

Q4 PRE-FLIGHT CHECKLIST

Every item to complete before the end of Q3. Drawn from a survey of 500 US mobile app shoppers, fielded July 23 to 25, 2026.

MEDIA STRATEGY

- ☐ Spend where attention converts. Mobile, in-feed, and in-app.
- ☐ Capture the cross-screen handoff. Retarget TV and streaming exposure with an install ad, to pull in viewers who don't have the app yet.
- ☐ Set household-level frequency caps across devices, TV included.
- ☐ Buy scale from quality supply and clean exchanges. Reach without junk inventory.

CREATIVE AND OFFERS

- ☐ Put the offer and the loyalty hook in the creative. If there is a coupon code, it goes in the ad, not behind a click.
- ☐ Confirm the coupon code exists before the flight starts.
- ☐ Use cohorting, demographic intelligence, and creative rotation to hold performance as flights run.
- ☐ Build creative for the journey the data shows. Seen in-feed, finished in-app.

APP EXPERIENCE

- ☐ Audit app friction. Load speed, guest checkout, checkout length.
- ☐ Benchmark your checkout against the competitor a shopper would switch to.

LOYALTY AND LIFECYCLE

- ☐ Connect the growth and lifecycle teams around the loyalty program.
- ☐ Confirm loyalty enrollment is reachable inside the app in one step.
- ☐ Rank re-engagement audiences by predicted churn risk and revenue at stake, not by how long someone has been inactive.

MEASUREMENT AND MMPS

- ☐ Set up your MMP before spend scales. Events, postbacks, and attribution windows.
- ☐ Measure incrementality, not just last-touch. The peak flatters last-touch numbers. Incrementality tells you what the spend moved.
- ☐ Put a dollar figure on what each at-risk segment is about to cost you before you set the budget. If you cannot, you are funding retargeting on instinct.
- ☐ Verify brand safety and fraud screening before the money window opens.

Read the full report: www.rzr.com/guides/the-mobile-holiday-shopper-survey

RZR is the performance platform for brands that treat acquisition and retention as one system.

WHERE INTELLIGENCE MAKES IMPACT.