

The 2025 State of Mobile App Growth Survey

How Changes in AI, Privacy, and Performance
Are Reshaping the Competitive Landscape



Presented by **bidease** Spring, 2025

Contents

EXECUTIVE SUMMARY	3
METHODOLOGY	4
PART 1: NEW STRATEGIES FOR NEW CHALLENGES	5
Key Trends	5
How to Take Action	13
PART 2: CREATIVE VELOCITY AND THE POWER OF AI	14
Key Trends	15
How to Take Action	19
PART 3: TACKLING PRIVACY AND FRAUD	20
Key Trends	20
How to Take Action	24
CONCLUSION	25



Executive Summary

The **The 2025 State of Mobile App Growth Survey** explores how mobile growth marketers are adapting to an increasingly complex and competitive mobile landscape. We surveyed 400 U.S.-based, mobile app advertisers to understand where budgets are going, what tools and channels are gaining traction, how teams are evolving in the face of AI, privacy changes, and rising user acquisition costs.

Survey responses underscore a shift toward efficiency and retention. With user acquisition costs climbing and signal loss increasing, marketers are channeling resources into AI-led creative solutions, performance-driven video formats, and lifecycle marketing to sustain growth. Video channels like YouTube and TikTok continue to dominate spend, while privacy-centric tools, automation, and first-party data are reshaping the future of growth.

Key insights include:

- ✓ **AI is accelerating creative production cycles.** 76% of marketers update ad creatives at least bi-weekly. Already, 66% use AI tools for creative development/optimization, and 61% are raising creative-testing budgets.
- ✓ **Video is continuing to dominate growth budgets.** 77% of marketers rank video ads as one of their top-performing formats, and that's translating to more ad spend on short-form video channels. YouTube, Meta, and TikTok are seeing the biggest increases in investment.
- ✓ **Marketers now seek to balance acquisition and retention.** 43% of marketers now allocate over a quarter of their spend to retargeting or lifecycle marketing, signaling increased investment in keeping existing users engaged.
- ✓ **Privacy hurdles are intensifying.** Privacy and tracking limitations outstrip worries about rising CPAs two-to-one. 73% say Google's Privacy Sandbox is having a "major" impact—more than twice the figure citing Apple's IDFA/SKAN changes.

Methodology

A total of 400 growth marketers within the United States participated in this survey. Respondents were recruited through an incentivized online survey tool in March, 2025. To ensure relevance and quality of responses, participants were screened based on their answers to two qualifying questions. Only those who confirmed that they market mobile apps professionally, and indicated their level of experience with programmatic advertising as either “moderate “ or “extensive” were accepted. Responses from participants who selected “no experience” or “not sure” regarding their experience with programmatic advertising, or who indicated they do not market mobile apps, were excluded from the survey.

About Bidease

Bidease is a programmatic demand-side platform powered by advanced AI and machine learning technology. We specialize in helping app marketers achieve their user acquisition and in-app retargeting goals through data-driven, fully managed advertising solutions. By combining best-in-class machine learning and neural networks, with a commitment to transparency and performance, we deliver measurable results that drive business growth.

Our platform empowers marketers in high-growth markets to scale campaigns with precision, maximize ROI, and tap into new opportunities. With Bidease, customers experience ease, efficiency, and expert support at every stage of their advertising journey.

PART 1

New Strategies For New Challenges

In response to dramatic shifts in the performance marketing landscape, many mobile growth marketers are rewriting their playbooks.

Teams continue to grapple with new economic pressures, demands for efficiency, and changes to existing platforms that have disrupted incumbent approaches. At the same time, consumers have grown increasingly mindful of online privacy, and platforms have made product adjustments to meet those concerns.

These factors have created a difficult landscape for marketers. As a result, growth teams are shifting their strategies and reallocating spend to address these challenges.

Key Trends

• SHORT-FORM VIDEO EMERGES AS A PRIMARY GROWTH DRIVER

In 2025, mobile app marketers are decisively shifting their focus toward short-form video platforms, marking a significant pivot in strategy. Data indicates a strong consensus around increased investments in platforms optimized for short, visually engaging content. YouTube (74.25%), Instagram (73.25%), Facebook (67.76%), and TikTok (61.75%) saw notable increases, indicating marketers' strategic response to the rise of short-form, visual content. This strategic shift mirrors broader changes in consumer behavior, where **audiences prefer immersive, rapid-fire visual experiences** that resonate particularly well in mobile-first contexts.

• AI INTEGRATION TRANSFORMS EFFICIENCY, EFFECTIVENESS, AND BUDGETS

Artificial Intelligence is not only reshaping the operations of mobile marketing teams but is also redefining what they expect from their campaign outcomes. Notably, **35.8% of teams have significantly reduced resources dedicated to creative production, and 30.8% have done the same for data analytics**. These cuts have been possible primarily due to the increased adoption of generative AI and sophisticated automation tools that handle routine tasks, streamline processes, and maintain or even elevate the quality of outcomes.

Interestingly, the motivation behind budget increases has evolved. Rather than solely pursuing lower cost-per-acquisition (CPA), **marketers now prioritize more precise**



audience targeting (39.25%) and stronger creative performance (34%). This trend underscores a fundamental shift: effectiveness and precision in reaching and engaging targeted audiences are now more critical than just budget efficiency. AI tools facilitate these precision-driven strategies by enabling marketers to automate routine tasks, rapidly test creative iterations, and deliver hyper-personalized ad experiences to segmented audiences, directly boosting campaign performance.

- **RETENTION MARKETING GAINS STRATEGIC IMPORTANCE**

Amid increasing acquisition costs and tighter privacy regulations making new user acquisition (UA) more challenging, marketers are turning their attention toward retention and re-engagement strategies. The data reveals that although performance marketing remains central—indeed, 80 surveyed teams allocate 90% or more of their budgets to performance-driven activities—a **substantial number of teams (43.3%) are now dedicating up to 25% or even more of their budgets specifically toward retention and re-engagement campaigns.**

This shift indicates marketers' increasing focus on customer lifetime value (LTV), reflecting a more holistic, long-term view of growth. With escalating competition and privacy constraints diminishing traditional user acquisition returns, marketers recognize that sustained growth increasingly depends on nurturing existing customer relationships through personalized, relevant interactions designed to foster long-term loyalty and engagement.

- **MEASUREMENT PRACTICES ARE MOVING BEYOND LAST-CLICK ATTRIBUTION**

Measurement methods are evolving rapidly as marketers seek more accurate, comprehensive ways to gauge campaign effectiveness. Traditional last-click attribution, once the standard, is rapidly giving way to more nuanced, cross-channel measurement methods.

Multi-touch attribution is currently used by 50% of marketers, highlighting a strong move toward recognizing the diverse touchpoints influencing consumer decisions. Media mix modeling (45%) and incrementality testing (41.75%) are also gaining prominence, helping marketers measure real campaign impact more effectively, even without precise user-level tracking.

