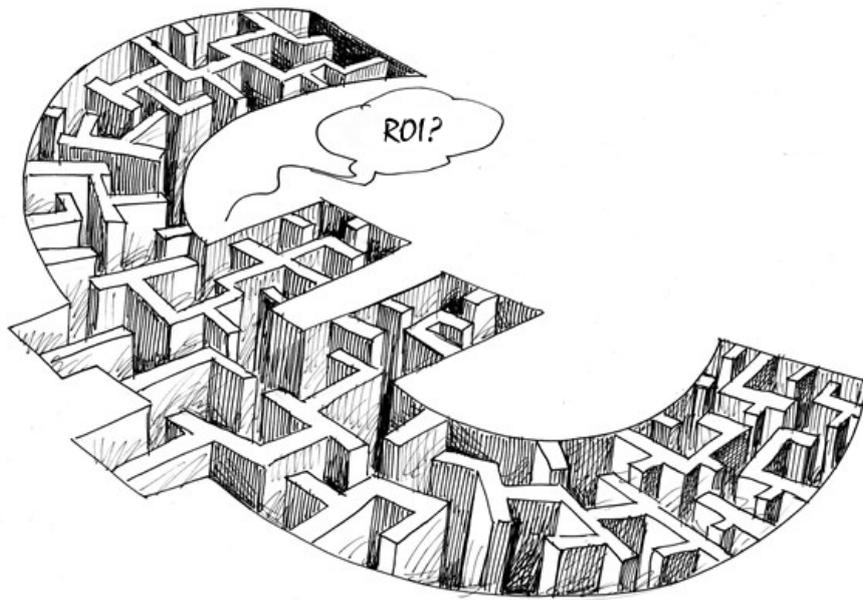


Where's my real ROI?



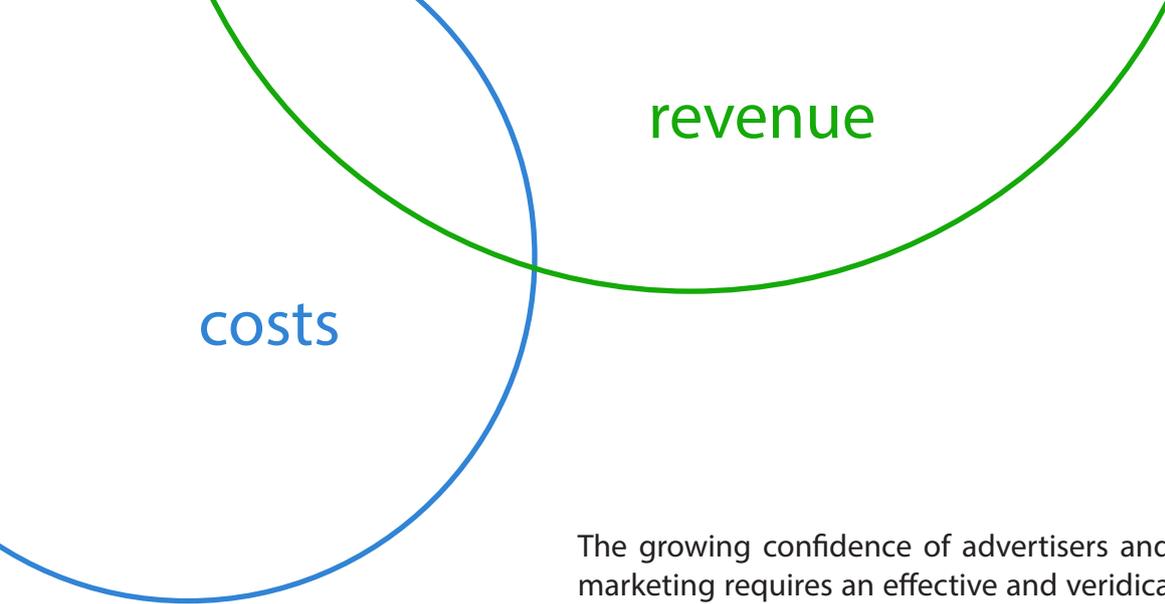
White Paper #1
February 2014



eXpert Services



eMMaSolutions



costs

revenue

The growing confidence of advertisers and agencies in mobile marketing requires an effective and veridical sort of ROI metrics. And let's face it, until now the lack of these ones has been a disadvantage for mobile compared to other digital channels.

For 68% of the executives responsible for marketing budget strategies, the difficulty in measuring the ROI is the main obstacle to bet on mobile. They recognize that they would need to solve ROI measurement and understand the value of mobile marketing before investing more in it.

In the United States, while the mobile represents 12% of total media consumption time, only 3% of advertising expenditure goes to this channel. Even if it is a rising advertising field with an spectacular growth in the last years, brands are hesitant to invest more in it basically because of the general ignorance about how to measure a reliable ROI.

Why something in appearance so basic shows so many problems? First of all, because clients believe that it is very difficult to find out what made money and what did not. This is because most of the companies do not have the time, tools and expertise needed to evaluate the return on investment in mobile events. It is true that the interest to measure them is high because, after all, the ROI is a key metric, but for now on that interest is far from the actual use of Big Data in order to determine it. In a time when marketing is more than ever questioned and any action must be justified financially, this reluctance to use data for this profit does not seem logical. It is true that to analyze and understand all this information that determines a bounded ROI is difficult, but this should only be another reason to invest more efforts in this task. The reward worth it.

32%

average return on investment
for companies using mobile marketing

Companies using mobile marketing smartly get an average return on investment of 32%, well above the usual rates of traditional marketing.

