

STUDY: INCREMENTAL METRICS

KEY OBJECTIVE: This is a study performed across different App Marketing campaigns for user acquisition, that measure Incremental Metrics using Mediasmart's algorithm

CAMPAIGNS SETTINGS

All campaigns in the study had these settings in common:

CAMPAIGN GOAL

User acquisition. Campaigns measured installs & post install events.

CREATIVES TYPES

Different creative types (images, video and native) and **sizes** (320x50, 320x480, 300x250).

PLACEBO USERS

1% of the users compatible with the campaigns were locked as placebo users during the attribution window. NGO creatives were served to placebo users instead of the app creatives. In some cases, these ads were leading to the App Store and others were leading to a landing page from the NGO.

ATTRIBUTION SETTING

Post view attribution window of 24h & post click attribution window of 7 days.

MEASUREMENT TOOL

AdJust or AppsFlyer

BUYING STRATEGIES

All campaigns **ran at least two "buying strategies"**:

- Paying higher CPMs where a higher conversion rate was expected.
- Paying a low fixed CPM trying to maximize the number of impressions

IMPORTANT NOTES:

All the campaigns in the study have dedicated **between 1% and 4% of all impressions served to placebo users**. Placebo users for each campaign were selected by the mediasmart algorithm built for this purpose, which selects users in a way that is completely independent of the campaign settings, in order to avoid any potential biases.

Campaigns measured different types of post-install events so, we have focused on the incremental metrics specific to Installs in this study, as installs were the only common event across all campaigns.

85% of all installs attributed to the campaigns were generated Post-View.

Advertisers can measure incremental metrics when they buy on mediasmart DSP, but also across other channels when they use mediasmart adserver. This study, however, is not focused on showing results across channels, but only across other variables, such as ad formats or ad sizes.

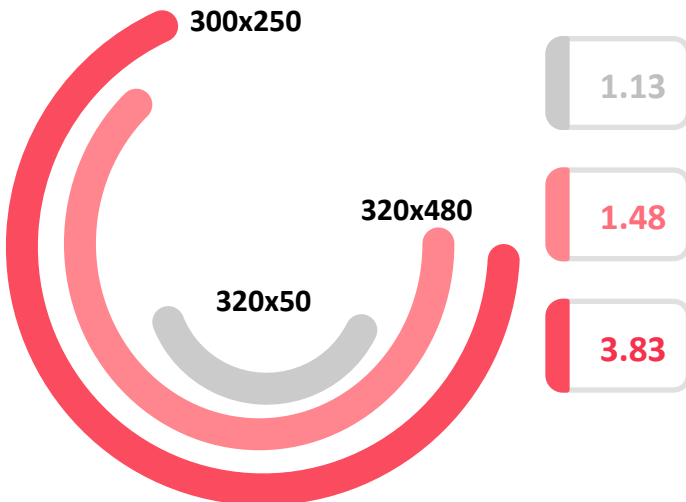
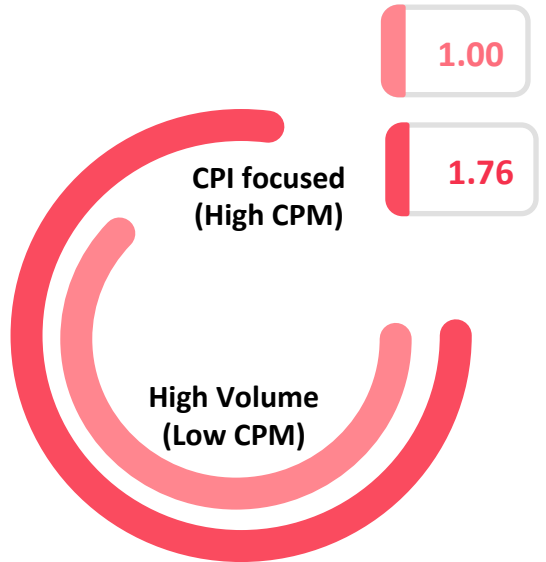
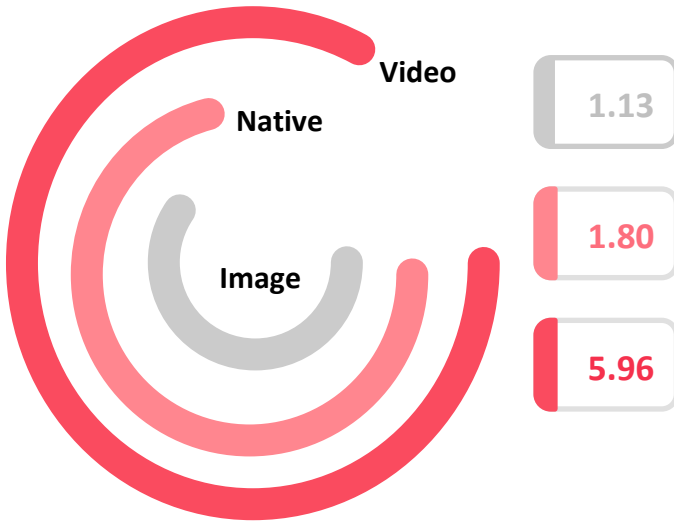
Most of these campaigns were for Applications that have a considerable market, and therefore generate a high number of organic installs.

