



App Marketers Speak 2024

We surveyed 1,000 growth marketing teams for apps around the world. Here's what they had to say about the state of mobile app marketing in 2024.

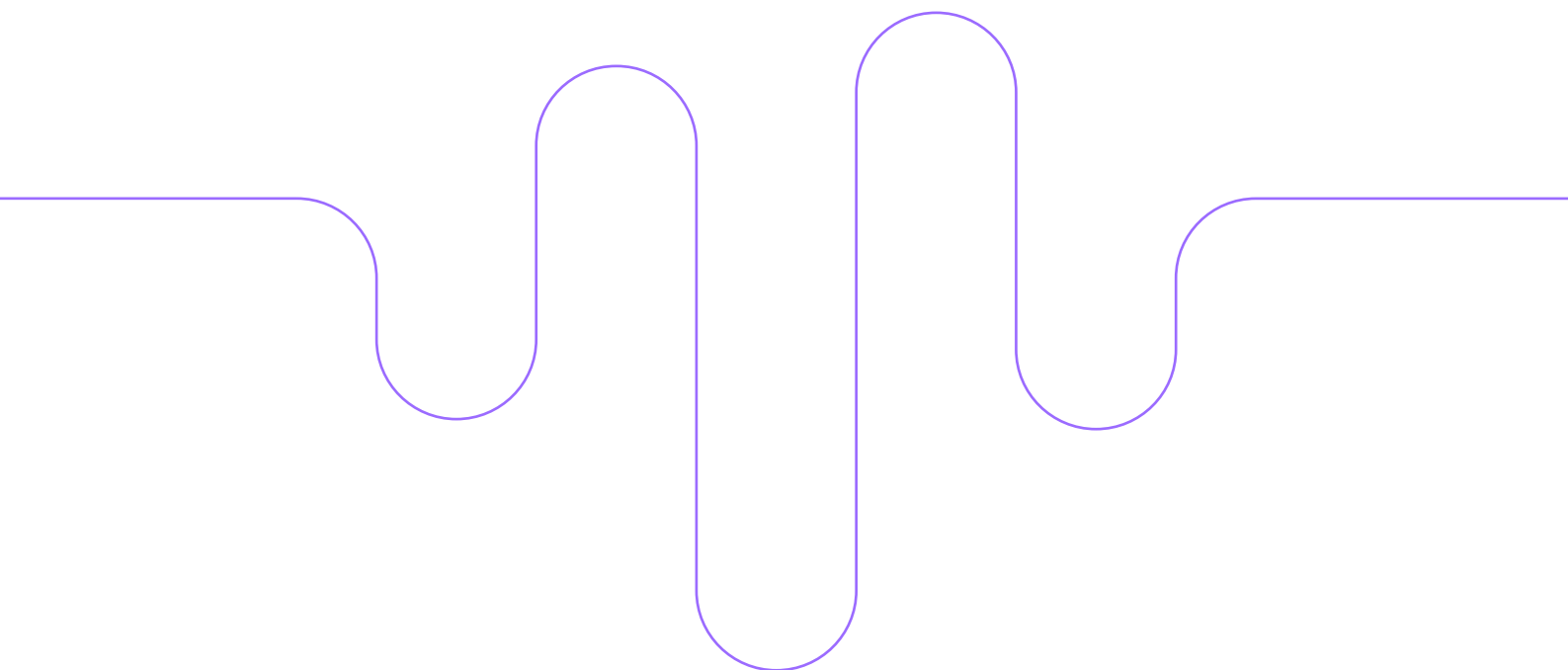
Contents

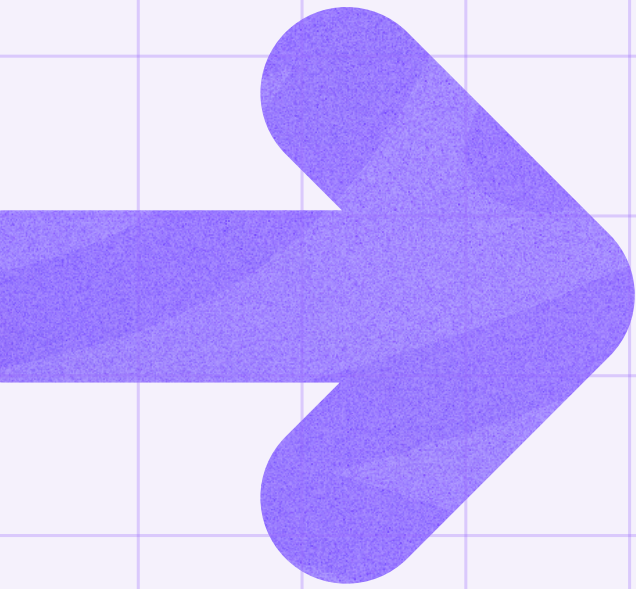
| | | |
|----------|------------------------------|-----------|
| 1 | Why this survey? | 4 |
| 2 | Key highlights | 5 |
| 3 | The full picture | 11 |
| 4 | Conclusion | 26 |
| 5 | Who took this survey? | 27 |
| 6 | About AppsFlyer | 30 |

Why this survey?

The last few years delivered a whirlwind of unpredictable circumstances to our app marketing universe. From COVID and the launch of ATT and SKAN on iOS to an economic downturn and the exciting but scary AI takeover, app marketing teams have been through a lot.

In the face of all these challenges, we put together this survey to let app marketers speak about their challenges and priorities, and to highlight trends in the growth marketing landscape of 2024.



