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App Promotion Summit Berlin returns on November 27th with enhanced features

5 months ago | By [Nayden Tafradzhiyski](#) | [Business of Apps](#) 

App Promotion Summit returns to Berlin on November 27th at Hotel Adlon, bringing together app marketers and product experts to share cutting-edge growth strategies and tactics. Across six content stages and fifty talks, attendees will discover the future of app growth, learn how to scale apps, and understand key topics including AI-enabled marketing, product-led growth, retention, AdAttributionKit, and the subscription economy.

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Users are concerned about privacy but still open to sharing demographic and contextual data

5 months ago | By [Nayden Tafradzhiyski](#) | [Business of Apps](#) 

Privacy regulations and user expectations have fundamentally changed the mobile advertising landscape, creating both challenges and opportunities for app publishers. In an online strategy session that took place on September 4th, Verve’s SVP & GM of Marketplace Aviran Edery joined forces with leading industry experts to untangle the intricacies of turning privacy regulations into a growth lever.

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