



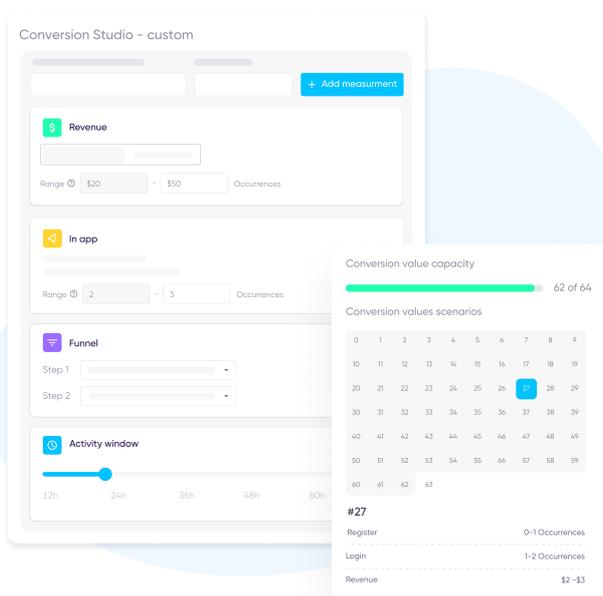
SKAdNetwork Conversion Studio

Take back control over SKAN post-install measurement and gain insight into the LTV of your users.



The introduction of iOS 14 has forced the industry to adopt a new attribution model, one that has been challenging for even the savviest of marketers to master.

It's time to take the challenge out of the equation with Conversion Studio: a new SKAN configuration suite that allows you to easily and intuitively map conversion values and gain insight into post-install activity.



Focus on your goals. We'll take care of the bits and bytes.

Conversion Studio lets you focus on what you want to measure (retention, cohort, revenue, funnel progress and more) while leaving the technical aspects to us. You choose what you want to measure, we'll allocate the conversion values in the most optimal way possible.

"With AppsFlyer's solution for custom conversion value mapping we finally have the freedom in what and how we want to measure on iOS. And all of that without the need to write a single line of code."



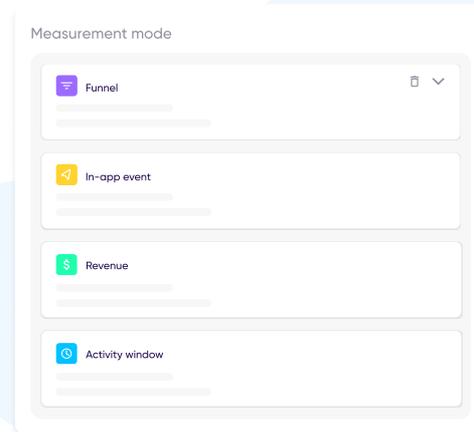
Michal Prokop Grno, Head of Marketing Analytics
Pixel Federation

Measure everything

Make the most of your conversion values with advanced measurement capabilities

Measure multiple metrics in a single conversion value

Until now, conversion value mapping solutions have limited advertisers to dedicating their entire conversion value to a single metric. Conversion Studio lets you simultaneously measure metrics such as revenue, in-app engagement, retention and more.



Loved by the world's leading brands

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tripadvisor[®]

Walmart*

LION STUDIOS
BY APPROVIN

Six bits, endless possibilities



Up to 72 hours of post-install activity

Extend the activity window to measure critical aspects like retention and cohort.



Funnel event sequences

Measure sequential events, using fewer values for the same amount of in-app events measured.



Flexible range configurations

Measure more events with fewer conversion values by defining flexible ranges within a specific metric.

Ready to your data to work? [Let's talk](#)