

AdShift - next generation Mobile Measurement Platform

ad
shift

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 Release 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**.

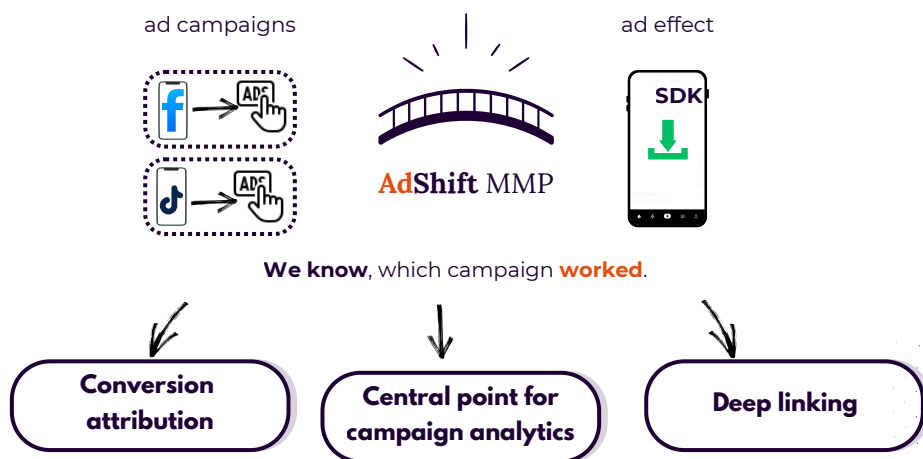
OUR SOLUTION

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 ad networks, making **retargeting** possible and increasing client's campaigns effectiveness.



BENEFITS

- Central point for campaigns related data**
Gather metrics from all sources in one place for a clear view on how campaigns perform.
- Conversion attribution**
Define conversion rules with custom lookback windows to unify measurement across different platforms.
- Deeplinking and campaign effectiveness increased**
Direct users straight to page of an offer he clicked on an ad. Use personalized ads for better results.