

adjust Releases Q3 2015 Mobile Benchmarks Report for iOS and Android Apps

Unprecedented volume of raw data released publicly by leading mobile attribution and analytics firm for app publisher analysis, along with initial insights gleaned on time spent, sessions per user and retention rates across key verticals.

BERLIN and SAN FRANCISCO (October 15, 2015) -- *adjust*, the market leading mobile attribution and analytics platform, today announced the release of its latest report on average performances of mobile app users across iOS and Android devices. Over 10,000 apps were included in the study, which is now available publicly on the company website. Key insights from the Q3 Mobile Benchmarks report reveal:

- Mobile users spend 2-10 times more time in games than in any other type of app
- Books and magazines retain more users after seven days than other verticals
- Seven days after install, users return to social networks and messaging apps on average three times per day
- Most users spend on average about five minutes in a distributed series of actions in an app

Most notably, *adjust* has also published an unprecedented volume of raw data from the study, in order to give analysts the possibility to further develop cohorts by vertical and interpret the data for their specific market needs.

"We've grown tremendously over the past year where we now have over 1.3 billion live instances of the *adjust* SDK and we're collecting, processing and transmitting over 1 Petabyte per month of app data for company business intelligence. As such, we felt it was important to provide our clients as well as the global app marketplace with relevant and actionable data from our knowledge base with the development of this Q3 study," said Christian Henschel, CEO and Co-Founder of *adjust*.

For this study, *adjust* used its internal API – the KPI Service – to aggregate data from all iOS and Android apps currently tracked with its solutions, and then developed cohorts to track average performances across the mobile ecosystem during the Q3 period. The benchmark figures reported in the study include retention rates, sessions per user, and time spent.

The Q3 2015 Mobile Benchmarks report shows that app users typically spend more time in games than any other type of app, up to 10 times more depending on the category of apps. Books and magazines

retain more users after seven days than other verticals. Social and messaging apps have the highest engagement among the verticals with users returning more frequently on a daily basis.

To download the full report and data sets, please visit www.adjust.com/mobile-benchmark-q3-2015.

For questions regarding *adjust's* leading analytics and attribution solutions, please contact sales@adjust.com.

ABOUT ADJUST

adjust is a business intelligence platform for mobile apps, providing the highest quality analytics and attribution solutions for companies worldwide. With *adjust's* open source SDK, app developers can track and analyze user acquisition, feature releases, user lifetime cohorts and more. *adjust* 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 600 networks and analytics providers worldwide. Founded in Berlin in 2012, *adjust* today has global offices in San Francisco, Istanbul, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading app and IT companies; global brands like Universal Media, Yandex and Sony Music; as well as the world's largest advertising and media agencies, including Vivaki, Publicis and GroupM. *adjust* supports clients on the ground from each global office, and offers fully localized solutions in multiple languages.

adjust is the only mobile analytics company to meet stringent EU privacy compliance standards, proving that app tracking does not have to be intrusive. *adjust* is funded by Target Partners, Capnamic Ventures, and Iris Capital.

For more information, visit www.adjust.com or contact sales@adjust.com.