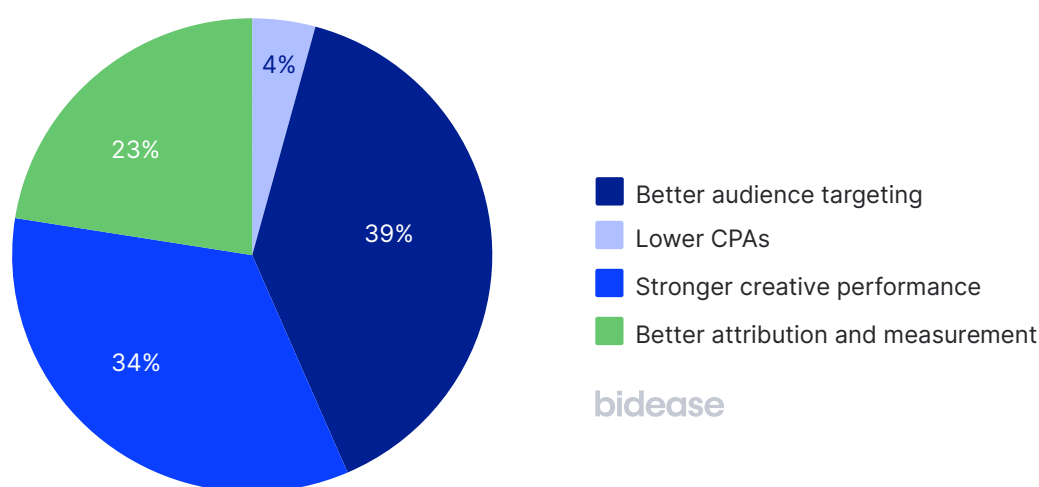
Additionally, **AI-driven attribution models continue to rise,** offering enhanced clarity in an increasingly complex marketing landscape. These sophisticated methods provide more precise, holistic insights into channel performance, empowering marketers to allocate budgets more effectively and confidently.

Which factors influence teams' decisions to increase budget?

Mobile marketers today choose channels based on precision and trust, prioritizing performance over cost-cutting.

The leading factor is better audience targeting, chosen by 39.25% of respondents. Stronger creative performance follows closely behind at 34%, with improved attribution and measurement next at 22.5%.

Interestingly, only 4.25% listed lower CPAs as their main reason, showing that marketers now value precise targeting and impactful creativity far more than simply saving money.

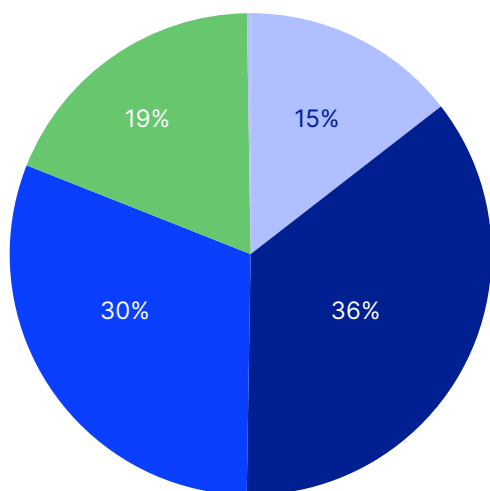


Where are growth teams cutting costs?

Mobile growth marketers are actively using AI to streamline operations, and this is reshaping their budget priorities. The largest budget cuts are taking place in creative production and testing (35.8%), driven by the rapid adoption of AI tools and generative platforms that dramatically speed up ad creation from concept to execution.

Significant budget reductions are also hitting data and analytics teams, with 30.8% of respondents trimming costs here, reflecting how effectively AI-driven analytics are simplifying traditionally complex tasks.

Overall, these shifts highlight marketers' swift response to new technologies: reallocating resources from manual and time-consuming areas toward more strategic, automated, and efficient workflows.



WHERE ARE GROWTH TEAMS CUTTING COSTS?

- Creative production/testing
- User acquisition team size
- Data & analytics team
- Agency or consultant spend

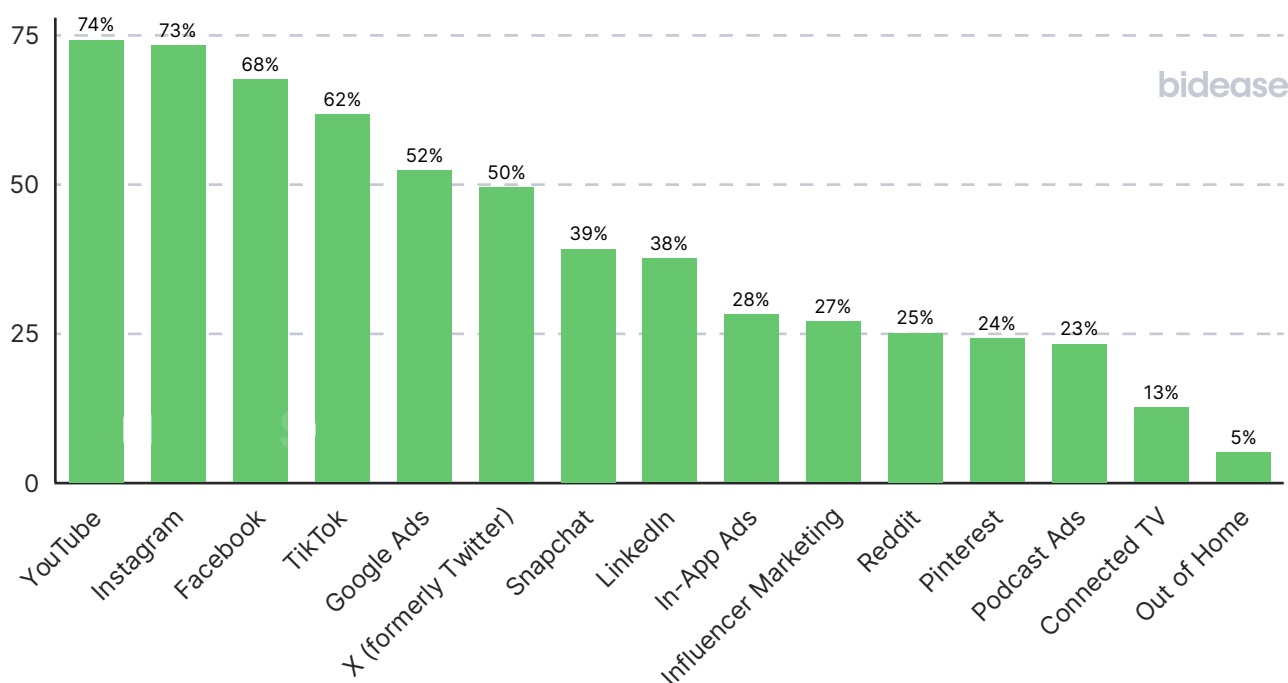
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Where are teams increasing ad spend?

When asked where they planned to increase investment over the next year, mobile growth teams sent a clear signal: video is king, especially in short-form formats.

YouTube led the pack with 74.25% of respondents planning to boost spend there, closely followed by Instagram at 73.25%, Facebook at 67.76%, and TikTok at 61.75%.

The dominance of these platforms reflects a broader shift toward immersive, visually-driven content that captures attention quickly and at scale.

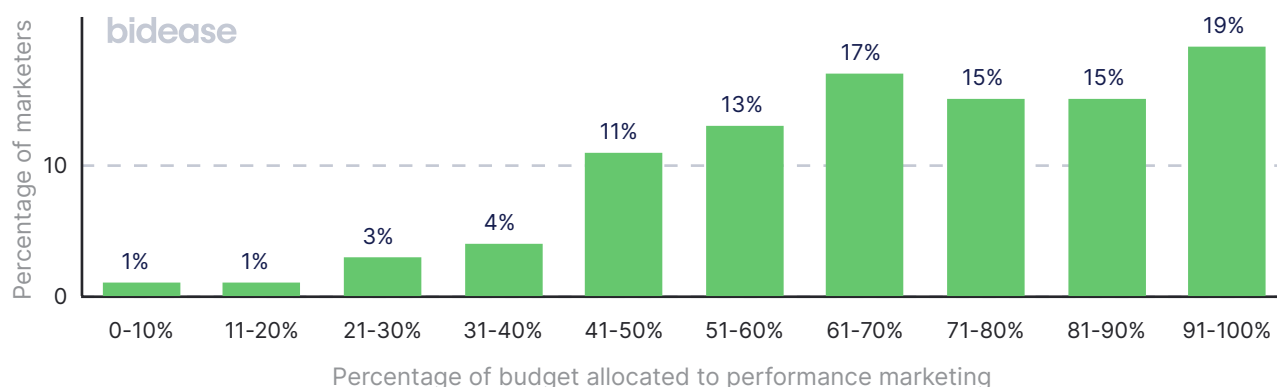


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How are teams allocating spend between brand versus performance?