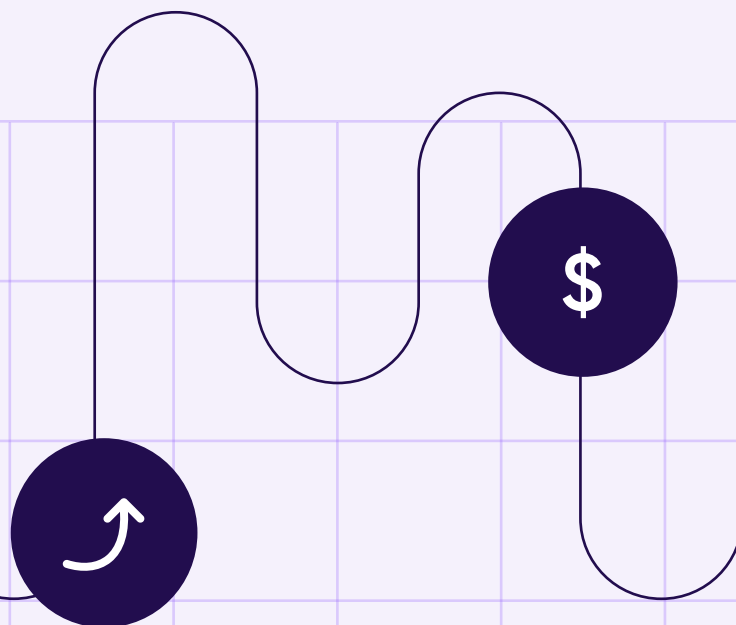


Key highlights

1

Budgets are (mostly) pointing toward a positive year ahead

Hope rises from the challenging start of the 2020s as 2 out of 3 marketing teams project budget increases in 2024. However, that third marketer is still not out of the woods yet, so we're optimistic with a healthy dose of caution.



2

Priorities shifted (or didn't) in predictable ways

27% of respondents are focused on adopting AI solutions while 31% are prioritizing privacy-centric measurement for 2024. This means that the ever-present challenge of measurement remains, even as AI tools take the world by storm.

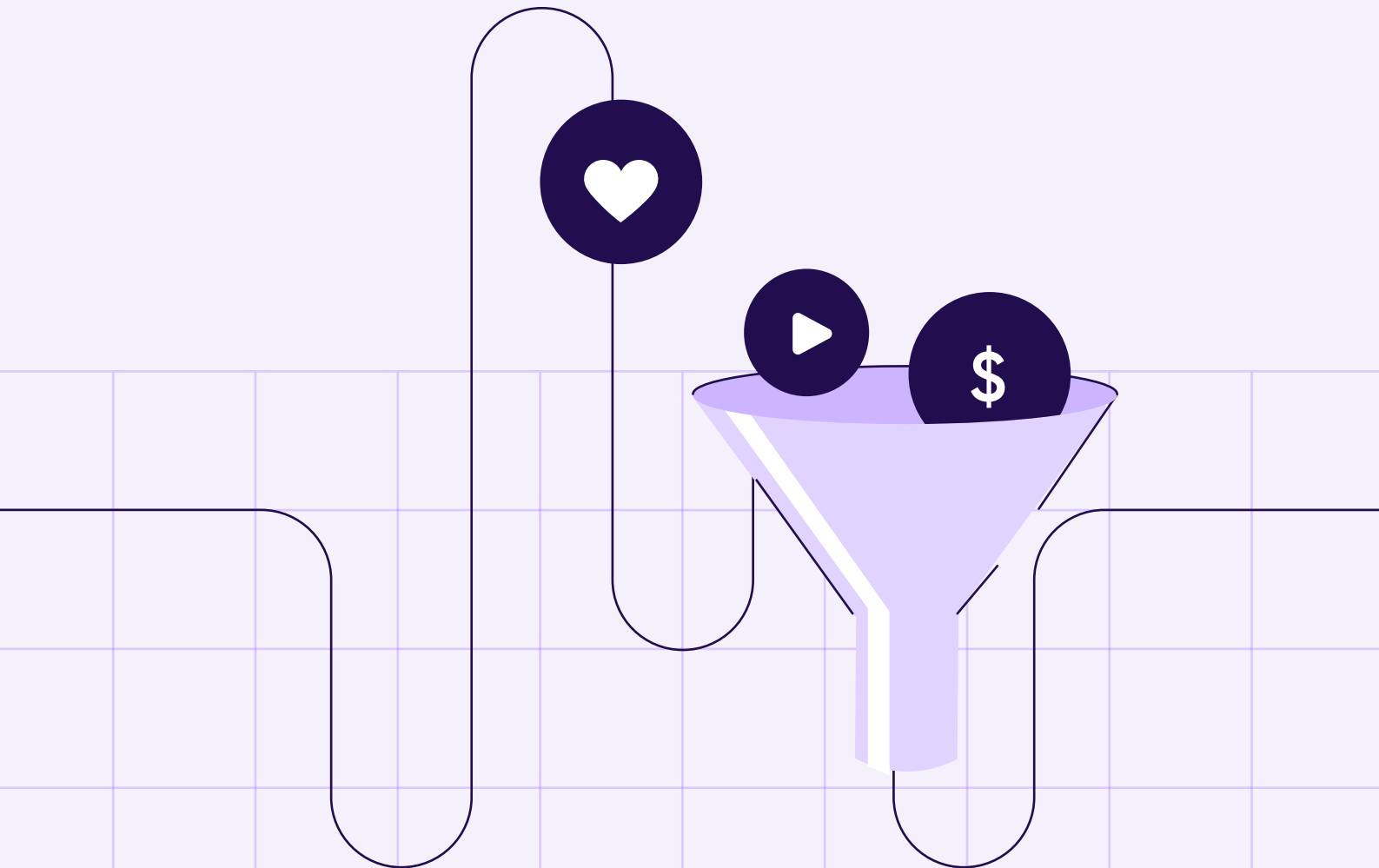


AI

3

Creative rises up to maximize top funnel performance

With third-party data getting more limited due to privacy restrictions, we're seeing app marketers looking towards creative strategies to strengthen top-funnel data signals.



