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.
**Bidding & Optimization Methodology**

- Bid Forecast Analytics for optimization and monitoring including reach & match rates.

- Aligns all of the basic dimensions, including SSP and founders, track app opens and apps 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.

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

- Define the goals of this campaign

- Engagement goals table

- Cohort (UU) Report

- METRIC

- ENGAGEMENT CPM

- CPC Goal

- COCHR

- Commentaries reporting for performance and velocities KPIs

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

---

**Campaign Overview**

- **Day 31**

- **Last 30 Days**

- **Total count of users in Segments**

- **Engagement goals table**

- **Cohort (UU) Report**

- **Campaign overview**

- **TODAY’S BUDGET**

- **AVG Daily Targeted**
Using ghost bidding methodology along with weekly shared reporting.

Always on Control v Test Group user split

Flexible data receiving

Measure lift and analyze campaign impact

### ROI

<table>
<thead>
<tr>
<th>Date</th>
<th>Start</th>
<th>End</th>
<th>Control Size</th>
<th>Treatment Size</th>
<th>Spend (USD)</th>
<th>Incremental Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-05-10</td>
<td>2021-05-16</td>
<td>56255</td>
<td>6862</td>
<td>$16258.5</td>
<td>5.7%</td>
<td>10.0%</td>
</tr>
<tr>
<td>2021-05-03</td>
<td>2021-05-09</td>
<td>54688</td>
<td>7082</td>
<td>$15810.3</td>
<td>3.2%</td>
<td>10.6%</td>
</tr>
<tr>
<td>2021-04-26</td>
<td>2021-05-02</td>
<td>59216</td>
<td>7965</td>
<td>$21937.2</td>
<td>7.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>2021-04-19</td>
<td>2021-04-25</td>
<td>61582</td>
<td>8277</td>
<td>$24727.0</td>
<td>10.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>2021-04-12</td>
<td>2021-04-18</td>
<td>61995</td>
<td>8260</td>
<td>$23077.9</td>
<td>6.6%</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

### Start Date

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

**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.).

### Incrementality Testing

- Using ghost bidding methodology along with weekly shared reporting.
- Always on Control v Test Group user split
- Flexible data receiving
- Measure lift and analyze campaign impact