localytics

1 The New Definition of Mobile Marketing
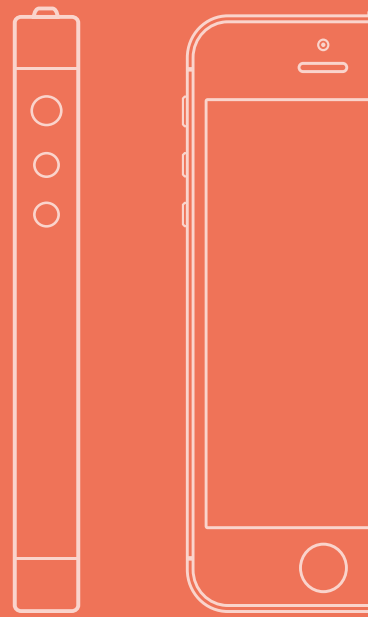
App revenue is growing, proving that investing in how your consumers actually use mobile is a lucrative opportunity. Still, one of the biggest mistakes brands make in rolling out their app is assuming that the best way to monetize is to launch as a pay-to-download app.

When it comes to the future of mobile revenue, it's clear that the fastest growing segments are those fueled by app marketing. This doesn't refer to a marketing strategy that drives users to download an app, but rather, the marketing campaigns you run to engage, retain, and convert current app users.

This concept of app marketing is still new. With monetization models changing so quickly, in-app time increasing each year, and user expectations evolving, marketers are now realizing the need for ongoing, proactive marketing. Users who wait and interact with an app multiple times before making their first in-app purchase make 25% more in-app purchases over their lifetime as a customer, making it clear that user engagement and targeted marketing campaigns are the clear drivers of mobile revenue.

Localytics

Mobile app marketing is the best way to ensure your app is engaging and profitable. But, mobile marketing is only successful when measured correctly and those insights used to improve over time. Using analytics to support your efforts is how you can turn your app into a source of revenue, and to provide the best experience possible for your users. Finding a solution that combines marketing and analytics is where all marketers should start in evaluating best-in-class platforms.

Localytics

# 2 Utilizing the App Marketing Funnel

With new marketing opportunities come new funnels. Getting users to invest in your app experience takes an investment on your end, and ongoing success is dependent on retaining and improving the experience over time. The new app marketing funnel is built around:

ACQUISITION

RETENTION & NURTURING

CONVERSION

MEASUREMENT & REPETITION

new user?

SIGNUP

Localytics
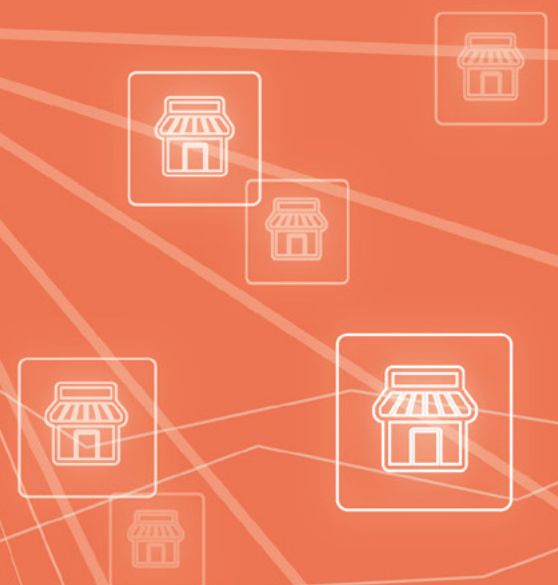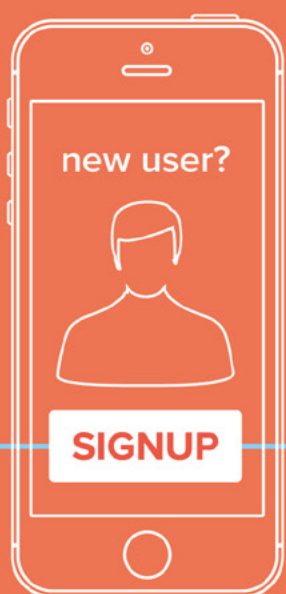
Step 1 – Acquire new users and optimize your spend

You need users in your app in order to market to them, right? Acquiring new users can be done a variety of organic ways, but brands rely heavily on running targeted ad campaigns. With acquisition, you gain new users and can optimize your ad return by measuring – in real-time – downloads, user engagement, retention and value by campaign and source. Mobile ad spending is forecasted to hit $42 billion by 2017, so harness opportunities now before the space becomes too crowded.