Despite reduced signals and challenging privacy policies, the level of investment in performance campaigns is inching even higher.

Out of 400 surveyed marketers, 80 (20%) allocate 90% or more of their total spend exclusively toward performance marketing. While many others maintain more balanced spend between brand and performance (typically in the 50–80% range), there's a clear industry-wide momentum toward data-driven, measurable outcomes.

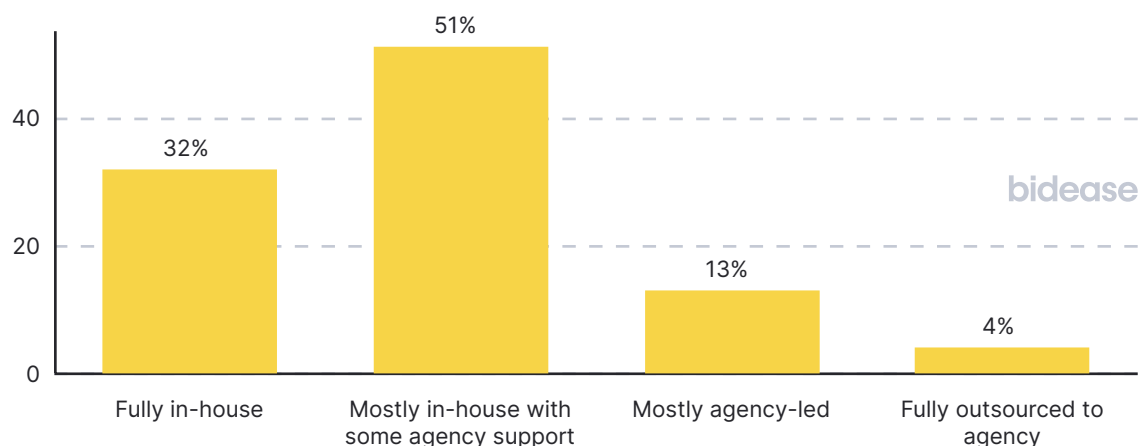


How are growth teams using agencies?

The vast majority of mobile growth teams are keeping operations close to home, with a combined 83.5% managing efforts fully in-house or blending internal resources with selective agency support.

This approach speaks to a preference for maintaining control and institutional knowledge, while still tapping external partners to flexibly fill gaps when needed.

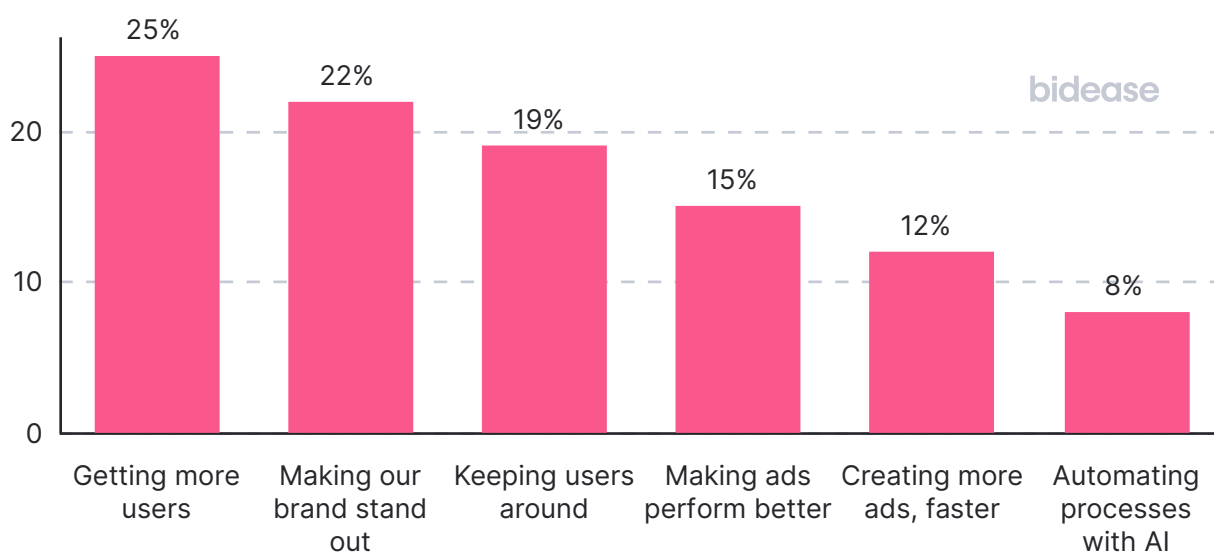
In today's fast-moving landscape, where teams must adapt quickly and deliver results with leaner resources, few growth teams fully or heavily rely on agency support.



What are growth teams prioritizing in the near-future?

Nearly half (44%) of mobile marketers are prioritizing either user acquisition (24.5%) or retention (19%) as their primary focus going forward.

Recent privacy updates—particularly on platforms like iOS and Android—have created measurable challenges for user acquisition, driving up costs and pushing marketers to focus increasingly on retention. As attracting new users becomes more expensive and difficult, growth teams are adjusting their strategies, putting more resources into engaging and keeping existing users.

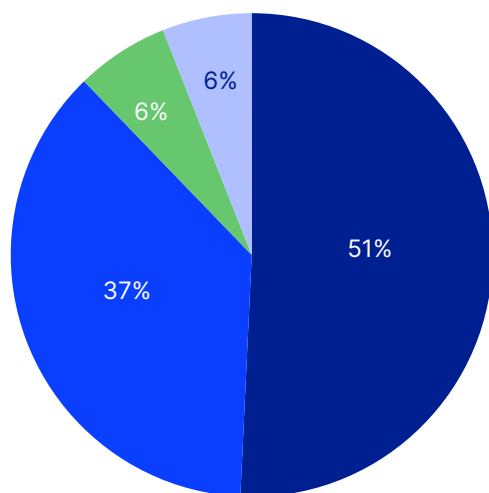


How much are teams spending on retention and re-engagement?

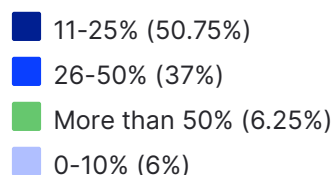
Most marketers (50.8%) allocate between 11-25% of their budget toward re-engagement and retention strategies, which suggests a meaningful commitment but leaves significant room for growth. At the same time, a combined total of 43.3% of teams are investing 25% or more of their budget towards retention & re-engagement. Only a small fraction (6%) spend less than 10%, indicating a clear shift away from minimal investment in retention.

Interestingly, a modest segment (6.25%) allocates more than half of their budget to retention. These are likely companies with high user LTVs or ad-heavy monetization strategies, where customer retention is treated as a core growth level.

The results highlight retention's growing importance within performance marketing, with many marketers strategically shifting their spending to sustain customer relationships and long-term business amid rising UA costs.



HOW MUCH ARE TEAMS SPENDING ON RETENTION AND RE-ENGAGEMENT?



