

In-App Retargeting

Re-engage your app downloaders and avoid app abandonment.
Maximize number of post-install actions and sales.



Reach Audiences Who Matter

Target users who have downloaded your app, prompt them to get engaged again.



Premium Inventory Quality

Access to a brand-safe, measurable and transparent Mobile Environment.



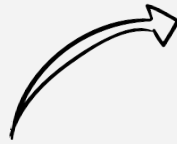
Scale Performance

Boost post-install actions and conversions that meet your ROI objectives

How App Retargeting Works



A potential customer installs your app but after some uses they abandon it.



Later, when surfing the web or other Apps, the same user see a retargeting ad.



Engaged by the ad, user tap on it and is automatically redirected to a specific section of your app (Product Page, Basket, Offers, etc)



User starts using the app again, finalizing the purchase or conversion process

Know Your Metrics

Setting the right KPIs and objectives is the key to running a successful campaign

- Cost per Install
- Cost per Action (Post-Install)
- Cost Per Sales
- Returning Users

First-Party Data

Integrate your CRM with our retargeting technology to reduce users and device overlap

Real Users

app-ads.txt

We buy traffic only from inventory listed in ads-app.txt, the industry's anti-fraud initiative.