Furthermore, mobile advertising achieves a response rate of 43% in smartphone users and coupons get conversion rates 10 times higher than traditional discounts. And just one more fact... 28% of mobile searches resulted in a conversion (either a visit to the store, a call, a purchase or another action).

The mobile channel is therefore a great choice in which to invest, especially for consumer loyalty.

Another advantage of the mobile and its ROI is that you can communicate in a very economical way compared to other forms of advertising and you can also segment in detail the users which you are going to communicate. Although 51% of senior marketers believe the lack of customer data is a barrier to measure the ROI effectively, the reality is very different and the same information in mobile enables you to:

- 1) Know which kind of customer purchases and which not
- 2) Know where these potential customers are
- 3) Calculate how much money each customer generates
- 4) Invest as little as possible for the highest percentage of people who end up buying

Perform all this requires an investment of money and time that will directly influence in your results, but if you're interested in an app with loyal customers, not just users, this is the only way to achieve them. To make decisions in terms of the consumer and take advantage of the so-called little data is an excellent way to succeed in reducing mobile costs, increase ROI and to increase sales through a serious Communication planning.

However...

Mobile marketing still has challenges to face in order to offer companies a real return on investment in which they can trust. Among them would be the existing fraud by some industry players when they report results to their clients.

According to some studies, 4 out of 10 clicks do not add any value to the advertiser, which means that 40% of the budget spent on mobile advertising campaigns will not generate any return on investment. At the same percentage, 22% would be accidental clicks and 18% would be fraudulent ones. Fortunately, the solution to this problem is simple: clients must look beyond clicks (and downloads) and measure, measure and measure again.

Not only the CTR or DTR, which provide little value to the business as such, but those sources that generate real benefits based on sales so you can easily close those sources with no profits and invest on other that actually improve the ROI of the campaigns, leaving always a margin of time so the campaign can reach positive results.

If the client limits himself analyzing only the Cost per Click, he will find troubles to identify which source of his campaigns are the best ones because he will not know if those clicks provide an app download and further sales. Even by increasing the capacity to measure of the Cost per Download the client can not say whether these so-called users are the most appropriate target because he won't have the information of what is actually happening in the application.

6 steps to increase your ROI

1. Create specific mobile **goals** and know why you do it

2. Have a flexible **analytical solution** and devote resources to it

3. Ensure that you have the correct **tags** implemented

4. **Analyze** the landing pages, the abandonment rate, keywords and other KPIs to identify your users behaviour

5. **Update KPIs** frequently

6. Use the **insights** to drive change through **actions**

Having in mind that certain sources often provide advertisers and agencies no verifiable information, it is necessary to have solutions that provide tracking data processed under the same parameters that will facilitate the measurement of the costs and revenues of the mobile marketing campaigns. Otherwise, the client cannot verify the accuracy of the information, which inevitably will affect the marketing results achieved.

With native networking, tracker customers can cancel advertising requests from apps that do not generate a real return, thus avoiding investment budget incorrectly and allowing clients to increase the ROI in some cases up to 70%.

To know which sources generate a better return on investment is also necessary to track mobile marketing actions to be able to measure the effectiveness of each campaign, ad network, ad group or even each ad in terms of sales, downloads, CPD, clicks etc. All this with the goal of identifying the best options to get more users, sales and loyalty.

Only until advertisers and other players thoroughly understand the mobile ROI and rely on it, mobile marketing will achieve all its potential.



Get loyal!



Agencies and companies do not update their resources to advance with the improvements offered by the market. This is the reason why they don't have the tools and experience to make a campaign based on ROI.

In eMMa we have a team dedicated to optimizing Loyalty campaigns using tools such as: Push notifications, banners, AdBall, Dynamic Tab, etc. Each format has a purpose and to optimize Communication it's important to choose carefully among them. We have had campaigns that have quadrupled sales by sending Push messages.

It doesn't take too long to see these results. After a week a significant change is seen in data. Thanks to eMMa it's possible to know how fast the campaign is performing in every moment.

39% of marketers say they are not able to convert data into insights and actions, which is quite worrying. In eMMa we realized about this problem. That's the reason why our way of viewing the data is very intuitive, visual and always provides the details of the campaign data.



Powlink and its effect on the campaign ROIs

In eMMa we have developed a tool to redirect properly 100% of your traffic to the correct destination. In this way users do not get lost along the way and the media investment is controlled at all time, being able to set new goals as downloads, purchases and loyal users. Nowadays, when a campaign is launched to get users, they are redirected to App Store or Google Play, but with Powlink you can recognize the communication flow. With Powlink is possible to redirect a lead to open the app, you can show to a Buyer a special product and you can send a Existing User to the registration landing.

Investment in the campaign will have always a positive effect, and so will the ROI: every penny of the campaign will be well spent.

eMMa App Intelligence

eMMa is a tool to measure the actions of App Marketing campaigns and reveals the behavior of each of the channels that have been used in it. It also facilitates making decisions based on that data to optimize return on investment .

Within eMMa have **eXpert Services** team which is responsible for improving the ROI of campaigns using the resources provided by our tool.

There are three main points to trust in eMMa :



Acquisition

Measure the effectiveness of each traffic source. You can optimize investment focus on channels that give better results.



Behavior

Track everything you need in order to segment your users and to understand their behaviour to improve the quality of your APP.



Communication

Relevant Communication is sent to the user based on its behavior. You can design an effective and adequate loyalty plan.

eMMa is App Intelligence. The ultimate mobile marketing technology in the market designed by marketers to marketers.

Our method demonstrates an increase in sales of 10-20% and an optimization in the media purchase of more than 15%.

