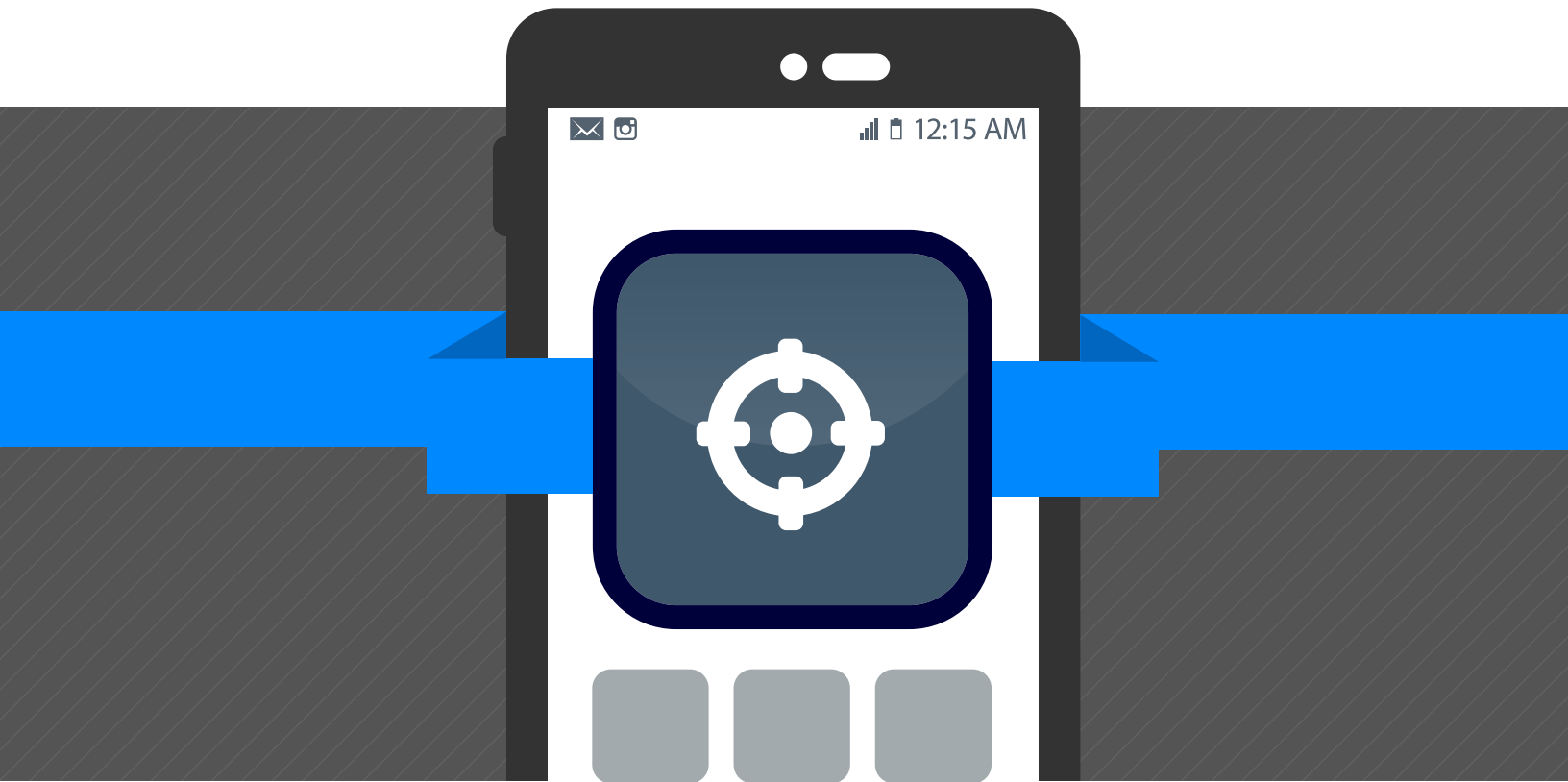


Deferred Deep Linking: Shifting Traditional Mobile Marketing

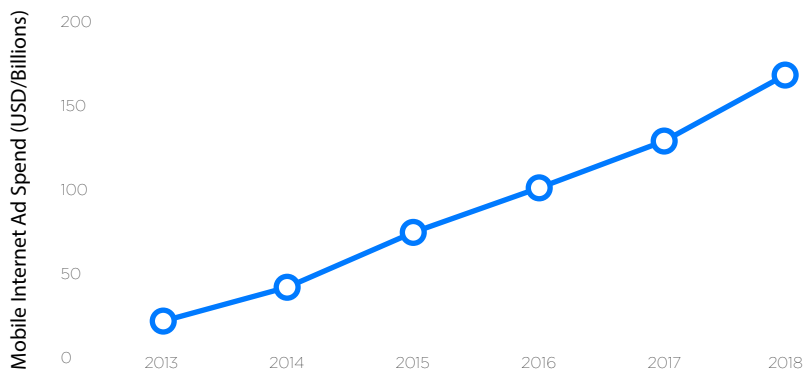


TUNE

Deferred Deep Linking: Shifting Traditional Mobile Marketing

Mobile moves fast. According to eMarketer, mobile ad spend is expected to exceed \$100 billion worldwide¹ in 2016. That amount is a 430 percent increase from 2013 and means mobile will claim more than half of the digital market within the next year.

Projected Mobile Internet Ad Spending Worldwide



Those who want to stay on top need to be knowledgeable of all sides of the ecosystem, have a reliable tracking solution they understand how to use, and be flexible when optimizing their campaigns. But, trying to keep up with the latest trends can hinder questioning the big picture. With a changing landscape and the development of new technology, there is opportunity to redirect the current model. The change can lead to benefit everyone in mobile marketing—publishers, networks, AND advertisers.

Performance Marketing: The current web standard model

If you are familiar with mobile performance marketing, you understand how straightforward it is—the advertiser pays networks based on actions completed by the publisher or affiliate's users.

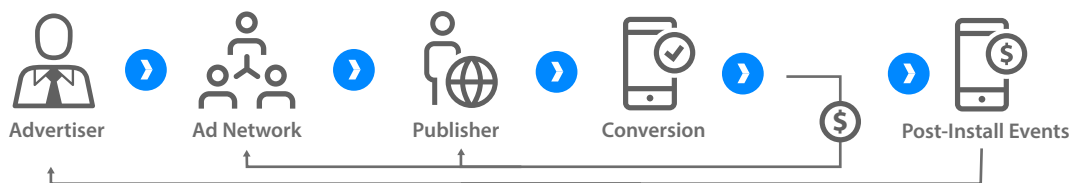
This performance-based model has remained consistent and successful, with many advertisers receiving between 10–20 percent of their customers from the publisher.



During a conversion, only ad networks and publishers are guaranteed a payout.

Mobile Apps: Dealing with an outdated model

Mobile apps are relatively new, and the commercial user acquisition model mirrors the early days of the web when advertisers traditionally paid for clicks and impressions only. When a user installs an app, the publisher is guaranteed a payment from the ad network and the app owner has to hope the user makes a purchase within the app to make money. This model is lucrative for the publisher and the ad network, but a gamble for the app owner.



App owner is able to receive payouts for any in-app purchases made by a user.

For instance, a mobile app developer wants to advertise his gaming app with the goal of installs. He's willing to pay the network \$4 for every install (CPI). A publisher finds the offer through their ad network and pushes high-quality traffic to it. If the app developer gets 100 installs, they pay the ad network \$400. The ad network then pays the publisher. If 10 of those users make an in-app purchase of \$2 after they download the app, the app developer makes \$20—significantly less than what was initially spent on advertising the app. While the ad network and publisher are doing their due diligence and pushing good traffic to the app, the advertiser has a lot more work to do once he receives those new users in order to see any ROI.

