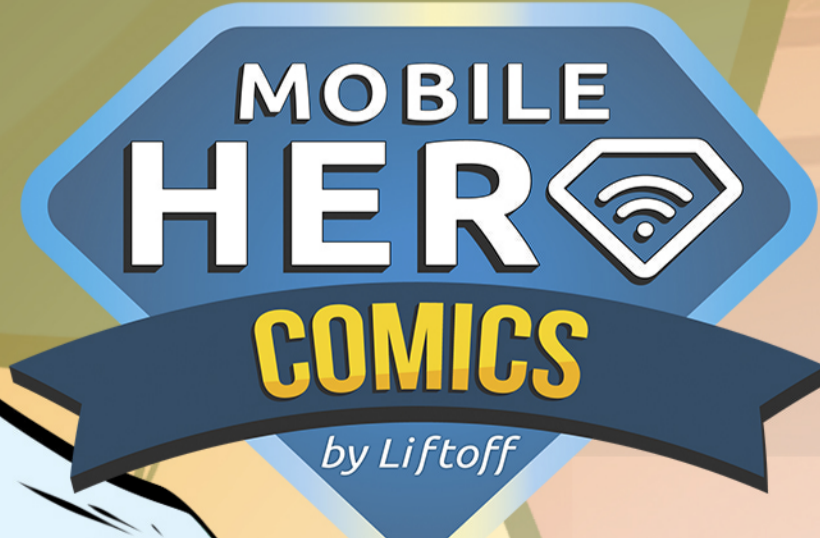
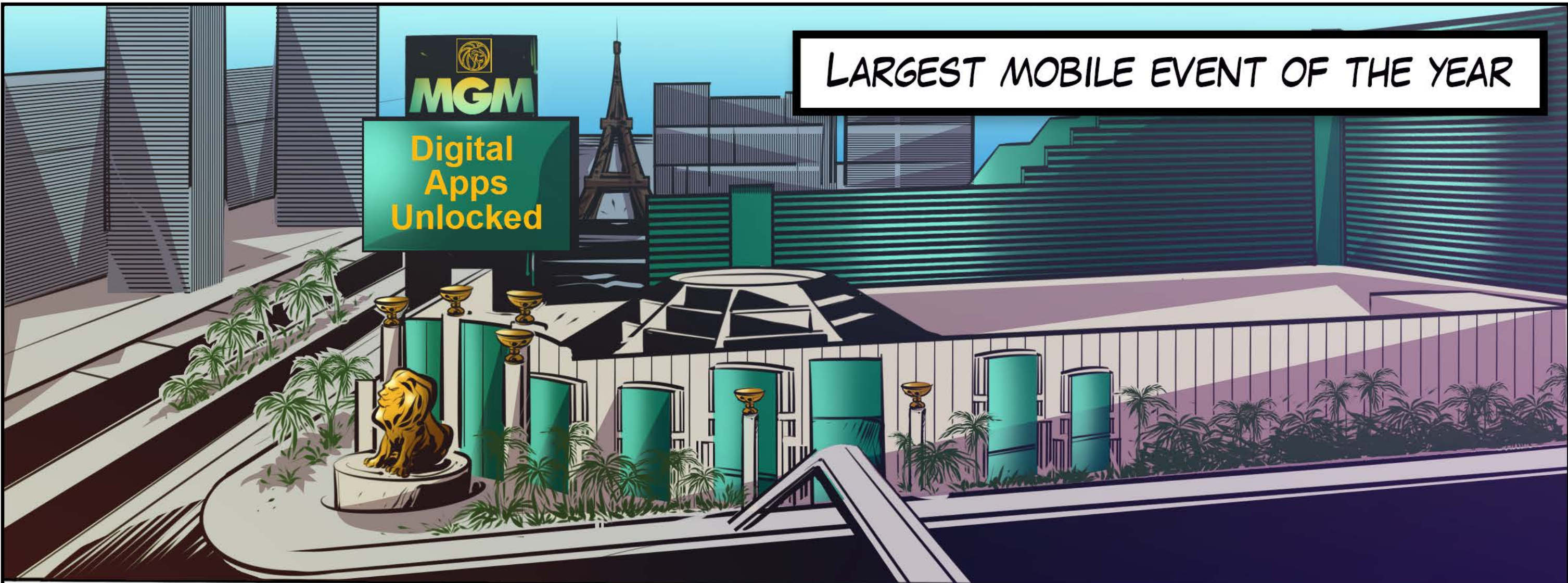


