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Adjust Calls for 'Measurement 2.0' to Solve Data Security and Privacy Problems

Increasing Data Fraud Drives Modifications to Requirements and Infrastructure for the Mobile Market

BERLIN and SAN FRANCISCO – February 15, 2017 – Adjust today announced its commitment to "Measurement 2.0", a measurement concept reflecting market needs that are necessary today, but that were not present when measurement platforms were first coming to the market. The new 2.0 infrastructure comes at a time when the number of platform vendors and data integrations in the mobile marketing space is continuing to grow, and marketers and regulators are increasingly posing concerns about data security and protection of user privacy.

Gartner analysts Adrian Leow, Melissa Davis and Jason Wong state in a Q4 2016 Market Report: "The intelligence gathered from mobile apps produces such enormous amounts of information that enterprises are struggling to discern meaningful patterns and to identify opportunities for new workflows and methods of engagement."

Growing data-collection capacities, and an increased diversity of vendors that look to collect and process data, simultaneously drives concerns about data security and privacy. "Data transparency and access", "exclusive ownership of campaign data", "third-party inventory validation [e.g., fraud detection]" were cited as the top concerns for US ad tech buyers in a Q3 2016 survey published by eMarketer. In January 2017, the European Commission announced a new draft directive for online privacy with far stricter requirements set on vendors and the ways they may collect and share data.

In reaction to this market shift, Adjust is launching "Measurement 2.0" product features to specifically address these concerns. These include the Audience Builder, an extended platform for defining, analyzing and exporting user segments to partners, specifically designed to provide refined datasets to other vendors while allowing marketers to control and retain sensitive information at the original collection point; Real ROI, an extension designed to collect media cost metrics from partners and compute a unified return on investment; as well as Hourly Aggregation, so that marketers can convert and access their reporting into the various timezones of their partners simultaneously.

Key changes in Adjust's Measurement 2.0 infrastructure include:

- Ability of a central data collection system to provide target segments to a multitude of partners, independently measuring results, and enabling marketers to retain control of the data and ensure compliance with evolving privacy legislation;
- Proactive clean-up of systematic inaccuracies, as introduced by ever-shifting forms of UA fraud or other malicious activity, widely reported in 2016;
- and to meet requirements from marketers working with increasingly long-term user bases, including long-term (>90d) retention and ROI metrics.

Added Müller: "The way 'attribution 1.0' was built – the way we originally built it, too, before the restructuring we're launching now – assumed that granularity could be restricted to the performance of individual ads or creatives on a certain day, that the incoming data wouldn't have been maliciously manipulated, and that usage of an app was relatively short-lived. These presumptions are no longer true in 2017, but marketers are still struggling under their influence."

For more information on Adjust's Measurement 2.0 initiative, 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 900 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.