

APPSFLYER RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

Identified as best in class in the Asia-Pacific digital advertising measurement analytics industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AppsFlyer excels in many of the criteria in the digital advertising measurement analytics space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

AppsFlyer: Trusted and Future-focused

Initially founded in 2011 by two friends, Oren Kaniel and Reshef Mann, AppsFlyer delivers marketing measurement, analytics, and engagement services that help more than 90,000 businesses to create better products and enhance customer experiences while preserving customer privacy.

AppsFlyer's cloud-based software-as-a-service platform leverages artificial intelligence (AI) and machine learning (ML) technology to bridge the gap in advertising with an innovative solution portfolio that measures all marketing activities in one place. Hence, the company offers complete visibility into the customer journey. Moreover, predictive analytics and models help marketers optimize campaigns, measure bottom-line events, and obtain early insights for rapid decision-making. A deep linking suite empowers application (app) developers, creators, and technology partners to accelerate app conversion and increase user engagement to propel acquisition, retention, and lifetime value (LTV). Other capabilities include automated audience segmentation and targeting and an open data clean room where partners can collaborate in a privacy-centric environment.

Moreover, AppsFlyer's fraud prevention and detection solution saves customers millions of dollars on advertising budgets, keeping clients ahead of constant and changing threats. With a footprint across continents (i.e., North America, South America, Europe, and the Asia Pacific), AppsFlyer serves various industries, such as gaming, entertainment and music, finance, travel, health and fitness, food and beverage, and shopping. Valued at approximately \$2 billion in 2020, AppsFlyer was the first marketing analytics and attribution platform company to receive unicorn status. Previously, it received seed funding

(2012) and raised \$7 million in Series A funding (2014), followed by three additional rounds in 2015, 2017, and 2020. As of 2023, it has accumulated at least \$300 million in funding.

Strategic Leadership: A Clear Vision and Execution

AppsFlyer continuously builds upon its competitive edge and relentlessly pursues new opportunities to ensure steady growth over the long run. In April 2021, Apple introduced App Tracking Transparency (ATT) which changes how iOS handles advertising (ad) tracking. Because the core currency to identify users is unavailable, it prevents developers from selling advertisement opportunities to other businesses that target specific marketing segments. Also, Apple's SKAdNetwork does not provide real-time information. To address these needs, AppsFlyer developed iOS 14+ solutions that align seamlessly with Apple's privacy guidelines, allowing customers to acquire users efficiently. Furthermore, the company presents

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- Hemangi Patel
Senior Industry Analyst, ICT

alternative routes to establish a user base on Android, the web, or via connected television (CTV). With its software development kit integrated into 98% of iPhones globally, AppsFlyer's ML-based tools incorporate aggregated measurement (as opposed to user-level measurement) and predictive analytics to provide insight into over 100,000 different apps.

Furthermore, AppsFlyer's One Link technology lets enterprises view users across different platforms. For example, various customers (e.g., Amazon or TikTok) spend vast amounts on advertising. AppsFlyer's Single Source of Truth (SSOT) solution addresses the issue of

user count duplication; the feature is located in the conversion studio configuration. In the pre-SSOT reality, advertisers could not get a clear picture of organic data due to the "noise" created by unattributed non-organic installs. AppsFlyer cleans organic data to present more precise organic traffic reports, helping advertisers understand which campaigns performed best. For instance, in a particular use case, AppsFlyer deduplicated data from over 30 partners on the customer's supply side, clarifying which vendors drive installs and deliver return on ad spend (ROAS) and return on investment (ROI), identifying which ones (i.e., ranging from niche providers to platforms in new geographies) to optimize.

AppsFlyer's unified measurement platform also supports CTV, empowering marketers to leverage it as an affordable performance channel for growth by attributing mobile app conversions to CTV campaigns. Some of the benefits of CTV-to-mobile are:

- Measuring the impact of television campaigns on mobile app installs, in-app events, revenue, and LTV
- Targeting large, ever-increasing audiences with the precision provided by CTV networks
- Driving household acquisition by CTV's one-to-many dynamic
- Gauging performance of leading CTV platforms and networks
- Tapping into new affordable TV advertising inventory

With integrations across 9,000+ media sources, including Apple Search Ads, Meta, Google Ads, TikTok, Twitter, ByteDance, Snapchat, and more, AppsFlyer enables advertisers to measure diverse ad networks and obtain holistic data across mobile devices, web-enabled devices, CTV platforms, and all media channels.

Frost & Sullivan believes AppsFlyer is uniquely prepared for today's demands and exceptionally positioned for tomorrow's needs. The company's clear strategic vision and execution underpin its partner of choice status and sustainable growth for years to come.

