Beat: Technology

LEARN HOW To OVERCOME ATTRIBUTION CHALLENGES And USER ACQUISITION On iOS

BY AD4ASCREEN & ADJUST

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USPA NEWS - For Marketers, Developers and Advertisers, the New Features present many Challenges, particularly with regard to Attribution and User Acquisition. This is why AD4Screen and Adjust are here to help you meet them around a Round Table with Experts discussing Strategies and Solutions to face those Challenges of Attribution and User Acquisition on iOs...

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An Overview of the Impact of iOs on your Digital Campaigns as well as the Actions to be implemented to meet these New Challenges (Essential Questions such as the Strategies to adopt to deal with them, the Keys to optimizing your Tracking and Opt-In Rates as well as the Prospects for the Future).

- Round Table: What are the Different Strategies to adopt? How to optimize your Tracking and Opt-In Rates? What are the Developments to follow?
On April 06, 2023 @ Peninsula Hotel in Paris
Animated by Philippe Leclercq - CEO AD4SCREEN
With the following Experts:

* Eliott Lamaury - Head of Display VESTIAIRE COLLECTIVE
* Julie Vidal - Growth Manager JOKO
* Théo Vanneufville - Data Analyst JOKO
* Louis Delaye - Marketing Data Analyst BLABLACAR
* Simon Philippe - Senior CSM ADJUST
* Damien Goubin - Senior Account Executive ADJUST
* Khadija Bouzoubaa - Associate Director AD4SCREEN

About The Agency AD4SCREEN

The Aim is to help reconcile Traffic and Conversion by working on the Development of your Mobile and Web Acquisition and Loyalty Strategy, and on its Successful Deployment.

- The Different Poles Of The Agency:

* Commerce
* User Retention and Retargeting
* Technique
* Finance
* User Acquisition
* Studio Creation
* Marketing
* Human Resources

- Expertise: Acquisition - App Store optimazation - Consulting & training - Retargeting - Stores Asset - Drive To Store - Animation - Retention - Market Statistics

- About ADJUST

The Mobile Analytics Platform trusted by Marketers Worldwide to measure and grow their Apps across Platforms.
Adjust's Measurement and Analytics Platform empowers Mobile App Marketers at All Stages of their App Journey to automate, track, optimize, and scale their Marketing Efforts from CTV to Mobile, and beyond.

* Measure Impact - Get Results Fast with Accurate, Real-Time Measurement Data to meet and surpass your KPIs.
* Gain Insights - Easily Access and share Actionable Insights and Data Visualizations with Adjust Reporting.
* Grow Strategically - Increase ROI with Ad Performance Automation, Budget Optimization, and more.

* 16 Offices - 550+ Employees - $250 M Total Funding - 100,000+ Apps Working with Adjust

Source: Round Table @ Peninsula Hotel in Paris.
On April 06, 2023
Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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