adjust

Features and Pricing

Features and Pricing

The most comprehensive mobile attribution and analytics for app marketers.

Unlimited: Organic installs, ad tracking clicks, in-app events, data lookback	Basic FREE	Business FREE	Custom FREE
Retention & cohort reports	✔	✔	✔
LTV reports	✔	✔	✔
Advanced deep-linking	✔	✔	✔
Clicks and organic installs	✔	✔	✔
Retargeting with any partner	✔	✔	✔
Raw data access	✘	✔	✔
CSV Uploads	✘	✔	✔
Real-time client callbacks	✘	✔	✔
Impression tracking	✘	✔	✔
User rights management	✘	✔	✔
Google organic search	✘	✔	✔
Pull API - KPI service	✘	✘	✔
Dynamic ad spend data	✘	✘	✔
TV attribution	✘	✘	✔
Tracker attribution settings	✘	✘	✔
Dedicated account manager	✘	✘	✔
Native LTV	✘	✘	✔

Save time and headaches while setting up the smoothest ad engagement experience for your users

Unlimited access to raw data in real time

We send your data directly to your Amazon S3 bucket

See how Google Organic Search helped users discover your app

Get customized reports with the data you need

Find out the actual cost of user acquisition – down to the device level

View the source your users are reattributed to during your re-engagement campaigns alongside their original attribution source

Unlimited in every plan

Organic installs
You'll never pay for your own organic traffic

Ad tracking clicks
From the very first engagement

In-App Events
Understand the full user journey

Unlimited Lookback
Never lose access to your data

Adjust's pricing is based on install volume as well as features. Basic plan start from 100€.

adjust

Powerful Product Extensions

Discover our additional features

Audience Builder

Take control of your user data. Engage users. Target precisely without giving anything away.

- ✔ Build custom audience segments.
- ✔ Split up audiences and test your campaigns.
- ✔ Share only the data you need.

Fraud Prevention Suite

Our tools reject over $2M of fraudulent engagements every single day, before you ever pay for it.

- ✔ Guard your ad spend budget.
- ✔ Never pay for fraudulent traffic.
- ✔ Protection from the most malicious fraud types in the industry.

Uninstall / Reinstall

Find out when users delete your app and discover what brings them back.

- ✔ Track uninstalls and reinstalls.
- ✔ Retarget users before they drop off.
- ✔ Understand the full user life cycle.

adjust

Frequently Asked Questions

What's an organic install?

Organic installs are from users who did not arrive in your app via a marketing activity. Non-organic installs are from users who engaged in a marketing activity (by clicking a banner ad, for example).

What is a reattribution?

If a dormant user comes back to your app via a new source, we will reattribute that user from their prior source. We count it as a non-organic install.

Where are your servers located?

Adjust stores all data of our European clients in Europe, a huge advantage for GDPR compliance. Our main servers are located in Frankfurt, Germany and in Amsterdam, Netherlands.

How hard is it to switch from another mobile attribution provider to Adjust?

It's easy and we have dedicated support to help you migrate as quickly as possible!

Are you GDPR and ePrivacy compliant?

Yes. Adjust follows the strictest European privacy laws. We are fully GDPR and ePrivacy compliant.

Is there a setup fee?

Nope! We will help you get set up.

Trusted by globally leading brands
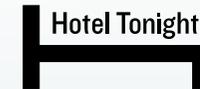
Track your mobile campaigns with Adjust

We're here to get you up and running with Adjust. Let's talk.

Contact us   Request a demo