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Adjust Launches Audience Builder, Early Results Show Over 200% Return on Advertising Spend Achieved

New app user segmentation solution enables advertisers to successfully define and engage audiences through re-targeting, cross-promotional, and lookalike campaigns

BERLIN AND SAN FRANCISCO - August 10, 2017 - Adjust today announced new functionality now publicly available in its Audience Builder tool, enabling advertisers to achieve even greater results by increasing the granularity of the audiences they build. This includes audience count, the ability to segment on multiple in-app events and revenue values on all historical app data.

Early beta results of Audience Builder through campaigns with health and fitness app developer Runtastic saw well over 200% improvement of their return on advertising spend (ROAS) and a 900% improvement of users registering and purchasing a subscription in just seven days, a significant outperformance to benchmark campaigns run without Audience Builder.

With Audience Builder, advertisers can define segmentation rules based on actual app user attributes and events within any timeframe, country, OS or across different apps they are tracking. Once created, advertisers can export audiences as a list of advertising IDs directly from their Adjust dashboard and upload these lists to partners like Facebook. These audiences can also be split, giving advertisers new ways to A/B test retargeting, run cross-promotional campaigns, and create lookalike campaigns. Before Audience Builder, many advertisers did not have the ability to pass this type of data on, due to internal policy restrictions or because of limited internal resources. Compounding this issue is the fact that advertisers typically need a warm up period for an 'audience' to become large enough to have a significant impact on both lookalike user acquisition campaigns or retargeting.

CEO of Adjust Christian Henschel, said: "We enable very acute segmentation capabilities based on a very complex user dataset. This is why we're seeing greater ROAS in a shorter amount of time with campaigns run using the segments created with Audience Builder. Throughout our testing with partners like Runtastic, Audience Builder generated higher

returns than the previous best-performing segments. This coupled with the fact that many advertisers weren't actually able to run these types of campaigns before due to internal policies makes it a game changer."

Audience Builder was created as an extended privacy compliant platform for defining, analyzing and exporting user segments to partners like Facebook in compliance with the European Commission's new draft directive from January 2017. Audience Builder is designed to provide refined datasets to third parties while allowing advertisers to control and retain sensitive information at the original collection point, thereby meeting their own internal and external privacy regulations. Since soft launching in February, Adjust's globally-based clients have built over 1000 audience segments with Audience Builder and uploaded these audiences to platforms like Facebook to leverage lookalike audiences, including Facebook's newest Value Based lookalike feature, plus running retargeting and cross-promotional campaigns.

Lotta Weigeldt, Head of Growth at Runtastic, said: "With the extra segmentation achieved through Adjust's Audience Builder, we were able to target our higher value users much more effectively, shown by the drastic decrease in our costs per purchase, and increase in both users registering to make a purchase and our ROAS. Additionally, we saw positive ROAS after just seven days, which is outstanding over what we would typically see with similar campaigns. Working with Audience Builder in conjunction with Facebook's new targeting feature has added tremendous tangible value to our marketing efforts."

For more information on Adjust's attribution technology and use cases, visit 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.