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Adjust changes the advertising industry standard for cost data transparency

Adjust launches the first-ever Ad Spend API that enables advertisers to access network spending information on a per device and per engagement level

BERLIN AND SAN FRANCISCO - October 12, 2017 - Today Adjust announced the first-ever granular Ad Spend API in the advertising industry at its annual Mobile Spree marketing conference in San Francisco. With the new API, advertisers will no longer have to carry out analyses based on the average cost spent during a campaign or compare copious spreadsheets - instead they will get to choose how they want to analyze their cost data, choosing from device level, region, device name, creative and engagement basis. In this way, they will receive much more accurate ad spend data on campaigns acquiring new mobile app users.

AdColony, Chartboost, Criteo, Crossinstall, Fyber, InMobi, Ironsource, Jampp, Liftoff, Remerge, Tapjoy, Unity, Vungle and YouAppi are the first in a growing list of network partners who are sending Adjust cost data with this granular and automated method.

Adjust's CTO Paul Müller, commented: "We've been actively working with advertisers and networks from around the world to develop this solution. Our [Think Tanks](#) have revealed that many mobile app industry leaders repeatedly run the risk of grouping users with wildly differing user acquisition price points under campaign averages, which could in turn damage marketing and engagement strategies in the long-term."

Until now, the industry standard for measuring ad spend and return on investment in a paid advertising campaign has involved providing advertisers with the average cost of acquiring a single user from a paid source. This figure is usually aggregated with data from campaign information, or scraped from the ad networks, but this does not reflect the actual cost per user and per engagement rate.

Müller noted: "In just a few years, our industry has changed beyond recognition - the ways in which we advertise, analyze, and compete have all transformed. We at Adjust believe in data transparency and accuracy, which is why we are at present working on developing a new standard for tracking ad spend."

Moshi Blum, User Acquisition and Re-Engagement Lead at Viber, said: "The Adjust Ad Spend Initiative is the right step towards a better, more transparent and more accurate user acquisition campaign."

An impression based API will improve our granular insights and open a new world of possibilities by calculating the actual ROI per user. I'm looking forward to being part of this initiative as I predict it will increase budget efficiency and accelerate our growth"

The ultimate success of this product update depends upon industry-wide implementation. An individual, non-aggregated approach to measuring ad spend data across all networks will allow the industry to benefit from clearer insights into the real value of their mobile advertising strategies. The road to success will require networks both to develop case-specific metrics, and to change their attitudes as to what a successful ad campaign entails.

Learn more about Adjust's Ad Spend API at www.adjust.com or contact sales@adjust.com.

The Market

According to a report from PricewaterhouseCoopers and the Interactive Advertising Bureau, 2016 was the first year in which mobile ads accounted for more than half of the global digital ad spend. This amounts to over \$36 billion, or 51% of all digital advertising budgets.

The capital that app makers are willing to invest in mobile advertising is set to keep growing throughout 2017, and new data-driven solutions are being released each quarter. Nevertheless, one aspect of the industry still remains underdeveloped: how ad spend is measured and its return on the initial advertising investment.

About Adjust

Adjust is mobile measurement company, that provides high 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 much 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, as well as a Twitter Marketing Platform Partner. Dynamic Adjust Integrations is used by over 1000 networks and analytics providers worldwide. Founded in Berlin in 2012, today Adjust 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 is the only mobile analytics company to meet stringent EU privacy compliance standards. Adjust is funded by Target Partners, Capnamic Ventures, Iris Capital, Active Venture Partners, and Highland Capital.