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## Adjust Opens Door into China Market for US Mobile Companies with Infrastructure Breakthrough

*Mobile infrastructure expansion enables publishers to acquire and measure performance of mobile user engagement and monetization effectively for the first time in China*

**BERLIN and SAN FRANCISCO – May 3, 2017** – Adjust today announced a significant expansion of its mobile measurements platform into mainland China that enables Western companies to effectively monetize app users in this market. From mobile ad networks to app publishers and marketers, Adjust's infrastructure will allow companies to grow on a global scale through acquiring new active users, measuring engagement and performance, and monetizing accordingly.

Christian Henschel, CEO of Adjust, said: "This is a significant investment into China that is truly a game changer for mobile businesses. Until now, China has been a black box for app marketers to measure the results of acquisition campaigns and reinvest into high yielding audiences, and yet, the market is massive with over 600 million smartphone users today and growing by 50 million users annually. We anticipate that tapping into this market now will make a huge impact for companies looking to grow in Asia."

Without Adjust's infrastructure, web traffic going in and out of China is often associated with significant network delay, time-outs, and congestion. The Great Firewall of China (GFW) means that mobile ad click URLs can take many seconds to redirect, and conversion data from the app is often lost as the app fails to connect to remote servers – resulting in low accuracy as well as poor user experience. Starting today, companies using the Adjust platform to measure campaigns inside China can connect seamlessly – no special Chinese app builds, no mandatory server-to-server integrations, just the entire Adjust platform measuring Chinese campaigns.

Network benchmarks show that users clicking on ads would have to wait on average 2.67 seconds before reaching ad destinations, like an app store. The same benchmark showed that Adjust's upgraded platform achieved a 1.01 second delay, an improvement of 163%.

James Woodmansey, Head of User Acquisition at Playdemic, said: "For Playdemic, China is a huge opportunity we want to pursue, but there's a number of challenges in getting our games and the technology that powers them ready for the market. As one of our core mobile partners, Adjust's new native support for the market resolves a series of problems when we think about launching a title there."

For more information on Adjust's mobile measurement platform, visit [www.adjust.com](http://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.