adjust

Business Intelligence for Mobile Applications

adjust was founded to help advertisers determine their best advertising source, optimize budgets & get maximum ROI
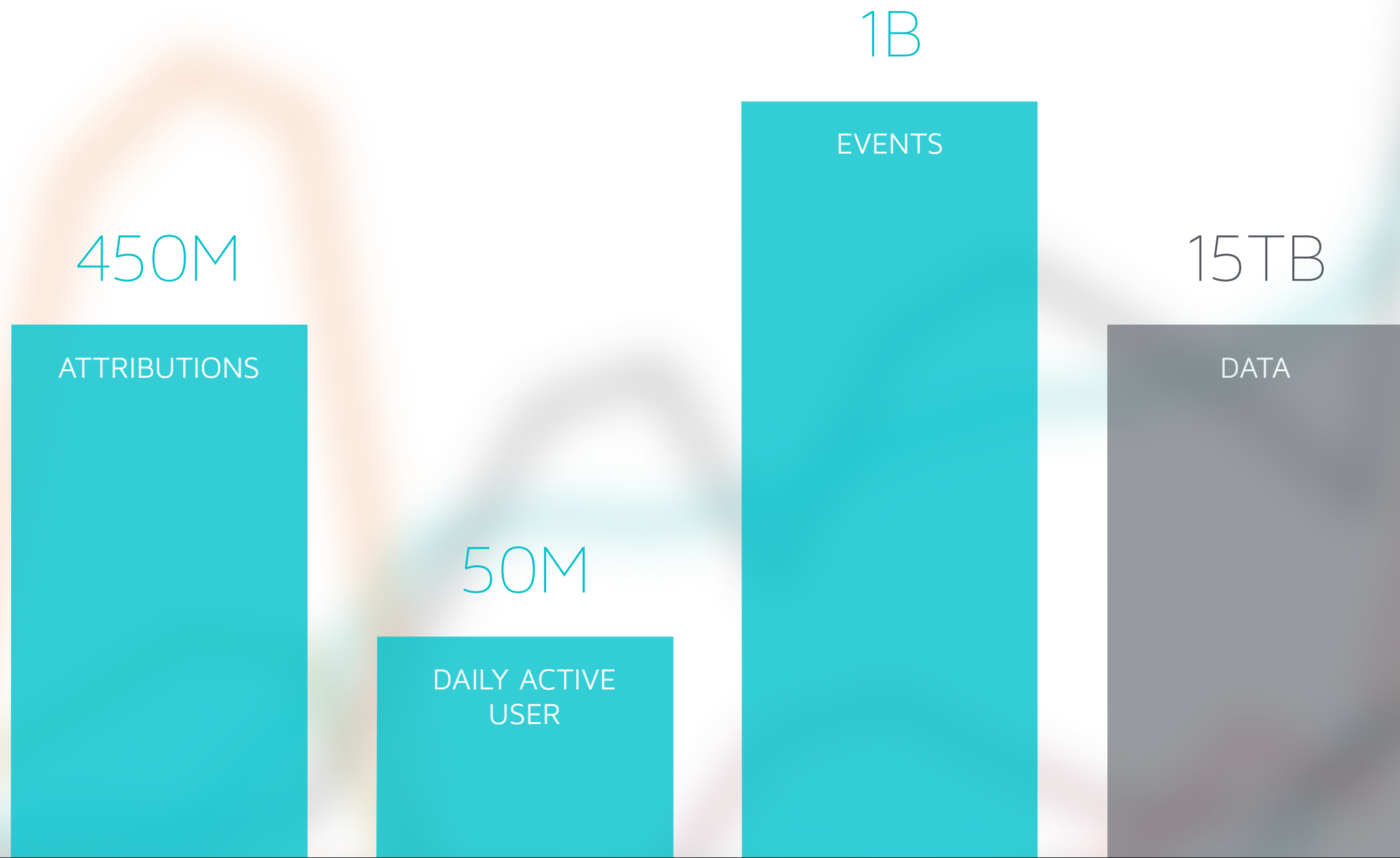
SEARCH	SOCIAL	OTHER	DISPLAY
Google	facebook	Tapjoy	millennialmedia

KNOWING WHERE TO FIND YOUR MOST VALUABLE USER
TO GET THE MOST OUT OF YOUR MARKETING STRATEGY

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Delivery overview in Jan 2014

