

How to Pitch your Company

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Adjust



THE MOBILE MEASUREMENT COMPANY

BERLIN • NEW YORK • SAN FRANCISCO • SÃO PAULO • PARIS • LONDON • MOSCOW • ISTANBUL
SEOUL • SHANGHAI • BEIJING • TOKYO • MUMBAI • SINGAPORE

Our Business Model

Why you might have never installed adjust

- B2B
- AdTech
- SAAS
- Clients: Marketers
- Main purpose: Transparency
- Help to optimize the ad spend

...and we are profitable with it since 2,5 years! ;)



Your entire marketing funnel in one unified platform



Attribution

Tie each user to the ads they interact with



Unlimited data access

Make smarter marketing decisions with the full picture



Analytics and reporting

Measure the performance of every campaign in real-time



Ad Fraud Protection

Real-time fraudulent activity rejection



Audience Builder

In-house user segmentation for precision targeting



Leaders in data security

GDPR and ePrivacy compliant

Who is Adjust?

250+

Employees

14

Offices

22K+

Apps tracked

42%

Market share

based on ad spend measurement

400+ Billion

Data points tracked monthly

1B+

Daily active users tracked



Let us take you on a journey!





Who are we?

6

HR Passionates

6

Different backgrounds

100 HIRES

this year

2360

Comments on Peakon

90%

Onboarding satisfaction

250+

#adjustlife followers on Instagram

What are our challenges?

Attract and retain the best talent

Grow a global happy team

Proactively address the needs

Use our resources efficiently

Facilitate collaboration