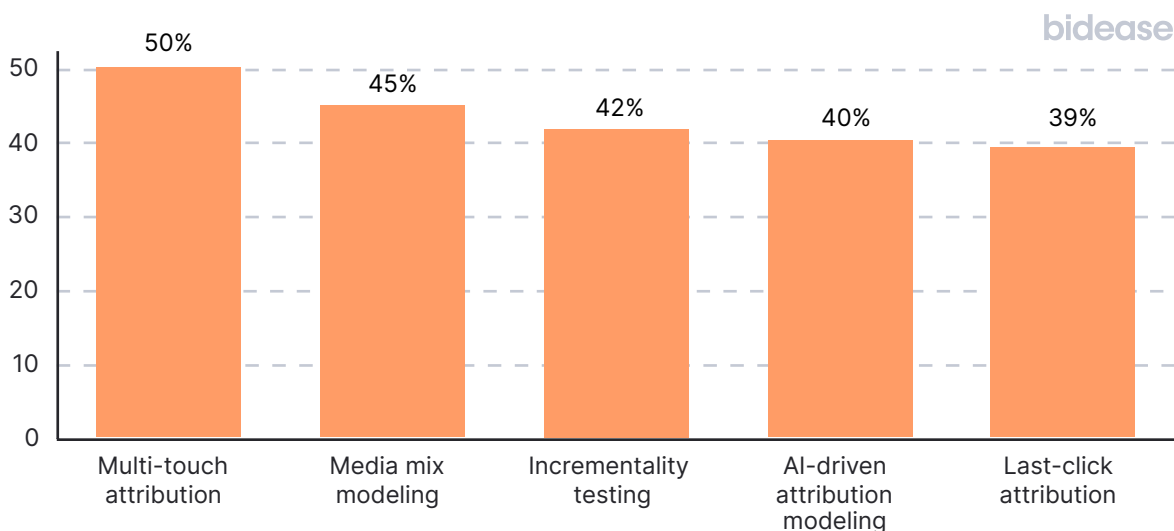
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How are marketers measuring ROI on growth budgets?

Multi-touch attribution (50%) is the leading method marketers use to measure ROI, emphasizing their need to capture the full customer journey. Media mix modeling (45%) also remains popular, providing high-level insights across multiple channels.

Incrementality testing (41.75%) and AI-driven attribution (40.25%) further highlight the industry's shift toward advanced, data-driven approaches. Still, last-click attribution (39.25%) continues to be used widely, reflecting marketers' desire to balance sophisticated analytics with practical simplicity.

Overall, marketers employ multiple measurement strategies to balance accuracy, complexity, and operational ease.



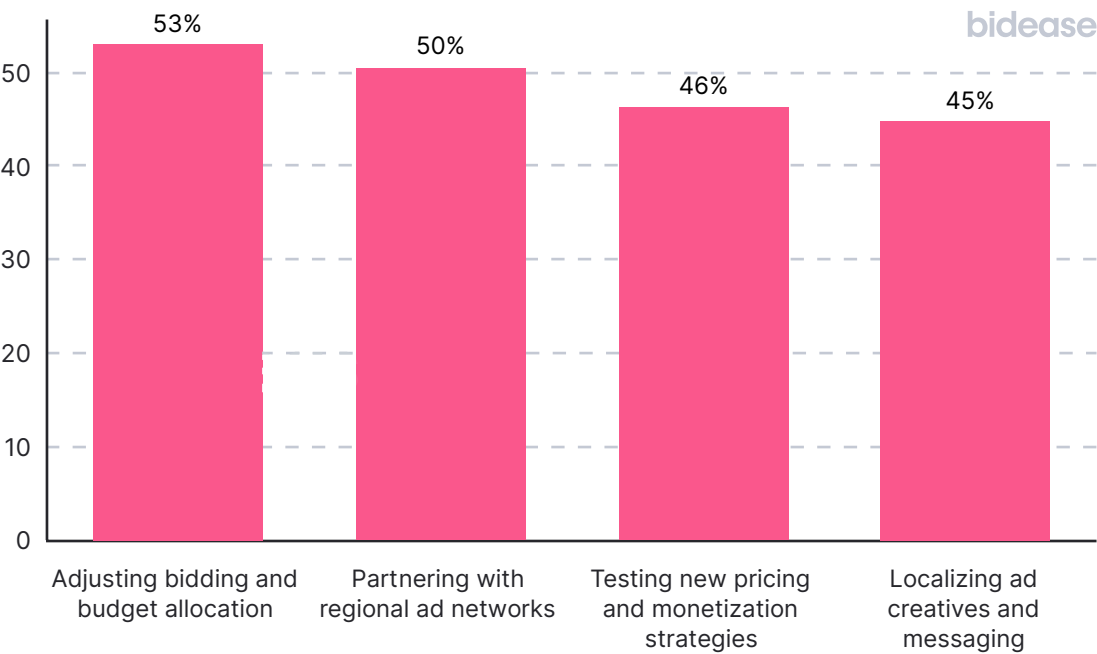
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How are teams modifying their strategies for emerging markets?

User acquisition strategies are evolving as marketers tap into emerging, high-growth markets in search of lower competition, better margins, and untapped audiences.

Most respondents (53%) identified adjusting bidding and budget allocation as their primary strategic adaptation, highlighting the critical role of flexible spending and optimization techniques in navigating the varying economics and competitive dynamics of new markets.

Additionally, marketers are placing significant emphasis on localizing ad creatives and messaging (44.75%) and partnering with regional ad networks (50.5%). It reflects marketers' recognition of the importance of cultural relevance, tailored communications, and local expertise in successfully expanding their market presence. Such strategies help overcome the challenges posed by diverse audience preferences, regulatory environments, and competitive landscapes, which ultimately contribute to better ROAS.



How to Take Action

Prioritize Short-Form Video with Intention

Focus investment on high-performing short-form platforms like YouTube, Instagram, and TikTok. But remember: your competition is doing the same. Be prepared to survey the competitive landscape, prioritize differentiation, and invest in programmatic solutions that allow you to compete with other growth teams vying for the same users.

Use AI to Streamline Operations, Then Reinvest in Strategy

Leverage generative AI to reduce costs in creative production and analytics, but don't stop at efficiency. Reallocate saved budget toward channels with proven targeting capabilities and stronger creative performance to increase impact and ROI.

Shift Spend Toward Retention and Re-engagement

With acquisition getting more competitive, prioritize retention strategies that deepen user relationships. Invest in personalized re-engagement campaigns, owned channel activations, and lifecycle messaging to extend LTV and reduce churn.

Modernize Your Measurement Strategy

Move beyond last-click attribution by implementing multi-touch models, media mix modeling, incrementality testing, and AI-driven attribution to capture a fuller picture of ROI across channels. Blending multiple models will give you a more nuanced, resilient view of campaign impact, which is critical for making smarter, data-driven budget decisions.

PART 2

Creative Velocity and the Power of AI

Creative marketing is moving faster than ever, fueled by AI and demand for fresh content.

Most teams now update creatives every two weeks, with short-form video, playable, and rewarded ads leading performance. AI tools are streamlining production, speeding iteration, and freeing teams to focus on strategy. As creative velocity surges, marketers are adapting instantly to data and keeping ads fresh in an increasingly crowded market.

Key Trends

- **AI IS TRANSFORMING HOW MARKETERS APPROACH CREATIVE PRODUCTION**

In 2025, artificial intelligence is central—not experimental—in the creative marketing process. The data reveals a substantial 66.5% of marketers now leverage AI for creating and optimizing ad creatives. **Rather than replacing creative roles, AI tools are augmenting human capabilities by automating repetitive tasks, predicting high-performing ads, and significantly speeding up the iteration process.** With AI handling the heavy lifting, creative teams can now devote more energy to strategic thinking, innovation, and big-picture creativity, ultimately elevating campaign quality and effectiveness.

