

# Why 9 Out of 10 AppsFlyer Deals Leverage MightySignal Data

AppsFlyer's technology is found on 98 percent of the world's smartphones, making it the global leader in mobile attribution and marketing analytics. AppsFlyer's platform processes billions of mobile actions every day, empowering app marketers and developers to maximize the return on their marketing investments.

## IN BRIEF How MightySignal Became an Integral Part of AppsFlyer's Success

AppsFlyer is the #9 SDK of all time on Google Play so we interviewed them—one of our longest-running clients—to find out how they use MightySignal on a typical day and why they chose MightySignal over the competition.

AppsFlyer uses MightySignal to see who is advertising and which ad attribution SDKs they use, all in an easy-to-use UI with comprehensive accuracy for both Android and iOS. AppsFlyer uses MightySignal across multiple departments but most of the seats are used by the sales team. Since every email is well-researched and handcrafted at AppsFlyer, they need detailed intel they can trust.

MightySignal data is used for 85% of outbound deals and contributes to a 14% response rate on cold emails.

## INTERVIEW Mitchell Gray, The First Sales Executive At AppysFlyer



**Q: What did you do before MightySignal?**

**A:** I was the first sales guy at AppsFlyer and as a result I've tried every SDK intel and ad intel service out there. MightySignal is

hands-down the best. A lot of the features they offer actually came from me. [Editor's note: This is true.]

**Q: You must have looked at other options. What sets MightySignal apart?**

**A:** The data is more accurate for both Android and iOS. That's the bottom line. We've been with MightySignal for a long, long time. Plus I like the UI of MightySignal. It's easy for me to use them. Other sales reps here use the trending apps page in MightySignal but the ad intelligence product in MightySignal is made for us. It not only shows who's advertising but also shows which ad attribution SDKs are in there.

*"I love the user interface. It's definitely one of the best I've seen. And the data quality is better than everyone else."*

**Q: Do you combine MightySignal with any other tools?**

**A:** We combine MightySignal with LinkedIn Sales Navigator, Crunchbase Pro, and SensorTower for charts and ad intel. We use TryProspect, Apollo, and Outreach for outbounding. We use Looker for our internal business intelligence system which combines MightySignal with Crunchbase to create lead lists.

**Q: You have a couple dozen people around the company using MightySignal every day. What departments are they in? Do they use it the same way?**

**A:** Our CEO has an account, the sales department uses it daily and marketing uses the API to pull data into our business intelligence software for custom data aggregation and lead list pulling.

**INTERVIEW** **Con't**

I've been experimenting with a few cold email templates that each rely heavily on MightySignal data. Apps that run ads are obviously good customers for us.

We've seen our cold emails get 14% response rates. It takes hard work on our side but MightySignal gives us the intel for these emails and that's critical.

**Q: Can you quantify the amount of deals won from MightySignal data?**

**A:** MightySignal helps with 80-90% of our outbound sales.

*"With MightySignal, we can see not only which ad attribution SDKs are installed, if any, but also which ad networks they're running on. This allows us to make a very specific pitch."*

**HOW TO** **How AppsFlyer Uses MightySignal****Timeline Feature**

I use the timeline feature every day, multiple times a day. I follow all of the SDKs I care about. The timeline is something I tell our reps to look at every morning. I love the install and uninstall timelines of the SDKs that complement what we do. If they have a couple of them installed then I know they'll be good AppsFlyer customers.

**Publisher Contacts**

At AppsFlyer we don't do automated emails. Every email to a cold prospect is researched and MightySignal is critical in this step. We have to know what their tech stack is in order to have a meaningful conversation. If I can go into a call or meeting knowing which SDKs they're using now and which ones they've tried in the past, then I can make a better pitch and add more value to the customer. My prospects benefit from MightySignal as well. AppsFlyer is an attribution company so we're only one part of the puzzle, but companies rely on our attribution data to funnel to other tools.

So we definitely use MightySignal for publisher contacts. We're able to run entire email marketing campaigns based on what we know from MightySignal.

**Competitive Intelligence**

I use MightySignal to look at the ecosystem as a whole. I teach my SDRs to do this too. For example, I

look at Amplitude, Mixpanel, AppBoy, Urban Airship, and Leanplum. You can't run a custom push message campaign based on where they came from without our attribution data, so any app using those SDKs is a good prospect for us.

I don't know what SDK someone's going to add first, but I know what it looks like when someone is going to invest money into their app business. I'll use that to qualify them and then send an email asking them how they're segmenting users based on acquisition source. It's really important to know what ecosystem SDKs are installed. We're not just looking at competitors.

**Client Research & Meeting Preparation**

I use MightySignal before every meeting. I want to have a productive meeting with my clients and when I know their full technology stack, it is a productive meeting. It saves me time from having to ask those questions.

We're the only attribution company that does ad revenue attribution. Since we're integrated with most of the ad mediation and monetization SDKs, if they're not using AppsFlyer for ad attribution then I can tell them they don't have a complete picture of their LTV because their ad revenue isn't getting attributed. MightySignal gives us those signals.