



To build or buy? 2019 mobile marketing buyer's guide



The mobile app market smashed through the \$150 billion mark and has only grown in size and scope since. It's no longer enough for brands to just "build an app" — they need to master mobile marketing. By building customer relationships through mobile messaging and 1:1 customer engagement across channels, brands can ensure that their strategy delivers long-term value and ROI. However, the question remains — is it better for a brand to build their own platform, or invest in a solution? In this guide, you will learn: Key questions every brand should consider before building their own mobile marketing platform

How analytics and action for mobile marketing can extend across email, web push and interactive TV The importance of scalability and accessibility when it comes to making your decision How to optimize A/B testing to find the messaging that works best for your brand Note: By entering your information you agree to be contacted by Digiday and its partners.

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