

libring

Using reporting
to make more money!

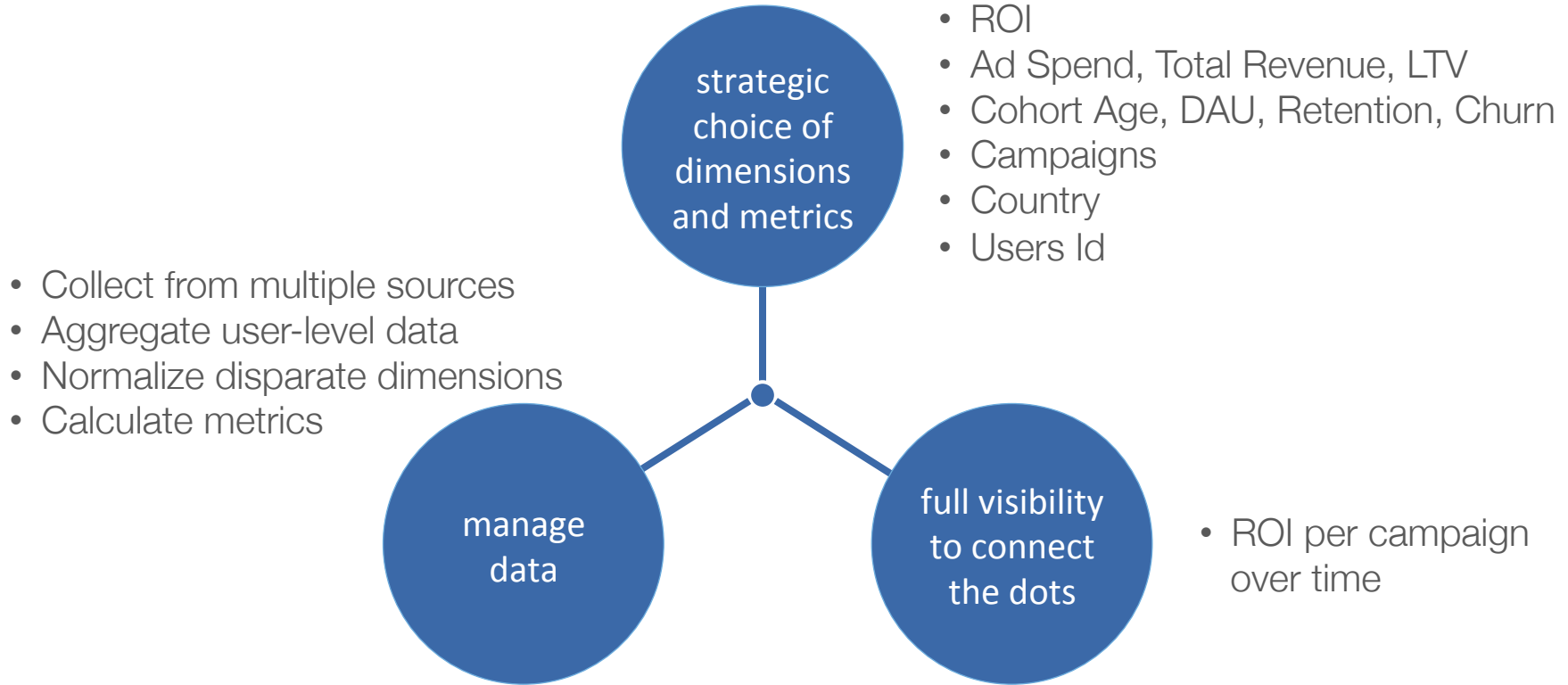


Calculate ROI per UA Campaign
and Speed up Profit

Reporting is not a small task



Let's make it simpler



Acquisition

DSPs
daily summaries Σ

Attribution
user level installs 

UA Spend \$

UA Partner

Campaign

Date

Country

Campaign

Install Date

Country

User Id

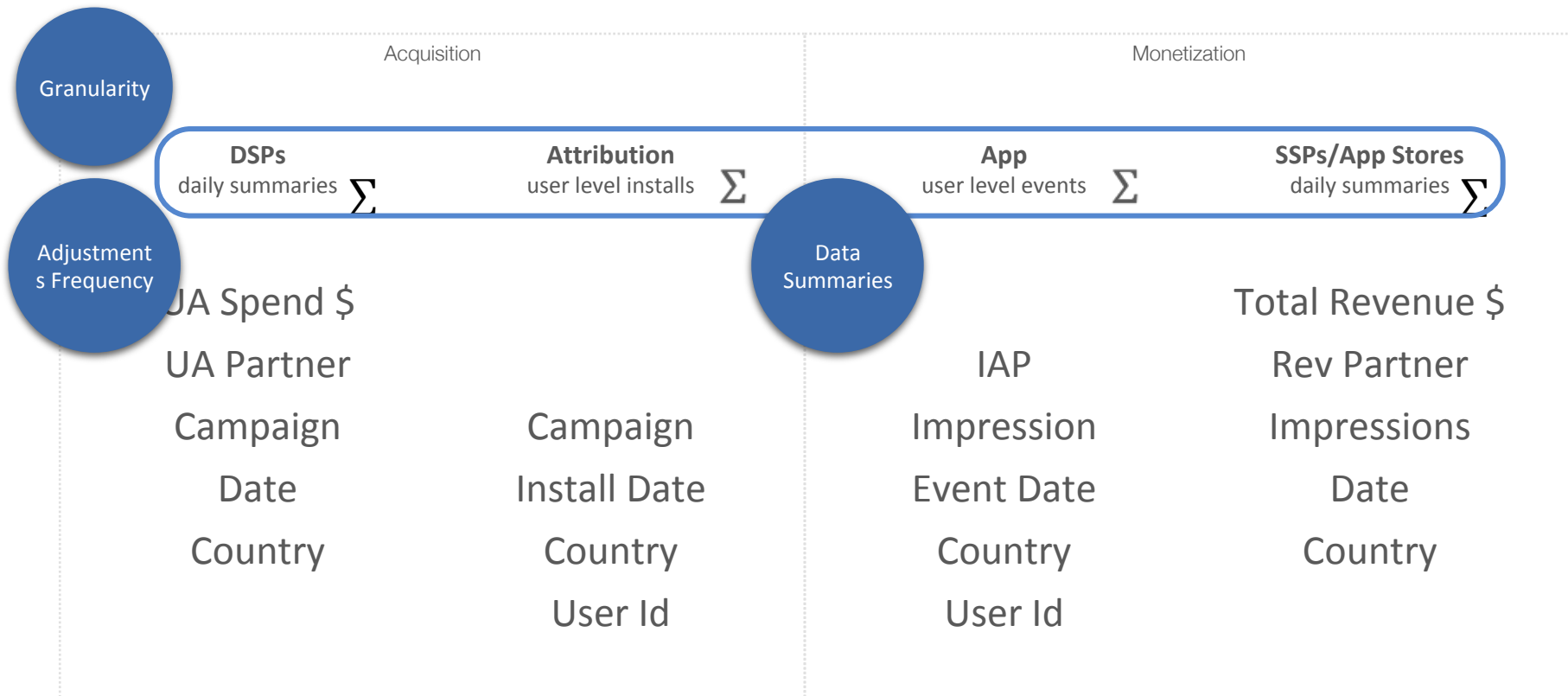
Monetization

App
user level events Σ

SSPs/App Stores
daily summaries Σ

IAP
Impression
