# Using Technology to Track Mobile Advertising

CAKE

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In early March, more than 85,000 mobile industry leaders are expected to come together in Barcelona for the 2015 Mobile World Congress, Europe's largest event dedicated to mobile. Over the course of four days from March 2 to 5, attendees will get essential, in-depth industry insight, highlighting areas of growth and opportunity.

CAKE is pleased to be an exhibitor at this year's MWC event, which will undoubtedly prove to be the biggest and best yet. We will be showcasing how digital marketers can track, attribute and optimise mobile campaigns, amongst other marketing channels, to reach the full potential of their digital ad spend.

**It's Time for Mobile Ad Spending to Catch Up**

Statistics show that mobile advertising spend is increasing, but that spend is not keeping pace with total mobile media usage.  While consumers spend 20% of their total media time on mobile devices, advertisers only spend about 4% of their total budget on mobile advertising. It is painfully clear that mobile marketers need to increase their spend on mobile advertising and deploy technology to track that increase to ensure their money is well spent.

**In-app Tracking**

In addition to not increasing their advertising spend enough, many mobile marketers are only tracking the initial download of their apps when they should be tracking much more. With 25% of app downloaders only opening apps a single time, download tracking is not providing a very clear picture of actual app usage. Mobile marketers can get much better insight into the path their customers take to conversion by also tracking carrier network, device, operating system, location, age and gender, as well as the time of day the app was used.

These are just two examples of the many ways mobile advertisers can improve their mobile advertising campaigns.

MWC Attendees who visit CAKE at Booth #G17 in Hall 8.0 by the North Entrance will have a chance to learn about our latest product, CAKE for Advertisers, a multi-channel solution that tracks the cost of customer acquisition across multiple touchpoints. Come see how our solution brings a new level of real-time insight into your mobile advertising spend with advanced data visualisation capabilities and the potential to integrate with pre-built, third-party technologies.

We're looking forward to see you at MWC! Click here to schedule a time to meet with a CAKE mobile advertising expert.