SEATTLE

PUBLICIS MOBILE SUMMIT

2025

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NEW YORK BUILDING INFORMATION

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SEATTLE BUILDING INFORMATION

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IF YOU HAVE ANY QUESTIONS PLEASE REACH OUT TO THE PUBLICIS MOBILE UNIFIED TAAG TEAM -

PUB_UNIFIEDTAAG_MOBILETEAM_PGM_TEAM_USA@GROUPS.PUBLICISGROUPE.NET

PUBLICIS MOBILE UNIFIED TAAG IS A SPECIALIZED TEAM DEDICATED TO STREAMLINING MOBILE MARKETING OPERATIONS, OPTIMIZING MEASUREMENT STRATEGIES, AND DRIVING INNOVATION ACROSS APP AND WEB ECOSYSTEMS. WE PROVIDE EXPERT SUPPORT IN MOBILE MEASUREMENT (MMP) MANAGEMENT, SITE TAGGING, TMS IMPLEMENTATION, AND EXTERNAL DCO SOLUTIONS TO ENSURE SEAMLESS TRACKING, ATTRIBUTION, AND PERFORMANCE OPTIMIZATION.

AT THE MOBILE SUMMIT, WE'RE HERE TO HELP AGENCIES AND CLIENTS NAVIGATE THE EVOLVING MOBILE LANDSCAPE WITH BEST-IN-CLASS STRATEGIES, HANDS-ON GUIDANCE, AND SCALABLE SOLUTIONS THAT ENHANCE CAMPAIGN EFFECTIVENESS AND GROWTH. WHETHER IT'S REFINING APP MEASUREMENT, INTEGRATING ADVANCED TAGGING FRAMEWORKS, OR MAXIMIZING MOBILE AD PERFORMANCE, UNIFIED TAAG IS YOUR TRUSTED PARTNER IN MOBILE SUCCESS.
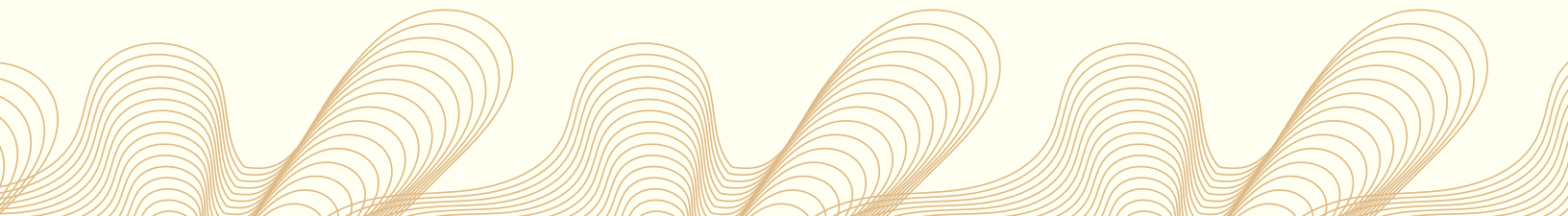
NEW YORK CITY AGENDA
375 HUDSON - 5TH FLOOR CAFE

April 14, 2025

Time	Session
11 - 11:30 AM	**Registration & Networking Breakfast** Provided by Adikteev
11:30 - 11:45 AM	**Welcome Address & Opening Remarks** Speaker: Phil Golas
11:45 - 12:20 PM	**Mobile Insights & Privacy Trends** Presenter: SensorTower
12:20 - 12:50 PM	**Panel 1: Challenges in Privacy and SKAN**
12:50 - 1:30 PM	**Mobile Lunch Break & Fireside Chat with Digital Turbine** Lunch Provided by Digital Turbine
1:40 - 2:10 PM	**Panel 2: Loyalty & Retention - Beyond the Install**
2:15 - 2:45 PM	**Combat Mobile App Fraud**
2:45 - 3:20 PM	**Panel 3: Mobile Trends - What's Next?**
3:20 - 3:50 PM	**Closing Remarks & Key Takeaways**
4:00 PM	**Networking & Happy Hour** Happy Hosted Provided by Branch

