

The ReAppi Five



Analytics, DMP & Segmentation

Analytics

- View, understand, and analyze unattributed data signals and churn prediction models to influence what direction to take for the re-engagement strategy.



DMP & Segmentation

- Audience data fills in automatically, allowing for segments to be built out according to user profiles in real-time relating to any audience behavior or in-app event, with ongoing churn monitoring, transaction visibility, and customization abilities (includes detargeting).
- This can be utilized from Day 1 of the campaign, along with the ability to continuously A/B test segments and optimize segments accordingly.

ENGAGEMENT SEGMENTS - Include users from your group’s app’s user base. Based on these segments and Re-engagement Campaigns.

ACME CO iOS CONV R120

● LastPaid in last 120 days and lastSession not in [More...]

13.8K Users

[View dashboard](#)

Name*

ACME CO iOS Conv R120

Status*

● ACTIVE

Payment - Last Payment

In

the last

120

Days

AND

Payment - Last Session

Not

the last

7

Days

AND

Device_OS

=

the last

✕ iOS

AND

Player - Country

=

the last

✕ United States

AND

Payment - Last Payment

Not

the last

90

Days

PLEASE SELECT AN OPERATOR

Select

Active Days

Activity - Clicked on Camp

Activity - Engaged from Ca

Activity - Number of session

Activity - Progress Events

+ ADD RULE

Cancel

Update Segment

Segment preview

13.8K Users

TOP DEVICES

iPhone, iPad, iOS_Device

TOP DEVICES

US, Some(US), CA

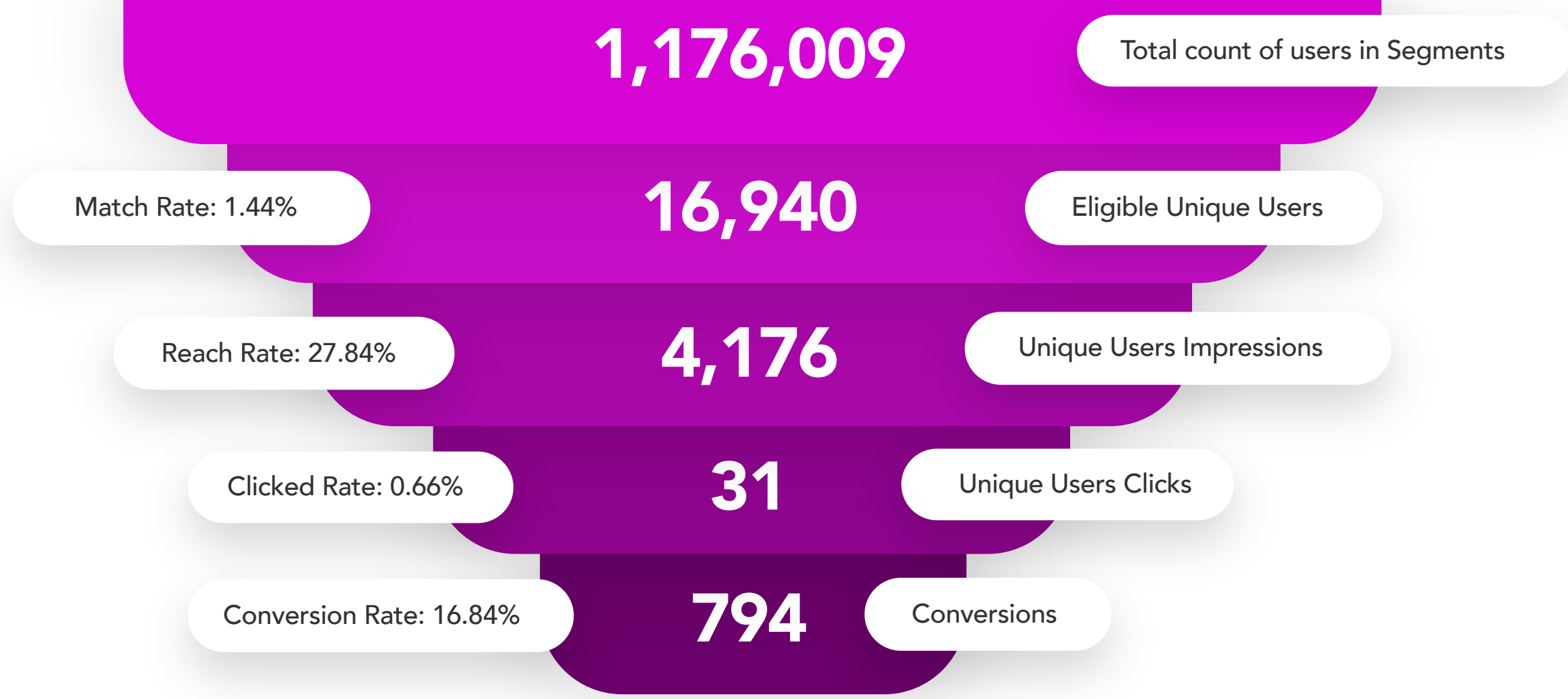
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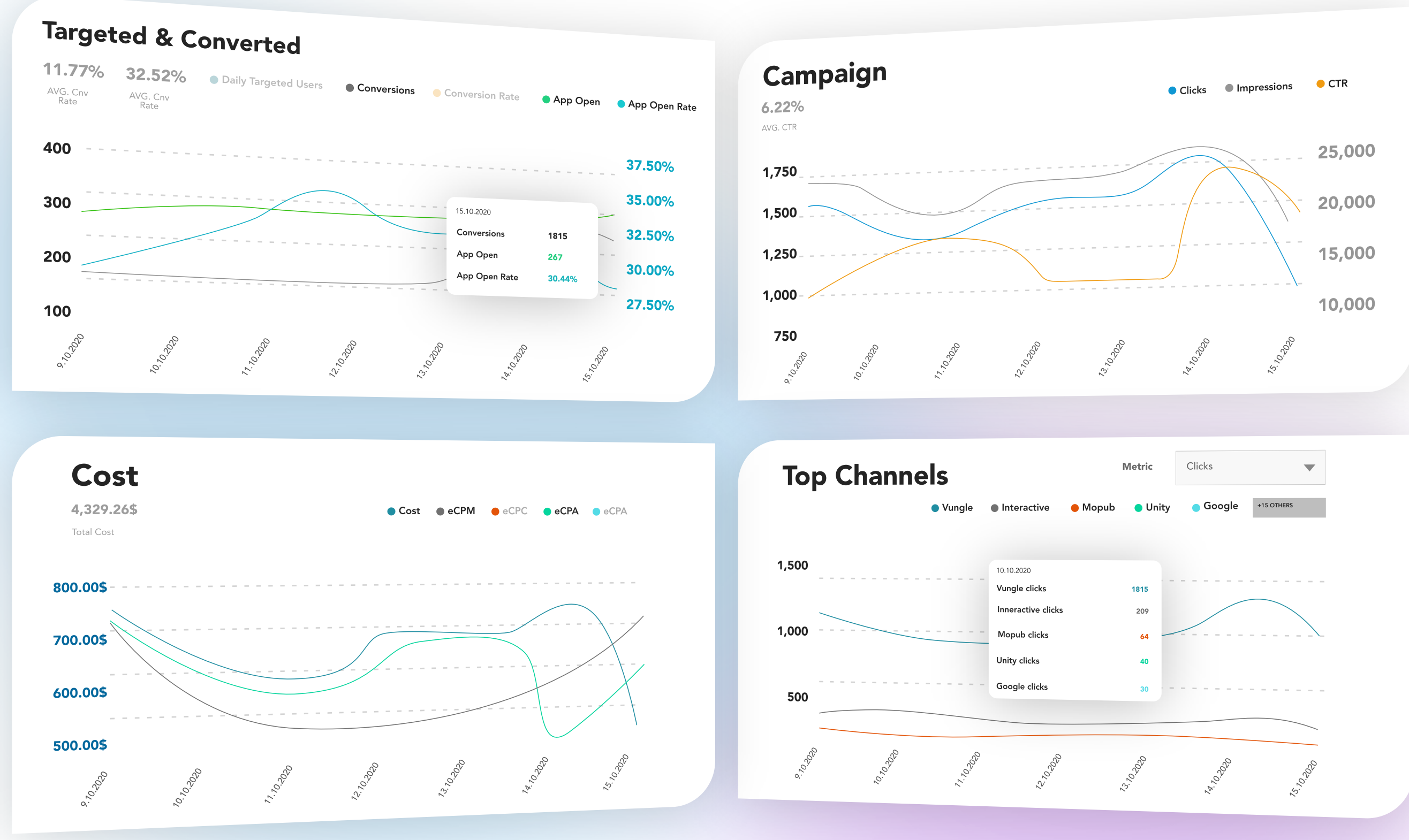
Bidding & Optimization Methodology

