

Mobile Apps - US - September 2013

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“The high app engagement level of Millennials makes them a lucrative target and companies targeting the demographic should consider their particular interests. Personalizing ad content and offerings to the app user can be effective and if it is related to their interests it makes the ad inherently less invasive.”

— Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- Benefiting from understanding the needs of Millennials
- The role of apps in companies' and brands' wider marketing and promotion strategies
- Apps as a platform for micro-targeted mobile advertising

Millennials are avid app users and downloaders. This generation is highly engaged in the medium, particularly willing to make recommendations of apps they like to friends and family, and more likely than the older, more financially stable generations to pay for an app. Targeting this group may entail special attention to pricing, however. In targeting app users in general, free is a prevalent theme in mobile apps. As with other internet applications, ad revenue forms an important part of income, and app users are used to seeing ads on their apps.

Companies are increasingly realizing the potential for advertising via mobile apps. However, getting a consumer to download an app is only half the battle, app deletion is rampant. App developers must keep in mind that their app must be distinct and engaging enough for the user to keep—ad revenue will not generate if the app is deleted. Ads on apps are more likely to be effective if they are relevant to the app itself, the user, and not overly intrusive. Innovations such as geo-fencing allow in-transit, location-based ads, giving an ad experience customized to the individual.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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