

Using re-engagement to
keep your users coming back
for more...and more...and more

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As a mobile app developer, you know how important it is to not just acquire users, but keep them coming back to your app. Re-engagement allows you to create campaigns that attribute post-install events to the last publisher to interact with the user prior to the event.

For the average mobile app, only 5% of users are still using the app six months after downloading it. This percentage varies by vertical, but every company should have a coordinated strategy for engaging prior downloads.

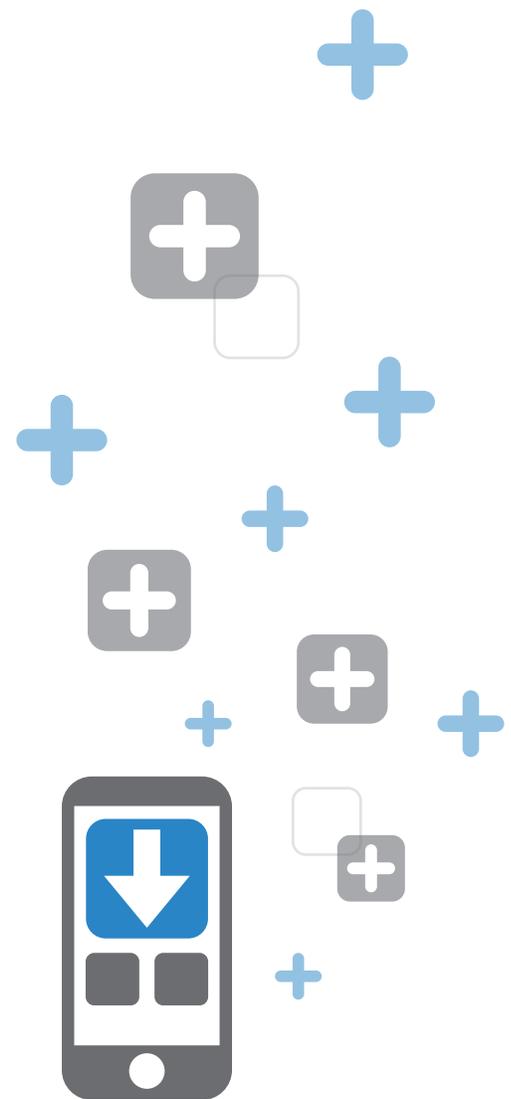
With re-engagement through retargeting, app developers can target specific people who have downloaded their app based on prior usage and behavioral history.

Why re-engagement is important

The average smartphone user has over 40 apps installed on their phone. Getting the initial install is very important, but you are also leaving a lot of value on the table if you don't engage users that have already downloaded your app.

You can use re-engagement to drive users back to the app to book another trip, make another reservation or buy more credits to earn more lives in your game.

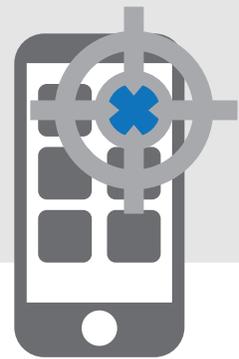
Driving users back to these apps through re-engagement can be critical for user retention and also ensuring these users continue to contribute to your revenue.



The current state of mobile retargeting

With the deprecation of cookies and the UDID, mobile retargeting was difficult to execute until late 2012. With the release of Apple's IDFA in September 2012, mobile app developers gained a universal mechanism for identifying users in a privacy compliant manner. This solution has also allowed the rapid adoption of mobile re-engagement and re-targeting solutions.

Today, several companies specialize in mobile app retargeting, and can help you setup a mobile app retargeting strategy. These retargeting companies handle all aspects of retargeting campaigns, like segmentation, optimization, and creative, and can customize ads based on prior user behavior or the advertiser's products, promotions, or updates.



HOW IT WORKS



Integrating with a Mobile Retargeting Partner

By harnessing the power of mobile retargeting, mobile app developers can pinpoint specific users they want to re-engage in their apps to drive more in-app events, sales, and conversions. If you're working with a mobile app analytics solution, setting up re-engagement through retargeting is simple. If you're working with unbiased mobile app attribution software, the only thing a mobile app developer or marketer needs to do is log into their account and set up a server postback with the third party retargeting solution of their choice. Then, you'll choose the event you are interested in triggering (e.g. "registration") from the drop-down menu and the server postback URL will automatically append the required parameters for each event type.



