

Get the most out of your marketing spend with Adjust and Mixpanel



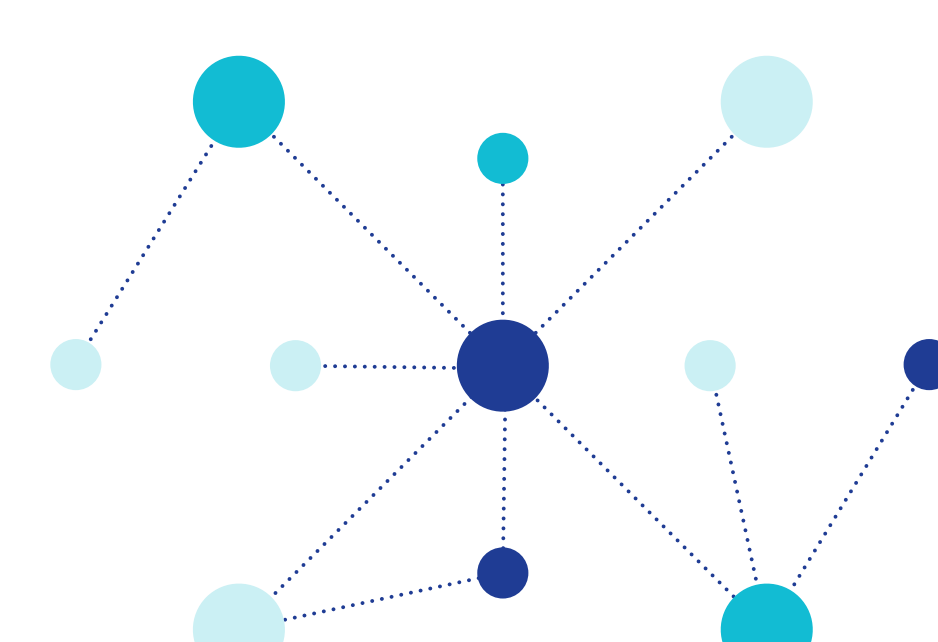
Traffic and acquisition
Where do people come from?



See where your users come from and track their activities like purchases, registrations, sessions, and custom events



Engagement and retention
What do users do in your product and why do they stay or go?



See how your users behave inside your app and track what makes them come back or churn

