AdShift - next generation Mobile Measurement Platform

What's an MMP?

Multiple **ad campaigns** run every day on mobile devices across different channels (f / ♪ / ▲ / ▬). 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 proces **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!

🌐 adshift.com

</> dev.adshift.com

in linkedin/adshift

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 ⌄

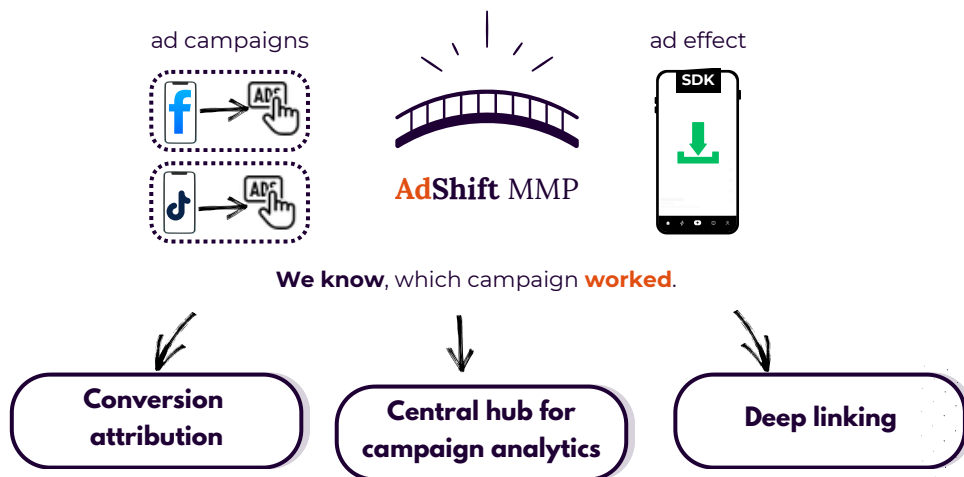Our platform **connects** data from all partners involved in the process.
We track:

- 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   ad effect

AdShift MMP

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