Segmenting users for Re-Engagement

In addition to working with a mobile app analytics solution, you'll need to work with a third-party retargeting solution to then utilize your app's attribution data to measure re-engagement. One of the key components of using re-engagement through retargeting is efficient segmentation. You'll likely only see conversions when you connect to the right customers with relevant, personalized ads, so segmentation is critical for success with a re-engagement through re-targeting campaign. With third party re-engagement partners, you'll be able to

utilize sophisticated segmentation tools to effectively reach the users who will likely convert on each campaign, reducing your overall marketing costs as you'll pay the right amount for the right user - all of which happens in real-time.

Segmentation strategies vary by app vertical. Gaming companies have been successful focusing on users that haven't played recently, and users that have previously made a purchase. Travel and eCommerce companies have been effective targeting cart abandoners, recent users, lapsed users, and previous purchasers.

Whatever your app category, the key to a successful retargeting program is customizing the program for your mobile application. For each of these segments you can set a different price as well as creative strategy.



Creating Mobile Re-engagement Ads

Using the information from your mobile analytics integration and audience segmentation, mobile retargeting companies can create custom ads based on a user's behavior. For instance, a mobile ecommerce company can show ads to users based on the products they recently shopped for in their mobile app. A gaming company can target lapsed users by emphasizing recent updates and features to the app, or even offering special incentive to return to the app and play again.



Deeplinking to relevant content

Rather than take users to the app store, clicks on re-engagement ads can take the user immediately into the mobile app. If your mobile app has a custom url, for instance "facebook://", then all ad clicks can skip the app store and take the user right back to the app.

Some applications may also have configured a deeplink, or custom url scheme. When a mobile user clicks on this type of link, it takes them beyond the home page of the app and directly to that song, recipe, or hotel that was posted about on the social network. Advertisers can leverage this feature to retarget specific users who may be interested in a certain travel destination, for example, and then using a deep link to send them directly to a page within that app containing all the details that user would need to book a flight and hotel.



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Where re-engagement ads appear

Every third party solution that offers re-engagement through re-targeting offers the ability to reach multiple types of audiences, including the ability to target audiences by device type. However, not all solutions will reach the same audience .

For instance, using Facebook for re-engagement will limit your reach to just people as they use Facebook, as compared to using a solution such as Tapcommerce which reaches over 10+ billion impressions every day and is integrated with every major ad real-time ad exchange, in addition to Facebook.



Choosing a re-engagement partner & judging success

When considering which platform to work with, consider your CPA goals and the audiences you both need to reach and are likely to convert. Most retargeting solutions offer pricing on a cost-per-click, allowing the advertiser to tailor their CPC bid in order to reach their CPA goals. Once you choose a solution, you can determine whether you're meeting your goals by measuring first-time mobile conversions and then which of these users that you re-target through re-engagement continue to spend money in your app.

Success metrics vary by app vertical. Most gaming companies focus on two core success metrics. For lapsed users whom have not used the app recently, they measure how much it costs to bring the user back the app, typically targeting less than half their cost-per-install price goals. To reach the goal, the user must not only click the ad, but also successfully re-open the app.

Ecommerce and travel companies usually target two KPI's, a cost-per-action goal for first time mobile buyers, and a return on ad spend for prior purchasers. The first time mobile buyer is very valuable for ecommerce and travel because users are much more likely to buy again if their credit card information is already entered.

Three tips when getting started

1 Set your CPA goals

As you think about starting a re-engagement campaign through re-targeting, you'll want to know your goals. What is your core KPI for re-engaging users that makes sense for your company? Be sure everyone on your team is clear about why you're setting up these campaigns before you get started.



2 Consider a Mobile Analytics Vendor for Tracking

You don't need to have an account with mobile app attribution software to work with a mobile retargeting solution, but setting up the integration with a company that offers mobile app attribution can get you started on mobile retargeting campaigns within minutes. A mobile app analytics partner also allows you to track the performance of your mobile app retargeting program in an un-biased environment.



3 Pay for Performance

When considering a retargeting solution, look for one with pricing that is performance based, so you'll only pay for the right users. Be sure you're paying for campaigns that are on a cost-per-click basis and can optimize your re-engagement program based on your CPA goals. This ensures you only pay for the events that actually lead to conversions, and that the retargeting vendor is incentivized to reach your goals.



4 Consider Privacy

When picking a retargeting partner, you should ask about their privacy and opt-out policies. Are they members of the DAA? Do they display the Advertising Option icon on their ads so that consumers can opt out easily?



In collaboration with our partners:



TapCommerce is the global leader in mobile app retargeting. TapCommerce is used by over 40 of the Top 100 grossing apps to engage and convert more mobile customers. TapCommerce is based in New York City with offices in San Francisco and London.

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