

WHITE PAPER SERIES | MP-01

WHAT IS AN MMP — AND WHY APPS FAIL WITHOUT ONE

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EXECUTIVE SUMMARY

Most mobile apps invest heavily in user acquisition but fail to understand which channels actually drive growth, revenue, and long-term users. A Mobile Measurement Platform (MMP) solves this problem by acting as the system of record for attribution, performance, and return on ad spend. Without an MMP, app growth decisions are based on fragmented, biased, or incomplete data—leading to wasted budgets and stalled scale.

THE REAL PROBLEM WITH APP MARKETING

Modern apps run campaigns across dozens of ad networks, OEM placements, social platforms, and owned channels. Each platform reports its own version of success. Installs, events, and revenue rarely match across dashboards. Marketing teams are left reconciling spreadsheets instead of optimizing growth.

WHY APPS FAIL WITHOUT AN MMP

- No independent attribution across channels
- No unified view of spend vs outcomes
- No protection against mobile ad fraud
- No way to measure re-engagement or lifetime value
- Decisions driven by last-click bias

Apps may grow in installs but fail in **retention, monetization, and ROI**.

WHAT AN MMP ACTUALLY DOES

An MMP independently measures every install, event, and revenue action, then maps it back to the correct source—paid, organic, or owned. It standardizes data across networks, removes duplication, and produces a single source of truth.

BUSINESS IMPACT

Organizations using a full MMP stack consistently see:

- Higher ROI through accurate budget allocation
- Reduced wasted spend from fraud and misattribution
- Faster decision-making through automated reporting
- Clear visibility into what actually drives growth

KEY TAKEAWAY

If your app depends on paid growth, an MMP is not optional—it is infrastructure.

CARBODYNE OVERVIEW

Carbodynamic is a technology-driven digital infrastructure company enabling growth across app discovery, digital commerce, connectivity, and sustainability solutions. The company builds and operates platforms that help enterprises, banks, fintechs, telcos, and digital brands scale adoption, engagement, and monetization across emerging and global markets.

With operations across the UK, Asia, and emerging markets, Carbodynamic combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

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