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Media release

adeven adds Facebook's mobile measurement capabilities

- **All key mobile advertising sources can be measured and compared with one open source SDK**

- **New post-install KPIs announced including ARPU, LTV, DAU and MAU**

- **German and EU ePrivacy certified, meeting data and privacy policies**

Announced today, adeven and Facebook's mobile measurement capabilities now give app marketers the ability to measure all mobile marketing channels – including Facebook's mobile app install ads. This means adeven's clients can now measure the actions that mobile app install ads drive through Facebook.

adeven has been working with Facebook to integrate their adjust.io analyzer with Facebook's mobile app installs ads, giving developers and marketers a complete performance analysis that goes way beyond just app installs.

App marketers can now install adeven's open source adjust.io SDK into their apps to measure Facebook mobile app install ad campaigns, providing them with access to Facebook campaign analytics for iOS and Android. The same SDK will give adeven's clients full adjust.io conversion measurement and post-install analytics for ads.

The adjust.io conversion measurement matches any URL-based advertising source such as in-app adverts, Adwords, enewsletters, or even QR codes to app installs in the iOS, Android, Windows Phone and Windows Store environment. Facebook mobile app install ads, the most popular non-URL based source, has now been added. This new advertising channel has already shown traction with around one-fifth of iOS top developers.

adeven's adjust.io post-install analytics measure actions and revenue generated, enabling advertisers to see which source brings the most valuable groups of users. Just released KPIs include Average Revenue Per User (ARPU), Life Time Value, Daily Active Users and Monthly Active Users. Real-time online dashboard reporting gives developers and app marketers instant access to campaign stats, allowing them to adjust and optimise their advertising campaign.

CEO and co-founder of adeven, Christian Henschel explained: "Integration with Facebook's mobile measurement technology gives our clients the convenience of knowing their source and install analytics will cover their Facebook mobile app install Ads" Mr Henschel said. "Our solution is ePrivacy certified, meeting German and EU privacy laws."

adeven's adjust.io solution is also compliant with Facebook data and privacy policies.

Easy to use real-time dashboard reporting allows app marketers to understand how their users interact with the app. They can identify which sources or creatives produce the best results and make adjustments to optimize their campaign.

adeven's adjust.io SDK is open source and free to install. The adjust.io SDK integration guide is located on adeven's GitHub site.

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About adeven

adeven is a leading mobile ad analytics and verification company with offices in Berlin and London. adeven brings transparency and accountability to all aspects of the app ecosystem through cutting edge technology, incredible data management and the ability to make complex stats simple.

Their adjust.io analyzer and verifier products provide independent mobile ad verification; superior download tracking solutions and valuable post-install KPI analytics. The free online tool, apptrace.com gives users complete access to iOS app and publisher data including global and country rankings for device and price.

This enables advertisers, agencies and publishers to understand and optimize their mobile campaigns effectively.

Backed by leading VC Target Partners, adeven is ePrivacy certified, meeting stringent German and EU privacy laws. For more information visit www.adeven.com, follow @adevenCom on Twitter or connect on Facebook at www.facebook.com/adevencom.

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