

ADJUST

# A closer look at India's Fintech mobile market

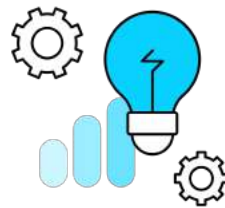


**Adjust is the  
analytics platform  
marketers trust to drive growth.**

# We help mobile marketers be more effective



**SMARTER**

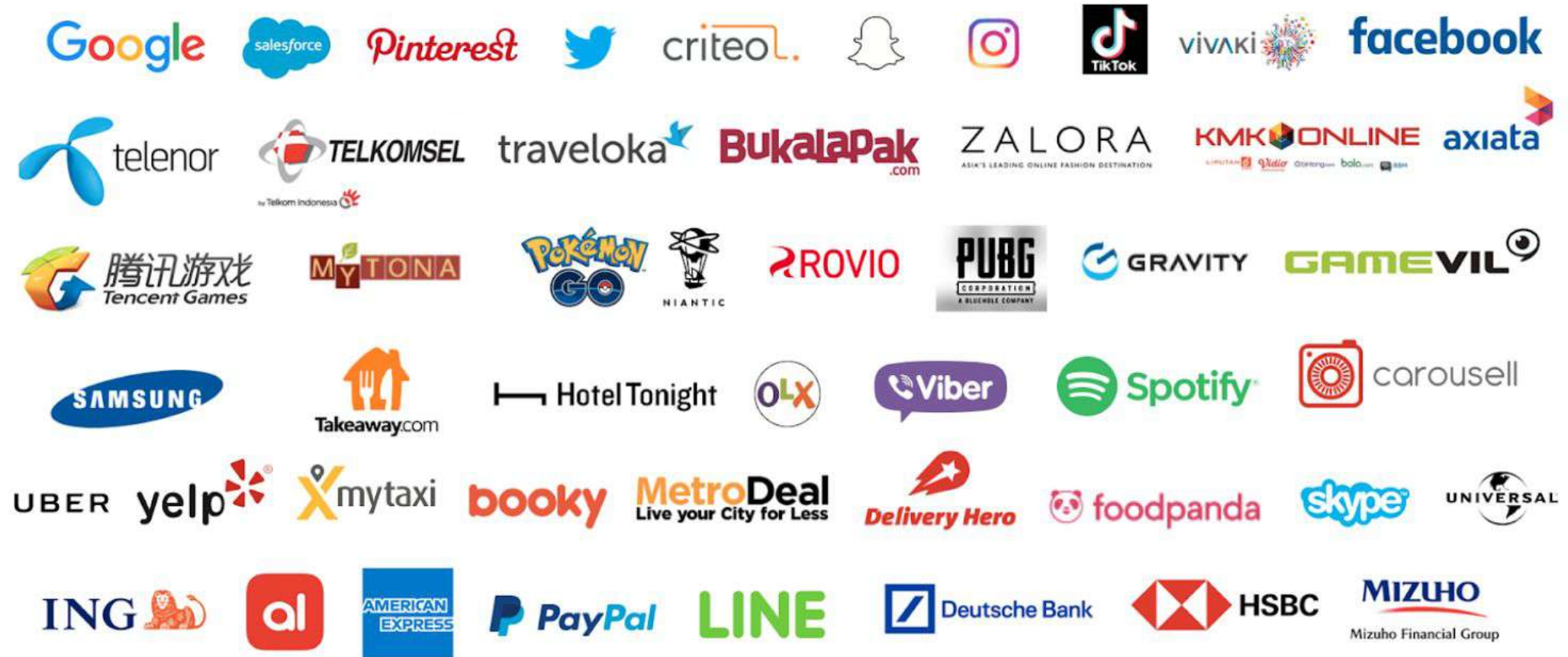


**EASIER**



**MORE SECURE**

# Over 60,000 clients and partners rely on Adjust



# Industry trends and predictions



APAC leads the world in mobile app download growth



APAC accounts for 64% of global mobile app downloads



45% of mobile app market growth is predicted to come from APAC between 2020 and 2024



