

Enlighten Mobile

# Deliver Mobile App Tagging More Effectively and Without Heavy SDK Integrations

Bring the flexibility of web tag management to the native app world



#### Mobile marketing with real-time app tag management

Enlighten Mobile is a tag management platform designed to deliver the flexibility of web tag management to your native mobile apps. Through the platform you can deploy JavaScript versions of third-party technologies within mobile apps in real time – without the need for integrating an SDK



#### No more time-consuming, code-heavy SDK integrations

SDK integrations are typically lengthy processes and the more you add to your app, the longer the app load times and the poorer the performance. SDKs also require independent integration, which often means a lengthy deployment process for each new vendor you work with. Enlighten Mobile completely removes the need for SDK integrations by allowing the JavaScript version to be deployed within the app. Comparatively, this improves app performance and load times whilst vastly improving vendor deployment times



#### Accelerate time to market with real-time deployment cycles

Power app tag management in real time. Marketers can immediately respond to data-driven insights with zero reliance on the app store submission process and consumer app version updates. Eliminate versioning discrepancies and ensure that each app user is utilizing the latest version of your tagging configuration



#### Remove reliance on app developers for ongoing tag management maintenance

Leverage your precious app development resources only for technical needs, and let marketers handle app tagging changes and ongoing maintenance



#### Tag management

Deploy web analytics and other third-party technologies in your mobile app using Enlighten Manage tags and Enlighten Mobile integration



### Unified data layer

Use a defined interface to make your data easily accessible by Enighten. You no longer need to work with siloed data within your marketing technologies



### Lifecycle events and metrics

Automatically track app launches, page views, clicks and more to gain valuable insights into how consumers engage with your app. Use events to track user actions, collect data and tag data using JavaScript marketing technologies



### Install Enighten's Mobile solution without an SDK

Our Mobile solution consists of a library for Android, iOS and Xamarin – without needing to go through the recertification process every time you make changes to your application. Make changes within Enighten's easy-to-use interface



### Privacy controls just like web tag management solutions

Seamless integration of Enighten's Privacy solution within a mobile application. Users can easily add a firewall called privacy gateway for tags deployed with Enighten, which blocks unwanted tags from firing and ensures full compliance with visitor preferences. Mobile Privacy also supports native opt-out/opt-in experiences and the IAB transparency framework

## With Enighten Mobile, you can:

- Go beyond the basic app analytics provided with Enighten Manage, the industry's leading enterprise tag management system, and implement robust real-time analytics for mobile apps – all through a unified platform
- Enable privacy controls for data governance and compliance within the application across all mobile platforms
- Make tagging and content changes in real time without relying on app developers to recompile the app or waiting for users to download a new version from the app store
- Try out third-party mobile app marketing technologies and easily swap them as needed
- Unify tagging and data across web and mobile app properties through one interface
- Enforce mobile app tagging workflows across business and technical teams
- New first-party tag delivery network (TDN) support lets you easily share data using cookies between Enighten and other web views in your app

"Without Enighten, making tagging or content changes to the app would typically take three to six months. With Enighten, we can operate with web-like agility in native app environments, improving app experiences and leveraging app data we just could not get our hands on before."

Pamela Dornan, Digital Solutions Architect, United

### About Enighten

Enighten is a global cybersecurity leader, offering next generation client-side protection against data loss, ad injection and intrusion. Through the Enighten solution, organizations can assess privacy risk and stop unauthorized leakage or theft of data, as well as comply with the CCPA, GDPR and other data privacy regulations. Enighten's MarSec™ platform protects some of the largest brands in the world from data leakage whilst ensuring maximum web page performance.

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