Event Date
Country
User Id

Total Revenue \$
Rev Partner
Impressions
Date
Country



Acquisition

DSPs
daily summaries Σ

Attribution
user level installs Σ

Choose
the Right
Report

UA Spend \$
UA Partner
Campaign
Date
Country

Campaign
Install Date
Country
User Id

Monetization

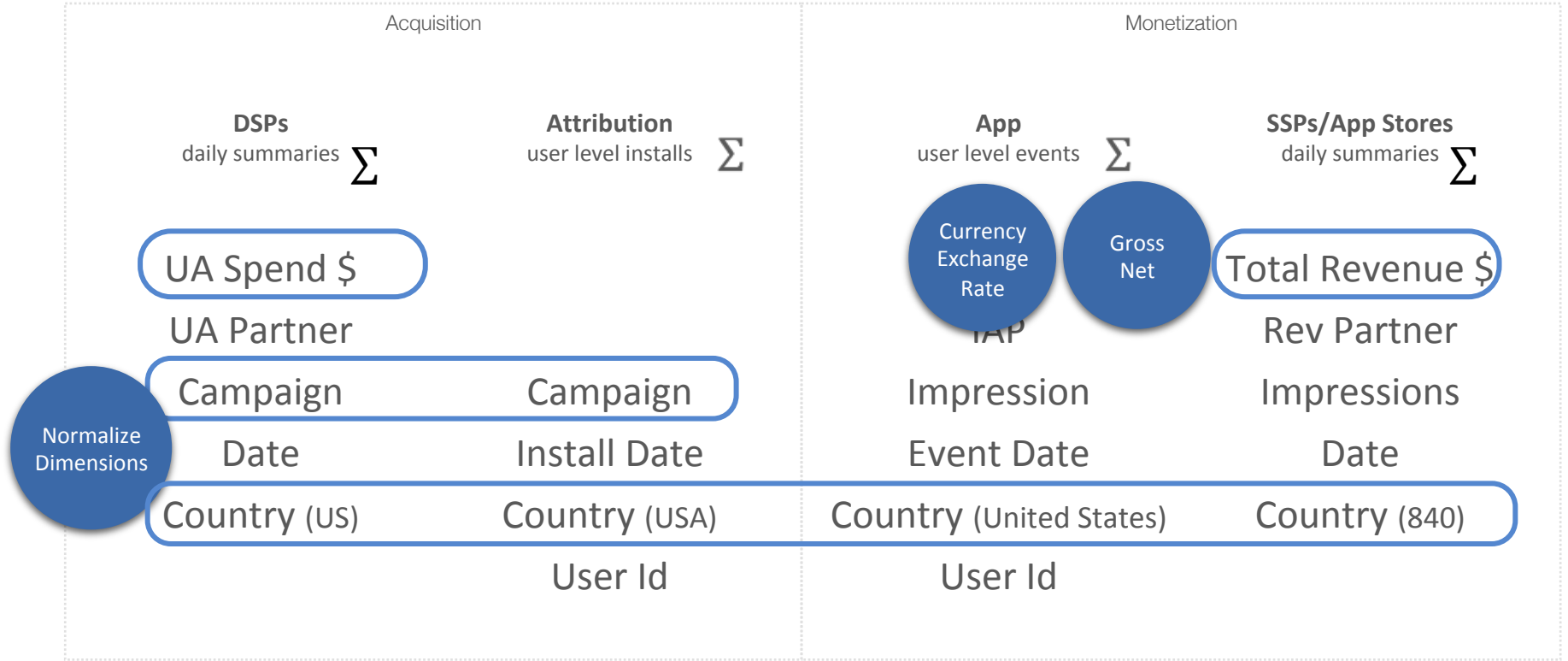
App
user level events Σ

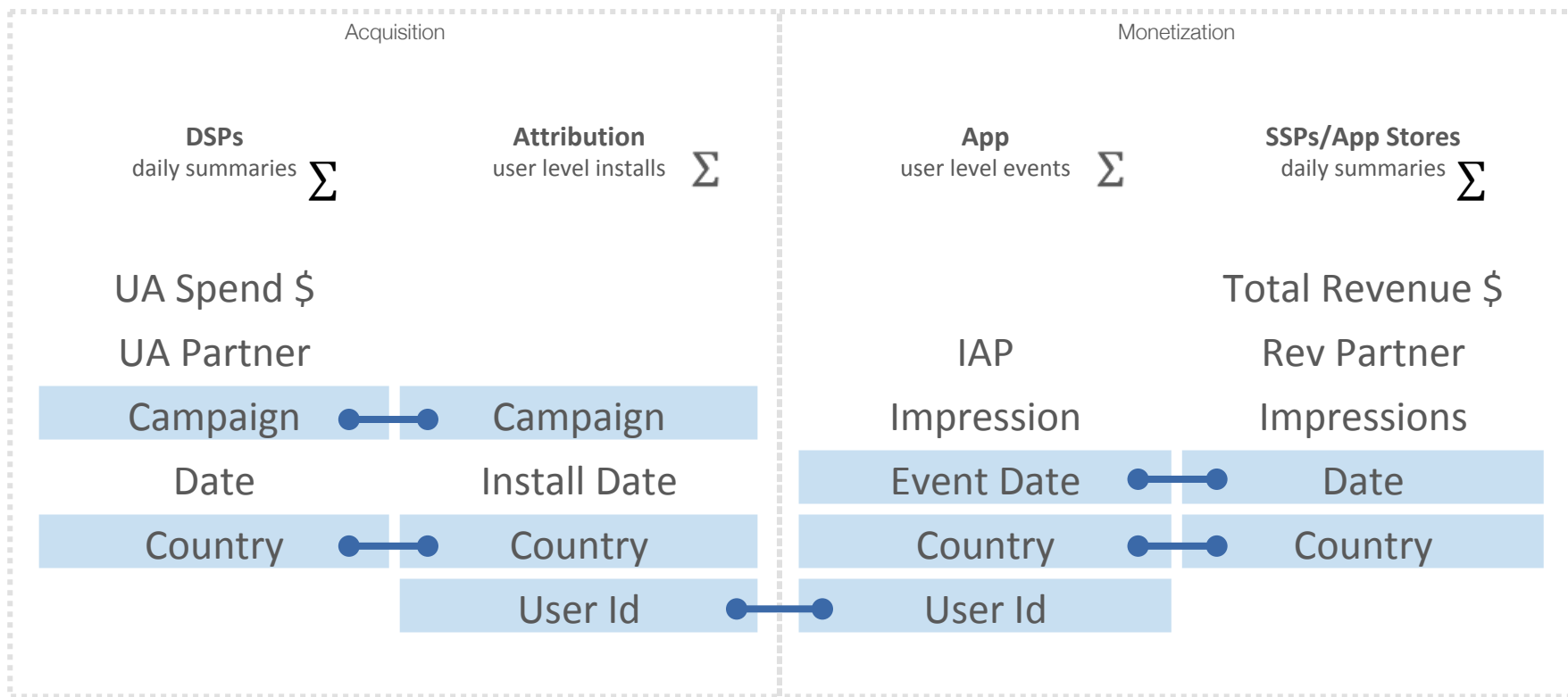
SSPs/App Stores
daily summaries Σ

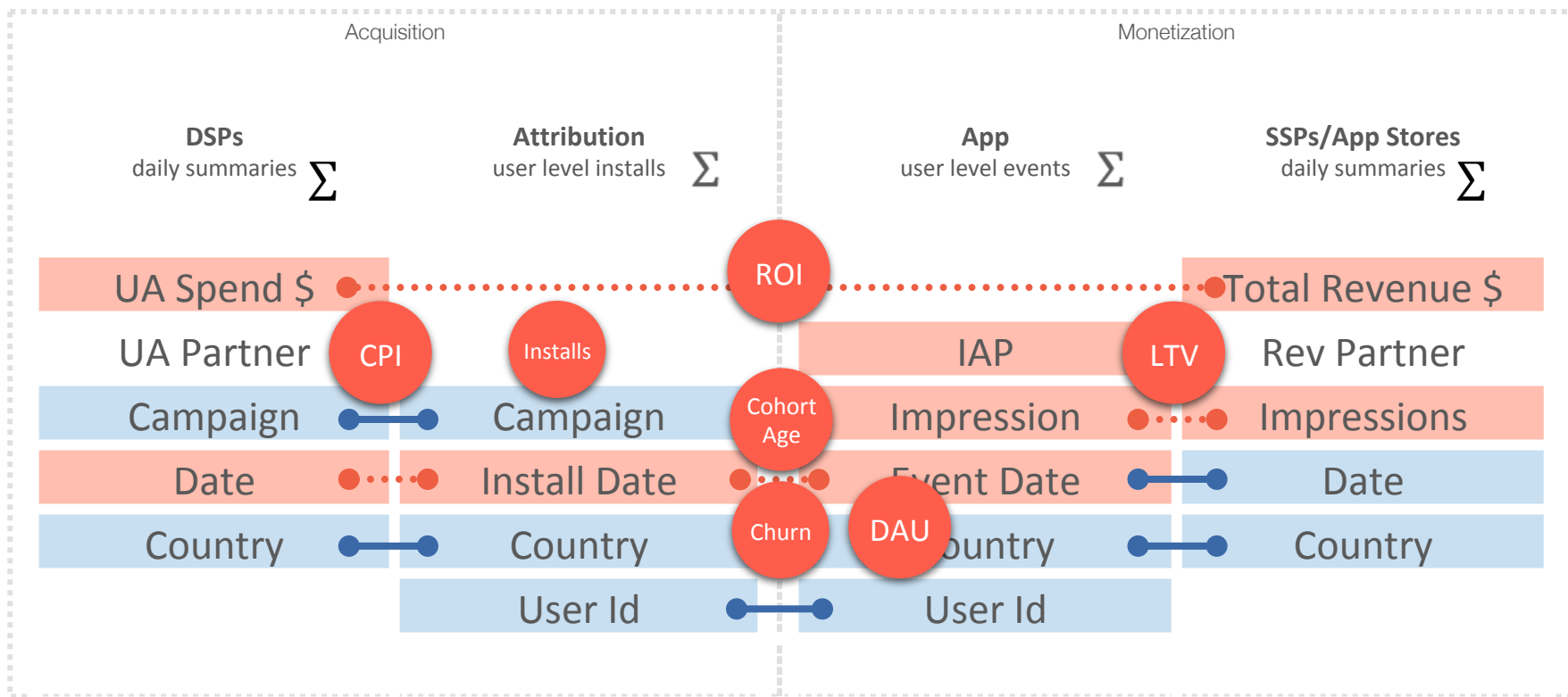
IAP
Impression
Event Date
Country