Step 2 – Re-engage or retarget users

Downloads signal one-time users – engagement creates loyal users. There's a 60% chance users who don't come back within seven days never return, so there's no real value in stopping at acquisition. App marketing measures like push and in-app messaging should be just as much of a priority as acquisition, because you want to make sure your users stick around. Beyond that, you want to take that user through certain experiences and engagement flows. Create personalized user experiences, eliminate app bottlenecks in the UI and improve screen flow, and target the right user segments to run marketing campaigns that drive usage and conversions.

Step 3 – Drive conversions

You can drive users to interact with certain app features and

Localytics

push them down conversion funnels by using in-app and push messaging campaigns. This not only supports engagement within the app, but also allows you to turn your app into a conversion channel. Outline your brand's top mobile goals, identify key conversion steps within the app funnel, and run the right kind of campaigns to get users to convert on the actions critical to your marketing plan. Higher conversions mean more loyalty over time and higher ROI.

Step 4 - Measure, optimize, and repeat

This is where analytics become integral to the story. You want to prove the success of your acquisitions and app marketing campaigns by tracking the right metrics. Ad networks alone won't offer the right kind of acquisition metrics, and have limited analytics – they can give you insight into the number of downloads from that campaign, but as we've reviewed, you need to move beyond downloads to evaluate success and accomplish what you want. Assess your offer, channel, content, timing and responsive user segments to determine what resonated and how to evolve your strategy. This will allow you to improve your marketing campaigns over time, and use these insights to grow your acquisition channels and put more money behind worthwhile sources.

Localytics

3

What You Need in
a Marketing Platform

1. Closed-Loop, Cross-Channel Capabilities

Are the marketing and analytics functions two disparate systems?

This is always the first place to start. On many occasions, brands will implement siloed analytics and marketing solutions, which means twice the work and data that isn't complete, tied to your marketing, or actionable. If your analytics data and marketing campaigns aren't part of the same closed-loop system, you can't dynamically optimize those campaigns based on your analytics to improve and personalize your app experience, or retarget using different methods. A good question to ask every vendor is where the customer data and analytics data sits and how they're tied together. Finding a closed-loop system should be your first priority in assessing marketing platforms

## Do you have the ability to run and track a multitude of different campaigns?

There are a number of ways you can engage your app users. Running marketing campaigns customized to your user segments and to user expectations means utilizing different messaging tactics. For example, push messaging is useful for bringing back users who have fallen out of a desirable funnel, whereas in-app messaging is best to direct visitor flow toward a certain action. You'll also want to be A/B testing all of your marketing, to determine which content, offers, timing and frequency converts best. All of these techniques should work
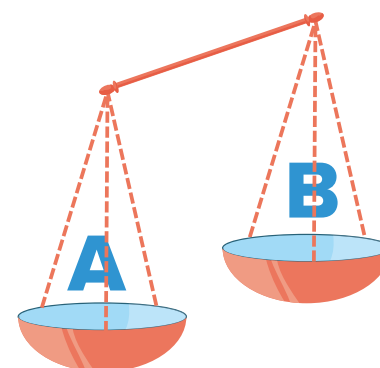
Localytics

hand-in-hand to create a fluid mobile marketing plan. Identify the capabilities of your list of vendors, looking specifically for:
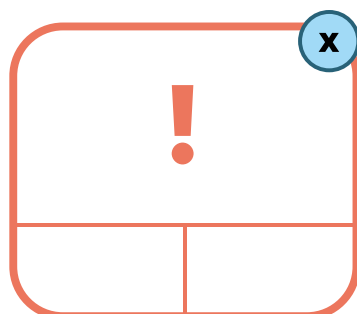
Push messaging   **In-app Messaging**   **A/B Testing**

Can you run campaigns across separate channels?

Ninety one percent of consumers say access to content any way they want is important. User's don't typically complete an activity in one sitting, but rather research and interact across channels before converting. Cross-channel marketing that incorporates **email, app messaging, SMS**, and other techniques is essential to engaging users. Check to see that with a certain vendor you have the ability to send marketing campaigns out across channels, so that you can track results that aren't limited strictly to mobile.

Does it provide built-in automation?