MISS ATTRIBUTION AND THE BLACKOUT WINDOW

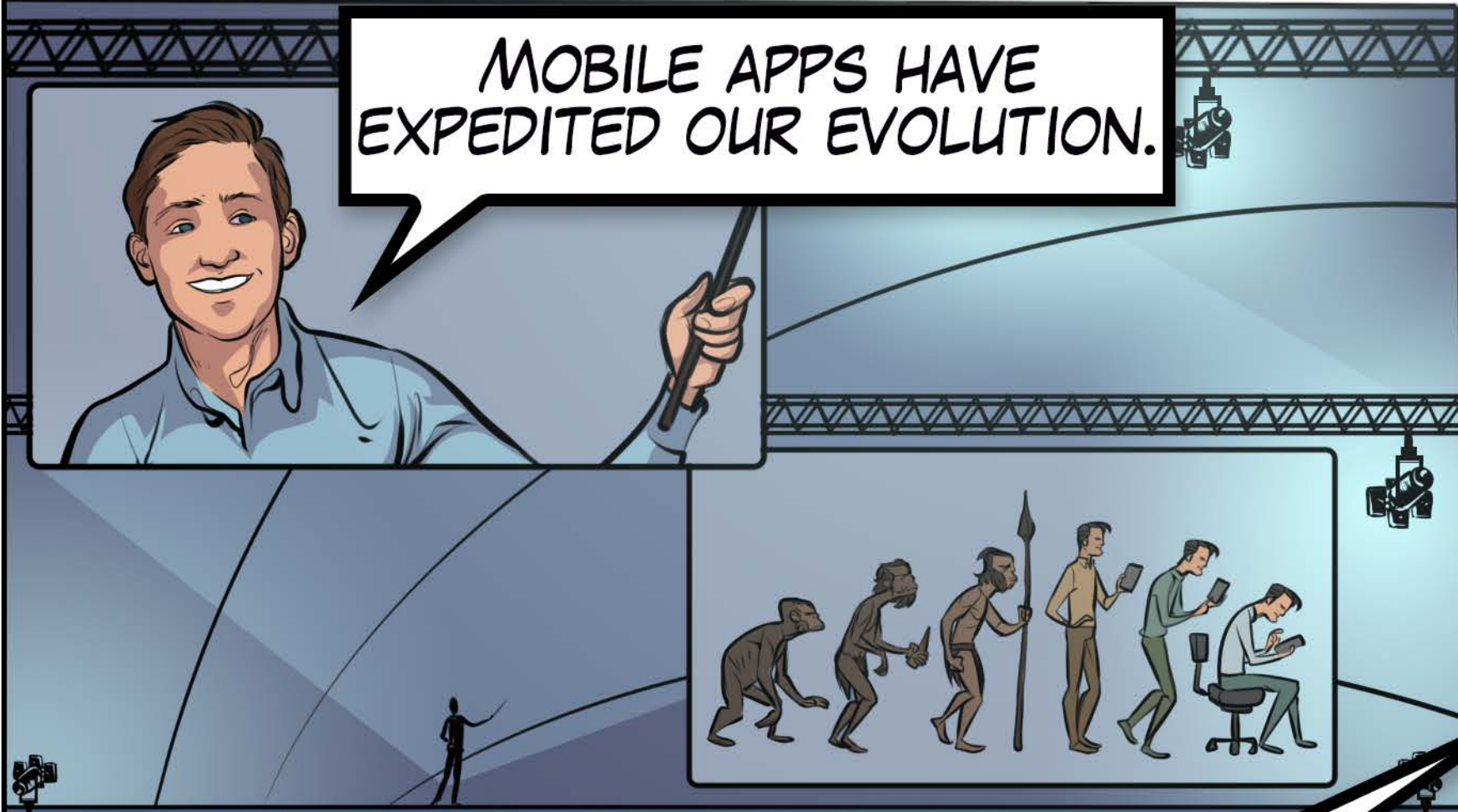
LIFTOFF MOBILE HERO COMICS, ISSUE #3

MGM
Digital App
Unlocked
DAU

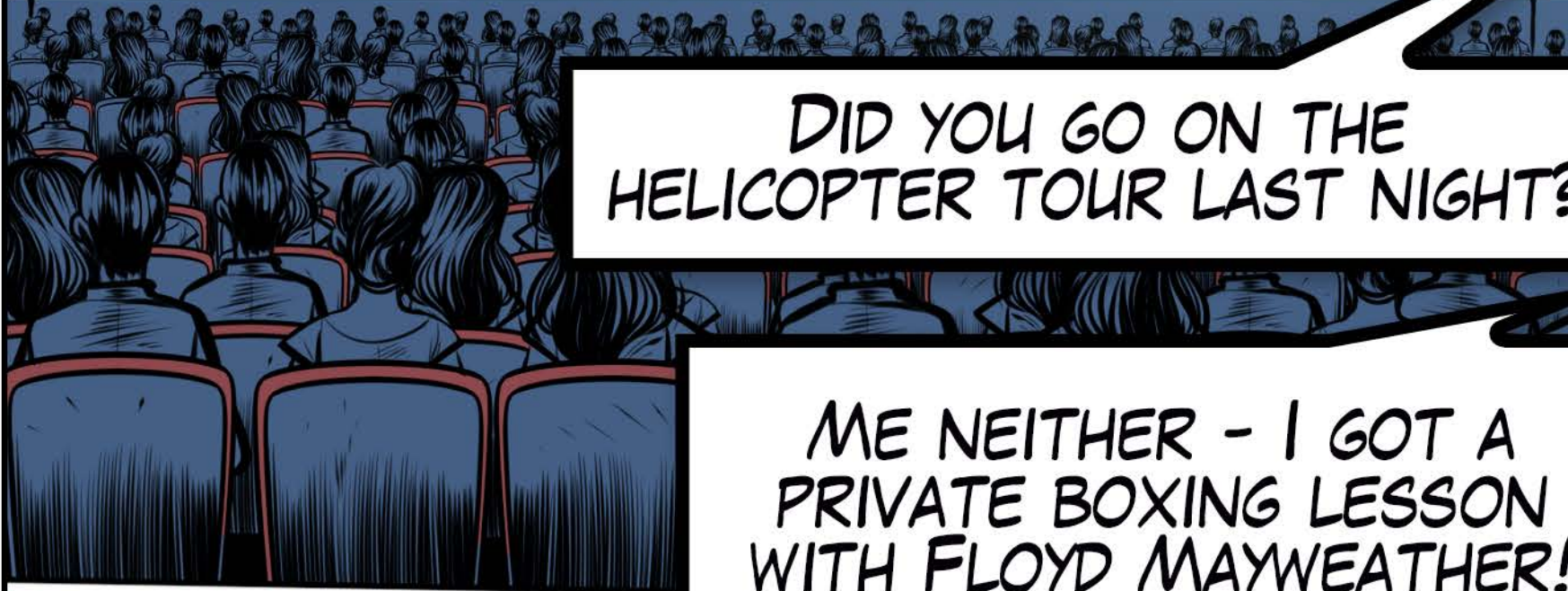




LARGEST MOBILE EVENT OF THE YEAR

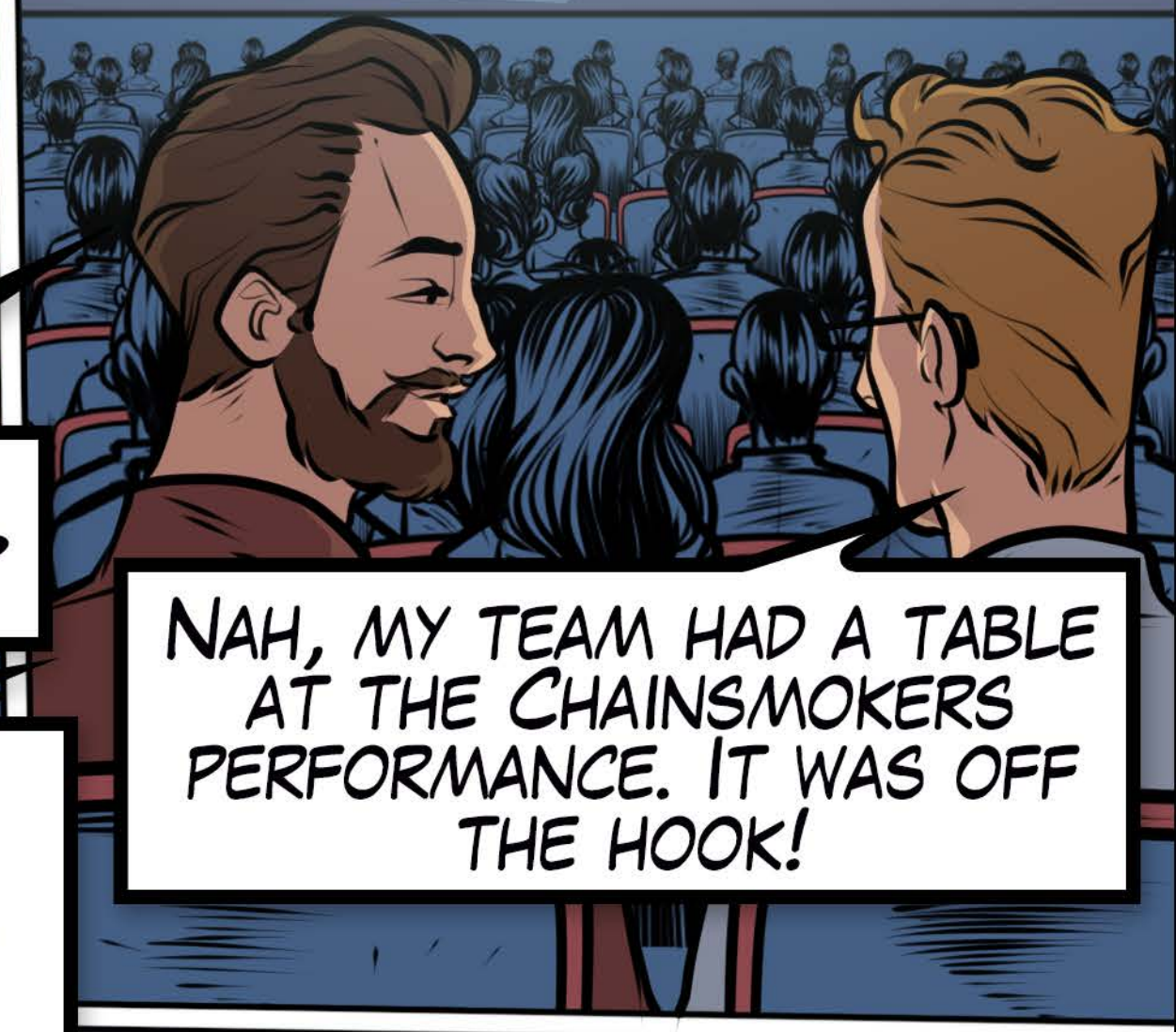


MOBILE APPS HAVE EXPEDITED OUR EVOLUTION.

