

AppVertising is our solution for the digital marketing of content and apps. We develop an individual marketing concept and implement the recommended measures.

What are your specific digital goals?

For each media producer, digital success means something different. With AppVertising we find the precise ways to reach your own individual digital goals.

- More sales with your digital media
- Greater reach and visibility for your content and app
- More app installations
- More information on your target group and their digital activity
- Development of new target groups
- Optimal distribution of digital content according to target groups

How can AppVertising help you?

Reach your current or new target groups through their personal channel of preference and at the time that suits them best. AppVertising supports you step by step and in keeping with your proposed budget.

TARGET GROUPS

In cooperation with you, we analyse who your present target groups are and which target groups you have set your sights on for the future. We find out where and how they inform themselves, what formats they prefer, and how they can best be reached.



CHANNELS

We discover which distribution channels are the most important for your content and what distribution strategy and formats are most effective for achieving your goals. In the process, we also take into account your budget criteria and the resources available to you.

STRATEGY

Based on your goals and the preliminary analyses of target groups and channels, we develop a potential analysis of your content. The digital marketing measures we subsequently recommend can be diverse – from the choice of specific channels and formats to SEO optimization to the accompanying advertising campaigns. And we support the recommendations with concrete figures: What is the minimum expected number of new app downloads if you implement the concept? Or: By how much will you be able to increase your digital sales?

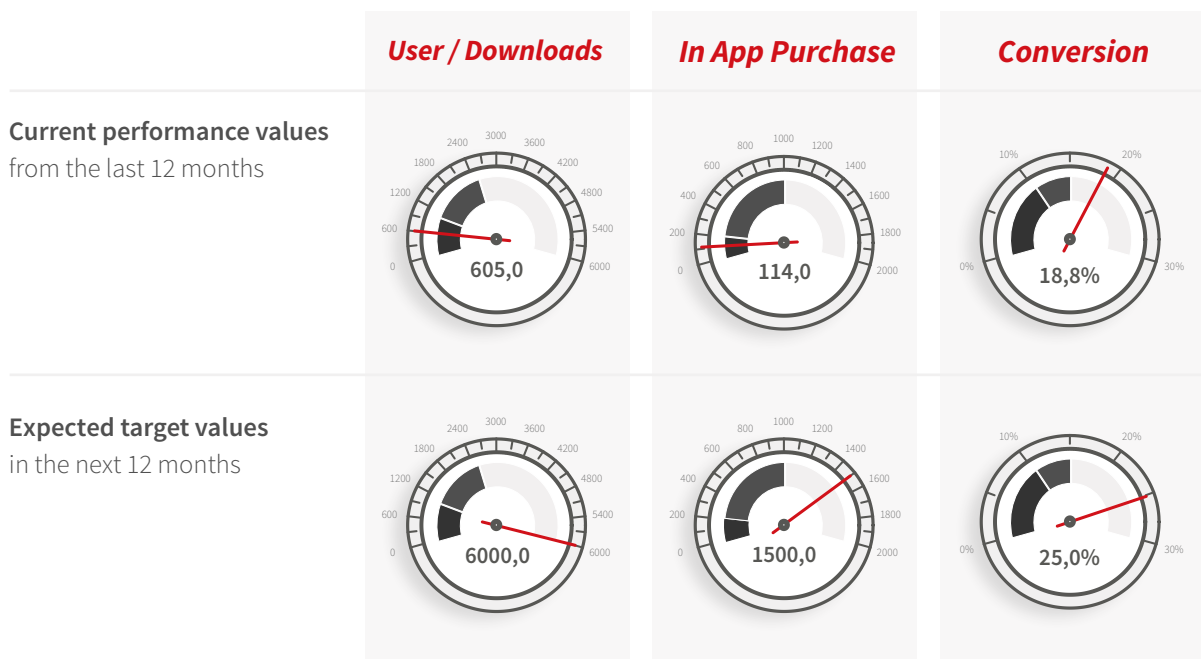


IMPLEMENTATION & MONITORING

How to proceed is your decision. We will be happy to implement the recommended measures for you, analyse the results, and optimise them continuously. In this, it is important for us to work in close cooperation with you – so that we can exceed your expectations.

At a glance – what you can expect from AppVertising

- Concrete practical recommendations to boost your digital success
- Implementation of measures and campaigns
- Evaluation of the results and optimisation of the measures



More details can be found on our website. Please feel free to contact us if you have any questions!