

 REPORT

The finance app insights report: 2025 edition

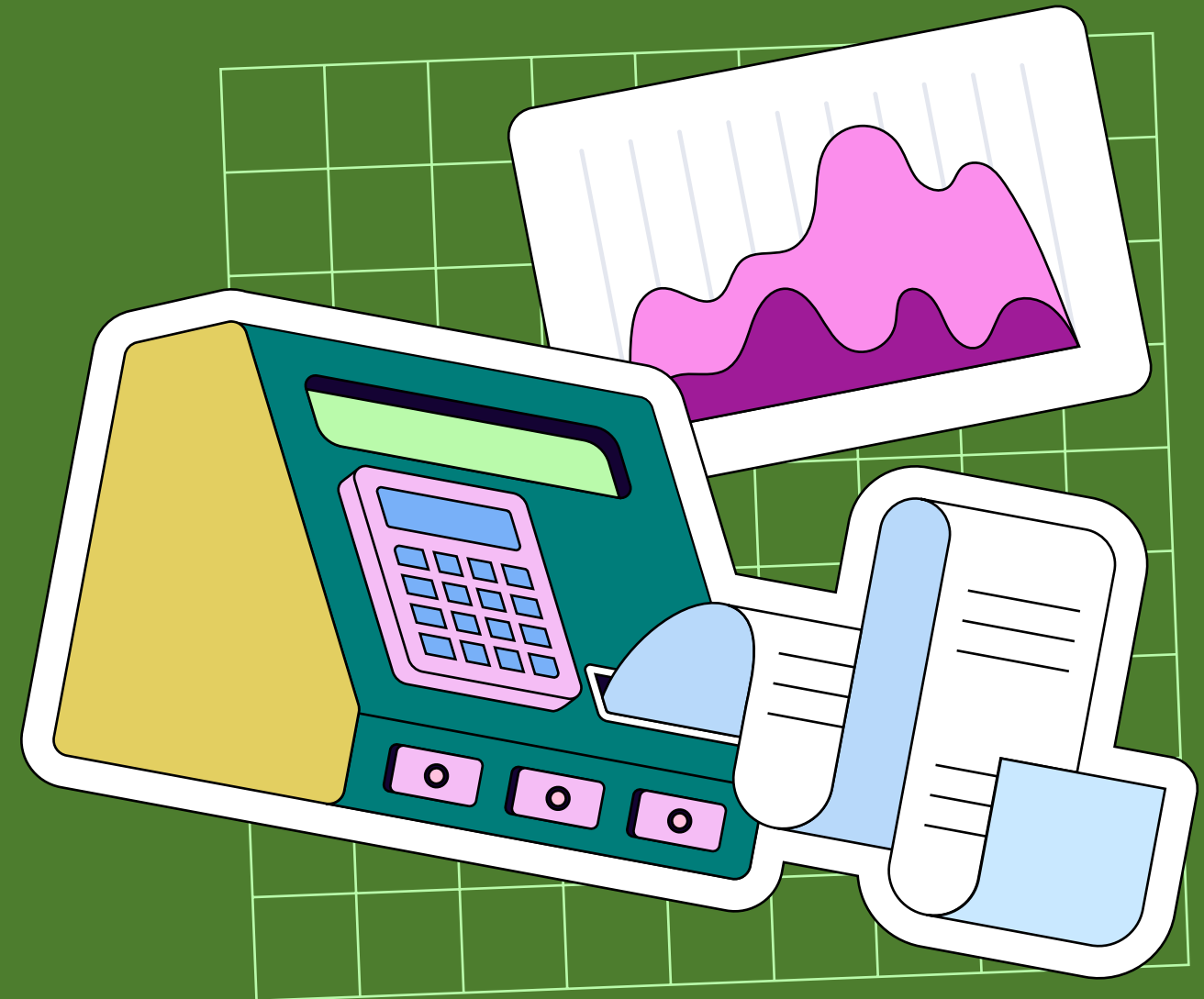
Deep-dive into scalable
user acquisition

 ADJUST



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INTRODUCTION

Finance app growth recalculated

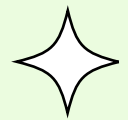
Building on 2024's momentum, the global finance app market has entered a new phase of growth and maturity. Consumers now rely on mobile platforms for a wide range of financial activities, fueled by rising smartphone adoption, artificial intelligence (AI) and blockchain innovation, and the shift to cashless payments. Financial institutions are broadening digital channels to meet demand, while fintech startups and super apps compete on usability and speed. Banks are upgrading mobile offerings as regulators adapt frameworks to balance innovation with compliance. These dynamics have translated into measurable growth. [Global finance app downloads](#) reached 7.35 billion in 2024, while total time spent in-app rose to 21.4 billion hours. By 2034, [personal finance app revenue](#) is projected to reach nearly \$12.6 billion.

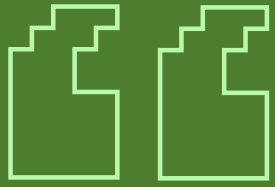
Growth remains strong across all finance app subverticals. [Consumer banking apps surpassed 2 billion downloads in mid-2025](#). Payments are diversifying across digital wallets, peer-to-peer transfers (P2P), and instant-payment networks, with [global payments revenue](#) expected to exceed \$3 trillion by 2028. Crypto and trading apps have recovered gradually since the 2022 downturn, supported by easing inflation and renewed investor confidence. Industry reports estimate that there are over [580 million crypto users](#) in 2025, with 78% using mobile-first exchanges. Stock-trading apps generated revenue of [\\$24.7 billion in 2024](#), posting double-digit year-over-year (YoY) growth.

As the market expands and user behavior becomes more dynamic, measurement is evolving to keep pace. Finance apps operate in fast-changing environments. As a result, separating true marketing impact

from organic demand has become increasingly difficult. High-value user segments and strong acquisition incentives also attract fraud and attribution manipulation, making clean experimentation, advanced modeling, and validation essential to prevent budget misallocation. Success depends on holistic, privacy-ready measurement and attribution, complete with proactive fraud prevention. Solutions for deep linking, predictive analytics, incrementality testing, and next-generation, AI insights are also increasingly critical.

Adjust's benchmarks and insights are designed to help finance app marketers navigate this complex, competitive ecosystem. By combining data, context, and expert analysis, this report equips teams to measure performance accurately, optimize UA and retention efforts, and build sustainable growth moving into 2026.





“Financial services are built on trust, and the same principle applies to how finance apps grow. Sustainable growth depends on precision, innovation, and understanding where real value comes from. The strongest teams turn complex data into clear, actionable insights, combining intelligent automation with reliable attribution to ensure every decision drives measurable outcomes. In a market defined by credibility, Adjust empowers marketers to make fast, confident decisions that build lasting value.”

ADJUST



Tiahn Wetzler
**Director,
Marketing**

AI across the finance app ecosystem

AI is becoming a standard component of how finance apps operate, with adoption shifting from isolated pilots to integrated, production-level systems. Today, the focus

is on building AI solutions that are transparent, compliant with evolving regulations, and able to deliver measurable business outcomes.

Application area	How it works	Impact
Fraud detection	Machine learning (ML) models analyze transaction, behavioral, and device data in near real time to flag anomalies and block or escalate suspicious activity.	AI can reduce fraud and false positives, improving trust and reliability. However, model performance depends on data quality, and human review is still essential to catch edge cases.
Credit scoring	AI systems evaluate creditworthiness using traditional financial data plus alternative indicators (e.g. telecom usage, utility payments, education records).	This approach enables faster, data-driven lending decisions and broader access to credit. But model bias, regulatory limits, and transparency requirements must be managed.
Generative AI and chatbots	Large language models (LLMs) generate user-facing summaries, answer queries, and automate support via text and voice interfaces (in limited / pilot deployment).	These systems improve responsiveness and support scalability and often operate under human supervision, especially in complex or risky contexts.
Personalization	Predictive analytics recommends offers, insights, or actions tailored to individual behavior, goals, and transaction patterns.	Personalized experiences enhance relevance and engagement. Constraints include privacy laws, data sparsity in some markets, and the need to avoid overfitting or intrusive nudges.
Compliance automation	AI supports Know Your Customer (KYC), Anti-Money Laundering (AML), transaction monitoring, and risk scoring by analyzing large datasets using explainable and auditable models.	Automated compliance reduces manual burden, and enhances consistency. High-risk decisions must still pass human review. Models also must be retrained to mitigate drift.

Adjust Growth Copilot: Your AI partner for app growth

Finance app marketers work with regulated, high-volume data across multiple channels and KPIs. Getting timely, accurate insights is critical, but manual reporting often slows the process. Adjust Growth Copilot solves this by turning performance and attribution data into plain-language insights directly within the Adjust platform.



Ask. Analyze. Act.

Get quick answers to key business questions like:

- Which campaigns drove the most valuable users this week?
- How did retention vary across regions last quarter?
- Are there anomalies in install or session trends for our campaigns?



Smarter insights, faster action

Growth Copilot highlights shifts and anomalies efficiently, visualizes key metrics, and compares results across cohorts and channels, all in one place. Its clear, shareable dashboards make it easier for teams to collaborate and align on next steps.



Made for agile teams

Designed for speed, accuracy, and compliance, Growth Copilot streamlines reporting, reduces manual work, and makes insights accessible across marketing, analytics, and compliance functions.

Adjust Growth Copilot is now in open beta.



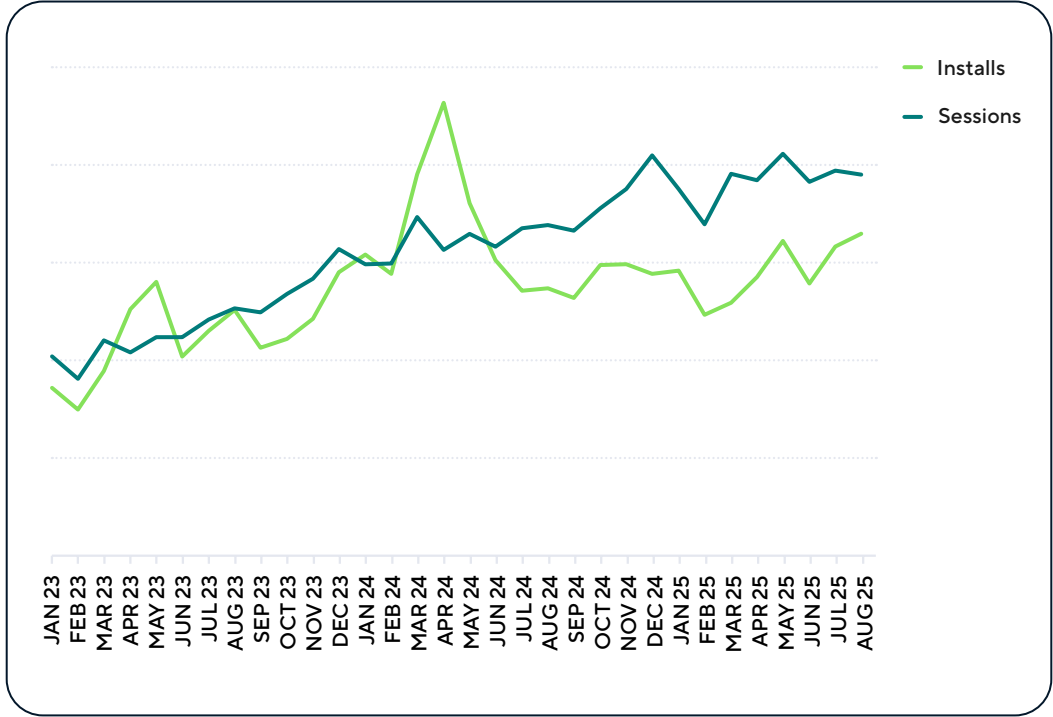
Finance app trends to watch

HERE ARE FIVE FAST-MOVING TRENDS SHAPING HOW USERS SAVE, SPEND, AND INVEST:

- 1. Embedded finance**
Financial services are moving beyond standalone apps. Payments, loans, and insurance are increasingly built into e-commerce, mobility, and lifestyle platforms, enabling frictionless transactions. The embedded finance market value is projected to reach [\\$690 billion by 2030](#), according to recent forecasts.
- 2. Open banking**
Open banking is expanding into open finance, giving users unified access to their financial data across services. Through secure APIs, they can view accounts, investments, and insurance in one place. The global open banking market size is expected to reach around [\\$135 billion by 2030](#).
- 3. Financial inclusion and literacy**
Finance apps are broadening access to essential services in underserved markets. Tools for micro-investing, credit building, and gamified saving are helping users manage money more confidently. Financial wellness is now a key product goal for many brands.
- 4. Regulatory tech (RegTech)**
Compliance is becoming a built-in feature, not an afterthought. Apps are automating KYC, AML, and transaction monitoring to meet evolving global standards. Biometric verification and consent-based data flows improve trust and transparency, while reducing the operational costs of manual checks.
- 5. Super apps**
Super apps have long been central to digital finance in many parts of Asia, combining payments, savings, and investing within a single platform. Their influence is now shaping global fintech design. Western finance apps are increasingly adopting modular ecosystems, integrating multiple services through partnerships and APIs to offer similar convenience and retention advantages.

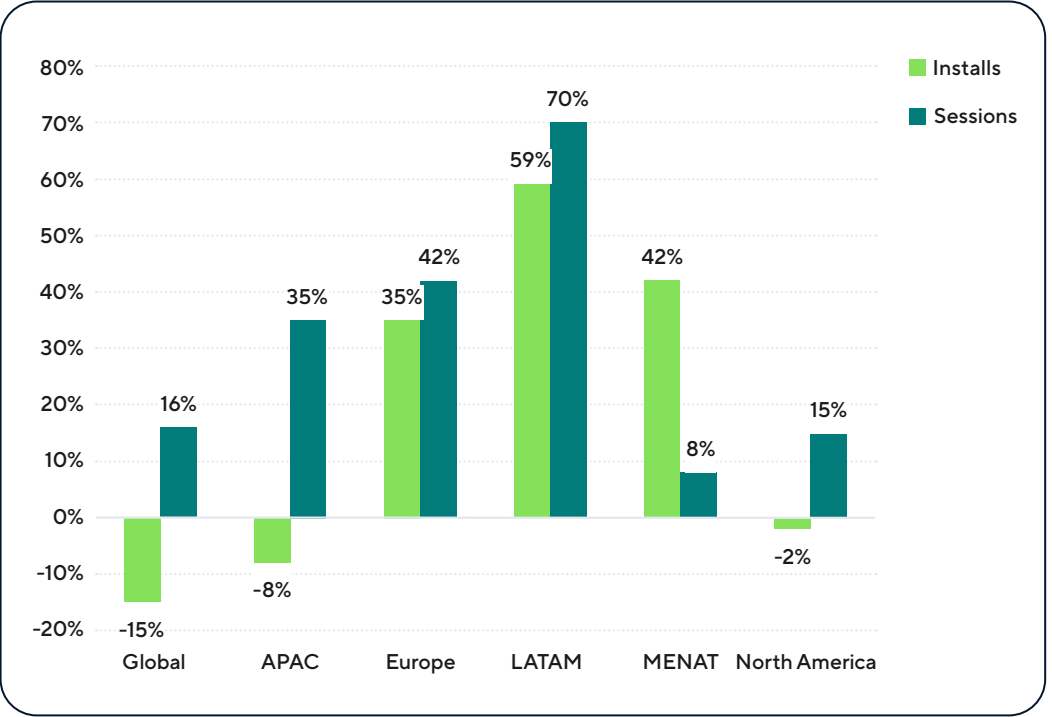
Global overview of finance app performance

Finance app install and session growth January 2023 - August 2025 (Global)



Global finance app activity continued its upward trajectory YoY in 2024, with installs up 27% and sessions by 24%. Compared to 2024's average, installs peaked in April (+36%), then dipped midyear before rebounding in May 2025 (+8% vs. H1 average) and August (+10%). Sessions maintained steady growth, accelerating in late 2024 (+15% in December).

Finance app install and session growth percentages by region YoY H1 2025 vs. H1 2024



YoY in H1 2025, LATAM (+59% installs, +70% sessions) led global growth, followed by Europe (+35%, +42%) and MENAT (+42%, +8%). In APAC and North America, installs declined slightly, but sessions increased 35% and 15%, respectively.

BONUS

In Q3 2025, finance app installs grew 11% YoY, while sessions jumped 16%.

Methodology

VERTICALS:

Finance (all), bank, crypto, payment, stock trading.

REGIONS:

Global, APAC, Europe, LATAM, MENAT, North America.

COUNTRIES:

Brazil, DACH (Germany, Austria, Switzerland), France, India, Indonesia, Ireland, Japan, Malaysia, Mexico, Philippines, Saudi Arabia, Singapore, South Korea, Thailand, Turkey, United Arab Emirates (UAE), United Kingdom (U.K.), United States of America (U.S.), Vietnam.

DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries, and one with approximately 250, based on the ISO 3166-1 standard.

DATE RANGE:

January 2023 - August 2025

RATIOS AND SHARES:

Reattribution and paid/organic are both expressed as ratios, where X:1. In the case of the paid/organic ratio, a value of 3 (3:1) means that for every 100 organic installs, there are 300 paid installs. Similarly, for the reattribution share, a value of 0.7 (0.7:1) would mean that for every 100 total actions (installs + reattributions), there are 70 reattributions.

