

# MATOMY

MEDIA GROUP



## ADVANCED MOBILE ADWORDS TRACKING

# TRACK AND MEASURE ANY EVENT, ON ANY DEVICE ANY TIME

For mobile advertisers looking to drive installs and engagement to their apps, it's essential to understand the effectiveness of each ad and placements.



# PROBLEM

## Complexity

Google doesn't support Server-to-Server tracking forcing marketers to find creative and time-consuming ways to track conversions and app download events on AdWords.

Additionally there is a 48-hour delay in obtaining download data from AdWords for Android apps.



# MOBILE TRACKING SOLUTION FOR ADWORDS

Matomy offers an innovative ad management solution that enables accurate and fast optimization, less manual processes and improved performance.



# MOBILE TRACKING SOLUTION FOR ADWORDS

Matomy advertisers benefit from better performance and pinpoint targeting of high-quality users without the need for any new SDK implementations.



# TRACKING DIRECTLY BACK TO ADWORDS

Mobile app developers are able to get better results from their search, in-app and mobile GDN campaigns and track any targeting parameter available on Google AdWords back to the keyword, ad, or creative. With Matomy's solution all events (from install to in-app events), campaign types (Search, In-app and mGDN), devices and operating systems can be tracked on the Adwords platform.



# KEY BENEFITS TO MATOMY ADVERTISERS



Fast  
optimization



Automatic  
optimization  
based on app  
data within  
AdWords



Multiple event  
tracking  
including in-  
app purchases



Less manual  
work



Free

# Thank you!



To find out more about what Matomy can do for your mobile campaign  
email us [sales@matomy.com](mailto:sales@matomy.com) or visit [www.matomy.com](http://www.matomy.com)