- **MARKETERS ARE ACCELERATING CREATIVE PRODUCTION CYCLES**

Speed and agility have become essential in mobile marketing, with rapid creative testing and iteration now central to driving growth. **A notable 74% of teams report updating their ad creatives at least every two weeks, underscoring the shift toward faster, data-driven cycles of testing and optimization.** By using AI-driven tools to shorten production timelines, marketers can now adapt ads almost in real-time, quickly responding to changing audience behaviors and campaign performance signals. This accelerated pace positions marketers to better capture user attention and engagement by continually refining messaging and creative elements.

- **CREATIVE PRODUCTION IS INCREASINGLY MOVING IN-HOUSE**

As marketers gain access to powerful AI-driven creative tools, reliance on external creative agencies is steadily declining—currently, only 34.5% of teams heavily depend on agencies. Brands are choosing instead to develop tech-augmented, in-house creative teams that leverage automation and AI. Internal teams not only accelerate production but also

allow marketers to maintain closer brand control and swiftly adjust campaigns based on real-time data. The shift toward internalizing creative operations signifies a broader industry move toward flexibility, responsiveness, and efficiency in a rapidly evolving marketing landscape.

- **USERS PREFER SHORT, INTERACTIVE, AND REWARD-BASED ADS**

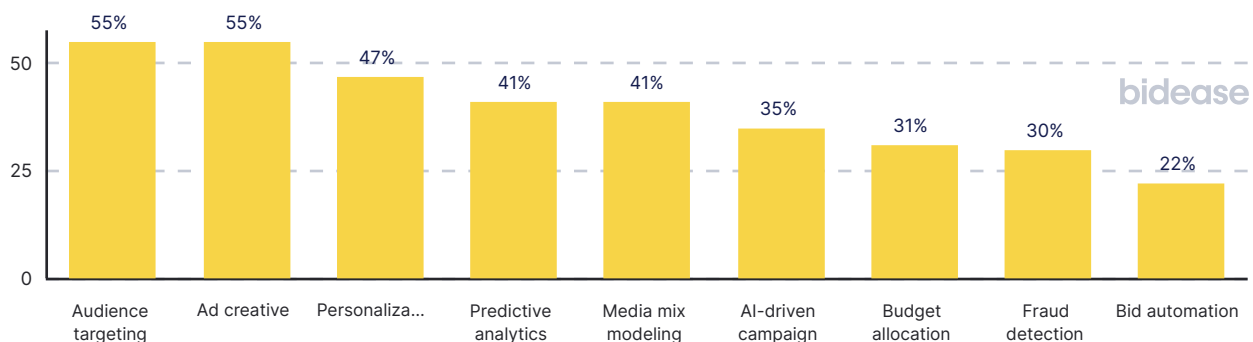
Consumer preferences in 2025 clearly favor short, engaging, and rewarding advertising formats. **Short-form video is the standout performer, cited by 77.25% of marketers as the top-performing ad type.** Additionally, interactive formats such as playable ads (58.25%) and rewarded ads (58.50%) continue to perform strongly, demonstrating their effectiveness in driving user engagement and retention. Modern audiences increasingly expect ad experiences that feel seamless and interactive; that is, less disruptive and more like natural extensions of the apps they enjoy. Marketers who prioritize designing immersive, rewarding experiences are finding greater success in maintaining attention and fostering deeper user engagement.

Where are marketers using AI/ML across their tools and workflows?

While the most common use of AI in growth workflows remains the optimization of audience targeting, it's now nearly identical to the number of marketers using it to automate creative production.

The rapid rise in AI-driven creative tools highlights how quickly artificial intelligence has become essential in producing and optimizing compelling ad content. AI's ability to swiftly generate and test multiple creative variations allows teams to pinpoint top-performing assets in real-time, significantly boosting campaign effectiveness.

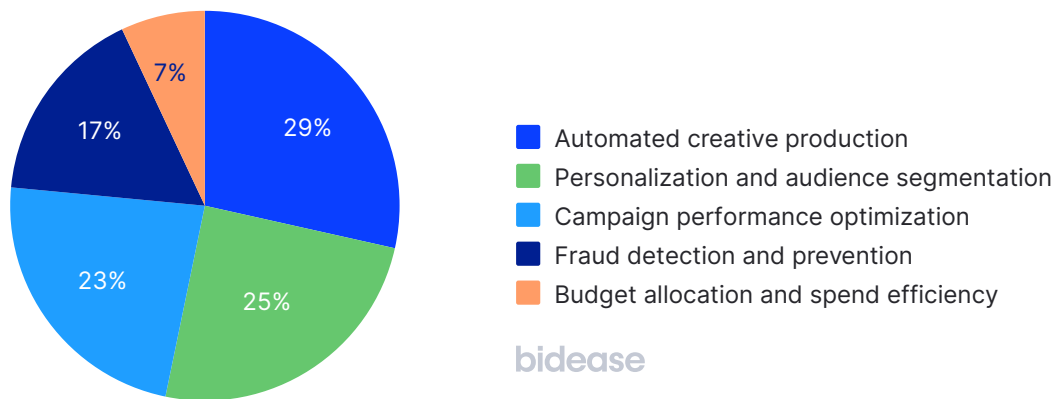
Beyond speeding up production cycles, AI is reshaping how marketers approach personalization and real-time content optimization. Leveraging these advanced tools, marketing teams can now deliver highly customized experiences that resonate deeply with their audiences, driving stronger engagement and superior performance outcomes.



Where are marketers getting the most value out of AI?

Marketers see the greatest value from AI in automated creative production (28.50%), signaling that efficiency and scalability in creative workflows are top priorities in a competitive, rapidly evolving market environment.

This preference underscores a broader industry trend toward leveraging AI to maintain creative velocity, minimize manual processes, and swiftly adapt to performance feedback.

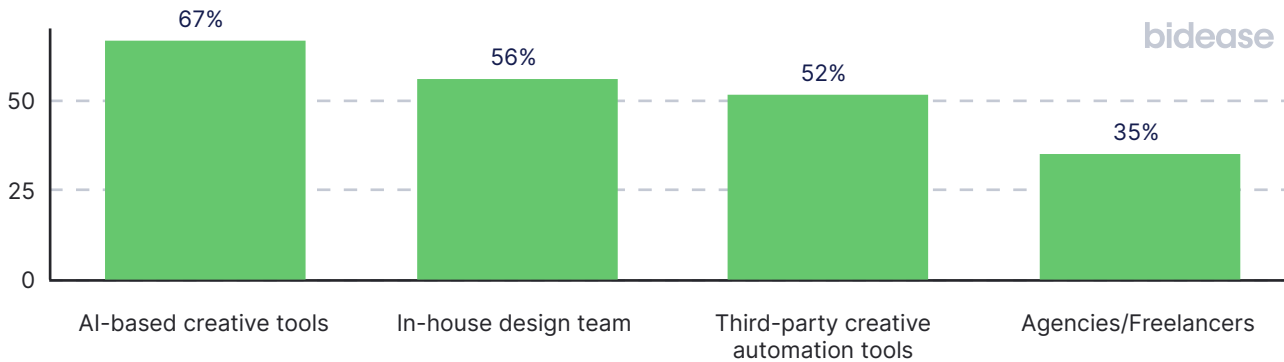


What tools do teams use to produce and optimize ad creatives?

AI-based creative production and optimization tools are now the most widely adopted method among marketers (66.5%), surpassing even their own in-house design teams (56.25%).

Marketers increasingly trust AI for its ability to streamline workflows, accelerate creative iteration, reduce costs, and rapidly identify high-performing creative assets using predictive analytics.

