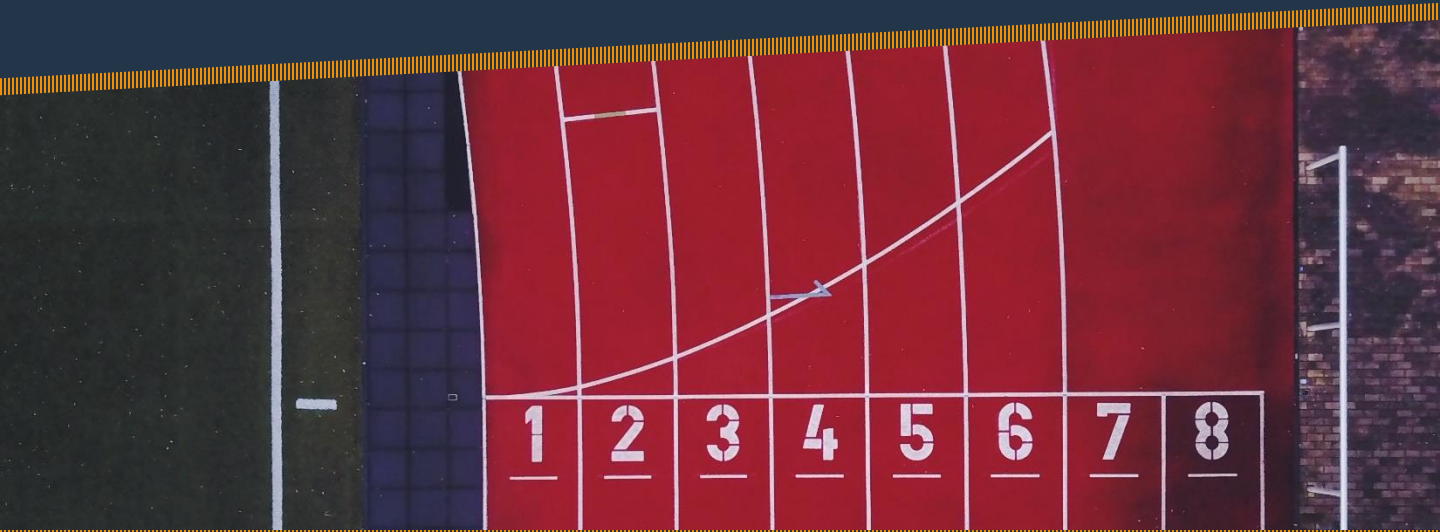




Why You Should Use Third Party Tracking

Find out why third party tracking is essential for successful UA campaigns



The Importance of 3rd Party Tracking

The **entire mobile industry runs on data**. So, it shouldn't surprise you that certain service providers are essential for your success in the mobile app business.

It is also essential for you to understand and **get insight on what is happening in your app post install**. In the complex mobile world of today, it isn't enough to know how many users you have accumulated. Rather you have to be able to see and make sense of what your users are doing after downloading your app.

The Objectives of 3rd Party Tracking

Budgeting



Advertisers, ad networks and publishers need to **determine ad spend**.

How many impressions, clicks, clicks, installs, etc were driven in a defined time period?

Reporting



Advertisers and publishers **determine important metrics** to be tracked and used to measure performance.

How many users are active and what are their sources? What are their lifetime values?

Reach



Third party tracking gives **access to large integrated partner ecosystems** and device data, enabling user acquisition at scale.