All dollar amounts represented are USD.



Key takeaways

27%

Global finance app installs grew 27% YoY in 2024 and sessions increased 24%.

70%

LATAM led finance app growth with installs up 59% YoY in H1 2025 and sessions up 70%.

1.16↑

Finance apps are leaning more on paid acquisition, with the global paid/organic ratio rising from 0.79 in 2023 to 1.16 in H1 2025.

1.13\$

Finance app CPI fell from \$1.51 to \$1.13 and IPM rose from 2.46 to 2.76 in H1 2025.

12.1↑

Crypto (11.9 min) and stock trading (12.1 min) apps recorded the longest session lengths in H1 2025.

20.6%

Banking apps achieved the highest day 1 retention among the subverticals, reaching 20.6% in H1 2025.

4%

Ad engagement improved, with CTR increasing from 1% to 2%, led by Japan (4%) and the Philippines (3%).

12.8↑

Finance apps expanded partnerships, averaging six partners per app, with stock trading apps leading at 12.8.

PART 1

How finance apps attract, engage, and retain users

Install and sessions patterns

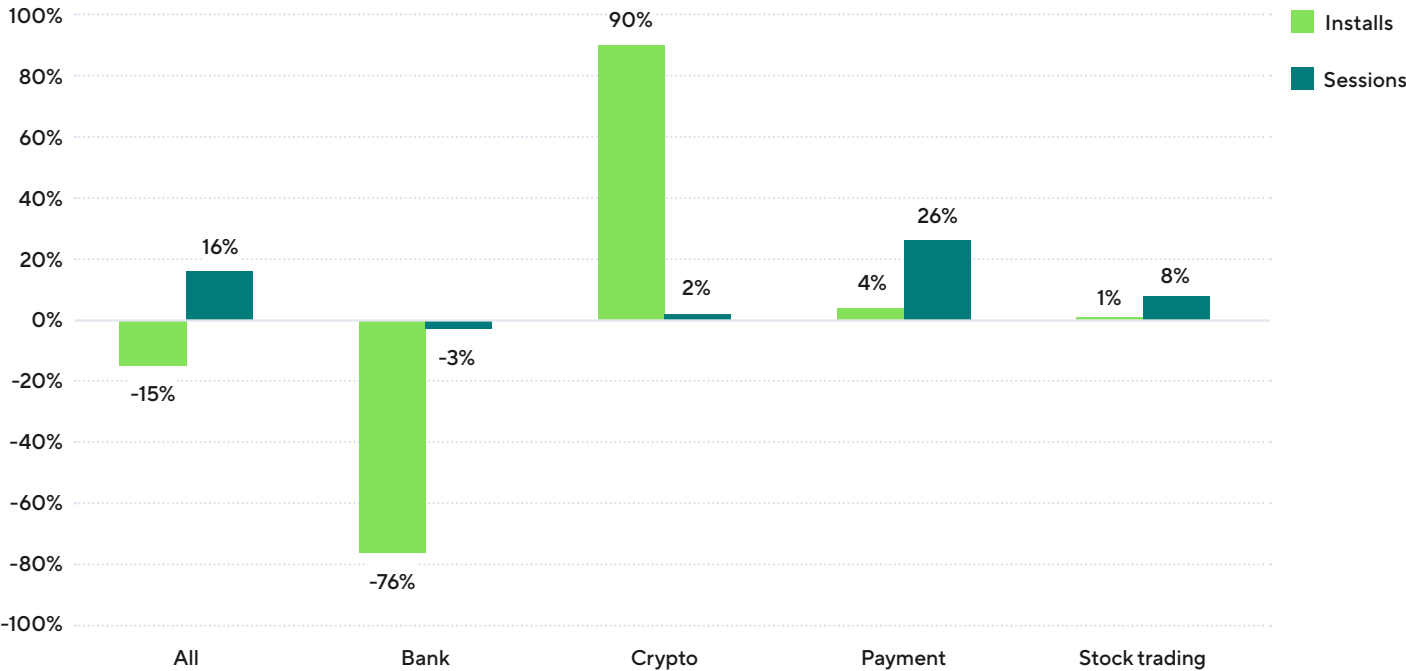


Crypto app installs surged 90% YoY in H1 2025, though session growth was limited to 2%. Payment app installs grew 4% and sessions climbed by 26%, while banking apps decreased across both metrics. Stock trading apps increased installs by 1% and sessions by 8%.

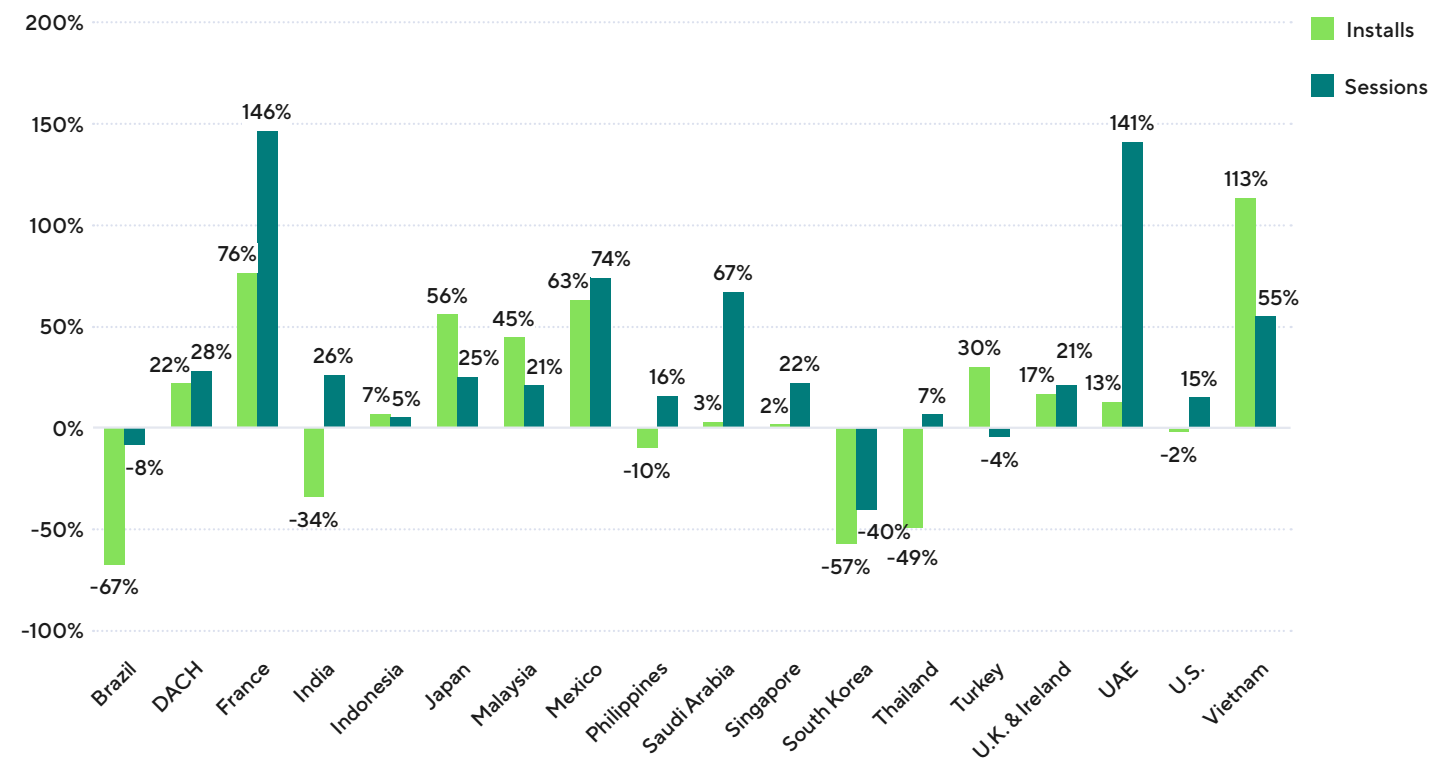
BONUS

By subvertical, payment app sessions saw a boost of 13% and stock trading sessions led growth at +34%.

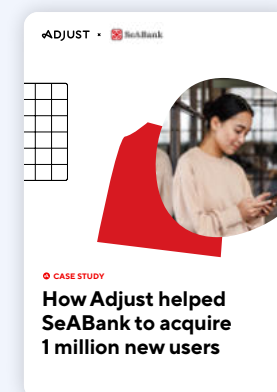
Finance app install and session growth percentages by subvertical YoY H1 2025 vs. H1 2024



Finance app install and session growth percentages by country YoY H1 2025 vs. H1 2024



At the country level, France (+76% installs, +146% sessions), Mexico (+63%, +74%), and Vietnam (+113%, +55%) recorded the strongest growth. The UAE also saw sessions rise 141%, while DACH, Japan, and Malaysia reported double-digit growth across both metrics.

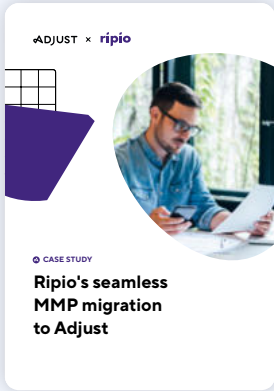


Vietnam's SeABank used Adjust's attribution and Fraud Prevention Suite (FPS) to identify high-performing channels and eliminate fraudulent traffic. The team increased daily active users by 200%, achieved an 80% registration completion rate, and acquired over 1 million new users.

Read the full case study [here](#).



From 2024 through H1 2025, banking and payment apps accounted for most installs—48% and 42%, respectively. Payment apps generated 58% of all sessions, demonstrating their essential, high-frequency role in daily transactions. Stock trading apps made up 6% of installs and 9% of sessions, while crypto apps comprised 4% and 1%, respectively.

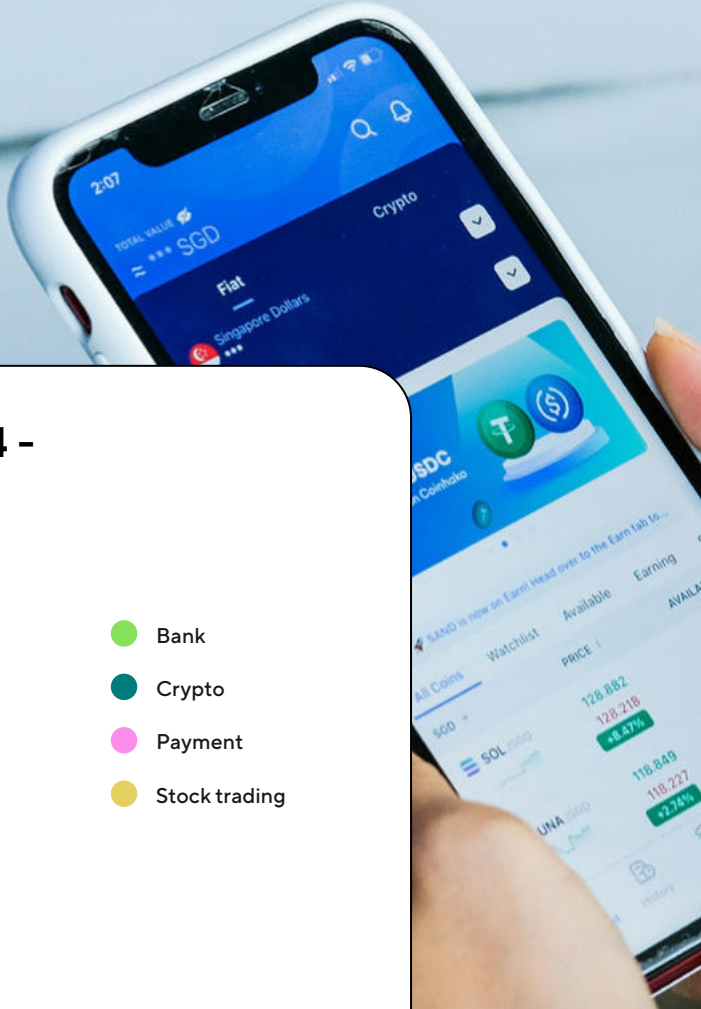
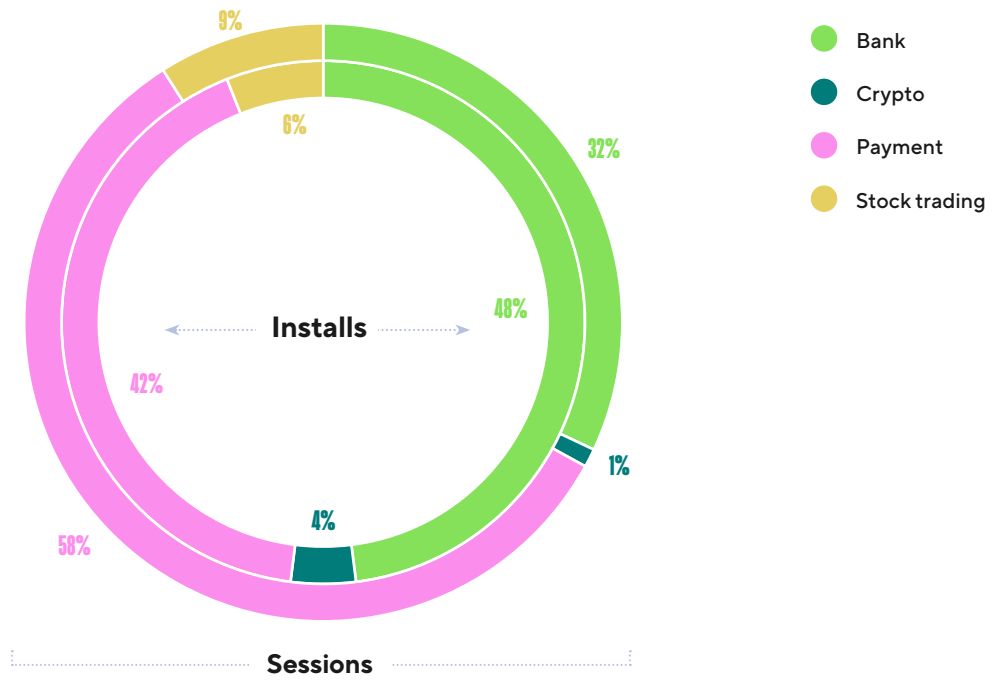


Latin America's Ripio, one of the region's largest crypto platforms, migrated to Adjust with zero disruption to data or operations. Through a phased implementation, the team completed the transition without data loss and enabled faster, more reliable performance measurement across markets.

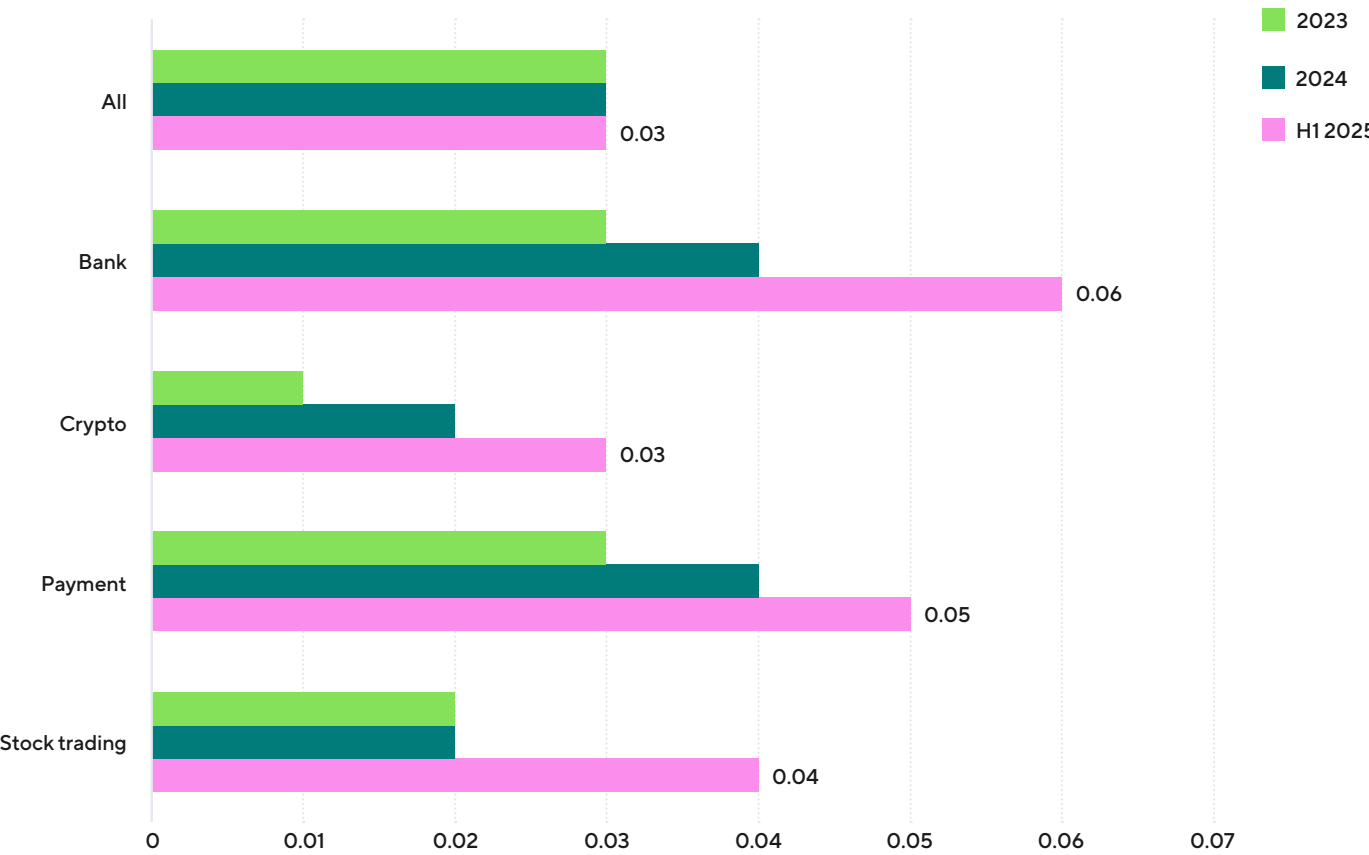
Read the full case study [here](#).



