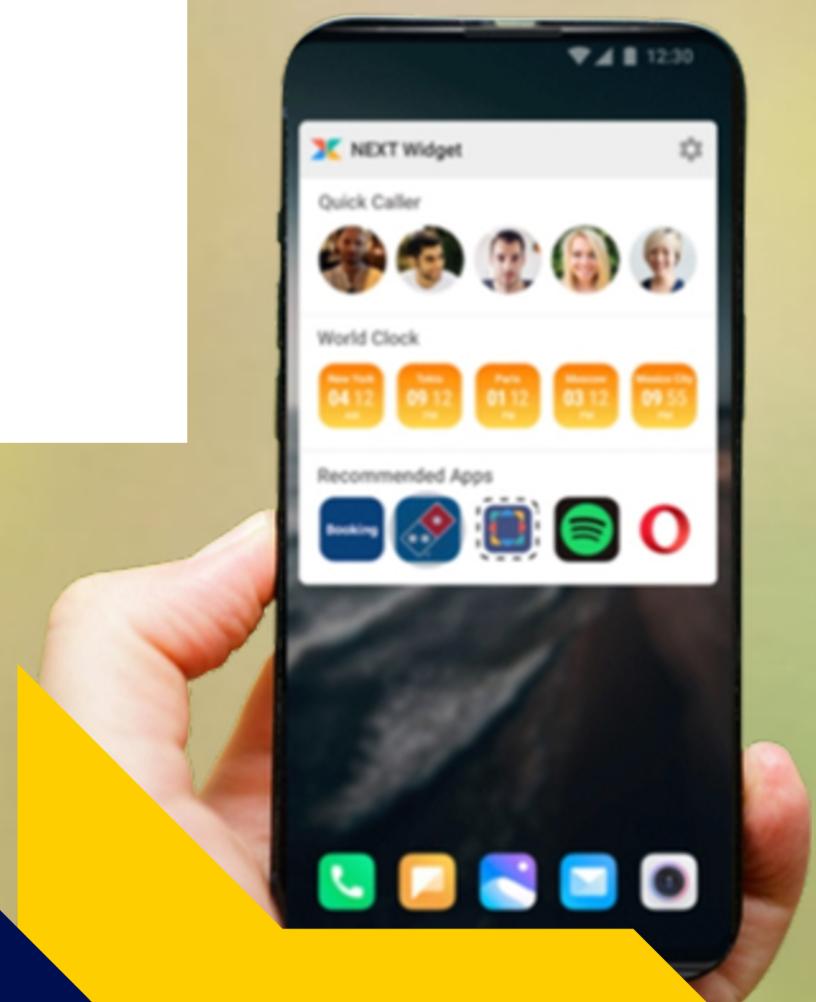


WHITE PAPER SERIES | MP-08

MMPS + OEM DISCOVERY: MEASURING BEYOND APP STORES



EXECUTIVE SUMMARY

App discovery is no longer limited to app stores. OEM environments and system-level placements offer trusted, high-intent discovery. Measuring these channels requires MMP-grade attribution.

WHY OEM DISCOVERY MATTERS

- High trust environments
- System-level visibility
- Reduced fraud risk
- Better quality users

MEASUREMENT CHALLENGES

- Non-store installs
- Cross-surface journeys
- Attribution consistency

HOW MMPS ENABLE OEM MEASUREMENT

- Standardized attribution logic
- OEM-specific link governance
- Unified reporting with paid media

STRATEGIC ADVANTAGE

Brands that measure OEM discovery correctly gain a **defensible growth edge**.

KEY TAKEAWAY

You cannot scale alternative discovery channels without enterprise-grade measurement.

CARBODYNE OVERVIEW

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

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