4

Marketers are exploring new ways to acquire and retain their users

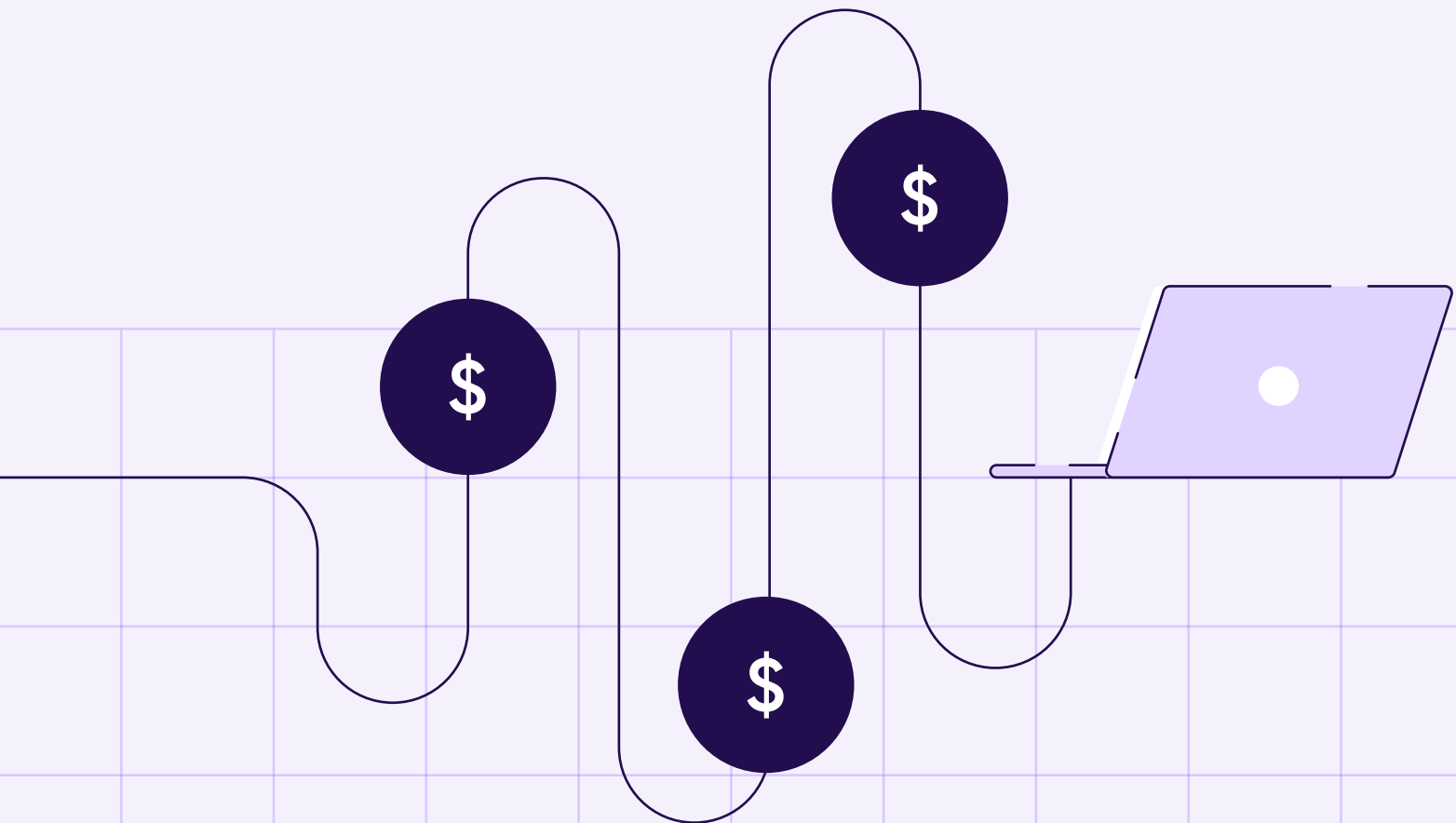
We're seeing innovation when it comes to sourcing new users and boosting their loyalty and spending. New channels and methods are being widely adopted to meet both goals.



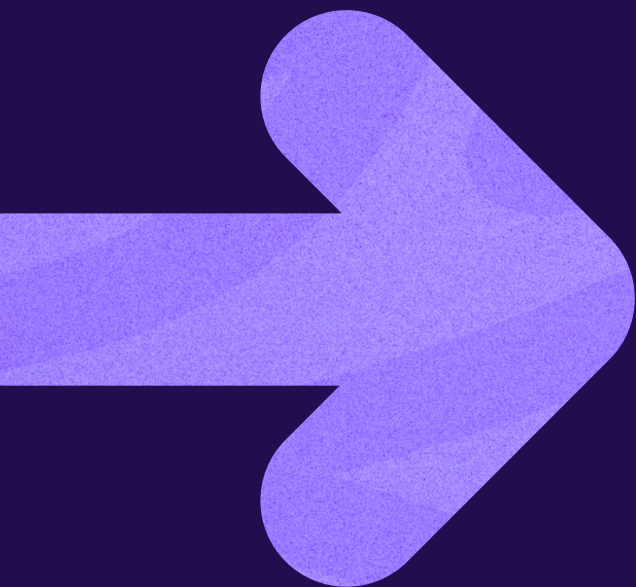
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Marketers still don't trust their data to prove ROI in 2024

Even amid rising budgets, a shocking number of marketers still don't feel confident that they can prove ROI. Which begs the question: if you can't prove it, did it happen at all?



