WHITE PAPER SERIES | MP-04

# FROM INSTALL TO REVENUE: FULL-FUNNEL MEASUREMENT WITH MMPS

## EXECUTIVE SUMMARY

Installs are only the beginning. Sustainable app growth requires visibility across the entire user lifecycle—from first touch to long-term value. An MMP enables full-funnel measurement that connects acquisition to revenue.

## THE FULL USER LIFECYCLE

- Impression & click
- Install
- Registration
- Activation
- Purchase or transaction
- Re-engagement
- Retention and LTV

## WHY LAST-CLICK ATTRIBUTION FAILS

- Last-click models ignore:
- Assist channels
- Re-engagement campaigns
- Cross-device journeys
- Web-to-app paths

## WHAT FULL-FUNNEL MEASUREMENT ENABLES

- Accurate ROAS and LTV modeling
- Better creative and channel optimization
- Smarter retargeting strategies
- Clear uninstall and churn insights

## BUSINESS IMPACT

Teams move from chasing installs to optimizing profitable growth.

## KEY TAKEAWAY

If revenue matters, attribution must extend beyond installs.

## CARBONDYNE OVERVIEW

Carbondyne 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, Carbondyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

## GET IN TOUCH

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