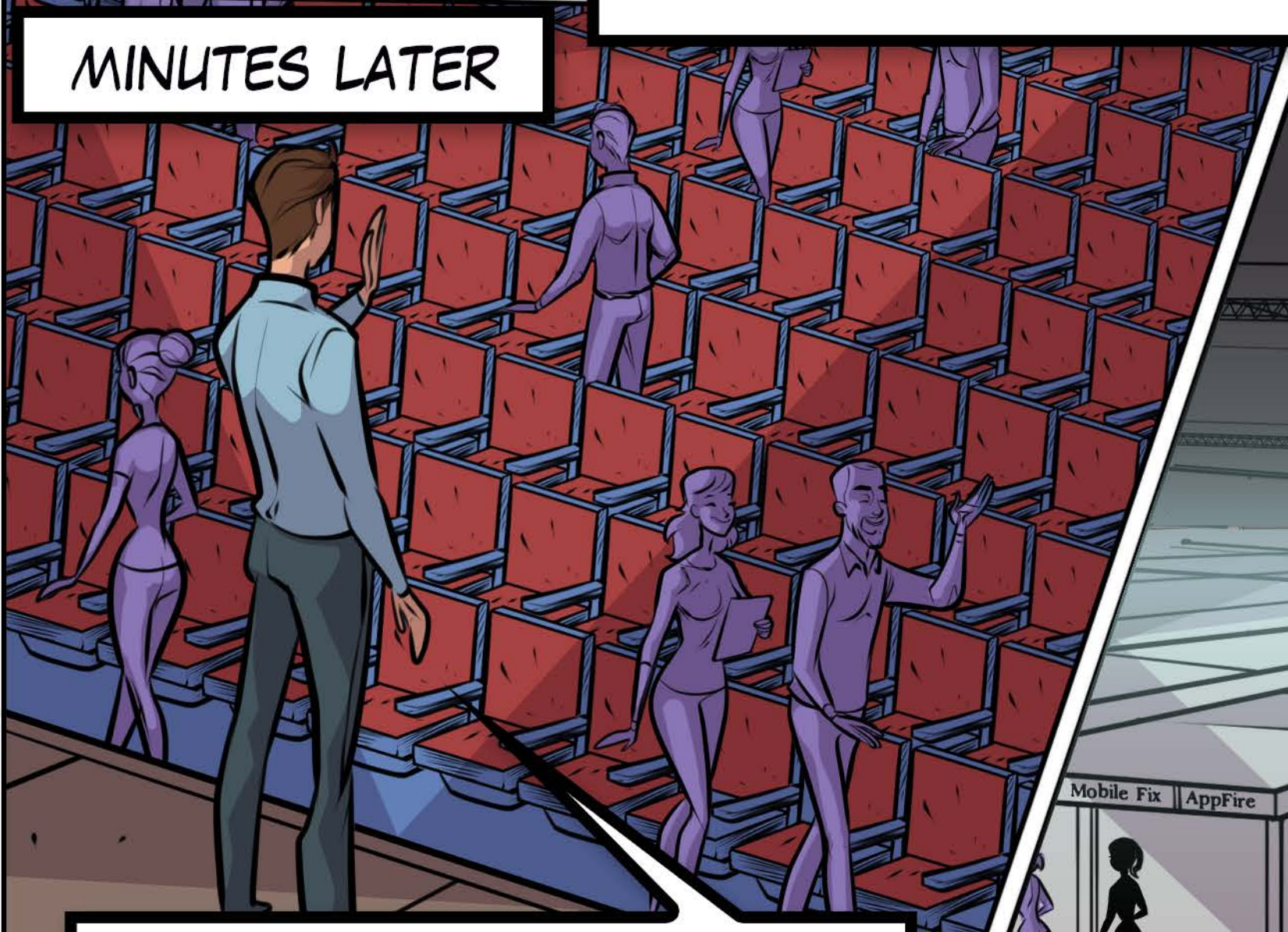


DID YOU GO ON THE HELICOPTER TOUR LAST NIGHT?

ME NEITHER - I GOT A PRIVATE BOXING LESSON WITH FLOYD MAYWEATHER!

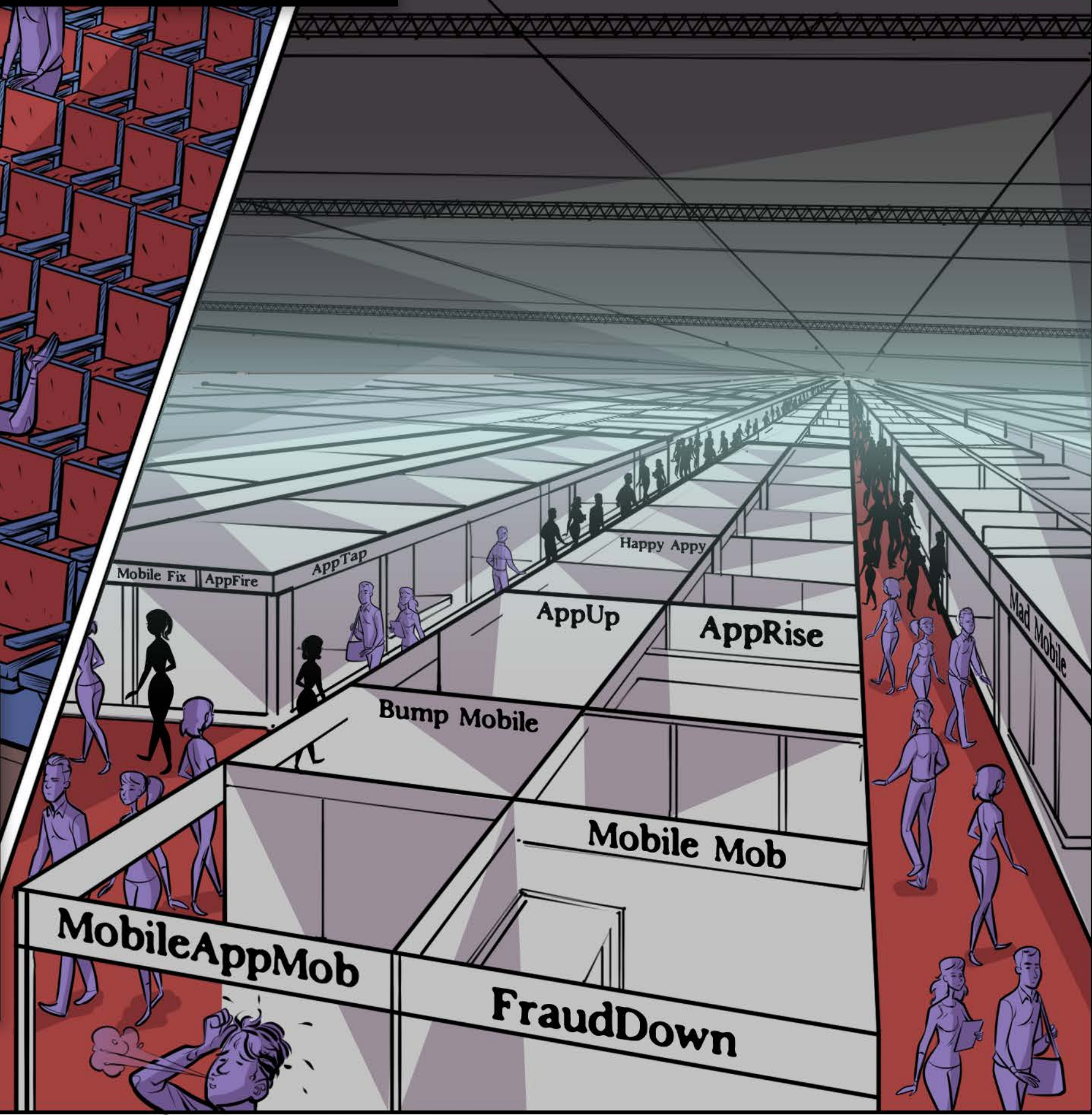


NAH, MY TEAM HAD A TABLE AT THE CHAINSMOKERS PERFORMANCE. IT WAS OFF THE HOOK!



MINUTES LATER

THAT'S A WRAP FOR OUR KEYNOTE! ENJOY THE BOOTH HALL BEFORE YOUR NEXT SESSION. I HEAR THEY'RE RAFFLING OFF ALBINO BABY TIGERS AT BOOTH NUMBER 673.



