*Subject:*

Huge Update: Audience Builder, Real ROI, Hourly Aggregation, On-The-Fly Timezones

**This is Mobile Measurement 2.0.**

Today, we’re announcing three groundbreaking upgrades to Adjust:

* the Audience Builder, which lets you segment your users and supply precise exports to your partners;
* Real ROI, a set of tools to measure your true return on investment;
* and Hourly Aggregation, which enables you to view your reporting in any timezone.

Read on, or check out our product overview for all the details. The new features will be gradually rolled out to all users, starting with the completion of our closed beta in early Q2.

Meet us at MWC to learn more about these new features, and join our Mobile School for a **1-month trial of all of Adjust’s higher-tier features**, regardless of your current package!

**Segment Your Users, Export the Right Data with the Audience Builder**

Take back the control.

The Audience Builder is a brand new component of your Adjust platform, enabling you to **define segmentation rules and export audiences as a list of device IDs** right from within your Adjust dashboard or from our new Segments API.

Using the Audience Builder, you could plan out your retargeting campaigns before you decide on which partners to run with – and set them up in a minute by exporting a slice for each partner. Push notifications, whale analysis, re-engagement, exclusion targeting… With the Audience Builder, you have the tools at your fingertips.

This means that you can get your campaigns up and running with new partners immediately. But it also allows you to control which data is being transmitted to which partners to an unprecedented degree. Many partners don’t want or need to know everything about every single user in your database – so why open the firehose? **It’s a good day for data security.**

Check out the full product overview.

**Measure the Metric that Matters: Real Return on Investment**

Ultimately, marketing is all about driving a positive return on investment (ROI). All of the other metrics we use are merely pathways to get there.

With the introduction of Adjust’s Costs API, we’ve closed the circle on your ROI. We’ve already brought 25 partners on board, recording data on ad spend and cost model from each of them. For each campaign, you’ll be able to pull up aggregate cost metrics and cost KPIs, comparing the incoming revenues from a user cohort directly to the acquisition cost of those users. The king of the new KPIs is your campaign ROI.

You might have noticed that spend numbers have already gone live for Facebook campaigns! If not – log in to your dashboard right now and check it out.

Read more on our blog.

**On-the-fly Timezones: Measure Any Timezone… Any Time**

This one has topped the list of user requests for a while. But we didn’t want to rush it – to build things right, we have to take our time. (Get it?)

By radically reconfiguring our database to aggregate **by the hour** instead of by the day, Adjust can soon show your results **in any timezone**. This isn’t an account setting that you specify once – you can at any time view your data in Pacific, then switch over to UTC in the same view, then JST, then CET, and so on.

This makes it easy to look at reporting in whatever timezone your partners use, or customize reports to the timezone of campaigns in specific markets.

**Hourly Aggregation Tells You the Time of Day**

In addition to timezones, the radical shift onto Hourly Aggregation will allow us to present metrics related to the time of day. Do night owls contribute greater ROI than morning people? How do major sports events affect your usage patterns in certain regions? Is there a sweet spot in the afternoon to promote your game?

The new Hourly Aggregation will become the basis of extended drill-down within your dashboard. While the new aggregation scheme is currently being rolled out to all users, we’ll be taking the visualizations out of beta in Q2.

Read more on our blog.

**Recertifying Our Commitment to Privacy**

In order to pull these changes off, we’ve had to make some changes to how the underlying Adjust database operates. Whereas the entire system previously operated solely on a daily aggregation, the Adjust database will now hold hourly aggregations as well as individual, queryable user records.

Because this affects the type of data that we store, as a precaution, we specially requested our privacy consultants at ePrivacy to re-evaluate our setup prior to implementation. Their evaluation is that there are no substantial changes to our regulatory compliance with the way the platform is now designed.

“Given the sensitive nature of increasing the scope and detail of a dataset like this, Adjust has worked in close conjunction with us along the way of this transition,” says Christoph Bauer from ePrivacy, “Together, we’ve been able to outline a path to enable these improvements, without sacrificing Adjust’s long-running commitment to end-user privacy and data security.”

If you have any further questions, feel free to get in touch with our team.

**How do you get hold of these features?**

All of the features above will be woven into Adjust seamlessly. Hourly aggregation is being applied for all of our users, and the Audience Builder is being prepared as we speak.

On-the-fly timezone reporting will be available to everyone. The Audience Builder and Real ROI are features available on the Business Pro package and above.

Hit up our product overview for more detail, and if you have any questions, feel free to reach out to our team!