- Bid Funnel Analysis for optimization and monitoring including reach and match rates

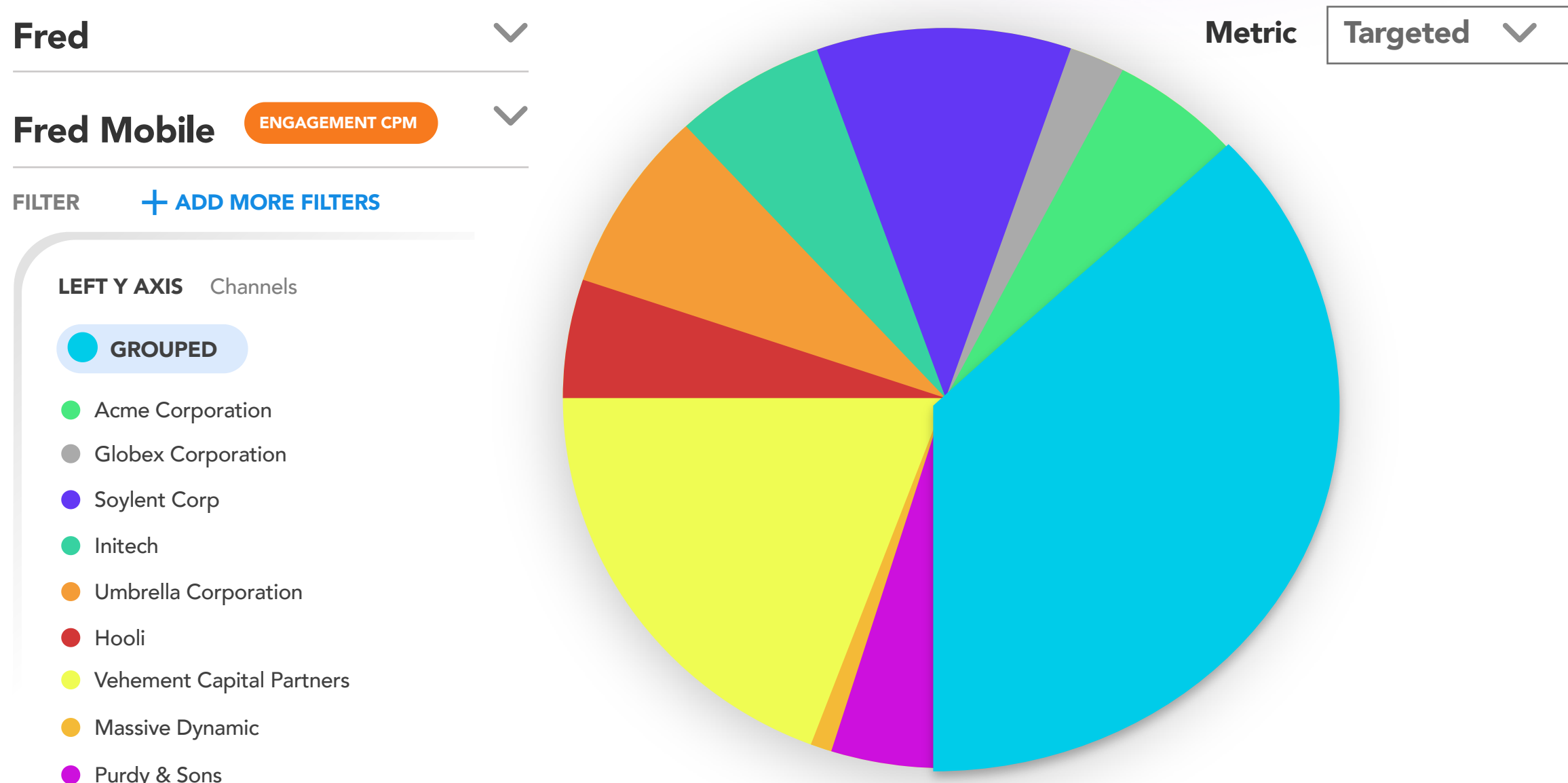
Bid Funnel (15.02.2021)



