

# Making Marketing Simpler, Smarter and More Secure

Find the right users and maximize their value



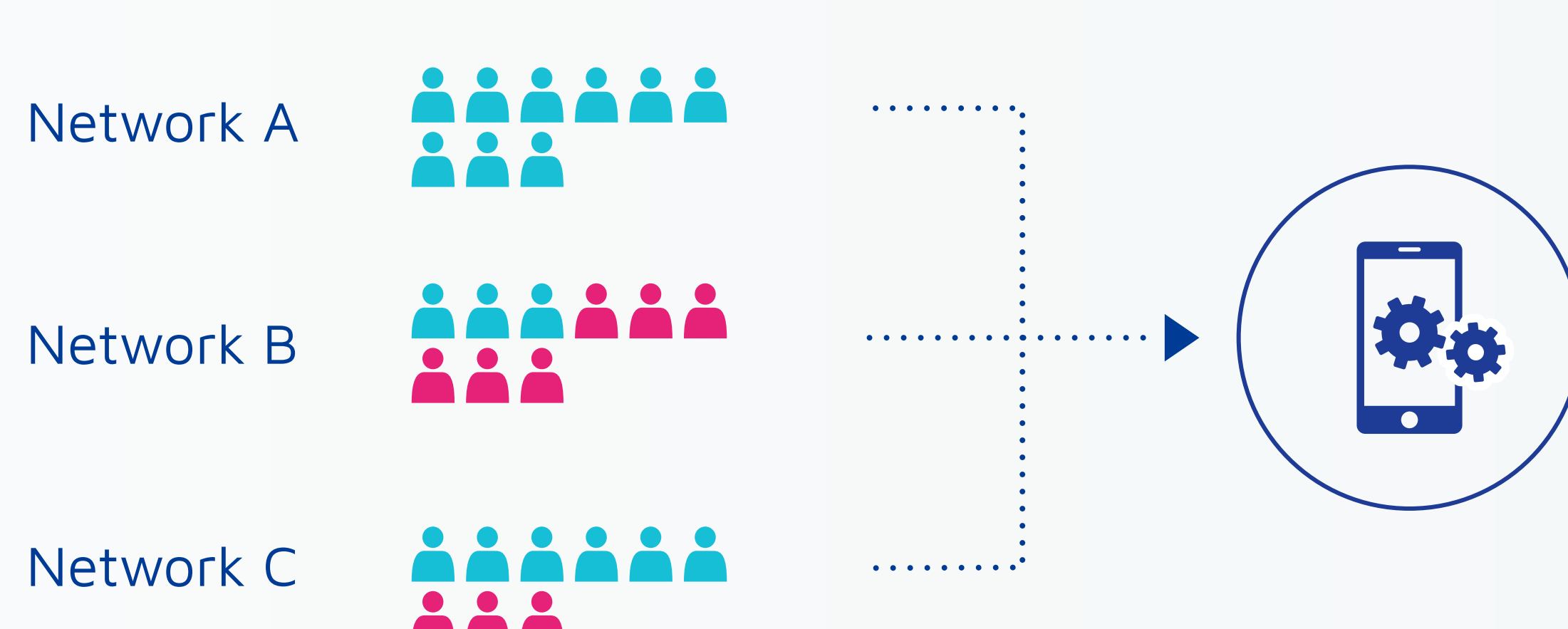
Adjust is the industry leader in mobile measurement, fraud prevention and cybersecurity. Born at the heart of the mobile economy, the globally operating company now has 15 offices around the world. In total, more than 30,000 apps have implemented Adjust's solutions to secure their budgets and improve performance.



Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers. Teams use Braze to deliver highly personalized messaging experiences that span across channels, platforms, and devices.

