

Lecture 32: Expert Strategies On Cross Promoting With Others

I don't advise you to use this strategy. Why? Think about it. You really don't want to send people out of your app to another app. Because this winds up hurting your social engagement which leads to lowering your app store ranking. Therefore, use this with caution if you do choose to do so. For example, So If you already have other Apps available, you can use them to promote the download of the new App or use Apps belonging to partners of yours. There happens to be companies specializing in this type of cross promotion between Apps. They are known as Cross-promotion networks (CPN) – a few are free, and some are paid.

Learn more about cross promoting Here: [Flurry AppCircle](#). and [TapJoy](#). Flurry analyzes more behavioral data from mobile apps than any other company according to Flurry, and they in turn help the app marketers build a high quality audience. Flurry serves video, banners and interstitial ads using the most advanced targeting technology in mobile today to increase installs, campaign ROI and retention. Cross promoting your own apps is always free with Flurry. Now, interstitial in this context means "in between," so it's an ad that is displayed before or after an expected content page.

Tapjoy uses a fresh new way of engaging in mobile advertising that increases maximum value for app developers while attracting new consumers through what's now called reward-based advertisements, this benefits the app developers, consumers and advertisers. Tapjoy was born in 2007, this platform has since skyrocketed. There are now more than one billion devices activated, 450 million mobile customers, and over 275,000 plus active apps and 2 million plus ad engagements. Be sure to check the Recommended Links below. Okay, I'll see you in the next lecture.

Recommended Links:

<http://www.tapjoy.com/>

<http://www.flurry.com/solutions/advertisers/brands>