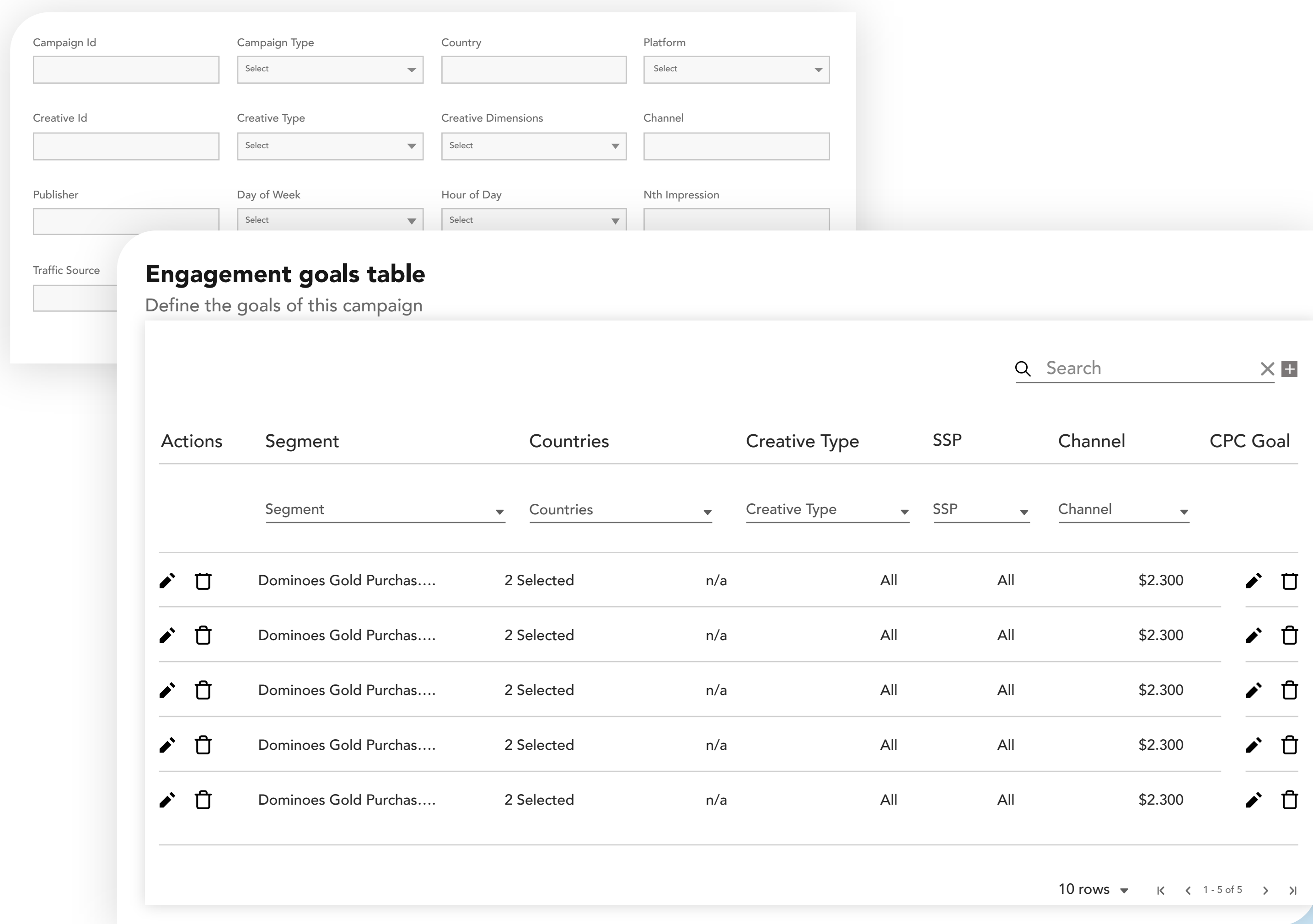
- Alongside all the basic dimensions, including SSP and bundles, track app opens and app open percent rates.



