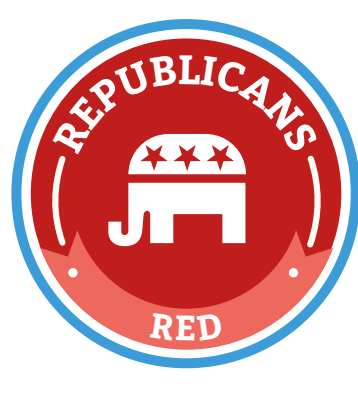




MOBILE MARKETING TRENDS

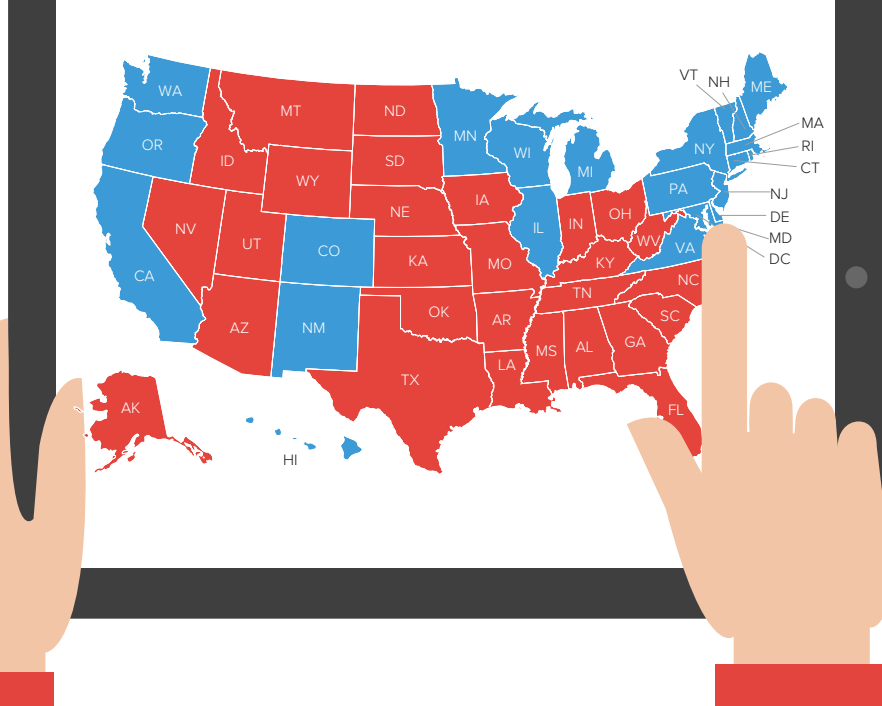
across party lines



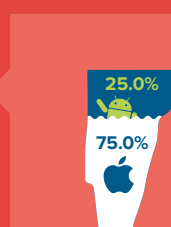
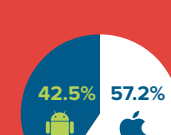
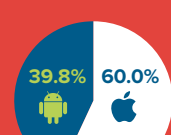
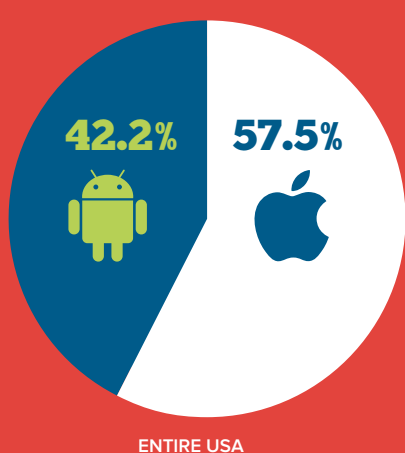
It's no surprise the United States is divided when it comes to presidential elections. Is this divide felt in the mobile marketing world?

To get to the truth (go ahead and fact check), Liftoff examined **900 million total mobile ad impressions**, **1.1 million mobile app installs**, and **5.2 million post-install events** across party lines.

23 vs 28 STATES
INCLUDING WASHINGTON D.C.



IOS VS ANDROID PLATFORM ADOPTION



Vermont has the highest iOS adoption rate, 3x that of Android.

Colorado has the highest Android adoption rate.



AVERAGE COST-PER-INSTALL (CPI)

WINNER!
In Blue states, the cost-per-install for subscription apps is **5.6% less** than in Red states.

