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
Playfirst
Minnows
Player Segmentation & Targeting
Picking the Path to App Profitability

by The Application Developers Alliance Business & Revenue Working Group
Kachava Attribution Control

**Real-time Reconciliation.**
Kachava 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**
Kachava 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 gives 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.
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.

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.
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
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
A typical workflow

1. Advertiser requests mobile campaign with audience targeting.
2. Data Provider sends Audience Data Transfer.
3. Drawbridge matches Data Provider cookies with Drawbridge pairs.
5. Apps are downloaded.

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

LOG IN

Already an Alliance member?

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)

<table>
<thead>
<tr>
<th>OPERATING SYSTEM</th>
<th>TYPE</th>
<th>FORMAT</th>
<th>PRICING MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHOOSE OPTIONS</td>
<td>CHOOSE OPTIONS</td>
<td>CHOOSE OPTIONS</td>
<td>CHOOSE OPTIONS</td>
</tr>
</tbody>
</table>

Apply optional real-time filters for specific needs:

- APIs
- Geolocation Targeting
- Real Time Bidding
- Behavioral Tracking
- In-App Purchasing
- SDKs
- Data Analytics
- Open Source
- United States Only
- Games
- Personalization
- Virtual Currency/Rewards

VIEWING 79 RESULTS

AdMob
Ad Network Mediation

Alliance Member

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

Ad Channels:

- Direct Exchange
- User Retention

Options:

- APIs
- Behavioral Tracking
- Data Analytics
- Games
- Geolocation Targeting
- In-App Purchasing

AD FORMATS:

- Banner
- Interstitial Display

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.

![Image of test options]

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.
Ads Can Match Game Play

Matt Spiegel
Marketing on the Move: The Interaction of Mobile and Gaming Page 7
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.

<table>
<thead>
<tr>
<th>SELECTED APP</th>
<th>TARGET SPENDERS</th>
<th>RE-ENGAGEMENT AD</th>
<th>USER IS NOW RE-ENGAGED</th>
</tr>
</thead>
<tbody>
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<td>FEMALE</td>
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Selected app for Re-Engagement campaign

Targeting choices for campaign

Ad shown to targeted user while user is in a different app

App already on user's iPhone is launched. User is now re-engaged with advertiser's app

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Bees and Pollen  
Predictive Personalization for Games and Apps  
http://www.beesandpollen.com/
App gaming is out-growing all other game platforms

- Total sales of the global mobile app market was estimated at USD 7.68 billion in 2011.
- Growth in the mobile app market is mainly driven by gaming apps.

100% of revenue from app gaming

Sources: Cowen, Gartner (September 2012), and PWC - Global entertainment and media outlook: 2013-2016

March 14, 2013
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.”

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
Mobile Rich Media on the Rise

30% Increase in rich media campaign impressions
February - June 2012

Click initiates animation

Click takes user to page where tix may be purchased

Source: Internal Mojiva Data June 2012

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

Most popular used Apps...

<table>
<thead>
<tr>
<th>Rank</th>
<th>App Name</th>
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<tbody>
<tr>
<td>5</td>
<td>Pandora</td>
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</table>
PlayRM Behavioral Push

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/
Playnomics
http://www.playnomics.com/behavioral-push/
Urban Airship

http://urbanairship.com/products/audience-segmentation
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/