

## CLIENT CASE STUDY

# Adjust

*The Industry Leader in Mobile Measurement & Fraud Prevention*

## THE CHALLENGE

Adjust, the Berlin-founded mobile measurement and fraud prevention leader, needed a U.S.-based communications partner to amplify its voice across the American market during a period of explosive growth. With a product roadmap that included multiple acquisitions, a massive funding round, and category-defining fraud prevention innovations, Adjust required a PR agency that could navigate complex technical narratives, manage critical announcements, and position the company as the definitive authority in mobile ad fraud prevention — all while competing against well-funded rivals like AppsFlyer and Branch.

## THE APPROACH

Ignite X served as Adjust's U.S. PR agency of record across a long-term engagement spanning 10+ major announcements:

- **M&A Communications:** Managed embargoed acquisition announcements for Acquired.io and Unbotify, including securing a VentureBeat exclusive for the Unbotify deal.
- **Mega Funding Round:** Led PR for Adjust's \$227M raise, one of Europe's largest funding rounds, positioning it as validation of the mobile measurement category and securing TechCrunch news coverage.
- **Fraud Prevention Thought Leadership:** Drove awareness for Adjust's discovery of click injection and SDK spoofing fraud, establishing the company as the industry's fraud authority.
- **Product Launches & Data Reports:** Coordinated launches for User-Level Ad Revenue, Click Validation, Benchmark Tool, and the annual Global App Trends report with data-driven media pitches.

## THE RESULTS | Multi-Year Engagement Highlights

|                      |               |                     |                      |                         |                  |
|----------------------|---------------|---------------------|----------------------|-------------------------|------------------|
| <b>\$1B</b>          | <b>\$227M</b> | <b>10+</b>          | <b>2</b>             | <b>\$250M</b>           | <b>25K+</b>      |
| AppLovin Acquisition | Funding Round | Major Announcements | Acquisitions Managed | Total Funding Supported | Apps on Platform |

### KEY ANNOUNCEMENTS MANAGED

Click Injection Fraud Discovery • SDK Spoofing Solution Launch • Acquired.io Acquisition • Unbotify Acquisition (VentureBeat Exclusive) • \$227M Funding Round • Unbotify Standalone Product • User-Level Ad Revenue Launch • Click Validation • Global App Trends Report • Gaming Benchmarks • CAAF Anniversary

### Fraud Authority

Positioned Adjust as the definitive voice on mobile ad fraud through category-creating research and the Coalition Against Ad Fraud.

### M&A Storytelling

Managed embargoed acquisition comms for Acquired.io and Unbotify, including securing a VentureBeat exclusive.

### Data-Driven PR

Leveraged Adjust's fraud data and app-trends insights to generate ongoing coverage and reinforce market authority.

**About Adjust:** Adjust (now an AppLovin company) is the industry leader in mobile measurement and fraud prevention, trusted by 25,000+ apps including NBCUniversal, Zynga, Robinhood, Pinterest, Spotify, Uber, and Procter & Gamble. Founded in Berlin in 2012, Adjust grew to 350+ employees across 15 global offices and raised \$250M in total funding. Ignite X served as Adjust's U.S. communications partner from its landmark \$227M funding round through the year that followed, up to Adjust's \$1 billion acquisition by AppLovin in 2021.