

aws marketplace

Appsflyer

Reviews, tips, and advice from real users



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Product Recap



Appsflyer

Appsflyer Recap

The world's top marketing and product teams turn to AppsFlyer cloud to power predictable app growth, protect customer privacy and deliver exceptional mobile experiences.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “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

senior technical consultant UI at Adobe

- ✓ “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 improving the particular events' properties.”



Kishan Vs

Software test engineer at ifocussystec

- ✔ “A specific positive outcome I've seen from using Appsflyer is getting insights into iOS with their single source of truth, which I use consistently for data analysis and getting a report that is agreeable between the client and me.”



Hubert G

Senior Growth Consultant at App Guardians

What users had to say about valuable features:

“For me, the best part is that it clearly shows which ads or channels are bringing your real users. It tells us from where we are actually getting a stable set of user bases so that marketing decisions for the future become easier. It provides a great user interface, making it easy for tracking and future marketing campaigns.

“The integration is quite smooth, and the documentation which Appsflyer provides, along with the support from its tech team is amazing in terms of getting started and integrating into our applications. Dashboards, segregations, and charts provided for analytics are top-notch and up to market standard, helping business users to analyze data and make future marketing decisions.

“It has significantly improved our revenue, helping us understand our real users to target our core audience better and expand our business..”

Rishabh Singh

senior technical consultant UI at Adobe

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“The best feature Appsflyer offers, since I mainly work on the analytics part, is the different ways to track the user using SSO ID, username, email ID, phone number, and location. I can easily figure out and search for any particular user, which I feel is a very good feature.

“Searching by location or user info makes my workflow easier because I was checking it from Bangalore without having the SSO ID or user ID. I wanted to check whether the issue was related to a specific property in that event not triggering for any users. I filtered the location to Bangalore and found that many user actions and events were triggered. I checked to see whether the issue was device-specific or affected all users in the location of Bangalore, which helped troubleshoot the root cause effectively.

“Appsflyer has positively impacted our organization by improving the particular events' properties. We had logged multiple issues where some properties were not displayed in the events. The location was accurate, and with the implementation of a few properties, it will be easier to validate as it allows tracking every user individually. Based on Appsflyer testing itself, we found that if there is this property, it makes validation much easier..”

Kishan Vs

Software test engineer at ifocussystec

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“The best features Appsflyer offers in my experience are the single source of truth dashboard and the way they set up the scan building schema, which is very clear. I think there are a lot of features that are well thought out and placed, but those two are the top for me.

“Throughout the years and the different companies I've worked for, Appsflyer's impact on my organization has been positive, especially their very good customer service and timely responses. The folks at Appsflyer are very community-oriented, supportive of people in customer acquisition and affiliate spend, and they've been a pivotal player in my own career with their technology.

“A specific positive outcome I've seen from using Appsflyer is getting insights into iOS with their single source of truth, which I use consistently for data analysis and getting a report that is agreeable between the client and me. We don't spend time fiddling with numbers and aggregating them from different platforms and building a data set for storytelling, which saves us a lot of time. We also have trust in their models, so we're confident in the reported data through Appsflyer..”

Hubert G

Senior Growth Consultant at App Guardians

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“Appsflyer is mostly used to get events data and real-time events data and tracking and reporting.

Real-time attribution is one of the reasons Appsflyer stands out. It supports click-through, view-through, and other attributions. We also track installed events and conversions across multiple channels. You also have live dashboards. All of these are good features.

Appsflyer has this cross-platform feature, which I liked.

Since it's known, we have onboarded pretty big clients and they really prefer Appsflyer over other alternatives.

Two points I've deducted from Appsflyer: one for reporting, which could give more insights and more access to raw data and events. The other point would be that many times we run into problems, and Appsflyer tech support is a bit hard to reach. If it's easier, I think that would be better.

The main factors I consider when evaluating attribution solutions like Appsflyer are features and reliability. Data accuracy and integration are basically the most important factors, and capability to measure performance across multiple channels is crucial. I also look at how well the platform integrates with different networks and tools, especially when we run across multiple channels. Real-time reporting and post-install events are important. Having features like fraud protection, privacy compliance, and others is good. Pricing is also considered, but for our performance-driven campaigns, accuracy and scalability are a higher priority.