1B
EVENTS

450M
ATTRIBUTIONS

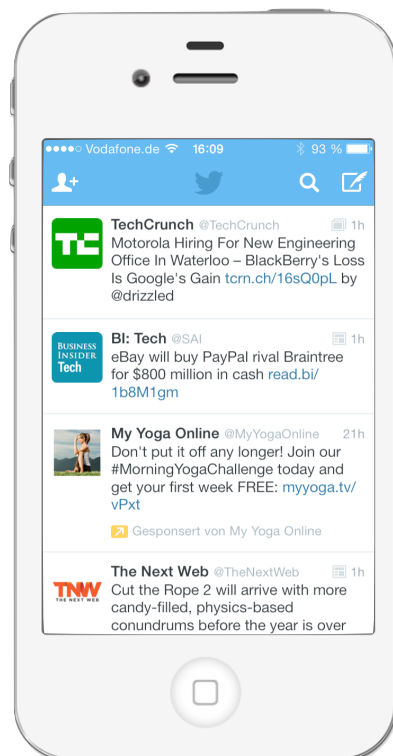**15TB**
DATA

50M
DAILY ACTIVE
USER

ADJUST HAS OVER 100 CORPORATE CLIENTS GLOBALLY

Mobile Measurement

Evolution of metrics for mobile
The market is moving beyond just installs

Clicks

Installs

Engagement

Market focus in   2010   2012   2013

Key Performance Indicators
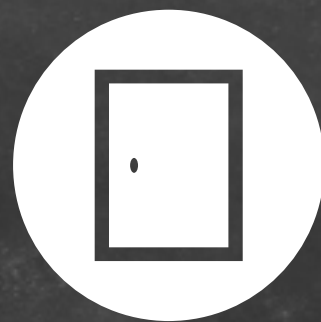## Accurate app marketing requires specific KPI's

KPI/Metric	Web	App
Traffic (PI, Visits, …)	✔	
CTR	✔	
Leads/SignUps	✔	✔
Revenue	✔	✔
Ranking/Rating		✔
Downloads		✔
Push Messaging		✔
Re-Attribution		✔
In-App-Purchases		✔

(3) Facts

all marketers need to know
about SDKs

1 An Open Source SDK is the only way

Closed SDK

Open Source SDK

- Black box
- Can crash app
- Heavy

+ Transparency
+ Debuggable
+ Small & light

(2) Privacy matters. Don't be evil... or weird

SSL encryption

Secure Data

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(3) A smart SDK keeps the doctor away

Offline Tracking

In-App Purchase

Re-Engagement

Sandbox Environment

Got data! Great. Now what?

Understand your data
Use the right data to make better decisions

DECISIONS

MEANINGFUL KPIS
ARPU, LTV & OTU

COMPARABLE DATA
SESSIONS & COHORT ANALYSIS

CONSISTENT DATA
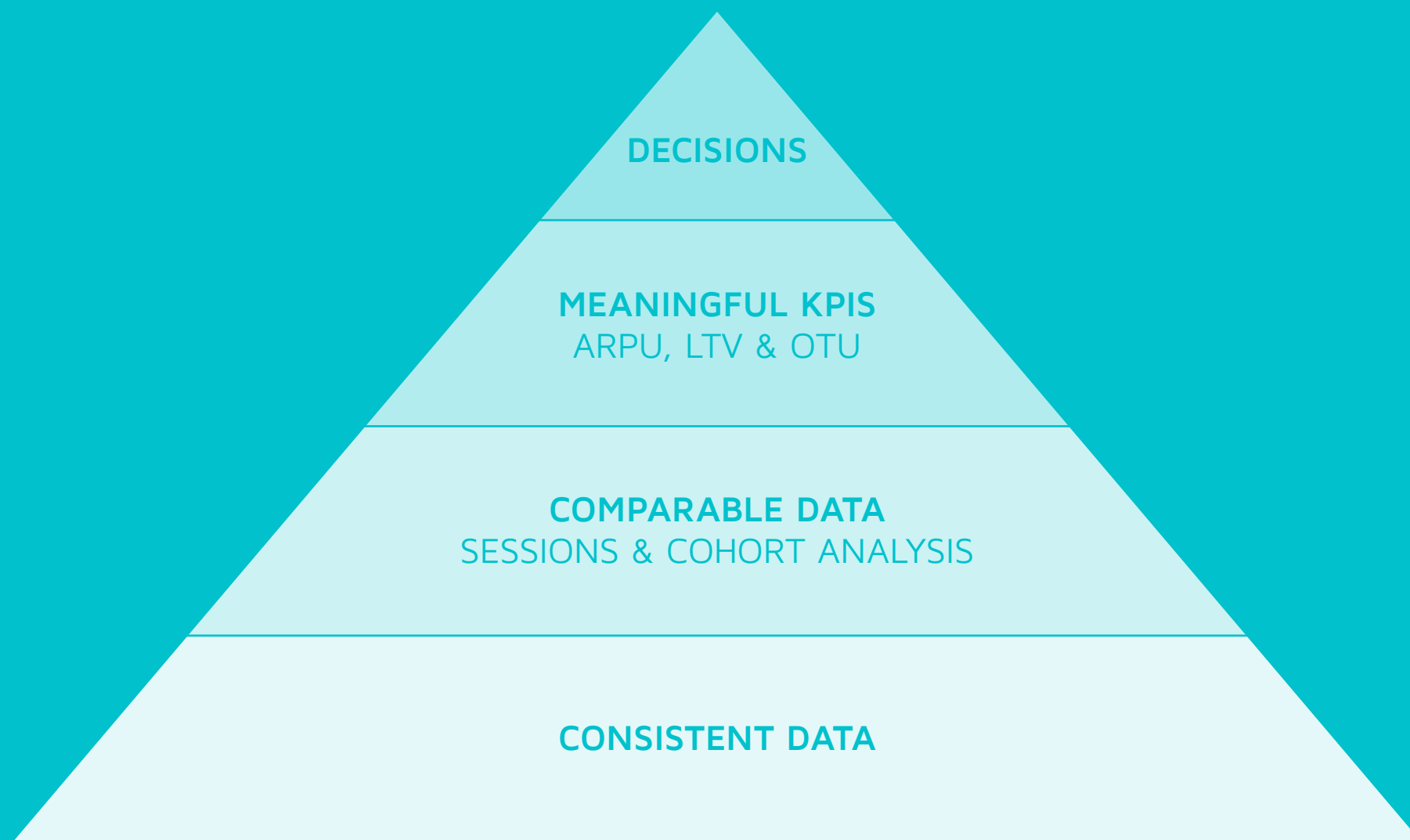
The app lifecycle
Every stage has different KPIs to focus on