MobileAppMob

FraudDown

MobileAppMob

Mad Mobile

WE'VE GOT CASH TO BURN. WIN A TRIP AROUND THE WORLD, ON US.

I FEEL LIKE I JUST RAN A MARATHON. HOW BIG IS THIS PLACE?

MY FEET ARE KILLING ME. LET'S TAKE THIS SHUTTLE TO THE OTHER END OF THE HALL.

I KNOW WHAT YOU MEAN, IT'S TORTURE IN HERE.

SOUNDS GOOD. I WAS ABOUT TO CALL A LYFT.

DID YOU HEAR BEYONCE WAS PERFORMING AFTER LUNCH?

....MEANWHILE IN THE BALLER SUITE

WE HAVE A REAL PROBLEM HERE FOLKS.

NONE OF OUR USERS ARE CONVERTING.

WE'VE SEEN THIS TOO. WHAT GIVES?

IT'S FRAUD, I KNOW IT. FRAUD! FRAUD! FRAUD!

HERE IS WHAT IS HAPPENING.

APP PUBLISHERS WILL START TO RE-ENGAGE WITHIN 10 MINUTES OF THE INSTALL.

WE LOOKED INTO IT AND SAW RETARGET.CO COME UP A LOT.

INSTALL

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

RE-ENGAGE

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

MEANING MOST CONVERSIONS GET ATTRIBUTED TO A RETARGETING CAMPAIGN, NOT THE UA CAMPAIGN.

YEAH, UA POST-INSTALL CONVERSIONS HAVE PLUMMETED.

HANG ON, DID YOU SAY RETARGET.CO?

OUR CLIENTS OFTEN USE THEM TOO!

I THINK IT'S TIME TO CALL IN THE MOBILE HEROES.

THE MOBILE HEROES LOUNGE...

HEROES, WE NEED YOUR HELP.

WHAT'S GOING ON?



WE THINK RETARGET.CO IS MISATTRIBUTING POST-INSTALL CONVERSIONS AND TAKING CREDIT FROM LIA PARTNERS. CAN YOU LOOK INTO IT?

SURE THING, LET'S SEE WHO IS AVAILABLE TO HELP.

ICE MAN, ARE YOU FREE TO HELP US WITH A CASE?



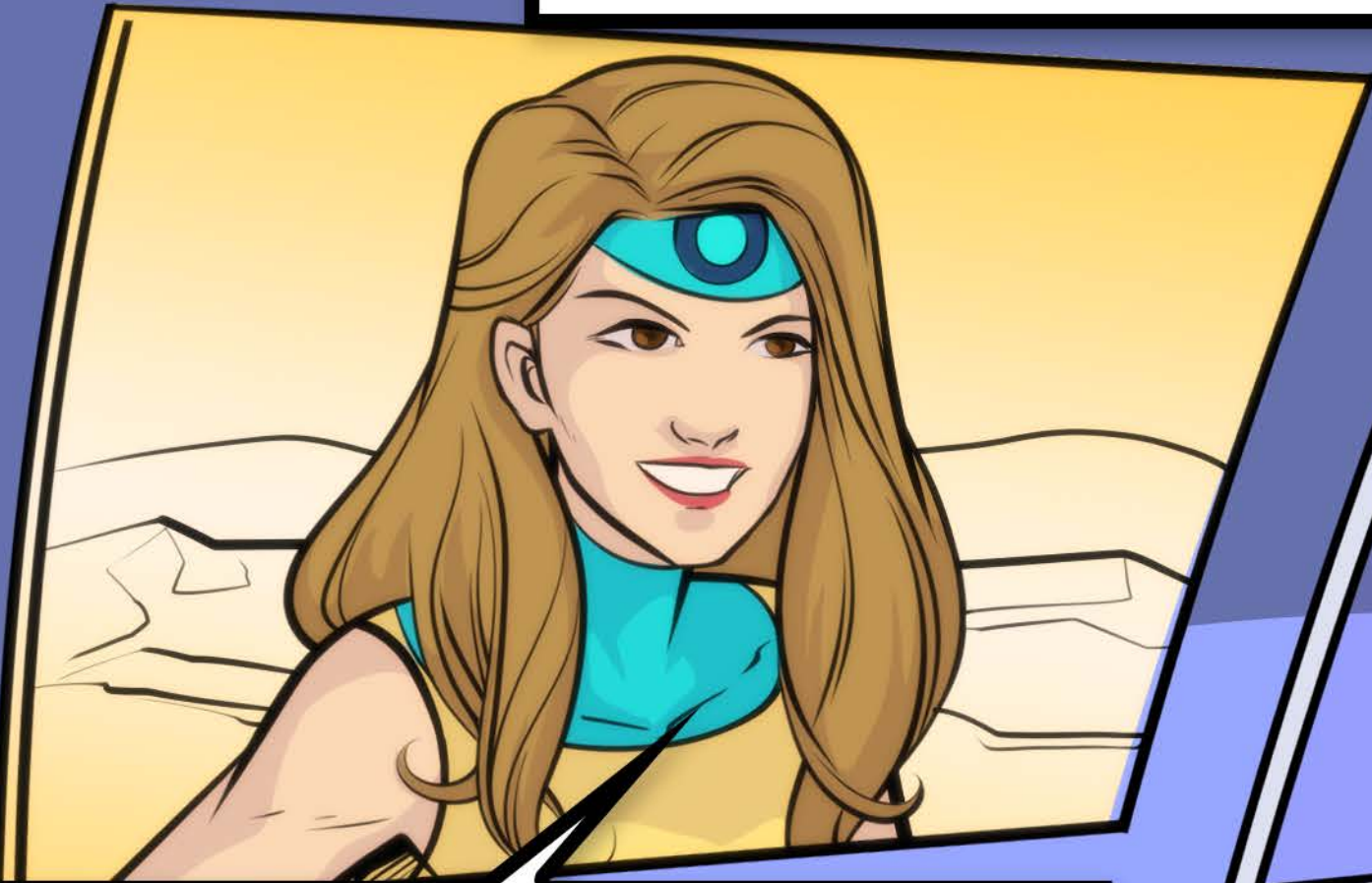
NOT RIGHT NOW. I'M CHASING DOWN FRAUDSTERS IN CHINA.

MARCO & FAISAL, CAN YOU HELP US INVESTIGATE A MISATTRIBUTION CASE?



SORRY, WE ARE OPENING FOR DAFT PUNK ALL MONTH.

MIND MELD, CAN YOU HELP US OUT HERE?