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SEATTLE AGENDA
1448 NW MARKET STREET

Time	Event
9:15 - 9:30 AM	**Registration & Networking Breakfast** Provided by Adikteev
9:30 - 9:45 AM	**Welcome Address & Opening Remarks** Speaker: Phil Golas
9:50 - 10:25 AM	**Mobile Insights & Privacy Trends** Presenter: SensorTower
10:30 - 11:05 AM	**Panel 1: Challenges in Privacy and SKAN**
11:10 - 12:00 PM	**Mobile Lunch Break & Fireside Chat with Digital Turbine** Lunch Provided by Digital Turbine
12:00 - 12:40 PM	**Panel 2: Loyalty & Retention - Beyond the Install**
12:45 - 1:15 PM	**Mobile Trends in Fraud & Brand Safety**
1:20 - 2:00 PM	**Panel 3: Mobile Trends & Technology**
2:00 - 2:15 PM	**Closing Remarks & Key Takeaways**
4:00 PM	**Networking & Happy Hour** Happy Hosted Provided by Branch

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MOBILE INSIGHTS & PRIVACY TRENDS

MODERATOR: SENSOR TOWER

KEY TOPICS:
- TRENDS IN MOBILE
- CONSUMER BEHAVIORS INSIGHTS
- KEY AD PERFORMANCE DATAPOINTS

NOTES

PANEL 1: CHALLENGES IN PRIVACY & SKAN

MODERATOR: **BRIAN ALTMAN** - DATASEAT SENIOR DIRECTOR

PANELISTS:
KL BREZINSKI - APPSFLYER CUSTOMER SERVICE DIRECTOR
MARK HANSEN - BRANCH SENIOR PRODUCT MANAGER
VICTOR SAVATH - SINGULAR VP SOLUTIONS CONSULTING
BARB KIELHOFER - SPARK FOUNDRY VICE PRESIDENT DATA ARCHITECTURE

KEY TOPICS:
- NAVIGATING PRIVACY REGULATIONS (GDPR, CCPA, ATT).
- SKAN 4.0: WHAT'S NEW & WHAT'S NEXT.
- HOW BRANDS BALANCE DATA-DRIVEN INSIGHTS WITH CONSUMER TRUST.

NOTES

PANEL 2: LOYALTY & RETENTION - BEYOND THE INSTALL

April 16, 2025

MODERATOR: ADIKTEEV

PANELISTS:
TAYLOR MORRIS - DIGITAL TURBINE VP, GLOBAL PARTNERSHIPS
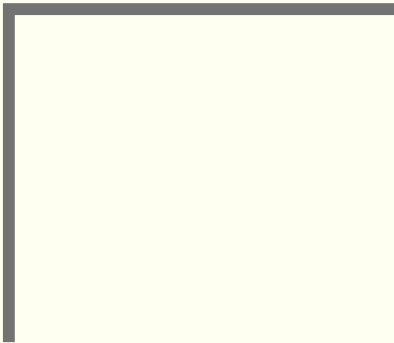**STEPHANIE HERNDON-RASSE** - BRANCH VP, CUSTOMER EXPERIENCE
LEO LONDONO - REDDIT SENIOR CLIENT PARTNER
DAN O'CONNELL - INMOBI DIRECTOR OF SALES APP INSTALL & LOYALTY

KEY TOPICS:
- FIRST-PARTY DATA STRATEGIES FOR LONG-TERM ENGAGEMENT.
- GAMIFICATION, REWARDS, AND SUBSCRIPTION MODELS.
- HOW TOP BRANDS DRIVE APP STICKINESS AND REDUCE CHURN.