- Direct Partnerships allowing for highly competitive bids, reach and placement variety specific to placements according to OS/version, such as Samsung.

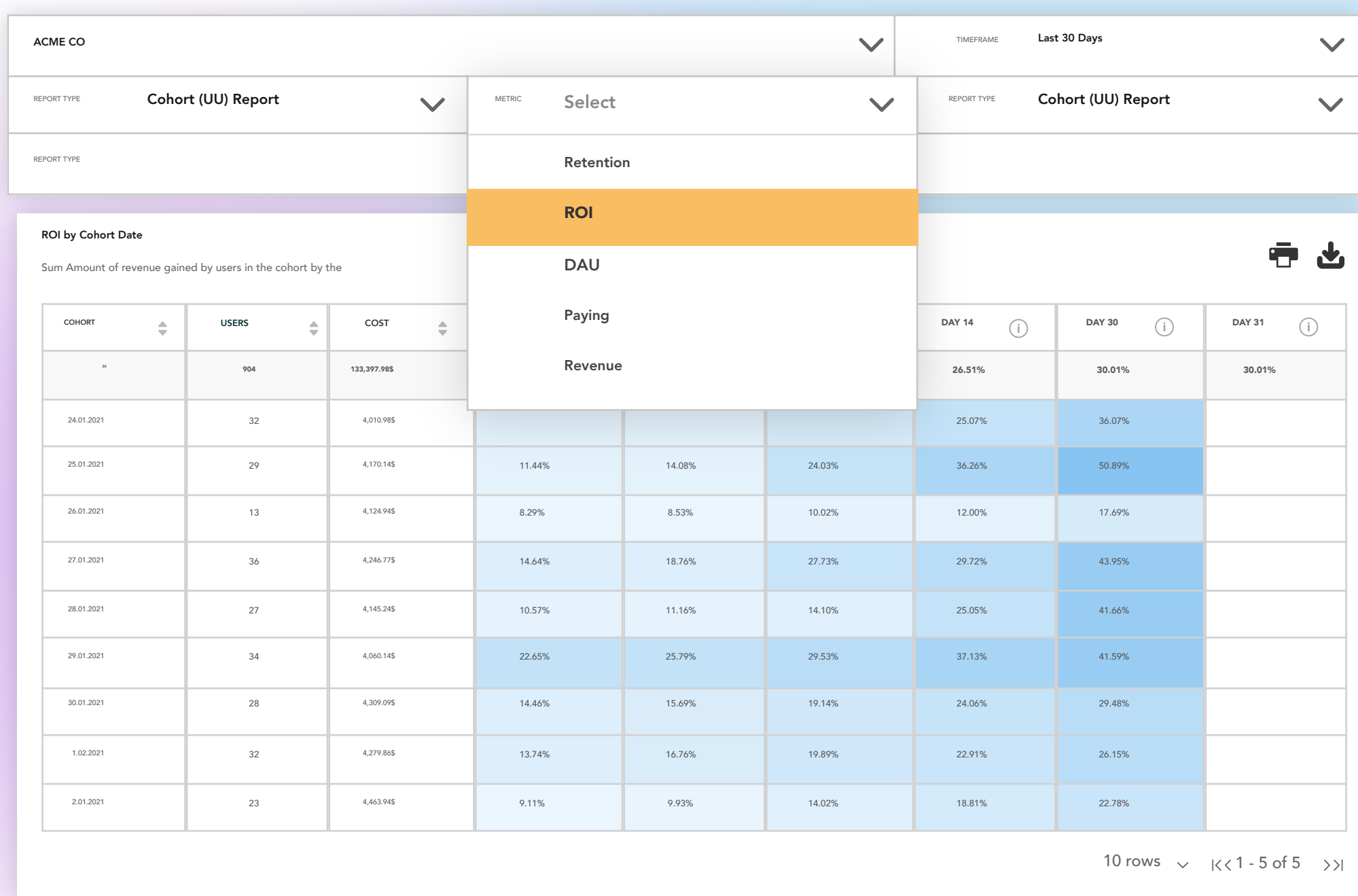


- Bidding flexibility on the campaign, creative, channel, GEO levels, while taking into account clients' BI reports.