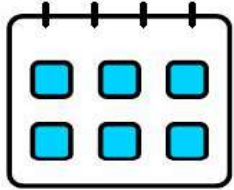
Fintechs from APAC attracted USD 11.6 billion across 565 deals in 2020

# APAC Mobile App Trends 2021:

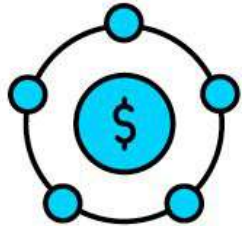
## A Regional Benchmark of App Performance



# Adjust report **methodology**



Date: 01.01.2019 - 31.05.2021



Verticals: Fintech, Gaming and Ecommerce



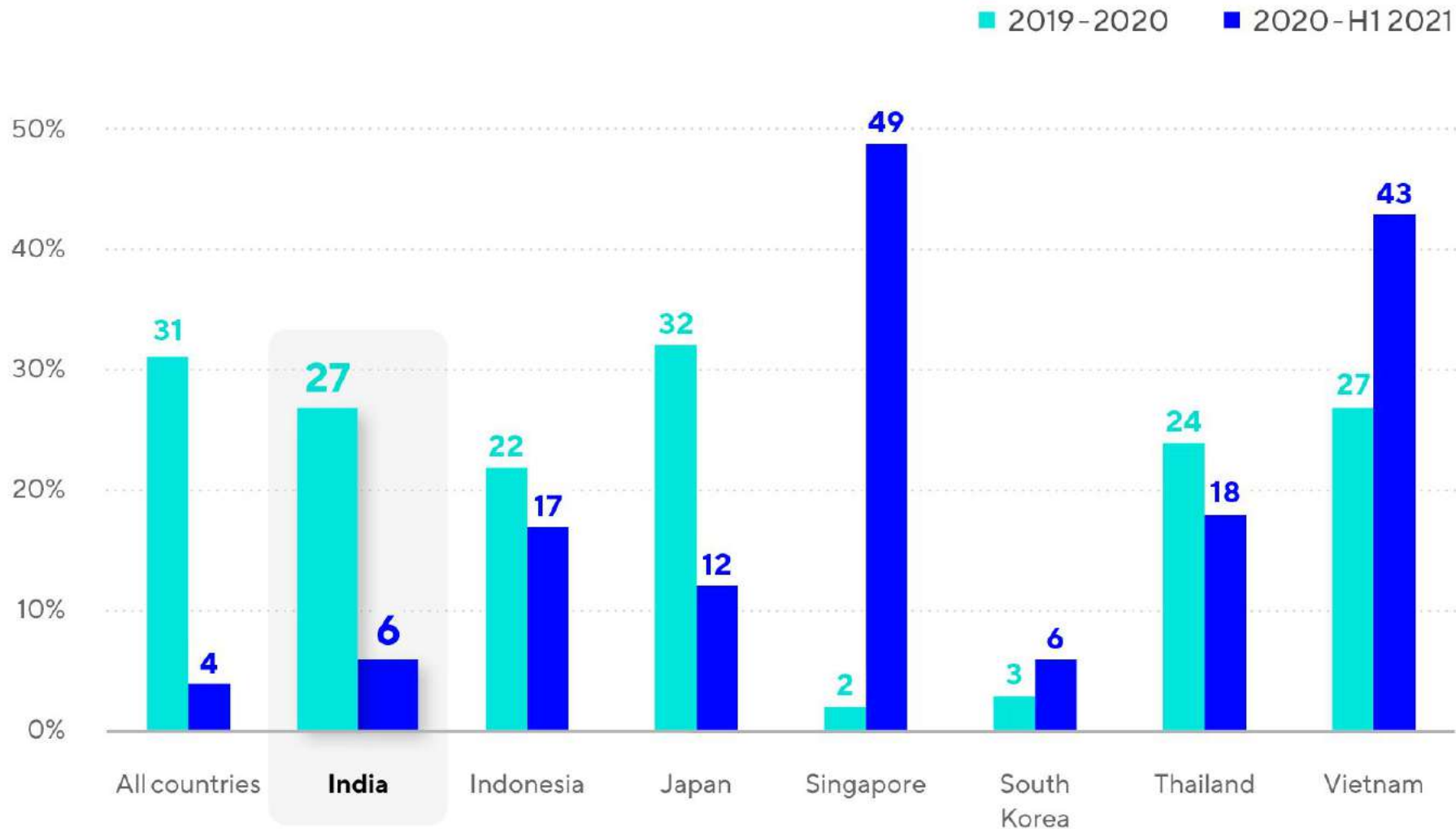
A mix of Adjust's top 910 APAC-based apps and the total dataset of all apps tracked by Adjust. Countries include: India, Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