Building Trust through a Customer-centric Approach

"AppsFlyer meets with customers and users to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. For example, its predictive analytics solution gives customers clear and actionable insights into customers' LTV to optimize campaigns and predict long-term results."

***- Riana Barnard
Best Practices Research Analyst***

AppsFlyer meets with customers and users to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. For example, its predictive analytics solution gives customers clear and actionable insights into customers' LTV to optimize campaigns and predict long-term results. The company removes the measurement and timing barriers of Apple's SKAdNetwork. AppsFlyer's predictive algorithms analyze historical campaign performance and identify correlations between initial user engagement and eventual results to construct a predictive model that produces insights from live measurements. With predictive logic relying on large-

scale measurements, user identity is removed from the targeting equation, making the model private and anonymous by design, adhering to Apple and Google privacy constraints. Seamless SKAN communication through the 6-bit format eliminates performance uncertainty from iOS campaigns, offering full iOS performance coverage alongside AppsFlyer iOS attribution and an SSoT view. Hence, faster, accurate insights result in improved decision-making and higher ROI. This approach establishes ongoing customer trust for long-lasting relationships throughout the service lifecycle.

AppsFlyer consults and collaborates with clients throughout the purchase process to identify their specific needs, answer questions about services and capabilities, and ensure that customers get the most value from the solution suite. Supported by an extensive team of highly skilled customer success managers, AppsFlyer's six-phase onboarding process ensures the smooth implementation of solutions, which includes training for all products.

It is no coincidence that the biggest players in APAC's dominating industries - Financial, Gaming, e-Commerce, Travel, and Utilities - count AppsFlyer at the core of their Marketing tech stack. There is a crucial link between the explosive growth of these industries and AppsFlyer's place in the APAC tech ecosystem, at least in the last five years.

Closing Gaps in a Privacy-Compliant Environment

AppsFlyer's robust solution suite advances operational goals for various stakeholders. Its Data Clean Room solution is a core pillar of its trusted open platform for innovation, the AppsFlyer Privacy Cloud. By design, the solution allows customers to collaborate with partners in a privacy-compliant manner while ensuring

alignment with strict regional regulations and the ever-evolving platform or partner guidelines. Its partner marketplace connects more than 9,000 technology and media partners across different categories (such as customer engagement platforms, email service providers, customer data platforms, product analytics platforms, marketing clouds, CTV and over-the-top attribution, campaign management platforms, and agencies) to promote collaborative relationships and reinforce co-innovation. Leveraging 70+ cost extract transform load, creating shared value, cost application programming interface (API) partners, and 20+ ad revenue API partners, AppsFlyer delivers accurate insights into the ROAS of campaigns.

Furthermore, the company's integrations with 70+ partners via its Audiences API allow advertisers to deploy advanced audience segmentation and innovative incrementality testing to improve their acquisition and remarketing efforts. One of its most strategic partnerships is with Amazon Web Services (AWS). As a leading partner across AWS's game technology solution area, AppsFlyer helps customers grow their games faster by attracting, retaining and engaging high-value players. In addition, the company is also an AWS Retail Competency Partner and an AWS for Advertising and Marketing Partner. AppsFlyer's global partner development team includes a dedicated partner development manager collaborating closely with customer success managers, helping them connect advertisers with top partners in different app categories and markets.

Frost & Sullivan believes the company is well-positioned to drive the digital advertising measurement analytics space into its next growth phase, capturing market share and sustaining its position in the coming years.

Conclusion

Innovation and growth opportunities drive future success; many factors contribute, yet having a competitive strategy is critical. AppsFlyer understands this core concept and is driving the analytics in the digital advertising measurement platform provider market due to its focused approach, helping it to outpace competitors. Its cloud-based software-as-a-service platform leverages artificial intelligence and machine learning technology to bridge the gap in advertising with an innovative solution portfolio that addresses the fundamental forces that define how companies connect with their audiences, namely an increase in data complexity and fragmentation of the user journey across devices. For example, AppsFlyer's predictive analytics and models help marketers optimize campaigns, measure bottom-line events, and obtain early insights for rapid decision-making. Also, its Data Clean Room solution allows customers to collaborate with partners in a privacy-compliant manner, while its Single Source of Truth solution addresses the issue of user count duplication. Overall, AppsFlyer develops and implements its privacy-centric tools and strategies with its customers and end-users in mind, securing its position as a trusted partner.

With its strong overall performance, AppsFlyer earns Frost & Sullivan's 2023 Asia-Pacific Competitive Strategy Leadership Award in the digital advertising measurement analytics industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