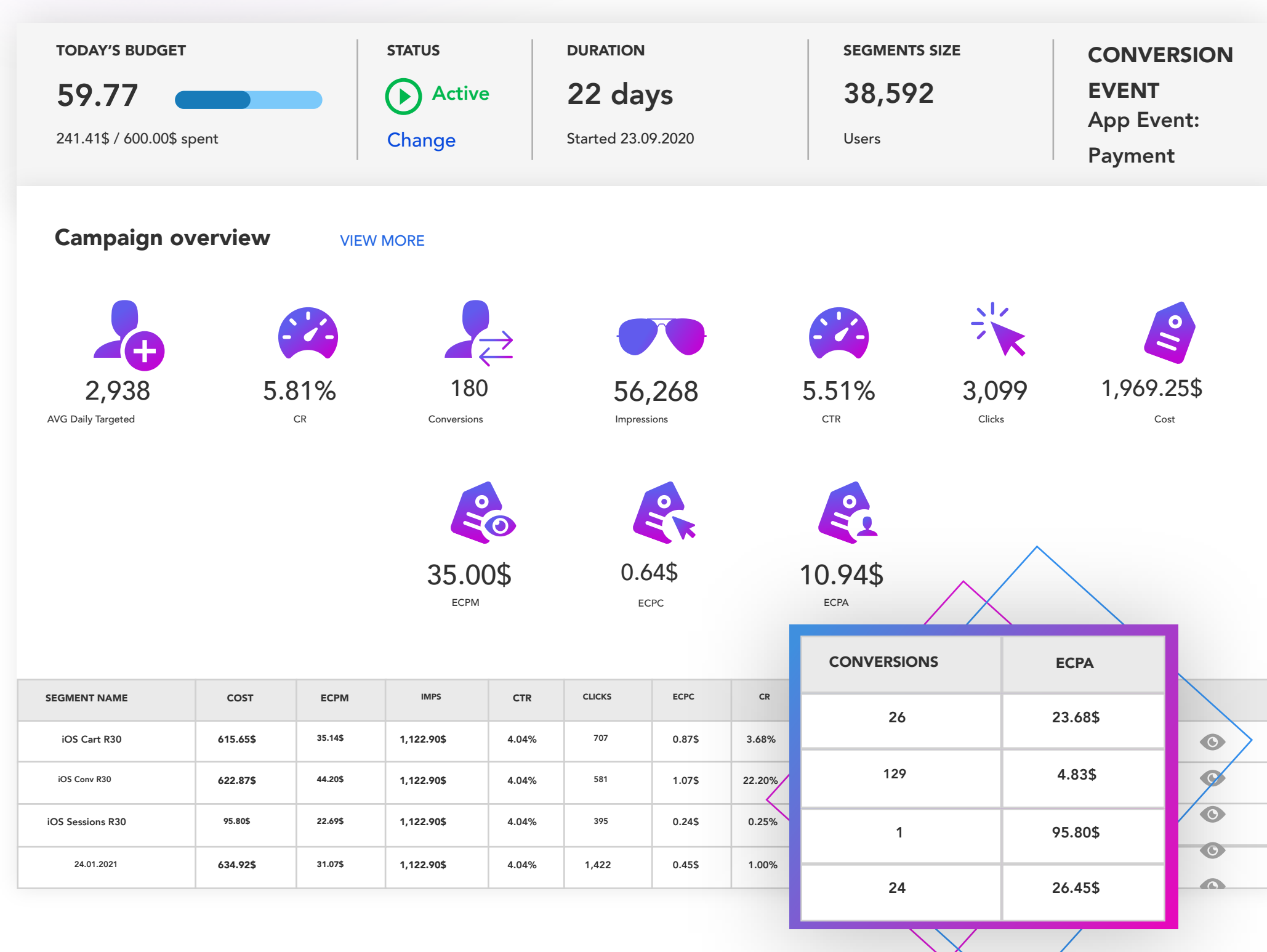


- Cohort ROI / Retention / Revenue / DAUs Unique Optimization on the campaign, creative, SSP, bundles, days, GEO

Multiple conversion mapping for performance and stickiness KPIs



- Automation CPA prediction models running on multiple campaigns and strategies simultaneously



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CPA Pricing Availability

- Cost Per Action - CPA optimization and performance-based cost model (CPA)

Acme Co Rewards

Acme Co CartENGAGEMENT CPMVIEW DASHBOARD

Campaign Settings

Targeting

Creatives

Campaign Status

Paused due to budget

DISCONTINUE CAMPAIGN

Campaign Name

Acme Co Android Re-Scan

Advertising Type

Re-engagement

Choose segment

X Android - 60-90 Day No ScanX Android - 90+ Day No Scan

Budget

25

USD (\$)

Daily Budget

Autopilot Launcher

Inactive

Conversion Event

Game Event: Payment

Convers

Unique

Cost Per

5

USD (\$)

