15 October 2012

Media release

adeven calls for mobile advertising transparency

- **Standards need to be set to enable mobile advertisers and marketers spend more money with mobile marketing**

- **Industry suppliers need to be able to be audited by standard tracking and analytics, and be accountable for the services they offer**

With the booming app economy, strategic mobile marketing is more than ever at the forefront of those wanting the biggest bang for their advertising buck. It is the new frontier, the new market with billions of dollars being shot into the black hole of mobile advertising without having the analytics to show they have hit their target.

Advertisers in the UK market are already demanding transparency and accountability for their campaigns.

Heading up adeven's UK office, Giuseppe Bellanca explains the frustrations faced by advertisers.

"Without easy, real-time performance tracking, advertisers are just playing Russian roulette with their dollars," Giuseppe Bellanca, MD EMEA adeven said. "Whilst there might be some basic performance indicators out there, advertisers and agencies still perceive that mobile analytics is still in the Wild West. The problem is there are no industry agreed standards."

"Our aim is to set standards and deliver transparency that will help mobile advertisers and marketers to understand the value of their mobile spend, and start to audit the industry suppliers in the form of standard tracking and analytics that everyone can comply to," said Giuseppe.

Industry standard KPIs are also a key topic currently discussed not only in the online worlds where 'clicks' have lost their value through fraudulent activities.

"In the mobile world, it also goes beyond just clicks and downloads," Giuseppe stated. "Indicators such as user retention, one time user, measurement of false clicks, user acquisition costs, average number of sessions, revenue per user and activity within the app ecosystem can already be measured in real time. Other measurables include in app purchases (comparing life time purchase and acquisition costs) and app ecosystem impact. These valuable KPIs give an accurate view on the real campaign performance within the ecosystem."

"This gives advertisers an understanding of their brand and campaign performance so they can hit their real targets and measure the return-on-investment," Giuseppe explained.

Through mobile ad analytics, Advertisers can then easily calculate cost efficiency of the current campaign, tweak current campaigns and make informed decisions for further campaign spends. Life time user value (LTV) can be tracked for customer focused marketing modelling, and campaign impact can also be measured within the app store rankings and ratings.

"These measurables need to be made standard across the mobile app advertising industry to provide transparency to campaign success," Giuseppe said.

New mobile ad analytics products, such as adjust.io verifier, will be on the market in the coming months offering further features such as brand protection.

For more information visit www.adeven.com, follow @adevenCom on Twitter or connect on Facebook at www.facebook.com/adevencom.

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About adeven

adeven is a leading mobile analytics and ad verification company with offices in Berlin and London. Its highly scalable technologies enable advertisers and agencies to engage in more efficient and effective mobile campaigns. adeven is backed by leading VC Target Partners.

About adjust.io

adjust.io analyser is the first in a suite of mobile advertising enhancement products to be released by adeven. adjust.io analyzer is robust, easy to use technology that protects user privacy. Its software development kit is open source, lightweight and easily implemented.

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