How Mobile Programmatic Can Help You Gain High LTV Users in India

△ AARKI
Table of Contents

What is Mobile Programmatic? 3
  Programmatic Landscape in India 4
  The Difference Between Mobile Programmatic and Affiliate Marketing 6

Obtaining High LTV Users with Mobile Programmatic 8
  What are High LTV Users 9
  How Does Programmatic Help? 9
    Machine Learning Capabilities 9
    Dynamic Creative Optimization 9
    Importance of Sharing Non-Attributed Data 10

Forecasts for Mobile Programmatic in India 11

About Aarki 13
What is Mobile Programmatic?
Programmatic Landscape in India

India is the fastest-growing app market, not just in Asia, but in the world. With a colossal digitization in 2020, they transformed into a mobile-first country and are on their way to being one of the biggest players in the mobile app market. India is driving Asia’s app download growth, accounting for more than half of the app downloads in the entire region. It is no surprise that India is also home to several mobile gamers. This makes a great canvas for mobile programmatic.

A recent report shows mobile games are very popular in India, with India being the top market for mobile game downloads in H1 2021. With Indian women making almost half of the demographic of mobile games, 79% of them prefer in-app video ads to progress to gain benefits in the game. Mobile programmatic offers a wide range of media opportunities, including in-app video ads. Research shows that in-app video ads have a 112% higher CTR compared to other ad formats, with 42% of in-app purchases attributed to video.
In a survey among JAPAC media professionals by ExchangeWire and OpenX, the participants in India had **more ad spend** on programmatic compared to their Japanese counterparts. However, India is also the **most concerned** about the loss of the identifier for advertisers (IDFA) due to Apple’s privacy changes. The survey also shows that fraud is a key concern, which makes them less likely to share first-party data with media partners.

Although the country has been making huge advancements in mobile programmatic, advertisers in India are leaning more towards affiliate marketing when promoting their app because of the uncertainties regarding data privacy that they have with mobile programmatic.

“**Mobile programmatic has been making its strides in the Indian market throughout the years. Although, there is still a long way to go for app marketers in the region to fully accept and utilize it. With hesitancy towards data-sharing and cost-per-mille (CPM) billing, app marketers in India are more inclined towards affiliate marketing. This opens an opportunity for media partners to educate and prove to the market on why advertisers are more likely to benefit and save more time and money by using mobile programmatic.”**

_Pompika Gautam, Senior Account Executive (India)_

△ AARKI
The Difference Between Mobile Programmatic and Affiliate Marketing

Affiliate marketing is when an advertiser (an app developer) hires an affiliate (an ad network) to run the marketing and promotions for their app. Ad networks are the middlemen who sell the publisher’s ad impressions at a set price.

Executing a campaign this way is a manual process which can be very time consuming, prone to human error, and does not support precise targeting. This results in a lot of wastage and is less effective at driving higher in-app revenue.

Mobile programmatic on the other hand, is automated. Impressions are bought and sold in real-time and do not rely on manual insertion orders and trading. This method saves time and money as the publisher does not need to configure the campaign, which avoids human error. Negotiating prices is done in real-time through an auction model and the market defines the price of each impression based on supply and demand.

There is also full transparency with mobile programmatic, from impression to end user event behaviors. The best feature of programmatic buying is that it allows advertisers to serve specific ads to a specific audience. Advertisers can precisely determine which audience gets to see which ad and when.

Through these advanced targeting capabilities, you can acquire, retain, and retarget high LTV users, ultimately boosting your ROI.
Obtaining High LTV Users with Mobile Programmatic
What are High LTV Users?

High quality users are those that continually visit your app, who actively and frequently engage with the features. This includes users that continue to play and buy in-app purchases, which generates revenue and drives up your ROI. Lifetime value (LTV) is the value that the acquired user will bring to the app over the course of their lifetime.

How Does Mobile Programmatic Help?

**Machine Learning Capabilities**
Custom machine learning algorithms are trained on down-funnel KPIs that optimize for events such as registration, sale, and purchase. By filtering out the best data (install, purchase, CPA event, etc.) that can be fed to machine learning models, you can predict the probability of a user installing your app, and target those high LTV users, maximizing your ad spend.

**Dynamic Creative Optimization**
With creative optimization, advertisers will know which specific ad is the best for a specific user through multivariate testing and extensive creative research. Aarki uses Aarki Studio, our proprietary creative suite, which enables us to run and produce data-driven ads at high velocity, without sacrificing quality.

Creative strategies to obtain high LTV users include the following:
- Be honest
- Highlight you app’s best and unique features
- Demonstrate how your app works
- Design according to your target audience
Importance of Sharing Non-Attributed Data

To generate high LTV users leading to high ROI, it is important to build models and engaging creative that are **customized for a specific campaign**. Custom machine learning models need to be fed non-attributed data to be effective. As for creatives, it is vital to analyze non-attributed data to know your audience and determine which creatives they are most likely to engage with.

Non-attributed, or first-party data, includes organic installs or events, and other paid media data **collected by the advertiser.** Aarki uses non-attributed data together with Aarki-attributed data (historical data from other Aarki campaigns) to **train the custom models** and to reach high quality users. We are also able to dynamically exclude users that are already active users or have recently become re-engaged, to maximize your campaign’s reach and target your goals.

First-party data allows us to **gain more insights** about your app and users, which helps us create engaging ads that resonate with the target audience, ultimately providing a **personalized experience** for them. With millions of users in India accounting for millions of app downloads a day, it is important for mobile marketers to target and re-engage the right users, and to ensure that they will continue to use your app and its features after downloading. As the machine learning models gather data and learn, your campaign will become more accurate and relevant, ultimately reaching your campaign’s KPIs.

When the IDFA was still available, mobile marketers relied on first-party and third-party data to determine their campaign. With Apple’s privacy changes, it is crucial for advertisers to shift from relying on both, to now start focusing on only first-party data. First-party data is your **most valuable and accurate** set of data and sharing it with your media partners means you can achieve **optimal strategies** for acquiring or retargeting your users.
Forecasts for Mobile Programmatic in India
Video is going nowhere but up
As advertisers in India experience the outstanding results of video, more apps will leverage video for their mobile marketing campaigns.

Increased transparency
DSPs catering to India offer even better transparency. Advertisers can track the ad placements, audiences reached, where their ad spend went, and what they are getting back from their ad spend in real-time.

Growth in mobile apps is continued to increase
India is on its way to becoming the biggest app market in the world, with the country projected to surpass 60 B downloads in 2025.
About Aarki

Aarki helps brands grow and re-engage their mobile users, using machine learning (AI), big data, and engaging creative. We strive to deliver performance at scale across different marketing objectives to meet the target return on investment. Our data offer deep insights into user intent and usage habits. To drive performance, we activate our data assets through proprietary machine learning algorithms and engage users in real time with personalized creative. Aarki has been recognized by The American Business Awards, Red Herring 100, Internet Advertising Competition, Deloitte’s Technology Fast 500, The Drum Advertising Awards US, Horizon Interactive Awards, Effective Mobile Marketing Awards, The Wires by Exchange Wire, Artificial Intelligence Excellence Awards, CognitionX, and the Stevie Awards for Great Employers.

For more information, please visit www.aarki.com