

Apsalar Announces India Client Wins

String of new business relationships makes Apsalar the leading provider of mobile app attribution and measurement solutions for India's largest mobile-first businesses.

San Francisco, CA [November 17, 2015]: Apsalar, the app ROI platform that helps mobile-first marketers drive extraordinary growth, today announced a series of recent client wins in the Indian market. This long list of new business successes has propelled the company into first place in mobile app measurement and attribution for India, and has contributed to Apsalar's more than 500% global revenue growth in 2015.

Apsalar has been aggressively pursuing business in the Indian market for a little more than a year. During that time, its client wins have included many of India's digital and mcommerce leaders, including:

- **ClearTrip**
- **FreeCharge**
- **Gaana**
- **Grofers**
- **Hungama**
- **Myntra**
- **OLA**
- **Oyo Rooms**
- **Shopo**
- **Times Internet**
- **Zo Rooms**

The Indian app business is one of the world's fastest growing. What sets this market apart are its ultra-rapid growth combined with an unparalleled level of competition in many leading business categories. Many global industry observers consider app promotional activity and trends in India as a bellwether for future developments in other regions.

To enable data-driven decision-making and optimization, Apsalar offers a mobile ROI platform that app marketers use to optimize ad spend, identify the best media partners, and deliver more effective acquisition and remarketing programs and campaigns.

"The Indian app market is remarkably dynamic," said Michael Oiknine, Cofounder and CEO of Apsalar. "To succeed in such a frenetic environment, app businesses need the richest possible

insight into their users, customers and business drivers. We're immensely proud to have been chosen as a strategic solutions provider by so many of the India's app and business leaders."

About Apsalar

Apsalar is the leading mobile app marketing measurement and optimization company that helps app marketers drive maximum return from all their marketing investments. With Apsalar attribution and audiences, app marketers can optimize their media allocation and empower their partners and platforms to deliver customized communication, for better results at every step in the customer journey. For more information, visit <https://apsalar.com>.

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