

UNITED STATESSECURITIES AND EXCHANGE COMMISSIONWASHINGTON, D.C. 20549 FORM 6-K  
REPORT OF FOREIGN PRIVATE ISSUERPURSUANT TO RULE 13a-16 OR 15d-16 UNDERTHE SECURITIES  
EXCHANGE ACT OF 1934 For the month of November 2024 Commission File Number: 001-38587 Aurora  
Mobile Limited 31/F, Block 12-A, Shenzhen Bay Science and Technology Ecological Park, Nanshan District, Shenzhen, Guangdong 518057 People's Republic of China (Address of principal executive offices) Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F. Form 20-F is permitted by Regulation S-T Rule 101(b)(1): Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): EXHIBIT INDEX Exhibit No. Description 99.1 Press Release Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

AURORA MOBILE LIMITED By:/s/ Shan-Nen Bong Name: Shan-Nen Bong Title: Chief Financial Officer Date: November 15, 2024 Aurora Mobile Limited Announces Third Quarter 2024 Unaudited Financial Results SHENZHEN, CHINA, November 14, 2024 Aurora Mobile Limited (NASDAQ: JG), a leading provider of customer engagement and marketing technology services in China, today announced its unaudited financial results for the third quarter ended September 30, 2024. Third Quarter 2024 Financial Highlights Revenues were RMB79.1 million (US\$11.3 million), an increase of 7% year-over-year. Cost of revenues was RMB25.8 million (US\$3.7 million), an increase of 19% year-over-year. Gross profit was RMB53.2 million (US\$7.6 million), an increase of 2% year-over-year. Total operating expenses were RMB57.1 million (US\$8.1 million), a decrease of 5% year-over-year. Net loss was RMB2.2 million (US\$0.3 million), compared with a net loss of RMB7.0 million for the same quarter last year. Net loss attributable to Aurora Mobile Limited's shareholders was RMB2.6 million (US\$0.4 million), compared with a net loss attributable to Aurora Mobile Limited's shareholders of RMB6.8 million for the same quarter last year. Adjusted net loss (non-GAAP) was RMB0.9 million (US\$0.1 million), compared with a RMB2.1 million adjusted net income for the same quarter last year. Adjusted EBITDA (non-GAAP) was RMB0.6 million (US\$82 thousand), compared with RMB4.5 million for the same quarter last year. Mr. Weidong Luo, Chairman and Chief Executive Officer of Aurora Mobile, commented, "This quarter has been remarkable from financial results perspective. There were a few record-breaking events that we have achieved. The snapshots for this quarter are as follows: Firstly, we are writing our own history! In this quarter, we recorded the 5th consecutive quarterly positive Adjusted EBITDA. Secondly, Developer Subscription revenue recorded both 7% growth quarter-over-quarter and 11% growth year-over-year. More importantly, the quarterly revenue has exceeded RMB50 million for the first time in history. Yet another record-breaking event in this quarter! Thirdly, we recorded net operating cash inflow of RMB12.3 million. This is the highest level for the past 16 quarters. Fourthly, our EngageLab business continues to grow significantly in terms of both customer numbers (grew 32% quarter-over-quarter) and cumulative signed contract value (grew 23% quarter-over-quarter). Our Subscription Services revenues of RMB51.7 million grew strongly by 11% year-over-year and by 7% quarter-over-quarter. The year-over-year and quarter-over-quarter revenue growth was mainly driven by increase in ARPU. Another major contributor of this impressive revenue growth was the solid performance of our EngageLab business. The EngageLab business has contributed strong revenue growth in this quarter. On year-over-year basis, the recognized revenue for EngageLab has grown close to 100%. Mr. Shan-Nen Bong, Chief Financial Officer of Aurora Mobile, added, "We have been diligent in growing and managing our business. We keep our operating expenses to an optimal level to support business growth and expansion. Our gross profit in this quarter recorded good growth, both year-over-year and quarter-over-quarter, where gross profit grew every quarter to new heights from Q1 to Q3 in 2024. Last, but not least, our net loss narrowed by 69% on a year-over-year basis. Third Quarter 2024 Financial Results Revenues were RMB79.1 million (US\$11.3 million), an increase of 7% from RMB74.1 million in the same quarter of last year, mainly due to a 12% increase in revenue from Developer Services and partially offset by a 4% decrease in revenue from Vertical Applications. Cost of revenues was RMB25.8 million (US\$3.7 million), an increase of 19% from RMB21.8 million in the same quarter of last year. The increase was mainly due to a RMB1.8 million increase in technical service cost, a RMB0.3 million increase in cloud costs and a RMB0.8 million increase in short messaging cost. Gross profit was RMB53.2 million (US\$7.6 million), an increase of 2% from RMB52.3 million in the same quarter of last year. Total operating expenses were RMB57.1 million (US\$8.1 million), a decrease of 5% from RMB60.0 million in the same quarter of last year. Research and development expenses were RMB24.2 million (US\$3.4 million), a decrease of 26% from RMB32.8 million in the same quarter of last year, mainly due to a RMB3.1 million decrease in personnel costs, a RMB3.0 million decrease in technical service fee, a RMB1.9 million decrease in cloud cost and a RMB0.8 million decrease in depreciation expense. Sales and marketing expenses were RMB22.4 million (US\$3.2 million), an increase of 3% from RMB21.8 million in the same quarter of last year, mainly due to a RMB1.1 million increase in travel expense. General and administrative expenses were RMB10.4 million (US\$1.5 million), an increase of 92% from RMB5.4 million in the same quarter of last year, mainly due to there was a one-time gain on disposal of property and equipment of RMB7.6 million in Q3 2023 which was non-existence in Q3 2024. The impact was partially offset by a RMB1.5 million decrease in personnel costs. Loss from operations was RMB3.6 million (US\$0.5 million), compared with RMB1.8 million in the same quarter of last year. Net Loss was RMB2.2 million (US\$0.3 million), compared with RMB7.0 million in the same quarter of last year. Adjusted net loss (non-GAAP) was RMB0.9 million (US\$0.1 million), compared with a RMB2.1 million adjusted net income in the same quarter of last year. Adjusted EBITDA (non-GAAP) was RMB0.6 million (US\$82 thousand), compared with RMB4.5 million for the same quarter of last year. The cash and cash equivalents and restricted cash were RMB101.1 million (US\$14.4 million) as of September 30, 2024 compared with RMB115.0 million as of December 31, 2023. Update on Share Repurchase As of September 30, 2024, the Company had repurchased a total of 245,638 ADS, of which 28,995 ADSs, or around US\$150.4 thousand were repurchased during the third quarter in 2024. Conference Call The Company will host an earnings conference call on Thursday, November 14, 2024 at 7:30 a.m. U.S. Eastern Time (8:30 p.m. Beijing time on the same day). All participants must register in advance to join the conference using the link provided below. Please dial in 15 minutes before the call is scheduled to begin. Conference access information will be provided upon registration. Participant Online Registration: <https://register.event.com/register/B1bfffdeba3d6fd4cb59da31309ca6efd3f> Alive and archived webcast of the conference call will be available on the Investor Relations section of Aurora Mobile's website at <https://ir.jiguang.cn/>. Use of Non-GAAP Financial Measures In evaluating the business, the Company considers and





