



# Adjust + Adobe

Measure marketing efforts across all channels, platforms and devices.

## Trust the data behind every acquisition

Adjust research shows marketers use more than 14 platforms and rely on several analytics tools to optimize campaigns every day – making information siloed, discrepant, and hard to compare.

**Adjust, a Premier partner in the Adobe Exchange program, solves this problem.**

You can push Adjust mobile attribution data into **Adobe Experience Platform**, and this powerful connection allows you to:



Determine your best performing mobile marketing channels and boost your ROI



Maximize customer loyalty and curtail churn by tracking the entire user lifecycle



Scale your marketing operations to stay ahead of the competition



Safeguard your customer data and stop ad fraud in real-time

## Boosting metrics in every vertical

 Fintech

**50%** CPA decrease with granular reporting insights

 Travel

**49%** overall uplift in ROI

 Dating

**30%** decrease in fraud after switching to Adjust

 Photography

**60%** increase in average monthly installs

 Retail

**30%** increase in in-app engagement and conversions

 Gaming

**2x** Scaled ad spend by 2x without adding headcount

## About Adjust

Adjust is a global app marketing platform. Born at the heart of the mobile app economy and grown out of a passion for technology, the company now has **16 offices** around the world.

Adjust's platform includes **measurement**, **fraud prevention**, **cybersecurity** and **marketing automation** products.

Together, we make marketing simpler, smarter and more secure for the **50,000 apps** working with Adjust.



## Key differentiators

### Mobile ad & in-app fraud prevention

Adjust is the only attribution tool that safeguards performance budgets by rejecting fraudulent activities in real-time.

### Unlimited data access

Our API friendly platform enables real-time data on the device level for marketers with no limitations, providing easy access to campaign management and automation.

### Complete customer lifecycle tracking

Have visibility into all touchpoints for a multi-touch approach on every single campaign. Adjust lets you track data starting from the first ad engagement through to download and in-app behavior.

### Global support

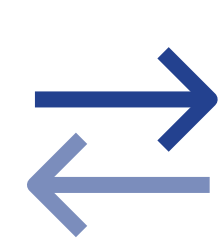
Rely on the industry best knowledge and best practices. Our 24-hour support covers all timezones: Adjust operates in 21 languages with local talents, and has the fastest response time in the industry.

### Data integrity by design

Never delete user records or pay twice for the same users: we keep inactive users in our databases four times longer than the competition.

## Adjust Extension for Adobe Experience SDK

**Client benefits:**



Compare efforts across channels, devices and platforms to reinvest on what drives revenue.



Track the user journey and gain insights to increase customer loyalty and reduce churn.



Make informed marketing and product decisions using one source of truth.

Want to discover how Adjust can drive more value for your customers?

Contact [sales@adjust.com](mailto:sales@adjust.com) today.