PURCHASE

\$2.23 vs \$2.16 (-3.1%)

REGISTER

\$2.30 vs \$2.25 (-2.2%)

SUBSCRIBE

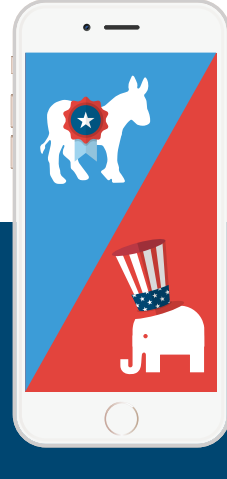
\$2.21 vs \$2.34 (-5.6%)

RESERVE

\$4.77 vs \$4.92 (-3.0%)

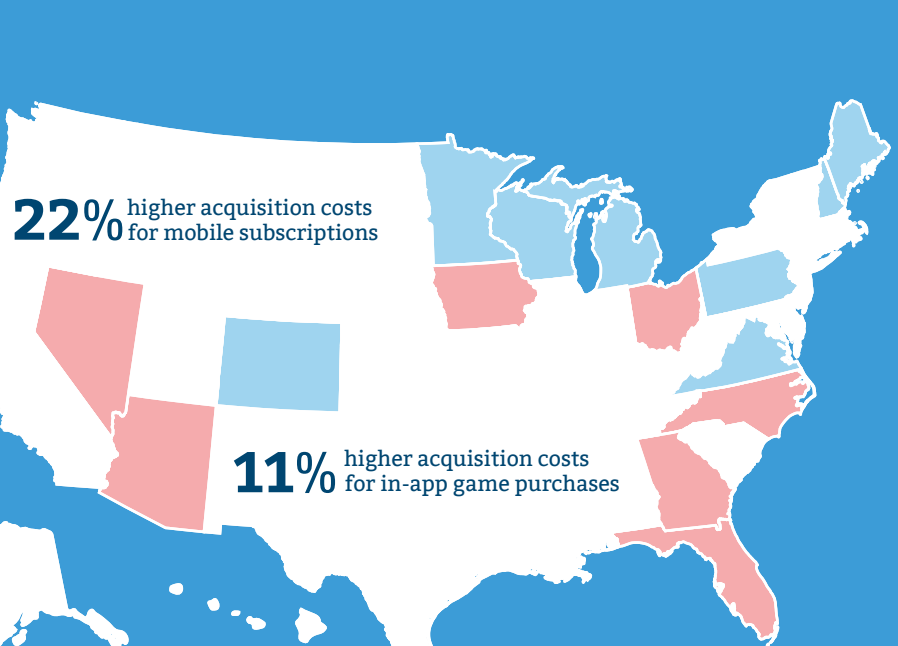
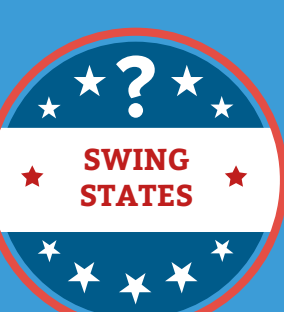
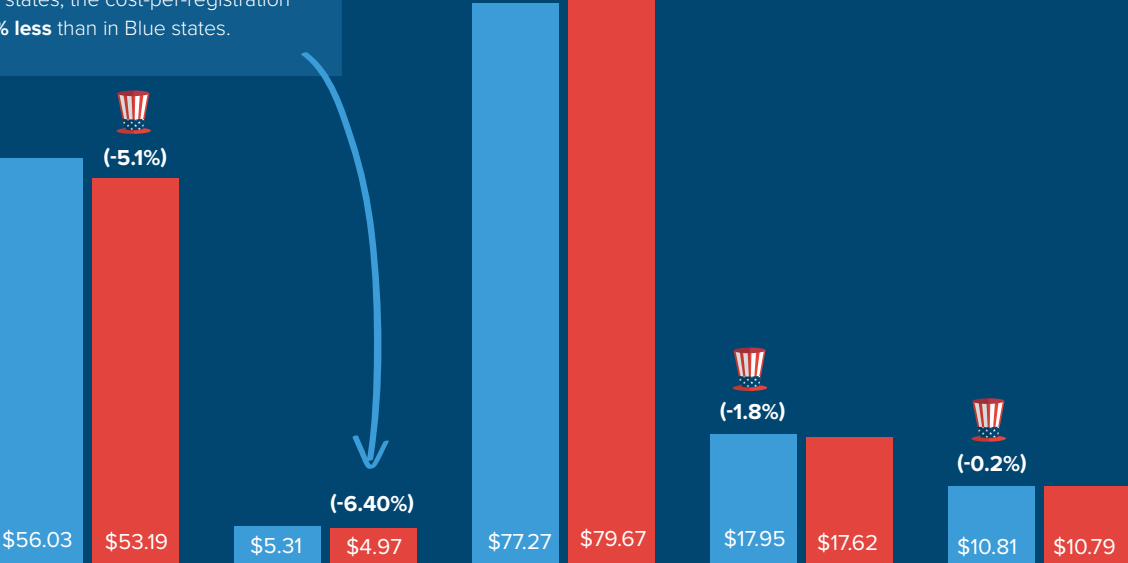
IN-APP-PURCHASE

