



AppsFlyer partnership announcement: guidelines and process

For partners that would like to reference AppsFlyer's brand,
products, or services



To our valued AppsFlyer partners:

We are excited to collaborate with you and offer our support as you prepare to announce your partnership with AppsFlyer.

→ [PLEASE USE THIS FORM TO SUBMIT YOUR ANNOUNCEMENT.](#)

Whether you're publicizing a new integration with AppsFlyer or an enhancement of an existing partnership, please follow the guidelines outlined in this document to ensure a seamless and effective announcement.

The process:



Partners may issue external communications only after receiving an official AppsFlyer Partner badge. This includes any communications, such as a press release, blog, social post, etc.



Partners without a badge should not disseminate announcements involving AppsFlyer without approval. Contact your AppsFlyer POC or partners@appsflyer.com for guidance.



Partner announcements, including press releases, blog posts, and social media content, will undergo a formal review process that takes at least 5 business days.

Joint announcements and communications

- Partners interested in joint announcements for high-impact, collaborative strategic initiatives should work together with their AppsFlyer POC who will bring the initiative and seek approval from the AppsFlyer Communications team.
- All inquiries should be directed to comms@appsflyer.com, copying your AppsFlyer partner liaison.



Tips for submission



Announcements should be in near-final form upon submission for review, with any mutual customer quotes pre-approved.



Announcements should be mutually beneficial and support the image, messages, and value of AppsFlyer products and services.



Specific requirements apply when including an AppsFlyer quote, including providing a draft and designating an appropriate AppsFlyer representative to whom the quote will be attributed.

Press release guidelines



Clearly articulate the mutual advantages of our solutions, supported by data and specifics that have been approved for external release.



Ensure your content is direct, focusing on pertinent details, and includes validated customer quotes.



Your company name should precede AppsFlyer in headlines, and all mentions should avoid embellishment or suggest unverified joint ventures.



Only utilize publicly available AppsFlyer statistics and refrain from using AppsFlyer's boilerplate, media contact, or logo without permission.



Messaging requirements

Please refer to AppsFlyer consistently as “AppsFlyer, The Modern Marketing Cloud” ensuring that all content is applicable and beneficial to the target audience with actionable items when relevant.

Exaggerations or misrepresentations of AppsFlyer's messaging, as well as suggesting endorsement without explicit confirmation, are not permitted.

Submission and review details

→ [Please use this form to submit your announcement](#)

- Announcements must be submitted via our provided form, especially if they're part of a broader media strategy.
- The approval process involves various AppsFlyer departments, including Legal. Approved content will be sent back via email.
- Articles must incorporate all required edits from AppsFlyer prior to publishing; any disputes must be resolved with AppsFlyer first.
- Feel free to tag us in social media promotions to facilitate engagement.

Our goal is to ensure that our partnership is publicly represented with accuracy and contributes to the growth of both parties. We value your adherence to these guidelines and thank you in advance for your cooperation.





Please direct all inquiries to comms@appsflyer.com, copying your AppsFlyer partner contact.

CONTACT US