**Opt-In Rates For Apps Rise Following Apple's ATT**

Mobile measurement firm Adjust estimates 25% opt-in rates on apps during 2021, up from 16% in 2020, when Apple released its App Tracking Transparency framework. Adjust also reports that app installs across all segments increased last year, with fintech (35%) and gaming (32%) apps among the most popular, while shopping time via apps rose 18% and mobile accounted for $3.5 trillion or 67% of e-commerce sales.

***MarTech Today 4/14/22***

[*https://martech.org/app-opt-in-rates-climb-despite-apples-permission-requirements/*](https://martech.org/app-opt-in-rates-climb-despite-apples-permission-requirements/)

*Image credit:*

[*www.appvirality.com/blog/wp-content/uploads/2014/07/Social-Media-for-Mobile-Apps.png*](http://www.appvirality.com/blog/wp-content/uploads/2014/07/Social-Media-for-Mobile-Apps.png)