

The ADMOST logo features a central graphic composed of four stylized, arrow-like shapes pointing towards the center. The top-left shape is blue, the top-right is green, the bottom-left is purple, and the bottom-right is orange. The word "admost" is written in a bold, purple, sans-serif font, with the central graphic integrated into the letter "M".

admost

The ADJUST logo consists of a teal circular icon containing a stylized, teal letter "A" with a curved arrow pointing downwards and to the right. To the right of the icon, the word "adjust" is written in a teal, lowercase, sans-serif font.

adjust

MASOMO CASE STUDY

FULL CYCLE MONETIZATION

HOW MASOMO OPTIMIZED ITS MARKETING BUDGET VIA
ADMOSTxADJUST PARTNERSHIP

ENRICHED DATA

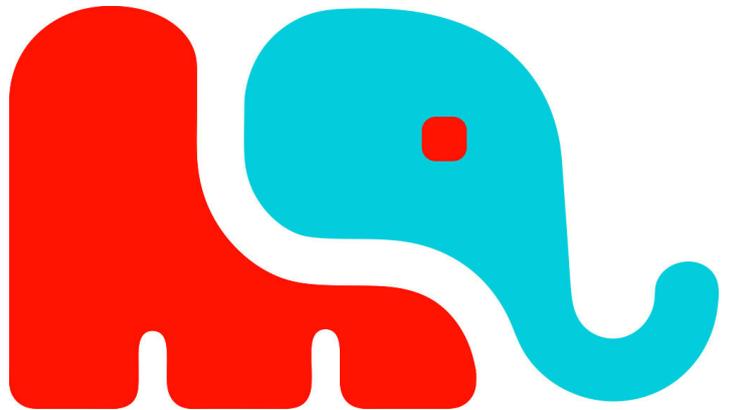
Masomo is able to compare costs and revenues of each of their campaigns by

- Acquisition Day
- Users
- Geography
- Ad source
- Ad group
- Ad creative
- Revenue Types

via Admost dashboard's mediation and analytics reports integrated with Adjust campaign tracking data.

"We can see the future of our campaigns from Day 1."

**-Buse Ayrancıoğlu
Performance Marketing
Manager, Masomo**



PREDICT FUTURE

Admost added brand new function to its dashboard: in Cohort Analysis publishers can see future estimations of their campaigns. Admost technology calculates future trends of each campaign by tracking early user behaviours and machine learning.

SOLUTION

END-TO-END TRACKING

Admost-Adjust partnership enables Masomo to track any marketing campaign from start to end.

"Being able to compare our CPI values with ARPU and track our ROI on a single screen was 100% time-efficient! When we integrated Admost and Adjust, from a single screen we could see each campaign performance and build better campaigns accordingly"

-Masomo UA Team



REAL-TIME CAMPAIGN PERFORMANCE

Publishers have many different campaigns from various **adsources** with different **creatives**. Tracking the real-time performances of such range is often very hard. With Admost-Adjust partnership, Masomo team started to compare each campaign through all **creatives, adsources and geographies**. The results were **better campaigns** and **higher profits!**



SOLUTION

PREDICTIVE ANALYSIS

Admost Cohort Table calculates Real LTV from Ad Revenue & In-App Purchases combined.

With this technology our partners are given strong behavioral analytics that show meaningful data about their users



"Admost's Cohort Table and Predictive Analysis technology enables us to foresee the potential ARPU for each campaign's CPI. This estimation sheds light to us from the first days of our campaigns."

-Aysegul Tufekci/Director of User Acquisition, Masomo

RESULTS

- Smart and Effective Campaigns
- Meaningful Insights
- Real-Time ROI , ARPU & LTV
- Behavior & Trend Analysis
- Actionable KPI's



MASOMO STATS

50%

surplus in UA spend because of more profitable and efficient campaigns



adost

 adjust