NEW MONTHLY

DASHBOARD

QuickSight

USER GUIDELINE

CONTENT

01 OVERVIEW OF DASHBOARD

02 IN-DEPTH USER GUIDE TRAINING FOR FEATURES

03 Q&A SESSIONS

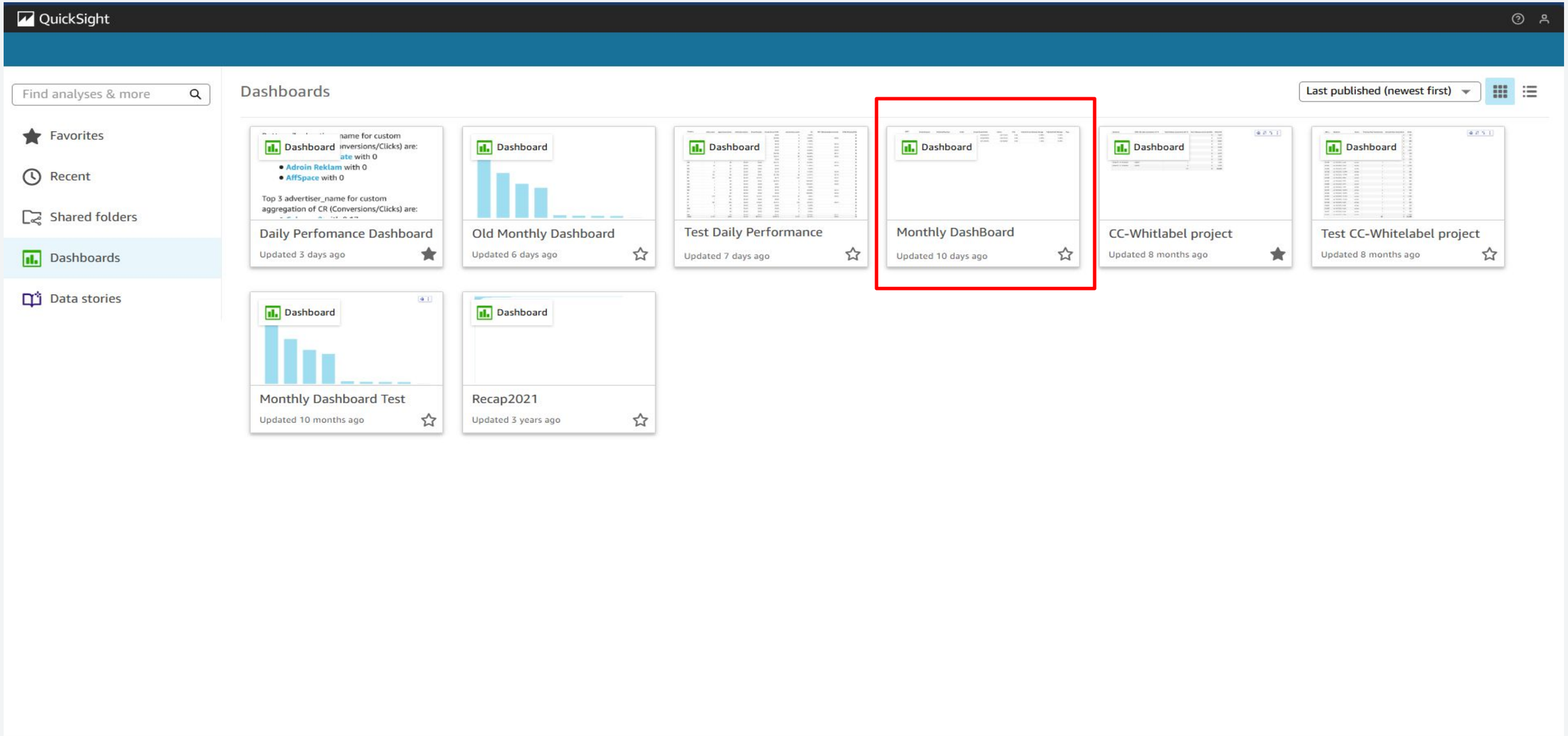
04 NEXT STEPS

OVERVIEW

Provide users **daily/weekly/monthly/quarterly/annually** data insights visualizations.

Access right granted to: **Account managers, Affiliate managers, Leadership team**

Login credentials: same as Daily dashboard



Updating cycle

- Show-case for the latest 12-month period.
- Data integration: twice/ day.

