

# 10 Reasons to Use Libring to Automate Your Ad Reporting



## Add Data Sources in a Flash

Integrating a connection into Libring is a piece of cake. No SDK is needed, you just log into the solution and add your username and password and click done! Libring will automatically start collecting historical data.

## Flexible Mapping

Libring provides a default mapping for each connection designed to account for 99% of your needs. However, we give you the option to customize the mapping as you please so you only see the data that is relevant to you and your business.

## Create Ad Hoc Reports on the Fly

Libring takes care of your data in a highly robust, accessible and customizable way. Our powerful online Pivot Table allows you to run bespoke cuts of data and create ad hoc reports in seconds in order to extract insights. No SQL skills needed!

## Automated Data Normalization

Libring makes it easy to rename partners, apps, or any dimension you wish to match your naming conventions. You can change line item values manually, in bulk, and create rules to automate the process.

## Spot Lost Impressions & Discrepancies

You've probably already seen impressions lost along the way between an ad mediation platform and the ad network that goes through it. With our Audit feature, you can easily spot any mismatches and take action accordingly.

## Track Campaigns Performance

Libring helps you to calculate the ROI for each UA campaign by synchronizing the amount of ad spend with the correspondent ad revenue per cohort. Connect the dots between user acquisition and monetization.

## No Money Left on the Table

Libring's CPM Optimizer helps you maximize ad revenue per partner. Our team of data scientists has created algorithms that learn from your past performance to predict the optimal CPM, so you can use it to define floor prices per ad network and allocate inventory smartly.

## Easy Exports & Data Push

Whether you want to download a report, send it via email, retrieve it via Reporting API, or set up a data push connection for your data to be automatically sent to Google BigQuery or Amazon S3, it can all be done easily within Libring.

## Keep Control of Your Information

Add sub accounts for your business partners and ensure they only see the data behind their designated apps or websites. You can adjust the viewable CPMs and revenue for specific sub accounts. You can also opt for a White Label version of Libring.

## A Better Reporting Experience

What have we left out? We handle different time zones and different currencies automatically. We maintain and update APIs for you so you don't have to. We are 100% compliant with GDPR.

Oh, and **we proudly serve** companies such as Ilyon, Ubisoft, Electronic Arts, Sega, Reddit, DeviantArt, Game Insights, Zynga, Badoo, Scopely, Next Games, Webedia, and many, many other top names in the publishing world!