\$2.16 vs \$2.06 (-4.6%)

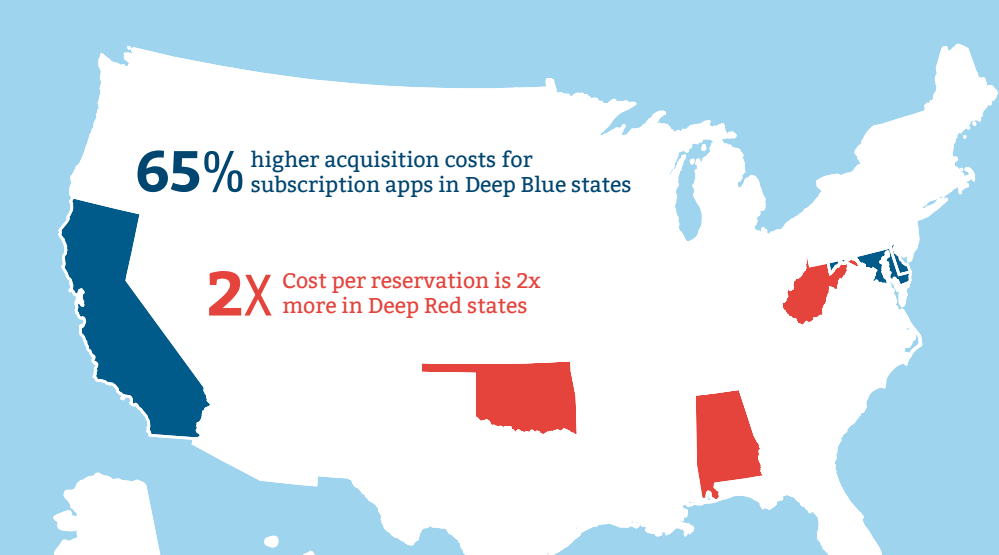


AVERAGE COST-PER-ACTION (CPA)

WINNER!
In Red states, the cost-per-registration is **6.4% less** than in Blue states.