# Installs across all verticals in APAC Q1 2020 - Q1 2021

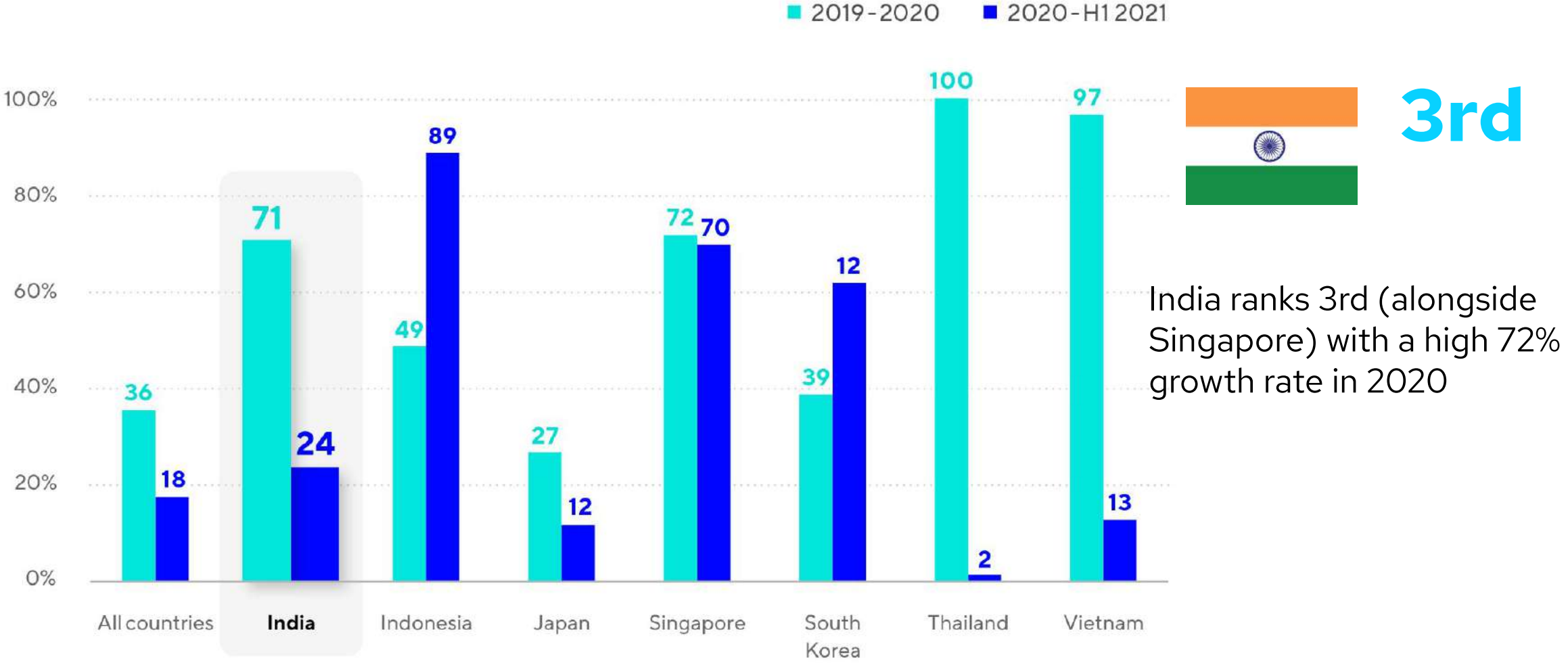




