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Adjust Releases Next Gen Attribution Solutions to Solve Marketer Campaign Tracking Woes

With the latest iteration of Adjust's attribution technology, mobile marketers can now customize campaign attribution windows, types and view through times, leading to a more accurate LTV calculation per source

BERLIN and SAN FRANCISCO – July 12, 2017 – Adjust, the leading app analytics and attribution company, today announced the next generation of its attribution solutions. The new features have a radical impact giving advertisers direct control over their campaign logic, with deeper insights into the actual customer lifetime value (LTV) of their user base.

On average, up to 95% of newly acquired users churn within a few months, and marketers must rely on re-engagement campaigns to drive these users back into their app. Being able to measure the LTV of a user who is being re-engaged multiple times is not something easily done, and typically requires heavy analysis of data outside of a typical analytics platform.

Marketers measure LTV to gain insight into how efficient their targeting is, which of their marketing channels perform the best, and ultimately to determine the return on their marketing investment. Determining the return on ad spend, or return on investment, is only possible if you're able to accurately measure the LTV of users regardless of their customer journey after install.

Today, Adjust unveiled a host of new attribution capabilities previously unavailable in the industry to mobile marketers for solving these attribution challenges.

"Every time we reveal new attribution technology, we're looking to enable marketers with solutions that are more powerful and easier to use," said Christian Henschel, CEO and Co-Founder of Adjust. "Many of our partners have very sophisticated systems for campaign analysis, and with the additions of these ground breaking new features, we're improving the campaign attribution capabilities dramatically for our customers."

Key new capabilities available on a rolling release:

- Campaign Wizard: marketers have complete control over the attribution rules they put in place with the networks and publishers they work with to find their users; they can change attribution windows for different campaigns down three levels of granularity, all with the same partner. They can also turn fingerprinting on or off, expand or retract inactive user definitions for retargeting, and send or receive cost information.

- Native LTV: marketers will finally be able to see the complete lifetime value (LTV) of the original marketing source that drove an install, regardless whether the user is also re-engaged through other sources, as well as the LTV of any new re-engagement source.
- Dynamic Attribution: marketers can assign the amount of time a user can be attributed or re-attributed to an advertising source, giving them more control over their internal logic on how they calculate and measure LTV and customer acquisition costs.

For more information on Adjust's attribution technology and use cases, 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 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.