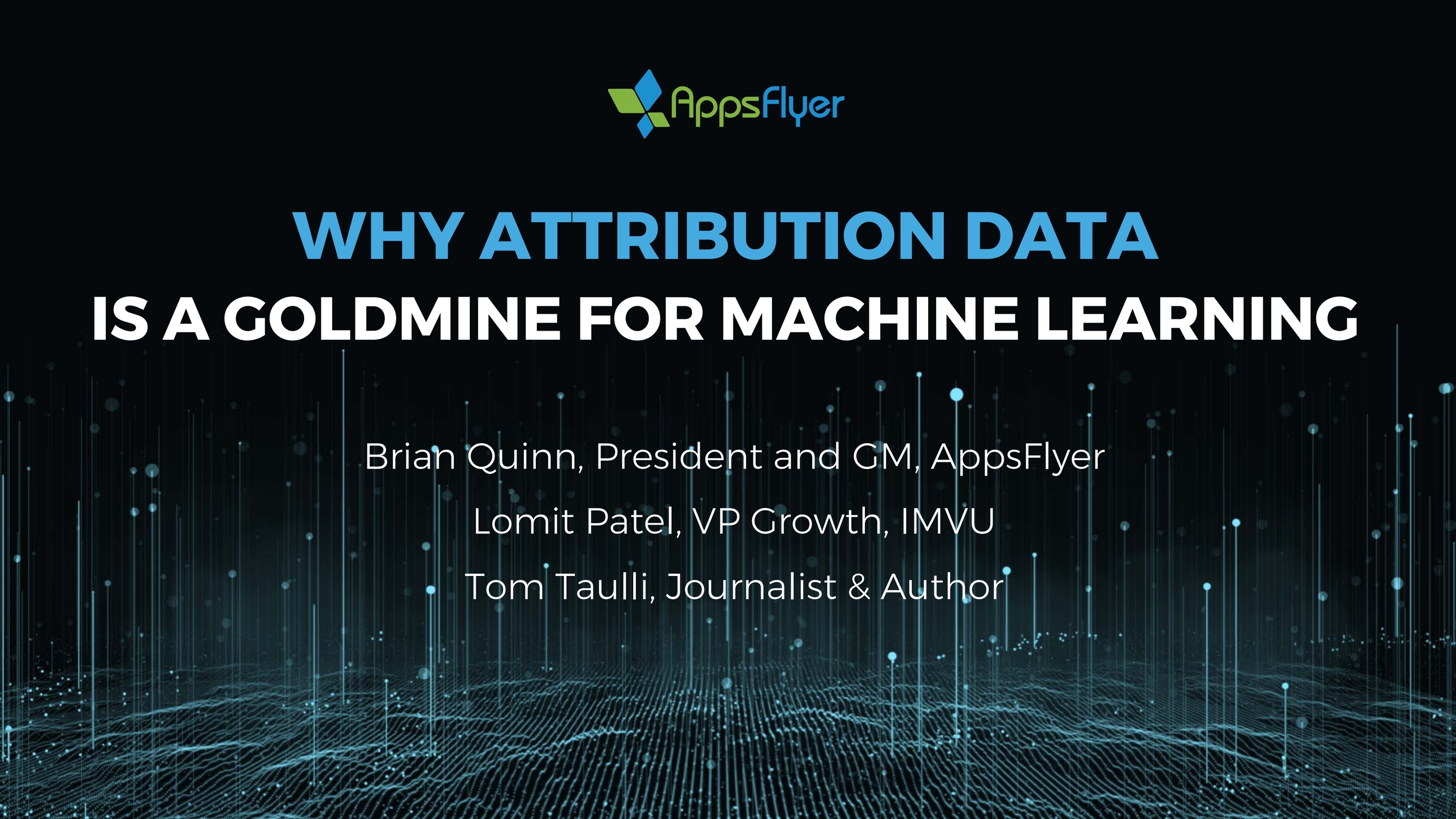

AppsFlyer
WHY ATTRIBUTION DATA
IS A GOLDMINE FOR MACHINE LEARNING
Brian Quinn, President and GM, AppsFlyer
Lomit Patel, VP Growth, IMVU
Tom Taulli, Journalist & Author

AppsFlyer

AI IS MORE ACCESSIBLE THAN EVER





ATTRIBUTION DATA FUELS AI APPLICATIONS

- High granularity
- Specific to your user journey
- First-party
- Scalable
- High quality

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A MATURITY MODEL FOR ATTRIBUTION DATA USAGE




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THANK YOU!
brian.quinn@appsflyer.com
@patellom
@ttaulli