

14 Questions to Ask Before Choosing a Mobile App Marketing Partner

Does simplifying and streamlining your mobile app marketing seem like wishful thinking? You're not alone! It's a volatile, constantly evolving field with a diverse group of channels, ad units, and more. While you're a marketing pro, you should be able to rely on a partner to help you acquire quality users, boost your app's ranking, and scale campaigns with ease.



1. What is the organization's experience level with mobile app marketing? Are they newbies? Seasoned veterans? Or somewhere in between?



2. What campaign models do you support (CPA, CPE, CPI, etc.)?



3. What is your client retention rate?



4. Do you provide customized recommendations for rewarded campaigns?



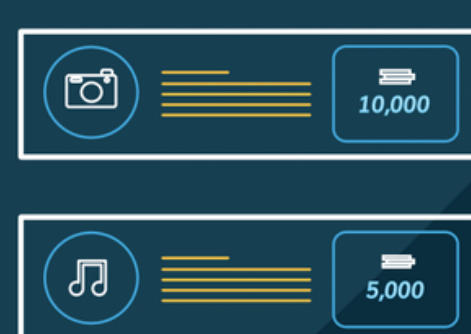
5. Do you have case studies to share that illustrate what success looks like?



6. What type of analytics are accessible? Is there real-time reporting?



7. Do you offer owned and operated proprietary inventory for campaigns? What about vetted partner networks?



8. What type of offerwall campaigns do you offer for user acquisition and monetization?



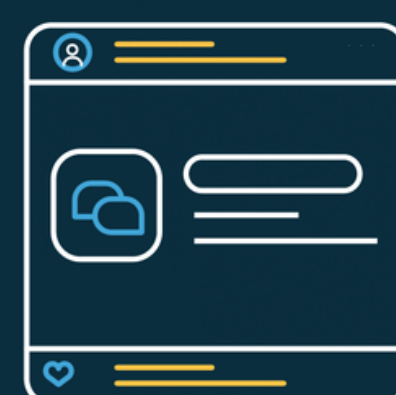
9. What is your reach potential for audiences? Is it global? How many countries?



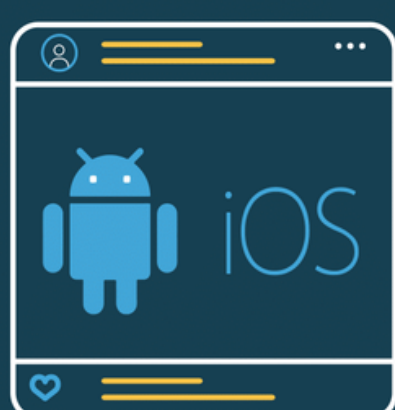
10. What kind of controls are in place to mitigate fraud?



11. Is your rewarded advertising performance-based? Can you deliver a high velocity of quality users to maximize every dollar you spend?



12. How do you improve App Store Optimization?



13. Can you launch rewarded campaigns on Android and iOS?



14. Do you provide an account manager and someone accessible to discuss campaigns and plan for the future?

Asking these questions helps you find the right partner for your mobile app marketing. And we've got answers to all of them you'll want to hear. So, ask away by contacting our experts today!

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