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Tencent Social Ads (TSA) Platform Names Adjust a Certified Ads Measurement Partner

Asia market expansion continues for leading mobile analytics and attribution company, which launched its infrastructure expansion into China earlier this year

SAN FRANCISCO / BERLIN / BEIJING - December 12, 2017 - Adjust announces its acceptance as a certified Ads Measurement Partner of Tencent Social Ads (TSA) Platform. Adjust is now one of a few selected attribution companies allowed to track Tencent campaigns, which enable its clients to measure return on advertising spend (ROAS) in the expansive Asia market more accurately.

TSA reaches over 900 million social networking users through Weixin, QQ, Qzone, and other Tencent platforms including Mobile QQ Browser, YingYongBao, Tencent News, Tencent Video and third-party mobile apps. TSA helps advertisers to reach target audiences with diverse digital interaction, and to connect their brands with business goals. The platform generated USD 2.6 billion in advertising revenue for the first nine month of 2017.

"The Tencent Social Ads Platform is already widely used by advertisers looking to engage and expand their user base in Asia. The integration between TSA and Adjust means both platforms are able to provide transparent ad measurement data to customers, allowing them to improve their targeting, optimization, and key performance indicators," said Christian Henschel, CEO and Co-Founder at Adjust.

TSA only certifies companies that provide advertising measurement tools for its "Ads Measurement Partner" program. Criteria for certification includes, strict data privacy measures, the number of services provided and the volume of advertiser accounts who will work with the platform. With this certification, Adjust is now able to help clients engage more than 900 million user accounts of Weixin, QQ, Qzone and more in China. This certification is another addition to Adjust's expansion in the Asia market. In May 2017, Adjust launched the ability to measure domestic mobile app campaigns performance in China.

Henschel continued, "As a measurement partner for Tencent Social Ads Platform, we're able to unlock new mobile inventory for our clients, and also enable them to build up their own audiences on one of the most popular messaging and news services in the world. We have been working closely with Tencent Social Ads Platform to ensure our integration is seamless so our advertisers can see value from day one."

For more information on Adjust's mobile measurement platform, visit www.adjust.com.

About Adjust

Adjust is the mobile measurement company, providing the highest quality analytics and measurement solutions for mobile app marketers worldwide. With Adjust's open source SDK, app marketers can measure and analyze user behavior, user acquisition, marketing ROI, user lifetime cohorts and more. Adjust's platform proactively keeps datasets clean through the Fraud Prevention Suite, verifies in-app purchases in real-time, and provides streamlined reporting for understandable, actionable and comparable metrics. Adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner, and dynamic Adjust integrations is in use by over 1000 networks and analytics providers worldwide. Founded in Berlin in 2012, Adjust today has global offices in San Francisco, New York, Sao Paulo, London, Paris, Istanbul, Tokyo, Shanghai, Singapore, Jakarta, and Moscow.

Adjust is trusted by clients across Asia, the EU and the Americas: including leading app developers like Zalando, Rovio and Zynga, major software companies like Salesforce, Microsoft and Yelp, and global brands like Universal Music and Warner Bros. Adjust supports clients on the ground from each global office, and offers fully localized solutions in multiple languages.

Key focuses include: user privacy, adhering to strict German data protection standards; transparency, in openly publishing the source code of the tracking SDK and its fraud prevention methods, allowing anyone to find out exactly what is being measured, whether end user, advertiser or partner; well-designed and powerful APIs to allow clients to integrate any system into Adjust as a data source with full control over the rights of each partner; and tools to allow advertisers to make their user acquisition smooth, valuable, and seamless.

Adjust is the only mobile analytics company to meet stringent EU privacy compliance standards, proving that app measurement does not have to be intrusive. Adjust is funded by Target Partners, Capnamic Ventures, Iris Capital, Active Venture Partners, and Highland Capital.