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AppLovin Launches Adaptive Personalization Platform; Recommendations and Retargeting Give Marketers the Ability to Significantly Increase Their Mobile Revenues

New platform leverages advertiser data across screens to serve customers a more personalized experience via dynamic ads on mobile

SAN FRANCISCO – April 9, 2014 – [AppLovin](#), the mobile platform that makes marketing personal, today launched its new Adaptive Personalization Platform (APP) to help brands serve personalized recommendations on mobile devices. APP combines known shopping behavior with consumer preferences to accurately deliver the most effective ad targeting and retargeting in the industry. Through APP, brands can now use data insights from their customers' interactions across all screens – smartphone, tablet and computer – to provide highly-personalized recommendations, offers or promotions on mobile.

By using APP to close the gap between the amount of time consumers spend on mobile and marketers' ability to effectively reach and transact, trial customers have seen significant improvements to mobile conversion rates: on average, customers had conversion rates of only 2-3%, but once they deployed APP conversion rates increase to as high as 10%.

Of the \$110 billion spent on digital advertising in 2013, only \$17.9 billion was allocated to mobile¹ - in large part because measuring return has been nearly impossible. AppLovin turns every dollar an advertiser spends into incremental revenues by drastically increasing mobile transaction volumes and dollars spent. Exponential company growth shows AppLovin solves the pain-points of mobile marketing:

- Existing AppLovin customers are seeing such good results that they have committed ongoing and unlimited budgets to these dynamic promotions
- APP's beta customers are breaking even on their ad spend in two weeks or less
- AppLovin has been profitable every quarter since it was founded in March 2012. It now employs over 50 people with offices in Palo Alto, San Francisco and New York
- Over 300 major retail, travel, home décor, gaming, restaurant and lifestyle brands use AppLovin to best reach their customers. As a testament to the company's strength in technology, it has attracted these advertisers with a small, focused sales team

“AppLovin has a single mission: to help brands and advertisers tap the enormous mobile potential. There are more than 1.4 billion smartphones globally and people consume more than half their information on them – yet only 14% of commerce happens on mobile². A major reason is that the tried and true levers that have driven ecommerce haven't worked on the phone and tablets” said Adam Foughi, CEO of AppLovin. “By delivering personalized recommendations on mobile to a billion consumers each month, we've cracked the code; beta response has been incredible among top brands across retail, travel and hospitality. We're excited to officially turn the platform on to give this same opportunity to any advertiser looking to dramatically boost their mobile revenues.”

AppLovin's new APP platform will:

¹ eMarketer, March, 2014

² Enright, Allison Internet Retailer, US ecommerce Sales could top 434 billion in 2017, April 2013
Siwicki, Bill, Internet Retailer, It's official: Mobile devices surpass PCs in online retail, Oct 2013

- **Make personalized recommendations:** APP learns an individual's shopping behavior and predicts what he or she will be interested in next, creating tailored recommendations.
- **Re-target consumers:** Reminds customers of items they may have liked but never purchased, or what they may have left in the shopping cart. Also suggests related products or offers that they are more likely to buy.
- **Create a personalized brand experience:** The new platform reaches over a billion consumers every month, using information gathered across screens to deliver dynamic recommendations that match changing interests - influencing buying behavior on mobile.
- **Measure and attribute:** APP measures the effectiveness of personal recommendations by attributing influence and conversions across screens, so brands can spend where their users are located.

About AppLovin

AppLovin makes mobile marketing personal. Brands using its Adaptive Personalization Platform (APP) can reach a billion consumers each month, helping advertisers better understand and leverage their customers' cross-screen data to better deliver highly-individualized, dynamic ads on mobile. Our technology evolves as individual interests change - ensuring that recommendations always align with their needs. Advertisers keep their brands relevant, drive value for consumers, and ultimately deliver meaningful results. AppLovin' was founded in 2012 and is headquartered in San Francisco.

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