This has been the challenge and risk for traditional mobile marketing—driving users who will never make a transaction. Often, app developers are left with a

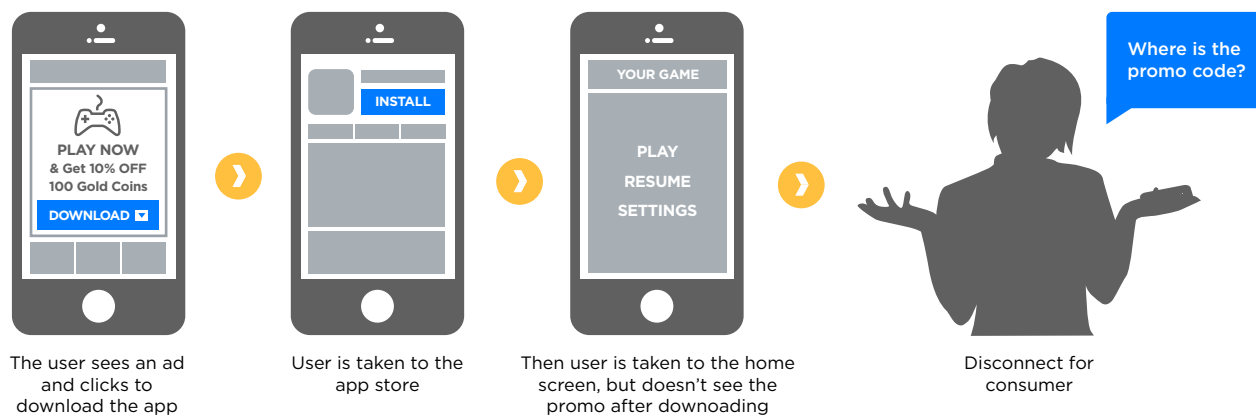
large bill and not much revenue to show for it. Or, they are hesitant to test new channels at scale, with the fear of having to pay back the initial upfront investment. This sort of risk is what makes it difficult to change the landscape of mobile marketing.

This quote from the Guardian² sums up the app developer peril well:

“ The cost per acquisition on Facebook is substantially in excess of what any game company could hope to earn from an average player, suggesting that this line of business is due for a crash.

Traditional mobile performance marketing models, like cost per install (CPI), pay the publisher when a new user downloads the app, but this doesn't guarantee that the advertiser will ever make money on the action (like in the previous example). In addition, mobile app developers have not been able to use traditional advertising techniques, such as offering vouchers, redirecting to specific landing pages, VIP codes, and other methods when attempting to acquire new users, like what is possible on desktop.

The problem in the traditional model now is illustrated here:



The chance of losing customers in the steps between clicking on the ad and the purchase completion is high on mobile.

When a user clicks on the ad, they are redirected to the app store to install the app. After opening the app, the user is sent to the app home screen. In order to find their discount code or special deal, they have to manually search the app to

find the offer, but often they can't find it. Many times, this leads to a poor user experience.

Assuming they were able to successfully find the initial offer, the user could then continue on the conversion path and complete the purchase—a much better result for the consumer and the advertiser. Because the technology wasn't available, this method has held back the performance marketing industry from working with mobile apps.

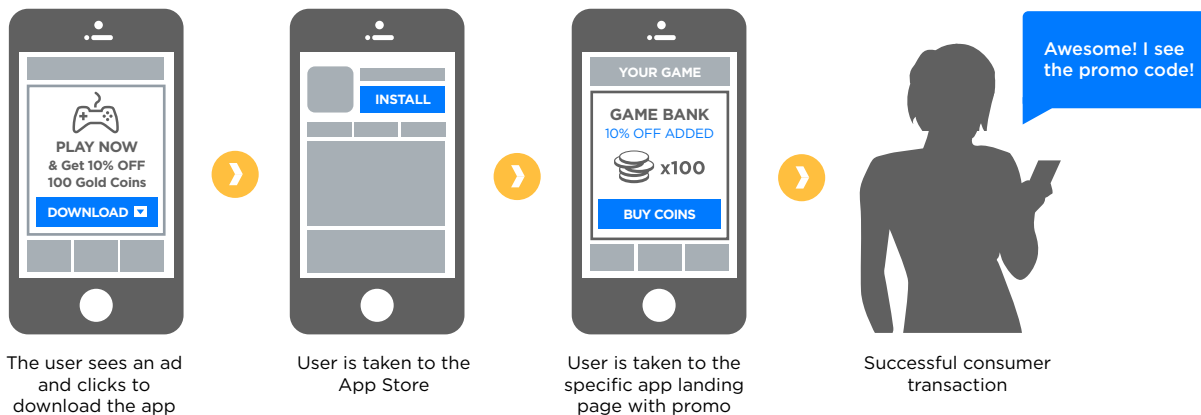
The TUNE solution for mobile app developers and performance networks

What if there was a system to drive traffic directly to a landing page within an app after installing it where the user could make a purchase, resulting in revenue for the publisher, network, AND the advertiser? A system where coupons, landing pages, tokens, credits, and VIP codes could be used seamlessly within mobile app user acquisition campaigns?