Your marketing should be built from the foundation of user segmentation that underlies targeted marketing elements

Localytics

(more on that in the following section). But what you really want from a marketing solution is the ability to specify automated campaigns based on those key user segments. Some things to look for in a tool that claims to do this are:

▷ Recurring push messaging and segmentation

▷ In-app messaging that triggers based on real-time in-app user actions

▷ Notifications or email campaigns that automate after conversions or purchases

▷ Ability to define frequency, timing, and content on different automated campaigns

With a little marketing creativity, there are many other automated campaigns that can be run, but these basic functionalities are necessary. Automation makes the options for measuring success and running marketing campaigns a much more robust offering.

Localytics
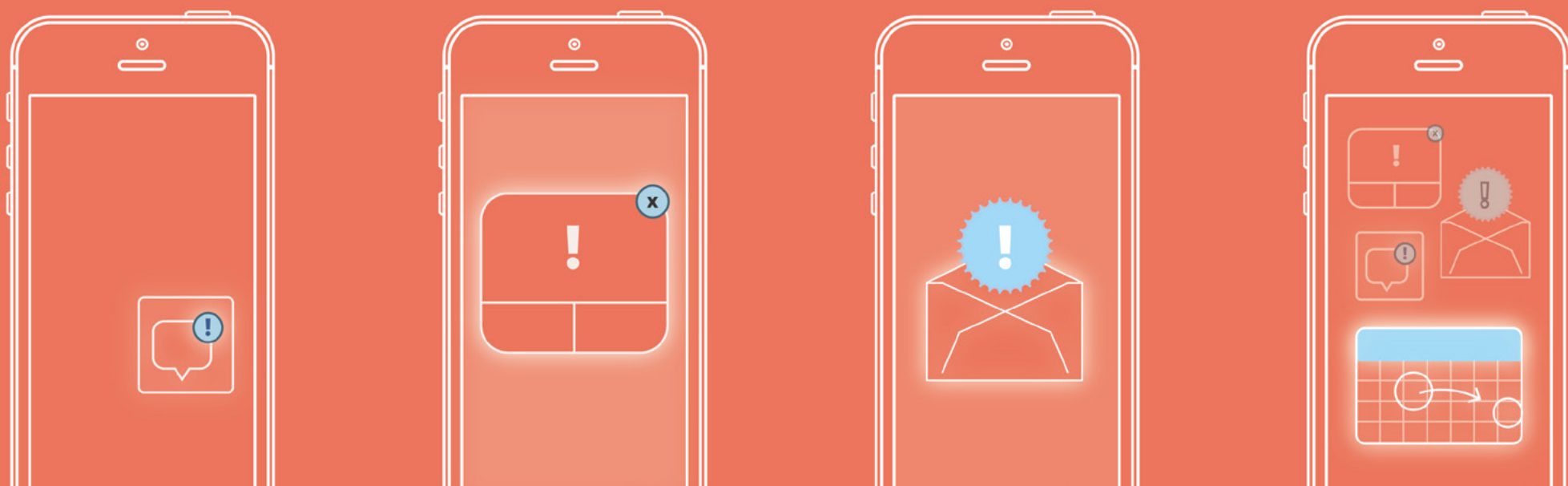
2. Easy and Intelligent Segmentation

Can you run campaigns from user segments?

User segmentation is done based on a series of custom dimensions, some of which are standard within app marketing platforms, and others which you should be able to categorize yourself based on brand goals. Segmentation allows you to identify your audience based on key attributes, like device, location, in-app behavior, retention, and more, and is critical to determining engagement trends. **Segmentation is the underlying factor of all app marketing**, as audience insights drive successful campaigns.

This is where the closed-loop system becomes more important – when you can use your analytics to launch app marketing initiatives. Once created, dimensions can then be cross-tabulated, filtered or combined to analyze your app usage and discover actionable insights and user segments; such as what hour of the day generates the most new users and will therefore be a focus of future promotional ads.

Does it include user profile tags?

User profile tags allow your users to be tracked across different channels so that you know every way an individual has interacted with your brand. Essentially, it's user information that you can tie to the app users that you have identified. Most commonly, user profiles can tell you when a user has interacted with you on the web, in your brick-and-mortar store and on your

Localytics

mobile app, and can provide information about the user's unique attributes. For example, if you have an mCommerce app, user profiles can tell you when an app user has a $30 credit at your store, prompting you to send him or her a mobile notification.

user profiles can tell you when a user has interacted with you on the web and on your mobile app, and can provide information about the user's unique attributes

These user attributes make your targeting and analysis much more valuable across your web and mobile apps. In the near future, profiles enable mobile brands to create completely customized app experiences. Ask of your potential vendors: who has user profiles available, or what their plans are for building out this capability in the near-term. This will give you a sense of who is thinking about the convergence of web, mobile and offline user journeys.