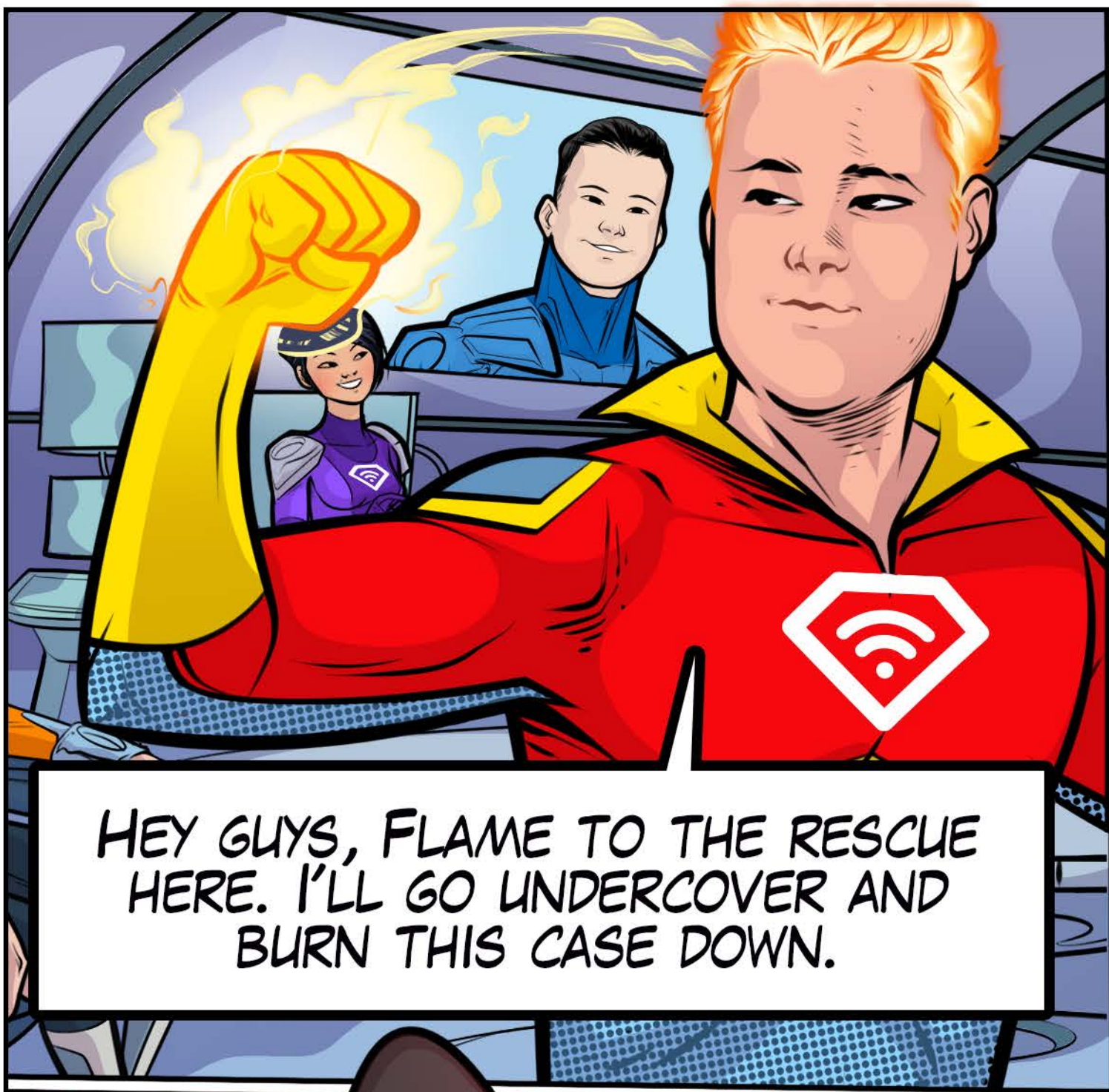


NO CAN DO. I'M IN ISRAEL INVESTIGATING SOME BOGLUS AFFILIATE NETWORKS.

ROCKET, WE NEED HELP. ARE YOU FREE?



SORRY GUYS, I'M SPEAKING AT 9 MOBILE EVENTS THIS WEEK.



RETARGET.CO HQ

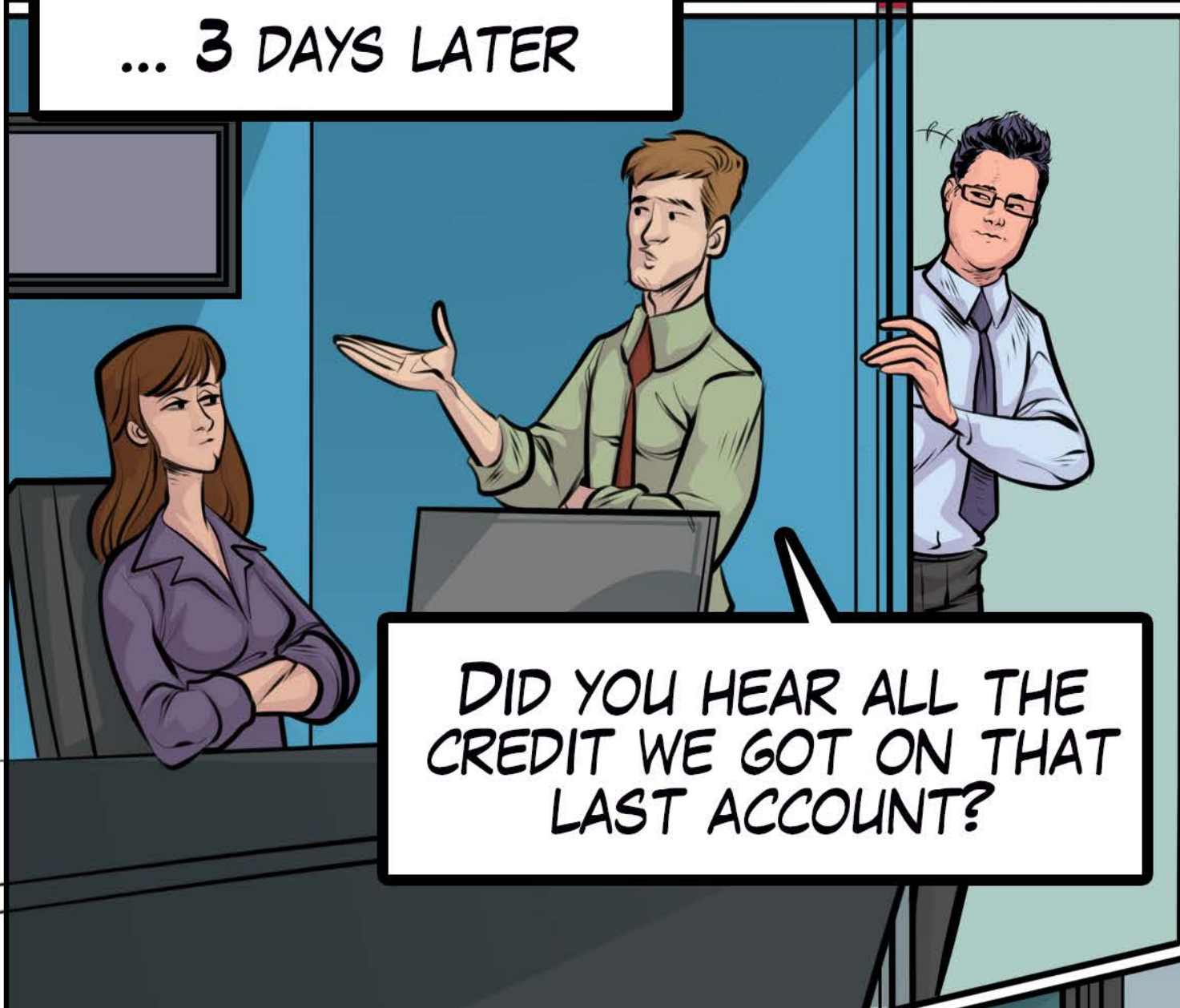
HEY GUYS, FLAME TO THE RESCUE HERE. I'LL GO UNDERCOVER AND BURN THIS CASE DOWN.

WELCOME TO THE TEAM. I HOPE YOU SETTLE NICELY HERE AT RETARGET.CO



THANK YOU FOR HIRING ME, MISS ATTRIBUTION. IT'S A PLEASURE TO WORK HERE.