Well, there is now a solution. **It's called deferred deep linking.**

How it works: Introducing Deferred Deep Linking

When a user clicks on an ad, the deferred deep link redirects them to the appropriate app store (e.g. Google Play, Apple App Store) based on the user's operating system. After the app has been installed, the user is automatically directed to the page within the app featuring the initial ad—whether that be a discount code, free membership, game credits, or any other offer the app is promoting. The user can then continue on the conversion path and make the purchase.



What this means for the performance marketing industry:

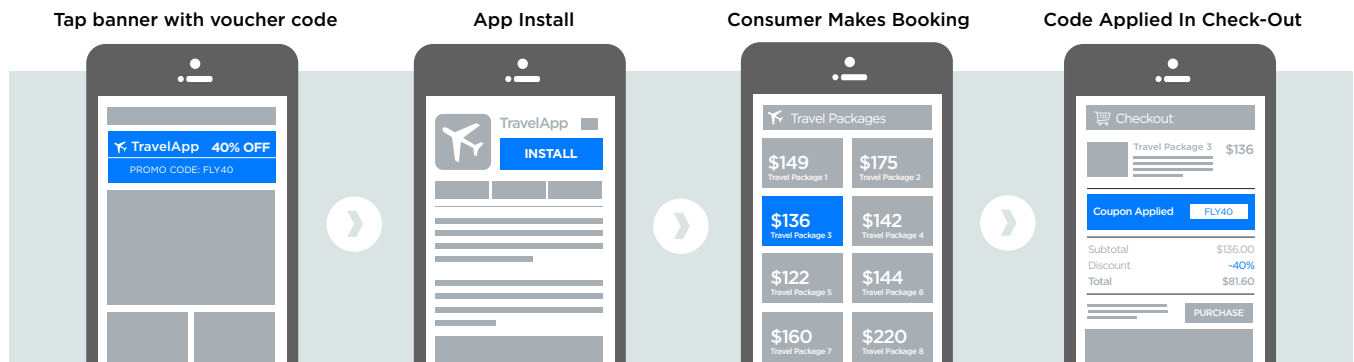
Mobile app developers can build specific landing pages to maximize the user's experience. Performance marketers and networks can leverage these custom pages in their campaigns. Advertisers can still give payouts which can be directly based off their ROI or a combination of CPI and in-app events.

Deferred deep linking dissolves frustrations on all sides of the equation. Users can quickly and effortlessly reach where they expected to go to complete their purchase. Advertisers and ad networks now have the ability to execute performance marketing campaigns to their full potential by eliminating steps in the click-to-purchase process.

Here are examples of deferred deep linking in action:

