

5 Ways To Sell In-App Sponsorships



Sponsorships are a critical non-dues revenue stream for organizations year-round. While all channels are essential for sponsors to achieve effective brand awareness, mobile advertising is an easy and dynamic way for sponsors to gain maximum exposure to the intended member or attendee audience.

➤ Smartphone statistics for 2020 reveal that in-app advertising is one of the most effective ways mobile app owners earn cash.
Tech Jury: 67+ Revealing Smartphone statistics for 2022

What are the benefits of In-App Sponsorships?

- **It provides a more significant reach.** Users are spending more time in their apps, and when they access their community or event apps for information and resources – it puts your sponsor’s brand and content front and center and right at their fingertips.
- **It’s measurable.** Mobile sponsorships provide clickable, measurable performance, and sponsors can see the impressions, clicks, and downloads, providing better ROI than traditional sponsorship methods.
- **It performs better.** According to Medialets, the click-through rate for apps is 0.58 percent, whereas mobile Web only has a 0.23 percent CTR.
- **It saves time and money.** There are no printing costs or additional setup fees, and due dates are typically more flexible and farther out than meeting strict printing deadlines months in advance.
- **It gives sponsors a competitive advantage.** There’s nothing more satisfying than being one step ahead of the competition and having a solid market presence in a mobile-first world.

Ready to see the possibilities of In-App Sponsorships?

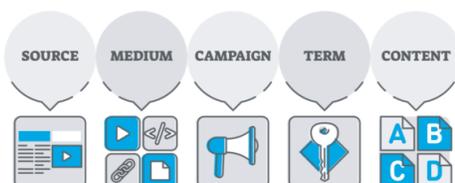
As you prepare your sponsorship prospectus for the year or a particular event, be sure to **communicate the value** of the in-app sponsorships and have a range of price points available. Understand the needs and goals of your sponsors and provide recommendations along the way.

Continue reading for ways to produce incremental non-dues revenue with in-app sponsorships and, in most cases, cover the investment of your app.



Tip: Recommend that your sponsors provide you with UTM and/or unique landing pages as it will be critical in measuring success of the investment.

UTM PARAMETERS

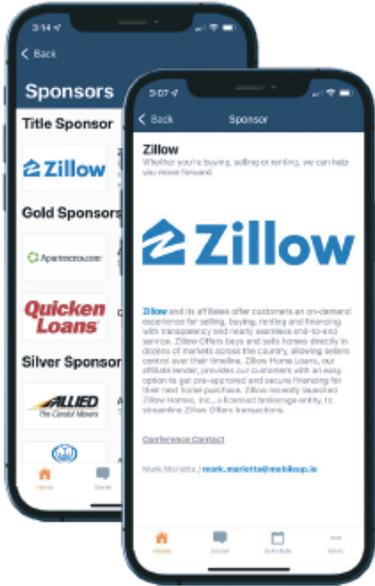


Search Engine Journal

1

Directory Sponsorships

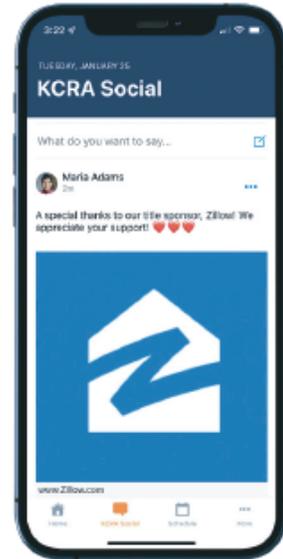
Showcase your sponsor's logo, bio, and website right in the directory.



3

Feed Sponsorships

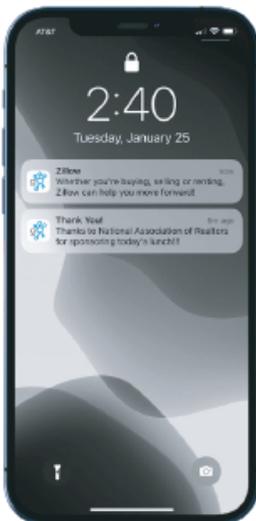
Stay visible and provide updates across the community feed.



2

Push Notification Sponsorships

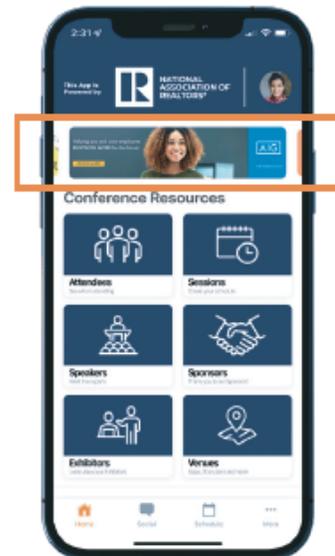
Notify audience members in real-time with ads, updates, and reminders sent directly to their home screen notifications.



4

Banner Ad Sponsorships

Promote valuable content to drive clicks and engagement.



5

Full-app Sponsorships

Showcase your sponsor's brand on the home page!



Looking for a custom approach to increase in-app sponsorships?
Contact us for additional recommendations:
info@mobileup.io

About MobileUp

MobileUp Software is a community engagement technology company. Our mobile delivery platform helps groups, organizations, and institutions increase engagement by providing mobile solutions that deliver personalized experiences anytime, anywhere. In short, we are a team working hard to build the best mobile engagement platform possible.

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