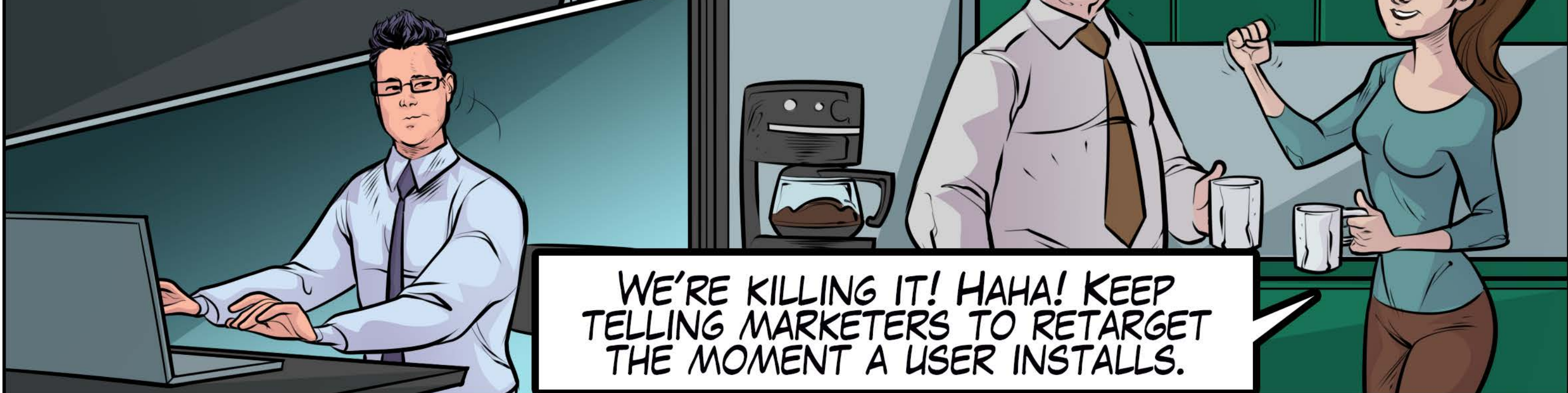
... 3 DAYS LATER



DID YOU HEAR ALL THE CREDIT WE GOT ON THAT LAST ACCOUNT?



IT'S SO EASY TO PIGGYBACK OFF LIA COMPANIES AND STEAL CREDIT FOR THEIR CONVERSIONS.



WE'RE KILLING IT! HAHA! KEEP TELLING MARKETERS TO RETARGET THE MOMENT A USER INSTALLS.

DID YOU SEE THE "ROAS WE ARE DRIVING"

YOU WON'T BELIEVE IT.

UNDER MISS ATTRIBUTION, THEY ARE RETARGETING USERS JUST MINUTES AFTER AN INSTALL, TAKING ALL THE CREDIT FROM LIA VENDORS.

KEEP US POSTED ON WHAT ELSE YOU LEARN.

WELL, WELL, WELL, IT APPEARS WE HAVE A SPY ON OUR HANDS.

PLASH!

WHAT YOU ARE DOING IS WRONG!

MEANWHILE AT THE HEROES LOUNGE...

IT'S BEEN A FEW DAYS SINCE WE'VE HEARD FROM FLAME. YOU THINK EVERYTHING IS OK?

LET'S CALL HIM AND FIND OUT WHAT'S GOING ON.

RETARGET.CO
BASEMENT

IT'S BECOME SO EASY NOW THAT
LIA COMPANIES OPTIMIZE FOR
ACTIONS INSTEAD OF INSTALLS.



YOU ARE PIGGYBACKING.
IT'S NOT FAIR!

WE RE-ENGAGE AS SOON AS POSSIBLE AND
TAKE CREDIT FOR ACTIONS THAT WE DIDN'T
DRIVE. IT'S SO EASY. HA, HA HA!!

BACK AT THE
HEROES LOUNGE

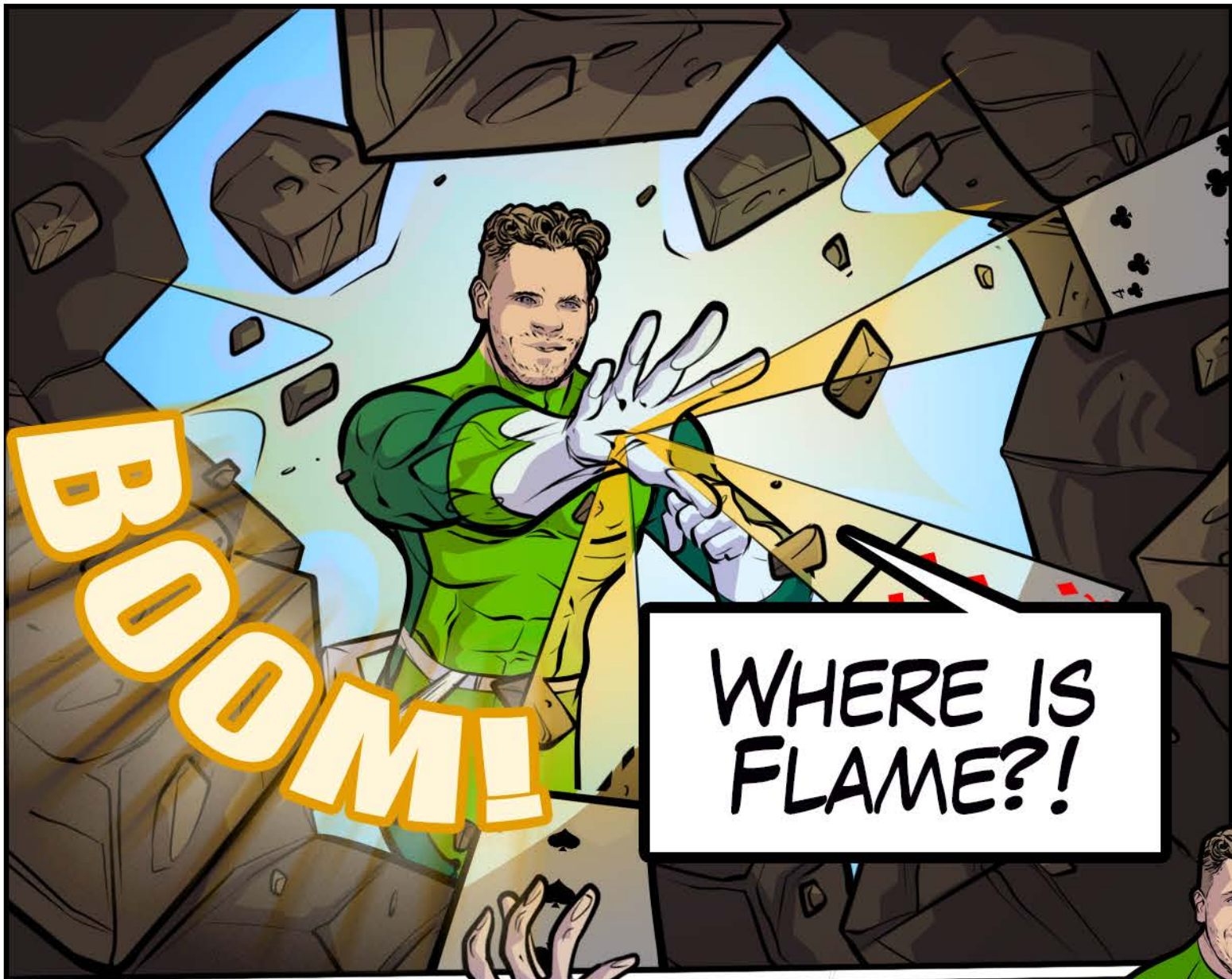
HE'S NOT
ANSWERING.

GPS INDICATES HE
HASN'T MOVED IN
DAYS. I'M GOING TO
FIND HIM.



THE SIGNAL FROM
FLAME'S GPS TELLS
ME HE IS STILL HERE...

BUT WAY DOWN IN THE
BASEMENT! HE NEEDS HELP!