The full picture



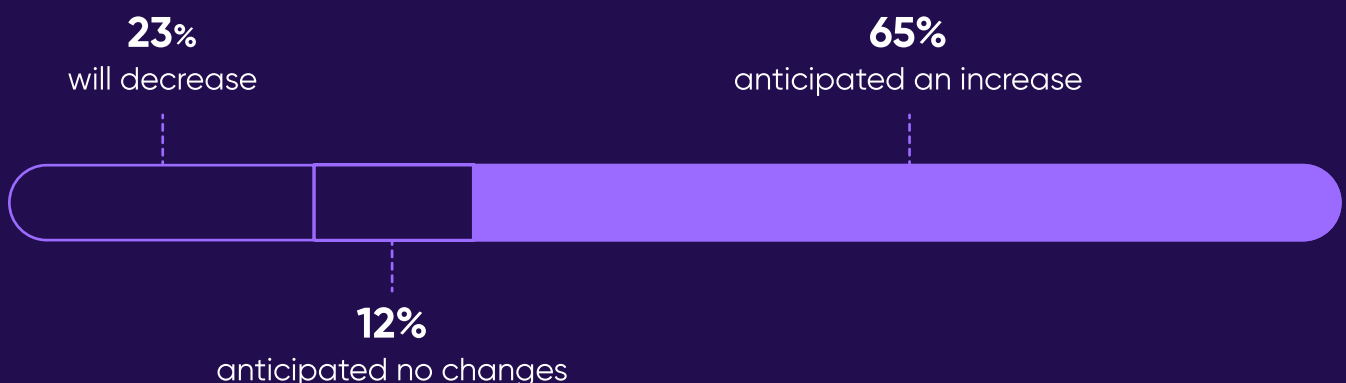
1

Money makes the world go round

We have good news and bad news. The good news is that most app marketing teams' budgets are on the way up. And you know what big budgets mean: more innovation and improved ability to test new things – more on that later.

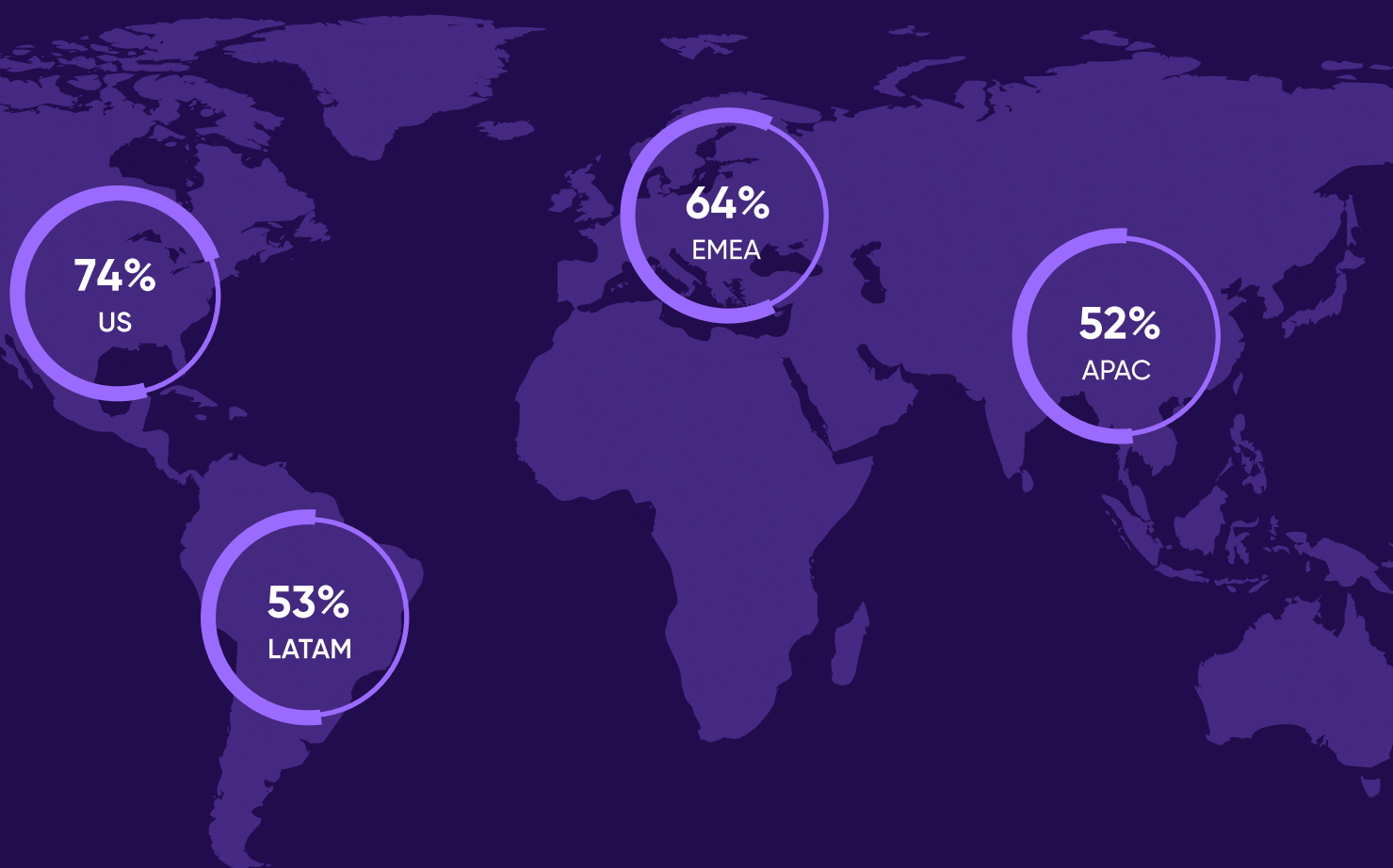
The bad news? About 1 out of 4 teams still anticipated a lower budget in 2024 compared to 2023. These numbers are better trends than we've seen in recent years; it just means that the downturn isn't over yet although we're moving in the right direction.

Budgets are back



While we're talking about budgets, it's interesting to note that like time zones, they're not the same in all parts of the world. The U.S. outlook for 2024 is better than other parts of the world – probably because the macroeconomic trends in the US are on the up.

Heavy spending in the US



Still, there's plenty of financial optimism to go around and you may be curious as to where all those dollars and pounds will be spent in 2024?

2

What's (predictably) keeping marketers up at night?

With great budgets comes great responsibility and that responsibility has marketers staying up late focusing on the things that can make (or break) their ability to prove ROI on marketing efforts.

Unsurprisingly, the main challenge for marketers in 2024 is still accurate measurement in a privacy-focused world, but any veteran of the app marketing industry knows that. With Privacy Sandbox around the corner and marketers still wrapping their strategies around SKAN 4.0, measurement challenges are here for the foreseeable future.

However, there's another somewhat predictable pain point worth talking about - AI.