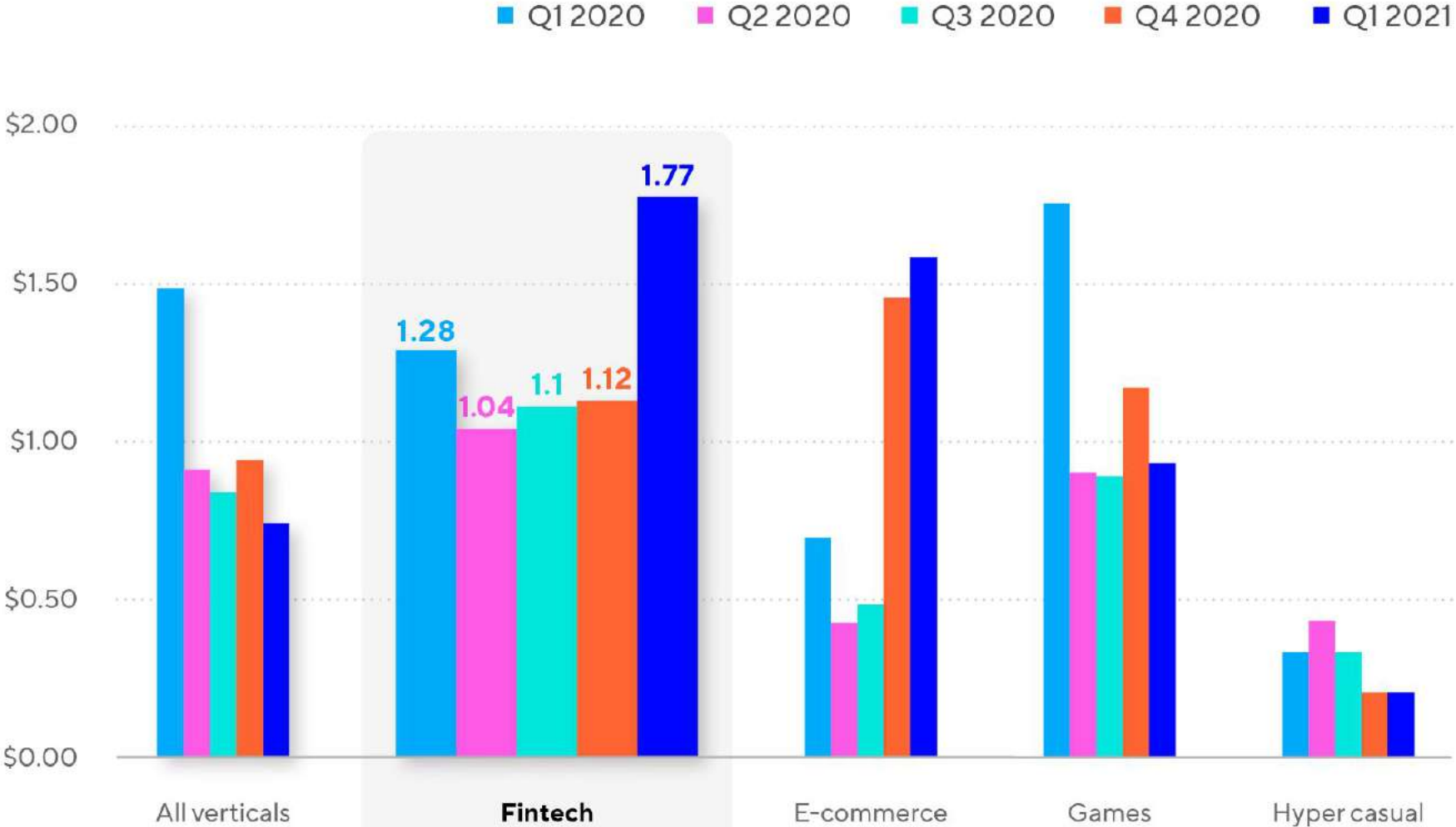
# Overall **install growth** in APAC by country