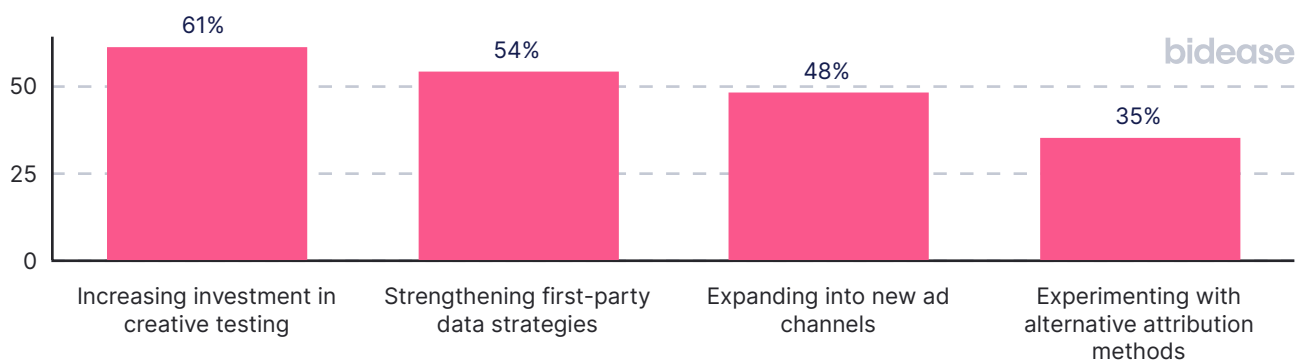
While third-party creative automation tools (52.5%) remain popular, the reduced reliance on agencies or freelancers (34.5%) further highlights a strategic preference for blending internal control with cost-effective, AI-driven solutions.



How are marketers responding to rising competition?

As competition for mobile app growth intensifies, marketers are focusing on three key strategies: increasing creative testing (61.25%), collecting more first-party data (53.50%), and expanding into new channels (47.75%).

To combat ad fatigue and channel saturation, teams recognize they must continuously refresh their creative strategies. This has prompted marketers to adopt faster, iterative workflows—often powered by AI-driven creative tools, automation, and real-time feedback—to deliver personalized experiences that resonate with increasingly selective audiences.

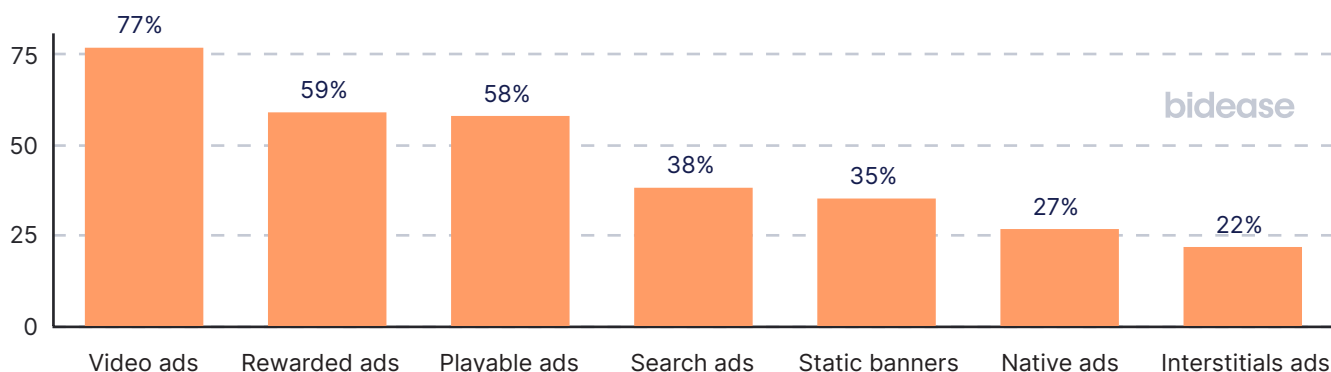


Which ad formats perform best?

Video ads remain the leading format, cited by 77.25% of marketers as their top-performing ad type, reinforcing their role as a cornerstone of programmatic campaigns.

Playable (58.25%) and rewarded ads (58.50%) also deliver strong results, underscoring that interactive and incentive-based formats continue to resonate deeply with users.

Overall, marketers' continued success with these immersive, interactive ad experiences clearly aligns with current consumer preferences, driving higher engagement and performance.

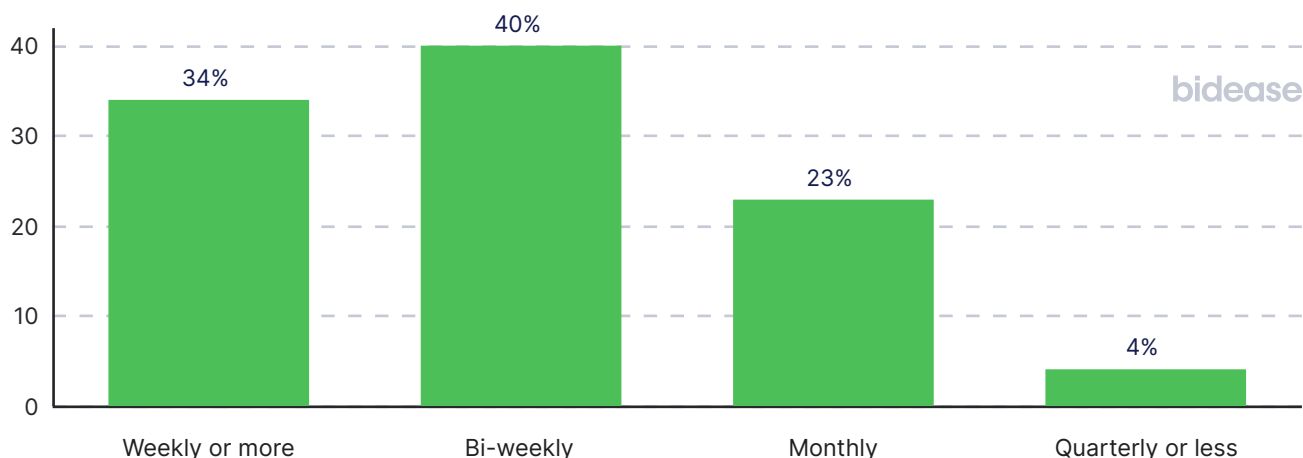


How often are growth teams updating their ad creative?

Most marketers prioritize frequent creative updates, with 40.25% refreshing their ads bi-weekly and another 33.75% updating weekly or more. In total, nearly three-quarters (74%) of marketers optimize creatives at least every two weeks, while far fewer teams update monthly (22.5%) or quarterly (3.5%).

As competition intensifies and user expectations rise, marketers are turning to more dynamic strategies like rapid A/B testing and dynamic creative optimization to stay relevant.

The trend reflects a broader industry shift toward agility, continuous experimentation, and creative iteration to drive growth.



How to Take Action

Integrate AI Into Every Stage of Creative Production

Use AI tools across all stages of your creative pipeline including ideation, production, testing, and personalization. Automate where possible to unlock faster iteration cycles, real-time insights, and predictive performance modeling.

Embrace a Culture of Rapid Creative Testing & Iteration

Build dynamic workflows that support continuous testing and rapid iteration. If possible, commit to updating creatives at least every two weeks — or faster — to stay competitive, maintain relevance, beat ad fatigue, and capitalize on real-time performance signals.

Build and Empower In-House, AI-Augmented

Reduce reliance on agencies by investing in in-house creative capabilities, supported by AI and automation tools. Tighten brand control, speed up feedback loops, and enable your teams to act on performance data without external delays.

Continue Prioritizing Video, Playable, and Rewarded Ad

While short form video is growing, don't abandon your workhorse formats. Continue supporting playable and rewarded formats to meet user expectations and drive deeper engagement. Take a disciplined approach to exploring short-form video while retaining support for proven approaches.