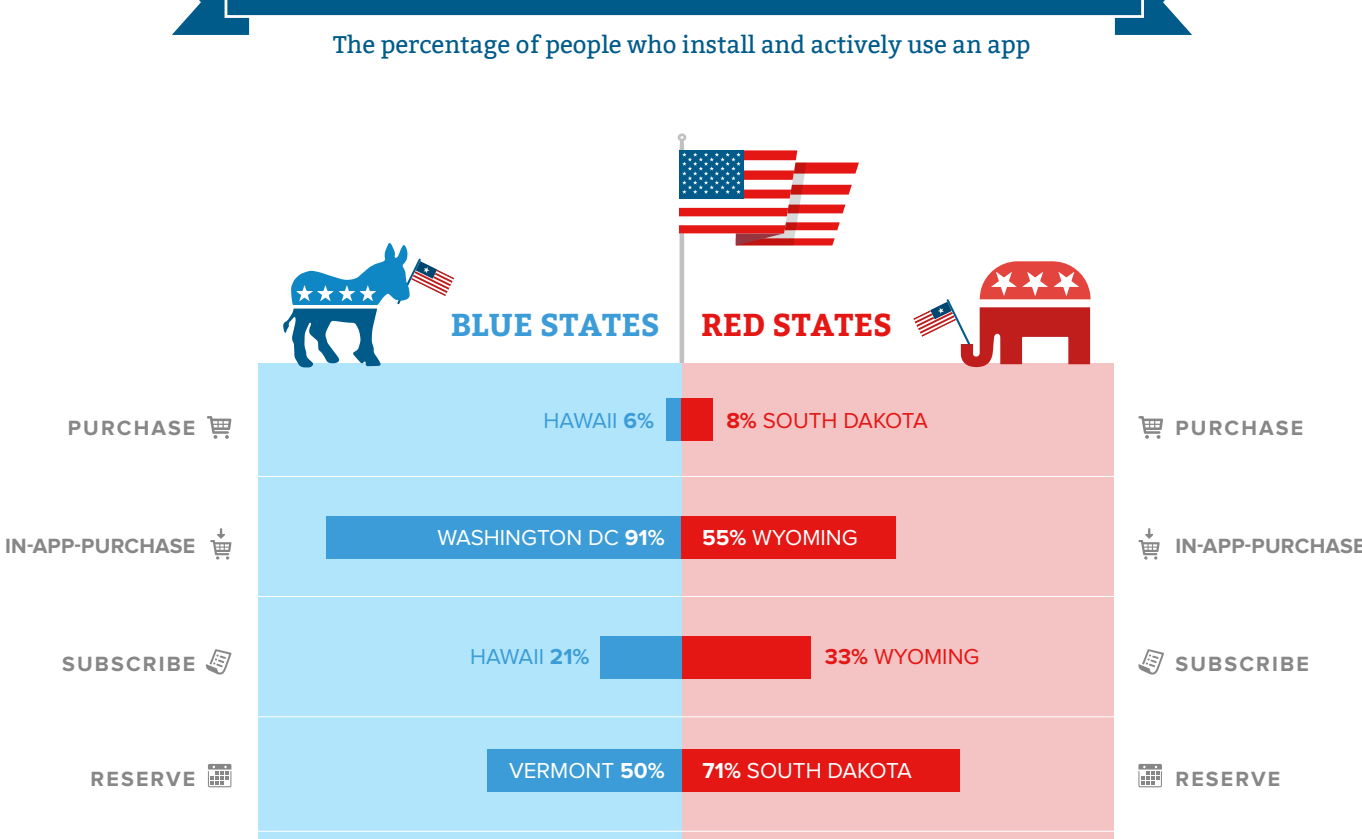
SWING STATES:
States with similar amount of support for both parties.



DEEP STATES:
States with the most support for a certain political party.

HIGHEST INSTALL-TO-ACTION RATES

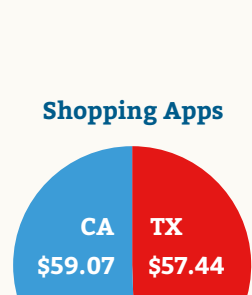
The percentage of people who install and actively use an app



MOBILE APP ACQUISITION COSTS in the Most Populous States

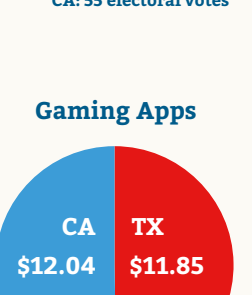


Shopping Apps



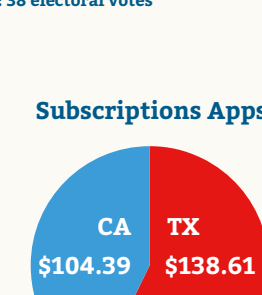
TX wins by **2.8%**

Gaming Apps



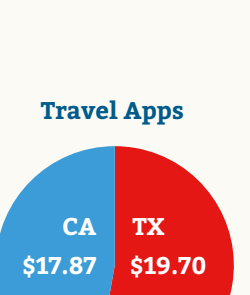
TX wins by **1.6%**

Subscriptions Apps



CA wins by **32.8%**

Travel Apps



CA wins by **10.2%**

FACT CHECK:
Data sources: Liftoff internal data from September 2016.
Red and Blue state map: Polling data provided by http://fivethirtyeight.com
Washington D.C.: for the purposes of this infographic, Washington D.C. was included as a state.