NOTES

COMBAT MOBILE APP FRAUD

April 16, 2025

MODERATOR: SCOTT PIERCE - HEAD OF FRAUD AT INTREGAL AD SCIENCE

KEY TOPICS:
- EMERGING THREATS IN FRAUD
- WHAT IS FRAUD AND HOW TO COMBAT
- HOW TO AVOID FAKE USERS WASTING YOUR BUDGETS

NOTES

PANEL 3: MOBILE TRENDS - WHATS NEXT?

MODERATOR: TODD ROSE - INMOBI SVP GLOBAL BUSINESS DEVELOPMENT

PANELISTS:
STEVE MASSARO - EDGE266 SENIOR DIRECTOR PARTNERSHIPS
BRAD DOUGLASS - META CLIENT SOLUTIONS MANAGER
TAYLOR KEHOE - SPARK FOUNDRY MANAGER TAAG
SOPHIE FROSTBAUM - BRANCH SENIOR BUSINESS STRATEGY MANAGER
OLIVIA BARNETT - CRAFTSMAN+ CRO

KEY TOPICS:
- AI-DRIVEN USER PERSONALIZATION & PREDICTIVE ANALYTICS.
- GENERATIVE AI IN MOBILE DEVELOPMENT & MARKETING.
- AUTOMATION & EFFICIENCY IN MOBILE CAMPAIGNS.

NOTES

TERMS TO KNOW

AD ATTRIBUTION KIT IS ACTUALLY APPLE'S NEW FRAMEWORK INTRODUCED AS PART OF IOS 17. IT'S DESIGNED TO COMPLEMENT OR EVENTUALLY REPLACE SKADNETWORK, OFFERING MORE FLEXIBLE AND PRIVACY-FRIENDLY ATTRIBUTION FOR BOTH WEB AND APP ADVERTISING.

AD SPEND TRACKING THIS REFERS TO TRACKING THE AMOUNT OF MONEY SPENT ON MARKETING CAMPAIGNS AND ASSOCIATING THAT SPEND WITH THE CORRESPONDING RESULTS (SUCH AS INSTALLS OR IN-APP EVENTS) TO GAUGE EFFICIENCY.

ATT PROMPT REFERS TO THE MESSAGE THAT APPEARS ON AN IOS DEVICE ASKING USERS WHETHER THEY WANT TO ALLOW AN APP TO TRACK THEIR ACTIVITY ACROSS OTHER COMPANIES' APPS AND WEBSITES. ATT STANDS FOR APPTRACKINGTRANSPARENCY, WHICH IS PART OF APPLE'S PRIVACY FRAMEWORK INTRODUCED IN IOS 14.5.

CCPA (CALIFORNIA CONSUMER PRIVACY ACT) IS A CALIFORNIA STATE LAW THAT GIVES RESIDENTS MORE CONTROL OVER HOW BUSINESSES COLLECT AND USE THEIR PERSONAL INFORMATION.

CPI (COST PER INSTALL) CPI IS A PRICING MODEL USED IN MOBILE MARKETING, WHERE ADVERTISERS PAY EACH TIME A USER INSTALLS AN APP VIA A SPECIFIC ADVERTISEMENT OR CAMPAIGN.

CROSS-PLATFORM MEASUREMENT CROSS-PLATFORM MEASUREMENT INVOLVES TRACKING USER BEHAVIOR ACROSS DIFFERENT DEVICES AND PLATFORMS (E.G., MOBILE, WEB, DESKTOP) TO CREATE A COMPREHENSIVE VIEW OF USER ACTIVITY.

DAU/MAU (DAILY ACTIVE USERS / MONTHLY ACTIVE USERS)
DAU MEASURES THE NUMBER OF UNIQUE USERS WHO INTERACT WITH THE APP DAILY. MAU MONTHLY ACTIVE USER TRACKS THE NUMBER OF UNIQUE USERS WHO ENGAGE WITH THE APP IN A MONTH. THESE METRICS HELP ASSESS APP ENGAGEMENT AND USER ACTIVITY LEVELS.

