



Adjust GmbH Saarbrücker Straße 37a, 10405 Berlin, Germany
Adjust Inc. 500 Montgomery Street, Suite A, San Francisco, CA 94111, USA.
Phone +49 30 91 46 00 83, Fax +49 30 25 74 96 75 www.adjust.com

Adjust Releases Annual Global App Trends Report: Indonesia, Brazil And Korea Fastest-Growing App Markets

- *Report Shows Apps Lose On Average 79% Of Their Users In The First Week Following Their Install*
- *Findings Reveal Ad Fraud Remains A Serious Issue For Mobile Marketers - With Dating, Banking and Shopping Apps The Hardest Hit*

San Francisco / Berlin, May 14th, 2019 -- [Adjust](#), the industry leader in mobile measurement and fraud prevention, today released its annual Global App Trends report, providing a snapshot into the global mobile app economy and its growth. Based on anonymized data collected over 2018 and across the top 1,000 best-performing apps on the platform, the data set spans over 7 billion installs and 120 billion sessions.

The report reveals the fastest-growing and longest retaining apps across the global App Economy. It also marks the debut of Adjust's new Growth Index, bringing unique context to install numbers and shedding light on the real growth rate for apps across verticals and countries.

App growth trends

To calculate growth, Adjust used their total number of installs per month and divided them by monthly active users (known as MAU) for each country or vertical in its data set. This showed the rate of growth that apps receive from installs against their monthly active user base. The findings showed that:

- Indonesia, Southeast Asia's largest economy, was the fastest-growing country for app marketers, followed by Brazil, Korea, Malaysia and Turkey.
- In terms of verticals, Mid-core games experienced the biggest increase in traffic in 2018. Ride-share, ride-hail and taxi apps, along with Sports games also experienced huge increases in traffic in 2018. Video and streaming came in fourth place, followed closely by Dating apps in fifth position.

Do these fast-growing verticals retain users?

The data also shed light on retention rates and session data - which helps distinguish if the strongest growing app categories are also the biggest crowd-pleasers. The report showed that overall, from Day 0

(date of install) to Day 1, apps lose on average, 69% of all their users. From Day 1 to Day 7, overall average retention decreases to 21%. On average, an app loses 79% of users in the first week of install.

However, News (31%) and Comics (28%) apps have the highest retention rates by Day 7 of install, each having around 2.2 sessions per day on average. The trend continues with some Gaming apps, which tend to have some of the highest churn rates between Day 1 and Day 7. For instance, Sports lose 18%, and Mid-core Games lose 14% of users. On average, Gaming apps lose 10% of their initial user base between Day 1 and Day 7.

Ad fraud still a thorn in the side of all verticals

The report also showed that fraud remains a serious issue for mobile marketers. Data from the report showed that:

- Adjust rejected close to 300 million (269,036,991) fraudulent installs in 2018.
- [Click Injection](#) accounted for almost half of these rejected installs with 48%, followed by [Click Spam](#) (26%), [SDK Spoofing](#) (17%) and [Fake Installs](#) (9%).
- Dating, Banking and Shopping apps topped the list for the verticals most affected by ad fraud.

Paul H. Müller, Co-founder and CTO at Adjust, commented: “*Ad fraud continues to be a black mark on the mobile industry the world over. While dating, banking and shopping apps are most affected, that’s not entirely surprising. These apps have among some of the highest CPAs (Cost per Actions). It’s worth bearing in mind that fraudsters don’t discriminate by vertical, they just simply follow where the money is - and the larger the cost, the bigger the motivation for fraudsters to go after the app.*”

For more insights into retention, sessions, time spent and fraud - as well as vertical-specific deep dives into Shopping, Fintech and Travel apps - the report can be downloaded [here](#).

###

About Adjust

[Adjust](#) is the industry leader in mobile measurement and fraud prevention. The globally operating company provides high-quality analytics, measurement and fraud prevention and cyber security solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Line, and Tencent. In total, more than 25,000 apps have implemented Adjust's solutions to improve their performance. Founded in 2012, today Adjust has global offices in Berlin, New York, San Francisco, São Paulo, Paris, London, Moscow, Istanbul, Tel Aviv, Seoul, Shanghai, Beijing, Tokyo, Mumbai and Singapore.

Adjust recently acquired data aggregation platform [Acquired.io](#) and award-winning cybersecurity and AI startup [Unbotify](#). In February 2019, the company formed a strategic partnership with Adways, Japan's

leading mobile marketing agency. These moves are part of Adjust's goal to unify advertisers' marketing efforts and build the best-in-class measurement and fraud prevention suite.

Contact info:

Lennart Dannenberg

Head of PR at Adjust

Email: pr@adjust.com

Phone: +49 162 248 3473