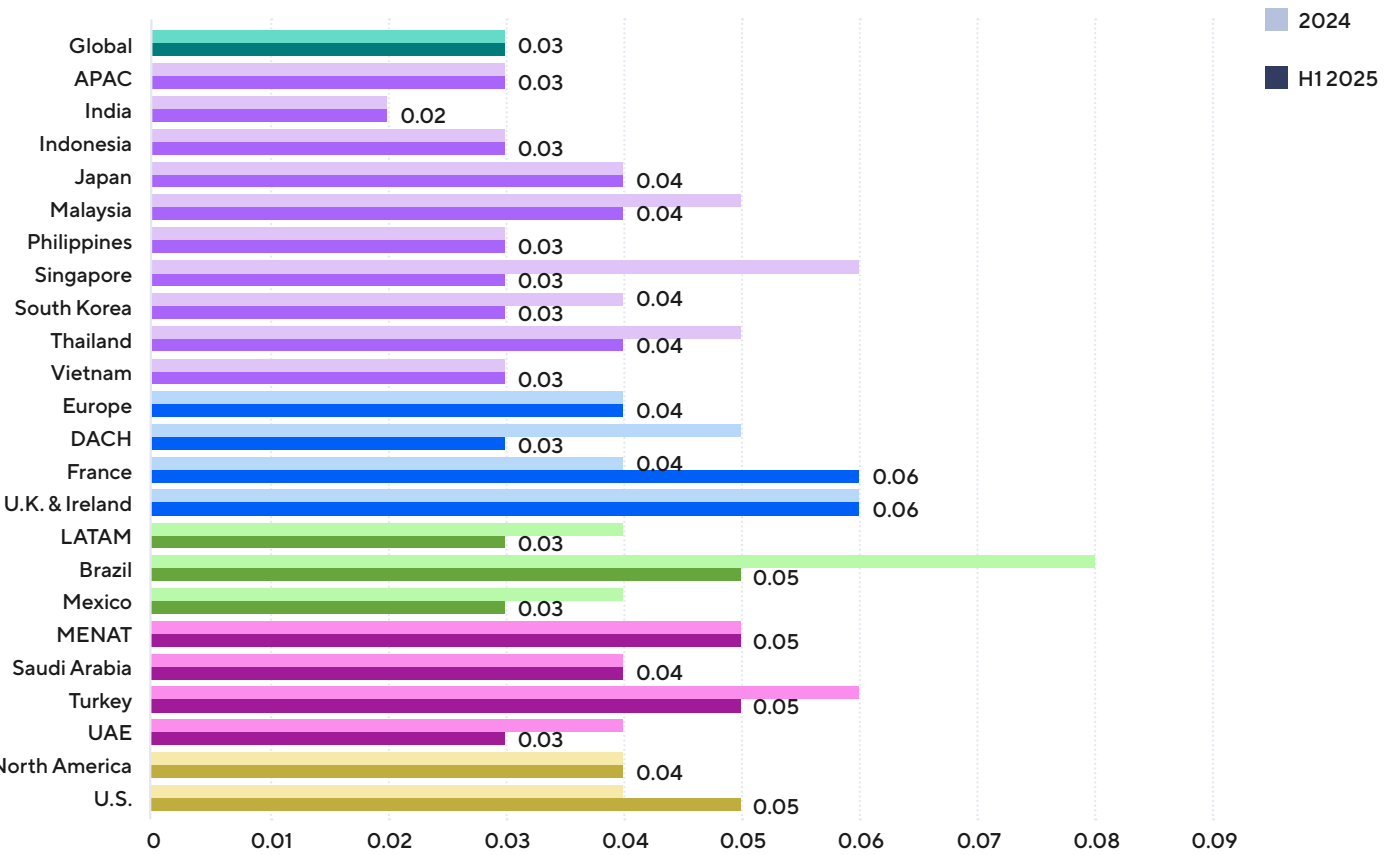
Finance app installs and sessions by subvertical 2024 - H1 2025 (Global)



Finance app reattribution share by subvertical 2023 - H1 2025 (Global)



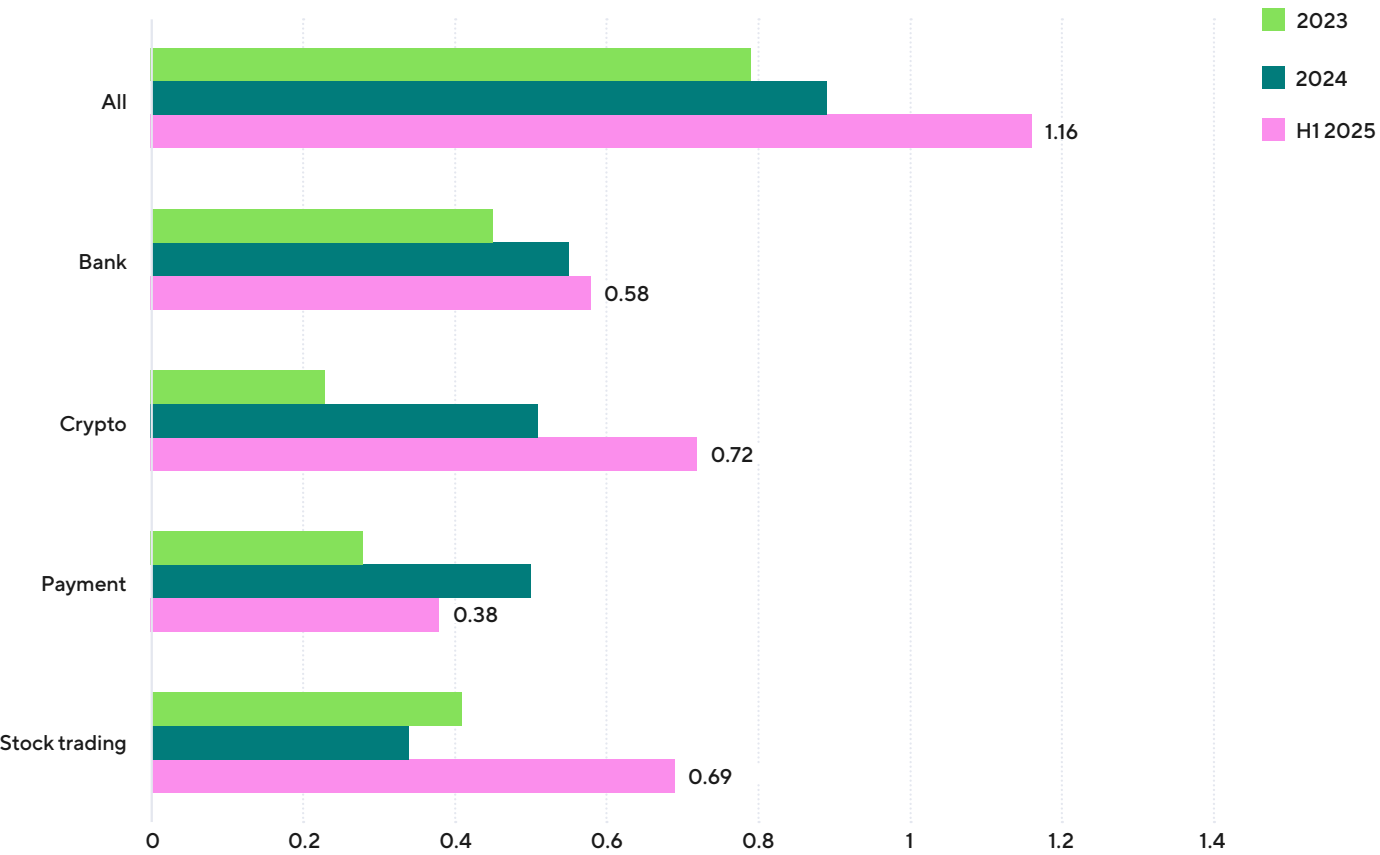
Finance app reattribution share by region and country 2024 - H1 2025



The global reattribution rate remained stable at 0.03 from 2023 through H1 2025. Banking apps reached 0.06, and payment and stock trading apps reached 0.05 and 0.04, respectively. These increments point to a greater focus on retention and win-back strategies.

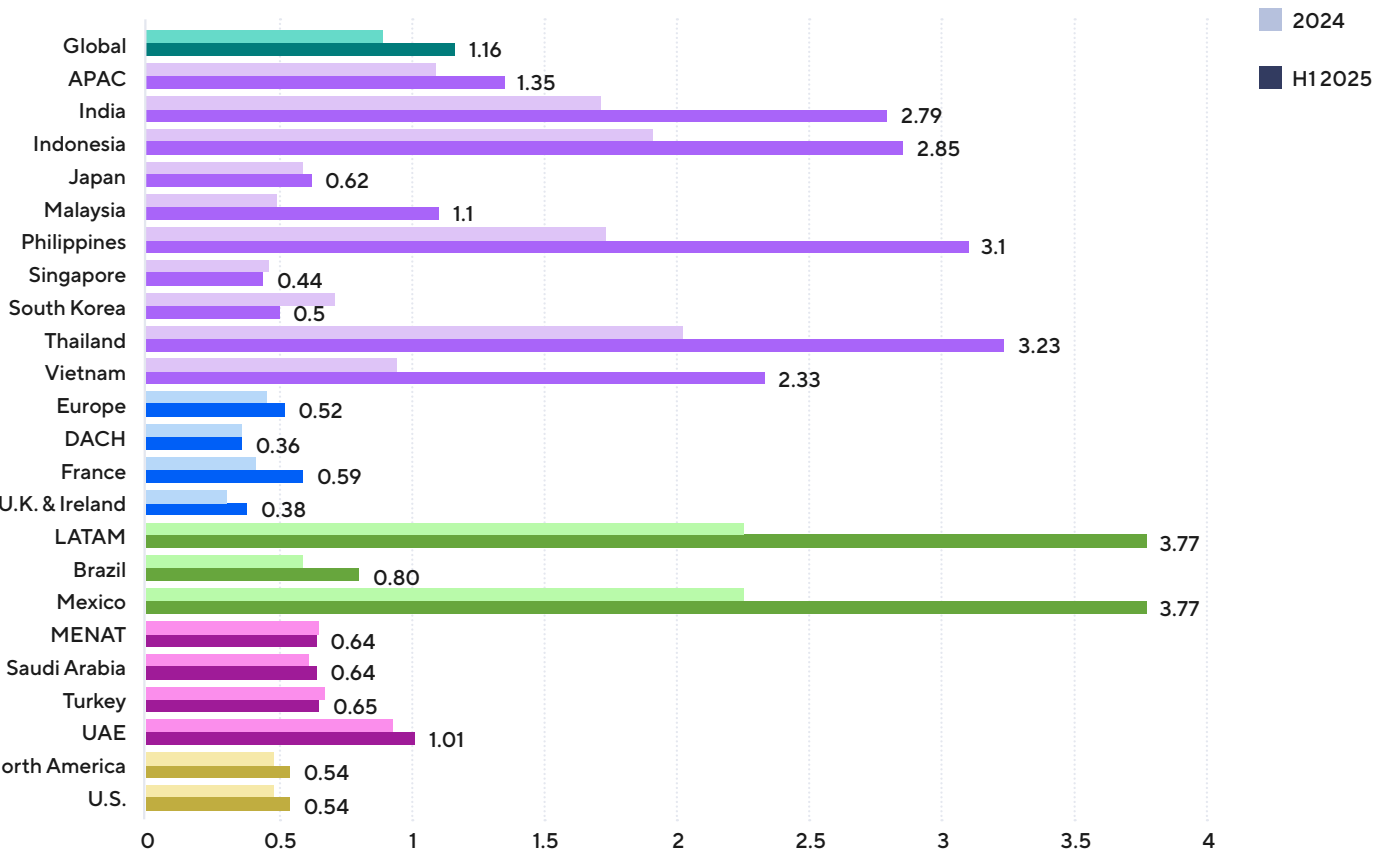
Across regions, reattribution levels have remained mostly unchanged comparing 2024 to H1 2025. France and the U.K. & Ireland reached 0.06, while the U.S., Brazil, and Turkey stood at 0.05. DACH, Singapore, South Korea, Thailand, and LATAM declined by 0.01.

Finance app paid/organic ratio by subvertical 2023 - H1 2025 (Global)



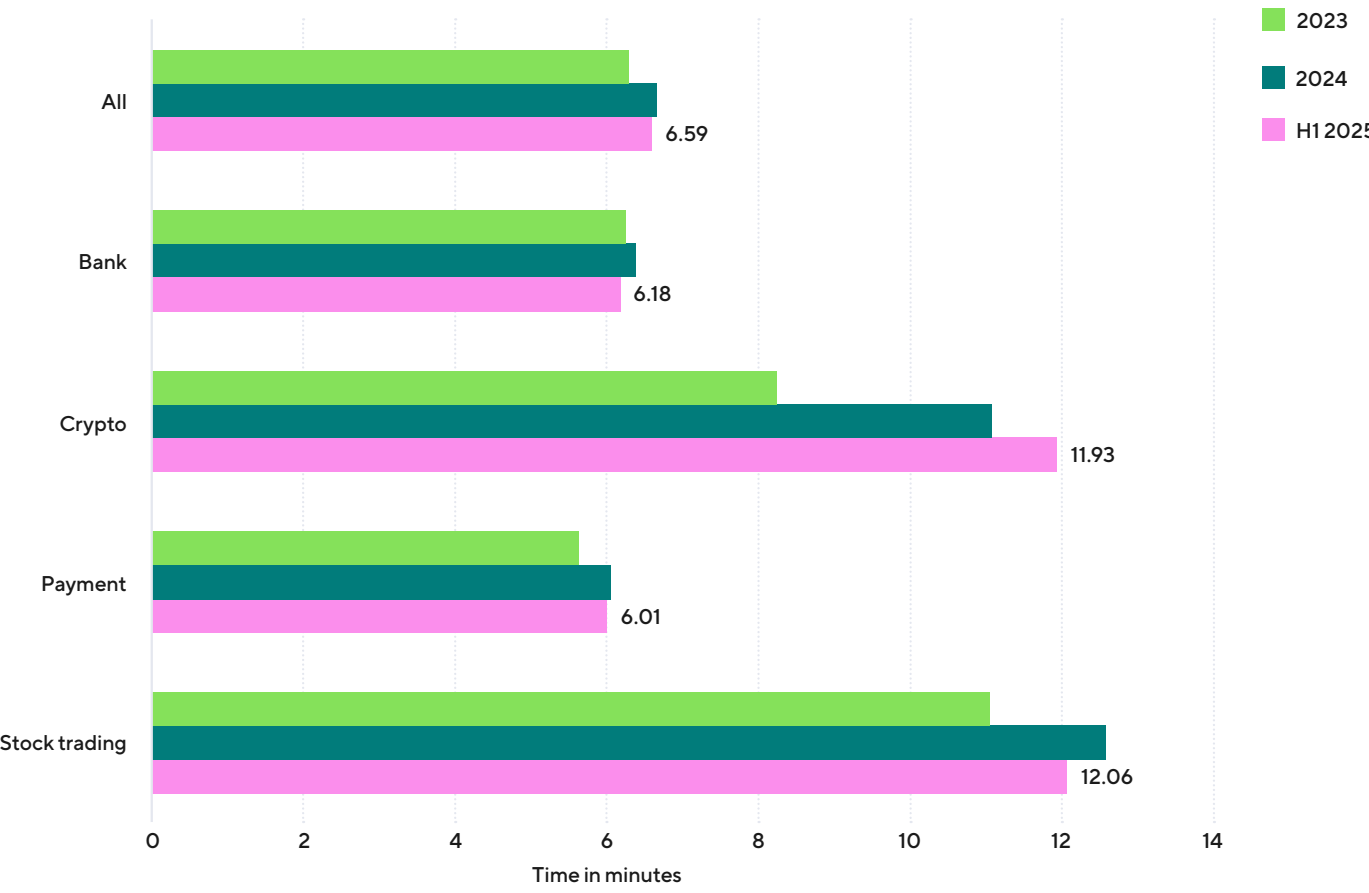
Finance apps are relying more on paid acquisition overall. The global paid/organic ratio increased from 0.79 in 2023 to 1.16 in H1 2025. Banking and crypto apps followed this pattern, reaching 0.58 and 0.72. Payment apps peaked at 0.5 in 2024 before declining to 0.38, while stock trading increased to 0.69.

