



## Measuring Mobile App Marketing Performance: apprupt Launches Performance Analytics for iPhone App Marketing

- **apprupt goes into Beta for the first product of its Performance Marketing Suite**
- **apprupt Performance Analytics enables developers to measure and optimize success and outcome of their app marketing**

**Hamburg - October 19<sup>th</sup>, 2009** – apprupt, the first performance marketing network for iPhone apps, today announced the launch of “apprupt Performance Analytics” for paid apps. This first free product of its performance marketing suite enables iPhone developers to measure and optimize the success and outcome of their mobile and online marketing campaigns by tracking exactly how many downloads were generated through a specific link.

“So far, there was no way for developers to gain insights or reportings on their marketing activities across channels. Accordingly, optimizing and finding an individual overall marketing strategy really hasn’t been possible – developers pretty much relied on click-statistics and their gut feeling,” said Kjell Fischer, apprupt co-founder and managing director. “With apprupt Performance Analytics, every iPhone developer can now track their marketing efficiency and cost of customer acquisition to base their further strategy on verified data.”

Since the service works with any kind of link, be it from a blog, twitter or a paid marketing campaign, it provides useful information for any kind of developer, regardless of the marketing budget. Every developer engaging in promotional activities can use the service to find out which channels are working well and which are not.

While the performance tracking has been tested with a selected group of app developers, apprupt is now going into public beta with its analytics product. To use its unique tracking-algorithm, developers integrate a tracking library into their app and update it in the Apple App Store. They can then create links via the apprupt platform and use them for their app marketing. For each individual link apprupt delivers relevant performance statistics, like number of downloads and conversion rates. By earning through affiliate fees from Apple, apprupt is able to provide the service free of charge.

“apprupt Performance Analytics is our first step of a long-term product strategy. For the future, we plan to expand our product-range around the topic of performance marketing for mobile apps. Together with and for developers, we want to create products that bring profitability and transparency to this still very young market” said Fischer.

Developers can sign up for the service at [www.apprupt.com](http://www.apprupt.com)

### About apprupt

apprupt is the first performance marketing network for mobile apps, that aims to bring transparency and profitability to the mobile app market. With apprupt [www.apprupt.com](http://www.apprupt.com), founders Kjell Fischer, Jascha Samadi and Benny Schilling solve the problems of a fast growing market that is increasingly lacking transparency and often profitability for developers. The company is based in Hamburg, Germany.



**Note to Editors**

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