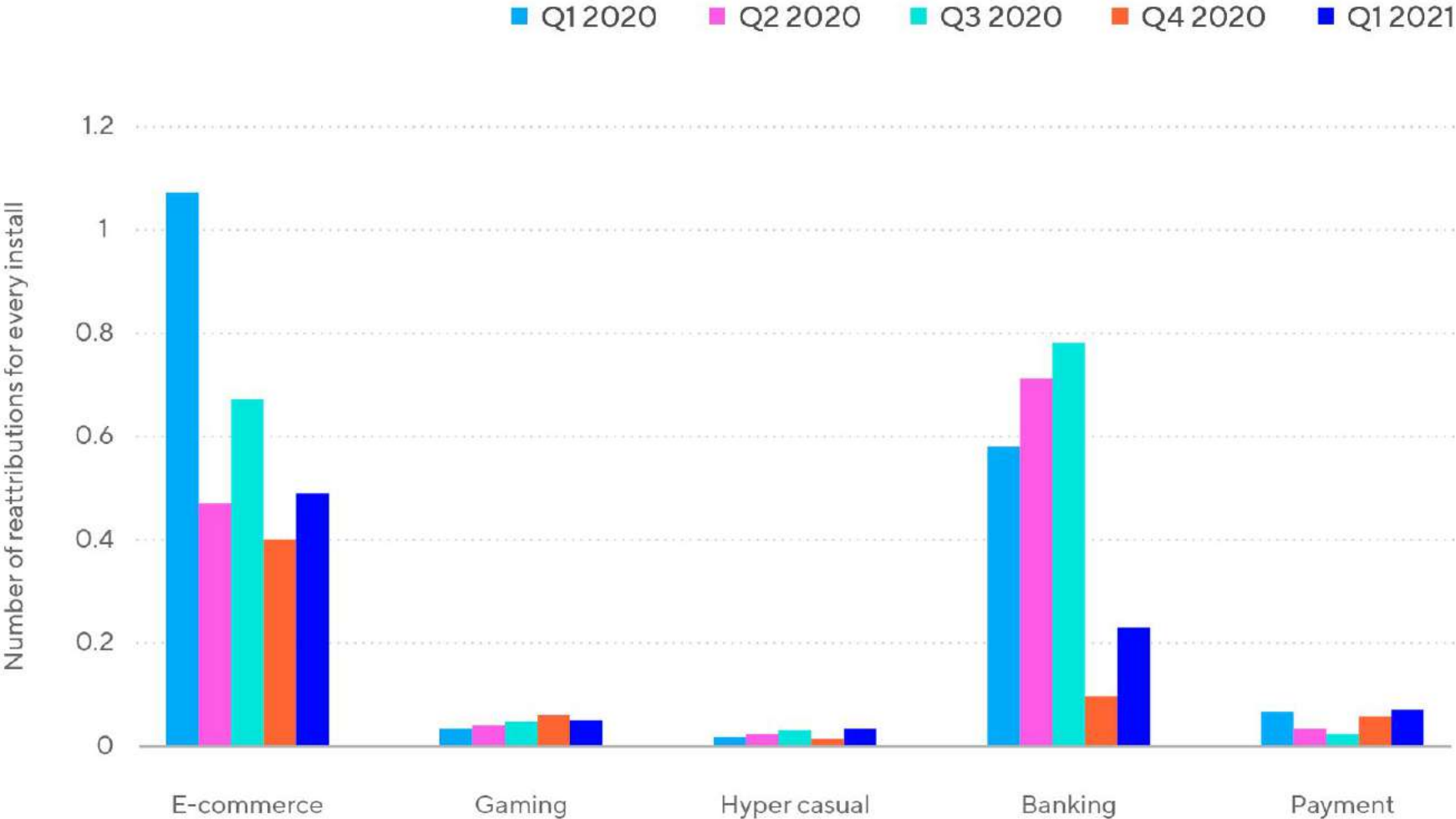
# Fintech install growth by country



# Effective cost per install