

adjust extends anti-fraud initiative with first-ever European mobile fraud conference in Berlin

Berlin - 4 February, 2016 Today, adjust announced the next steps in their anti-fraud initiative: a Berlin conference on mobile user acquisition and fraud prevention, Mobile Spree, with confirmed key speakers from Spotify, Zalando, Delivery Hero, GetYourGuide, and HotelTonight.

"Fraud is like the elephant in the room. Every larger team working in mobile with user acquisition and app promotion has come across this very large issue, but nobody wants to talk about it. The results are abnormal campaigns with strange numbers, which can't be properly analysed," says Christian Henschel CEO and Co-Founder of adjust. "We want to build a matter-of-fact, honest conversation about these issues with the key stakeholders across Europe."

Hosting over 150 experts in mobile marketing, reputable experts such as Robert Lamvik (Growth at Spotify), Andre Kempe (Performance Marketing Lead at Zalando), Mats Diedrichsen (CMO at Delivery Hero), Martin Sieber (Co-Founder and Head of Mobile Apps at GetYourGuide), and Brian Han (Head of Growth at HotelTonight) will speak about key topics in mobile marketing such as fraud, with further speaker announcements to follow.

adjust's research on preventing falsification or adulteration of mobile traffic is currently in implementation in early tests with selected clients. In January this year, the company published some of its findings and outlined software solutions, encouraging complementary or rival solutions to implement these for industry-wide coverage. The insights and results of their studies as well as success stories from initial beta tests will be released at Mobile Spree on 2 June 2016 in Berlin. "We are in a unique position – powering hundreds of millions of paid installs across tens of thousands of apps – to broadly analyse common patterns and directly intervene to shut fraudulent traffic down," says Paul H. Müller, CTO and Co-Founder of adjust.

This announcement follows on the heels of the appointment of fraud specialist Andreas Naumann earlier this year. Naumann is an expert in large scale data analysis and has worked with advertisers in fraud prevention at multiple European leading ad networks including Zanox, Trademob, and Glispa. The conference will be hosted on 2 June 2016 at the refurbished Stadtbad Oderberg in Berlin.

For more information about Mobile Spree, please visit mobile-spree.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, Beijing, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading app developers like Zalando, Rovio and Zynga or global brands like Microsoft, Yandex and Warner Bros. 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, Iris Capital, ACTIVE Venture Partners and Highland Europe. For more information, visit www.adjust.com.

Headline 2

Duis eleifend auctor nisl, id porta est tristique non. Ut tincidunt lacus a ligula tincidunt, quis sagittis ligula sodales. Pellentesque est libero, gravida ut nibh et, vestibulum vestibulum lorem. Phasellus ac mattis sem, nec rutrum mauris. Pellentesque interdum semper nisl, a molestie neque accumsan in. Sed tellus est, consequat ut sagittis vel, lobortis et mi. Sed ligula mi, ullamcorper et arcu id, lobortis mollis tellus.

Headline 3

Sed dui ante, faucibus id vulputate sit amet, lobortis eu metus. Nunc tempor aliquet libero sit amet blandit. Fusce sit amet erat auctor ante ullamcorper facilisis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent sed odio leo. Nullam hendrerit eros libero, quis placerat mi ultricies at. Suspendisse sit amet sapien in urna congue pellentesque.