Campaign Start

Immediate

Specific Date

Don't Start

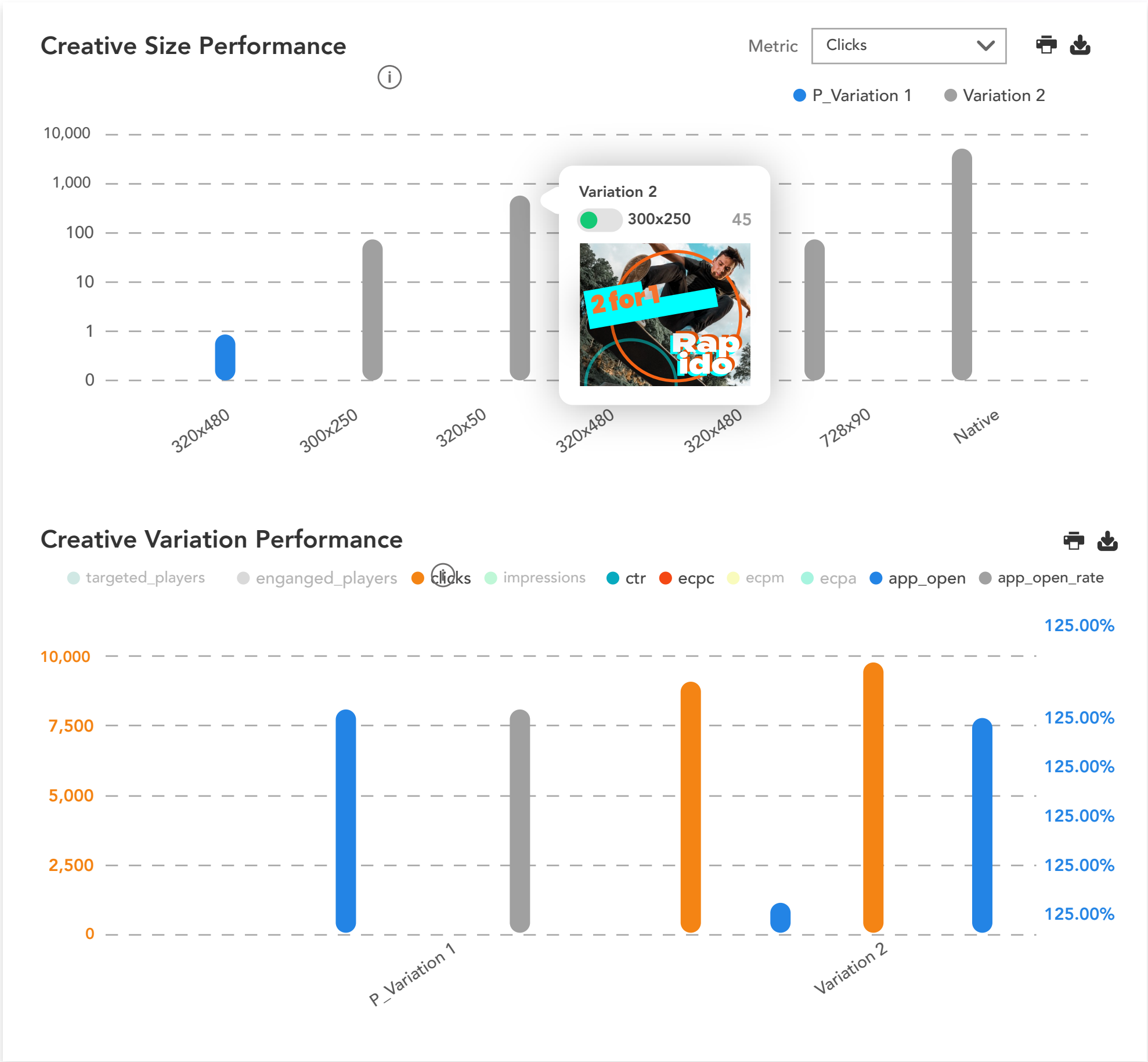
22.10.2020

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Creative Forward

- Support and emphasize dynamic creative optimization with full transparency on all metrics per variation.



- Daily refresh creatives, new variations weekly.
- In-house creative services (build-out, editing, video, etc.).

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Incrementality Testing

- Using ghost bidding methodology along with weekly shared reporting.

Attached is your ACME Weekly Uplift ROI Report for 2021-05-17

Start Date	End Date	Treatment Size	Control Size	Spend	ROI Day 1	ROI Day 3	ROI Day 7	ROI Day 14
2021-05-10	2021-05-16	56255	6862	\$16258.5	5.7%	10.0%	14.4%	NaN
2021-05-03	2021-05-09	54688	7082	\$15810.3	3.2%	10.6%	19.3%	21.6%
2021-04-26	2021-05-02	59216	7965	\$21937.2	7.4%	9.1%	19.0%	23.7%
2021-04-19	2021-04-25	61582	8277	\$24727.0	10.1%	13.0%	17.0%	29.8%
2021-04-12	2021-04-18	61995	8260	\$23077.9	6.6%	9.6%	16.1%	18.3%

- Always on Control v Test Group user split
- Flexible data receiving
- Measure lift and analyze campaign impact