by quarter in USD



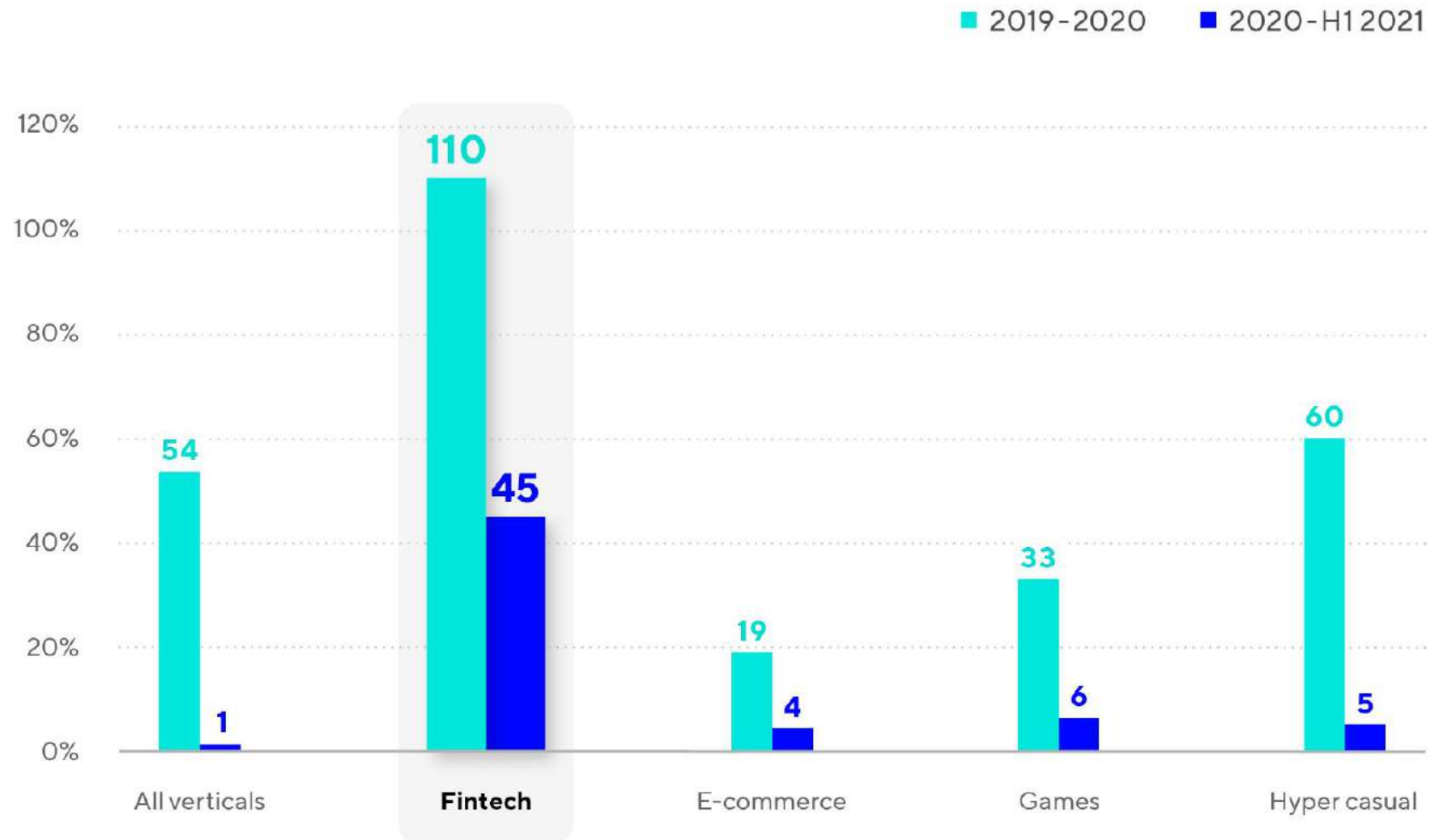
# Reattributions share by vertical by quarter



