

aws marketplace

Appsflyer

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



Appsflyer

Appsflyer Recap

Appsflyer offers a centralized dashboard and advanced analytics that simplify data handling for marketers, providing real-time attribution and effective cross-channel management.

Appsflyer is known for its “single source of truth” dashboard and scanning schema, which greatly enhance data analysis. Users leverage it for accurate data tracking, insightful customer support, and efforts in fraud protection and privacy compliance. It facilitates user tracking with several identifiers and improves event property troubleshooting. Businesses utilize its seamless integration and advanced analytics dashboards to inform marketing strategies, optimizing campaign efforts and targeting core audiences effectively. While Appsflyer excels in performance marketing, users report challenges with data access costs, interface navigation, and reporting tool flexibility, highlighting the need for enhancements. Despite its initial learning curve and pricing concerns, it remains a powerful tool for marketing and analytics.

What are Appsflyer's key features?

- **Single Source of Truth:** Provides a unified dashboard for accurate data analysis.
- **Data Accuracy:** Ensures real-time attribution capabilities for precise tracking.
- **Multiple Identifier Tracking:** Facilitates comprehensive user tracking.
- **Fraud Protection:** Strengthens security with reliable fraud prevention measures.
- **Privacy Compliance:** Supports data privacy with compliance to regulations.

What potential benefits can users expect?

- **Improved Marketing Decisions:** Enables data-driven strategies to optimize campaigns.
- **Enhanced Revenue:** Identifies core audiences to boost campaign effectiveness.
- **Cross-Channel Management:** Streamlines operations across marketing channels.
- **Seamless Integration:** Fits smoothly with existing in-app clients and systems.

Appsflyer is widely applied in industries focused on mobile attribution, data analytics testing, and marketing campaign tracking. Users often implement it for iOS scan data analysis, event property validation, and real-time campaign monitoring. By integrating with in-app systems, they can track installations and evaluate marketing effectiveness. Its capabilities support GDPR compliance and adapt to iOS changes, aiding businesses in targeting audiences while managing privacy considerations and customizing reports. Performance marketing sectors particularly benefit from the insights delivered.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Appsflyer acts as a centralized and only single tool for us, making it a good investment since we do not want to have any additional tools for monitoring or managing it, resulting in a good return on our investment.”



ParthasarathyT

Senior Associate Infrastructure at Publicis Sapient

- ✓ “Appsflyer is one of the strongest platforms for mobile attribution, deep linking, and ecosystem integration, and it actually delivers strong value for performance driven brands.”



Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

- ✓ “Since implementing Appsflyer, we have seen a 30% increase in our total app installations and a similar percentage increase in our user base and revenue.”



Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

- ✓ “There is a very big positive impact from using Appsflyer, as implementing it gives us much clearer visibility into campaign quality and user behaviors, with a significant improvement in ROAS optimization.”



Shravan Revanna

Software Engineer at klydo.in

- ✓ “From a programmatic perspective, Appsflyer is one of the more reliable platforms when it comes to cross-channel management.”



MohammadAfzal

Technical Account Manager at RTB House

- ✓ “Appsflyer has positively impacted our organization by allowing us to perfect our marketing ideals informed by the analytics and metrics derived from it.”



Daniel Thuita

Senior Accountant at NexInn Consultancy Limited

- ✓ “Appsflyer has positively impacted our organization by improving the particular events' properties.”



Kishan Vs

Software test engineer at ifocussystec

What users had to say about valuable features:

“I believe that Appsflyer's best feature is integrations. It is probably the tool that has the most integrations when it comes to marketing campaigns and conversion tracking. You can find integrations for Facebook, Reddit, Segment, Mixpanel, and many others.

“Appsflyer has positively impacted my organization by helping me quickly integrate with Facebook and Reddit without having to write a bunch of APIs or having to install the Facebook SDK into my mobile apps..”

Verified user

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Principal Software Engineer at a tech vendor with 1-10 employees

“Appsflyer's in-app analytics feature is valuable, allowing measurement of ongoing user behavior and downstream events such as account creation, purchases, and subscriptions. The fraud detection automatically blocks any fake app installs or bot app installs.

Appsflyer also has great deep linking features, generating smart and contextual links that send users from ads or emails directly to specific in-app pages.

Appsflyer has positively impacted the organization by helping increase revenue and reduce user acquisition costs, allowing for more users at a cheaper cost. Specific details about the outcomes and metrics are with the marketing team, but Appsflyer has greatly improved ROI..”