Finance app paid/organic ratio by region and country 2024 - H1 2025



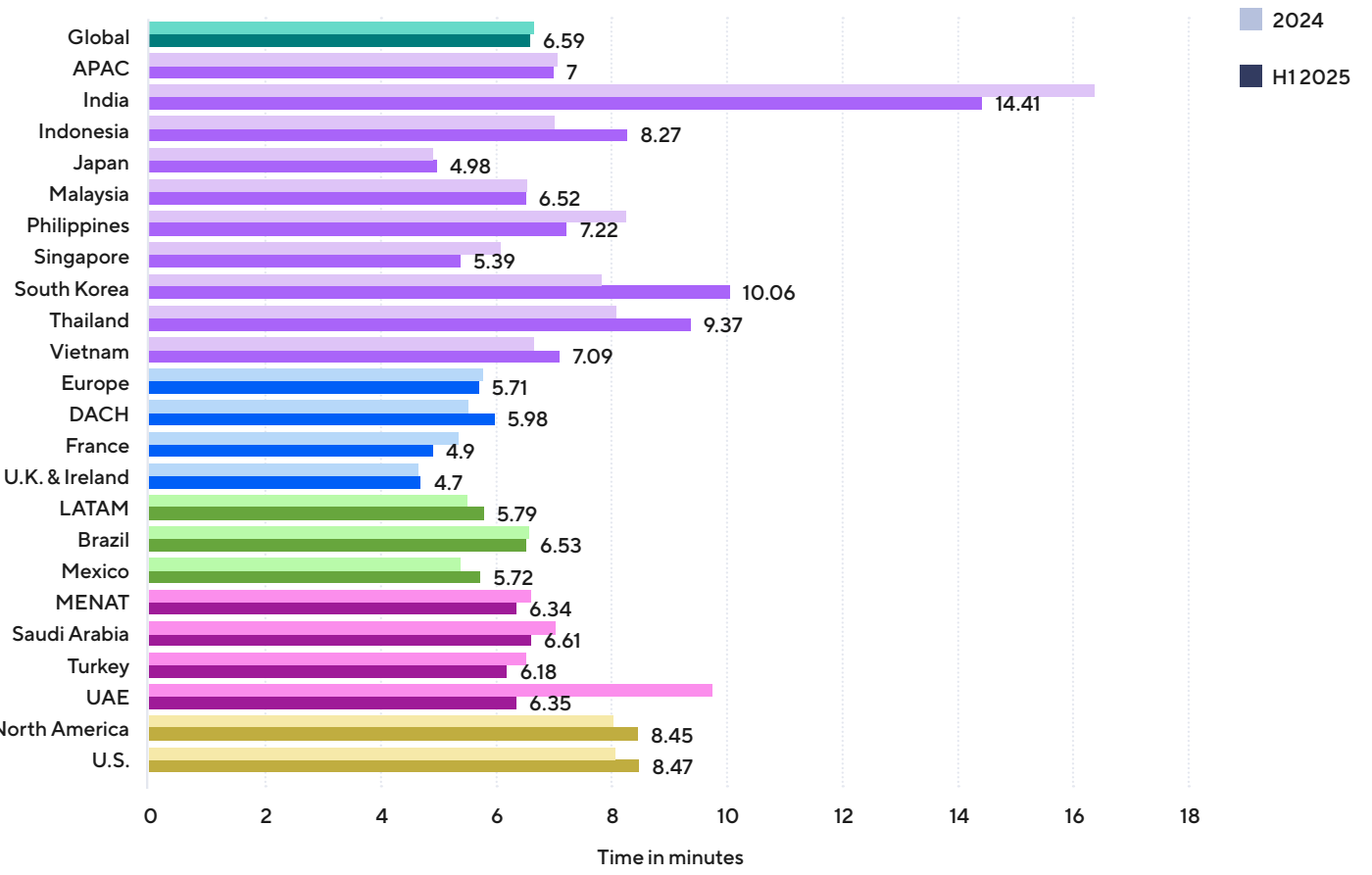
Regionally, paid/organic ratios rose across most markets. LATAM (3.77) recorded the highest ratio, followed by APAC (1.35), driven by India (2.79) and Indonesia (2.85). The Philippines (3.10), Thailand (3.23), and Vietnam (2.33) also increased. MENAT, Turkey, Singapore, and South Korea declined slightly.

Finance app session lengths by subvertical 2023 - H1 2025 (Global)



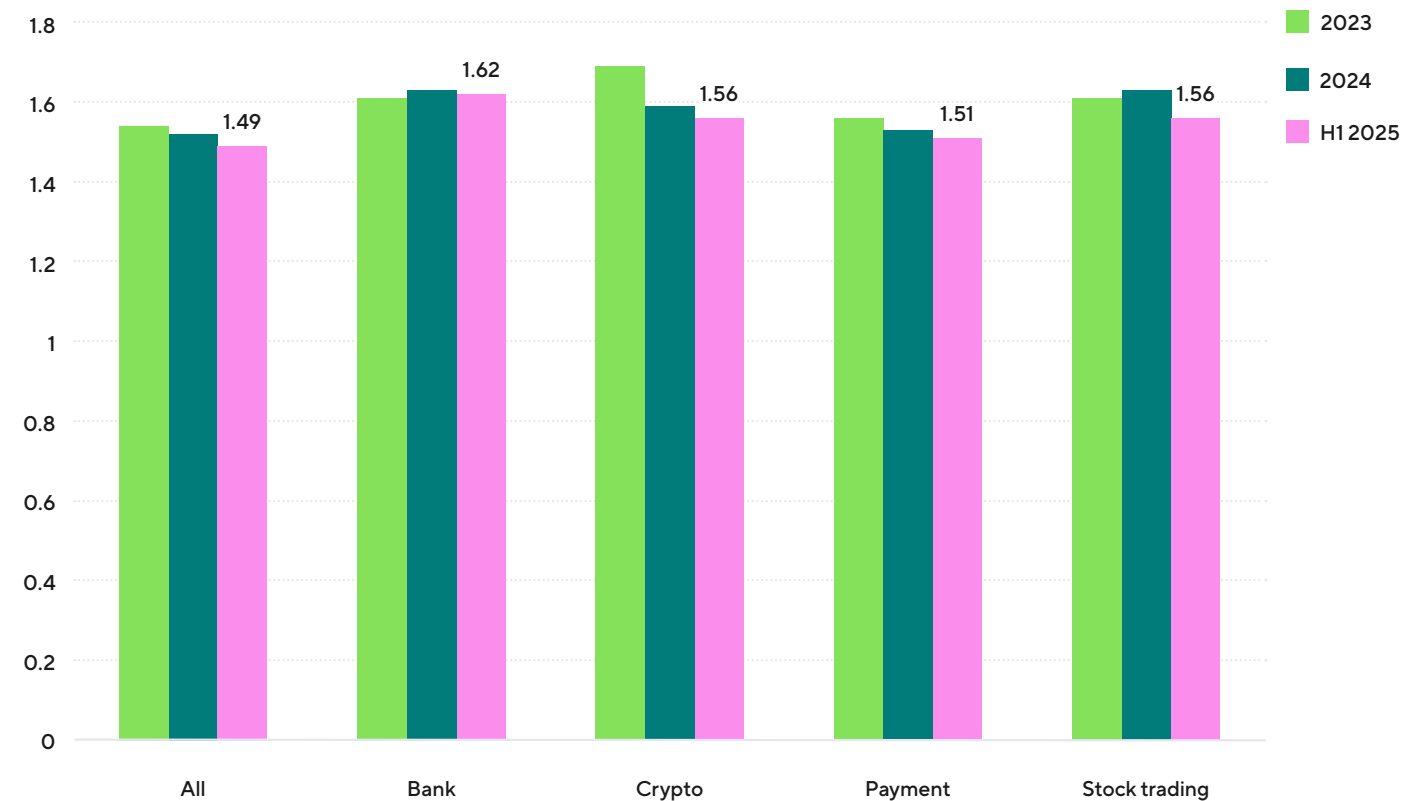
Finance app session lengths averaged 6.59 minutes globally, slightly below 2024 (6.66) but higher than 2023 (6.29). Banking sessions averaged 6.18 minutes, while payment sessions reached 6.01 minutes. Crypto sessions rose from 8.24 to 11.93 minutes, and stock trading sessions remained the longest at 12.06 minutes.

Finance app session lengths by region and country 2024 - H1 2025



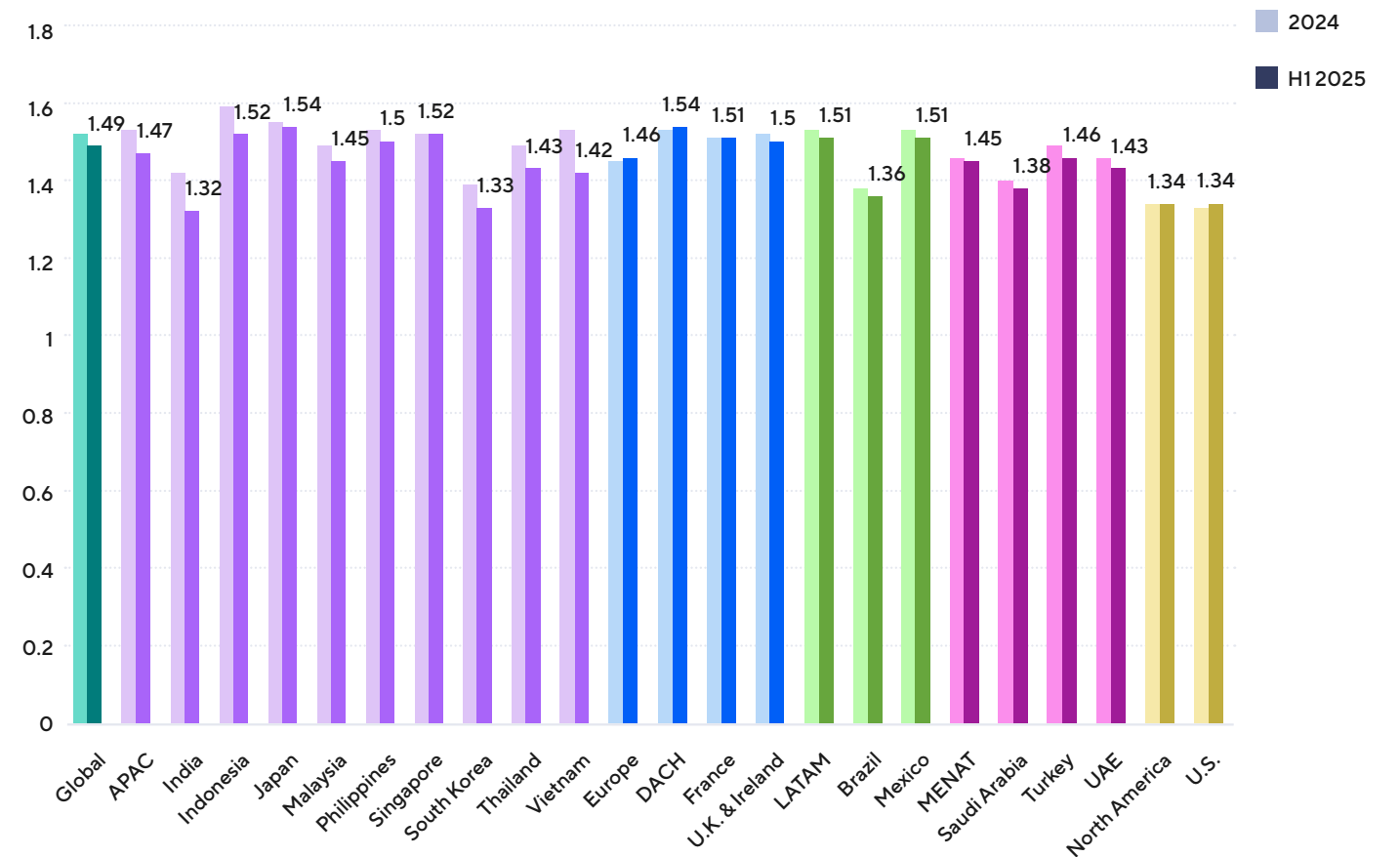
In H1 2025, APAC users spent the most time in finance apps, averaging seven minutes per session. India (14.41 min) led in engagement despite a slight decrease from 2024, followed by South Korea (10.06), Thailand (9.37), and Indonesia (8.27). Europe (5.71) declined slightly and North America (8.45) increased modestly. Notably, session lengths in the UAE dropped from 9.74 to 6.35 minutes.

Finance app sessions per user per day on day 0 by subvertical 2023 - H1 2025 (Global)



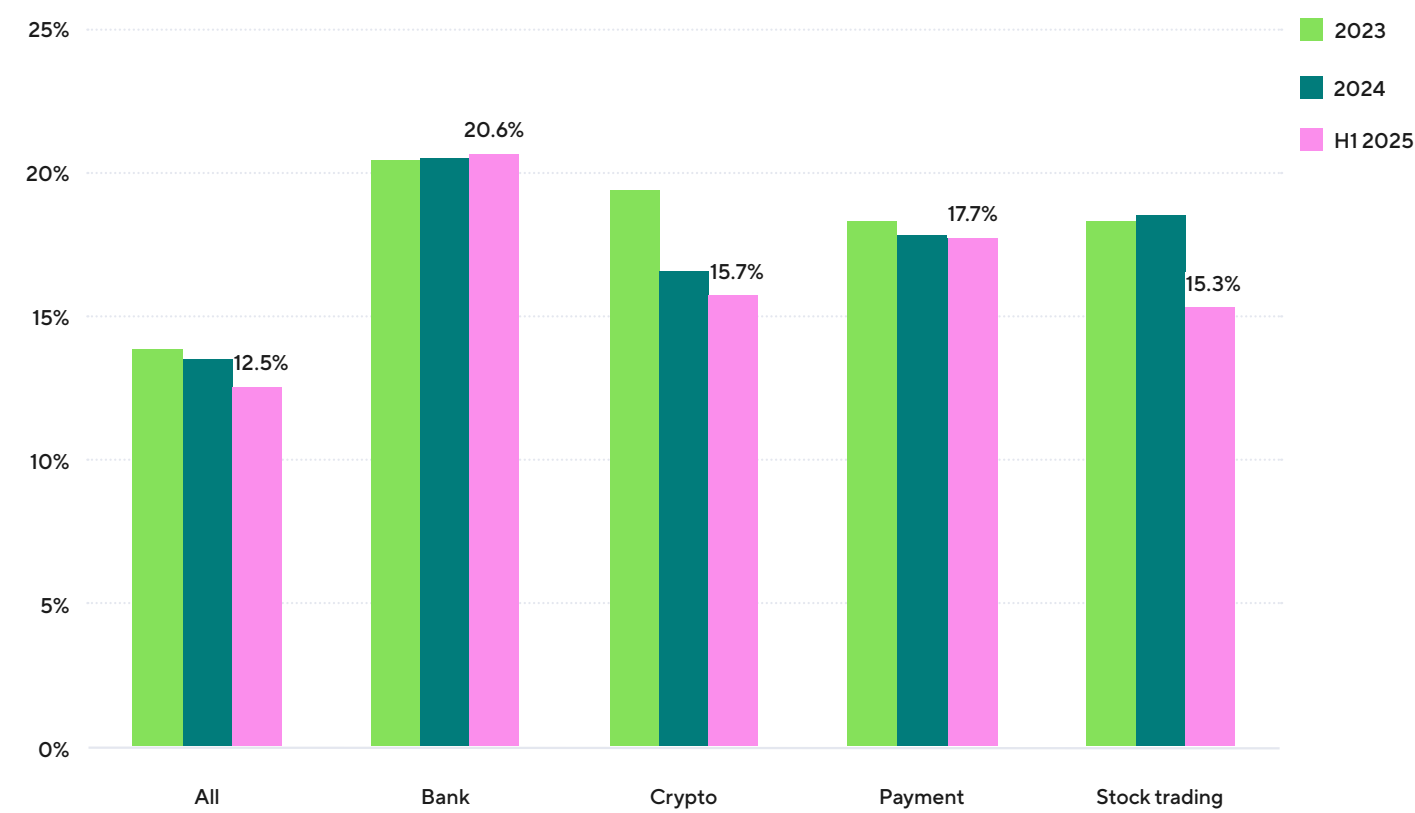
Globally, sessions per user on day 0 decreased gradually from 1.54 in 2023 to 1.49 in H1 2025. Similar shifts occurred in crypto (1.69 to 1.56) and payment (1.56 to 1.51). Banking and stock trading increased in 2024 before declining in H1 2025. Banking (1.62) remained above 2023 levels, while stock trading (1.56) dipped below.

