

## Media release

### **adjust Re-launches in the UK Market to Bring Best in Class Mobile Attribution and Analytics to Publishers**

*Rebrand and new series C funding fuel growth with new office and hiring in the UK*

**LONDON and BERLIN - 1 October 2014:** With the ink barely dry on adjust's Series C funding round of \$7.6 million USD, the mobile attribution and analytics company today announced a bold re-launch into the UK market. London local and ad industry veteran, Stephanie Pilon, has joined adjust to build the UK division and head up sales. Stephanie is backed by a dedicated team of UK account managers and technical support staff including Louie Moore and Simon Dussart.

CEO and Co-founder of adjust, Christian Henschel said, "Local support is an essential component of our business model. We make it easy for app developers and marketers to make important decisions about their marketing spend and offer a full suite of data and features including integrated store stats and cohort analysis. Providing a local, dedicated team is just one component in making things more convenient and streamlined."

Chief Revenue Officer Hendrik Volp added: "Following our re-branding, further product development, additional funding and re-alignment of our go to market strategy earlier this year, we are now more ready to dedicate new resources to the UK market to increase mindshare, giving additional support to our UK clients such as Busuu, OneFootball, Lovoo, Shopcade, Outplay and Peak."

With over four years of experience in the UK mobile industry, Stephanie joins adjust from LoopMe Media, who specialise in social ad discovery on mobile devices, where she was the Developer Relations Manager. Stephanie previously worked in mobile talent recruitment at Propel London as their mobile consultant for their mobile advertising, marketing, and creative technology division. She has a law and finance degree from the BPP Law School and British Columbia Institute of Technology and is also fluent in French.

Stephanie said: "Mobile experts in the UK have worked hard to ensure that brands are mobile first and rightly so as retail sales made via mobile are predicted to grow in the UK by 62% over the year to a total of £7.92 billion by the end of 2014, according to the Centre for Retail Research."

"Mobile commerce is no longer a trend but a legitimate channel for consumers to spend, and naturally developers and mobile marketers want to maximise on this," explained Stephanie. "I've already seen a strong demand for secure, fast, and accurate data by marketers on mobile app use and engagement. I know adjust will provide them with a much needed solution; I'm looking forward to introducing the UK market to our platform."

For more information on adjust's UK expansion, visit [www.adjust.com](http://www.adjust.com) or contact [sales@adjust.com](mailto:sales@adjust.com).

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**About adjust (formerly known as adevn)**

adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco and Istanbul, placing a high premium on scientific statistics and a user-friendly product. adjust combines attribution for advertising sources with advanced analytics and store statistics such as rankings, ratings and reviews. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app. adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 300 networks and partners globally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom. adjust also delivers app analytics to the world's largest advertising and media agencies including Vivaki, Publicis and GroupM.

For more information, visit [www.adjust.com](http://www.adjust.com) or contact [sales@adjust.com](mailto:sales@adjust.com).

**Media contact Europe:** Monique Zytnik [monique@adjust.com](mailto:monique@adjust.com) +49 152 551 86723

**Media contact US:** Kate Pietrelli [kate@pathadvisors.com](mailto:kate@pathadvisors.com) +1 760 518 2633