Appsflyer has a positive impact on teamwork because it has a single source of truth that teams can rely on. Any of the teams can access the same data which reduces discrepancies. The dashboards and reports can be shared, which also makes collaboration easier.

From a programmatic perspective, Appsflyer is one of the more reliable platforms

when it comes to cross-channel management. It's strong for enterprise-level use cases and integrates well with other traffic sources, which is very important for our setup. Compared to other tools, it offers more robust post-install tracking and better scalability. However, it's less flexible in terms of custom reporting and onboarding new users requires more time due to the depth of features. Privacy limitations, especially with SKAdNetwork, also affect the level of detail available for optimization..”

MohammadAfzal

Technical Account Manager at RTB House

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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

senior technical consultant UI at Adobe

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“I haven't used a different solution previously. Sometimes we use Branch as well, but I would say 90% of our accounts are with Appsflyer. We've been using this from earlier and I prefer this instead..”

MohammadAfzal

Technical Account Manager at RTB House

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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 used three other solutions before Appsflyer. I can cite that I've used Adjust, Singular, and Airbridge before switching to Appsflyer. I'm not comfortable stating the main reason why I switched from those solutions to Appsflyer at this point..”

Hubert G

Senior Growth Consultant at App Guardians

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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

Software test engineer at ifocussystec

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ROI

Real user quotes about their ROI:

“Appsflyer helps in growth. There are fewer employees needed because of Appsflyer. We save time and money. We are also gaining better clients and more budgets from them..”

MohammadAfzal

Technical Account Manager at RTB House

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“The efficiency has improved since I have been using Appsflyer for a long time, around three years. Initially, it felt slow, as we used to give at least five minutes after performing all user actions to download the file for validation. However, we have since improved, and we can download everything within a minute after performing the user actions..”

Kishan Vs

Software test engineer at ifocussystec

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“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. It has helped us understand our user base better and increase our count by around 20% and see improved revenue by around 30%..”

Rishabh Singh

senior technical consultant UI at Adobe

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“I have seen a return on investment with Appsflyer, where time saved comes from not needing to spend time aggregating all the data if you have the full suite. That only applies if you can pay to cover that aspect. Time saved also comes from having one platform without having to go through different perspectives of data, leading to an agreed-upon single source of truth, so we don't have to spend double or triple the amount of time checking our data or running it against our client's data sets..”

Hubert G

Senior Growth Consultant at App Guardians

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Use Case

“My main use case for Appsflyer is mobile attribution. A specific example of how I use Appsflyer for mobile attribution is that I use it for iOS scan data to get a single source of truth using their models to fill in our attribution gap..”

Hubert G

Senior Growth Consultant at App Guardians

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“We have in-app clients and we integrate with them and use Appsflyer to run our campaigns and real-time monitoring.

Myntra is a very big client of ours. So we integrated Myntra through Appsflyer and it provides us the postback and we translate it. We are integrated with the postbacks from Appsflyer and we use it in our dashboard using our own systems. That's how we are able to target the correct user base and monitor them.

From a performance marketing perspective, Appsflyer is very reliable. However, reporting customization and raw data accessibility could be improved. With increasing privacy limitations, some delays and data constraints are also noticeable in other attribution frameworks, so this is acceptable.

For compliance perspectives, Appsflyer is good. It provides support for GDPR and iOS-related changes. If the attribution and data handling are aligned with privacy regulations, which is critical when working with different regions, I think it's good..”

MohammadAfzal

Technical Account Manager at RTB House

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“Appsflyer is used for our marketing campaigns. At Adobe, we have our internal applications and we also build client applications. For that, we create our marketing campaigns and ads based on user installations. To track all those activities and user bases, we utilize Appsflyer.