Optimization

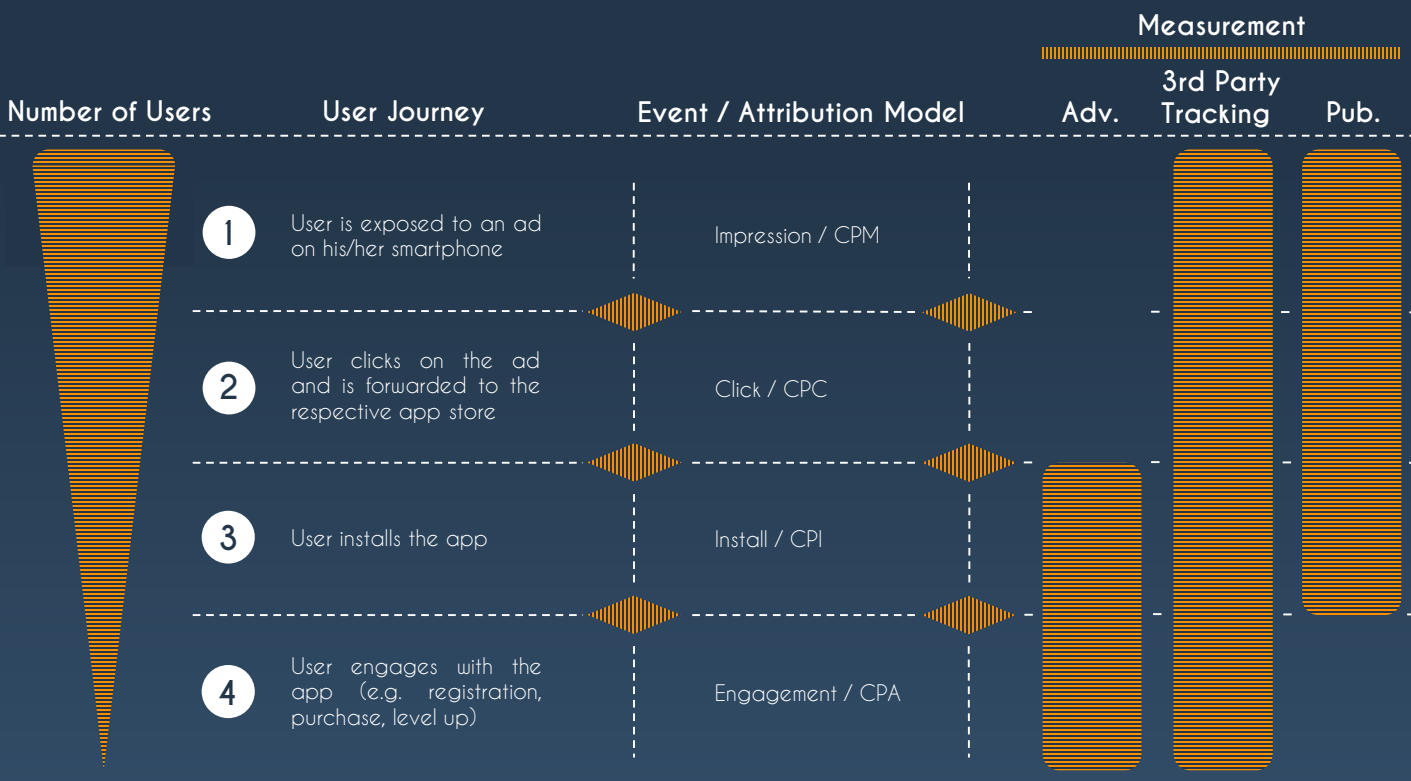


Advertisers **analyse performance** with respect to networks, publishers and audiences.

Which campaign, publisher or user is profitable? Which campaign needs tweaking?



Best Practice – Third Party Tracking



Budgeting

With the help of third party tracking, advertisers and publishers basically enter a contract, agreeing to a common baseline for reporting, which further goes hand in hand with budgeting.

As an advertiser, you don't want the publishers or ad networks to tell you how many installs you have to pay for. Vice versa, ad networks won't permit you to tell them how many installs they generated for you.

Third party tracking caters for fair billing for all involved parties by establishing a common ground for attribution.

Attribution

Attribution associates installs with their corresponding ads and the ads' sources. For example, if a mobile user installs an app because of an ad they interacted with on the ayeT Offerwall, the install is credited to its source (ayeT-Studios) by the third party tracking provider.

Mobile attribution provides you with data that digs deeper than the install, giving you the opportunity to dissect in-app behavior, re-engage dormant users, and furthermore helps you with various topics such as conducting retargeting campaigns and preventing ad fraud.

Reporting

You and your cooperating ad networks and publishers have to decide on an attribution model. Third party tracking acts as a neutral entity to preconcert this attribution model.

The diagram above shows the journey of a newly acquired user connected to the possible attribution models of each phase. First, the user is exposed to an ad (CPM), he/she then clicks on the ad (CPC) and is forwarded to an app store. Following the ensuing install (CPI), the user can engage with your app in various defined ways (CPA).

Keep in mind that the number of users who get lost on the way from impression to in-app engagement, is very large, resulting in different price points for different attribution models.

Adv. – 3rd Party Tracking – Pub.

The right hand side of the diagram illustrates which measurements are available to which player.

Publishers are able to measure who sees your ad, who clicks on your ad and in some cases who installs your app. However, publishers are blind to what users are doing after installing your app. Initially, this is data that only the advertiser has access to.

By involving a third party tracking service (via SDK), data from the advertiser and publisher side is accumulated creating a fair attribution environment for all sides.

As an advertiser, you don't want to trust the publisher with the reporting. At the very least, you should countercheck and verify the reported performance. Trust is a focal point of why third party tracking is used.



Best Practice – Third Party Tracking

Reach

By making use of third party tracking, you avoid repeatedly talking to different ad networks and publishers about the tracking setup. Capable third party tracking providers have access to the bulk of the digital ad marketplace, which you will also get access to by integrating one single SDK. This results in a drastically accelerated and user-friendly ad campaign creation process.

