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## Adjust Joins TikTok Marketing Partner Program to Help Advertisers Optimize Campaigns on TikTok

*Partnership includes seamless TikTok integrations for Adjust's Audience Builder and Automate products, enabling clients to export first-party data directly to TikTok*

**SAN FRANCISCO, February 1, 2021** — Following another banner year for TikTok, app marketing platform [Adjust](#) announced today it has joined the TikTok For Business Marketing Partner Program. As a mobile measurement partner, Adjust will help advertisers create, optimize, target, and measure their ad campaigns on the leading destination for short-form mobile video.

The partnership includes an integration for Adjust's [Audience Builder](#), enabling clients to export first-party data, such as audience groups, directly to TikTok from the Adjust dashboard. Armed with this data, marketers can run highly personalized campaigns to boost user engagement and loyalty — all while protecting their users' data privacy.

Additionally, to simplify campaign optimization, clients can link their TikTok account to view and edit TikTok campaign data directly in the [Adjust Automate](#) dashboard. From there, advertisers can generate cross-app, cross-partner and cross-network reports.

*"Finding and retaining the right users is critical, as many drop off after the first days of installing the app and competition for users' eyeballs is fierce. That is why it is imperative for mobile advertisers to push the right messaging to the right audience at the right point in the marketing funnel," said **Andrey Kazakov, VP Partnerships at Adjust**. "We are excited to partner with TikTok to give marketers a simpler, more seamless way to segment their desired audiences, automate their campaigns, measure ad spend and grow their apps."*

TikTok's [Marketing Partner Program](#) is part of TikTok For Business, the global platform for marketing solutions designed to give brands and marketers the tools to be creative storytellers and meaningfully engage with the TikTok community. The TikTok For Business Marketing Partner Program helps connect advertisers with trusted technology providers, such as Adjust, that can help them find scaled success on TikTok.

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### **About Adjust**

Adjust is a global app marketing analytics platform committed to ensuring the highest privacy and performance standards. Adjust's solutions include attribution and measurement, fraud prevention, and

cybersecurity, as well as automation tools. The company's mission is to make mobile marketing simpler, smarter and more secure for the more than 40,000 apps working with Adjust.

**About TikTok**

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

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