Introducing Swaarm MMP: A groundbreaking Attribution and Marketing Analytics Platform sets new industry standards

The industry's pioneering one-stop attribution and marketing analytics platform offers unmatched transparency, privacy, and scalability

BERLIN - GERMANY, 18 September 2023 - Swaarm, a renowned global performance-based marketing platform, is thrilled to unveil the expansion of its product suite with the global launch of 'Swaarm MMP' - a groundbreaking one-stop attribution and marketing analytics platform designed to deliver transparent and privacy-focused tracking solutions for advertisers worldwide. This remarkable addition empowers marketers to efficiently manage partners, attribute users, and harness data-driven insights through automation, enabling them to make informed decisions and scale their apps with ease.

As a trailblazing next-generation platform, Swaarm MMP redefines the mobile marketing landscape by offering marketers the ability to attribute users, measure app growth, manage partnerships, and gain comprehensive insights into consumer behavior, all powered by Swaarm's cutting-edge automation. This robust platform equips marketers to leverage data-driven strategies while ensuring affordability.

Swaarm MMP: Pioneering technology at your fingertips

This all-in-one platform enables marketers to directly manage their partners from a single measurement platform, eliminating the need for third-party solutions. Marketers can effortlessly oversee partner campaigns, access campaign data, manage payouts and budgets, and optimize campaigns, all while adjusting partner payouts and budgets as needed. Furthermore, they can perform comparative evaluations of paid marketing Key Performance Indicators (KPIs) against organic metrics, track partner payments and facilitate direct communication with partners within a unified platform.

Swaarm MMP's groundbreaking codeless event tracking simplifies monitoring in-app actions, allowing product and tech teams to focus on enhancing the app's core features rather than time-consuming integrations. Marketers can enhance campaign success with transparent tracking technology, analyze crucial data, and unlock invaluable insights for strategic decision-making. The platform also offers advanced and transparent fraud detection technology, customizable to specific domains and use cases. All of this is available at a highly competitive price point, built upon Swaarm's proprietary infrastructure developed from the ground up.

Swaarm's MMP is designed to cater to all geographies, app verticals, and partner types, ranging from social to search and affiliate. It empowers app developers to benchmark their paid user acquisition efforts against organic growth, automatically optimizing paid campaigns. Swaarm MMP is engineered to cover all the needs of app developers, from measurement to analytics, reporting to optimization, while simplifying integration.

Yogeeta Chainani, Co-founder and CEO of Swaarm, affirms, *"Given the acute growth in the App market in the past years and the projected annual growth rate (CAGR) of ~14%, there is a rising need for platforms that can help app marketers grow their user base, understand their user journeys and unlock valuable insights from this data. Swaarm's MMP platform provides a one-stop solution for app developers and marketers to help achieve all this and more while keeping our core values of privacy, transparency, and automation at heart."*

Alexandru Dumitru, CTO & Co-founder, adds, *"Swaarm's MMP platform offers the first real-time code-less tracking solution for app companies, combining attribution and product analytics in a state-of-the-art SaaS platform. User Acquisition and Product specialists will be able to measure the impact of their actions in real time without relying on the slow process of updating the app in the store thereby making small to medium companies more competitive in the app market".*

Swaarm led the mobile advertising industry by introducing the Advanced Privacy Suite (APS), the first complete solution navigating privacy while maintaining performance measurement and advertising functionality, including iOS 14-compliant attribution chain methodology, Privacy Enabled Attribution (PEA Chain). The company also launched "Explorer," an analytics tool that equips marketers with essential insights to enhance operational efficiency.

For more information about Swaarm MMP and its innovative marketing solutions, please visit https://swaarm.com/mobile-measurement-partner/ .

About Swaarm
Swaarm is a performance-based marketing platform that provides an innovative martech tracking solution for agencies, advertisers, and networks to manage, track, analyze, and optimize their marketing campaigns at scale. For more information, visit https://swaarm.com/

For media queries please contact vanessa.ferreira@swaarm.com.