



PLANNING PROCESS FOR MOBILE



1 Product readiness

Collaborate with your product team to make the game ready for user acquisition with:



a polished first time user experience (on-boarding funnel)



all key supporting ad technology (SDK) integrated

2 Campaign objectives

Set clear campaign objectives in terms of



target volumes



quality



schedule

based on sensible assumptions

3 Campaign readiness

Ensure campaign readiness by selecting



key markets



media partners



target audience



matching creatives (that best solicit prospects)

4 Campaign execution



Try to implement your plans as best as you can to **correctly measure results**



Do not become overly rigid about plans - have planning buffers for unexpected events.

5 Continuous Iteration

Always iterate on your planning based on your campaign learnings to make your plans more accurate and sustainable in the long run.