# AppsFlyer

# SK360

## Go beyond the limitations of SKAdNetwork

The industry's most comprehensive suite of tools, designed to give you the accuracy and insights you need.

Optimize
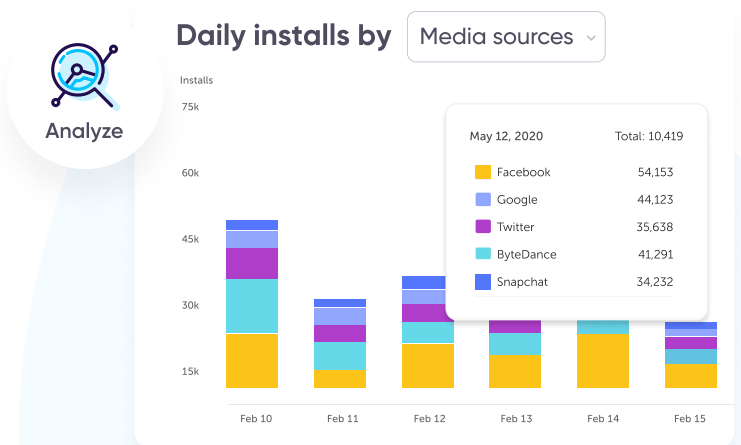
Connect

SK360

Predict

Analyze

Protect

## Configure everything in one place

Easily map your conversion value schema in one place. Maximize LTV measurement for post-install activity in our advanced self-serve dashboard, with the flexibility to measure multiple metrics simultaneously.

Optimize

## Analyze insights in stunning detail

Simulate and visualize your critical performance KPIs. Reported data is enriched with other data points such as impressions, clicks and cost to produce full funnel insights.

Analyze

### Daily installs by Media sources

| | |
|---|---|
| May 12, 2020 | Total: 10,419 |
| Facebook | 54,153 |
| Google | 44,123 |
| Twitter | 35,638 |
| ByteDance | 41,291 |
| Snapchat | 34,232 |

"Using cutting edge innovation for iOS 14, AppsFlyer has cut the noise between advertisers and ad networks."

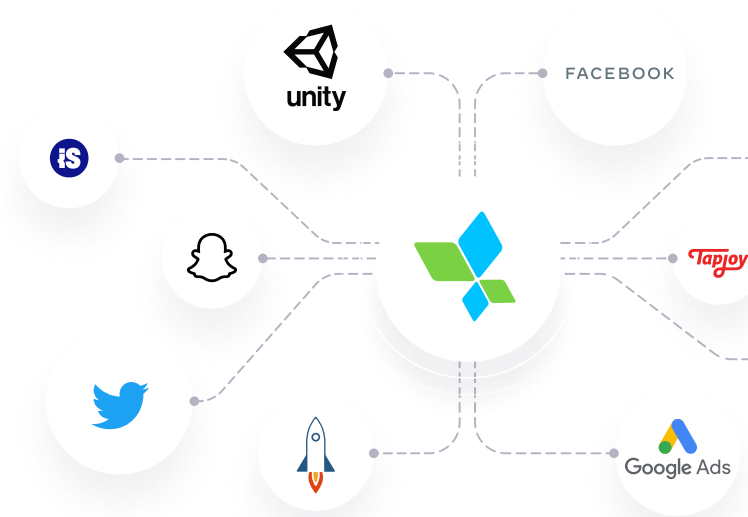**Barel Zimkind** / Head of Marketing

WHALEAPP

# Protect your iOS campaigns from ad fraud

Infrastructure weaknesses, data limitations and reporting loopholes leave you vulnerable to fraudster attacks. Protect360 protects your ad spend before, during and after installs providing full, bulletproof coverage.

Protect

## Protect360

Installs (CPI)    In-app events (CPA)    Anomalies

60k

Estimated savings

40k

● Blocked       ~$1,074,436
● Post-attribution    ~$193,289

20k

0k

01 Jan    02 Jan    03 Jan    04 Jan    05 Jan    06 Jan

Connect

# Connect with an ecosystem

We have partnered with networks such Facebook, Google, Twitter, Snap, ironSource, and dozens of others. End-to-end cooperation ensures that postbacks, conversion value schemas and data are delivered to AppsFlyer and your chosen partners smoothly and easily.

unity        FACEBOOK

iS

Tapjoy

Google Ads

Predict

## Predict

Current campaigns    Concluded campaign    Overall score

| Media source | Campaign | Active users | Geo | Campaign day | Overall score | rage CPI | Confidence |
|---|---|---|---|---|---|---|---|
| MEDIA SOURCE 1 | Campaign #1 | 19 | Romania | 3 | 3 out of 10 | | 77% |
| | Campaign #2 | 18 | US | 3 | 9 out of 10 | | 77% |
| | an #3 | 15 | Russia | 3 | 4 out of 10 | | 77% |
| | 4 | 15 | Federation | 3 | 6 out of 10 | | 77% |
| | #5 | 16 | Canada | 3 | 7 out of 10 | | 77% |

# Predict campaign performance early on

Leverage early signals of engagement (first 24-72h) to predict long-term campaign performance. Remove the measurement and timing barriers of SKAdNetwork to maintain and strengthen your competitive edge.

For more information, visit appsflyer.com