

Apsalar Named an App Attribution Partner with Google, Introduces Enhanced Measurement for Google AdWords App Campaigns

Mobile app measurement leader launches an improved data integration and workflow to speed implementation, reduce potential for configuration errors and expand breadth and depth of data available for client analysis.

SAN FRANCISCO, CA [May 17, 2017]: Apsalar, the industry-leading mobile insights and audiences company, today announced it has been named an App Attribution Partner with Google. As part of this new, closer relationship, Apsalar deployed a new set of data integrations and interface improvements that streamline planning and execution of app marketing campaigns delivered via Google AdWords.

App Attribution Partner

Apsalar is among the first companies to join the new App Attribution Partner program with Google, which is designed to help app advertisers make better and more informed marketing decisions based on rich campaign and user data. Google clients that leverage App Attribution Partners are assured of efficient campaign set-up, access to important metrics to measure and optimize their campaigns, and earliest possible access to many new insights and features as they become available from Google.

Better, More Reliable Integration

With the company's new app data integration with Google, Apsalar clients benefit from:

- **Upgraded app campaign set-up with fewer steps and simplified ways to set business rules for data sharing**
- **Richer reporting that empowers app marketers to measure and analyze across more dimensions and metrics**
- **No need to create multiple implementations when apps are managed through multiple AdWords accounts**

The new integration and process flow mean that clients can more easily field app marketing campaigns across a broad range of Google properties: Google Search, Google Play, YouTube, and the Google Display Network, including AdMob. The streamlined process also helps eliminate potential data discrepancy issues caused by implementation errors.

The debut of the new integration coincides with Google's launch of an improved and simplified set-up process for app campaigns delivered via Google AdWords. Together with the Apsalar innovations, these process enhancements make it as easy as possible for Apsalar clients to work with Google.

Google's Growing Importance to App Marketing

While Google has long been a significant player in the mobile app marketing space, it's recent growth record has been particularly noteworthy. Across the Apsalar global client footprint spanning hundreds of clients, Google's share of total paid app installs has grown more than 10X in the past 18 months.

"Google plays a critical role in driving growth for many of our app marketing clients," said Michael Oiknine, cofounder and CEO for Apsalar. "We're pleased to be able to offer an even more streamlined and reliable integration across Google's app marketing solutions, so that our clients can measure effectiveness and optimize toward the best possible results."

About Apsalar

Apsalar is the leading mobile insights and audiences company that helps leading brands and CMOs drive maximum return from all their marketing investments. The Apsalar Mobile Marketing Cloud is an integrated suite combining attribution, analytics, user data segmentation and distribution capabilities in a single, secure platform that increases user engagement and monetization through more effective, data-driven acquisition and remarketing. For more information, visit <https://apsalar.com>.

Jim Nichols
VP-Marketing
Apsalar, Inc.
jim@apsalar.com