

LIVE

built for scale

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** + **in-app 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 for your app (login, purchase, level_up, etc.)
- 1.3 Trigger them accordingly
- 1.4 Release a 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!

CHALLENGES

- Running and assessing ad campaigns is **complicated** and **tedious**.
Which ads brought the most traffic to the app? What was the quality of the traffic? Did the campaign meet ROI goals?
- Multiple channels means **discrepancies** (ad networks use different conversion attribution 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 **connects** data from all partners involved in the process.

We track:

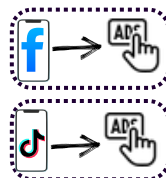
- ads users interact with across all channels
- in-app user activity

clicks and impressions
data
from partners

in-app events, including "install"
via SDK in client's app

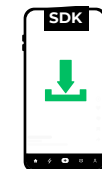
- Attribution algorithm** determines which source should be credited.
- We share collected data in our **dashboards**, enabling marketers to make campaign decisions that improve metrics such as ROI.
- We also share in-app user activity data with ad networks, making **retargeting** possible and increasing the effectiveness of clients' campaigns.

ad campaigns



AdShift MMP

ad effect



We know, which campaign **worked**.

Conversion
attribution

Central hub for
campaign analytics

Deep linking

BENEFITS

1

Central point for campaigns related data

Gather metrics from all sources in one place for a clear view of campaign performance.

2

Conversion attribution

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

3

Deeplinking and campaign effectiveness increased

Direct users straight to the page of the offer they clicked on in an ad. Use personalized ads for better results.

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