

## MEDIA RELEASE

### **Trademob and *adjust* announce strategic partnership to create plug and play mobile ad retargeting**

- Trademob joins *adjust*'s new Preferred Data Program (PDP), which gives media partners access to powerful data through real-time APIs
- *adjust* clients now benefit from plug and play retargeting campaigns on Trademob's programmatic buying platform without the need to implement any extra tracking
- This partnership allows *adjust* to automate the heavy data lifting whilst Trademob takes care of real-time campaign optimization

**LONDON, SAN FRANCISCO and BERLIN, 21 May 2014:** *adjust*, an international app analytics and attribution company, has intensified its partnership with European mobile app marketing technology experts, Trademob. This will enable app marketers to win back lost users, re-engage dormant users and maximize their mobile revenue.

*adjust*, formerly known as adeven, combines attribution for all key app marketing sources with advanced analytics and app store statistics such as rankings, ratings and reviews. Attribution, the art of connecting clicks with their source, means that mobile app marketers are able to tell where a user came from, when they installed the app and how much revenue they generate.

Trademob, who developed the first mobile retargeting platform focused entirely on apps late last year, has already demonstrated up to 300 percent higher in-app conversions, and up to 95 percent lower costs for acquiring quality users through their retargeting campaigns.

The announcement comes as *adjust* launches its Preferred Data Program (PDP). As a PDP partner, Trademob is now able to offer full automation of mobile app retargeting campaigns with their real-time bidding (RTB) platform, which plugs seamlessly into *adjust*'s business intelligence platform.

Mobile advertisers benefit from:

- Improved monetization from existing user base
- Reduced advertising costs
- Full transparency with detailed reporting and comprehensive analytics
- Real-time optimization through advanced and fully automated programmatic buying algorithms
- A simple plug and play solution via the *adjust* open source SDK

CEO and co-founder of *adjust*, Christian Henschel said its partnership with Trademob takes automated mobile marketing to the next level with retargeting and real-time campaign optimization.

Hendrik Volp, Chief Revenue Officer of *adjust*, has been intensely discussing industry needs with clients and key players in the ecosystem.

"*adjust*'s new PDP gives our media partners additional access to data such as retargeting lists via an API, user install, session and in-app activity as well as historical data," Volp said.

“We do the data heavy lifting, providing our PDP partners with extremely powerful information that will help them deliver more accurate, relevant ads to people.”

The mobile industry has moved forward in the past year, away from the traditional install and download focus, towards user retention and re-engagement marketing techniques as seen in the online world.

Trademob’s Chief Product Officer, Dr. Matthias Schoen said: “As mobile app marketing matures, our clients are looking beyond the install to get the best value out of their user base.”

“Mobile retargeting is a more personalized approach to app marketing as it keeps existing users engaged with their app - it is the first marketing tool to drive meaningful marketing KPIs beyond the download. Our new partnership with *adjust* gives us access to sophisticated tracking technology to bring mobile retargeting campaigns to a next level.” Schoen said.

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### **About Trademob**

Trademob is Europe’s leading technology expert in mobile app marketing. From planning an app launch to re-engaging users and maximizing revenue, the technology company helps build an app marketing strategy from day one and finds the right media mix for every stage in the app marketing lifecycle. Coupling the world’s largest mobile inventory with its own pioneering mobile advertising technologies, the company achieves a maximum volume of high-quality users and revenue for its clients. By leveraging real-time bidding and retargeting through its proprietary technology platform as well as unmatched industry expertise efficient and effective app marketing is achieved. Trademob plans, tracks and optimizes mobile user acquisition and re-engagement campaigns across more than 250 mobile ad networks, RTB exchanges and media partners, reaching over 1 billion iOS and Android users.

Founded in 2010, the venture-backed company is headquartered in Berlin, servicing a multitude of international clients. Trademob serves world-renowned brands such as eBay Classifieds and bwin.party.

**Media contact:** Ramona Neitz [rn@trademob.com](mailto:rn@trademob.com) or +49-30-202 15 75 20

### **About *adjust* (formerly adeven)**

A mobile app tracking and attribution company based in Berlin and San Francisco, *adjust* provides app marketers with a comprehensive business intelligence platform. As an official Facebook Mobile Measurement Partner, *adjust* is integrated with over 200 major networks worldwide. With the broadest network and market coverage, *adjust* ensures that marketers and publishers know exactly how their app is performing anywhere in the world. *adjust* is also the only mobile analytics company to meet stringent EU privacy compliance standards. Clients include some of the world’s largest brands in Asia, the EU and the Americas, such as Baidu, Deutsche Telekom, Universal Music and Viacom. *adjust* delivers app analytics to the world’s largest advertising and media agencies including Vivaki, Publicis and GroupM.

**Media contact:** Monique Zytnik [monique@adjust.com](mailto:monique@adjust.com) or +49 152 551 86723