



## Mobile App Tracking

# Precisely track app installs and in-app events on any mobile device

Impact Radius' comprehensive mobile app tracking technology enables advertisers to optimize their mobile marketing spend. Real-time access to performance data, advanced tracking options and the ability to create flexible contracts with partners deliver new opportunities for growth.











### Complete Flexibility

Our versatile technology supports every device identifier and tracking method, enabling advertisers to track web-to-app and app-to-app activity by partner, including:

- **Installs**
- **Updates**
- **In-App Events**
- **Registrations**
- **Purchases**
- **Level Ups**



### Features and Benefits

-  **Track mobile app and mobile web** activity within one, fully integrated and unbiased third-party platform.
-  **Global payment processing** for automatic partner payouts in over 220 regions and territories.
-  **Flexible contracting** with built-in insertion orders allows for easy customization of terms, streamlining legal processes and the onboarding of mobile partners.
-  **Global marketplace** to build direct affiliate and media partnerships, with hundreds of mobile partners and transparent contact information.
-  **Unity, Titanium and PhoneGap plug-ins** for rapid SDK integration.
-  **One simple, powerful SDK**, designed to be lightweight (78kb) and easy to implement to track without inflating the size of your app.
-  **Assign exclusive promo codes** to credit app installs and in-app events back to an assigned partner.
-  **Real-time reporting** with access to essential metrics, such as revenue, lifetime value and cost for each action tracked, to help identify which partners drive the most value.
-  **Experienced customer support** and tech-integration guidance for best practices and business development assistance.
-  **Postback notifications** for point-and-click partner integrations.