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adjust Continues Rapid Global Expansion With Dramatic Revenue Growth and Enterprise Customer Acquisitions

Leading Mobile Attribution and Analytics Firm adjust Sees Revenues Soar Year-Over-Year by 3100 Percent, Adding 400 New Enterprise Customers in 2014 Alone, Including BuzzFeed, Universal Music and Viacom

BERLIN, GERMANY and SAN FRANCISCO, CA--(Marketwired - Apr 3, 2014) - **adjust**, a leading international mobile application attribution and analytics firm, today announced that 400 enterprise clients had been added to their rapidly expanding client list in Q1 2014. Global brands include major household names such as Baidu, BuzzFeed, Deutsche Telekom, Scout Group, Universal Music and Viacom. **adjust** also delivers mobile analytics to the world's largest advertising and media agencies including Vivaki, Publicis and GroupM.

"We've had extraordinary first few months of 2014 in growing revenues and vastly expanding our global network of partners and customers as we enter new markets globally," said Christian Henschel, CEO and Co-founder of **adjust**. "This success is a testament to our ability as a team to execute on all key aspects of our business -- the growth in mobile applications is exceeding all expectations as literally billions of consumers around the world spend more time every day on their mobile devices, and this will continue to grow exponentially over the next few years." Due to the rapid increase in its client base internationally, **adjust** has also seen its mobile attributions increase 600 percent in the last few months.

Providing a popular open source software development kit (SDK) and employing the world's strictest privacy standards, **adjust** delivers a transparent and independent solution for app marketers. The **adjust** platform allows publishers and marketers understand which ad or marketing source gives them their most valuable users how effective they are in keeping them engaged post install.

New features just released this year include app store fallback for deeplinking, cohort analysis and re-attribution measurement for re-engagement campaigns. These features feed into **adjust**'s comprehensive business intelligence and analytics platform to empower mobile app publishers to convert marketing dollars into real revenue and get return on their marketing spend.

In addition to strong revenue growth and a growing list of customers, **adjust** now boasts integration with nearly 200 global partners and agencies.

"**adjust**'s deep integration with partners like Tapjoy, Upsight, Rocket Fuel, Nanigans, Trademob and being an official Facebook Mobile Measurement Partner, ensures that marketers know how their app is performing anywhere they choose to market it," Christian Henschel said. "This extensive range of integrated networks ensures that apps in all verticals, from ecommerce to gaming, with any user base,

are able to run campaigns without the hassle of integrating countless SDK's and using different dashboards."

The firm has just bolstered its global sales and account management leadership team, filling key roles including Head of Account Management, Senior Sales Manager (Nordic Region) and two U.S. Sales Managers. Other key positions including Director of Sales Europe are shortly to be announced.

About adjust

A mobile app tracking and analytics company based in Berlin and San Francisco, adjust provides app businesses with a comprehensive business intelligence platform. As an official Facebook Mobile Measurement Partner, adjust is integrated with over 200 other major networks worldwide. With the broadest network and market coverage, adjust ensures that marketers and publishers know exactly how their app is performing anywhere in the world. adjust is also the only mobile analytics company to meet stringent EU privacy compliance standards. adjust's streamlined dashboards display understandable and actionable metrics. These insights allow publishers to quickly and correctly attribute the most effective marketing practices with the highest ROI to specific campaigns, networks and creative assets. Clients include some of the world's largest brands in Asia, the EU and the Americas, such as Baidu, Deutsche Telekom, Universal Music and Viacom. adjust delivers app analytics to the world's largest advertising and media agencies including Vivaki, Publicis and GroupM.