Retail Voucher Integration

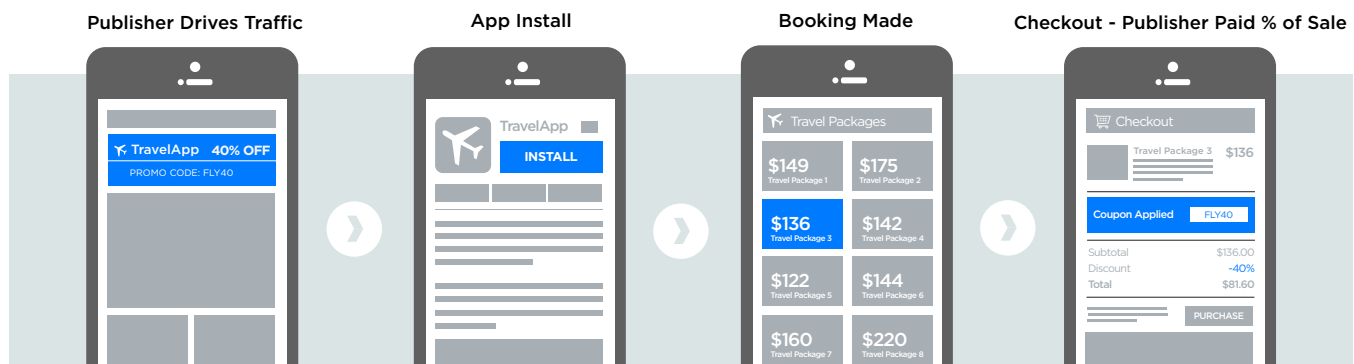
Retail app: the consumer's perspective



Result: The consumer downloads the app, chooses the travel package they want, and see that the discount code is applied at checkout. Adding this in a seamless way drastically increases the conversion rate and it requires no additional effort on the user's side.

Reward your publishers with in-app sales

Retail app: the ad network and publisher's perspective

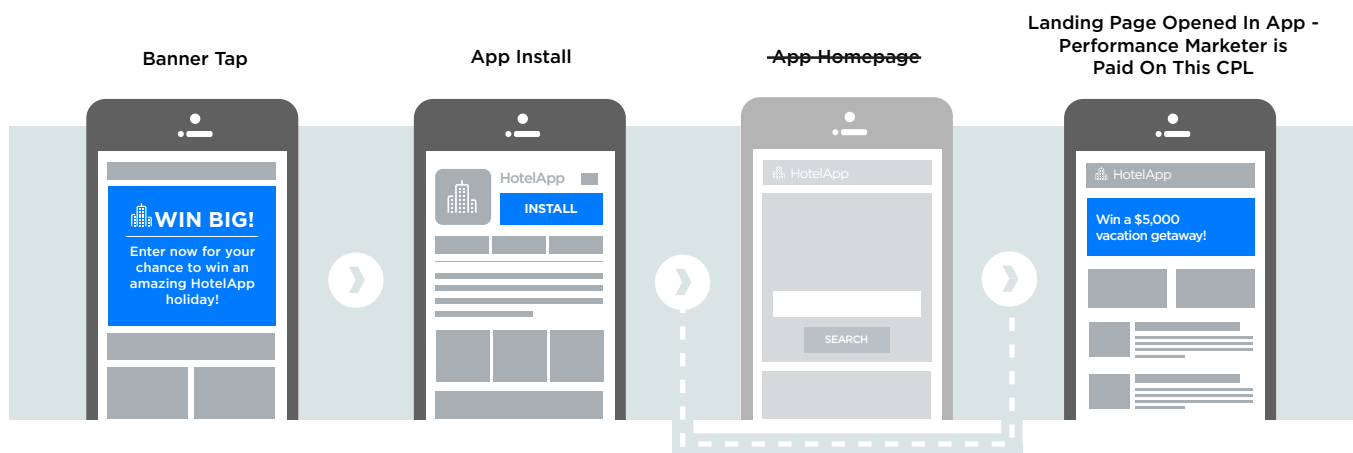


Result: Ad networks and publishers are paid a percentage of the sale upon the user's check out.

How TUNE does deferred deep linking

In the campaign below, the mobile app is looking to drive new installs and have users sign-up for a sweepstakes. Using the TUNE® Marketing Console's deferred deep linking technology paired with the HasOffers by TUNE platform, the performance marketer has the power to promote a contest or sweepstakes inside an app.

The user is able to install the app and go directly to the sweepstakes landing page. It's this experience which vastly increases the conversion rate for performance channels and makes this type of campaign attractive. For the app developer, paying their publisher on the form submission within the app (and not on the install) provides them with a means of reducing their cost for installs. Instead, they are paying for high-value users who install the app and also submit a form. The CPL will be a lot higher, but the users will also be more engaged and the app developer will generate revenue while accruing users, instead of gaining users and needing a second step to make a profit.



