

Media release

Upsight and adjust Team Up to Deliver Deeper Actionable Analytics to Enhance App Performance

App marketers can now leverage the power of Upsight's enterprise-grade marketing and analytics platform with adjust's mobile attribution analytics to optimize app performance

BERLIN and SAN FRANCISCO - AUGUST 28, 2014 – adjust and Upsight today announced a partnership offering adjust's advanced attribution analytics with Upsight's enterprise-grade analytics and marketing platform.

The powerful combination of the companies' solutions gives mobile marketers the ability to use Upsight to better understand the performance of their app's acquisition channels. For example, mobile marketers can use Upsight Data Mine to conduct an ad hoc query of adjust's ad campaign attribution data in order to help them find answers to complex questions that impact their marketing efforts. By identifying these critical insights, such as the lifetime value of a user acquired through a particular campaign or determining the time to break even on acquisition cost, mobile marketers will be able to maximize the ROI of their marketing spend.

Understanding the performance of acquisition and retention campaigns is critical in determining how to optimize the lifetime value of an app's user base. With this combination, mobile marketers can now clearly see what campaigns are working and where adjustments can be made to their activities.

"With this partnership, customers will get access to an industry-leading attribution product that, when combined with advanced analytics tools like our Data Mine, will deliver highly valuable insights into the performance of acquisition marketing campaigns," said Josh Williams, Chairman and CTO of Upsight. "We're excited to work with adjust, a partner that shares our focus on data security and operates with integrity."

"User focused attribution is essential for any marketing campaign – the ability to connect the user with the click, install and in- app activity means that the source of the most valuable users can be identified, said CEO and Co-founder of adjust, Christian Henschel. "We're proud to partner with Upsight, offering comprehensive analytics and added features such as campaign re-attribution, which is essential for the re-engagement focused marketers."

For more information, visit www.upsight.com and www.adjust.com.

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About Upsight

Upsight's mission is to transform the world's data into valuable action. Mobile and social developers leverage Upsight's comprehensive analytics and marketing platform to better understand user behavior, decide what it means, and act to impact their key business goals.

Formerly Kontagent+PlayHaven, Upsight now spans 25,400 apps, 700+ million monthly active users, 1.2+ billion devices, and 500+ billion in-app events each month.

Upsight is widely adopted by a variety of mobile-focused businesses including established brands such as Warner Brothers, Coffee Meets Bagel, and Turner, and game publishing powerhouses such as Glu, Electronic Arts, SEGA, and BigFish, as well as thousands of indie app developers.

Upsight is headquartered in San Francisco. For more information, please visit www.upsight.com.

About Adjust (*formerly known as adevon*)

adjust is a mobile attribution and analytics company that provides app marketers with a comprehensive business intelligence platform. adjust combines attribution for advertising sources with advanced analytics and store statistics such as rankings, ratings and reviews.

Attribution enables mobile app marketers to identify where a user came from and when they installed the app. In the analytics department, adjust offers cohort analysis in addition to deliverable analytics that count sales, events, sessions, installs and clicks. Marketers can group users together by common criteria, such as the install time. KPIs can then be normalized over the lifetime of the user. Additional product features include: app store statistics like global rankings displayed in the dashboard, deep-linking fallback and reattribution for re-engagement campaigns.

adjust is an official Facebook and Twitter mobile measurement partner, and is also integrated with over 200 other major networks worldwide. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally.

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