Is acquisition management available?

Acquisition management allows you to track the acquisition of users from paid ads on different channels, and, more importantly, allows you to measure the ROI of campaigns and user segments by lifetime value (LTV). Acquisition management

Localytics

and the insights you gain from it help determine the paid channels with the best ROI, and concentrate your acquisition efforts on those areas that have seen the greatest return.

Choose a tool that allows you to record a value with every subscription, every product purchase, and every ad view, so that you can compute a total LTV score for your users, segment that by the same channel sources or campaigns, and shift your ads then to those that are generating the most actual value. Having the right tool in place means you can easily run these campaigns and determine where the value lies in user acquisition programs. **Acquisition is so important that tools without it are not complete mobile marketing solutions**.

Localytics

3. Measurability

Is there initial measurement?

What good is marketing that can't be measured? On day one, what happens right off the bat: how many messages went out, how many of those were clicked, what does the interaction and engagement look like so far? Tracking your initial results is crucial to making immediate improvements or spotting issues quickly, allowing you to eliminate time wasters and deliver higher value. Ask the vendors on your list to show you what campaign measurement looks like within the dashboard, and how it can be used to create segments and evaluate campaigns.

Is there long-term measurement?

After 10 days, how many of your users converted, converted again, left the app, or stayed in the app longer? Were there huge upticks and downticks? Measuring the ROI of campaigns over time and the LTV of your users gets to the big picture results in assessing the success of your marketing. It will also work to identify important trends over time. Your vendor of choice should have long-term analytics tracking available for each and every campaign run, plus easy filtering and organization capabilities.

Localytics

4. Flexibility

How accessible is the platform to the average user?

Is it easy to use, edit, and update? In looking for the right tool, flexibility and ease of use should be top-of-mind. A good question to ask vendors is who the tool was created for. You'll want to invest in something that everybody could use, so that education and implementation is a breeze. Here, it's important to distinguish between an advanced platform and a complicated platform — look for advanced capabilities paired with usability.

Is engineering necessary?

A good mobile marketing platform will allow you to deploy campaigns without any engineering assistance or additional code creation. With the right system is already in place, you won't have to concern yourself with the technical build of campaigns, or the implementation of redesigns that require a resubmission to the App Store. This way, marketing can run, measure and tweak campaigns often to see what works quickly and efficiently, and can run all programs in-house.

Can you design push and in-app campaigns within the platform?

You need to be able to create, launch, and test campaigns within minutes, all from within the tool itself. No technical or design skills should be needed to deploy campaigns; with a
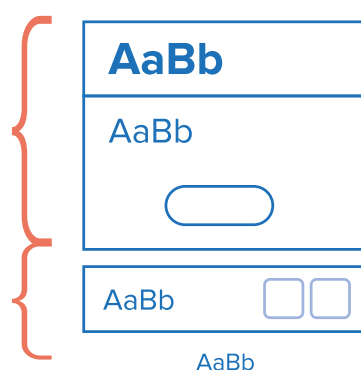
Localytics

simple-to-use message builder or the ability to upload your own creative, marketers have to be able to run multiple campaigns to different audiences and test offers from within the platform itself.

