

Measure and Run Effective Marketing Campaigns Using AppsFlyer and MoEngage

Create long-term, meaningful marketing campaigns, right from customer acquisition to engagement to retention, and drive LTV.



The Challenges

– Finding the channels that work for you

Collecting and analyzing targeted, cross-channel insights to understand which channels are actually performing for your brand.

– Utilizing install attribution

Understanding how and why customers install your mobile app by analyzing install attribution data.

– Poor visibility on marketing campaigns

Getting complete visibility into paid, organic, and offline campaigns across mobile and web to understand the true ROI of every marketing campaign.

How Brands Can Leverage the MoEngage and AppsFlyer to Overcome Attribution Hurdles?

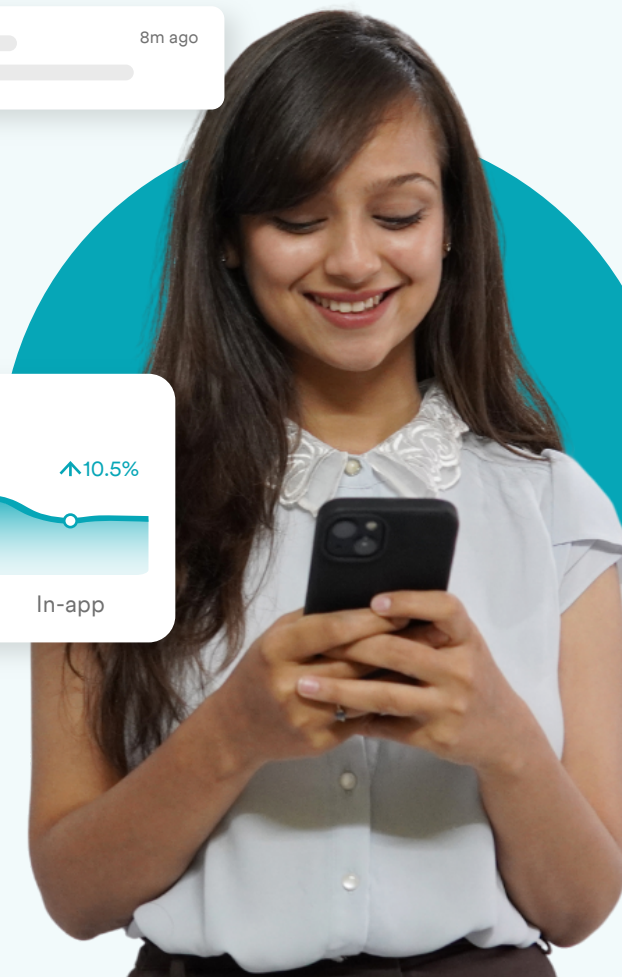
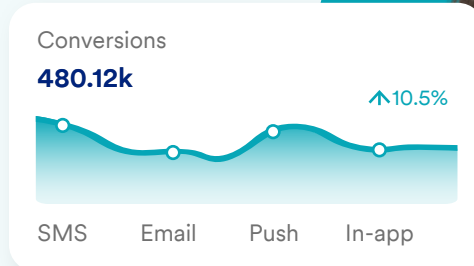
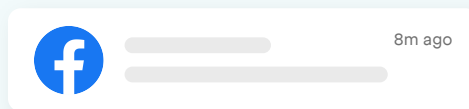
Identify channels that bring the highest ROI

AppsFlyer determines the media source that led the customer to install or re-engage with an app and attributes the customer action to that source using the AppsFlyer attribution model. The install attribution result is either:

- ✓ A non-organic or paid media source
- ✓ Organic

When combined with MoEngage's segmentation capabilities, you can then analyze which channel brings in customers with the highest engagement with the app.

This data benefits brands that spend a lot on paid marketing for customer acquisition and invest in different channels. Using both platforms can help the brand understand how many customers are coming from which channel and the metrics associated with each channel.