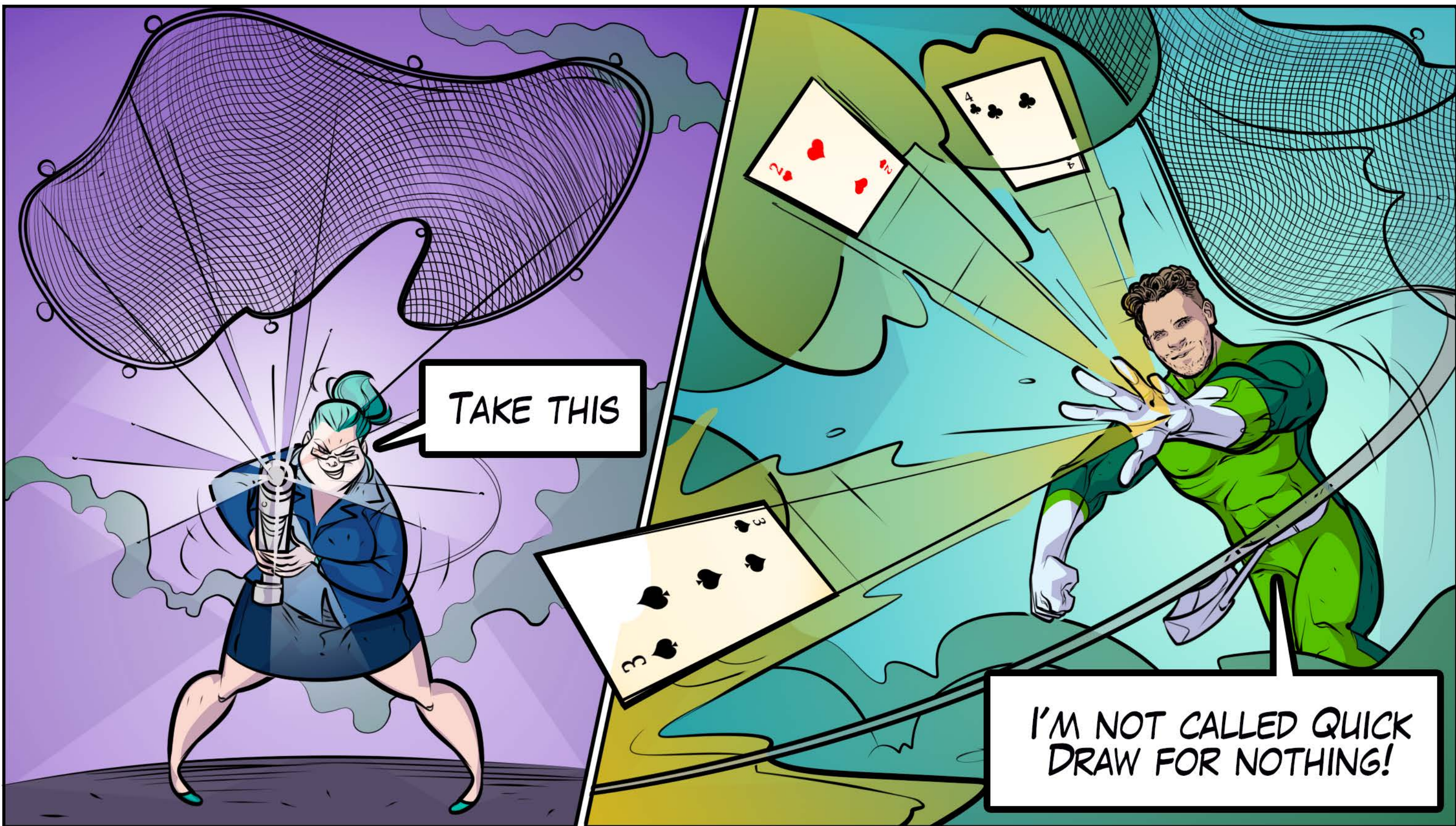
WHERE IS FLAME?!



FLAME! WHAT'S GOING ON?

YOU MOBILE ZEROES ARE TOO SLOW!

WATCH OUT QUICK DRAW!



TAKE THIS

I'M NOT CALLED QUICK DRAW FOR NOTHING!



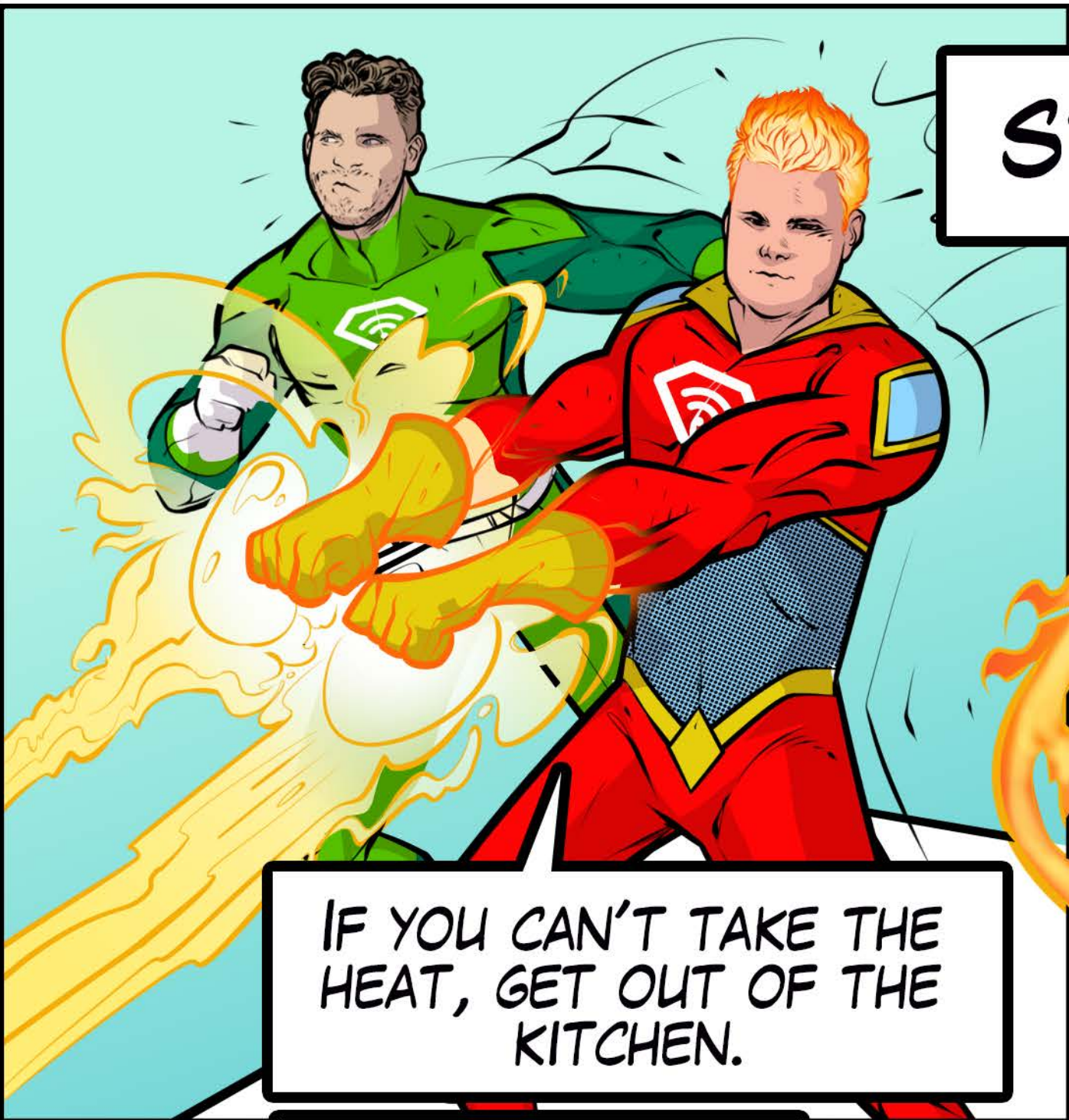
COUGH! COUGH!

I CAN'T SEE!



ESCAPING FROM ME, WON'T BE THAT EASY!



