Adjust Extends Ad Revenue Reporting To MAX By AppLovin

MAX by AppLovin becomes latest partner to work with Adjust to provide Ad Revenue reporting, changing the way gaming apps will monetize in 2020 and beyond

San Francisco / Berlin / Tokyo, January 16, 2020 — Adjust, the industry leader in mobile measurement, fraud prevention and cybersecurity, today announced an extension of its Ad Revenue reporting to MAX, the monetization solution from mobile marketing platform AppLovin. Marketers working with MAX can now measure revenue generated from users who engage with in-app advertising -- essential for optimizing retargeting campaigns and accurately measuring user lifetime value (LTV).

Ad Revenue, generated from in-app advertising, has become an increasingly popular and lucrative monetization strategy for mobile apps around the world. AppLovin data shows that in-app advertising with MAX yields a 10-30% Average Revenue Per Daily Active User (ARPDAU) increase for developers and offers a way to reduce time spent manually optimizing ad monetization.

Adjust’s Ad Revenue reporting allows marketers to tie back Ad Revenue data to user acquisition sources. Critically, the reporting finally gives marketers an accurate and privacy-compliant way to measure user LTV and Average Revenue Per User (ARPU). Marketers gain more accurate data, and in turn, users benefit from smarter and more personalized advertising.

“Ad Revenue reporting removes significant blind spots for today’s marketers and gives them the ultimate insights to drive their growth,” said Andrey Kazakov, VP Partnerships of Adjust. “Adjust’s transparent and accurate data coupled with AppLovin’s strong gaming specialty will change the way gaming apps monetize in 2020 and beyond.”

"Previously, developers only had access to ad data averages that informed crucial metrics like LTV and ROAS. Now, with this integration developers using Adjust can get the precise User-Level Ad Revenue data allowing them to make more informed decisions about their user acquisition strategy," said Idil Canal, General Manager of MAX, AppLovin.

Adjust released its Ad Revenue reporting feature in early 2019, with a goal of bringing more transparency and accuracy to the mobile marketing industry. Ad mediation platforms ironSource and MoPub, have also integrated the feature.

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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 NBC Universal, Procter & Gamble and Tencent Games have implemented Adjust's solutions to secure their budgets and improve performance.

Adjust recently acquired companies Acquired.io and Unbotify to further help clients protect their budget and improve performance. The company also secured one of 2019’s largest funding rounds in Europe to date, raising nearly $230 million.

**About AppLovin**

AppLovin builds technology that fuels many of the world’s most popular mobile games. Since 2012, the company's technologies have been instrumental in driving the explosive growth of games from its studio partners and its own studio. AppLovin makes those same technologies available to all game developers, resulting in a richer mobile game ecosystem and better games for people everywhere. AppLovin is headquartered in Palo Alto, California with offices around the world. Learn more at [applovin.com](http://applovin.com).