Finance app sessions per user per day on day 0 by region and country 2024 - H1 2025



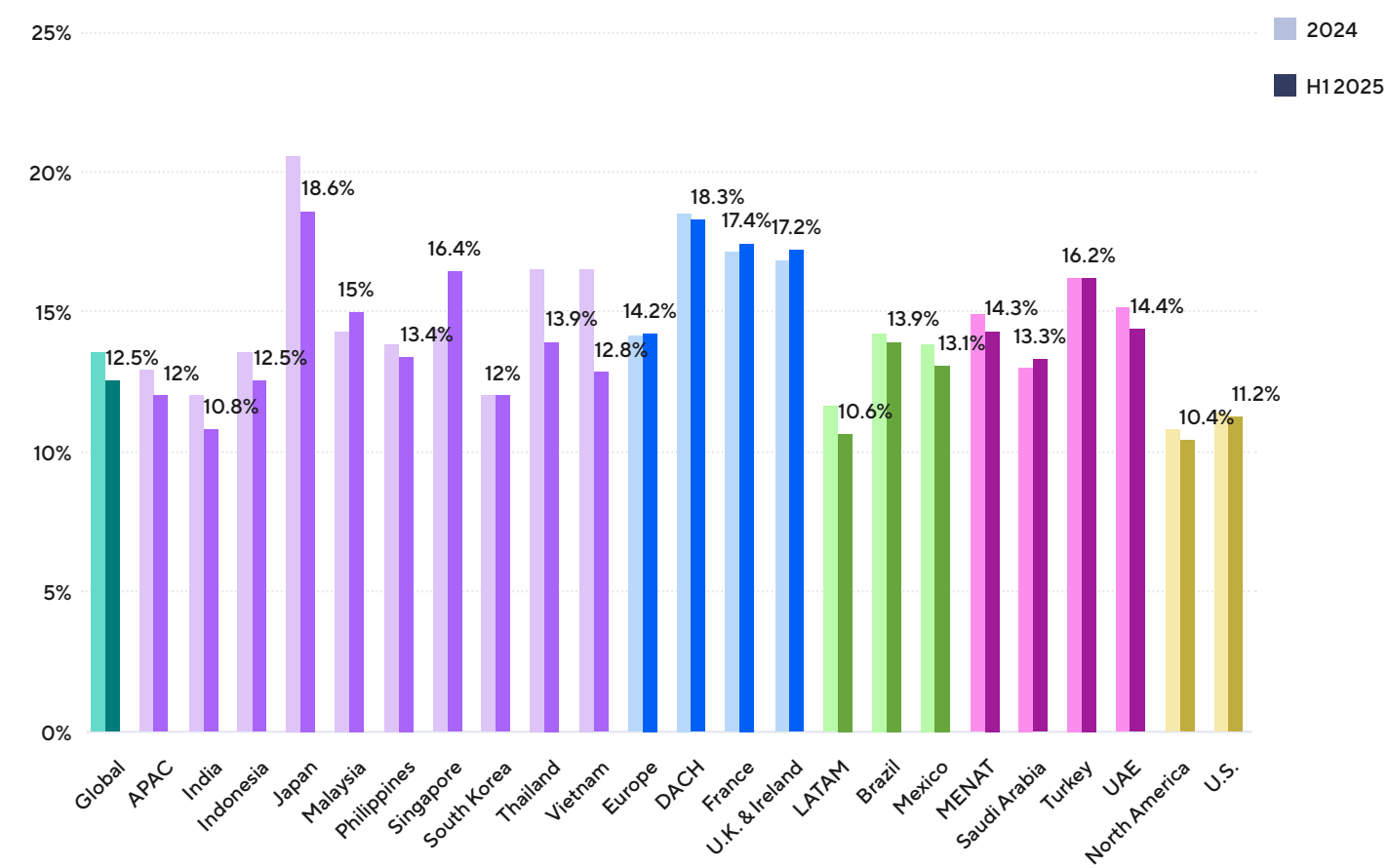
Finance app sessions per user on day 0 decreased across most markets in H1 2025. APAC declined to 1.47 sessions, with India (1.32) and Indonesia (1.52) recording the sharpest drops. Europe (1.46) and DACH (1.54) inched upward. LATAM (1.51) and MENAT (1.45) also decreased slightly.

Finance app day 1 retention rate by subvertical 2023 - H1 2025 (Global)



Early user retention trended slightly downward across the finance vertical from 2023 to H1 2025, with overall day 1 rates easing from 13.8% to 12.5%. Banking apps diverged from this pattern, rising to 20.6%, while crypto retention fell from 19.4% to 15.7%. Payment (17.7%) and stock trading (15.3%) also recorded decreases.

Finance app day 1 retention rate by region and country 2024 - H1 2025



In H1 2025, Japan maintained one of the highest retention levels globally at 18.6%, though slightly below 2024. France (17.4%) and the U.K. & Ireland (17.2%) both trended upward. Europe’s overall rate (14.2%) and DACH (18.3%) also improved. Several APAC markets declined, with India dropping to 10.8%, Indonesia to 12.5%, and Vietnam to 12.8%. However, Malaysia (15%) and Singapore (16.4%) bucked the regional trend with modest growth compared to 2024.

PART 2

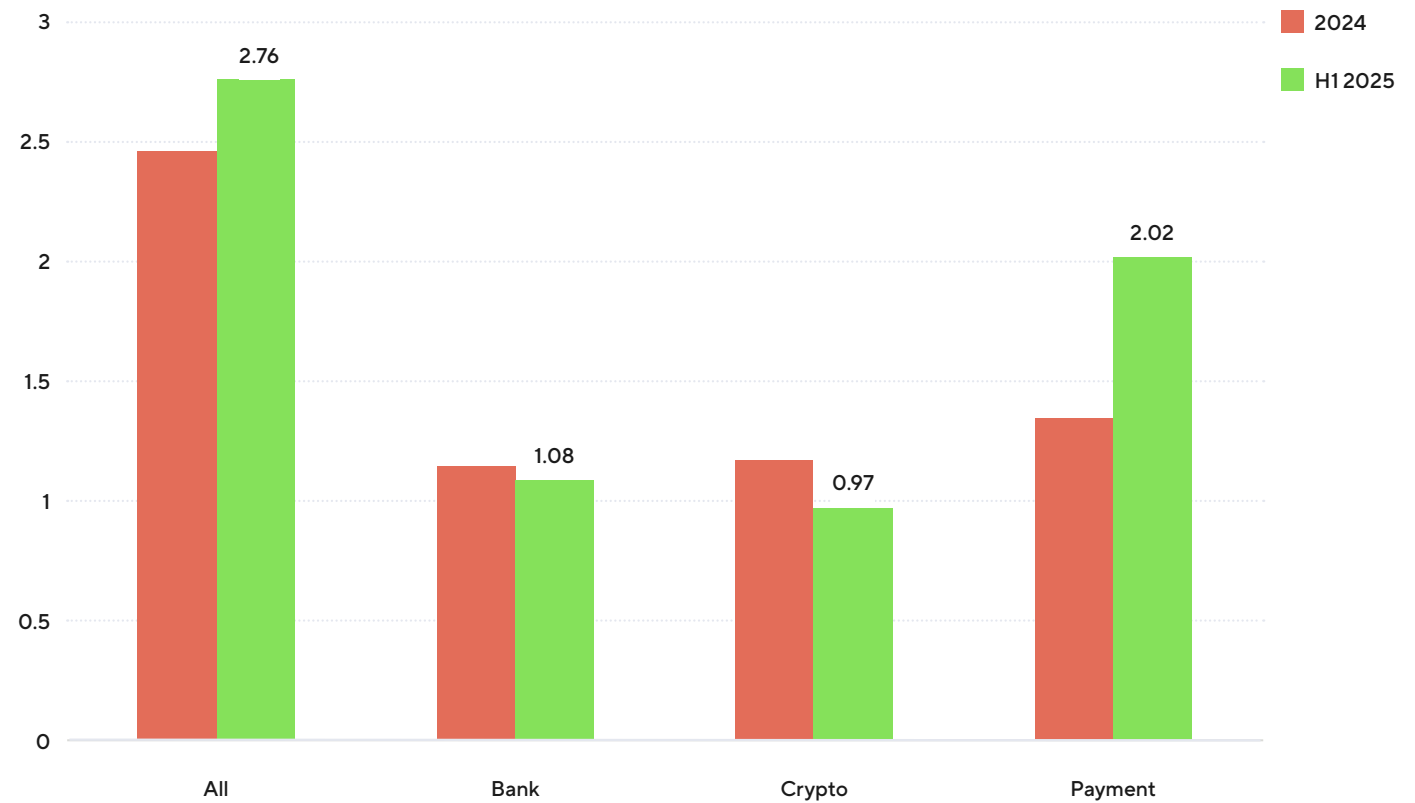
The economics of finance app growth

Cost per install, impression, and click, partners per app



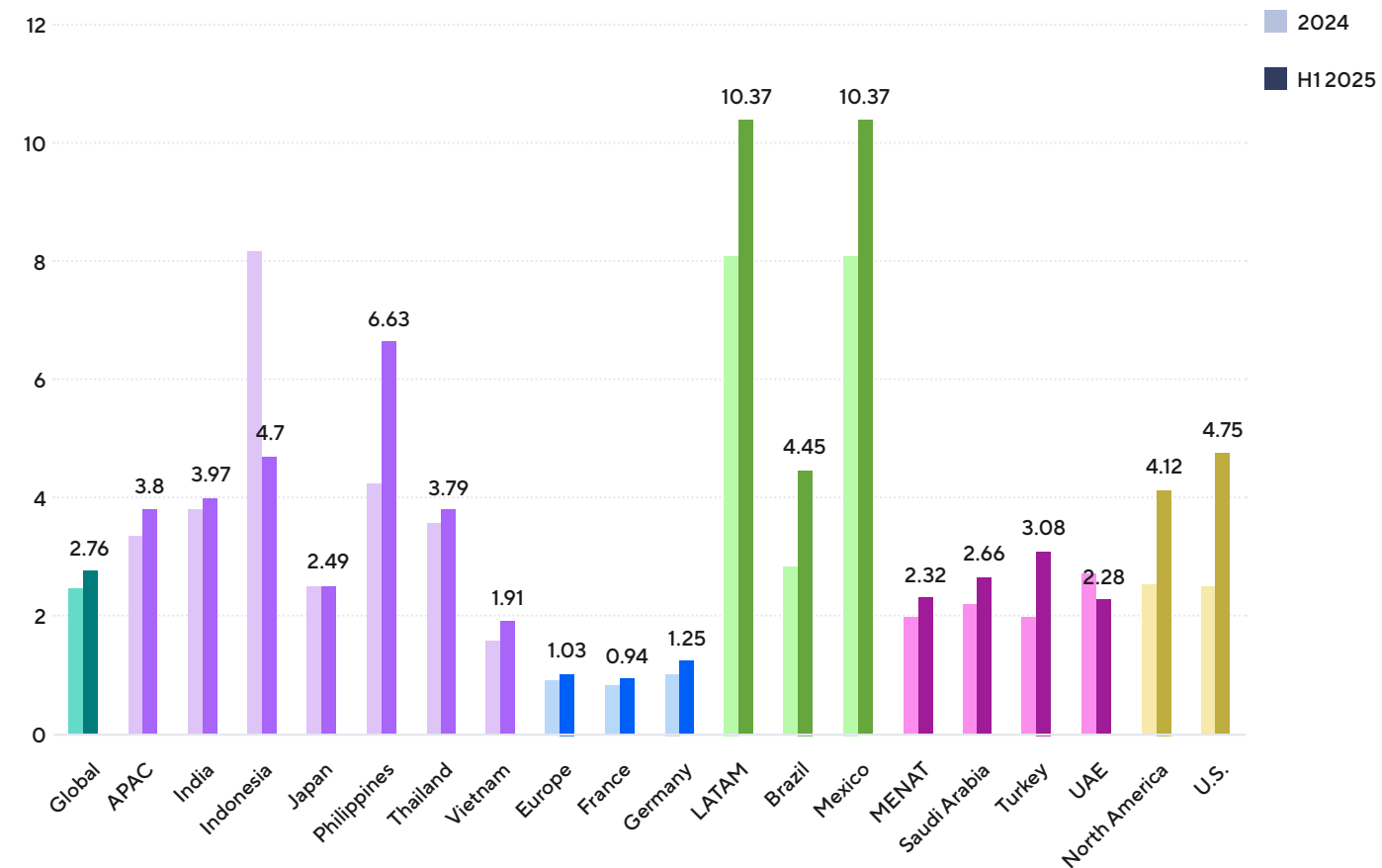


Finance app IPM by subvertical 2024 - H1 2025 (Global)

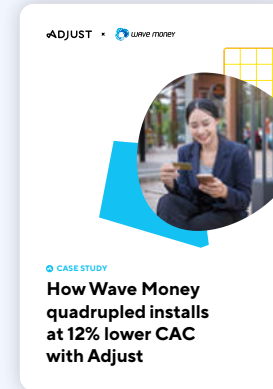


Ad efficiency improved in H1 2025, with installs per mille (IPM) increasing from 2.46 in 2024 to 2.76. Payment apps showed the largest growth (from 1.34 to 2.02). Banking (1.08) and crypto (0.97) apps, however, edged lower.

Finance app IPM by region and country 2024 - H1 2025



Regionally, LATAM (10.37) achieved the highest IPM, followed by North America (4.12), where the U.S. nearly doubled. APAC averaged 3.8, supported by robust performance in the Philippines (6.63) and India (3.97), though Indonesia (4.7) decreased slightly from 2024. Europe increased to 1.03, and MENAT markets, including Turkey (3.08) and Saudi Arabia (2.66), also saw a boost.



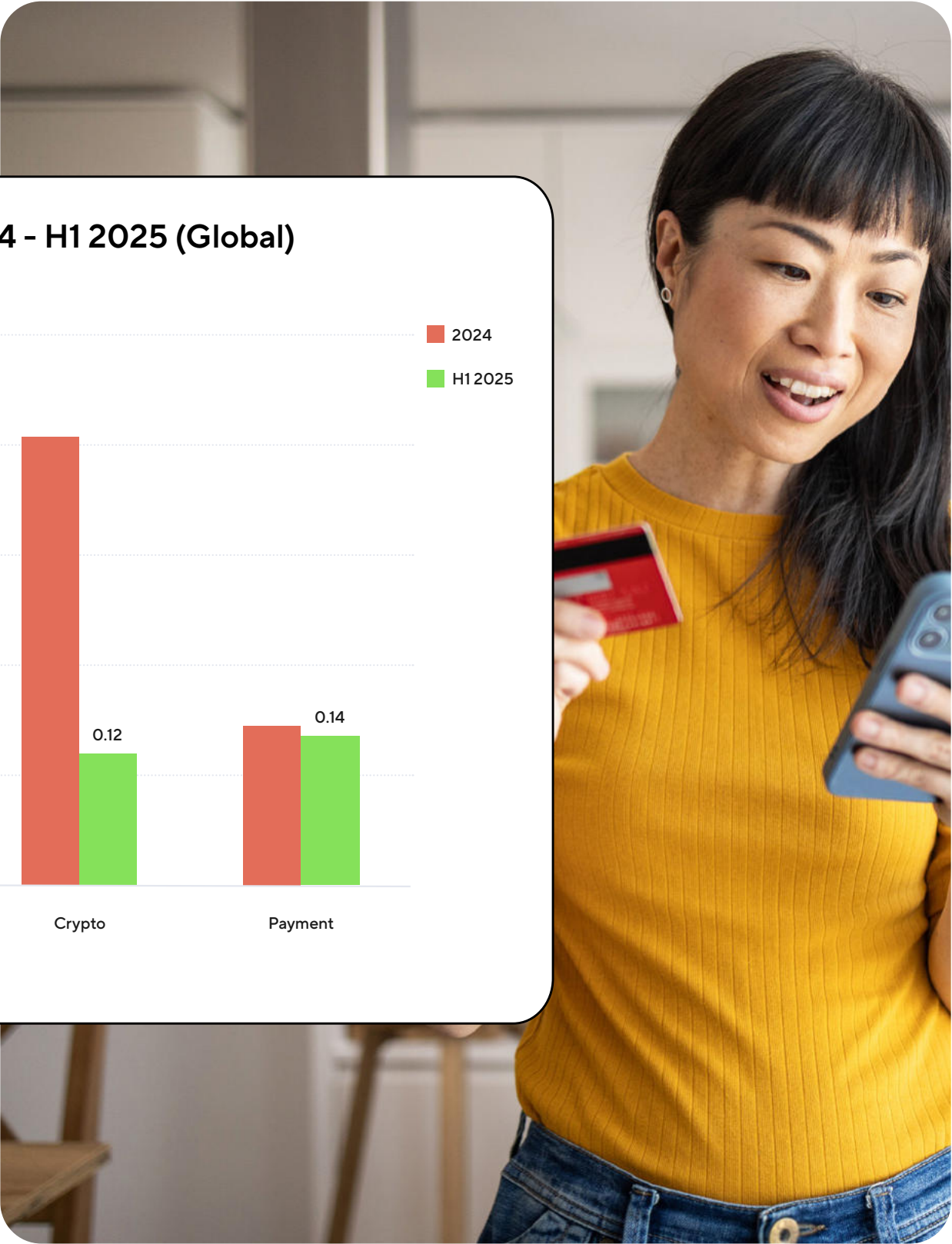
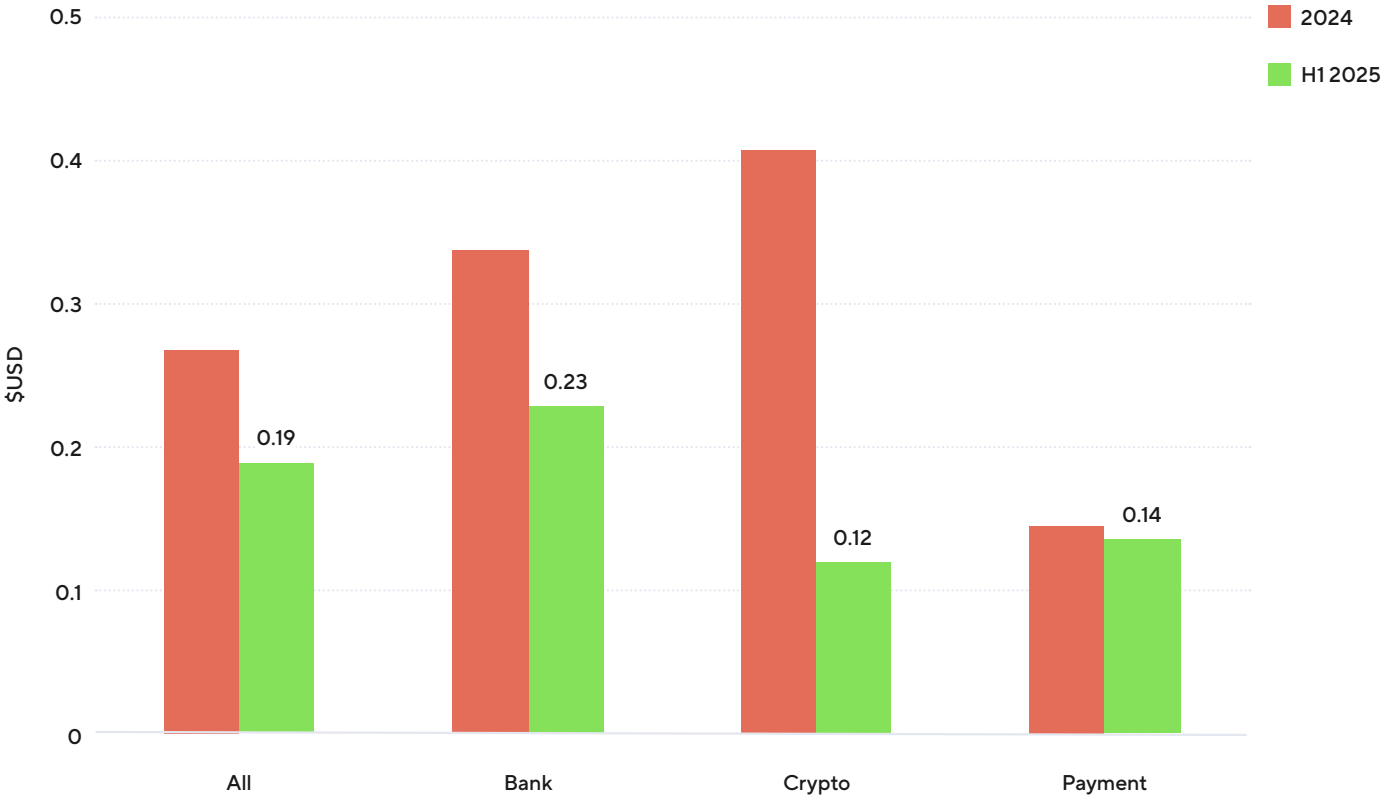
Wave Money, Myanmar's largest mobile financial services provider, used Adjust's attribution and analytics solutions to consolidate performance data across paid channels. The team boosted installs by 404%, lowered CPI by 13%, and reduced CAC by 12%.

