

# 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