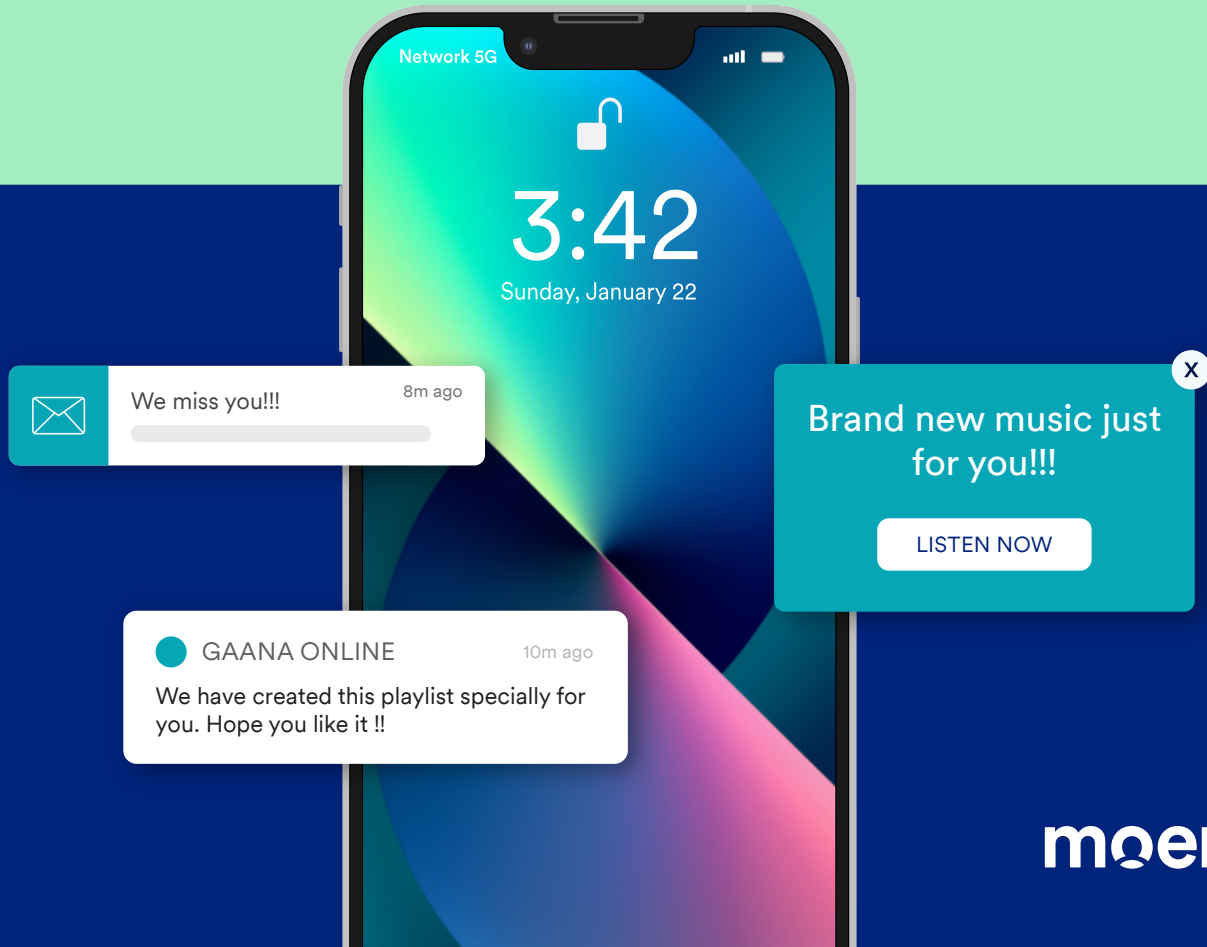
When you clearly see the ROI associated with different channels, you can adjust marketing budgets and scale the successful campaigns accordingly.

Increase LTV and retention by personalizing customer onboarding

Install attribution data allows you to segment customers based on acquisition source, using AppsFlyer's audience segmentation capabilities. Combine this with MoEngage's insights-led engagement suite, and you can create an onboarding journey that will delight your customers.

Additionally, you can use the customer's installation/acquisition data to construct a long-term, personalized engagement journey for the said customer or customer segment. For instance, to keep the same customer hooked on the site, the app home screen could display a selection of horror movies - maybe even subdivided by genre (e.g., supernatural, psychological, or more).

Personalized micro-moments like these are made possible when you know what made a customer install your app in the first place - and these will go a long way in ensuring the customer doesn't drop off and keeps coming back to your app.



About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as BigBasket, Airtel, Flipkart, Byjus, Ola, Samsung, Nestle, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in ten countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.



Scan the QR code to book a detailed demo of this integration

Contact Us: hello@moengage.com

To learn more, visit moengage.com

