

# RADIUMONE™ Mobile Analytics

The Challenge:

## Using in-app engagement for customer insights and targeted advertising

The media landscape has changed. Consumers now interact with digital media predominantly via apps on smartphones – far more than via websites, computers, tablets, or TVs. They use nearly 30 apps per day across a diverse range of categories. App interactions are an invaluable resource for marketers to understand their customers and turn insights into action. However, the mountain of data generated by this interaction is challenging for businesses to capture, interpret and use.

The Solution:

## Mobile Analytics gives you the insights you need

Mobile Analytics (also known as Connect™) is a complete solution for understanding the full user experience of your mobile app, from installation and engagement to conversion and retention. Unlike other mobile app analytics and management tools, all of the data you collect can be activated immediately in cross-channel digital marketing campaigns—across both web and in-app advertising—to help you reach both new and existing users.

### Product Managers

#### Understand the user experience and increase engagement

Onboard users more efficiently, drive deeper engagement, increase retention and lift conversions.

### Brand Managers

#### Leverage consumer signals for more effective messaging.

Build personalized marketing messages for your brand and run in-app campaigns, so you can drive deeper customer engagement.

### Advertisers, Marketers and Agencies

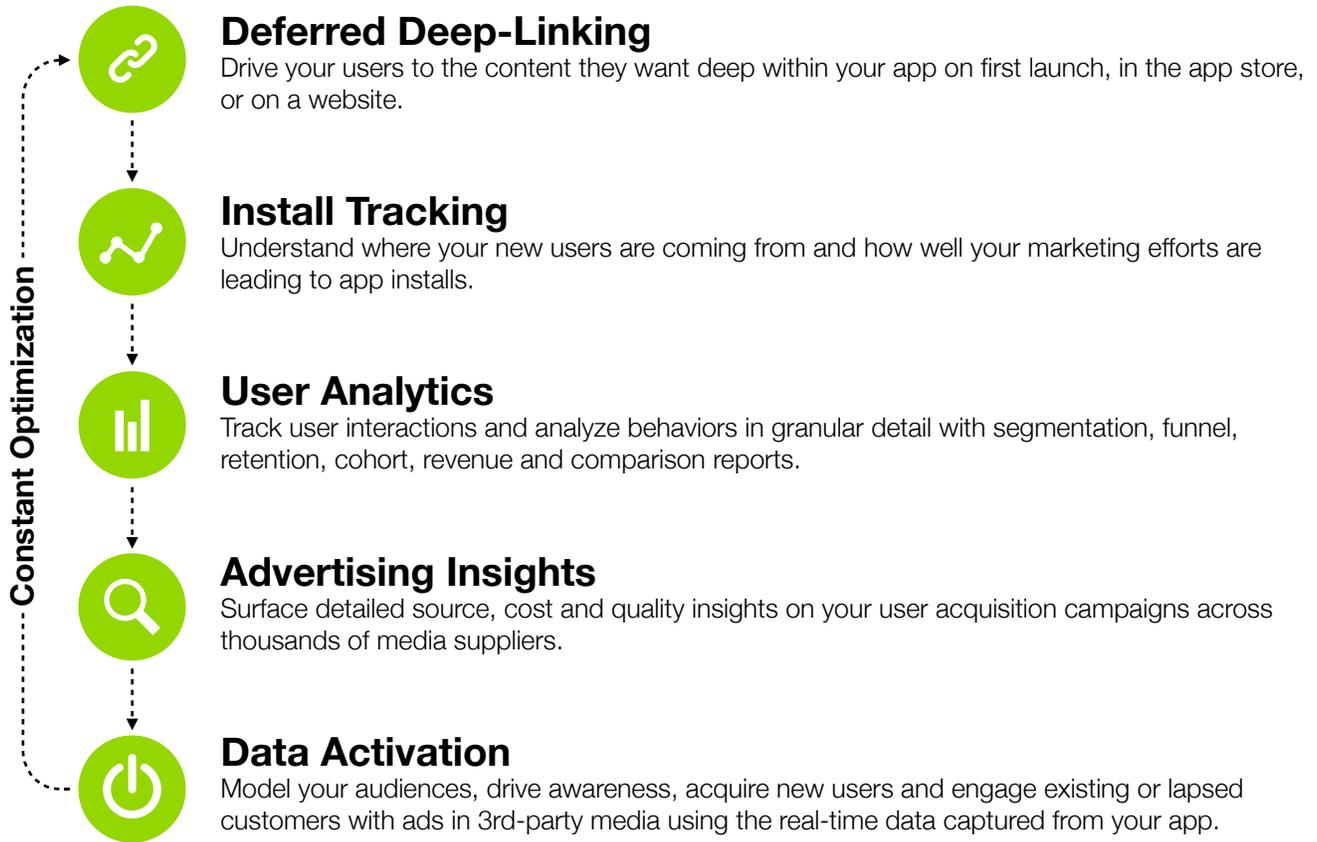
#### Deploy in-app data in digital ad strategies

Leverage mobile user insights so that you can implement the right type of media investment strategies to find, acquire, and engage high-value users across tablet and smartphone inventory.

People give off signals in various ways based on their browsing habits, device location, media tastes and the things that they share.



Features & Benefits:



**Try Connect by visiting**

*[connect.radiumone.com/register](https://connect.radiumone.com/register)*

**Learn more about Connect's capabilities and integration options at**

*[support.radiumone.com](https://support.radiumone.com)*

**RADIUMONE™**

San Francisco, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York City, Sunnyvale, Copenhagen, London, Milan, Oslo, Paris, Singapore, Sydney, Toronto