DEEPLINKING ALLOWS A URL TO OPEN A SPECIFIC SCREEN OR EXPERIENCE INSIDE A MOBILE APP, IMPROVING USER EXPERIENCE AND CONVERSION BY TAKING USERS EXACTLY WHERE YOU WANT THEM TO GO.
THERE ARE A FEW TYPES:
- **BASIC DEEPLINKS** – WORK ONLY IF THE APP IS ALREADY INSTALLED.
- **DEFERRED DEEPLINKS** – TAKE USERS TO THE RIGHT PLACE AFTER INSTALLING THE APP.
- **CONTEXTUAL DEEPLINKS** – INCLUDE DATA LIKE PROMO CODES OR USER IDS FOR PERSONALIZED EXPERIENCES.

GDPR (GENERAL DATA PROTECTION REGULATION) IS A EUROPEAN UNION LAW THAT GOVERNS HOW ORGANIZATIONS COLLECT, USE, STORE, AND PROTECT PERSONAL DATA OF INDIVIDUALS IN THE EU.

GOOGLE PRIVACY SANDBOX IS A SET OF PRIVACY-FOCUSED TECHNOLOGIES DESIGNED TO REPLACE THIRD-PARTY COOKIES AND CROSS-SITE TRACKING, WHILE STILL ENABLING DIGITAL ADVERTISING AND MEASUREMENT.

TERMS TO KNOW

FINGERPRINTING FINGERPRINTING IS A METHOD USED FOR TRACKING USERS AND ATTRIBUTING INSTALLS WITHOUT RELYING ON DEVICE IDS OR COOKIES. IT ANALYZES UNIQUE DEVICE INFORMATION LIKE IP ADDRESSES, OS VERSIONS, AND OTHER DEVICE-SPECIFIC DATA. HOWEVER, THIS PRACTICE IS BECOMING LESS POPULAR DUE TO PRIVACY REGULATIONS.

FRAUD DETECTION FRAUD DETECTION REFERS TO THE TOOLS AND TECHNIQUES USED TO IDENTIFY AND PREVENT FRAUDULENT ACTIVITY, SUCH AS CLICK SPAMMING OR INSTALL FRAUD, IN MOBILE ADVERTISING. MMPS OFTEN OFFER BUILT-IN FRAUD PREVENTION TOOLS TO SAFEGUARD CAMPAIGNS.

IN-APP EVENTS THESE ARE USER INTERACTIONS WITHIN THE APP THAT ARE TRACKED TO UNDERSTAND USER BEHAVIOR, SUCH AS MAKING A PURCHASE, COMPLETING A LEVEL, OR SHARING CONTENT. THESE EVENTS ARE CRUCIAL FOR MEASURING ENGAGEMENT AND OPTIMIZING MONETIZATION.

INSTALL ATTRIBUTION THIS IS THE METHOD OF ATTRIBUTING APP INSTALLS TO A PARTICULAR MARKETING CAMPAIGN, AD, OR OTHER USER INTERACTION. IT HELPS DETERMINE THE EFFECTIVE NESS OF USER ACQUISITION STRATEGIES.

INSTALL-TO-EVENT ATTRIBUTION THIS TRACKS THE PATH A USER TAKES FROM INSTALLING THE APP TO COMPLETING A SPECIFIC ACTION (EVENT) WITHIN THE APP. IT'S IMPORTANT FOR UNDERSTANDING THE SUCCESS OF APP CAMPAIGNS IN DRIVING MEANINGFUL USER ACTIVITY.

LTV (LIFETIME VALUE) LTV REFERS TO THE TOTAL REVENUE OR VALUE GENERATED BY A USER OVER THE ENTIRE PERIOD THEY ENGAGE WITH AN APP. IT'S ESSENTIAL FOR UNDERSTANDING LONG-TERM PROFITABILITY FROM USERS ACQUIRED THROUGH VARIOUS MARKETING CHANNELS.

MOBILE APP ANALYTICS MOBILE APP ANALYTICS TOOLS HELP DEVELOPERS AND MARKETERS MEASURE THE PERFORMANCE OF THEIR APP. THESE TOOLS TRACK VARIOUS METRICS, SUCH AS USAGE PATTERNS, ENGAGEMENT, AND USER ACQUISITION.