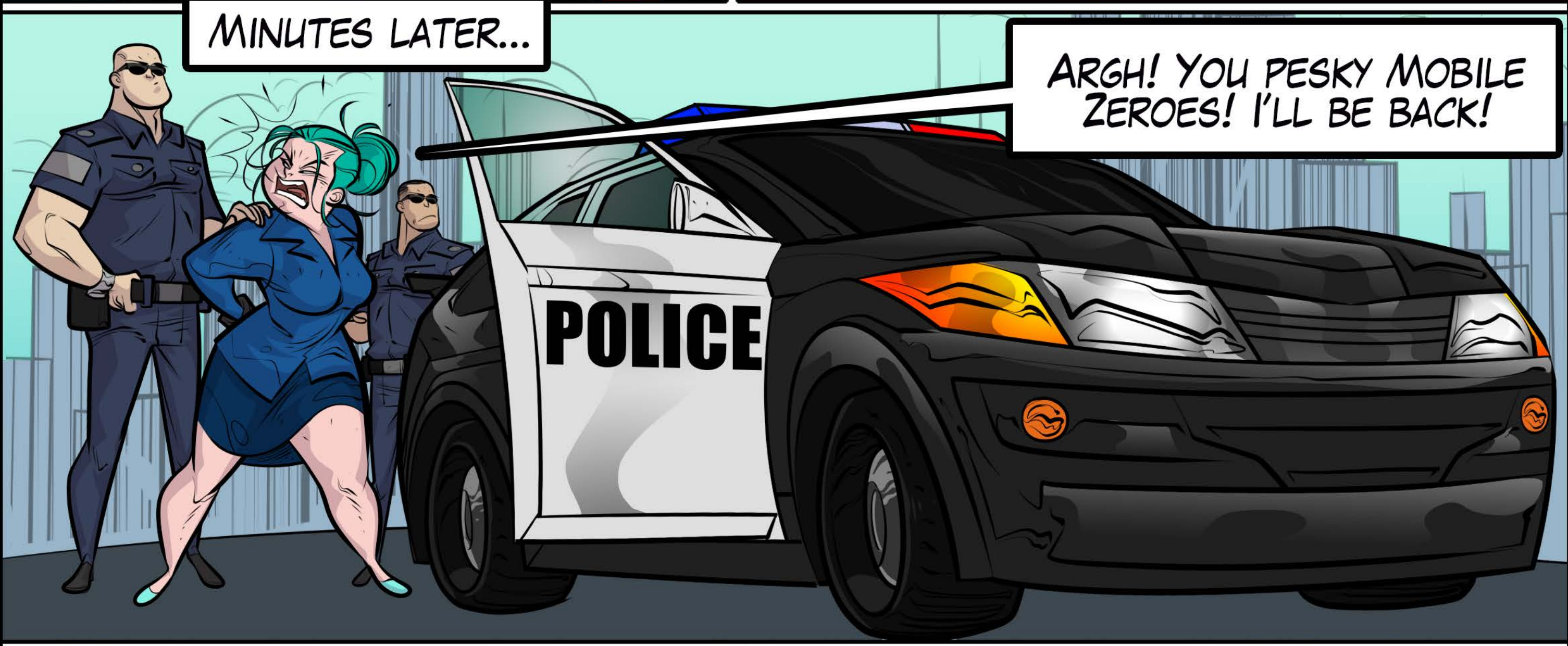


STOP. STOP.

IF YOU CAN'T TAKE THE HEAT, GET OUT OF THE KITCHEN.

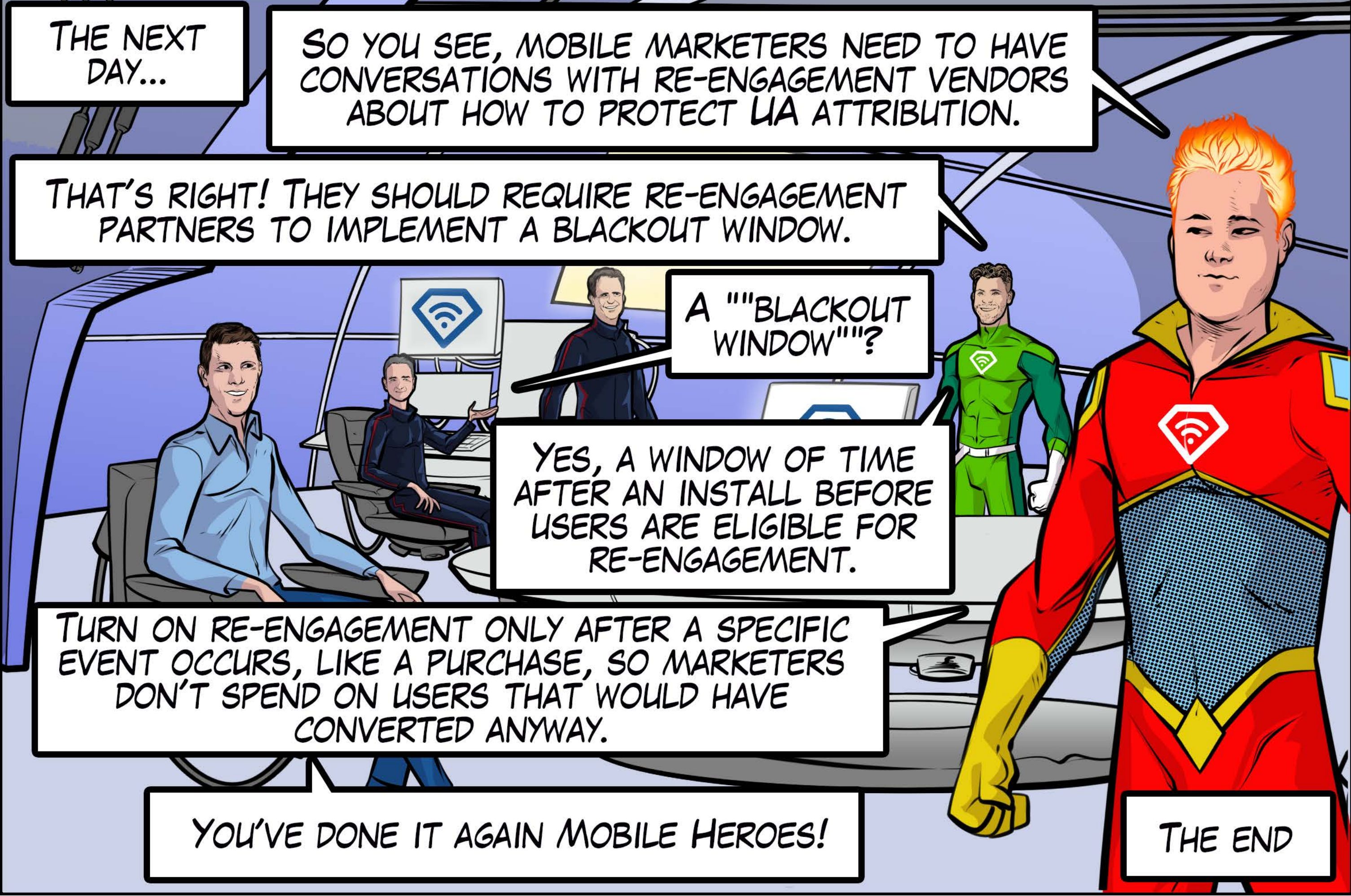


OK YOU WIN!



MINUTES LATER...

ARGH! YOU PESKY MOBILE ZEROES! I'LL BE BACK!



THE NEXT DAY...

SO YOU SEE, MOBILE MARKETERS NEED TO HAVE CONVERSATIONS WITH RE-ENGAGEMENT VENDORS ABOUT HOW TO PROTECT UA ATTRIBUTION.

THAT'S RIGHT! THEY SHOULD REQUIRE RE-ENGAGEMENT PARTNERS TO IMPLEMENT A BLACKOUT WINDOW.

A "BLACKOUT WINDOW"?

YES, A WINDOW OF TIME AFTER AN INSTALL BEFORE USERS ARE ELIGIBLE FOR RE-ENGAGEMENT.

TURN ON RE-ENGAGEMENT ONLY AFTER A SPECIFIC EVENT OCCURS, LIKE A PURCHASE, SO MARKETERS DON'T SPEND ON USERS THAT WOULD HAVE CONVERTED ANYWAY.

YOU'VE DONE IT AGAIN MOBILE HEROES!

THE END