If a solution is not partnered up with certain relevant networks, you should think about why that might be, what that might imply regarding their platform, and which obstacles this could present for you when trying to work efficiently.

Network Tracking

Ad networks usually don't play with the same rulebook (e.g. length of attribution window, definition of completed view or impression) as you. Your third party tracking provider will make sure that you and the ad network you are buying from are on the same page.

Optimization

The evaluation of above mentioned measurements and data points plays a big role in intuitively optimizing campaigns. Third party tracking makes it easy for you to compare the measured data of your various ad networks, as they all flow into the dashboard of your third party tracking provider (displayed in the diagram below).

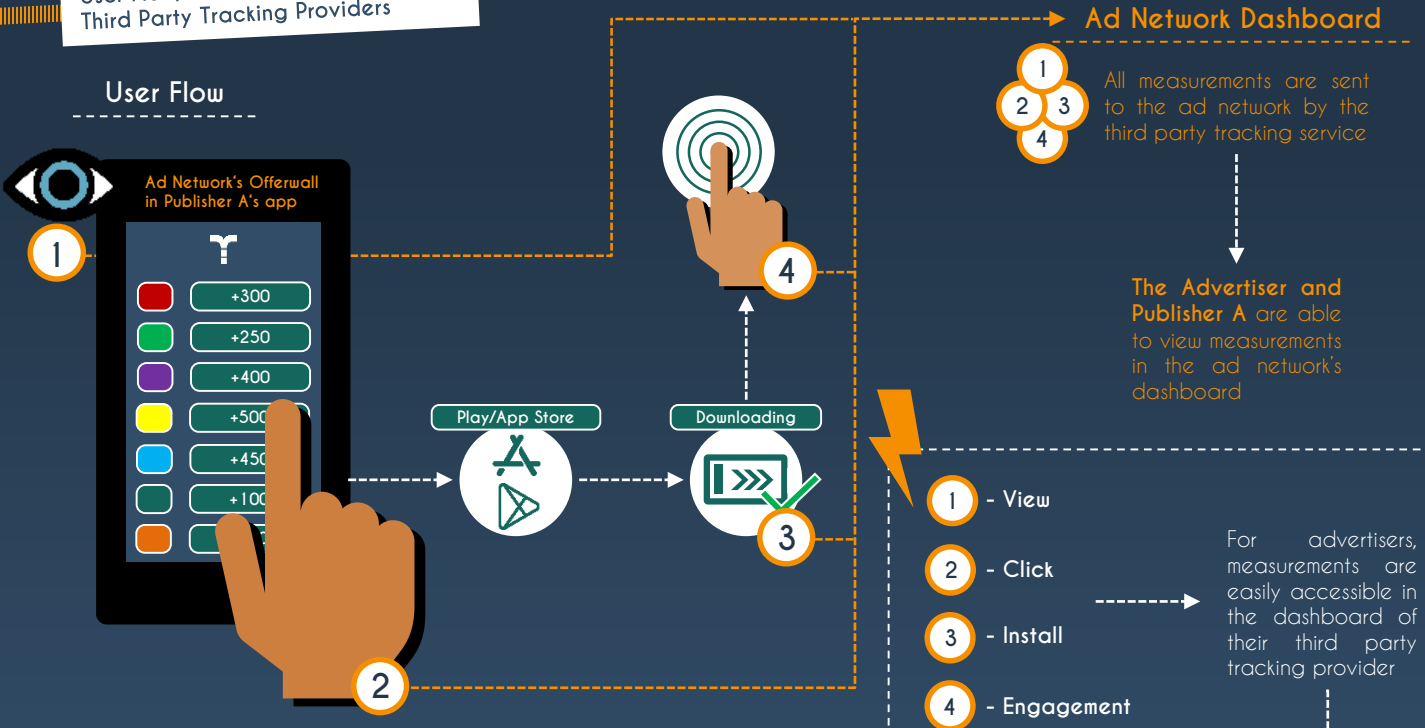
You won't have to construct your own tracking dashboard and more importantly, attribution is a great help with identifying the well-working ads, the users that provide profitable returns, and the best performing marketing channels. Recognizing and differentiating between failing and profitable campaigns to make smart investment decisions is intuitive for you with the help of third party tracking.

With accurate measurement data, you are able to firmly grasp your key performance metrics. These can include retention rates, lifetime values of defined user cohorts, average revenue generated by paying users and information on which users are converting from freemium to premium.

Attribution also simplifies the process of re-engaging users who've downloaded your app but haven't returned since.

With reliable data, you are able to run various realistic tests regarding the performance of your apps and campaigns.

User Flow, Attribution & Third Party Tracking Providers



Third Party Tracking Providers

