

AppsFlyer Surpasses \$100 Million in Annual Recurring Revenue

Leading Attribution Company Reaches New Milestones Amid Evolving Mobile Marketing Landscape

San Francisco (October 16, 2018) - [AppsFlyer](#), the global leader in mobile attribution and marketing analytics, announced today that it surpassed \$100 million in Annual Recurring Revenue (ARR) in the third quarter of 2018, growing at 100% every 12 months. Driving the company's revenue growth are the 85,000 apps whose marketers use AppsFlyer's products and services, propelling the company to over 70% [market share](#) worldwide.

"As a customer-obsessed company, our mission is to empower clients to achieve their goals by building best-in-class technology and products," said Oren Kaniel, CEO and co-founder of AppsFlyer. "We are excited to offer a product that is the primary working tool for mobile marketers. As more businesses continue recognizing that an attribution platform is a mission-critical tool, I'm humbled that more top brands, agencies and developers than ever trust AppsFlyer to help them make better marketing decisions, protect their ad spend from fraud, and fuel their own data-driven marketing innovations."

The company's revenue figures follow a string of recent plaudits for the company and considerable growth across key benchmarks. In the past year, AppsFlyer has continued to form partnerships with many prominent brands, including eBay, NBCUniversal, Adidas, Hyundai, Coca Cola, Times Internet, Grab and ByteDance. AppsFlyer's technology is now found on nearly 7 billion mobile devices, up from 4.5 billion devices at the same time last year. During Q3 2018, AppsFlyer's media spend measured increased to \$17 billion annually, an 89 percent jump from \$9 billion last year. At the same time, AppsFlyer's continued innovation of anti-fraud solutions resulted in significantly higher savings for marketing departments using AppsFlyer's technology – blocking an estimated \$6.5 million a day of ad fraud.

"Thanks to our extensive investment in the AppsFlyer product and service, I'm proud that 70% of the market selected AppsFlyer," said Kaniel. "We like to believe that our superior reliability, pace of innovation, service -- and the AppsFlyer experience as a whole played a major role in the selection process. There are no shortcuts here. Hard work leads to consistent results, which manifests in achieving this milestone. Measurement is a crucial component of any budgetary decision, and companies are taking the time to select the best product that suits their needs. Inaccurate data and fraud cause companies to face serious challenges with their media spend -- costing them millions of dollars without necessarily being aware of the damage it's causing until it's too late. Our scale and market share allow us to provide unique offerings -- such as unparalleled attribution accuracy and fraud prevention -- by leveraging the trillion-plus mobile events we measure every month."

Goldman Sachs identified Kaniel as one of the "100 Most Intriguing Entrepreneurs" of 2018, and AppsFlyer was named the Hottest Marketing Technology Startup of 2018 at the Europas. The number of employees at the company has doubled from 230 last year to 465, in 15 offices around the world.

About AppsFlyer:

AppsFlyer's technology is found on 98 percent of the world's smartphones, making it the global leader in mobile attribution and marketing analytics. Data-driven marketers rely on AppsFlyer for independent measurement solutions and innovative tools to grow and protect their mobile business. AppsFlyer's platform processes billions of mobile actions every day, empowering app marketers and developers to maximize the return on their marketing investments. AppsFlyer's NativeTrack™ Attribution, Marketing Analytics Data, OneLink's Deep linking capabilities and the Active Fraud Suite featuring DeviceRank have made AppsFlyer's platform the go-to resource for the most successful mobile apps in the world. With Facebook, Google, Twitter, Pinterest, Snap Inc., Tencent and 4,000+ other integrated partners, and clients including HBO, Playtika, Waze, Alibaba, Kayak, Activision and 12,000+ leading brands worldwide, AppsFlyer has 15 global offices to support marketers everywhere. To learn more, visit www.appsflyer.com.

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