Top challenges for 2024

Targeting with privacy-driven data restrictions



Accurate and trustworthy measurement



Proving ROI



Adopting and applying AI



Facing increased competition



Driving long-term engagement & LTV



Processes and workflows



Budget allocation



Hiring and retaining top talent



Lower cashflow and longer payback periods

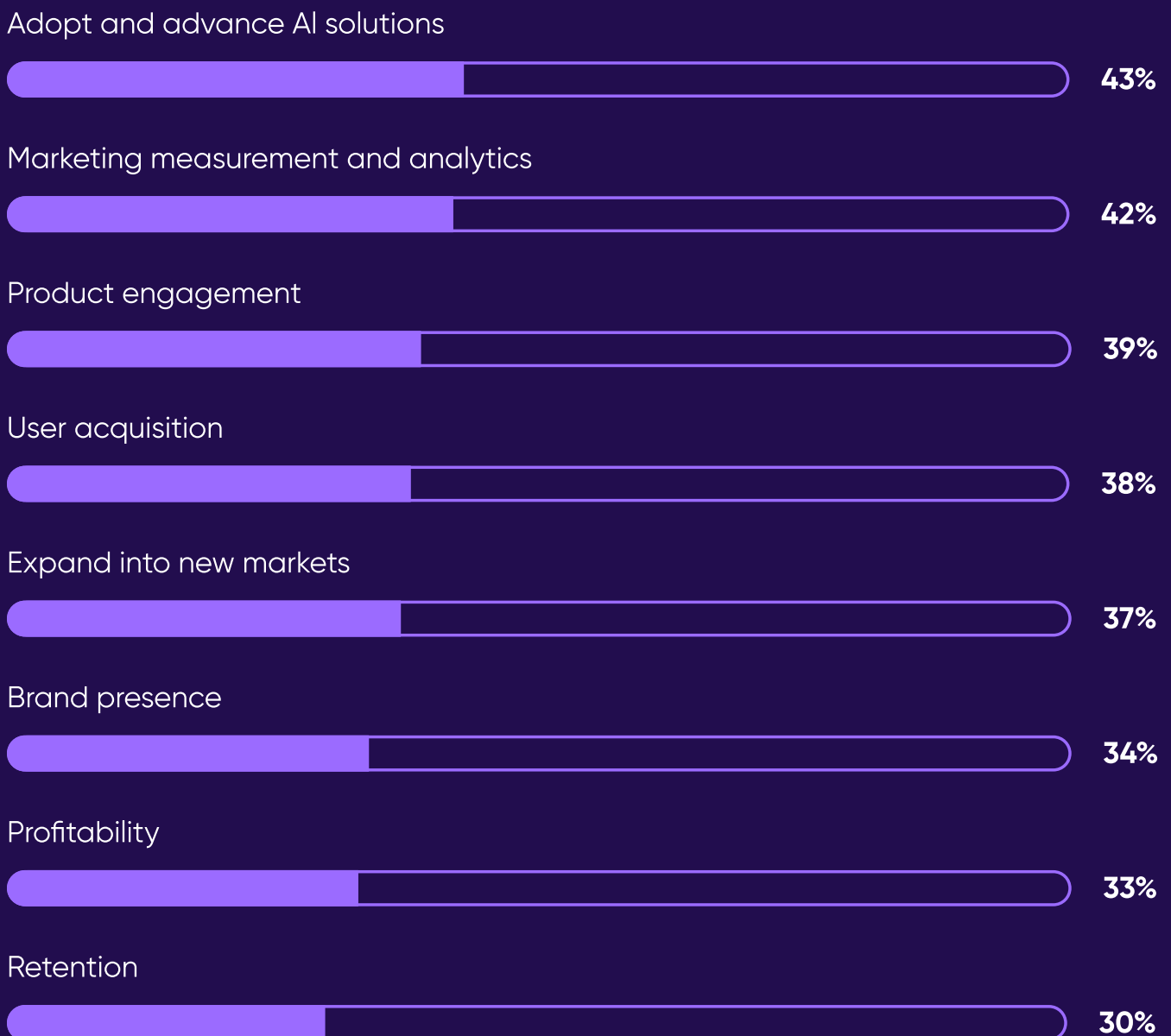


Budget cuts



Even though over 40% of responders are prioritizing AI in 2024, more than half of them view adopting it to be a challenge. AI is new and impressive and scary and exciting all at once, and as the space explodes it's not surprising to see these results. But, AI and privacy-compliant measurement aren't the only things that are on growth marketers' minds.

Top priorities for 2024



3

When life clouds your metrics, make creative adjustments

This one's for all the UA managers and creative teams out there - creative is stepping into the spotlight! But why? Well, the introduction of ATT, SKAN, and the upcoming launch of Privacy Sandbox has certainly made the age-old challenge of measuring data even harder.

As the data depths of performance marketing get clouded by privacy restrictions, 1 out of 3 marketing teams report that they'll be focusing on making the most of their top funnel metrics with creative optimization.

AI is going to be a big hitter for these tactics with new tools being launched everyday. In fact, AppsFlyer recently revealed our own Creative Optimization solution which is poised to do just that – provide AI-based insights on the performance of creatives.

This comes on the heels of the new engaged enrichment types standard that is being set by ad networks across the landscape, to support creative strategy optimization as measurement gets more challenging.

"An image is worth a thousand words, but a winning creative is worth a million dollars."



Saikala Sultanova

SVP of Marketing, ACE

Even with the hype around creative strategy, automation is still the top priority by a narrow margin. Marketers are clearly taking notes from the whiplash of the last few years by championing automation wherever a human touch isn't necessary. While automation isn't exactly news, the intended result is clear - sleeker marketing strategies that are more adaptable to the inevitable changes still to come.