We have the ability to track multiple conversion points in the TUNE® Marketing Console and HasOffers networks. In the TUNE® Marketing Console these are called *events* and in HasOffers they are called *offer goals*. This feature is nearly indispensable when utilizing deferred deep linking, as it allows your publishers to track how many installs they generate and also how many sales, conversions, and in-app events are driven from those installs.

Setting up deferred deep links:

1. Advertiser sets up *events* in the TUNE® Marketing Console and codes them into their application.
2. The Ad Network/Publisher/Partner sends them *goal*/ postbacks that fire when those events are triggered by their users on the HasOffers side. They can set the click session lifespan (up to 4,166 days) to keep tracking those in-app events.

I'm a performance network. How will this affect my business?

- You can now work with mobile apps using the same successful methods and business models previously only available for desktop web.
- Increase your sales revenue potential by working with mobile advertisers on user acquisition campaigns that have an in-app performance element as part of the campaign (e.g. CPI, CPS, CPA, CPL).
- Expand your performance based business model into installs, sales, and registrations in mobile and lead generation using *goals*.
- Become increasingly relevant for publishers—new mobile campaigns to help publishers monetize their increasingly dominant mobile web traffic.
- Work with a client across all of their digital campaigns—work seamlessly across mobile app, mobile web, and desktop in one platform using HasOffers and the TUNE® Marketing Console.
- Receive a higher payout by driving the same high-quality traffic to convert for the advertisers you work with.

I'm a mobile app developer. What is the impact on my business?

Enormous. By working with deferred deep links, you are opening up new user acquisition opportunities and channels. You can now work on a more mutually beneficial basis with publishers for performance marketing. They will only generate revenue when YOU do—no more risk taking and hoping for ROI.

Does this seem too good to be true? It only seems that way because the technology for this wasn't available until recently. On Web browsers, it's possible to click on an ad for 20 percent off a store purchase and then expect that same discount to be applied when checking out. This same concept is now available for mobile apps. Today, approximately 10 percent of TUNE® Marketing Console clients are utilizing this feature, and are doing so with great success. In line with its recent development, the concept is not well known—making it difficult to implement. This new method will change the way the players in the mobile landscape interact with one another. We expect there to be pushback, but we also expect this to be the norm within a couple years.

If you have a publisher whom you trust, offering payout upon post-install events shouldn't be a problem. Actually, they should be thrilled. We're not suggesting that you should stop paying based on installs completely, but consider paying less upfront (for the download) and more downstream (when a consumer makes an in-app purchase). This is a way to spotlight skilled publishers who drive high-quality traffic.

I'm interested. What are the next steps?

On the back end, your attribution tool must be able to track traffic and app installs, as well as after-install events in order to be able to attribute the downloads and purchases to the correct publisher. The app advertiser must create the deferred deep link through the TUNE® Marketing Console, and provide it to their ad network(s). At that point, the network pushes the link to its publishers, enabling HasOffers to track all performance metrics. With TUNE® Marketing Console and HasOffers, you get the complete technology stack—see both sides' data (demand and supply) and get 24/7/365 support.

If you are already a TUNE® Marketing Console customer and you work with HasOffers networks, here are resources to implement deferred deep linking:

[Deferred Deep Linking with Attribution Analytics \(formerly MobileAppTracking\)](#)

TUNE

TUNE makes it possible for mobile app user acquisition teams to work with performance networks. Our two market-leading platforms work seamlessly together, providing the industry's only fully integrated solution between supply and demand.

TUNE® Marketing Console

Mobile App SDK Provides

- Attribution analytics
- Deferred deep linking functionality
- Integrates with HasOffers

HasOffers by TUNE

Performance Marketing Platform

- Integration with TUNE® Marketing Console for in app analytics and events
- Dashboard for publishers to track their mobile app install and deferred deep linking campaigns

If you are not yet a customer, but would like more information, email HOSales@tune.com

Resources

¹ <http://www.emarketer.com/Article/Mobile-Ad-Spend-Top-100-Billion-Worldwide-2016-51-of-Digital-Market/1012299>

² <http://www.theguardian.com/world/2015/jun/30/the-shrinking-of-the-big-data-promise>

³ <http://help.tune.com/marketing-console/deferred-deeplinking-with-mobileapptracking/>