Vikas Kejriwal

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Engineering Manager at a comms service provider with 11-50 employees

“The biggest advantage of Appsflyer is its accurate attribution and comprehensive analytics. Its analytics compatibility is excellent in the market, and it has been referred by some of our colleagues. We found that its analytics capability is very strong.

Accurate attribution and comprehensive analytics are valuable to us because attribution shows which types of ads we are campaigning with and which types of ads perform better. From that perspective, analytics is quite impressive and its capability is excellent.

Appsflyer provides a strong ROI for our company and our application, which helps both our marketing team and product team. It has increased the number of installs due to better campaigning, and this increase was based on the results we were receiving. We have better analytics, which enables us to make better decisions and increase installs..”

PradeepYaduvanshy

Engineering Manager at a comms service provider with 11-50 employees

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“In my opinion, the best features Appsflyer offers are reliable performance, very fast speeds, and a user-friendly UI.

These features help me in my daily work as the speed saves my time. For every report, I look into dashboards, and even at the campaign level, when we deep dive, it provides full end-to-end data.

Appsflyer has positively impacted my organization, and as an analyst, each and every touchpoint is very important at a campaign level, as well as the day-wise level, user level, and order level. Based on that, we can see the company's growth.

I can say we are drastically seeing the sales increase thanks to Appsflyer, and it saves our time. It is a nice tool, actually..”

NaveenKumar B

Marketing Analyst at Arvind Fashions Limited

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“One of the core strengths of Appsflyer is figuring out exactly which ad caused which installs, even with Apple's privacy restrictions making this increasingly difficult. Running ads on Facebook, Google, and TikTok simultaneously without Appsflyer means guessing which ad worked. With Appsflyer, we know exactly which ads are performing, allowing us to spend more money on ads that are actually working and stop wasting money on those that are not.

“Appsflyer tracks installs accurately, determining who downloaded from the source and uses deep links to send people from an ad directly to the desired destination. It counts installs and provides fraud protection, which we appreciate as it catches fake installs from bots so we do not pay for junk traffic. Appsflyer handles Apple's privacy rules effectively, which is really important as Apple limits tracking now. Appsflyer uses workarounds to still provide useful data and is the biggest and most trusted name in the space. Most companies have heard of Appsflyer and recognize it for handling Apple's complex privacy rules effectively, with extensive connections to ad networks like Google, Meta, and TikTok.

“Appsflyer offers good fraud detection that deserves highlighting. People sometimes attempt to install bots, but Appsflyer accurately detects who is a genuine customer and who is a genuine player, rather than allowing junk traffic. Appsflyer is reliable and provides detailed data once set up properly..”

ParthasarathyT

Senior Associate Infrastructure at Publicis Sapient

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“Appsflyer offers a number of features, one of which is scalability. It is acceptable and easy to adapt across every organization, allowing you to scale up based on your users and whatever you are measuring. You can start on a single package and move further based on your needs and users. Additionally, Appsflyer is affordable, allowing organizations with limited budgets to acquire and use it extensively without problems in payment or renewal of licenses. Furthermore, Appsflyer forms the basis or the single source of truth for metrics and analytics we rely on, eliminating fragmented approaches caused by different measurement platforms.

“Scalability has helped our organization grow and evolve as we add more clients and our customer base expands. If Appsflyer couldn't scale up as our customer base rises, it would lose its importance. However, scalability is one area where Appsflyer excels, and it has consistently met our needs as our customer base and users who rely on it for their tasks grow. Regarding features, the user interface is smooth and uncomplicated, producing accurate and digestible insights and metrics.

“Appsflyer has positively impacted our organization by allowing us to perfect our marketing ideals informed by the analytics and metrics derived from it. We have seen growth in our revenue, directly attributed to our expanding customer base, which is due to the measurement analytics and mobile attribution provided by Appsflyer. We effectively convert leads into real-time clients, resulting in increased revenue and portfolio growth. One specific metric I can share related to our revenue and customer base growth is the time taken to grow our customer base. Previously, converting a client or completing a marketing process took a considerable amount of time, sometimes dragging on for almost a year. Now, with Appsflyer as our measurement platform, we can detect weaknesses in our marketing process and rectify them timely, significantly reducing the time taken to onboard new clients. In a month, we can add more clients than before..”