Read the full case study [here](#).

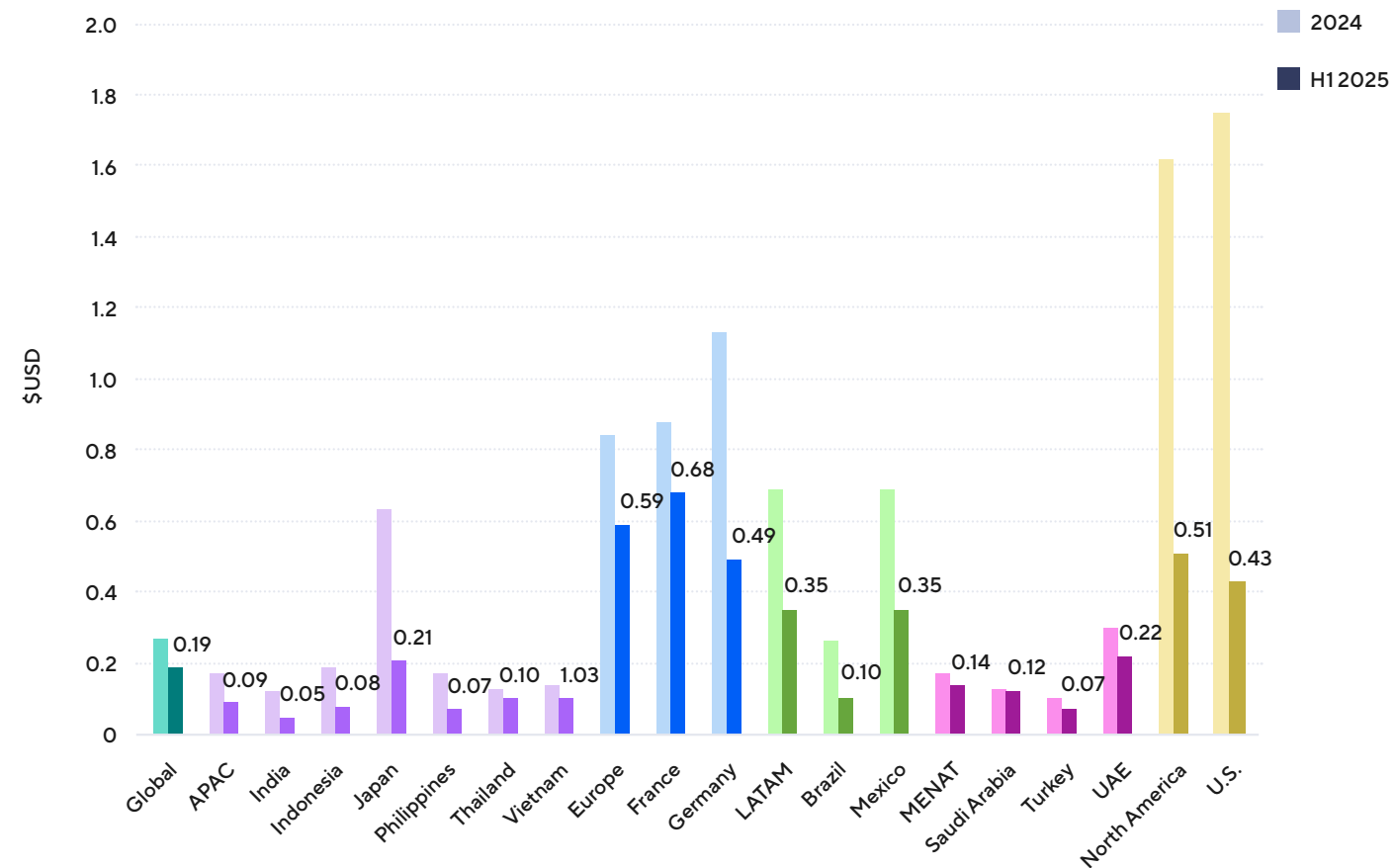


Global cost per click (CPC) for finance apps decreased from \$0.27 in 2024 to \$0.19 in H1 2025. The most pronounced decline occurred in crypto (\$0.41 to \$0.12) and banking (\$0.34 to \$0.23), while payment apps dipped slightly to \$0.14.

Finance app CPC by subvertical 2024 - H1 2025 (Global)



Finance app CPC by region and country 2024 - H1 2025



North America experienced the largest decline, with CPC sliding from \$1.62 to \$0.51, with the U.S. dropping to \$0.43. Europe followed suit, led by lower costs in Germany (\$1.13 to \$0.49) and France (\$0.88 to \$0.68). APAC's CPC halved to \$0.09, with India (\$0.05) and Indonesia (\$0.08) emerging as the lowest-cost ad markets. LATAM (\$0.35) and MENAT (\$0.14) remained among the lowest CPCs.



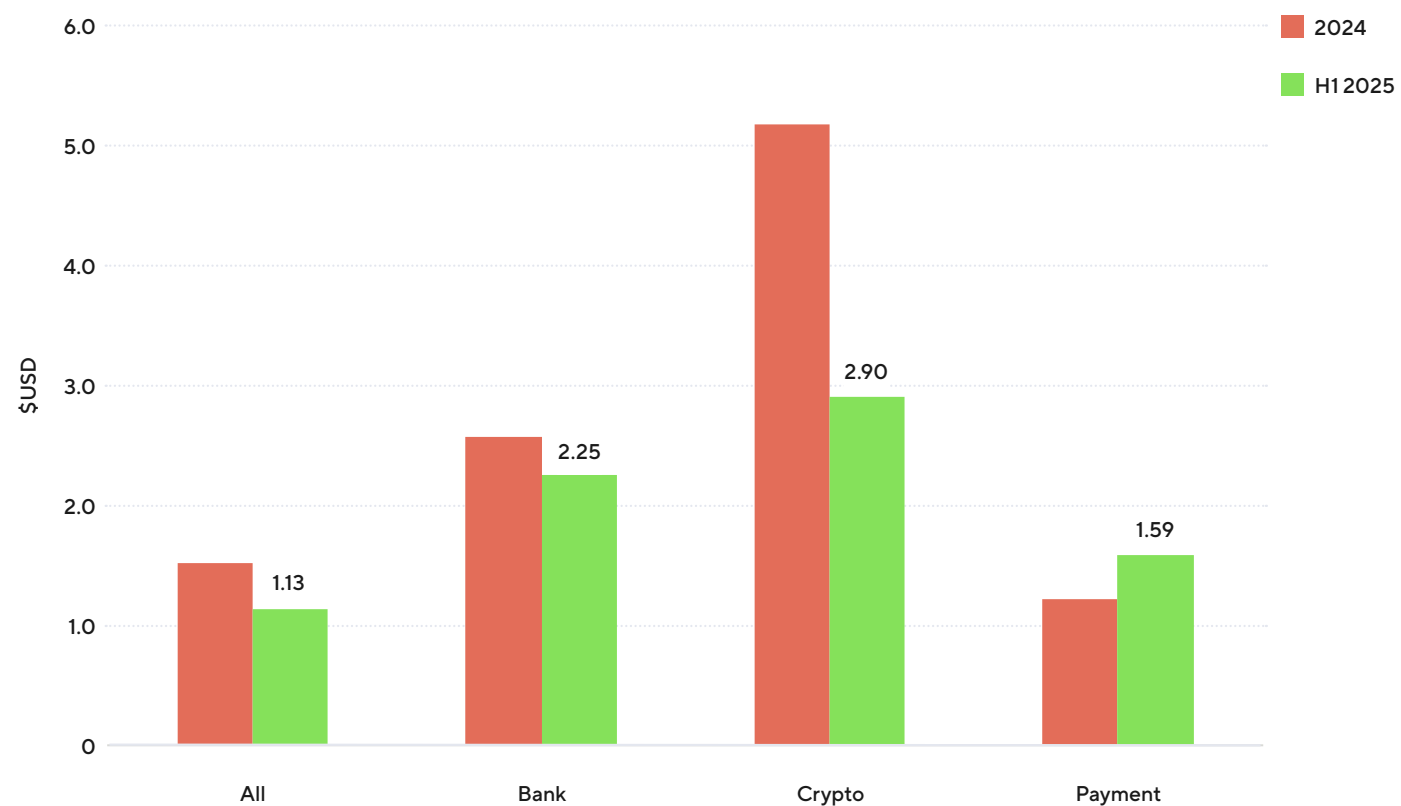
Dubai-based Emirates NBD worked with Adjust to track its full ad-to-account-open journey across channels. Real-time insights helped the team compare results, test creatives, and reallocate budgets. Within five months, click-to-install rates rose 154% and CPA fell 80%.

Read the full case study [here](#).



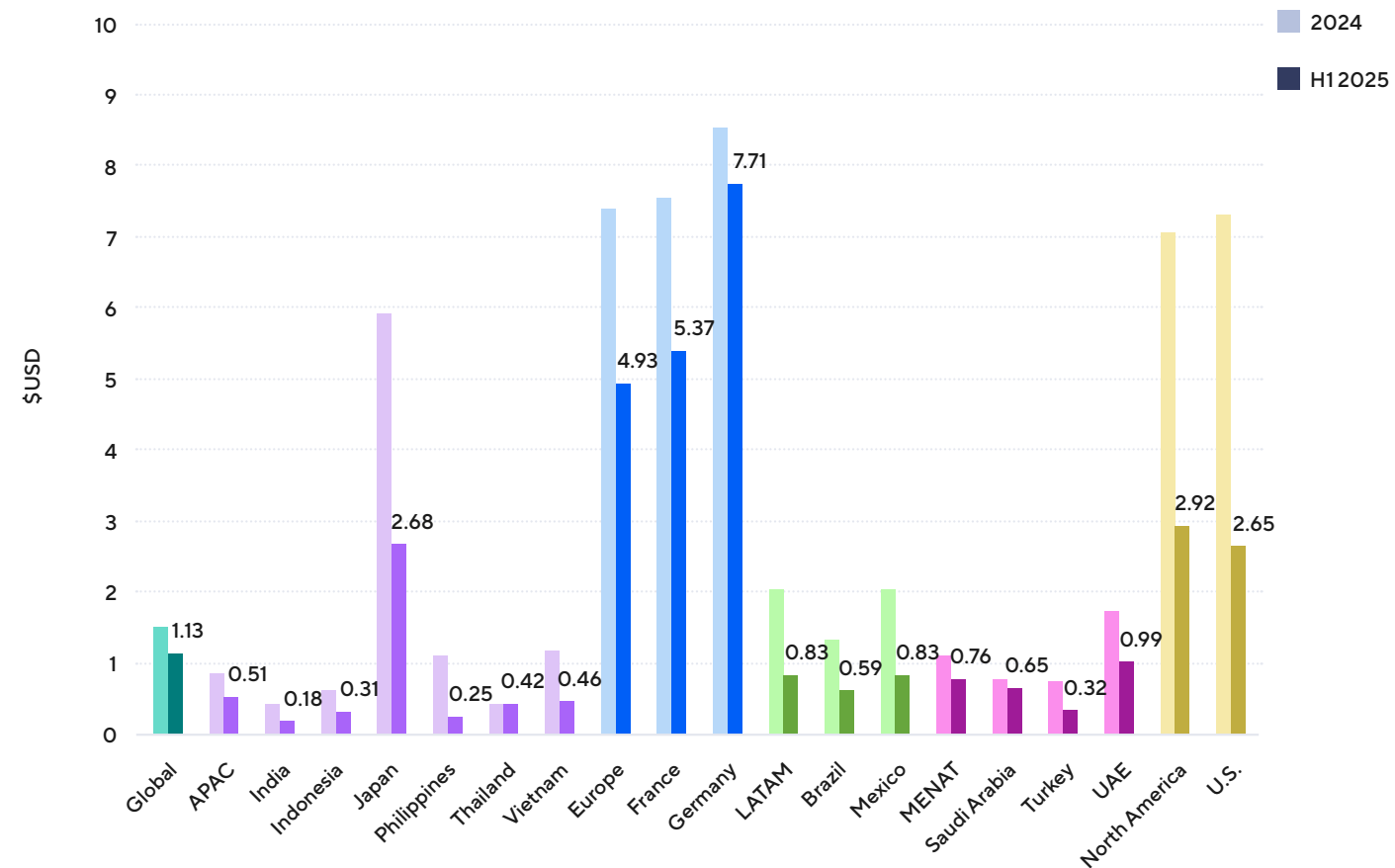


Finance app CPI by subvertical 2024 - H1 2025 (Global)

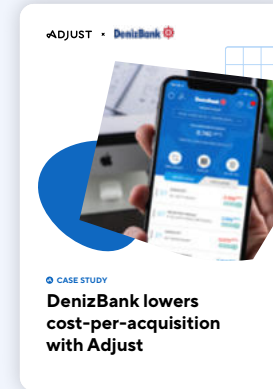


User acquisition became more cost-efficient in H1 2025, as finance app cost per install (CPI) fell from \$1.51 to \$1.13. Crypto CPI dropped from \$5.17 to \$2.9, while banking decreased to \$2.25. In contrast, payment apps rose to \$1.59, signaling higher advertiser demand and increased competition within this segment.

Finance app CPI by region and country 2024 - H1 2025



CPI in North America decreased the most in H1 2025, from \$7.03 in 2024 to \$2.92. Europe followed, with France declining to \$5.37 and Germany to \$7.71. APAC averaged \$0.51, driven by lower costs in India (\$0.18) and the Philippines (\$0.25). LATAM (\$0.83) and MENAT (\$0.76) remained relatively stable, supported by markets such as Brazil (\$0.59), Mexico (\$0.83), Saudi Arabia (\$0.65), and Turkey (\$0.32).



Turkey's DenizBank utilized Adjust to segment users more accurately and exclude those already reached through organic channels from paid campaigns. This optimization reduced overall marketing cost by 56% while maintaining sales volume from paid channels, demonstrating more efficient user acquisition and budget allocation.

