



EMBARGO – 21st June 2013, 11am CET
FINAL

adeven closes \$4.3M Series B round from Capnamic Ventures, Iris Capital & Target Partners

adeven continues build-out of a complete enterprise intelligence solution for apps & to empower companies of all sizes to turn data into revenue

Name

[adeven](#)

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Quick Pitch

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Key Points

- \$4.3M Series B round closed
- Round led by Capnamic Ventures, Iris Capital and Target Partners
- New round to be used to continue build-out of a complete business intelligence solution for apps

Berlin, Germany, 21st June 2013, 11am CET – [adeven](#), one of the world's most sophisticated mobile advertising analytics and tracking platforms, today announced it has closed its Series B funding round worth \$4.3 Million led by [Capnamic Ventures](#), [Iris Capital](#) and its Series A investor [Target Partners](#). Armed with new financing, Berlin-based adeven will now focus on continuing to build-out its complete enterprise intelligence solution for mobile apps to empower companies of all sizes to turn data into revenue.

Founded by Christian Henschel, Paul Muller and Manuel Kniep in 2012, adeven brings transparency and accountability to all aspects of the app ecosystem through a blend of cutting edge technology, incredible data management and the ability to make complex stats simple. It's these ingredients that has gained adeven popularity with developers, brands and agencies across the globe.

adeven is currently offering two products/solutions:

[adjust.io](#) is the most advanced app tracking tool available, providing superior download tracking solutions and valuable post-install KPI analytics to turn data into revenue. Using adjust.io, mobile advertisers are able to better understand and evaluate where user acquisitions are coming from and, crucially, which referrals are bringing in the most valuable users.

[apptrace](#) offers complete access to iOS app and publisher data including global and country rankings for device and price. Based on the detailed analysis of around 300 million data points daily, apptrace is primarily aimed at developers wanting to make better sense of the iOS app ecosystem.

It's been an impressive first year for the company:

- Over \$20M tracked in-app-revenue in Q1-Q2 2013
- Over 60 mobile advertising networks and publishers integrated into adeven's platforms
- Over 80m DAUs in May (>4,000% growth compared to January)
- Over 500m tracked sessions in May (>300% month-over-month growth)

Henschel and the team are now focussed on two major goals – the launch of the adjust.io self sign-up platform and adeven's holistic business intelligence solution for app tracking and management. The new adjust.io self sign-up platform offers developers access to all of the information they need, removing the need for countless SDK integrations, dashboard logins and saving them vital time so they can focus on app development. The enterprise platform will cover all business issues related to apps such as analytics and tracking, but will also provide performance prediction models, optimisation and more.



“It’s been a fantastic first year for us and we’re going to keep up the hard work,” said Christian Henschel, CEO and Co-Founder, adeven. “The mobile industry is continuing to show huge growth and so there is a greater need to make sense of this for developers, brands and agencies. We believe we’re perfectly positioned to be at the forefront of this and are looking forward to taking the work we’ve been doing to a new level of sophistication across the globe. In Capnamic Ventures and Iris Capital we’ve found two experienced partners with a strong background in ad-tech and a valuable network which bodes very well for the future.”

“We’re very excited to be investing in adeven and believe it has the potential to become one of the most widely deployed and powerful app intelligence platforms in the market,” said Jörg Binnenbrücker, Managing Director, Capnamic Ventures. “We were very impressed by the growth of adeven in its first year and the way the company has established itself as a market leader in Germany and a major European player. We are looking forward to helping Christian and the team reach the ambitious goals they have set.” Capnamic Ventures, Iris Capital and Target Partners invested together once the first round investment was made by Target Partners in May 2012.

adeven is currently working with some of the biggest brands and agencies in world. These include Deutsche Telekom, SIXT, HRS, Scout24 Group, M&C SAATCHI, GroupM, Viacom, and Fab.com. The company is also an official Facebook measurement partner.

For more information about adeven, please visit www.adeven.com.

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About adeven

adeven is a leading mobile ad analytics company with offices in Berlin and London. adeven brings transparency and accountability to all aspects of the app ecosystem through cutting edge technology, incredible data management and the ability to make complex stats simple.

The free online tool, apptrace.com gives users complete access to iOS app and publisher data including global and country rankings for device and price. adjust.io provides superior download tracking solutions and valuable post-install KPI analytics. This enables advertisers, agencies and publishers to understand and optimize their mobile campaigns effectively.

Backed by leading VC Target Partners, Capnamic Ventures and Iris Capital, adeven is ePrivacy certified, meeting stringent German and EU privacy laws. For more information visit www.adeven.com.

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About Capnamic Ventures

Capnamic Ventures is a Multi-Corporate Venture Capital Fund with offices in Cologne and Berlin. Capnamic focuses on business models along the digital value chain and invests with a focus on consumer and prosumer oriented businesses that can be scaled and distributed through digital media. This includes growth markets such as Mobile, E-Commerce, Gaming, Payment, Advertising or Software as a Service. The Capnamic Team combines expertise from over 100 investments and 30 years of investment experience. In addition to its own fund Capnamic Ventures is managing the entire DuMont Venture portfolio (the investment vehicle of Mediengruppe M.DuMont Schauberg) with currently over 20 portfolio companies.

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**About Iris Capital**

Iris Capital is a pan-European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than €950 million in more than 225 companies.

Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Düsseldorf, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo.

In 2012, Iris Capital has entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative.

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About Target Partners:

With €225 million under management, Target Partners is one of the leading early-stage venture capital firms in Germany. Target Partners invests in new start-up and early-stage companies, and supports them with venture capital during their build-out and expansion phases. With many years of experience as managers, entrepreneurs and venture capitalists, the team at Target Partners supports entrepreneurs in developing and marketing products and services, building organizations, raising money and taking companies public in Europe and the United States.

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