Adjust Becomes First Mobile Measurement Partner In Unity’s Verified Solutions Partner Program

Mobile game developers will be able to measure in-game ad campaigns and enhance user experiences, by using Adjust with Unity Technologies

San Francisco / Berlin / Tokyo, January 6, 2020 — Mobile is on track to dominate the estimated $152 billion global gaming industry in 2019, accounting for 45% of the market. To help app developers and advertisers take advantage of this meteoric growth, Adjust, the industry leader in mobile measurement, fraud prevention and cybersecurity, has become the first mobile measurement partner in Unity Technologies’ Verified Solutions Partner Program. The partnership will enable developers who publish their games on Unity to integrate Adjust's SDK.

Unity is the creator of the world’s leading real-time 3D development platform, giving users the most powerful and accessible tools to create, operate, and monetize experiences for the real-time world. Unity’s Verified Solutions Partners highlight best-in-class products and services that serve to deliver direct value to Unity developers across industries and applications.

“By ensuring that we provide the best integration possible, verified at every new version of the Unity platform, Adjust and Unity make user acquisition accessible and effective,” said Andrey Kazakov, VP Partnerships at Adjust. “Most importantly, we offer developers the ability to get granular measurement, world-class anti-fraud solutions, automation and analytics using Adjust with Unity.”

Unity’s ads platform gives developers everything needed to engage and retain players, and drive the highest possible Lifetime Value (LTV).

“Almost all of the developers that use Unity today need to acquire new users for their apps,” said Agatha Hood, Head of Global Advertising Sales at Unity. “Through this partnership, both UA buyers and those new to UA can easily integrate Adjust’s measurement and analytics solutions in a cost-effective and efficient way -- enabling access to Unity’s massive ad platform quickly and seamlessly.”

Adjust is the industry leader in mobile measurement, fraud prevention and cybersecurity. Born at the heart of the mobile

###
About Adjust
Adjust is the industry leader in mobile measurement, fraud prevention and cybersecurity. Born at the heart of the mobile economy and grown out of a passion for technology, the globally operating company now has 16 offices around the world.

By making marketing simpler, smarter and more secure, Adjust empowers data-driven marketers to build the most successful apps in the world. Adjust is a marketing partner with all major platforms. In total, more than 30,000 apps from global leading brands including Procter & Gamble, Rocket Internet and Tencent Games have implemented Adjust’s solutions to secure their budgets and improve performance.

Contact info
Joshua Grandy
PR & Communications Manager, U.S.
Email: pr@adjust.com
Phone: +1 484 683 5929