Tackling Privacy and Fraud

The shift to a privacy-first era has forced marketers to rethink growth strategies, prioritize first-party data, and adopt new targeting and attribution methods.

Privacy changes like Google's Privacy Sandbox are reshaping strategies beyond IDFA or SKAN limitations, pushing teams toward contextual targeting, AI-powered fraud prevention, and private marketplace deals. To adapt, marketers are moving beyond last-click attribution to embrace multi-touch models, media mix modeling, and incrementality testing.

The result: a new growth tech stack built around responsible data use, smarter measurement, and stronger user trust.

Key Trends

- **MARKETERS ARE EMBRACING PRIVACY-FIRST GROWTH STRATEGIES**

In 2021, the era of easy access to granular, user-level data ended with the release of SKAN and ATT, fundamentally reshaping the mobile marketing landscape. Now in 2025, marketers have swiftly adapted to prioritize privacy-first approaches, with first-party data (59.25%) emerging as the most essential ingredient for improved targeting. Contextual targeting (58.5%) closely follows, offering a reliable, privacy-safe method to deliver relevant ads without depending on personal identifiers.

Meanwhile, broader targeting and lookalike modeling continue to offer scalable, secondary support strategies, helping marketers to expand reach and discover new audiences.

Notably, Google's Privacy Sandbox created significant urgency for marketers to shift quickly toward strategies built around owned data and compliant targeting methods.

This shift highlights an industry-wide pivot toward sustainable, privacy-safe growth frameworks that deliver both performance and trust.

- **TEAMS ARE INVESTING HEAVILY IN DEDICATED FRAUD DETECTION SOLUTIONS**

As mobile ad fraud continues to rise amid an increasingly volatile ecosystem, marketers are proactively strengthening their defenses. The majority (60.25%) now deploy specialized fraud detection tools designed explicitly to mitigate the risks associated with unreliable traffic and compromised ad placements.

Additionally, private marketplace deals (51.25%) and advanced AI-powered fraud detection systems (46.5%) have become critical components of many marketers' toolkits.

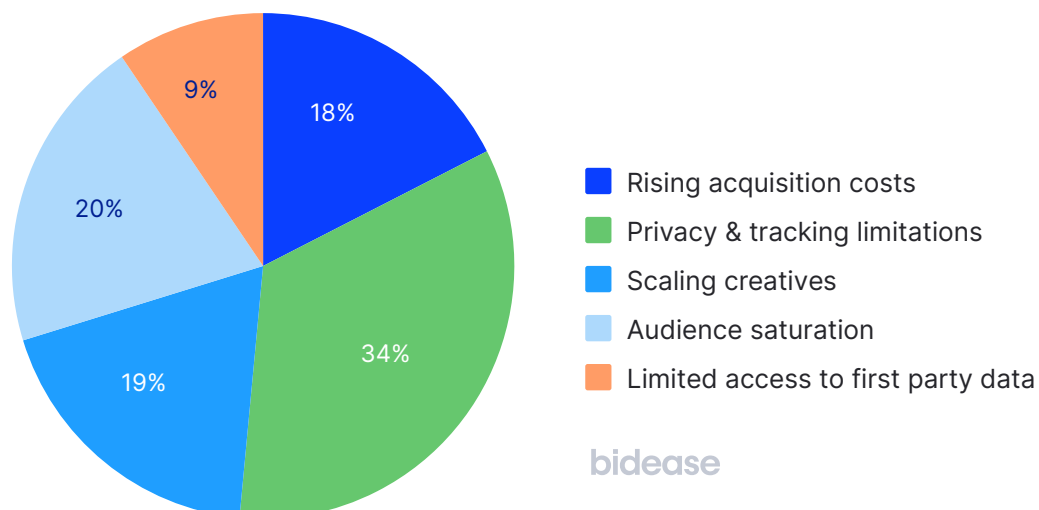
The rising use of direct publisher relationships and supply path optimization (SPO) further illustrates an industry-wide shift that prioritizes control, transparency, and traffic quality. Marketers are clearly signaling a strong preference for trusted, quality-controlled ad inventory that delivers safety, predictability, and performance.

What do teams see as their biggest growth challenges?

Privacy and tracking restrictions represent the biggest barrier for growth marketers, cited by 34% of respondents.

Rising acquisition costs (17.5%), audience saturation (20.3%), and challenges scaling creative (18.8%) also present significant hurdles, but it's clear that changes such as Google's Privacy Sandbox and Apple's IDFA restrictions have notably complicated audience targeting.

In response, marketers are pivoting their strategies toward channels offering clearer attribution, contextual signals, and robust first-party data. This shift reflects the industry's ongoing adaptation to evolving privacy standards and the need for effective, compliant targeting solutions.

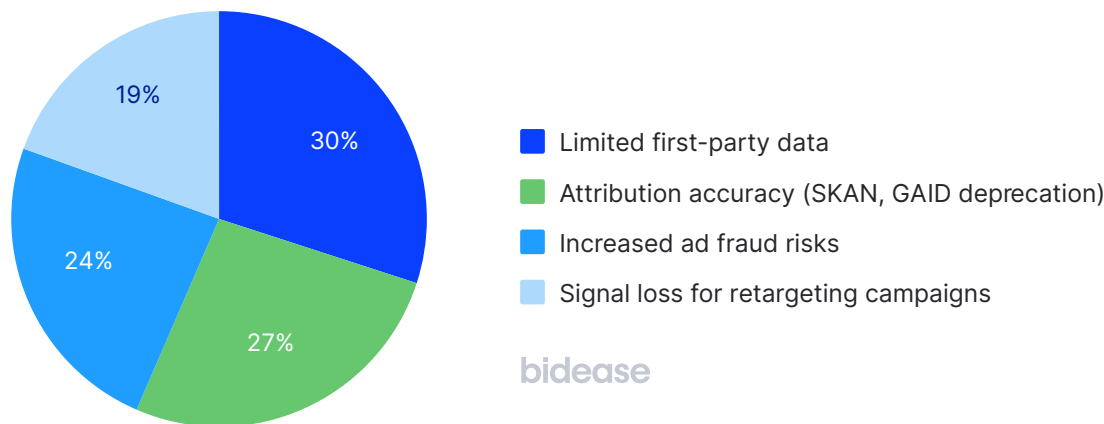


What specific privacy challenges are teams most frustrated by?

The most significant frustration cited by marketers is limited access to first-party data (30%).

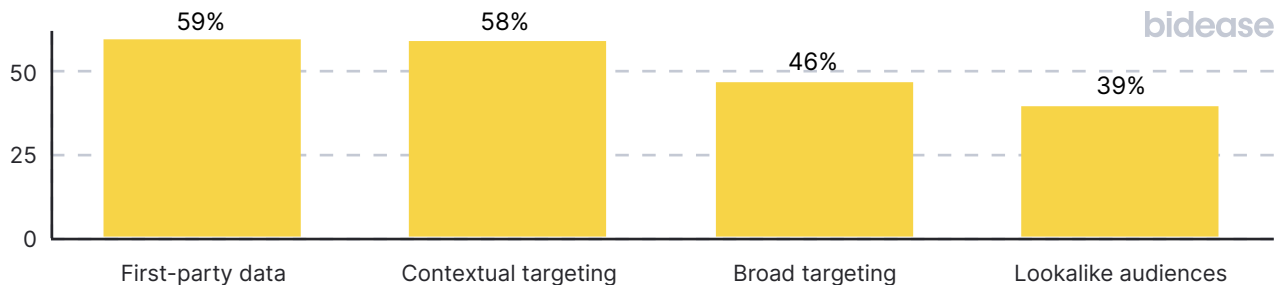
Privacy policies, notably Apple’s IDFA restrictions and Google’s Privacy Sandbox, continue to create substantial hurdles for mobile marketers. In response, teams increasingly rely on owned channels, prioritizing data strategies that ethically and effectively leverage their internal assets.