## Mobile Measurement

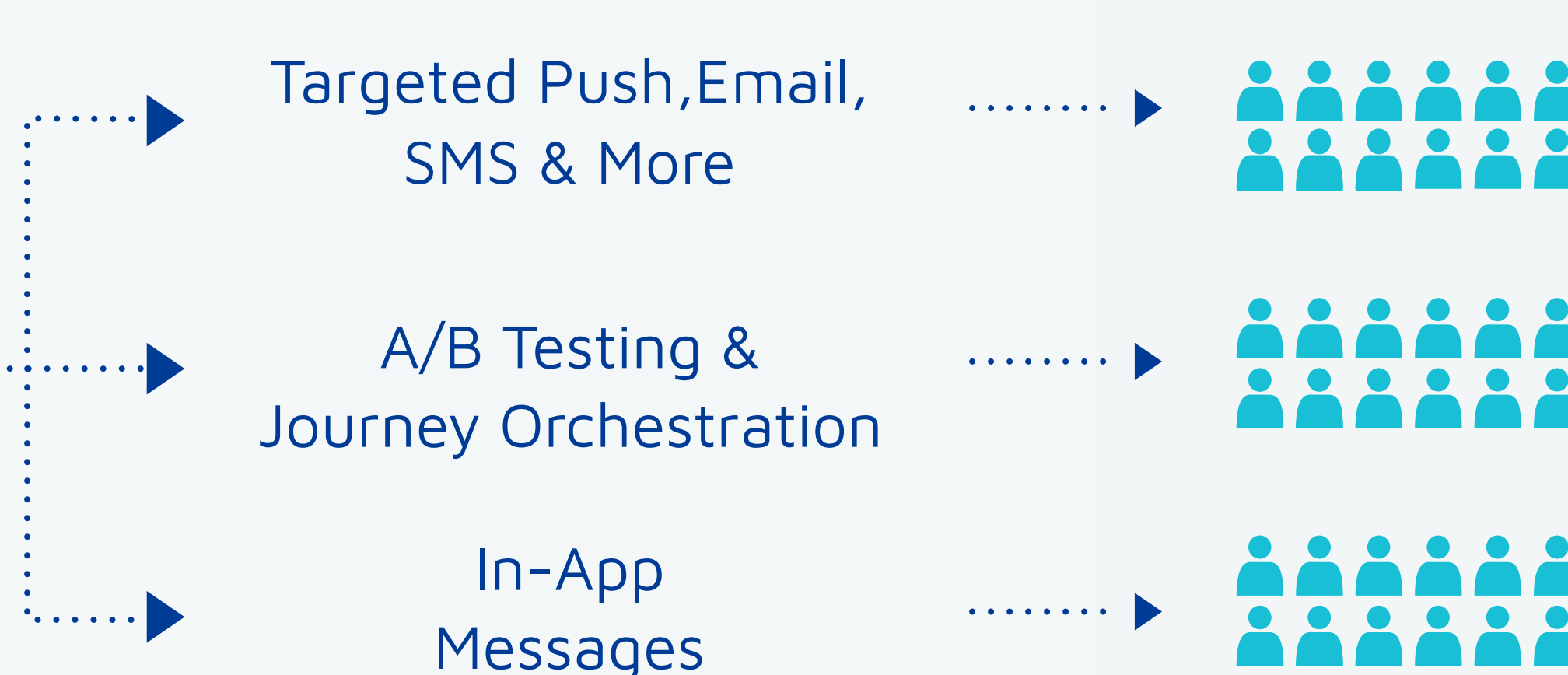
### Identify and acquire your best users



