Apsalar Attribution
Better Matters

Many companies choose a basic platform when they get started with apps. But for in-depth business analysis, they quickly learn that they need something better. Apsalar Attribution.

Apsalar offers a far more robust and comprehensive platform than the basic tools. Here are just a few of the ways how.

Longer Data Retention

Basic platforms only store your marketing and user data for 60-90 days. With Apsalar, your data are retained for 24 months!

- Never pay for the same user twice
- All reports available with two years of data
- Measure LTV and the complete customer lifecycle in the UI versus constant reliance on CSVs
- Understand retention and evaluate engagement over time

In-Depth Cohort Analysis

Basic platforms limit you to a few standard segments and time periods. With Apsalar, you can use predefined segments and time periods, or create cohorts using any tracked event and period.

- View any report in the UI instead of relying on CSVs only
- Leverage comprehensive spend tracking including ROAS

Uninstall Tracking

Basic platforms don't track uninstalls. Apsalar offers comprehensive uninstall reporting to reveal user quality insights.

True Retargeting Attribution

Basic platforms use workarounds and track a few partners. Apsalar measures performance in all reports and for all vendors.

Actionable Customer Audiences

Basic providers provide some audience facts. Apsalar empowers you to define and seamlessly deliver high performance audiences for re-engagement.

- Create user blocklists for UA
- Combat cart abandons
- Reactivate lapsed users
- Drive heavy buyer purchases
- Leverage cross-app trial
- Reactivate uninstalls

Apsalar Advantages

Visibility
- Facebook MMP
- Google Measurement Partner
- Twitter Official Partner
- Apple Measurement Partner
- 700+ Network Partners

Complete App Tracking
- Impressions
- Clicks
- Installs
- Uninstalls
- Launches

Unlimited Event Tracking
- No charge for clicks, organic installs, or in-app events
- 2 year data retention

Proven Reliability
- 99.9% uptime

Comprehensive Analytics
- All reports in UI versus CSVs
- Best cohort reporting

Outstanding Support
- Dedicated account manager
- Full data migration
- Dedicated technical support

Some of the More than 125 mCommerce Leaders that Choose Apsalar

USA | LATIN AMERICA | EU/ME | INDIA | ASIA