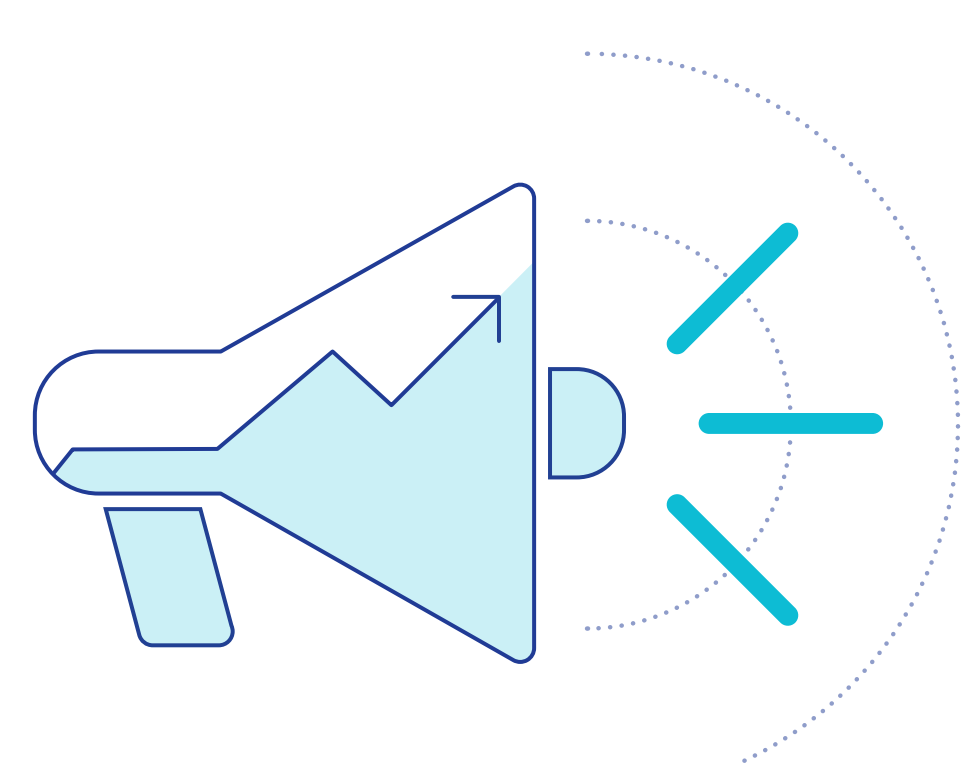


Data at the Network,
Campaign, Creative, and
Adgroup level



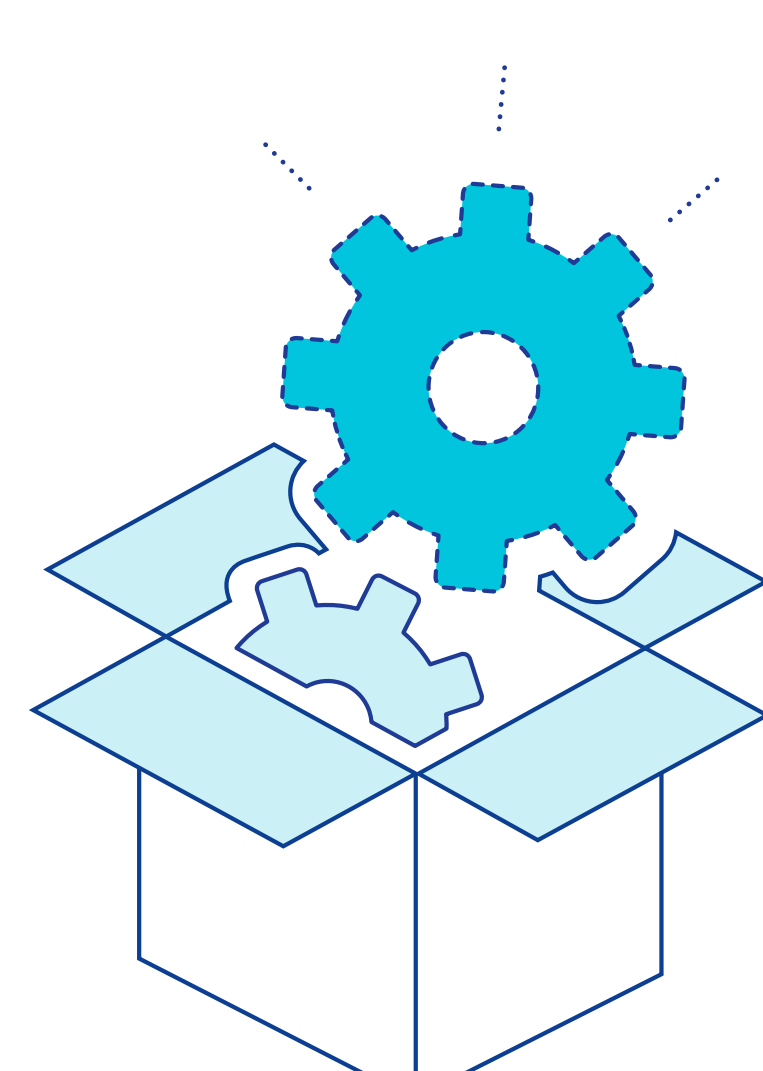
(Attribution.network Attribution.campaign
Attribution.creative Attribution.adgroup)

Maximize the impact of your marketing



- **Take a holistic marketing approach** by analyzing and reporting on all marketing channels in one dashboard
- **Track the entire user journey**, from first impression to final conversion, and marry it with app usage data
- **Build and measure the success** of end-to-end customer acquisition campaigns
- **Automate repetitive marketing tasks** to focus on strategy and creativity

Build unforgettable products



- **Make smarter product investments** with customer journey insights based on attribution and in-app user behavior data
- **Track events unique to your app** to gain a clear understanding of a feature and overall app performance
- **Get real-time insights** with easy-to-understand reporting so all team members can make data-informed decisions
- **Maintain compliance** with data privacy

In action

Optimizing ad spend for increased customer LTV

The marketing team of a new recipe box delivery service, Snak, was recently faced with the challenge of rapidly growing the subscription service's customer base. The brand used Adjust to quickly uncover their Facebook and Pinterest "Healthy meals in 30 minutes" campaigns were the most efficient drivers of account signups.

By joining acquisition data from Adjust with Mixpanel, the Snak team could monitor app engagement behavior after the point of acquisition in real time. They quickly noticed that new customers from Pinterest were exploring recipes in the app, but consistency cancelled their weekly recipe box deliveries. Understanding that this cohort had lower LTV, the Snak team quickly changed their bidding strategy to emphasize Facebook while planning for a retargeting campaign to reduce churn amongst the "Cancelled order" cohort uncovered in Mixpanel, all through Adjust.



About Adjust

[Adjust](#) is a global app marketing platform. Born at the heart of the mobile app economy and grown out of a passion for technology, the company has 16 offices around the world. In total, more than 40,000 apps have implemented Adjust's solutions to secure their budgets and improve results.



About Mixpanel

[Mixpanel](#)'s mission is to increase the rate of innovation by helping companies build better. With our market-leading product analytics solution, product teams from over 26,000 companies around the world use Mixpanel to analyse how and why their users engage, convert, and retain in real-time across devices to improve their user experience.



About Wuzzon

[Wuzzon](#) is the most fun app marketing agency in the Netherlands and beyond. We help happy consumers like TakeAway, Peaks & Wehkamp with acquiring and activating app users. App store optimization, user acquisition, and retention strategies fill our days. And since we love data to maximize results, we're proud to be the only certified agency in the Benelux for both Adjust & Mixpanel.

Want to learn more about how Adjust can enable your app's growth?
Reach out to us at sales@adjust.com for a demo!