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Adjust Launches Performance Benchmarking Tool for App Publishers

Company Releases Mobile Gaming Benchmark Report to Showcase Tool Capabilities

San Francisco and Berlin - June 26, 2018 - Berlin-based, global mobile measurement leader Adjust announced an industry-first [free benchmarking tool](#) today, designed to help publishers and marketers better understand the effectiveness of their apps' performance. [According to eMarketer](#), mobile ad spending will account for 69.9% of all digital advertising this year. Mobile is the leading advertising medium today, accounting for 33.9% of total U.S. ad spend - surpassing even TV. With spend increasing on mobile, it's more important than ever that marketers understand how their apps perform.

Based on Adjust's aggregated database, with a maximum sample size of over 7,000 apps for a single category, the business's benchmarking tool is now the first public product for mobile benchmarks of its kind, providing mobile marketers and app publishers with broad measurement capabilities and actionable insights. Marketers can use the tool to create customized benchmark reports that compare their app's performance against their own verticals and others, across regions, user types (paid vs. organic) and platforms (iOS vs. Android). This saves advertisers from having to purchase costly general benchmarks from third parties or get basic reports that are not tailored to their needs.

"Due to fierce competition, app marketing teams no longer focus solely on their own segments, but seek bigger growth in international markets," said Christian Henschel, CEO of Adjust. "Our benchmarking tool enables mobile marketers to define and benchmark performance across both markets and industries, free of charge. It is also the first product of its kind that makes specific KPIs, such as session data, publicly available - helping brands make smart and market-data-driven decisions."

[The benchmarking tool](#) measures five specific key performance indicators (KPIs), including fraudulent/rejected installs, cost per install (CPI), retention rate, and both sessions and events per user. These KPIs can be measured across eight vertical segments (eCommerce; gaming; entertainment & news; social; health & fitness; utilities; travel; and business & finance), and can be sliced and diced by user type, platform, and region - the latter of which covers Europe, Asia & Pacific, North America, Latin America and the Caribbean. The tool enables marketers to easily compile findings into advanced reports, which can inform marketing activities, app developers and publishers on how well their app is performing.

"Getting to the right app performance data can be really challenging and time consuming," said Sebastian Goldt, Head of Performance Ad Networks at InnoGames GmbH. "Adjust's benchmarking tool allows us to customize criteria for internal reporting, so we get the answers we need quickly. This will be a critical tool for us in our ongoing effort to improve app performance."

2018 Mobile Gaming Benchmark Report: Mobile Gaming Insights Revealed

As a pilot, Adjust used its benchmarking tool to pull together mobile gaming insights from the first quarter of 2018. The insights are compiled in its [2018 Mobile Gaming Benchmark Report](#), which discloses the sector's retention, sessions and events triggered since January 2018, providing a comprehensive picture of marketplace performance. Some key highlights include:

App Retention:

- For games, retention is near-identical across paid and organic installs. This is unusual, given the expectation that organic performs better than paid.
- Japan has the highest retention rates, followed by the U.S., EMEA, Russia and China. Findings reflect that app user behavior in China is distinct.
- iOS consistently comes out on top over Android.

User Sessions:

- Most users have two to three sessions per day, with paid users showing a gradual rise in sessions over time, while organic users tend to remain fairly stable.
- Japanese users play games more than anywhere else, per day, and stick around the longest, making them potentially the most valuable and loyal users in the world. Russia is the second most engaged user base.

User Events:

- Android users perform far more in-app events than iOS users.
- Users in EMEA perform the most events of all, with the U.S. second, and Russia third.

Games represented nearly 80% of total worldwide consumer spending for the combined iOS and Google Play app stores in 2017, but games only accounted for 35% of total worldwide downloads. That means marketers must focus - not just on user acquisition - but on gaming app monetization. Adjust works with some of the world's biggest mobile gaming brands - including InnoGames, Tencent Games, Wooga and Zynga.

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The Berlin-based company provides high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. With Adjust's open-source SDK, app marketers can measure and analyze user behavior, user acquisition, marketing ROI, and much more. Adjust's platform proactively keeps datasets clean through its Fraud Prevention Suite, verifies in-app purchases in real time, and provides streamlined reporting for clear, actionable and comparable metrics. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Naver, Line and WeChat. Dynamic Adjust Integrations are used by over 1,200 leading networks and analytics

providers worldwide. In total, more than 20,000 apps have implemented Adjust's solutions to improve their performance.

Adjust is the only attribution company to meet stringent EU privacy standards and is fully compliant with GDPR. For more information, interested parties can visit www.adjust.com.

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