Close behind are challenges related to attribution accuracy (26.5%) and rising ad fraud risks (24%). These issues highlight growing concerns around measurement reliability and trust in a privacy-centric environment. As traditional methods become less viable, marketers are turning to alternative solutions—such as aggregate event measurement and advanced fraud detection—to maintain campaign effectiveness.



Without third-party data, which targeting methods are driving performance for growth teams?

First-party data (59.25%) has emerged as marketers’ top-performing targeting method, highlighting the critical role of owned, privacy-compliant data.



Contextual targeting (58.5%) has also resurged, delivering strong results by emphasizing content relevance over user-level signals. Meanwhile, broad targeting (46.25%) and lookalike audiences (39.25%) remain valuable approaches.

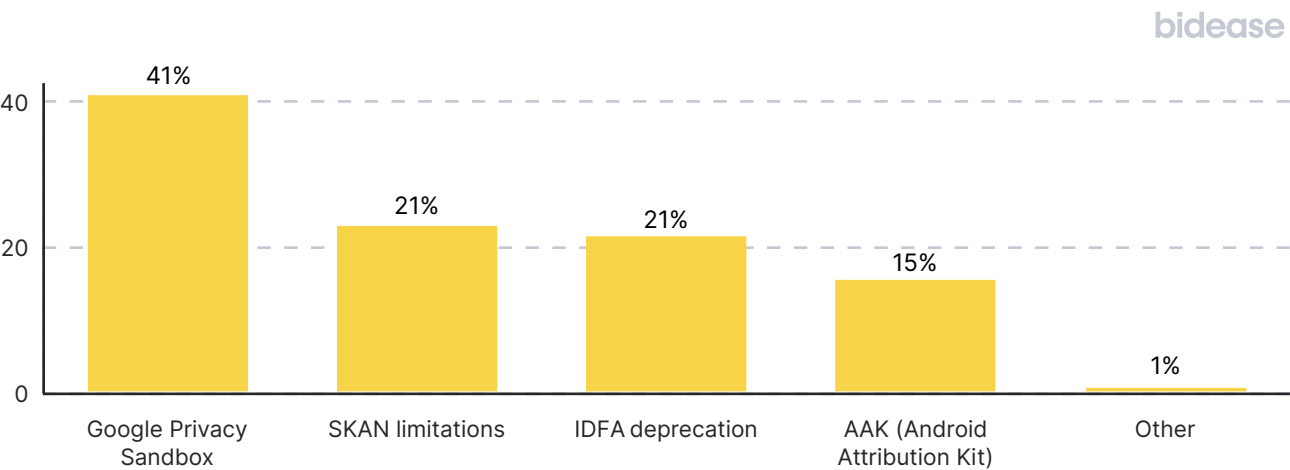
Together, these methods illustrate marketers' strategic diversification to maintain effectiveness and scale despite increasing privacy restrictions.

Which specific privacy challenge is having the biggest impact on strategy?

Marketers overwhelmingly identify Google's Privacy Sandbox (40.55%) as having the most significant impact on their marketing strategies, substantially more than other privacy changes like SKAN limitations (22.62%) or IDFA deprecation (21.24%).

Google's privacy initiatives are particularly influential because they reshape the landscape for tracking, attribution, and targeted advertising across mobile and web platforms, impacting much more than first-party devices.

Collectively, these privacy-driven changes signal a shift towards privacy-safe measurement and a greater reliance on probabilistic models, aggregated data, and first-party solutions to adapt to the new normal in digital marketing.

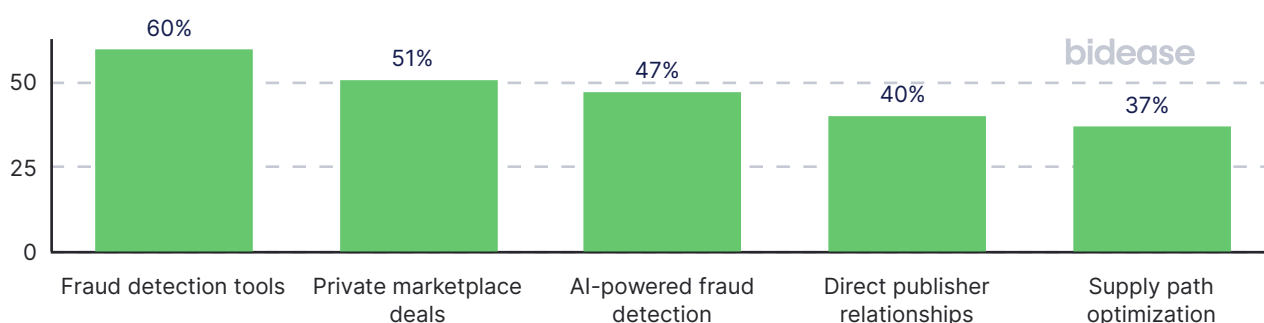


How are growth teams combating ad fraud?

Most marketers (60.25%) rely primarily on specialized fraud detection tools, underscoring fraud prevention's rising importance as threats become increasingly sophisticated.

Private marketplace deals (51.25%) and AI-powered detection (46.5%) are also widely used, highlighting marketers' shift toward advanced technology and controlled sourcing.

Additionally, direct publisher relationships (39.5%) and supply path optimization (37%) help marketers improve traffic quality by reducing intermediaries, ensuring greater transparency, and providing clearer insight into inventory authenticity and ad placement.



How to Take Action

Prioritize First-Party Data and Contextual Targeting

Double down on collecting, enriching, and activating first-party data, and pair it with contextual targeting strategies to drive performance without relying on third-party identifiers. Invest in CRM integrations, loyalty programs, and contextual creative strategies to future-proof audience reach as privacy rules tighten further.

Strengthen Fraud Defenses Across Your Media Buying

Take full advantage of fraud detection tools, invest in AI-powered protection, and partner with vendors that prioritize transparency and explicitly work to maintain traffic quality and minimize risk. Proactively audit your supply paths and prioritize transparency-focused partners to safeguard your budgets and optimize conversion quality.

Conclusion

Mobile growth marketing is undergoing a strategic reset.

- While short-form video channels like YouTube, Instagram, and TikTok continue to attract significant investment, rising acquisition costs and tightening privacy regulations are prompting marketers to **prioritize retention and re-engagement**. In fact, over 43% of teams now allocate more than a quarter of their budgets to these lifecycle strategies.
- AI has become essential, **dramatically accelerating creative production and optimization**. Today, 66.5% of marketers leverage AI tools for creative generation, and nearly 75% refresh ad creatives at least bi-weekly.
- As Google's Privacy Sandbox (cited by 40.55% as most disruptive) accelerates the shift away from user-level tracking, marketers are adopting **advanced measurement models and first-party data strategies**.
- To succeed in this new landscape, marketers must fully embrace **AI-driven efficiency, rapidly test and iterate creative assets**, and **implement privacy-compliant targeting and attribution**.

About Bidease

Bidease is a mobile-first, performance DSP built to help app marketers scale with confidence. By combining custom AI-driven campaigns with hands-on support, we enable teams to acquire and re-engage users efficiently, especially in high-growth markets like MENA and Eastern Europe.

Powered by advanced machine learning and neural networks, our platform delivers fully managed, data-driven advertising solutions designed for today's privacy-first ecosystem. Marketers turn to Bidease for transparent operations, measurable results, and expert support throughout the entire campaign lifecycle.

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