MOBILE ATTRIBUTION REFERS TO THE PROCESS OF TRACKING WHERE APP USERS COME FROM AND HOW THEY INTERACT WITH THE APP.

A MOBILE MEASUREMENT PARTNER IS A THIRD-PARTY SERVICE OR TOOL THAT HELPS TRACK APP PERFORMANCE, ATTRIBUTE USER INSTALLS, MEASURE IN-APP EVENTS, AND OPTIMIZE MARKETING EFFORTS. EXAMPLES INCLUDE ADJUST, APPSFLYER, BRANCH AND KOCHAVA.

MOBILE SDK (SOFTWARE DEVELOPMENT KIT) A MOBILE SDK IS A SET OF TOOLS AND LIBRARIES PROVIDED BY MMPS OR OTHER THIRD-PARTY SERVICES TO INTEGRATE MOBILE ANALYTICS, ATTRIBUTION, AND MEASUREMENT INTO AN APP. IT'S USUALLY ADDED TO THE APP'S CODE TO TRACK EVENTS AND INTERACTIONS.

TERMS TO KNOW

RETENTION RATE MEASURES THE PERCENTAGE OF USERS WHO CONTINUE TO USE AN APP AFTER THEIR FIRST INSTALLATION OVER A GIVEN PERIOD (E.G., DAY 1, DAY 7, DAY 30 RETENTION RATES). IT'S A CRITICAL METRIC FOR UNDERSTANDING USER ENGAGEMENT AND APP SUCCESS.

SKAD NETWORK SKADNETWORK IS APPLE'S PRIVACY-FOCUSED FRAMEWORK FOR MEASURING AD CAMPAIGN PERFORMANCE WITHOUT COMPROMISING USER PRIVACY. IT PROVIDES ATTRIBUTION DATA AND CONVERSION TRACKING IN A WAY THAT DOESN'T EXPOSE PERSONAL DATA.

UNIFIED MEASUREMENT UNIFIED MEASUREMENT REFERS TO THE PRACTICE OF INTEGRATING MULTIPLE DATA SOURCES TO MEASURE AND OPTIMIZE APP PERFORMANCE ACROSS DIFFERENT CHANNELS. IT INVOLVES BLENDING DATA FROM AD NETWORKS, MMPS, AND INTERNAL ANALYTICS PLATFORMS.

MMM MEDIA MIX MODELING OR MARKETING MIX MODELING, A STATISTICAL ANALYSIS TECHNIQUE USED TO MEASURE THE IMPACT OF MARKETING EFFORTS ON SALES AND OTHER KEY PERFORMANCE INDICATORS (KPIS).

SKAN (SKADNETWORK) IS APPLE'S PRIVACY-FOCUSED ATTRIBUTION FRAMEWORK FOR IOS. IT ALLOWS ADVERTISERS TO MEASURE THE SUCCESS OF MOBILE AD CAMPAIGNS (LIKE APP INSTALLS) WITHOUT SHARING USER-LEVEL DATA, COMPLYING WITH APPLE'S APP TRACKING TRANSPARENCY (ATT) REQUIREMENTS. IT PROVIDES AGGREGATED, ANONYMIZED CONVERSION DATA WITH LIMITED GRANULARITY AND DELAYED REPORTING.

MOBILE MEASUREMENT PARTNERS

branch

AppsFlyer

singular

KOCHAVA ★

ADJUST

STRATEGIC PARTNERS
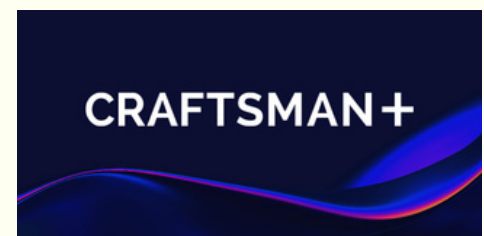
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