Daniel Thuita

Senior Accountant at NexInn Consultancy Limited

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Other Solutions Considered

“We did not use any specific solutions previously, but Appsflyer was the first one we tried. It is amazing in terms of implementation, scalability, and maintainability..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“For the specific clients that I'm talking about, since they made a switch from a different competitor, Appsflyer was the option that was actually preferred by them and that was somewhat promoted by us as well..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“We evaluated Branch and Adjust before choosing Appsflyer, but they are not as efficient in terms of the metrics we are looking for. The clients also prefer Appsflyer, so that led us to go with it..”

MohammadAfzal

Technical Account Manager at RTB House

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“I have evaluated other options, including Mixpanel, which had UI/UX features but was noted to have a very high cost, as I heard from colleagues in management roles. This is why we have continuously used Appsflyer instead. I have also used Google Analytics, which is also more expensive..”

Kishan Vs

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Software test engineer at ifocussystec

“Some of my clients were previously using platforms such as Singular or Branch before moving to Appsflyer. A common reason for switching was the need for stronger mobile attribution capabilities, wider partner integrations, and more mature fraud prevention features. A client that I cannot name was using Branch before, and we could see that deep links more often failed with respect to using this integration with MoEngage. Appsflyer worked better with MoEngage than Branch, so that was a common reason for their switch..”

Mayank Gambhir

[Read full review](#) 

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

“I have not used any alternatives to Appsflyer. Some features are similar to Appsflyer features, as in my other projects in the Middle East I worked with the CleverTap app, which is a very big user engagement platform where I can track everything, user events, installation, uninstallation, and run campaigns. However, in my current project, the client wants to use Appsflyer, so we are using Appsflyer.

“If I were to choose between Appsflyer and CleverTap, both are good. In my previous project, the use case was different, so I was using CleverTap. But in my current application, we have a different use case, so it is totally fine. Both are doing good in their respective places. It depends on what use cases we need and which type of application we have..”

Amar-Kumar

[Read full review](#) 

Technical Lead at a tech services company with 501-1,000 employees

ROI

Real user quotes about their ROI:

“As of now, I have not measured the return on investments for Appsflyer. Initially, it was high because I used it for various things. Currently, it would be low because I am using it for integrations..”

Verified user

Principal Software Engineer at a tech vendor with 1-10 employees

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“Appsflyer saves money by providing greater ROI. Fewer employees are needed because the system does not need to be built from the ground up, and a ready-to-use solution is provided by Appsflyer, making it a great product..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

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“We see a meaningful ROI after implementing Appsflyer properly, with the biggest impact on marketing efficiency and decision-making spending. By identifying low-quality acquisition channels, reallocating spend improves overall campaign efficiency by roughly twenty-two to twenty-five percent..”

Shravan Revanna

Software Engineer at klydo.in

[Read full review](#) 

“My clients might see ROI more through better marketing efficiency with Appsflyer rather than reduction in headcount. Appsflyer helps reduce wasted ad spend by identifying which channels are driving low quality or fraudulent installs, allowing teams to optimize budgets more confidently..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“There is a high return on investment. When I tell my clients to use it internally, they come to know the exact user account and exact people count using this. Appsflyer acts as a centralized and only single tool for us, making it a good investment since we do not want to have any additional tools for monitoring or managing it, resulting in a good return on our investment..”

ParthasarathyT

Senior Associate Infrastructure at Publicis Sapient

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“We have seen a return on investment, particularly in time saved. Without sufficient foresight into our marketing abilities, we previously lagged behind. However, with Appsflyer, we can review our marketing efforts on a daily or weekly basis to identify shortcomings, allowing us to save time and market our company more effectively, thereby gaining customers accurately..”

Daniel Thuita

Senior Accountant at NexInn Consultancy Limited

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Use Case

“My main use case for Appsflyer is mobile attribution and marketing analysis. We have used Appsflyer for one of our Android applications, where we use it for marketing ads and analytics and for running campaigns for performance and install and re-engagement types..”

PradeepYaduvanshy

Engineering Manager at a comms service provider with 11-50 employees

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“My main use case for Appsflyer is that I used to pull reports from Shopify, and I use it for day-to-day activities to develop my marketing strategies. At the campaign level, I pull out the data for my marketing strategies, and a recent campaign I worked on involved that..”