Diverse focus areas

Marketing automation



Creative strategy



Measurement and analytics



Lifecycle/retention



User acquisition



4

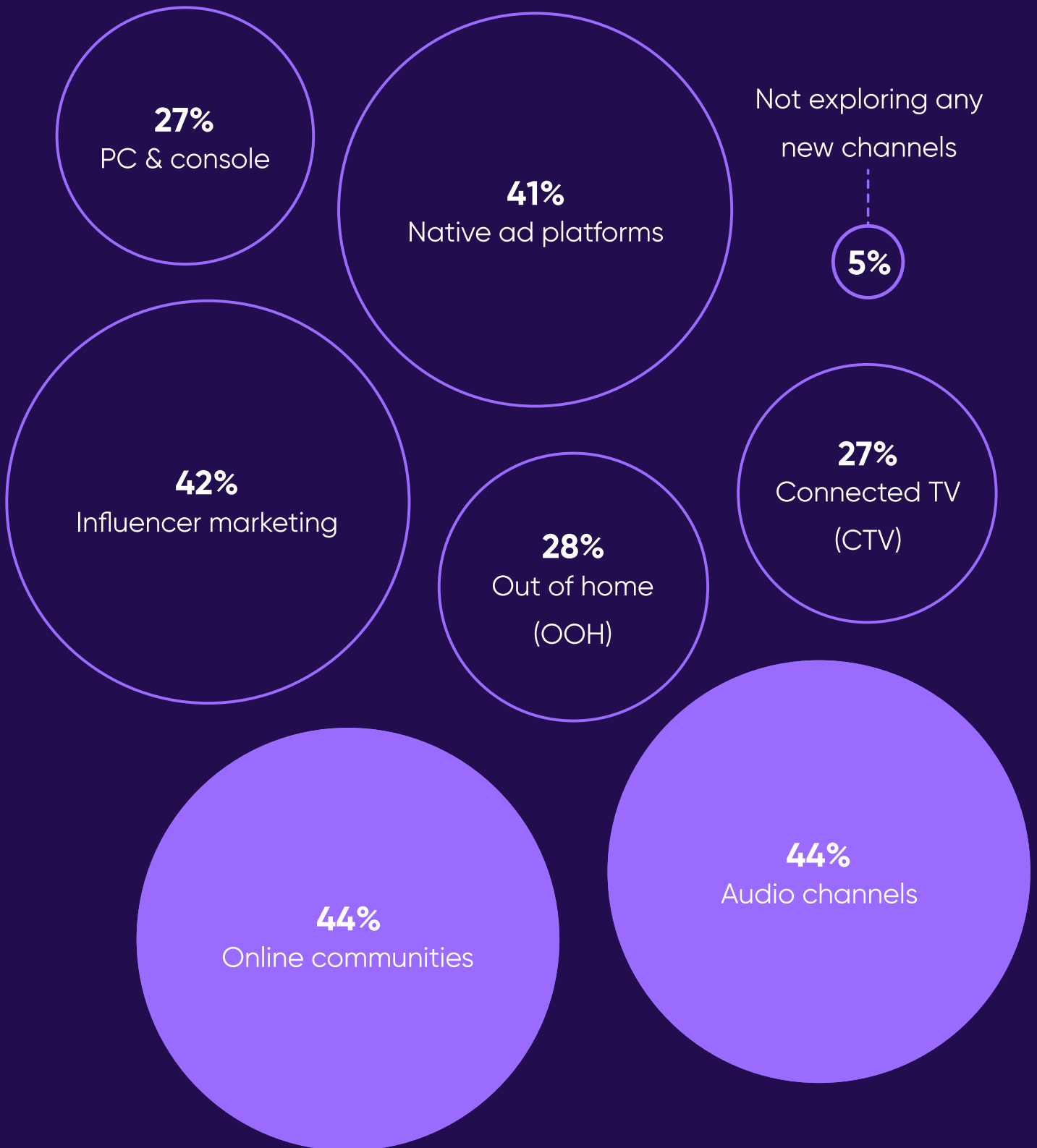
In 2024, adapting means adopting new strategies

Improving ad creatives and automating workflows will surely help boost results but there are trends in user acquisition that aren't measurement-based as well. Namely, we're seeing a lot of innovation in two other areas:

1. Looking for new acquisition channels
2. Testing ways to retain and boost the LTV of current users

Let's start with acquisition. It's becoming increasingly important to meet your users where they are - from their favorite social media groups through the podcasts they're listening to on their way to work to their top shows streaming on connected TV. For example, we see a surprising surge in PC & console advertising by finance app marketers, which shows you that gamers have financial needs, too. That's the kind of innovative cross-platform marketing we like to see.

Channel diversification at all-time high



Don't feel bad for OOH, CTV, and PC & console. They may not be getting a ton of attention from marketers yet, but that's just because they're up-and-comers. Expect them to gain traction in the future, especially as people figure out that CTV isn't just for the big brands who have lots of money to spend. It's now open to many more marketers because it's becoming much more affordable, and of course, measurable.

Acquiring all those users doesn't mean much unless you can keep them happy and spending, which is why we asked our responders for their retention plans.

Familiar faces in retention

Rewards/loyalty programs



Owned media



Paid remarketing solutions



Healthy results indicate that loyalty programs and owned media will be a big part of the strategies in the coming year, and these zero budget marketing tactics are likely to appeal to companies of many sizes.

This highlights the importance (now more than ever) of using first-party data as the pool of third-party data continues to shrink.

However, paid remarketing solutions are indicative of the well-known adage – you’ve got to spend money to make money! 2024 will be no exception for marketers with winning remarketing strategies, but how successful will these efforts be? We have some ideas because of the elephant in the room...

