

Mobile services for Adobe® Marketing Cloud

Improve user engagement with mobile apps



“There’s a big difference between mobile apps and mobile web pages. Adobe Marketing Cloud gives us the capability and flexibility to test both thoroughly, to make sure that our marketing is working well and that the features in our apps are right for our service and our subscriber base.”

Brandon Camp, director of conversion and marketing, Ancestry.com

The business challenge

Every organization must have a mobile strategy. Today’s perpetually connected consumer demands the ability to engage with your brand via mobile devices wherever and whenever they need to. Many marketers are investing in apps to provide engaging experiences to loyal customers. According to Gartner, worldwide application downloads from app stores will pass the 300 billion mark by 2016. Until now, understanding the return on investment from your mobile app strategy has been challenging—how do you measure activity in a consistent way across iOS, Android, Windows Phone, and the various app stores? After users have downloaded your app, how do you measure their engagement and provide a better experience to drive monetization?

The solution

Adobe mobile services address these challenges by focusing the extensive capabilities of Adobe Marketing Cloud on mobile apps. Mobile services provides easy to use, integrated app analytics and targeting capabilities to help mobile teams understand and improve user engagement. Higher engagement leads to improved consumption and monetization of content through the mobile channel. App-specific reports and visualizations help you understand how frequently people use your app, what paths they take through the app, and if they convert effectively to drive monetization. Furthermore, the integrated workflow between analytics and optimization capabilities makes it easier than ever to take action.

Benefits

- **Ease of use and implementation**—Deploy Adobe mobile services in as little as 5 minutes by integrating one comprehensive software development kit (SDK) into your apps. Designed for mobile marketers, the app-centric user interface provides intuitive visualizations and reports.
- **Integrated service for app analytics and targeting**—Because of the seamless data and workflow integration, you can easily move from the analysis of user behavior to experience optimization with just one click.
- **Powerful app marketing**—Deep app insights combined with app experience testing and app targeting with geo-location give you extensive capabilities for improving user engagement.
- **Comprehensive support for mobile platforms**—Take advantage of the proven Adobe Marketing Cloud data platform, architected for high-volume mobile transactions. Adobe mobile services provides support for leading operating systems, including iOS, Android, Windows 8, Windows Phone 8, Mac OS X, and BlackBerry 10.

“By providing reports for each channel, Adobe Analytics showed us that there were major differences between mobile channels. Those reports help us focus on tailoring the experience of all our users.”

Jim Bassett, multichannel operations manager, Argos

Key capabilities



App-centric user interface

- The interface is designed for mobile app teams and provides integrated workflows for app analytics and app optimization activities.
- Manage multiple apps by specifying the app type, name, icon, description, and key metrics that appear in the user interface.

App user acquisition

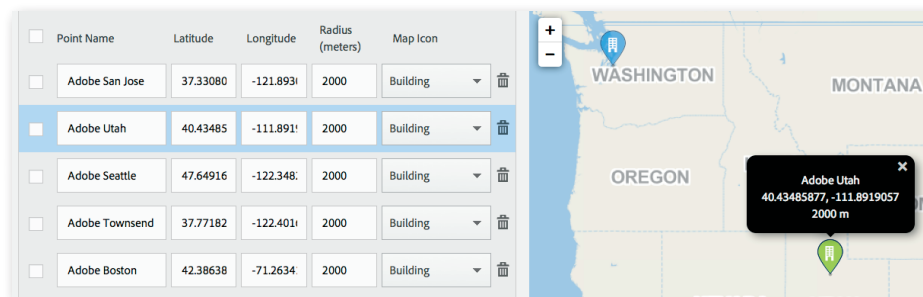
- Generate tracking links for your app campaigns that can be included in paid, owned, or earned media
- Understand the effectiveness of campaigns in driving app downloads from the Apple App Store or Google Play.

App analytics

- Gain deep insights that reveal mobile app user engagement along with app store performance metrics.
- View app reports and KPIs for user engagement, app store performance, path analysis, cohort analysis, retention analysis, GPS location analysis, lifetime value analysis, and more.

App optimization

- Use app analytics data such as launches, days since last used, or mobile carrier to define audiences for experience testing and targeting.
- Create A/B and multivariate tests to evaluate the effectiveness of app experiences in driving better engagement and monetization.



Geo-location analytics & targeting

Understand the GPS position of app users and when they launch the app within a proximity radius to the point of interest, such as a retail store, stadium, or concert venue. Provide app personalization by targeting users within a point of interest or their proximity to iBeacons.

SDKs for app marketing across platforms

Enable app data collection and data delivery across Adobe Marketing Cloud solutions and validate with built-in implementation verification.

Get professional guidance to speed your value from mobile optimization

Adobe Consulting provides you with the expertise to define, launch, and execute projects for all mobile channels and campaigns. Receive guidance from experts that know your business and the Marketing Cloud capabilities for analyzing, testing, and optimizing mobile apps.

Get started with Adobe Mobile services for the Marketing Cloud

If you would like to know more, speak to your account manager, visit adobe.com/mobile or email us at digitalmarketing@adobe.com.

For more information
www.adobe.com/mobile



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