AVERAGE RESULTS

INCREMENTAL METRICS: UPLIFT

The factor that shows how many times more likely users are to download the app because of the campaign.

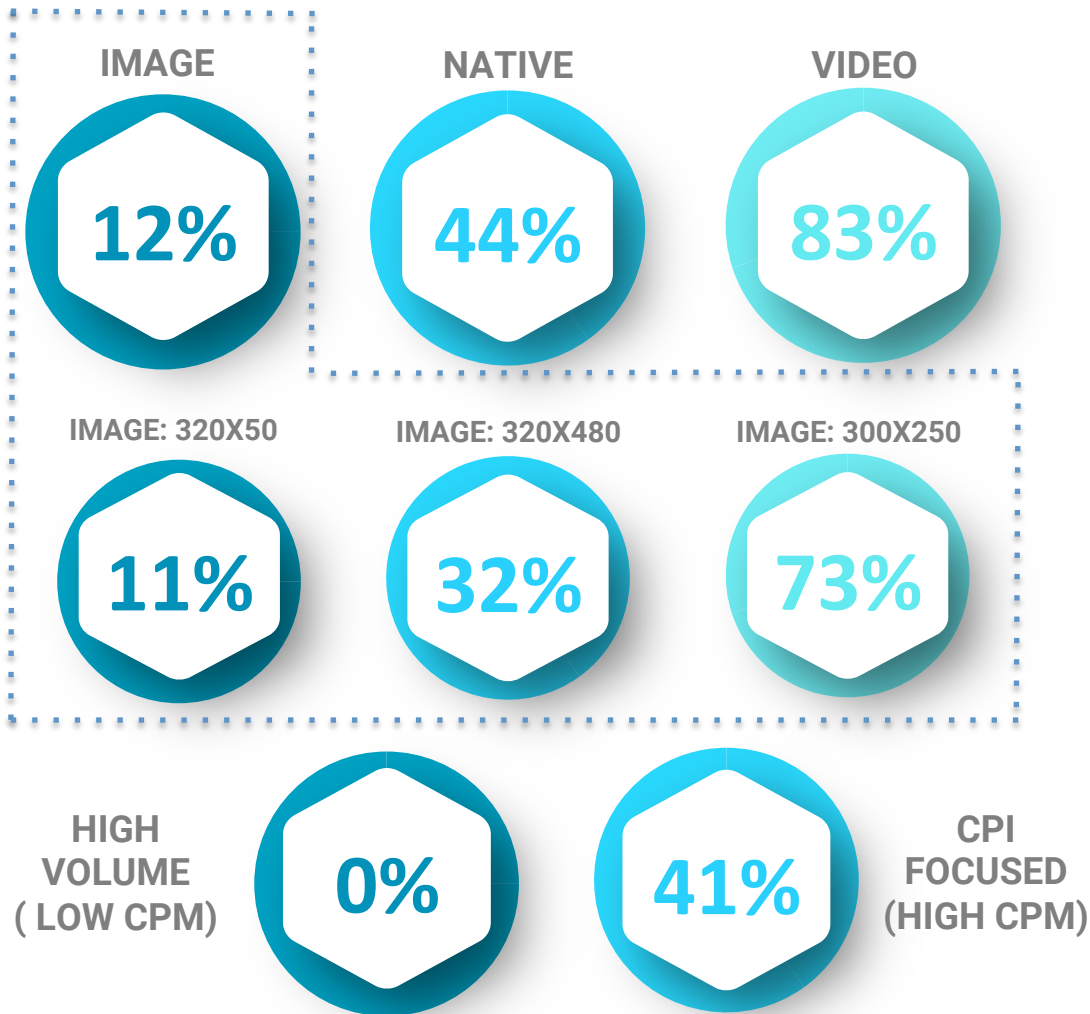
The variables showing the best Uplift, are Video, 300x250 creatives And the CPI focused (High CPM) buying strategy.



AVERAGE RESULTS

INCREMENTAL METRICS: % ESTIMATED INCREMENTAL INSTALLS.

The estimated percentage of all conversions attributed to the campaign that are estimated to be incremental.



Banners (320x50) deliver the worst incremental percentage of all formats, and they are responsible of the overall low incremental percentage for display, because many campaigns delivered a lot more impressions for banners than for other display sizes.

Strategies that use the predictive targeting algorithm to pay more for inventory that is expected to deliver higher conversion rates deliver a lot more incremental value than those trying to get the biggest number of impressions at the lowest price.