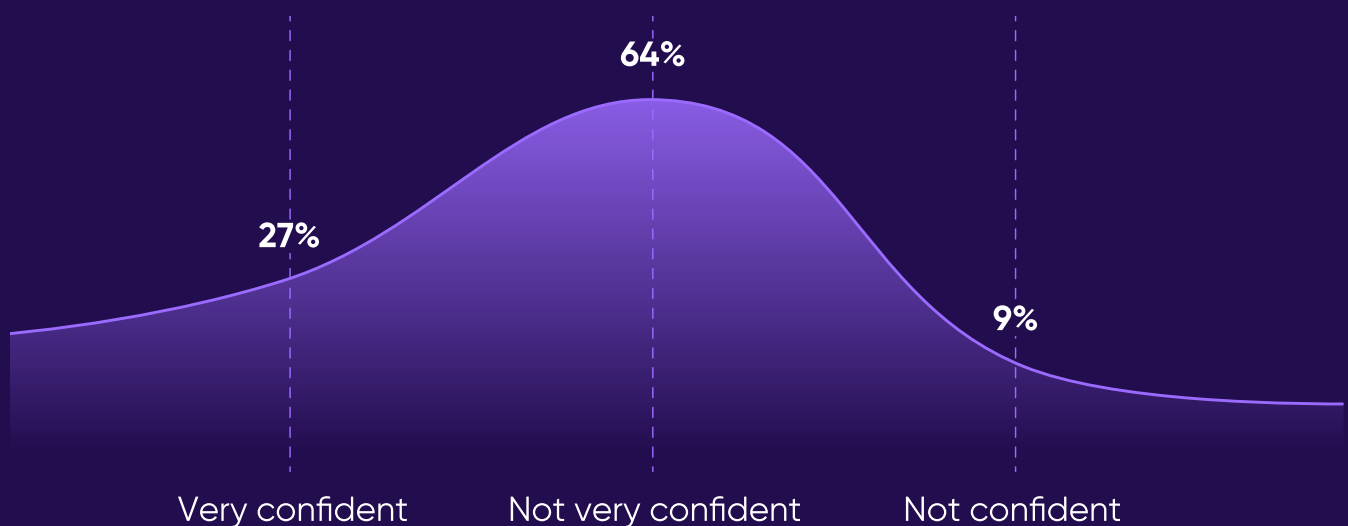
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The great data debacle

You see, even with booming budgets and exciting plans to explore new channels and strategies, our results revealed one stat that left us quite surprised, to say the least...

Only 27% of marketers are confident in their data and ability to prove ROI. Seriously. That's 73% who are either not confident or really not confident in those crucial things. We'll give you a moment to process that.

Data confidence is way down



So what does that mean for 2024? Well, it means that without data confidence, we're not only worried about how successful your marketing team will be – we're more concerned about how you will prove it and how you'll know what worked so you can double down?

That stat is less surprising when you really think about all the challenges that measurement creates, especially in the privacy era. Thankfully, marketers don't have to become experts on measurement. There are mobile measurement partners that can enhance your data credibility and empower your team to make informed, ROI-driven decisions.



Conclusion

2024 will be a pivotal year for the app marketing landscape as bigger budgets finance more avenues for acquisition and retention. AI has revealed itself as a top two challenge and opportunity that growth marketing teams seek to leverage as they lean on remarketing and pursue new user acquisition channels.

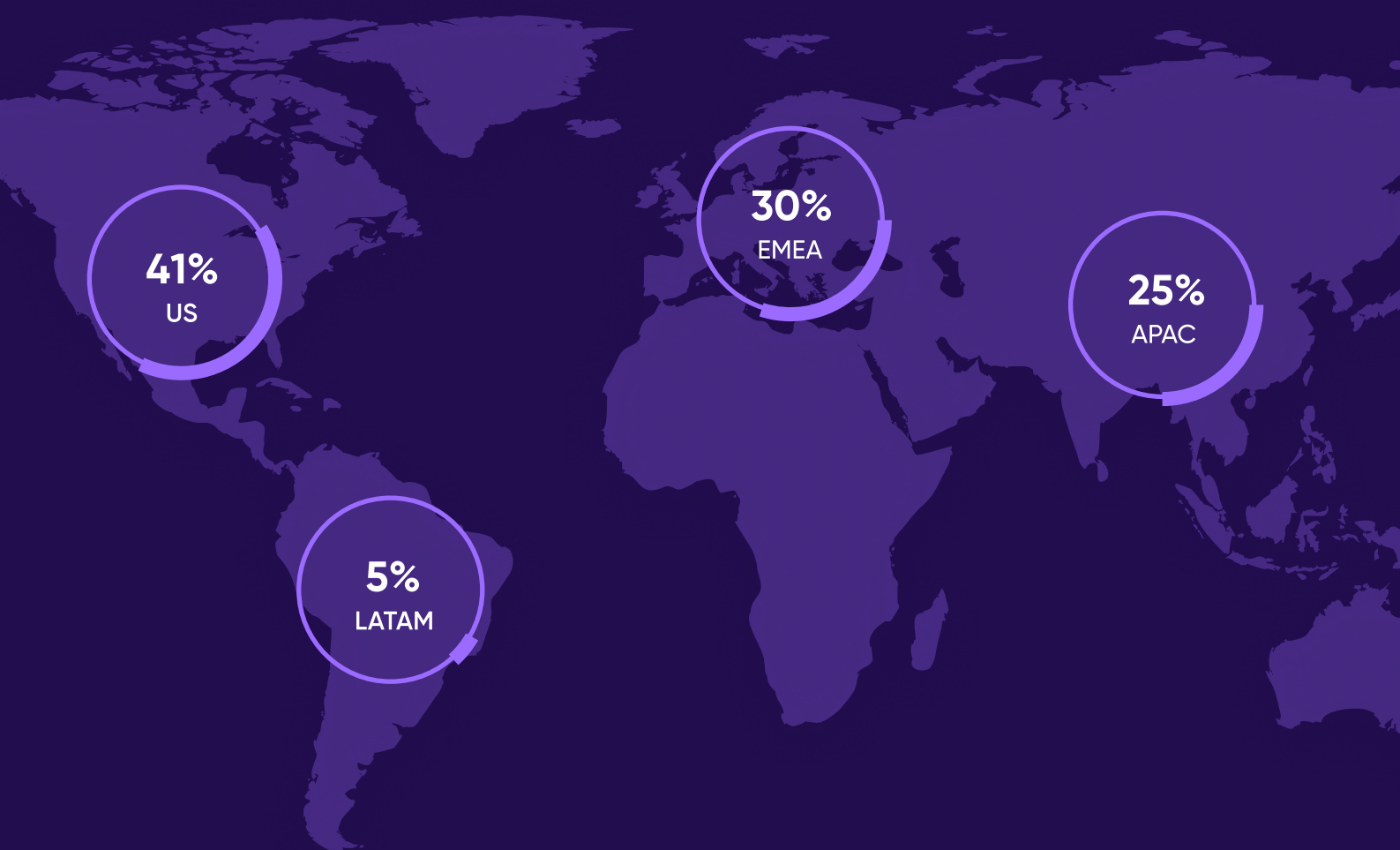
However, it's not all sunshine and rainbows. While the industry continues to adapt and innovate with their strategies, the ever-increasing complexity of measurement demands answers. Even if every single person reading this succeeds in hitting their goals, the stats indicate that only 1 in 4 will be able to prove it. We feel that this further highlights the mission-critical role that an MMP can play in turning your data into insights for your strategy.

