



# Launch Fast, Scale Smarter

*User Acquisition Solutions Designed to Work Seamlessly with Your MMP*

Scaling campaigns has never been easier. With seamless integrations into all leading MMPs, your app can continue growing without disrupting current user acquisition strategies.



## Simplify and Amplify Your Campaigns

<b>QUICK LAUNCHES</b>	Get new campaigns live across <b>26+ channels</b> - including CTV and in-app placements - <b>in under 48 hours</b> .
<b>EXPERT GUIDANCE</b>	Experienced growth managers and marketer development team handle the complexities of MMP setups to <b>ensure your campaigns outperform the norm</b> .
<b>DRIVING OUTCOMES</b>	From installs to in-app engagement, you gain <b>tangible results that fuel growth at every stage</b> .

### APPS THAT TRUST US



## Advanced Solutions for Today's Challenges



### ATTRIBUTION ACCURACY

Our proprietary tools validate MMP attribution data, giving you **confidence in every outcome driven**



### FRAUD PROTECTION

Beyond MMP safeguards, our built-in compliance measures **proactively detect and block fraudulent activity**, protecting your investment



### DEEP INSIGHTS

Advanced event tracking and cross-channel performance data power **smarter optimizations to reach your ideal audience**



## Drive Results with Precision

When integrating your MMP seamlessly with the Outcome Engine, our technology taps into historical data to fuel smarter campaign optimizations. Whether it's channel-specific optimizations or keyword conquering with the app stores, you can expect real-time solutions that work for your audience.



### OUTCOME ENGINE INSIGHTS

With years of conversion data, the Outcome Engine recommends the **channels and sources most likely to convert quality traffic** for your app's category and consumer base

### KEYWORD CONQUESTING

Enhance your app's discoverability and capture high-value users by dominating competitive searches with tailored optimizations that seamlessly complement your ASO efforts

### POSTBACK MASTERY

Leverage advanced postback capabilities for deep event tracking, enabling **full visibility, precise optimization, and improved ROAS** to consistently hit performance goals



## Proven Success Stories



Cash App

**640%**

increase in  
installs YoY



FANDUEL

**120%**

exceeded first time  
deposit rate KPI



**250%**

increase in paid  
subscribers



## Fuel Your Growth, Seamlessly

Looking to maximize the potential of your user acquisition?

*Discover how seamless integration with Perform<sup>[cb]</sup>'s Outcome Engine can enhance your campaigns and help you exceed growth goals.*