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.
Deferred Deep-Linking
Drive your users to the content they want deep within your app on first launch, in the app store, or on a website.

Install Tracking
Understand where your new users are coming from and how well your marketing efforts are leading to app installs.

User Analytics
Track user interactions and analyze behaviors in granular detail with segmentation, funnel, retention, cohort, revenue and comparison reports.

Advertising Insights
Surface detailed source, cost and quality insights on your user acquisition campaigns across thousands of media suppliers.

Data Activation
Model your audiences, drive awareness, acquire new users and engage existing or lapsed customers with ads in 3rd-party media using the real-time data captured from your app.

Try Connect by visiting
connect.radiumone.com/register

Learn more about Connect’s capabilities and integration options at
support.radiumone.com