Beat: Technology

APP MORNING - SUCCESS Of Your ACQUISITION & RETENTION PROJECTS

100% MOBILE AND CROSS-DEVICE

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USPA NEWS - Customers are constantly switching from one Device to another, be it their Phone, Tablet, or Computer. Media Exposure is Constant, whether it's at Home or at the Office, and even while Commuting between the two. Some Companies simply don't have Analytics Teams, but even for those who do, the Volatility of the Data makes its Analysis quite Complex. Nonetheless, Cross-Device Analysis, which tells you everything about the Customer Journey, can be a Powerful Performance Lever.

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Mobile Marketing refers to the Practice of Interacting with Mobile Users throughout their Entire Lifecycle. This is achieved by Consistently Engaging with App Users throughout the Acquisition, Activation, and Retention Stages of the User's Funnel. Mobile Marketers can take Advantage of Multi-Channel Digital Marketing Strategies to target, reach, engage, and convert Users on Smartphones, Tablets, and other Mobile Devices.

- Mobile Ad Fraud leads to Wasted Time, Loss of Ad Spend, and Inconclusive Data. Mobile Marketers must implement Marketing Compliance Practices early in the Planning Process to avoid becoming a Victim of Ad Fraud.

- If your Mobile Marketing Goals are to increase Brand Awareness, acquire New Users, drive Sales, or all of the above, then you need to invest in a Strategic Social Media Campaign.

- So you've acquired New Users, but how can you make sure you retain them? In-App Advertising is currently the Fastest Growing Form of Mobile Advertising on the Market, performing 11x better than your Typical Banner Ad.

Photos
Photo Left: Case study Eric PONCIN CEO Toosla
Photo Right: Nicolas MARTIN Head of Social Ad4Screen

- App Store Optimizations (ASO) should be routinely integrated into Every Mobile Marketer's Campaign. Have you run A/B Tests to learn what Keywords your Target Audience is searching for? Are you optimizing your App Store Listing with a Keyword-Rich Title and Description? Are you encouraging Users to leave Reviews and Ratings to make your App more appealing?

- App Store Optimizations (ASO) should be RoutinelyPush Advertising has the Ability to be Highly Customizable and Personalized to the User, making it both Cost-Effective and known to drive a High Click-Through Rate (CTR).

- App Discovery doesn't just happen in the App Store. Many Users become aware of New Apps through a Search Engine. This is especially Prevalent for Local Apps, as well as Dating, Tech, and Travel Categories. 92% of People who made a Google Search on Mobile ended up making a Purchase or install related to their Search.

Photos
Photo Left : Alix ONDENDAHL Head of Account Managment Ad4Screen
Photo Righ:
- Jean-David MORIN Sales manager Ad4Screen
- Grégoire LECLERC Head of Operations Ad4Screen

- Mobile App retargeting Ads are meant to target a Pool of Users who have previously engaged with a Brand Via Mobile Web, an App

Store Listing, or In-App Ads. The length of time a uUer stays in the Cookie Pool will depend on the Marketer's overall KPIs, and typically ranges from seven to 30 days.

(...)

Customer Relationship Management Systems (CRMs) are becoming very popular. They allow you to Systemize and Easily Manage the Company's Interactions with New and Recurring Customers. It allows you to use Deep Analysis to figure out any Core Problems, and also to see what is working well. These Deep Insights gained from a CRM can be very important in developing New Strategies that allow you to improve your Customer Acquisition and Retention Strategy.

Photos
Photo left: Alexandra LOPEZ CMO Ad4Screen
Phot Right:
- Alix ODENDAHL Head of Acquisition Ad4Screen
- Nicolas MARTIN Head of Social Ad4Screen
- Grégoire LECLERC Development Manager Ad4Screen

The Backbone of Your Business will always be Reliant on Your Customer Service. After all, the Customers are the Most Important Aspect of Your Business, and without them, you don't really have a Business at all. All Businesses need to create and maintain an Excellent Relationship with their Customers in order to Grow and Thrive. As a Business Owner, Your Mindset should always Remain Focused on Being Tailored to Your Customers.

Nevertheless, Many Companies focus the Majority of their Time and Resources on Acquisition. Efforts to improve Retention are often put on the Back Burner, or Totally Neglected. In Reality, though, Retention offers a Much Higher ROI on Advertising Spend for Certain Business Models—and is often much more Cost-Effective than its Counterpart.

It's Fairly Obvious that without Any Customers to serve, there's No Reason for a Company to exist in the First Place. You had to acquire at least a Few Customers in order to launch Your Business. Now, the Ongoing Process of Customer Acquisition allows you to grow Your Customer Base and obtain even More Opportunities to conduct Business.

An "App Morning" Event was organized @ Le Bristol Paris Hotel by Ad4Screen which is a Media & Marketing Agency 100% Mobile and Cross-Device, Ad4Screen guides you in the Success of Your Acquisition & Retention Projects. They help to reconcile Traffic and Conversion by Working on the Development of your Mobile and Web Acquisition and Loyalty Strategy, and on its Successful Deployment.

In General, the Themes were as follow: Social Media Channels, Level Up Your App Install, Fraud, Display Mobile, A/B Tests, Apple Search Ads, Google App Campaign, Dooh, Retargeting...

Source: App Morning @ Le Bristol Paris Hotel, on June 21, 2020, organized by Ad4screen.

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