

People-Based Attribution

A unified view of your customers' journeys no matter the channel, platform or device



Holistic Attribution Intelligence



Cross-Device

Connect and engage with your customers in a consistent, personalized way, wherever they are: on desktop, mobile, or tablet.



Web-to-App

Uncover your best-performing channels to boost ROI, and optimize engagement across web and app touchpoints.



Simple, Flexible Setup

Deploy our SDK in a matter of clicks and let AppsFlyer start mapping any type of user traffic and events across devices and channels.



AppsFlyer's User Graphs are **PRIVATE**

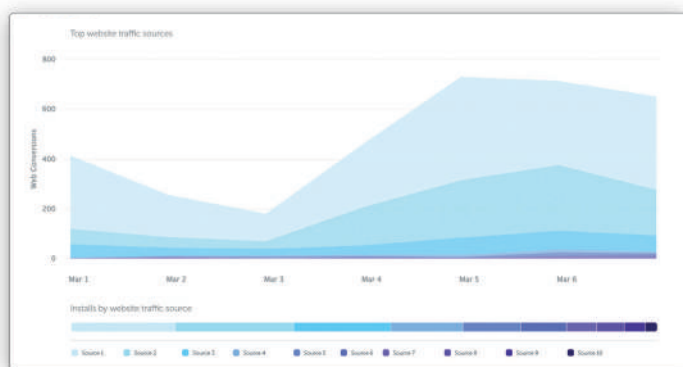
AppsFlyer's graphs are built from *a single brand's data*.

In contrast, other People-Based Attribution providers merge all customer data together to build an identity graph. This methodology could lead to infringement of your users' privacy.

When attribution is put in the wrong hands, too often disaster strikes.

Partnering wisely to stay ahead of risks in the ever-evolving mobile ecosystem is crucial to the health of your business.

360° View of the Customer Journey



Optimize Your Ad Spend Across Web and App

Gain a comprehensive view of customer journeys, from campaign to acquisition to app engagement to retargeting. Analyze the impact of web campaigns on your native app, understand when and how a web visitor installs your app, and lower acquisition costs based on those insights.

Powerful Insights in Stunning Detail

Analysis begins with accurate, first-party data. AppsFlyer's dashboards deliver the highest level of granularity empowering you to make smarter, informed decisions.

	Conversions	Opens	Revenue
Media Source	1,190,103	47,566,575	\$11,405,425
Accommodate	578,647	29,064,667	\$8,461,302
PowerSource	77,795	2,268,873	\$3,421,234
Facelift	66,190	1,073,301	\$312,775
Challenger	44,135	748,836	\$112,533

Conversion Rate	Lead Count	Revenue
17.90%	6,478	\$105,468
12.26%	13,467	\$176,596
12.04%	86,386	\$235,495
11.74%	946	\$4,678
10.80%	947	\$2,292



The Multi-Touch Difference

Understand the real value and contribution of each customer touchpoint leading up to a conversion, whether on paid, organic or owned/earned channels.

Trusted by The World's Best Companies

Walmart

trivago

Coca-Cola

Alibaba.com®
Global trade starts here.™

hopper

playrix

“ AppsFlyer is our source of truth when it comes to attribution. We have gained full 360-degree insight to our user acquisition activity, while lowering our costs. No marketing tech stack is complete without AppsFlyer. ”

Sadie Daryan, Global Head of Display & App Marketing, ebay

