

Country	Icon	Category	App Rating	Content Rating	Author	Category	Country	App Rating	Content Rating	Reach
United States	Uber	Business	4.2	Unrated	com.uber.android.uber	Navigation	United States	4.2	Unrated	10,114,977
	Samsung Pay	Comics	4.7	Unrated	com.samsung.android.spay	Lifestyle	United States	4.7	Unrated	9,131,362
	Spotify Music	Music & Audio	4.5	Unrated	com.spotify.music	Music & Audio	United States	4.5	Unrated	8,448,889
	Wish - Shopping Made Fun	Shopping	4.5	Unrated	com.contextlogic.wish	Shopping	United States	4.5	Unrated	7,893,069
	Amazon Prime Video	Entertainment	4.2	Unrated	com.amazon.avod.thirdpartyclient	Entertainment	United States	4.2	Unrated	7,708,695
	Pinterest	Social	4.6	Unrated	com.pinterest	Social	United States	4.6	Unrated	6,281,012
	Yelp: Food, Shopping, Services Nearby	Travel & Local	4.3	Unrated	com.yelp.android	Travel & Local	United States	4.3	Unrated	5,920,324
	eBay: Buy & Sell this Summer - Discover	Shopping	4.4	Unrated	com.ebay.mobile	Shopping	United States	4.4	Unrated	5,801,735
	Twitter	News & Magazines	4.3	Unrated	com.twitter.android	News & Magazines	United States	4.3	Unrated	5,505,431
	Dropbox	Productivity	4.4	Unrated	com.dropbox.android	Productivity	United States	4.4	Unrated	4,304,814

**CHOOSE YOUR DIGITAL AUDIENCE BASED ON WHICH APPS THEY HAVE ON THEIR DEVICE!**

# AppGraph: Reaching App Users

## CUSTOMIZE AUDIENCE BY DEVICE APPS

Want to gear your messaging to an audience that uses a particular app or category of apps? With AppGraph, you can aim your messages to Android devices based on which apps they have installed.

This eliminates the need to buy publisher-direct ads, as you can reach specific app users with mobile display ads across the open exchange marketplace. Engage someone who owns a competitor app, or reach someone who has apps related to certain categories.

Filter your audience by app, app rating or app category. Use “and” or “or” statements to expand or niche your audience targeting.

Due to varying app reach, we recommend this be an add-on to your campaign as scale could be affected if this was a campaign’s only audience filter.

## AUDIENCE TARGETING

Other ways we ensure we reach the right audience include:

- ▶ Proximity and current location
- ▶ Historical location data
- ▶ Demographics
- ▶ Behavioral Segments
- ▶ Previous Campaign Activity

Ask us for a custom audience build to see how we can reach the right person for your message!