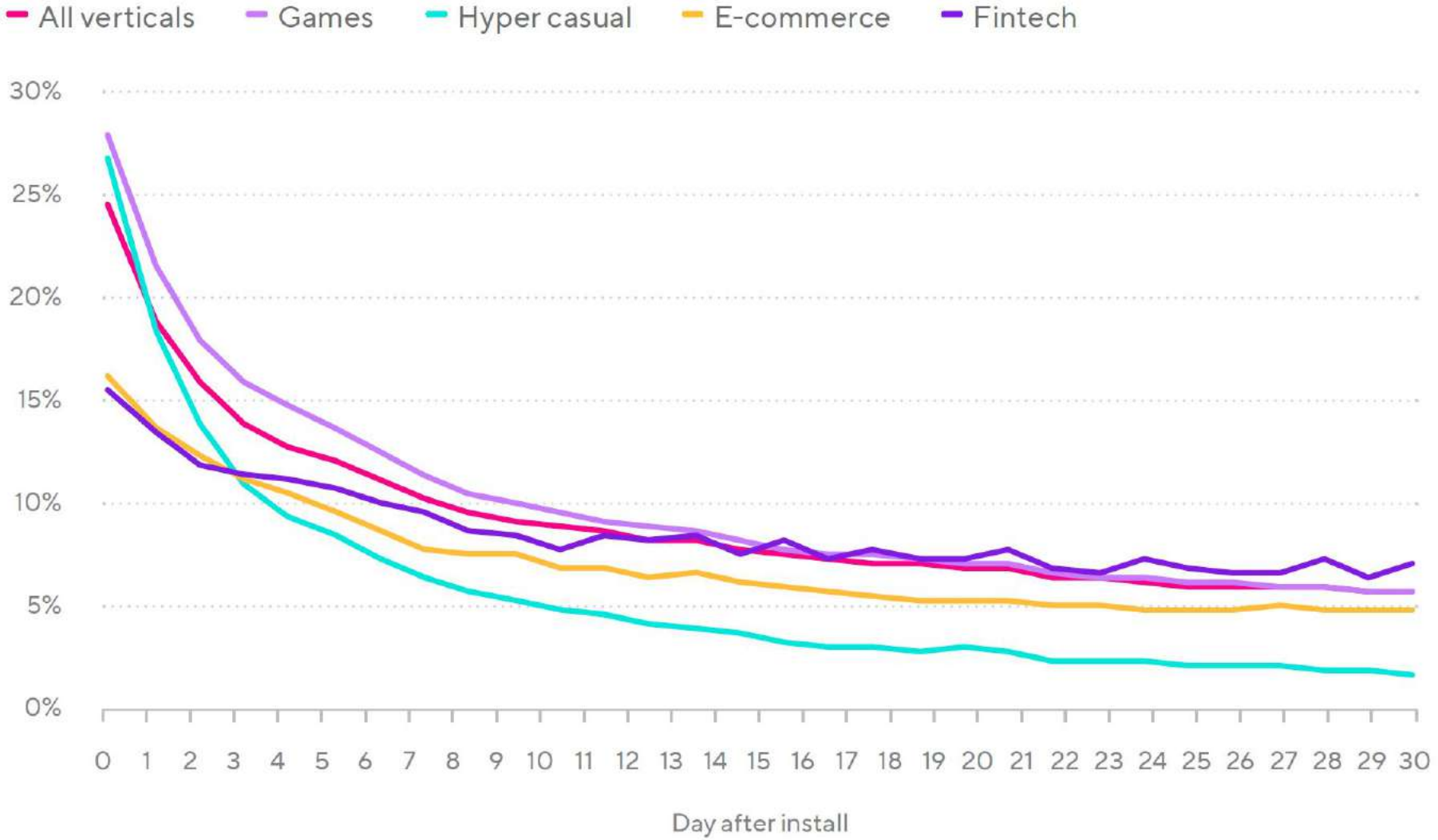
# Sessions across all verticals in APAC Q1 2020 - Q1 2021



# Sessions growth by vertical



# Retention rates by vertical Q4 2020



# Top 3 takeaways

1

**Installs and sessions in APAC grew by 31% and 54%** respectively from 2019 to 2020, and are continuing to grow in 2021, demonstrating that the industry is hanging onto users acquired during lockdown and continuing to bring new users in.

2

**Fintech is the strongest vertical with installs and sessions growth of 36% and 110%** respectively from 2019 to 2020, and is seeing a double digit growth in first half of 2021.

3

**Retention rate for fintech apps is exceptionally high, keeping a 7.14% of users by day 30**, well above the overall average of 5.68%. This shows just how well the industry adapted to the large number of users acquired during lockdowns.





# Thank you!

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# Who is Adjust?

Founded in  
2012

Profitable since  
2015

\$250 M  
Total funding

16  
Offices worldwide

+500  
Employees

45  
Nationalities

60K  
Apps integrated  
Adjust's SDK

2K  
Partners