

Media release

adjust opens headquarters in Istanbul as mobile advertising industry enters hyper-growth mode

Global app attribution and analytics company capitalizes on mobile app market opportunities in Turkey and builds gateway to Asia and Middle East

ISTANBUL, BERLIN and SAN FRANCISCO – June 23, 2014: *adjust*, a leading mobile app attribution and analytics company, today announced the launch of its new Asia and Middle East headquarters in Istanbul, Turkey, which will support operations and drive growth as the mobile advertising industry expands. The move comes as *adjust* has experienced rapid growth in revenue and client acquisition, solidifying the company's position as a key player in the global market.

adjust, formerly known as adeven, is one of Europe's big mobile industry success stories, offering a business intelligence platform for mobile app marketers. It combines attribution for advertising sources with advanced analytics and store statistics such as rankings, ratings and reviews. In addition to having secured 80 percent of the European market, *adjust* has also expanded globally, opening an office in San Francisco late last year and acquiring international clients from Turkey, USA, Brazil, China, Japan and Russia, to name a few.

The new Istanbul office will be led by chief revenue officer Hendrik Volp with the support of a new regional sales manager, Ender Ozcan, who has over five years of experience in the Turkish mobile industry. Ozcan has spearheaded significant projects for a number of leading clients in the region, including Ford, Grundig and Arçelik.

According to [BTK](http://eng.btk.gov.tr) (<http://eng.btk.gov.tr>), Turkey's information and technology authority, mobile penetration in the country was 91 percent at end of 2013, with only 30 percent on smartphones. This indicates a significant growth opportunity in the app space as users transition from regular mobile phones to smartphones.

"Consumers in Turkey are attracted to free apps, so the revenue model is focused around mobile advertising, which grew by 24 percent last year to 44.8 million Turkish Lira," said Christian Henschel, CEO and co-founder of *adjust*. "That is a lot of money in someone's advertising budget that needs to be accounted for, and with attribution analytics, brands can do just that."

"We help mobile app marketers identify their most valuable users, find out what they do within the marketer's app and gauge where their apps are in the overall app ecosystem in terms of ranking and reviews," Henschel continued. "This data is all displayed on *adjust*'s dashboard in real time through KPI analytics and features such as cohort analysis to make sense of the data and deliver actionable business intelligence."

adjust has acquired well over 400 new enterprise clients since the start of the year and achieved revenue growth of 20 to 30 percent month-on-month, a strong performance that demonstrates the company's success on the international stage.

"A lot of the international growth has been on the sales and customer support front, driven by our chief revenue officer, Hendrik Volp, so given the mobile environment and opportunities in Turkey, our expansion here and through to Asia and the Middle East makes sense," Christian Henschel said.

In Turkey, game applications dominate the market, followed by messaging and dating apps. Volp, who now leads the Turkish market, expects that local delivery apps such as taxi and food delivery service apps will also become more popular as the local community embraces the convenience of smartphones. He expects that future global mobile advertising trends will also be reflected in the Turkish market.

"Geofencing solutions and iBeacon technology will be expanding, so at *adjust*, we will be evolving our mobile app attribution and analytics product to meet these needs," Volp said. "Native advertisement and rich media advertisement will also continue to grow."

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

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About *adjust*

Mobile attribution and analytics company, *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.

Attribution means that mobile app marketers are able to tell where a user came from and when they install the app. In the analytics department, *adjust* offers cohort analysis in addition to deliverable analytics that count sales, events, sessions, installs and clicks. This means being able to group users together by common criteria such as the install time. KPIs can then be, for example, normalized over the lifetime of the user. Additional product features include app store statistics including global rankings displayed in the dashboard, deep-linking fallback and reattribution for re-engagement campaigns.

As an official 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 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.

Interviews: available with Christian Henschel (English), Hendrik Volp (English) and Ender Ozcan (Turkish)