GROWTH

MONETIZATION

MIGRATION

+ Retention
+ Social
+ Sign up

+ Average revenue
per user (ARPU)

+ Conversion
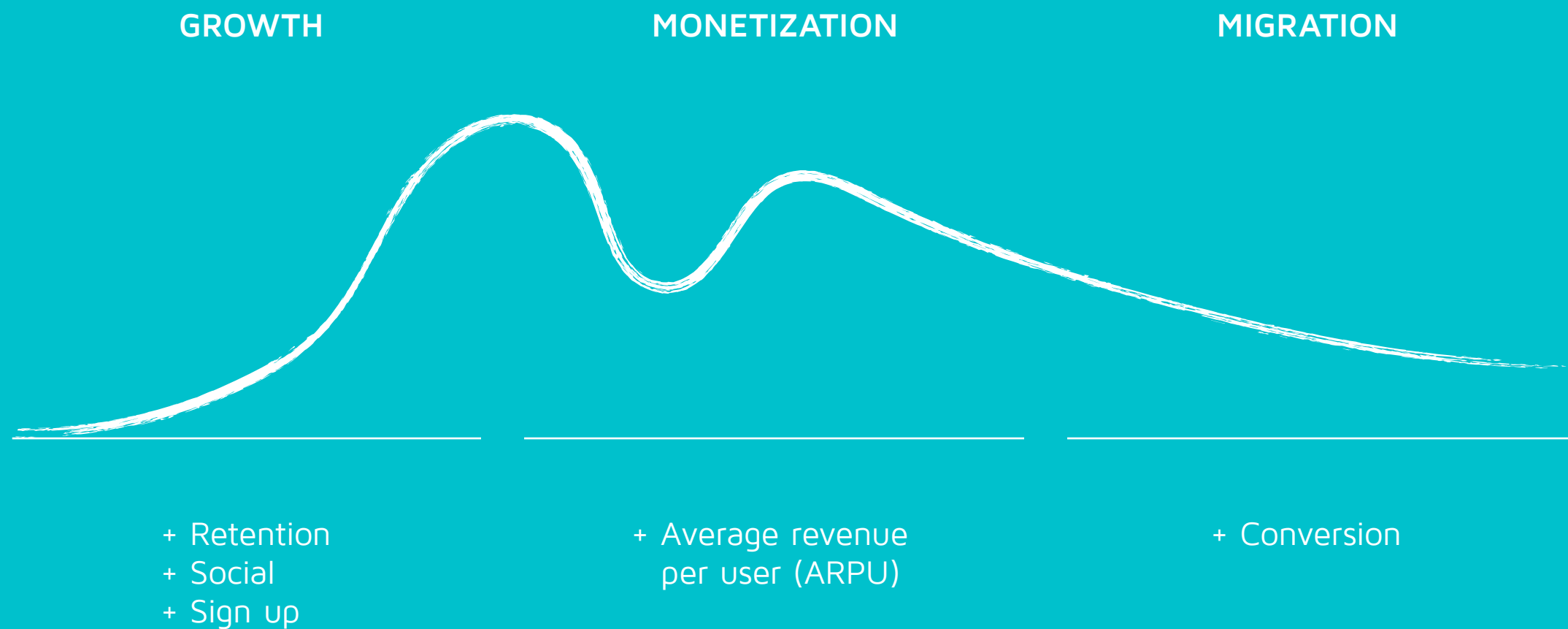
Summary

① Apps are different.
They need specific KPIs with specific tracking.

② Publisher is responsible for privacy.
Choose an privacy compliant tracking provider.

③ Use an Open Source SDK.
It is not only convenient to implement it is also less hassle
to maintain.

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