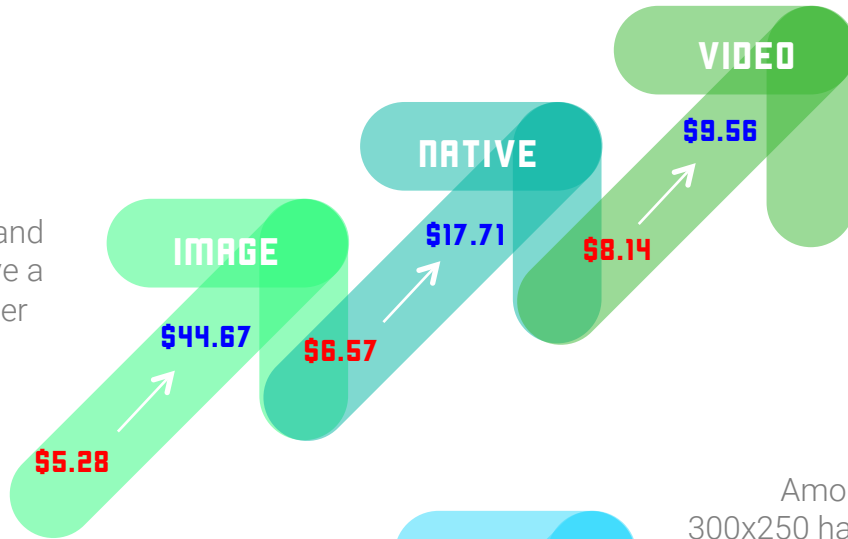
AVERAGE RESULTS

INCREMENTAL METRICS: CPI & INCREMENTAL CPI

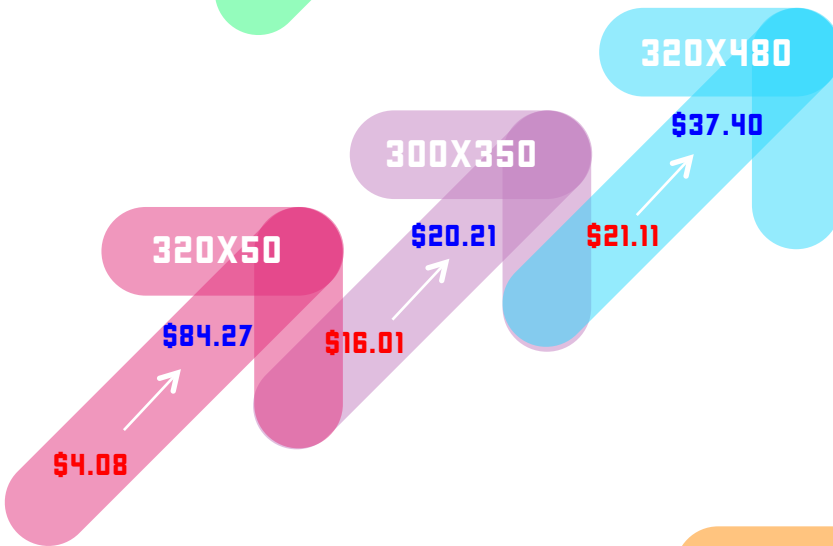
CPI: The media cost divided by the number of total conversions.

CPII: The media cost divided by the number of incremental conversions estimated.

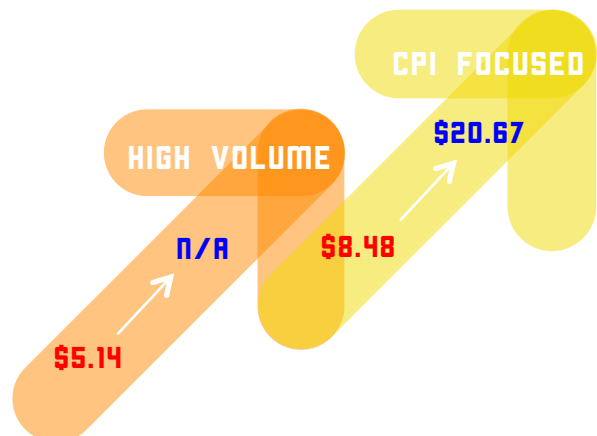
In spite of having a higher CPI, Native and specially Video have a much better cost per incremental install.



Among images, the 300x250 has a higher CPI, but the best cost per incremental install.



Strategies that focus on getting high volumes (of impressions and clicks) at the lowest price deliver great output: a high number of installs at very good CPI, BUT no incremental value.



CONCLUSIONS

Evaluating the efficiency of the media spend based only on absolute KPIs, such as the CPI, can lead to wrong decisions. This analysis shows this would have been the case for the types of campaigns we have evaluated.

320X50 IMAGES, AND HIGH VOLUME BUYING STRATEGIES

Show lowest CPIs, but a very significant part of their conversions are NOT incremental, and would have happened independently of the campaign.

REDISTRIBUTE THE BUDGET

Going to the variables or channels that show a lower incremental cost, and block or minimize those that simply “count” a lot of installs that are not an outcome of the campaigns.

MEASURING INCREMENTAL KPIS

Helps you understand the most efficient advertising actions to actually convert NEW users. Including advertising channels, formats, buying strategies, creatives...

SAVE AND BE EFFICIENT!

By maximizing uplift you will get more value from every advertising dollar

Paying for advertising that has no incremental value is like throwing your money to the trash can. You should save that money and invest it where it makes more of a difference, like designing better ads and innovative buying strategies.