NaveenKumar B

Marketing Analyst at Arvind Fashions Limited

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“I came across Appsflyer very recently, using it for three months in the business profile. We primarily use Appsflyer for measuring campaigns and targeting expertise. Appsflyer is a primary tool in our current corporate environment with Bupa, where we collect lots of internal quizzes and feedback from internal employees. We use Appsflyer to help run ads on Facebook, Google, TikTok, and other platforms. Appsflyer tells us which campaigns are working and which ones are wasting money..”

ParthasarathyT

Senior Associate Infrastructure at Publicis Sapient

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“I primarily use Appsflyer for mobile attribution and tracking marketing analytics data. Advertising campaign data is tracked with Appsflyer, the user journey is monitored, and it is determined which ad source—Facebook, Meta, or Google—drives the most app installations, in-app reviews, and in-app revenue. Appsflyer is used for user journey tracking and advertisement campaign tracking.

For fraud detection, when running an advertisement campaign on social media platforms, fake bots or fake app installs can occur and drive down ROI. Appsflyer automatically detects those fraudulent installs and cleans up the marketing data..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

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“My main use case for Appsflyer is for marketing purposes to track user installs for different campaigns from our iOS and Android mobile applications.

“Currently, I mainly use Appsflyer to get users' conversions in my mobile apps, and then I send those conversion details to Reddit and Facebook.

“I am currently using Appsflyer to resend events over third parties such as Facebook and Reddit, and to better track conversion events..”

Verified user

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Principal Software Engineer at a tech vendor with 1-10 employees

“Appsflyer is our preferred platform for mobile attribution and marketing measurement, which helps us gauge and consider whether our marketing plans and sales processes are yielding the required results. It helps us identify the strengths and weaknesses in our marketing process and convert our leads into actual clients, therefore marketing our company better.

“One example of how we have used Appsflyer to improve our marketing experience and sales process is during promotional events where we provide discounted materials to attract new clients. Those campaigns may run through social media, our website, or even one-on-one events. In cases of social media or websites, we need to measure the number of clients we have talked to and the number of clients who have enrolled in our products. Marketing measurement comes in at this point, and Appsflyer helps us gauge various metrics and conversions to determine whether the marketing and sales process was a success.

“Appsflyer helps with fraud control, enabling us to detect and pinpoint the accurate customers who enrolled, mitigating the issues of fraud or fake enrollments, and providing us with a reliable and accurate customer base to hold to account in our organization..”

Daniel Thuita

Senior Accountant at NexInn Consultancy Limited

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“We had permission only for a pre-production environment and did not have access to the production environment. That is the URL, and we use specific user credentials to access it..”

Kishan Vs

Software test engineer at ifocussystec

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“The initial setup was smooth. The integration is supported by the documentation provided by Appsflyer and the amazing tech support. Setting up was smooth, and the dashboards and analytics provided are of market standard for business users to make decisions..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“My experience with pricing, setup cost, and licensing is smooth. Pricing is based on the package we subscribe to, and the setup cost and licensing depend on the number of users we have. Overall, the experience is straightforward and not intricate, making it straightforward..”

Daniel Thuita

[Read full review](#) 

Senior Accountant at NexInn Consultancy Limited

“Since I handle most of the enterprise clients, from what I have heard about their experience with Appsflyer, they find the pricing reasonably related to the value they get from attribution accuracy and campaign optimization. That being said, some smaller or scaling businesses feel pricing can increase quickly with higher attribution volume. The licensing and onboarding are generally straightforward, but clients usually evaluate the usage very carefully to ensure that they are using the platform fully..”

Mayank Gambhir

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Manager, Customer Success at a real estate/law firm with 501-1,000 employees

“Onboarding clients with Appsflyer is very easy and it fast tracks the process. We can enable the postbacks as soon as possible and integration is an easy process as well, which makes the client come to us more often.

The documentation and learning curve for new users on Appsflyer is really good. You have a whole documentation and there's something called Appsflyer University as well. It's really supportive for new users to get hands-on and learn it..”

MohammadAfzal

Technical Account Manager at RTB House

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Customer Service and Support

“I have not contacted customer support or had an issue at all from their end while testing for many years, so my experience has been that it is built reliably..”

Kishan Vs

Software test engineer at ifocussystec

[Read full review](#) 

“Appsflyer's customer support is good. Others considering Appsflyer can try it out as it is simple to integrate and the customer support is strong, making it easy to set up and get running to track user journey..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

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“Overall, customer support has been amazing. We receive support quickly, and there is a very good experience in terms of support; they respond to emails very quickly, and premium support is very helpful for us..”

