



# Mobile Metrics

Mobile Metrics gives you insight into your **mobile app installs, app starts** and **in-app purchases** through your campaigns by **monitoring** and **tracking** cross-device touchpoints and rewarding publishers accordingly



# Tracking Apps & Mobile Metrics

TradeTracker's Mobile Metrics enables you to add a Mobile App, from either Google Play or App Store, to add and link to your campaign, to then promote it through various materials. After the setup you will be able to track app installs, app starts and in-app purchases. It makes it possible to monitor and track cross-device touchpoints and to reward publishers accordingly. One of the requirements is for you to add the TradeTracker SDK to the apps by following implementation codes from our portal.

## How it works

Increase app downloads, user acquisition and engagement with existing users through mobile devices. Extend your reach and add new channels to your performance marketing programmes to reward the omnichannel experience.

## Three possible actions

We have reached the point where it is nearly impossible to imagine a life without apps. We count on them for looking up information, for ordering food or books and for booking our next trip. Whether you are aiming for new app downloads and user acquisition or aiming to increase engagement with existing users through mobile devices, leverage the network of TradeTracker to drive both. Track customer journeys through devices as users interact with a variety of touchpoints in their path to purchase. Reward publishers for their dedication to achieving results.

### Installs

Installing the mobile application after the mobile application is downloaded through marketplaces, such as; Google Play or iOS App Store.

### App-starts

The first time that the mobile application is opened on the mobile phone after the mobile application is downloaded and installed.

### In-app purchases

Examples of in-app purchases are: booking a hotel, ordering clothes or buying an upgrade of that game that you have been stock on for some time.

## What Mobile Metrics can do for you

### Metrics

Keep track of your most important metrics to cover new downloads and users launching the app for the first time to see the number of in-app transactions increase.

### Event Tracking

It is critical to have a good understanding of App interaction. Therefore, the SDK allows app owners to define in-app events, to create bespoke reports and to better determine lifetime value.

### Cross Device Attribution

This allows different media sources and touchpoints to be rewarded by keeping track of apps and other owned media channels.

### Deep Linking

Deep linking allows direct landing on the proper designation, regardless of the channel, media source or type. You will be able to get visitors exactly where you want them to be.

## Set up

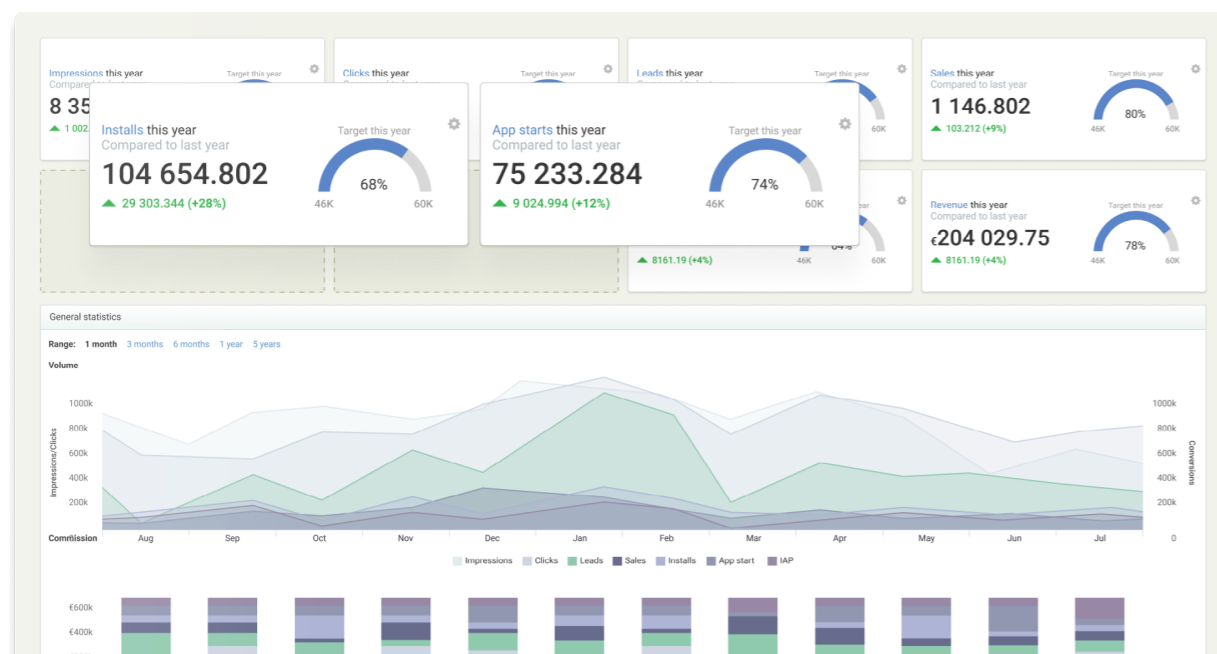
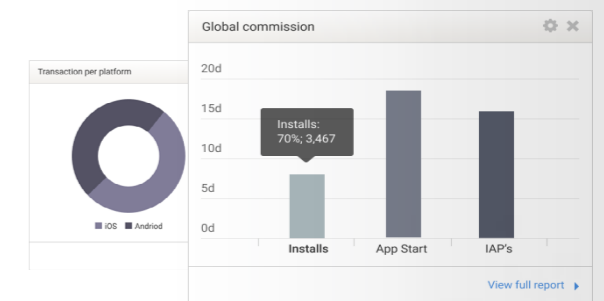
Increase relative importance of the publishers that fall into specific categories by weighing their position within the attribution model. Work with your account manager and define the actions you want to attribute to - so that it perfectly matches your goals.

## Reach your publisher base

When your mobile campaign is defined and ready to launch, make sure your publishers know about it. You have a true competitive advantage! Publishers you deem important will see an increasing ROI fast - so ensure they give it all for the best results.

## Monitor and optimise

TradeTracker lets you enhance your attribution model with exciting new elements, such as the facility to add CPC or CPM components for selected publishers - so you can really maximize the performance of your campaign.



## Supported Marketplaces



## Contact

Unit 309, Metropolitan Wharf  
70 Wapping Wall, E1W 3SS London  
United Kingdom  
+ 44 20 3397 7240  
info.uk@tradetracker.com

