

7 DEADLY SINS OF AD REVENUE DATA COLLECTION



NOT ORGANIZING MESSY DATA

Avoid seeing duplicated data, make it easier to search and sort your data, and generate consistent reports with an automated normalization! Create common naming conventions across your data so everything is aligned. Creating rules to ensure that your data aggregation tool keeps sailing smoothly by automatically renaming line items.



INGESTING MORE DATA THAN YOU NEED

Before you start collecting data, you should identify the metrics you want to see from each connection so you don't get lost in complexity. By mapping out the metrics that matter to your business in advance and you want to see associated to specific dimensions, you will make your analysis process easier later on.



USING FREE DATA AUTOMATION TOOLS

By investing a little bit each month, you can use a tool that integrates with all the connections you choose and offers the features you need to get the most out your data and reduce the amount of money left on the table. Save yourself from the pain of limited features.



NOT USING A CPM OPTIMIZER

Not every solution may have one of these, but a CPM Optimization tool can be your best friend when it comes to setting up better deals with your ad networks. It helps you review your floor prices, allocate inventory smartly and maximize ad revenue.



COLLECT IT AND FORGET IT

Non-synchronized data leads to inaccurate insights. Data discrepancies are particularly common when using mediation platforms. We recommend using an automated solution that provides an 'audit' capability. Compare metrics between different sources of data so you can spot potential "leaks" quickly.



SPENDING TIME ON BUILDING AN INTERNAL SOLUTION AND UPDATING APIS

Dealing with multiple APIs and keeping up with their changes is hard and time consuming. You need a tool that does all the hard work for you. Even better, one that enables you to pull all your data in a single API call. It also shouldn't require you to have a developer by your side to add and remove your connections. Simple, easy, done.



BEING AFRAID TO SWITCH

Look at all the pros: You are saving time by having a solution that does all the work for you. You increase the frequency of your analysis. You get insights faster, so you can make better decisions sooner. You are increasing revenue! Are there really any cons? Let us answer that for you, no.