

# AdShift - next generation Mobile Measurement Platform



## What's an MMP?

Multiple **ad campaigns** run every day on mobile devices across different channels (f/d/a/e). Advertisers aim to bring users to apps like yours.

We provide **analytics** for brands in e-commerce, gaming and other industries.

We track metrics like **impressions**, **clicks** + **inapp events** to assess the impact of each campaign and optimize ad spend.

## HOW TO INTEGRATE OUR SDK?

It's simple!

We really do our best to make the process **straightforward**

1. Follow **this** step-by-step guide . . . . .
- 1.1 Pick or instructions . . . . .
- 1.2 Define proper events (*login, purchase, level\_up, etc.*) for your app . . . . .
- 1.3 Trigger them accordingly . . . . .
- 1.4 Realese new app version . . . . .

*Any feedback is highly appreciated*

**AdShift** will now receive events from Your app, thanks!

- We support SKAN for iOS measurement
- Our SDK is privacy compliant
- Feel free to contact us anytime!

# adshift

Mobile Measurement Platform

adshift.com

dev.adshift.com

linkedin/adshift

## CHALLENGES

- Running and assessing ad campaigns is **complicated** and **tedious**. *Which ads brought the most traffic to an app? What was the quality of the traffic? Did the campaign meet ROI?*
- Multiple channels means **discrepancies** (ad networks have different assign conversion rules) and requires a lot of separate report checking.
- Without an MMP, data in the complex ad display & measure process is not connected, which makes **retargeting impossible**.

## OUR SOLUTION

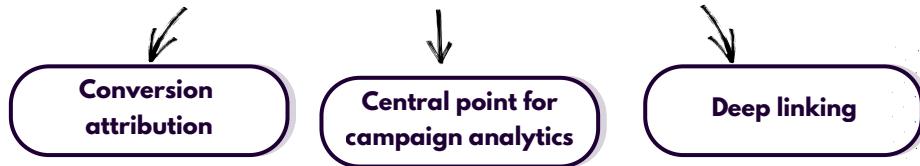
Our platform works as a **connector** between all related partners in the process. We track:

- which ads user interacted with across all channels
- user in-app activity

- **Attribution algorithm** determines which source should be rewarded
- We share collected data in our **dashboards**, enabling marketers to make campaign decisions that improve metrics like ROI.
- We also share in-app user activity data with adnetworks, making **retargeting** possible and increasing client's campaigns efectivness.



**We know**, which campaign **worked**.



## BENEFITS

### 1 Central point for campaigns related data

- 1 Gather metrics from all sources in one place for a clear view on how campaigns perform.

### 2 Conversion attribution

- 2 Define conversion rules with custom lookback windows to unify measurement across different platforms.

### 3 Deeplinking and campaign effectiveness increased

- 3 Direct users straight to page of an offer he clicked on an ad. Use personalized ads for better results.