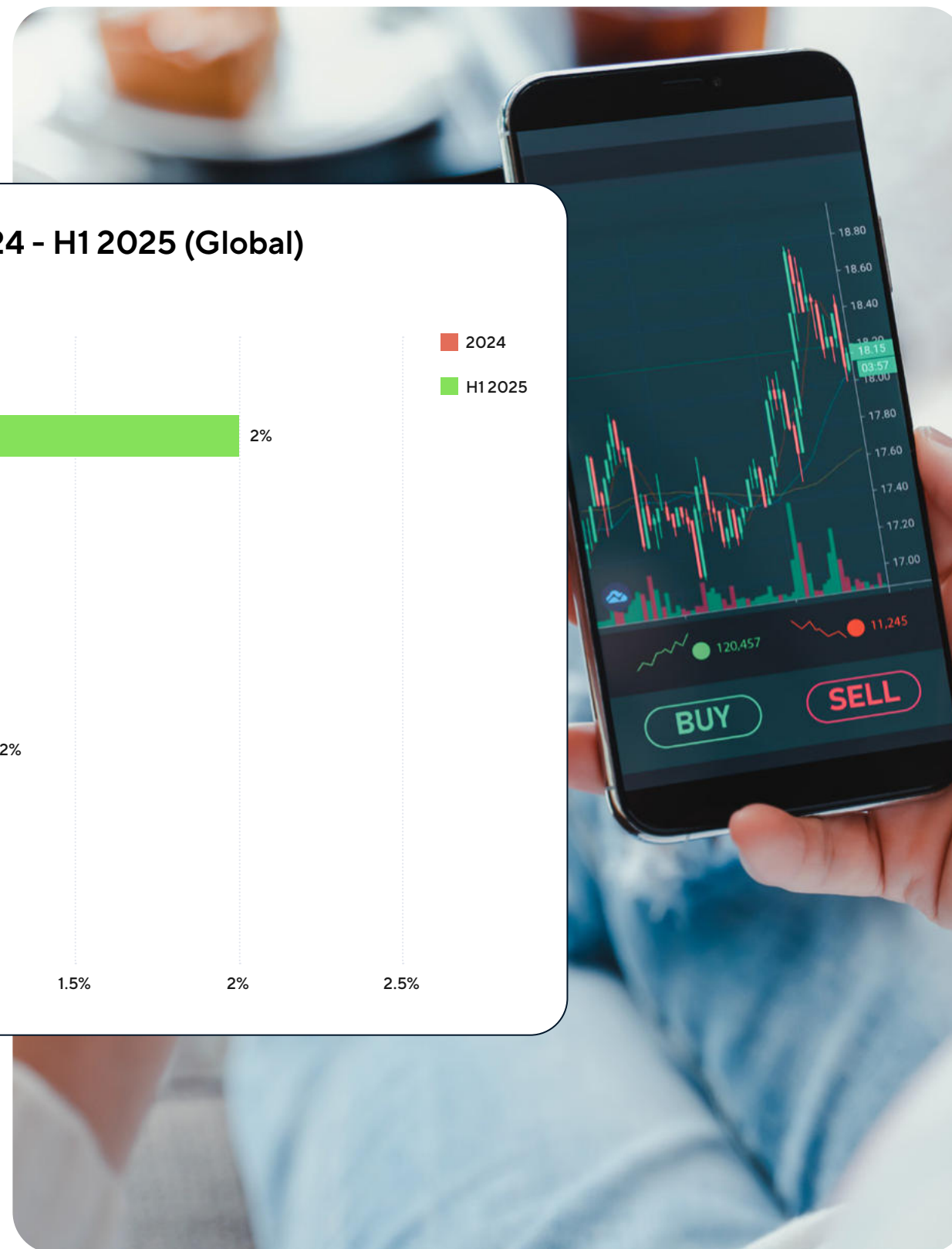
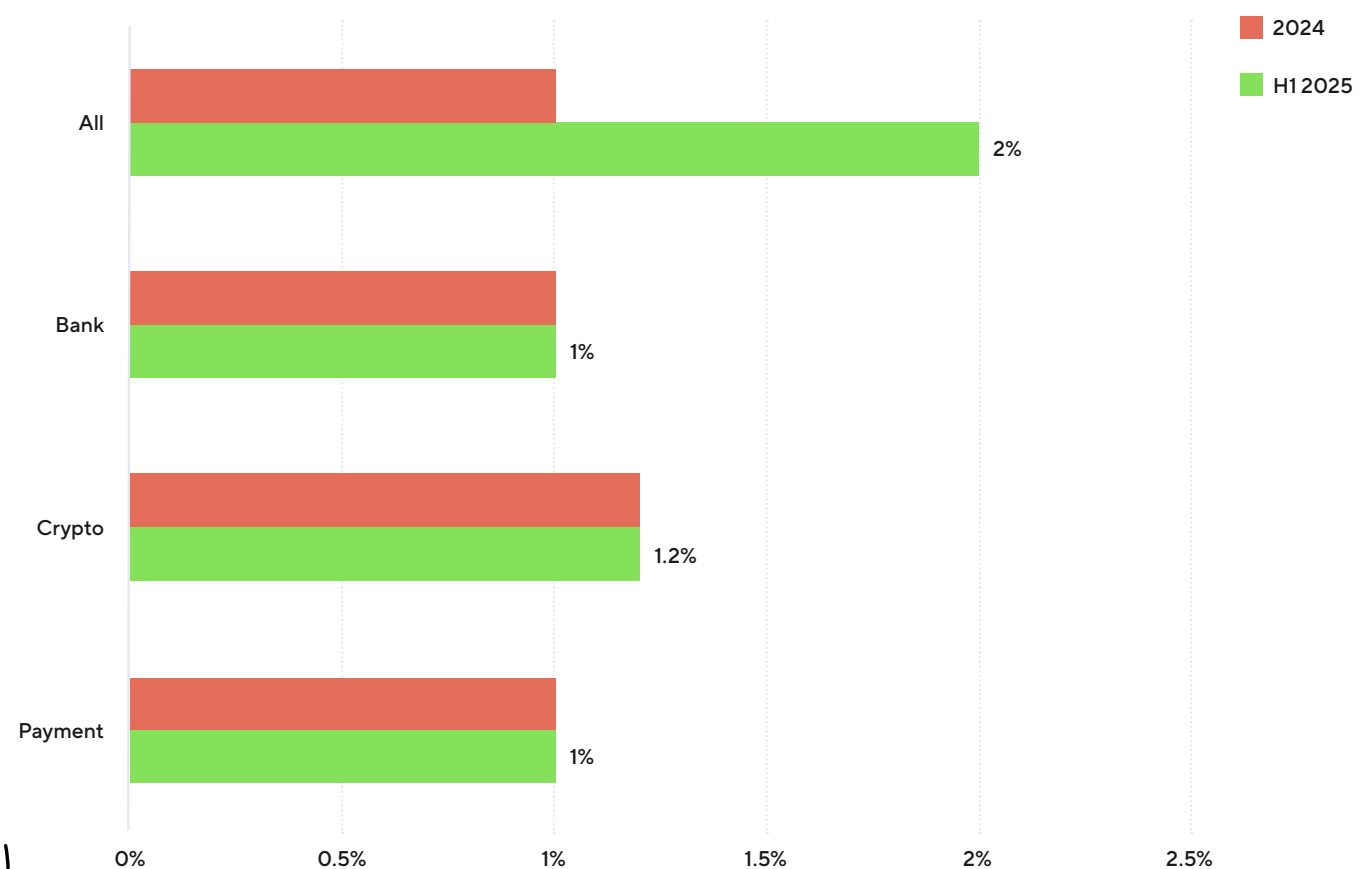
Read the full case study [here](#).



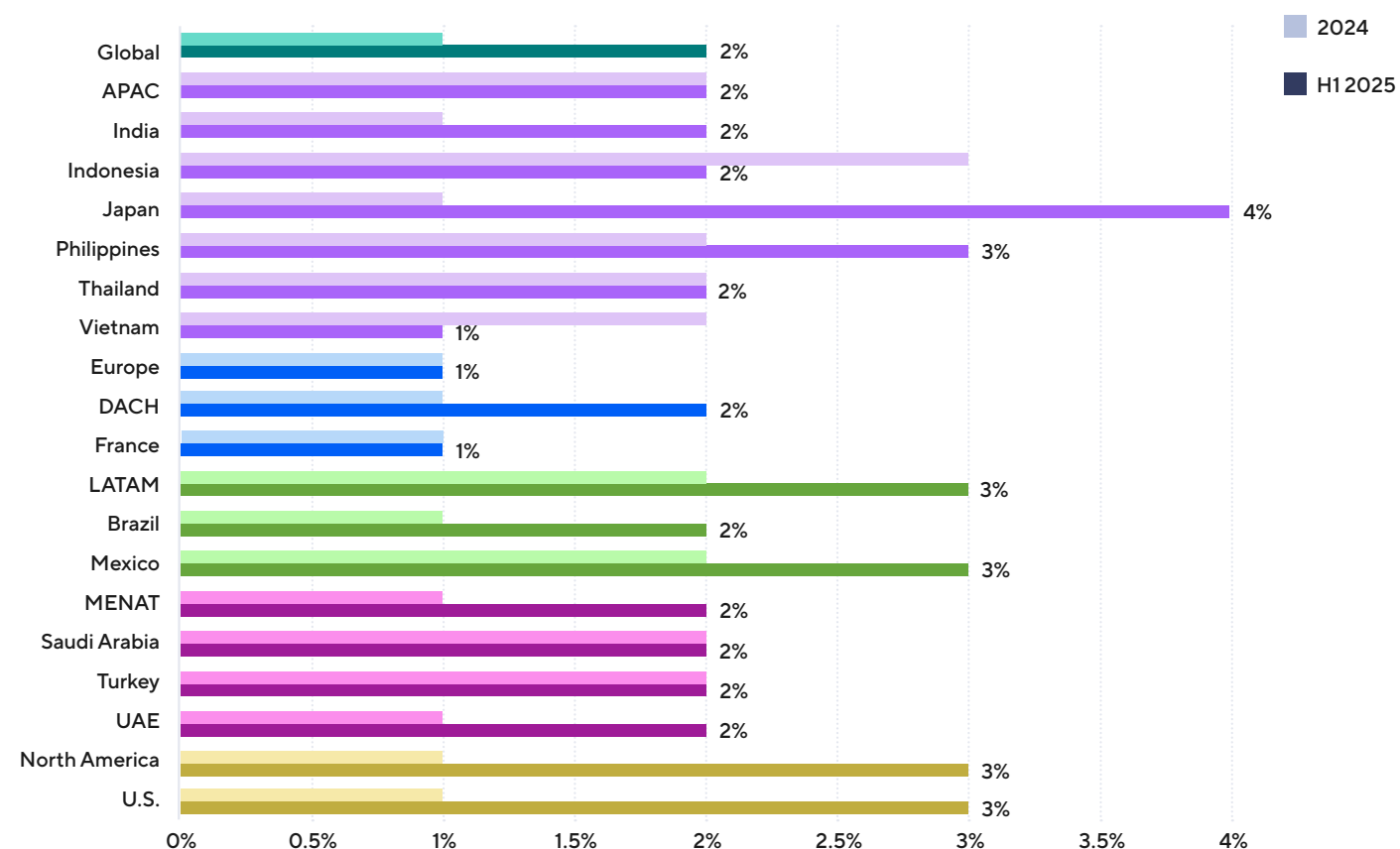
Finance app click-through rates (CTR) saw only minor shifts in H1 2025. Overall CTR increased from 1% to 2%, while banking and payment apps remained at 1% and crypto remained at 1.2%.



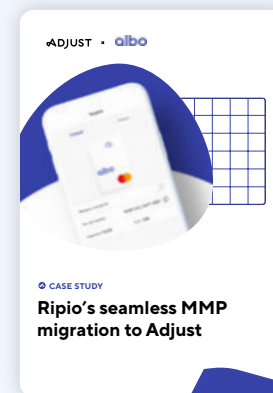
Finance app CTR by subvertical 2024 - H1 2025 (Global)



Finance app CTR by region and country 2024 - H1 2025



Across regions, CTRs either stayed consistent or trended upward in H1 2025. APAC averaged 2%, with Japan showing a standout increase to 4%. North America and the U.S. both reached 3%, while LATAM markets picked up momentum, with Mexico and Brazil rising to 3% and 2%. MENAT advanced from 1% to 2%, whereas Europe was unchanged at 1%.



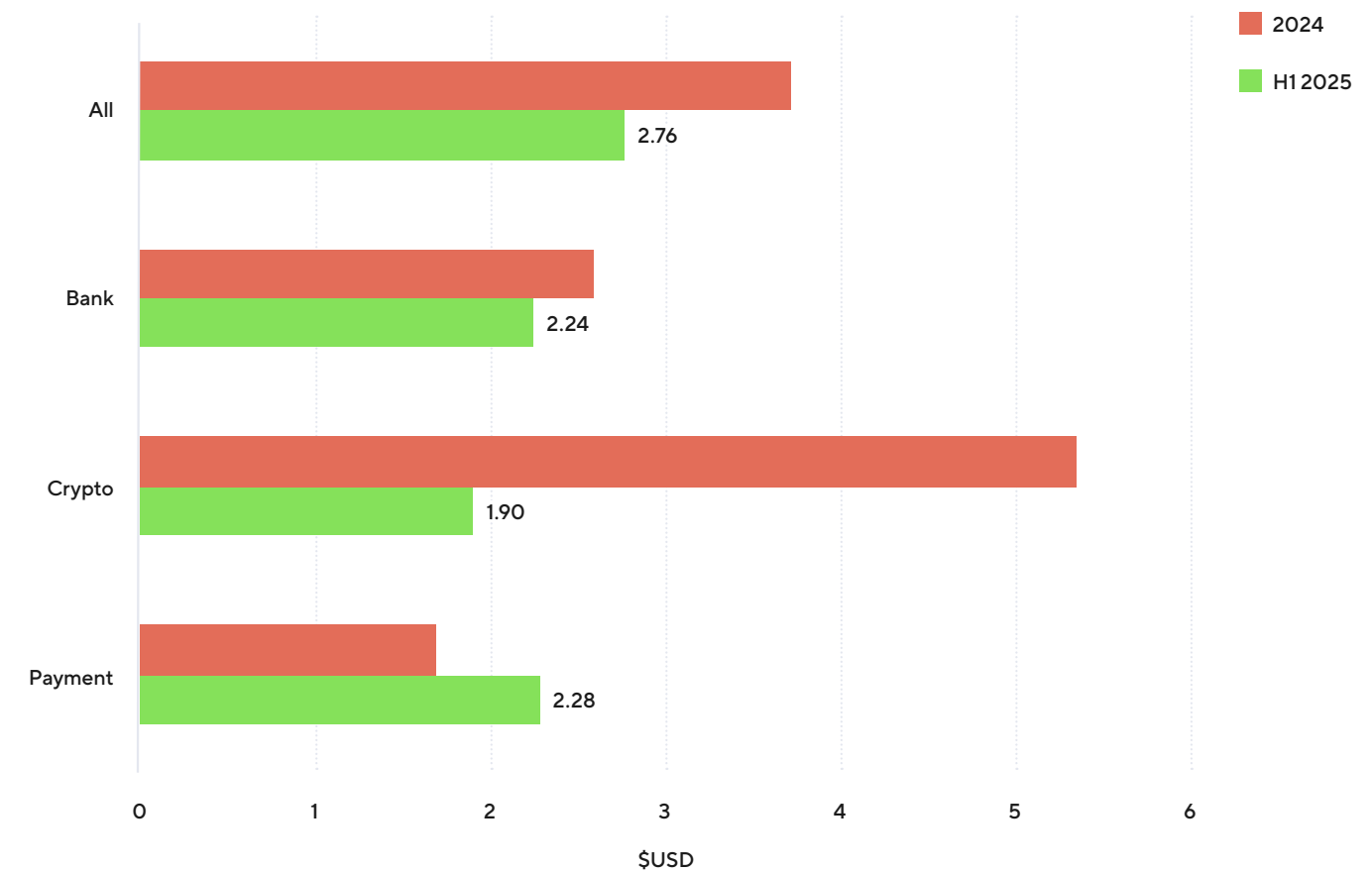
Mexico's challenger bank also used Adjust's FPS to detect and block low-quality and suspicious traffic from ad networks. Within three months, the team increased conversion rates by 600%, reduced empty installs by 70%, and lowered CPA by 16%.

Read the full case study [here](#).



