

Media Release

adjust Integrates with Twitter to Provide New Mobile App Conversion Tracking (MACT) Feature

New Capabilities Enable Accurate Assessment of Download and Re-engagement Campaigns

BERLIN, SAN FRANCISCO and ISTANBUL – July 1, 2014 – Leading mobile attribution and analytics company *adjust* today announced their new measurement capabilities as a Twitter Marketing Platform Partner. *adjust* has been working closely with Twitter to create a customized, integrated measurement solution for Twitter’s Mobile App Conversion Tracking (MACT) feature as a part of the Ads API program. It allows clients to effectively measure the success of their Twitter app marketing campaigns for iOS and Android.

“We think this is a fantastic development since many app publishers are looking for more sophisticated marketing techniques, such as using Twitter’s established platform to target specific users and re-engage dormant users,” said Christian Henschel, CEO and co-founder of *adjust*. “We’ve had an unbelievable amount of requests to track Twitter ever since rumors began to emerge about their new ad features, and now clients will be able to measure the effectiveness of their download or re-engagement campaigns from ads that operate through Twitter App Cards.”

Twitter App Cards promote mobile applications on Twitter and help drive installations. The App Cards allow for a name, description and icon, and also highlight rating and price. App Cards can be attached to organic or promoted tweets.

“We are able to attribute installs and subsequent user in-app activity to the original ad source, so app marketers know where their most valuable users come from,” Henschel explained. “Our post-install KPIs and cohort analyses enable them to compare campaigns. Essential app store stats such as rankings and reviews add a new dimension, giving an overview of how their app marketing is really performing.”

Cohort analysis groups users together by common criteria such as the install time, making comparisons between users more valid. KPIs such as sales, events and sessions, for example, can then be normalized over the lifetime of the user.

“Our initial beta tests with selected app publishers have produced excellent tracking results,” Henschel said. “We look forward to offering the MACT for Twitter to all of our clients.”

“With an easy to use, real-time dashboard and a variety of reporting options, advertising dollar transparency and accountability couldn’t be simpler,” Henschel stated. “We are talking about a big opportunity here. Juniper Research, for example, predicts that in-app advertising spend will grow to nearly \$17 billion by 2018.”

Twitter joins over 200 partners, including Facebook, Upsight, Tapjoy, Chartboost, Trademob and Mixpanel, which are integrated with *adjust*’s platform. The *adjust* open source SDK can be accessed through GitHub at <https://github.com/adjust/sdks>. Features include offline measurement capabilities, deep-linking fallbacks and reattribution for re-engagement campaigns.

For more information about *adjust*, please visit www.adjust.com.

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About adjust

Mobile attribution and analytics company based in Berlin, San Francisco and Istanbul, *adjust* provides app marketers with a comprehensive business intelligence platform. It combines attribution for advertising sources with advanced analytics and store statistics such as rankings, ratings and reviews.

As an official Twitter Marketing Platform Partner and Facebook Mobile Measurement Partner, *adjust* is integrated with over 200 other major networks worldwide. *adjust* is ePrivacy certified, uses SSL encryption for data transfer, and is also the only mobile analytics company to meet the most stringent privacy compliance standards internationally. 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.

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