



# Singular & Apsalar Merge To Create The World's Most Powerful Unified Marketing Analytics Platform

**The new company destroys data silos giving marketers access to unprecedented insights into the entire customer journey at any level of granularity down to the user-level.**

[Singular](#), the global leader in unified marketing analytics, today announced the completion of its merger of Apsalar, a pioneer in mobile app attribution and audience management, into the Singular platform. The combination of Singular's and Apsalar's technologies creates the first and most powerful end-to-end marketing analytics platform, designed to empower marketers with the most vital insights to drive ROI across mobile, desktop and offline channels.

Historically, marketers were forced to collect and connect siloed, non-standardized data from an ever-growing number of marketing solutions and channels. This has resulted in inaccurate data, scaling challenges and, above all, it has prevented marketers from exposing and leveraging the ROI of their marketing activities to achieve their business goals. Singular breaks down data silos for marketers by providing them with a unified platform to easily connect, measure and optimize data from any marketing source, including ad networks, marketing clouds, data warehouses, social channels and even other marketing analytics systems.

The new platform, a fusion of Singular's Marketing Analytics Platform and Apsalar's Attribution and Audience Management, enables marketers to expose the ROI of each user touch point – be it on an ad, an email, a push notification or in-app and web events. Notably, Singular will now be the first platform to provide marketers with the data necessary to unlock true multi-touch attribution modeling and user-level ROI analysis.

“Mobile attribution is a critical piece of today's marketing stack, yet up until now it has been treated as a stand alone solution, designed primarily to report on mobile app installs. This has given rise to broken attribution models that rely on data captured only through tracking tags and neglect to address the complete marriage of marketing campaigns with user events,” said CEO & Co-Founder Gadi Eliashiv.

"This approach has blinded marketers, by preventing them from seeing what happens outside of these tags," Eliashiv added. "For example, let's say you send an SMS and the user doesn't click on it, or you create a campaign that targets a specific audience and they do not engage with the campaign. Today's attribution technology will not pick up these data points."

"Our new platform lets marketers move past that paradigm by enabling them to capture every necessary piece of data from every touchpoint - no matter its origin or format. This is crucial for performing accurate ROI analysis and it finally opens up the door to the holy grail of multi-touch attribution and cross-device analysis, which can only be truly achieved by taking all marketing data sets into account," Eliashiv said.

"We are excited to enter the next phase of Apsalar's growth as part of this merger," said Michael Oiknine, CEO and Co-founder of Apsalar. "The unification of our advanced attribution and audience management capabilities with Singular's already robust analytics platform is something that is truly needed by the industry. We are thrilled to build on our shared vision and provide marketers with a game-changing platform that will further simplify and improve their lives."

With the two companies' capabilities combined, marketers gain the ability to:

- **Connect, measure and optimize data from any marketing source** in a single platform to maximize the efficiency and profitability of both user acquisition and lifecycle campaigns including retargeting, email marketing, push notification and other marketing initiatives.
- **Analyze granular performance** at the channel, campaign, country, ad creative and sub-publisher level, without sacrificing accuracy, to determine which marketing efforts have the greatest impact on business goals.
- **Segment specific users based on behavior and their attributes**, and define control and test groups, in order to determine uplift, incrementality and other types of behaviors.
- **Automatically distribute segments, in real-time, at the user level**, to any third-party marketing platform, including ad networks, marketing clouds, data warehouses and business intelligence systems.
- **Expose ROI of every user touch point**, across any channel, and provide marketers with highly granular data necessary to unlock true multi-touch attribution modeling and user-level insights.

The merged businesses will operate under the Singular brand led by Singular CEO & Co-Founder Gadi Eliashiv. Michael Oiknine will join as Chief Revenue and Strategy Officer. Customers of the combined businesses include Lyft, Yelp, Walmart, Zynga, N3TWORK, Match Group and LinkedIn. In addition, the platform is an official Mobile

Measurement Partner of Facebook, App Attribution Partner with Google, Pinterest Marketing Partner, Snap Measurement Partner and Twitter Official Partner.

Ran Makavy, VP of Growth at Lyft, said: “Singular’s new unified platform enables our team to bring more of our marketing data under one roof. Their unique ability to connect data to expose ROI seamlessly across mobile and desktop channels, at the most granular level is essential in helping us hit our marketing goals during this stage of hyper growth at Lyft.”

“Right now, marketers are faced with severe limitations. They are unable to access the data they want and need, which means they aren’t as successful as they could be,” said Eliashiv. “We’re on a mission to help marketers take back control of their data so there’s nothing standing in their way on their path to success. The addition of Apsalar’s phenomenal team and technology allows us to continue executing on that vision and innovating at breakneck speed.”

### **Boilerplate**

Singular enables data-oriented marketers to connect, measure, and optimize siloed marketing data, giving them the most vital insights they need to drive ROI. The unified analytics platform tracks over \$7 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment and on-demand services. Singular customers include companies like Lyft, Yelp, Match Group, Walmart, LinkedIn and Zynga. Singular is backed by General Catalyst, Thomvest Ventures, Method Capital, Translink Capital, DCM and Telstra Ventures. For more information, visit <https://www.singular.net/> or email [press@singular.net](mailto:press@singular.net).