

## Mobile Marketing Strategy Scorecard

Tracking and analysis are important components of a mobile marketing strategy. A structured approach to tracking and measurement will help you optimize the performance of your mobile marketing campaigns and mobile investment.

There are three primary objectives when implementing a mobile marketing strategy.

- 1. Conversion rate optimization:** Convert traffic into leads, appointments, quotes, or sales.
- 2. User experience (UX) improvement:** Identify where people drop off or abandon the customer journey.
- 3. Understanding your audience:** Track user activity to continually gather data on preferences, update segmentation profiles, determine lifetime value, and provide insight to cross-sell or upsell other products and services.

## Mobile Performance Optimization Assessment

	Category	Assessment
	Metrics	Have you selected the right measurement KPIs to improve performance?
	Tools	Can your analytics tools collect and aggregate data? Can your analytics tool provide a dashboard or ability to visualize data?
	Process	Have you established a measurement review process? How frequently or when will you review and interpret the data?
	People	Do you have the right resources (internal or external) to implement your mobile marketing strategy? Do you have the right resources to review and analyze the data to make improvements based on the analytics?

## Metrics

List what's driving traffic or creating awareness of your mobile channel. Where are your users coming from?

Use this information to determine where to spend on advertising and improve return on investment (ROI) and lifetime value (LTV) of your customer.

## KPI Tracking Overview

Metric Objective	KPI	What to Track	Why
<b>Acquisition</b>	New downloads	Number of new downloads: daily, weekly, monthly	Track growth
	Download attribution	Where users are coming from	Use data to optimize spend and ROI
	Activation rate	Percentage of downloads that launch the app	Measure interest and engagement
<b>Engagement</b>	Active users (DAU/MAU)	Number of active users on a given day or month	Measure whether using app is becoming a habit
	Average session length	How long an average session lasts	
	Session frequency	How often users are launching your app	
<b>Conversion</b>	Click-through rate	Percentage of users who tap in app or click link or button	Measure initial interest
	Opt-in rate	Percentage of users who agree to receive notification or allow location access	For SMS, complies with legal requirements
	Conversion rate	Users who performed a key action	Determine interest or purchase intent Indicates effective messaging
	Cost per conversion	Total cost of user acquisition / number of conversions	Help manage budget and is a factor in calculating ROI
	CAC to conversion	Cost of acquiring a paying customer	Use data to improve ROI

# Mobile Marketing Strategy

with Keitha Maciel



<b>Retention</b>	Retention cohorts: weekly and/or monthly	How long users continue using the app after launch	Measure whether users are finding value with your app
	Uninstalls or opt-outs	Number of uninstalls or opt-outs daily and weekly	May indicate user experience issue or user doesn't see value in app or offer
	Churn rate	Percentage of users at start—users at end and users at start	Measure overall growth

Select the applicable metrics based on your marketing channel. Fill in the appropriate data and rank performance.

Ranking key: 1 – below target, 2 – on target, 3 – above target

Conversion				
KPI	Count	Percentage	Frequency/When	Rank
<b>Click-through rate (CTR)</b>				
<b>Downloads</b> (Mobile app)	Number		Daily, weekly, or monthly	
<b>Opt-ins</b> (SMS text messaging)	Number			
<b>Conversion rate</b>	Number			
KPI	Number of new customers	Cost to acquire customer	Cost per conversion (Cost divided by number of new customers)	
<b>Customer acquisition cost (CAC)</b>				

Engagement				
Active users	Number		Daily, weekly, or monthly	
Average session length				
Uninstalls (Mobile app)	Number			
Churn rate	Number			

## Mobile marketing benchmarks

- Click-through rate (CTR): 1.4% of impressions
- Mobile apps
  - Conversion from click to install: 2.73% of clicks
  - Cost per install: \$1.37
  - Activations: 85% of downloads
- Sessions per user
  - Day 1: 1.88 sessions
  - Day 7: 1.79 sessions
  - Day 14: 1.76 sessions
  - Day 28: 1.75 sessions

## Analysis

What worked well?

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Areas for improvement:

What will you do differently?

## Additional Resources

- [Adjust's Global Benchmarks 2.0](#)
- [Mobile marketing tracking and analytics](#)
- [The 7 Key Mobile App Metrics You Should Track](#)