So, if you're ready to ramp up your ROI, it's time to consider investing in an MMP that can help bring order to the ever-increasing chaos of performance metrics. Then, your team can use more of their time to focus on campaign strategy and the moves they can make to achieve greater success for your app.

Who took this survey?

We collaborated with Global Surveyz, an independent survey company, to conduct this survey in Q4 of 2023. We gathered responses from 1,000 Marketing and Growth professionals across a variety of verticals, countries and business sizes. Here's a snapshot of the survey respondents:

Region



Mobile app category

Gaming



Finance



Shopping and eCommerce

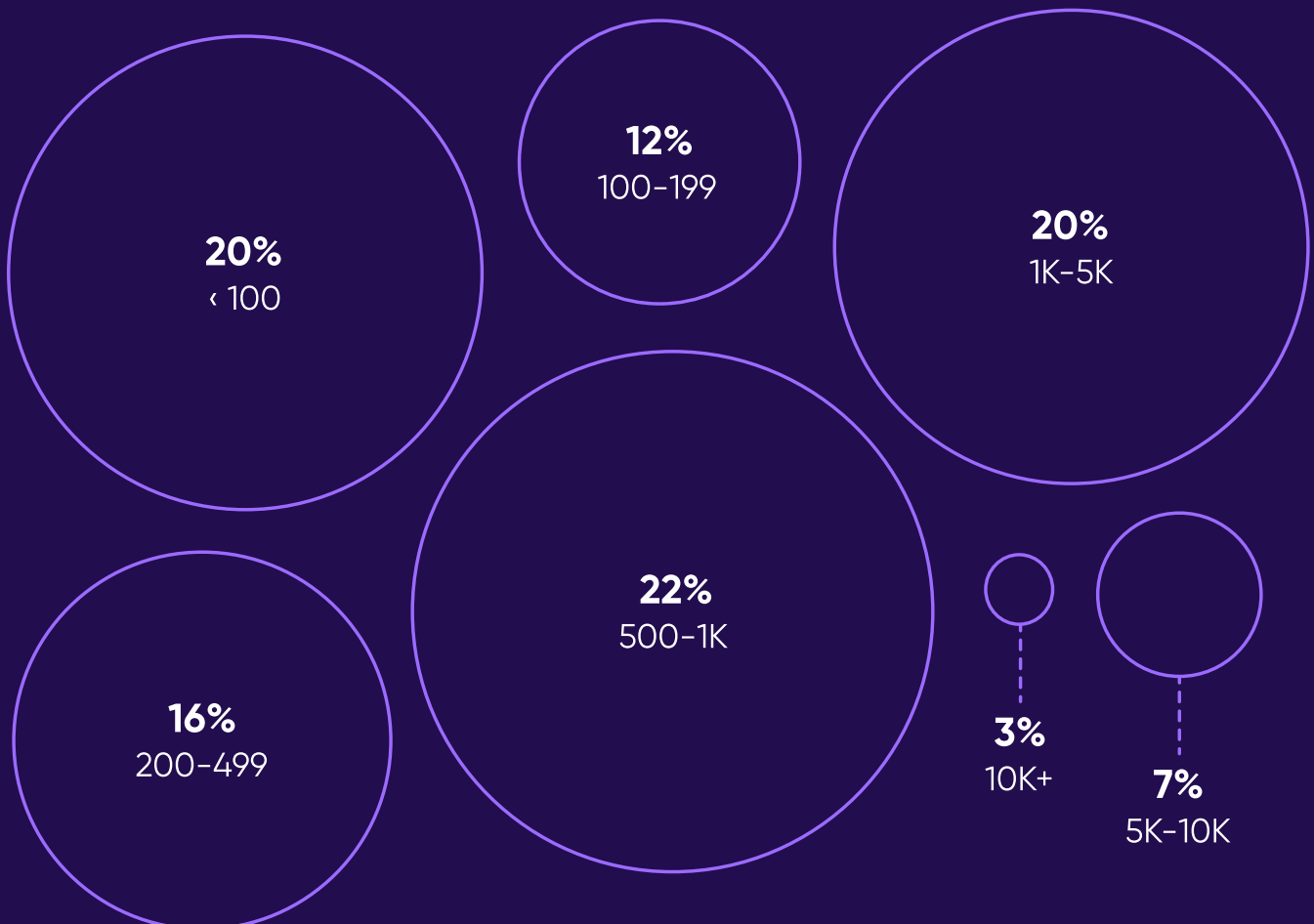


Other



Company size

Based on number of employees

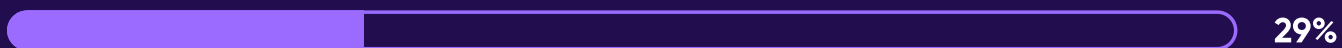


Seniority

Director/VP



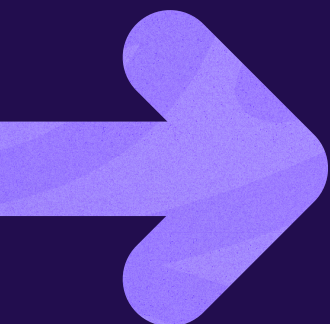
Manager/Team lead



Individual contributor



C-suite



Make good data-driven choices

Learn how AppsFlyer can help you transform insights into growth, increase app installs and hit your LTV goals

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