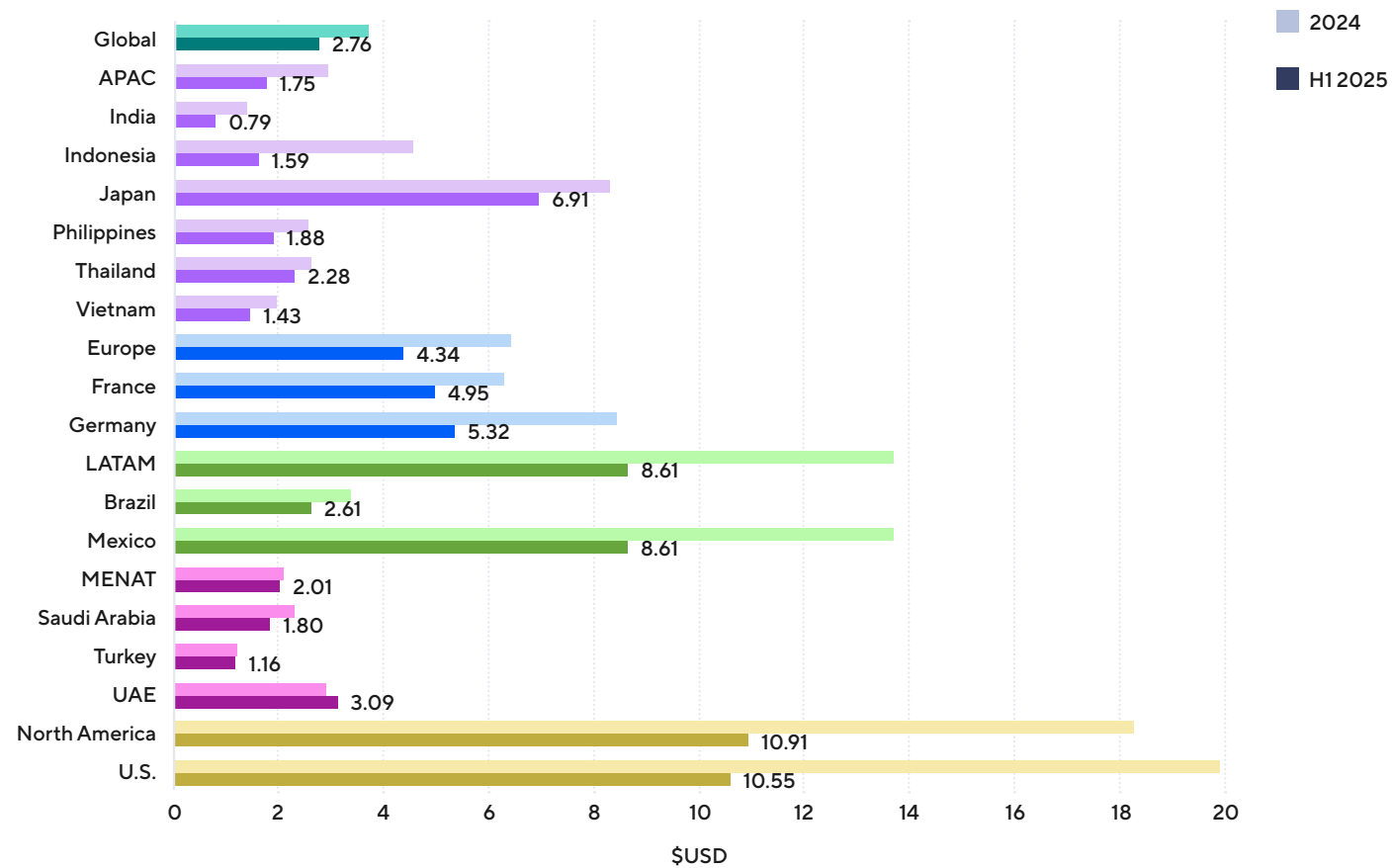


Finance app CPM by subvertical 2024 - H1 2025 (Global)

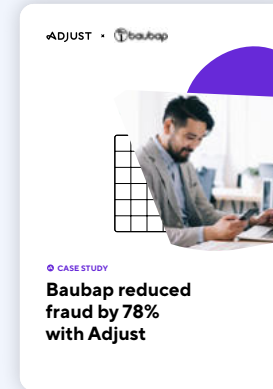


Finance app cost per mille (CPM) declined from \$3.71 in 2024 to \$2.76 in H1 2025, primarily due to lower crypto rates (\$5.34 to \$1.9). Banking CPM declined from \$2.59 to \$2.24, while payment apps experienced a boost, from \$1.69 to \$2.28.

Finance app CPM by region and country 2024 - H1 2025

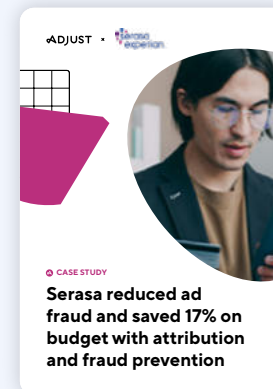


Finance app CPMs also declined across most regions in H1 2025. North America saw the largest decrease—from \$18.24 to \$10.91, with the U.S. landing at \$10.55. Europe followed, with Germany at \$5.32 and France at \$4.95. CPM in APAC dropped to \$1.75, fueled by lower rates in India (\$0.79) and Indonesia (\$1.59). LATAM (\$8.61) and MENAT (\$2.01) also dipped slightly, while the UAE was the only market to record a modest rise, reaching \$3.09.



Baubap, a personal loan app based in Mexico, leveraged Adjust to prevent fraudulent activity across 15 ad networks. By cutting invalid installs by 78% and improving monetization event completion by 50%, Baubap reduced wasted impressions and improved campaign visibility.

Read the full case study [here](#).



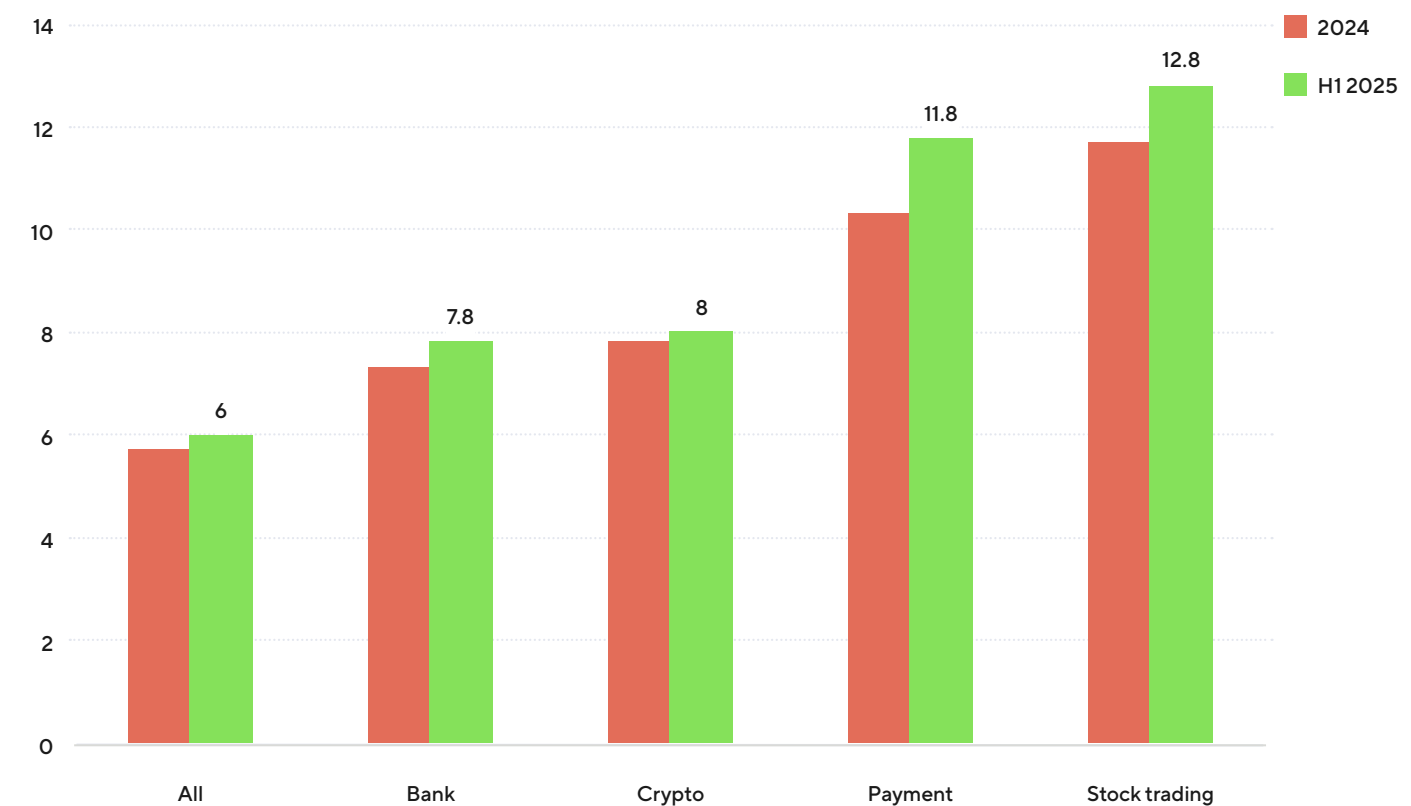
Brazil's Serasa, a credit platform, used Adjust's attribution and FPS to improve campaign accuracy and block fraudulent traffic. The team cut fraud by 13%, saved 17% of its campaign budget, and boosted user acquisition efficiency through real-time validation.

Read the full case study [here](#).



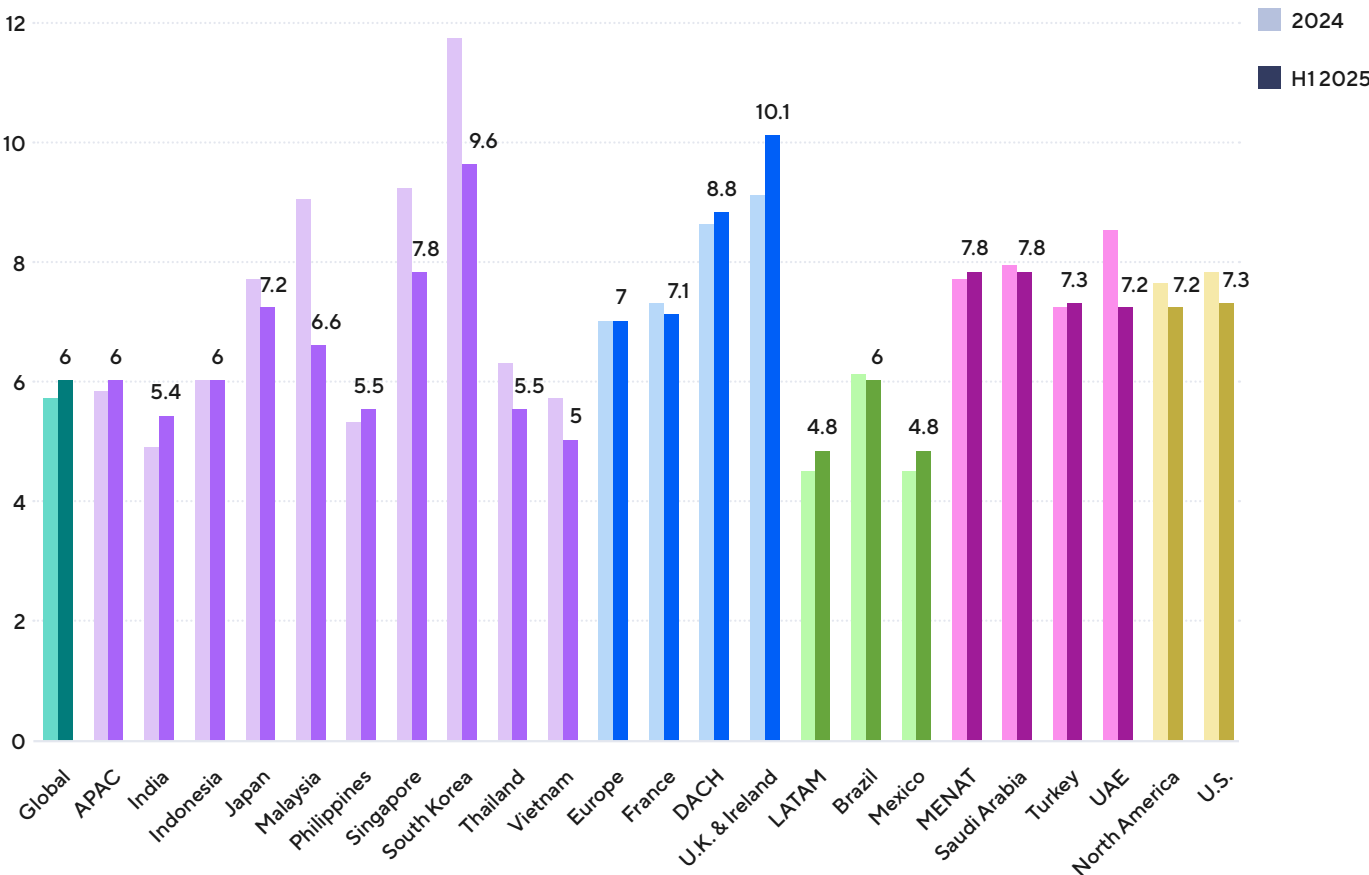


Finance partners per app by subvertical 2024 - H1 2025 (Global)

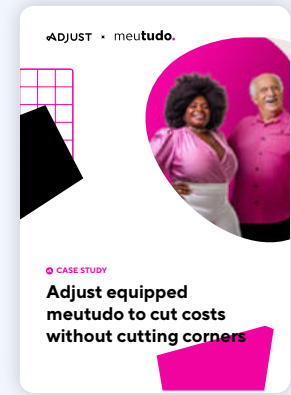


Finance apps expanded their partner networks in H1 2025, averaging six partners per app in, up from 5.7 in 2024. Banking apps grew from 7.3 to 7.8, and crypto reached eight. Payment apps collaborated with an average of 11.8 partners, and stock trading led with 12.8.

Finance partners per app by region and country 2024 - H1 2025



The U.K. & Ireland maintained the most diversified partner ecosystem, averaging 10.1 partners per app in H1 2025. DACH ticked upward to 8.8. LATAM and Mexico each added partners, rising from 4.5 to 4.8. Many APAC markets reduced network partnerships, with Malaysia decreasing the number from 9 to 6.6, South Korea from 11.7 to 9.6, and Japan from 7.7 to 7.2.



Brazil-based fintech company Meutudo used Adjust Measure and Pulse smart alerts to improve campaign efficiency and prevent costly errors. Real-time alerts helped the team detect and fix event drops, saving over \$10,000 in one weekend.

Read the full case study [here](#).



CONCLUSION

Shaping the future of finance apps

Adjust data shows that finance apps are shifting from rapid expansion toward sustainable, value-driven development, with marketers optimizing spend, improving traffic quality, and focusing on users who drive long-term profitability. Amid falling CPIs, higher IPMs, and stable/stronger CTRs, marketers are reaching higher-LTV audiences and improving conversion outcomes.


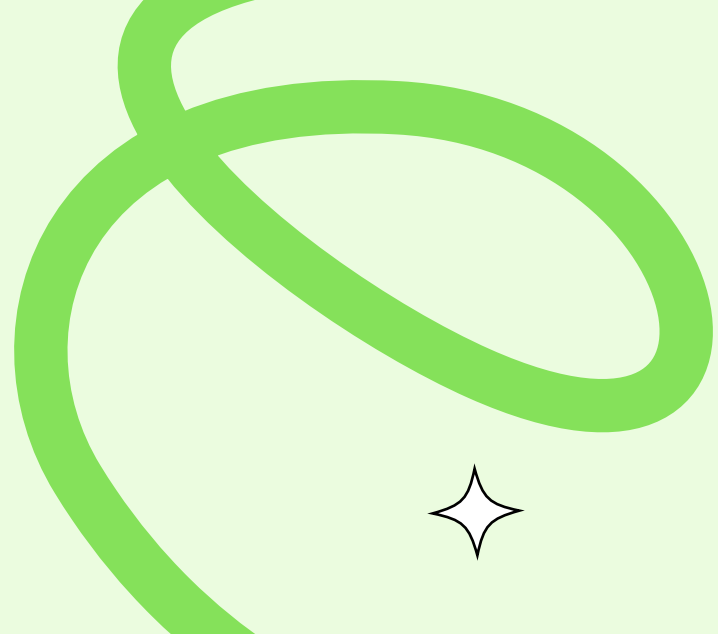
Subvertical trends highlight distinct priorities across the finance ecosystem. Banking apps are strengthening loyalty, payment apps are pushing for frequent transactions, trading apps are deepening activity among committed users, and crypto apps are recovering stability after market disruption. These patterns reflect a market maturing, with each segment harnessing its strengths to balance user acquisition and engagement toward measurable outcomes.

Regionally, LATAM remains a leading growth region, driven by Brazil and Mexico. In APAC, cost-efficient acquisition in India and the Philippines pairs with strong retention in Japan and South Korea. MENAT's momentum, led by Turkey, Saudi

Arabia and the UAE, reflects rising app use and stronger ad performance. Europe is steady, leaning into retention and ad spend optimization, while North America is showing signs of renewed ROI, with lower CPIs and stronger IPMs.

As regional and category dynamics evolve, finance app marketers face a new challenge: reaching their most valuable users at the right moment. Sustained performance relies on accurate attribution, transparent measurement, and the ability to act on insights instantly.

Adjust delivers the precision and reliability needed to make this possible. Our advanced attribution and measurement solutions are built to help marketers and developers understand performance, prevent fraud, and connect user journeys seamlessly. With solutions like TrueLink Deep Linking and Smart Banners, and AI-powered insights from Adjust Growth Copilot, you can provide frictionless user journeys and turn data into action faster than ever. The result is performance visibility, smarter decisions, and the ability to optimize campaigns in real time to stay ahead of the curve.



Ready to supercharge your strategy, build stronger user trust, and scale your finance app business?



[Request a demo](#)



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Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and AI-powered analytics solutions provide visibility and insights, while deep linking and engagement solutions help to drive ROI.

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