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LINE Ads 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 AND BERLIN - October 30, 2017 - Adjust announced its acceptance as a certified Ads Measurement Partner in the LINE Ads Platform "Marketing Partner Program." LINE is one of the most popular messaging services in Asia with more than 200 million active users globally alongside their other apps like LINE News and LINE Manga. The LINE Ads Platform will unlock new inventory for advertisers across LINE messaging and LINE News, with LINE Manga soon to follow. Adjust is now one of only a few select attribution companies allowed to track LINE campaigns, which enable its clients to more accurately measure return on advertising spend (ROAS) in the expansive Asia market.

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

LINE Ads Platform only certifies companies that provide advertising measurement tools for its "Ads Measurement Partner" program. Criteria for certification includes the number 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 200 million LINE users around the world, with a focus in Japan, Taiwan, Indonesia, and Thailand. This certification is another addition to Adjust's expansion in the Asia market. In May 2017, Adjust launched the ability to measure domestic China app campaigns overcoming latency issues with The Great Firewall of China (GFW).

Henschel continued, "As an 'Ads Measurement Partner' for LINE 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 LINE to ensure our integration on the LINE Ads Platform 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 the LINE Ads Platform

The "LINE Ads Platform" is a performance-based marketing platform that allows advertisers to directly interact with LINE users. Since June 2016, advertising is distributed directly inside the timeline of users on "LINE" as well as within "LINE NEWS" app, and also the "LINE manga" app. As of September 2017, over 3,000 corporations and brands have used this service.

Advertisers are able to select their budget, campaign periods, user demographics, and creatives on their dashboard to run campaigns on the LINE Ads Platform. By switching to this performance-based marketing platform, limitation of ad space and ad budgets will no longer be a blocker for advertisers to run ads on LINE. Advertisers will also no longer need to manually check the ad performance and can rely on LINE Ads Platform to manage ad spend and monitor performance metrics.

About the Marketing Partner Program

The "Marketing Partner Program" is a program that certifies and commends advertising agencies and service developers in four categories, "Sales Partner", "Ad Tech Partner", "Data Provider Partner" and "Ads Measurement Partner".

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.