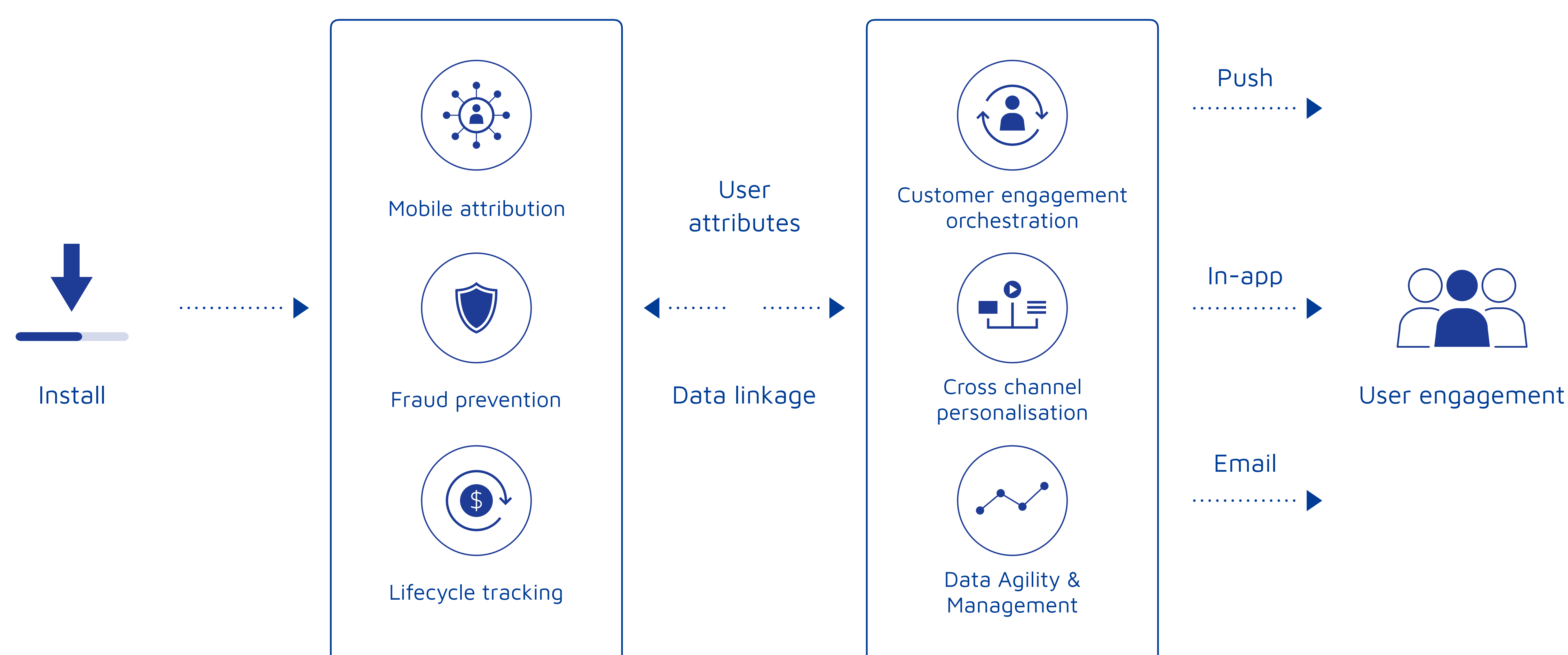
Identify your most valuable users with mobile measurement and allocate resources towards the channels that bring you the highest ROI.

## Customer Engagement

### Maximize the value of every user



Engage with your users post-install with targeted communication and experiences in order to grow new and existing consumer relationships, resulting in increased ROI and brand loyalty.



## Why Adjust?

- ✓ Industry-leading data capture and reporting
- ✓ Standard bearers of fraud prevention
- ✓ Fully GDPR compliant - we only track what's necessary

## Why Braze?

- ✓ Powerful Customer Engagement tools
- ✓ Seamless cross-channel personalization
- ✓ First-in-class data agility and management

## A simple integration that enables deep insight

Adjust and Braze have a seamless and reliable integration with each other that allows us to pass data easily between our platforms.

There's no developer required to enable the joint power of our two platforms. All you need is a few minutes to connect your Adjust and Braze accounts.

## The top mobile brands trust us to drive growth



Talk to your Adjust or Braze representative to learn more!