User Id

Total Revenue \$
Rev Partner
Impressions
Date
Country

Time
Zone







Full visibility enables to connect the dots

Cohort Age	d0							d3						d7		...
Campaigns	UA Spend	Installs	CPI	DAU	LTV	Total Revenue	ROI ▼	DAU	Churn	Retention	LTV	Total Revenue	ROI	DAU	Churn	
FB_Android_57	\$5,771.81	30,683	\$0.19	30,683	\$0.20	\$13,824.71	139.5%	4,104	26,579	4,104	\$0.35	\$16,395.99	184.1%	2,235	28,448	
FB_iOS_43	\$5,993.75	32,669	\$0.18	32,669	\$0.16	\$13,712.23	128.8%	1,076	31,593	1,076	\$0.20	\$13,712.23	128.8%	587	32,082	
FB_iOS_27	\$997.46	16,388	\$0.06	16,388	\$0.24	\$641.66	-35.7%	817	15,571	817	\$0.32	\$966.66	-3.1%	374	16,014	
FB_Android_35	\$1,196.26	11,834	\$0.10	11,834	\$0.26	\$254.93	-78.7%	1,370	10,464	1,370	\$0.41	\$264.92	-77.9%	685	11,149	
⋮																

Full visibility enables to connect the dots

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⋮																

Reporting engine

Optimize
UA
Spend

Select
best UA
partners

Increase
& Speed
up ROI

Identify
Whales

Boost
Monetization

Reporting is not a small task...

- Planning and preparation are key
- Must have:
 - Full Visibility
 - Automatic Normalization
 - Alerts
 - No-SQL Ad-hoc cuts of data
- Avoid the temptation to built a reporting engine internally
 - Hard to maintain connectors
 - Engineers are expensive.
 - Keep them working on your core business

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Questions?

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