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## Media release

Mobile app analytics and tracking company adeven re-launches as adjust

**Berlin, San Francisco 11 February 2014** - Facebook measurement partner adeven announced that the company is rebranding itself as adjust, after the company's popular mobile app tracking and analytics platform. Adjust launched several new features in its flagship product:

- granular tracking of reattribution of users to re-engagement campaigns
- support for all networks currently providing re-engagement (including Facebook)
- deeplinking support for dynamic links to either open the targeted apps or redirect user to an app store install when app is not present on the device

Adjust CEO Christian Henschel described why the company made this shift:

"No one cares about app download numbers any more. In 2014 it is far more important for publishers to understand what users do after download, and that is what our new features provide in crystal-clear detail. ... With our new cohort analysis capabilities, publishers will be able to track exactly what works in marketing to, or engaging with, tightly defined groups. We have already seen this drive significant increases in monetization and improvements in user acquisition efficiency during beta trials with publishers."

In the past year adjust integrated roughly 10 new SDKs daily, as well as more than 150 mobile advertising networks. Adjust also logged more than 3 billion tracked sessions in January 2014 alone.

### About adjust (formerly adeven)

A mobile app tracking and analytics company based in Berlin and San Francisco, adjust provides app businesses with a comprehensive business intelligence platform. As an official Facebook Mobile Measurement Partner, adjust is integrated with over 200 other major networks worldwide. With the broadest network and market coverage, adjust ensures that marketers and publishers know exactly how their app is performing anywhere in the world. adjust is also the only mobile analytics company to meet stringent EU privacy compliance standards. adjust's streamlined dashboards display understandable and actionable metrics. These insights allow publishers to quickly and correctly attribute the most effective marketing practices with the highest ROI to specific campaigns, networks and creative assets. Clients include some of the world's largest brands in Asia, the EU and the Americas, such as Baidu, Deutsche Telekom, Universal Music and Viacom. adjust delivers app analytics to the world's largest advertising and media agencies including Vivaki, Publicis and GroupM.