

Top Questions to Ask an App Marketing Company

Instructions: Use this resource to take notes during interviews with prospective app marketing companies.

Company Name:

Top 7 Questions to Ask an App Marketing Company

1. Are you a mobile-first agency?
2. What types of apps do you specialize in?
3. Who will own my advertising accounts?
4. How do you approach app store optimization?
5. What onboarding practices do you recommend?
6. Which marketing channels do you use?
7. Do you offer any branding and strategy services?

Must-have Features

Use this checklist to determine whether or not the app marketing company you're considering offers all of the tools and features your business requires.

Note: There may be features beyond this list that you require, so be sure to study it carefully and add any other services you need.

Must-Have Feature	Why It Matters	Is It Offered?
A mobile-first approach	Some marketing agencies may offer multiple service lines but choosing a mobile-first agency ensures that they have the specific expertise you need.	Y: [] N: []
Transparent account ownership	Your marketing company should run ad campaigns on your own business account, not theirs, so you can retain access to all of your campaign data.	Y: [] N: []
App store optimization	An app marketing company should have extensive experience with app store optimization (ASO), including A/B testing and other strategies to enhance your campaign.	Y: [] N: []
Onboarding tools	A good app marketing company will ensure that the sign-up process for your app is easy and efficient and won't discourage new users.	Y: [] N: []
Full-service marketing	A full-service agency can handle all aspects of your campaign, including strategy, branding, and analytics.	Y: [] N: []
Industry-specific campaigns	Mobile games, loyalty apps, and other products all have their own markets, so you'll need a campaign that's targeted at the right users.	Y: [] N: []
Monetization experience	While most campaigns focus on user acquisition, app monetization can be a key part of your overall strategy.	Y: [] N: []