“We have integrated Appsflyer with our systems, both with iOS applications as well as Android applications. Each time a user installs the app, we track the location. Whenever the marketing team runs a campaign, we look for where the app installations are coming from at maximum volume, where we are getting good users, stable users, from which sources, and then the marketing team can make decisions in terms of where our maximum user base is and proceed with action for business improvement.

“The primary use case which we utilize it for is marketing campaigns and tracking app installations, and understanding our real users so that marketing decisions become easier..”

Rishabh Singh

senior technical consultant UI at Adobe

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“I have used Appsflyer for almost two to three years.

“My main use case for Appsflyer is data analytics testing, where there are multiple events for user actions and particular properties for those events. I have been using Appsflyer to validate whether those events are triggered properly once the user has performed the action and whether all the properties are displayed accurately for those events. This is the main purpose of Appsflyer that I have used.

“I validate those events with Appsflyer by leading the iOS platform in the OTT domain. For the user who has signed in as an anonymous user, they launch the application, and once they sign in, there is a user action for signing in. The event will be a successful sign-in. As soon as I log in with any user on the iPhone, I check within a minute or within five minutes for this particular event of successful sign-in. The device name, for example, if I view that I am using an iPhone 14, it will be displayed as iPhone 14. If I am using it from Bangalore, Karnataka, the location will be displayed as Bangalore. To track that specific user journey, I click on that recent event action and validate whether all the properties are displayed or not. Another way to validate is for a specific user using an SSO ID or user ID; based on that unique ID, I search in Appsflyer, download the data, and open it in Excel in CSV format to validate whether all events and properties are displayed accurately. This is how I test.

“After performing all the user actions, I conduct sanity, smoke, and regression testing in data analytics testing. I perform all those scenarios end-to-end, and only after that do I go to Appsflyer, searching with a unique ID, maybe an SSO ID for a signed-in user, or a device ID for an anonymous user. I obtain the specific data and download it after five minutes, giving some time for it to save all those user actions. I verify whether all the properties are displayed accurately for that user action that was performed. This is what I basically test..”

Kishan Vs

Software test engineer at ifocussystec

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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

senior technical consultant UI at Adobe

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“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

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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

senior technical consultant UI at Adobe

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Other Advice

“I would advise others looking into using Appsflyer to prioritize what their current needs are and to start utilizing that product at that state. I would rate Appsflyer a nine out of ten..”

Hubert G

Senior Growth Consultant at App Guardians

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“[Understand](#) your use case with Appsflyer, what is required from you and your client and what features you're looking for. Based on that, you can make the decision. I would rate this review a 3 out of 5..”

MohammadAfzal

Technical Account Manager at RTB House

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“It has been amazing utilizing such a great tool for tracking app installation marketing and analyzing our marketing performance. It helps make correct marketing decisions based on running targeted app marketing campaigns.

“I would recommend it if you are running an app marketing campaign, as it really helps understand performance and save money and time. I rate this product 8.5 out of 10..”

Rishabh Singh

senior technical consultant UI at Adobe

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“My advice to others looking into using Appsflyer is that some testers may perform every single scenario and validate it every time in the application data analytics tool. Instead, I suggest to companies using Appsflyer to perform all user flows just once and then download the history of that user journey to validate it, as this is quicker and easier.

“There are no additional concerns about Appsflyer; it is doing very well. The only concern I mentioned is the UI and UX part. If the UI part is implemented, there will not be any greater competitor in this domain. I would rate this product an 8 out of 10..”

Kishan Vs

Software test engineer at ifocussystec

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Top Industries

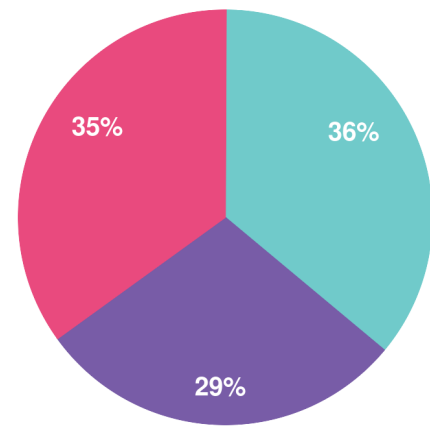
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Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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