



Empowering Mobile Engagement

With Custom Audiences & Universal Deep Linking

Leanplum is the leader in mobile engagement, delivering 1.3B push notifications and capturing more than 22B interactions per day. The Leanplum platform transforms data points on 412M monthly active users into a real-time data stream of consumer insights - so marketers can deliver a unified experience that's timely, tested, and relevant.

AppsFlyer is the market leader in mobile advertising attribution and analytics, enabling mobile marketers to pinpoint paid targeting, optimize ad spend and boost ROI. AppsFlyer commands over 70% of MMP market share, integrated with 85K+ apps and 4.3K+ partners worldwide.

Together, Leanplum and AppsFlyer offer app marketers end-to-end measurement and tools to deploy, analyze and optimize paid and organic marketing activities.



LEANPLUM

Smarter Mobile Marketing Engagement

Campaign Personalization & Automation

- Leverage robust user profiles and real-time user behavior to deliver contextually relevant brand messaging and in-app experiences to consumers, as individuals
- Architect rich, multi-channel campaigns incorporating push notifications, emails and in-app messages in a single, easy to use platform with drag-and-drop capability

UX Testing, Optimization & Analytics

- Optimize the customer experience by A/B Testing across UX, messaging, timing, and more
- Track ROI with analytics on downstream metrics like conversions, purchases and session time - on average, clients increase retention and conversion by 7x and 9.6x, respectively



The Mobile Attribution Authority

Advanced Audience Segmentation

- Pass mobile attribution data into Leanplum for personalized and automated audience segmentation by campaign, channel, media source and install timestamp
- Import custom segments for re-engagement (by exposure, click but not convert, etc.)

OneLink: Powerful Deep Linking for Seamless UX

Leverage OneLink to create smart deep links that send each user to the optimal web or app page, automatically detecting every possible OS, channel and platform (email, app, web, etc.)

Protect360: Unmatched Mobile Fraud Protection

- Get real-time protection with the largest fraud database AppsFlyer is found on 98% of mobile devices globally, blocking \$6.5M in fraud daily
- Send Leanplum a blacklist of fraudulent device IDs, improving efficiency and insight accuracy by excluding these users from marketing engagement and A/B tests