Shravan Revanna

Software Engineer at klydo.in

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“Customer support is amazing, and the tech support assists us during the initial installation and helps integrate the system with our applications. They resolve issues, conflicts, and post-installation queries effectively..”

Rishabh Singh

Lead Engineer Senior Forntend Developer at Adobe

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“The customer support for Appsflyer is generally rated very well, especially for enterprise clients. Most customers appreciate the responsiveness of their support team and even the CSM teams during onboarding, integration, and troubleshooting.

“I would rate the team's troubleshooting and onboarding guidance for Appsflyer quite high, probably around 9 out of 10..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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Other Advice

“My advice for others looking into using Appsflyer is that those who need a sole tool and have a smaller team to manage it can confidently choose this. However, they need to be prepared to pay high prices to achieve high returns. I gave this review a rating of seven..”

ParthasarathyT

Senior Associate Infrastructure at Publicis Sapient

[Read full review](#) 

“My advice to others looking into using Appsflyer is to pay attention to the pricing and make sure you can scale their price by paying more as your conversions increase because it can get expensive. I give this review an overall rating of seven..”

Verified user

Principal Software Engineer at a tech vendor with 1-10 employees

[Read full review](#) 

“Appsflyer has positively impacted the organization by helping increase revenue and reduce user acquisition costs, allowing for more users at a cheaper cost. This review received an overall rating of 8..”

Vikas Kejriwal

Engineering Manager at a comms service provider with 11-50 employees

[Read full review](#) 

“I have nothing else to add; it is a great application. Appsflyer is deployed in my organization using the public cloud. I would have to check the cloud provider we use. My advice to others looking into using Appsflyer is that it is a great app, and it is very easy to set up. I would rate Appsflyer a 10 out of 10 overall..”

NaveenKumar B

Marketing Analyst at Arvind Fashions Limited

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“My advice to others looking into using Appsflyer is to easily check the dashboard and variety for better analytics and comprehensive dashboards. However, you will not find everything easily, and you have to look at documentation first before starting to use the analytics capabilities.

If someone asks me for an analytics and attribution platform, I will refer Appsflyer because it is a good solution. I would rate this product a 9 out of 10..”

PradeepYaduvanshy

Engineering Manager at a comms service provider with 11-50 employees

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“I would rate Appsflyer an eight out of ten because, as I have explained, Appsflyer is a phenomenal platform that provides benefits in a much faster time. It streamlines the marketing process and allows for the development of innovative tactics. Without those metrics, we lack insight or foresight into our marketing efforts. Appsflyer provides an edge, enabling us to review our processes, identify weaknesses, and rectify them, making us sharper in marketing and brand growth.

“Regarding Appsflyer's governance and security, I find it stable. It is a platform that manages our data and customer data well, being resistant to cyber threats, which makes it secure and easy to execute and govern.

“Based on the output we receive, I can say that the accuracy and reliability of Appsflyer's outputs are impressive. The data and reports are straightforward and easy to comprehend, curated from real-time data that can be relied upon, making it accurate and dependable. My overall rating for this product is eight out of ten..”

Daniel Thuita

Senior Accountant at NexInn Consultancy Limited

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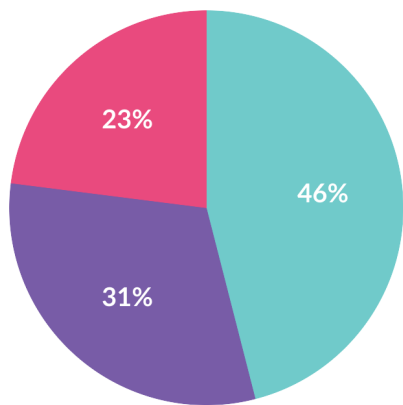
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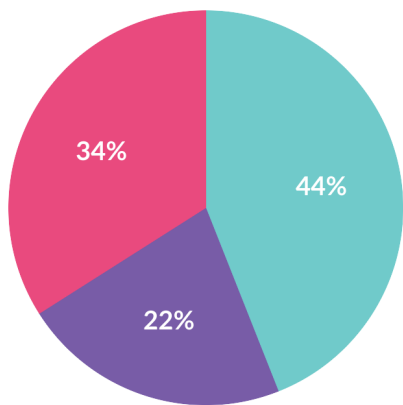
Company Size

by reviewers



Company Size

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Large Enterprise Midsize Enterprise Small Business

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