



## Apsalar Announces \$8 Million Funding

**Round to support global expansion for the leading mobile attribution and data management solutions provider includes first investment from Yahoo Japan's YJ Capital.**

**San Francisco, CA, November 19, 2015:** Apsalar, the mobile ROI platform that empowers app marketers to drive extraordinary business growth, today announced an \$8 Million funding round. The round includes first-time investment from [YJ Capital, a CVC of Yahoo Japan](#), as well as additional funding from [Thomvest Ventures](#) and [DCM Ventures](#).

2015 has been a dramatic growth period for Apsalar, with revenues climbing more than 500%.

Key drivers included:

- **Expansion of its global business footprint**, including outstanding market positions in India, Japan, Brazil and key markets across Southeast Asia.
- **Development of popular new client services** that enable app marketers to make their customer and marketing data actionable across marketing touchpoints.
- **Deployment of a new user data framework** that enables far richer real-time user analytics, faster platform processing speed, and the ability to scale rapidly to reflect meteoric app industry growth and its effects on the quantity and value of available customer data.

"We're delighted to add YJ Capital to our premier list of investors, and are gratified for the continued support of our long-time partners Thomvest and DCM," said Michael Oiknine, Cofounder and CEO of Apsalar.

Mobile app marketing spend is increasing rapidly. eMarketer [reports](#) that app install advertising will increase 80% this year, to more than US \$3Billion. In addition, app remarketing spending is growing even faster. Beyond paid media, the number of companies with dedicated marketing platforms for their apps and associated businesses is increasing markedly.

“Every day brings more evidence that ours is a mobile world, and Apsalar is dedicated to helping mobile-first marketers derive competitive advantage from their user data,” continued Oiknine. “Our new services, global reach, and industry-leading technology have given us the outstanding foundation necessary to succeed by empowering clients to drive extraordinary growth.”

Apsalar both contributes to, and benefits from these trends by enabling marketers to drive better results through data-driven initiatives across all channels. The company’s end-to-end ROI solution enables precise app marketing attribution and measurement, and its powerful analytics and segmentation tools enable marketers to define high-performing audiences for customized marketing and messaging.

Using Apsalar, marketers optimize their budget allocations by vendor and deliver high-performing audiences to their partners of choice. Such audiences enable high-return strategies like reactivating lapsed users, addressing cart abandons, app cross-marketing, tailored push notification campaigns and more precise UA lookalike modeling.

“Apsalar is pioneering advanced data management and actioning for the mobile-first marketer,” said Ryu Hirayama, CEO of YJ Capital. “We look forward to seeing Apsalar bring the power of data-driven marketing strategy and execution to the mobile-first businesses.”

### **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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