Apsalar Launches Uninstall Attribution for iOS

First iOS uninstall measurement solution from a mobile attribution provider gives advertisers critical insights on user quality and longevity.

SAN FRANCISCO, CA (Date): Apsalar, the app ROI platform that helps mobile-first marketers drive extraordinary growth, today announced that it has added iOS Uninstall Attribution to its industry-leading mobile app attribution and data management platform. The new capability, available at no additional cost to customers, reveals the uninstall rate for app downloads driven by different channels, vendors, campaigns, creative executions, geographies and user cohorts during any time period the marketer chooses.

Apsalar is the first mobile attribution solution to offer uninstall measurement for iOS. Earlier this year, Apsalar was the first mobile attribution provider to launch Android Uninstall Measurement.

Uninstall attribution is of tremendous value to marketers as they explore ways to plan and optimize marketing programs for stronger ROI. Specifically:

1. **Vendor Allocations:** Clients can leverage uninstall rate comparisons by media provider to collaborate with these partners to improve the quality of users attracted by campaigns.
2. **Campaign Testing and Decisions:** By measuring the uninstall rates driven by different campaigns, they can determine the best advertising approaches for driving long-term users.
3. **Regional Allocations:** Brands can use variances in uninstall rates by region to make wiser decisions on where to spend expansion dollars.
4. **Cohort Comparisons:** By comparing the relative uninstall rates of different user segments, they can make smarter decisions about future acquisition and remarketing campaigns.

Said Michael Oiknine, Apsalar Cofounder and CEO, "Apsalar has led in uninstall measurement, first with Android and now with iOS, because marketers need unbiased insights on whether they are attracting enough of the right users and traffic to their iPad and iPhone apps. This launch is

a win-win for customers and media partners because iOS Uninstall Attribution can be leveraged to help improve marketing program ROI."

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 and monetization at every step in the customer journey. For more information, visit https://apsalar.com.

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