The tool you choose should have a built-in campaign creator and editor so that you can choose:
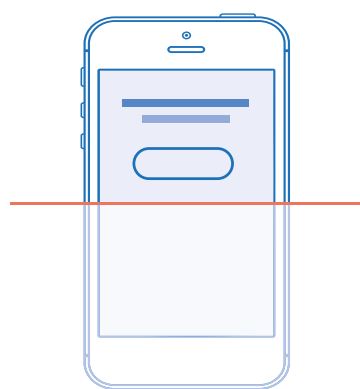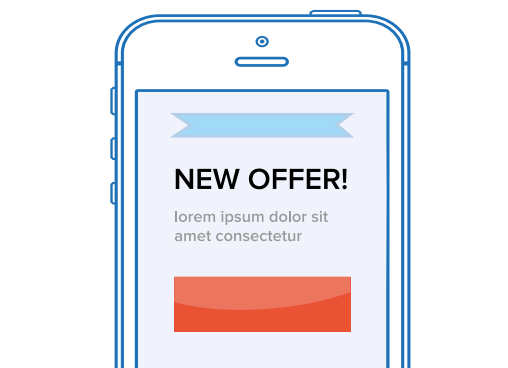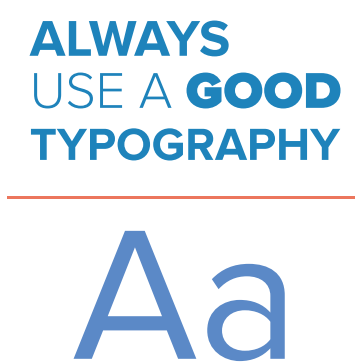
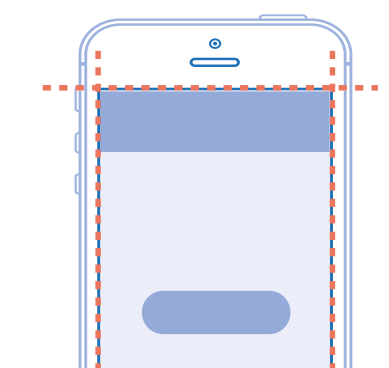**SCREEN POSITION**

MESSAGE LAYOUT

OFFER CONTENT

COLOR

TYPEFACE

DEVICE VIEW

Or allow you to upload separately custom-designed push or in-app messages. Flexibility is an important feature to look for, as it allows you to run campaigns in line with your brand requirements.

Localytics

5. Data Organization

Are you able to export and import data?

Any vendor you consider should have export and import capabilities that allow you to easily share data on the effectiveness of your campaigns. Whether it is for reporting, presentations, or general awareness, there's no point in having a marketing platform if you can't share results with the rest of your organization.

Also crucial is the ability to export the API solution. Look for a platform with APIs that allow you to integrate analytics data and provide your partners with critical information on customer usage habits. Plus, you'll want the ability to seamlessly integrate your data with other existing enterprise systems — whether it's your web analytics, data warehouse, CRM, advertising or business intelligence solution.

Can you remove old data?

With marketing constantly changing, you need a system that you can bring new data into and take old data out of. As your app evolves and brand goals adjust, creating space for new data means that you'll never hit a stopping point. Similarly, removing old data ensures that you can clear up space while maintaining previous reports offline, keeping your system clean and up-to-date.

Localytics

Does it allow for predictive analysis?

You should be able to perform predictive analysis of your app, mobile users, and long-term business goals based on your marketing campaign results. Can you act on data trends to maximize your marketing? Does it show you trends in user behavior and usage patterns that spark future campaigns? All marketing platforms should provide the analytics necessary to inform your ongoing efforts and highlight important areas. Ask vendors how their customers use analytics to inform their marketing campaigns, and if the data is easy to discern.

TODAY   6 MONTHS   1 YEAR

Localytics

4 Choose a Tool That Works for Your Brand

Mobile is just one channel, so think of it in the context of your business plan. Do your mobile users browse in-app before making purchases in-store? How many of your users are engaged enough that they would use a mobile coupon? Essentially: how are your mobile users acting within and participating as a part of your overall marketing and sales funnels? Knowing this will help you create a more valuable app and a stronger marketing channel for your brand, and having the right mobile platform as part of your marketing ecosystem is key to pulling this off. Choose the solution that best fits your needs as an organization.

Your Marketing Must-Haves Checklist

	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Combined marketing and analytics				
Key marketing campaigns				
Push messaging				
In-app messaging				
A/B testing				
Cross-channel promotion				
Automated marketing				
User segmentation				
Profile tags				
Acquisition management				
Initial measurement				
Long-term measurement				
Easy to use				
No engineering required				
In-platform campaign creation				
Customized campaign uploading				
Importing and exporting				
Data removal				
Predictive analysis				

Localytics

Want to learn more?

You'll learn how to run app marketing campaigns that increase engagement, ROI and lifetime value.

DOWNLOAD NOW

Localytics

App Analytics and Marketing Software

Get Insight

Take Action

ANALYTICS

Real-Time Analytics

Funnel Management

User Segmentation

Engagement Analysis

Lifetime Value Tracking

MARKETING

Acquisition Management

Personalized In-App Messaging

Push Messaging

A/B Testing

Behavioral and Location Targeting

Trusted by top brands to provide actionable insight.
Start your free trial of Localytics today

SIGN UP

For more information visit www.localytics.com or
contact sales@localytics.com to request a demo.