In-depth USER GUIDE

Dashboard data in Tabs

Interaction with Dashboard

RULES

Revenue & Payouts

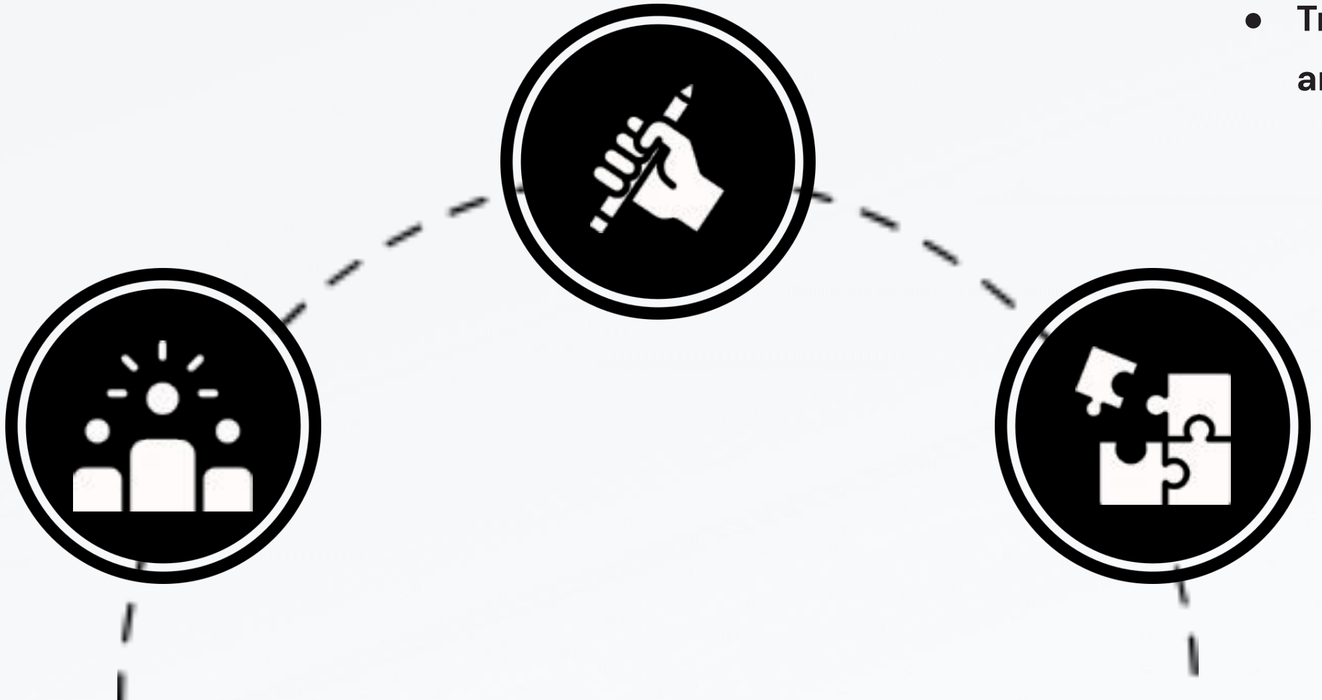
- Total Rev = Declined + Approved Rev
- Payouts = Total Payouts

Profit & Margin

- Total Profit = Total Rev - Total Payouts
- Margin = Total Profit / Total Rev * 100%

Others

- Clicks
- EPC ($)
- Revenue change (%)
- Profit change (%)
- Traffic types (social and non-social)



Overall Report

Overall Report | Highlights Revenue Change | Overall Top Contributors | Advertisers_Affiliate_GEO Insights | Trafic Analyzer | Margin Analyzer

Controls

Date-View: MONTH

breakdown1	breakdown2	breakdown3	Affiliate	Advertiser	Account Manager
Advertiser	Affiliate	Country	All	All	All

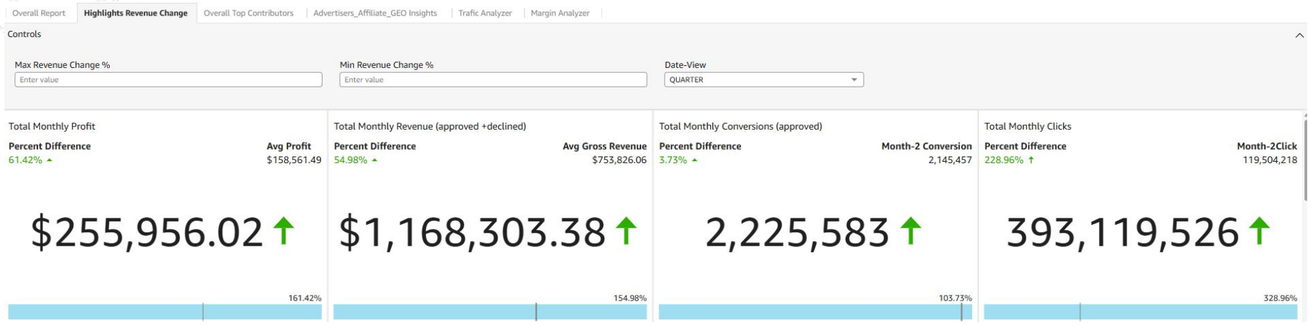
Affiliate Manager	Country	datestamp
All	All	2025/02/01 - 2025/03/08

MONTH	Advertiser	Gross Revenue	Declined Revenue	Profit	Actual Gross Profit	CLicks	EPC	%Monthly Gross Revenue Change	%Monthly Profit Change	Avg. Gross ...	Diff vs Avg Monthly.Rev
	CapCut (Impact)	$456.41	$0.00	$91.28	$91.28	2,568,779	0	-54.59%	-87.58%	$21.49	2,023.56%
	Cashgamer (Impact)	$0.00	$0.00	$0.00	$0.00	6,231	0	0%		$0.00	0%
	Chapa Mobile	$0.00	$0.00	$0.00	$0.00	4	0	-100%	-100%	$0.33	-100%
	ClickStream ...	$180.00	$0.00	$36.00	$36.00	15,495	0.01	65.52%	65.52%	$28.88	523.38%
	Clickshakers VAS	$0.00	$0.00	$0.00	$0.00	3,844	0	-100%	-100%	$62.26	-100%
	CoinMart (Impact)	$0.00	$0.00	$0.00	$0.00	27,471	0	0%		$0.00	0%
	CoinTracker (Impact)	$0.00	$0.00	$0.00	$0.00	51,346	0	0%		$0.00	0%

Controls bars: applied for Overall Report – Affiliate/ Advertiser/ GEOs that help user to see reports in day/week/month/quarter/year.

HIGHLIGHT REVENUE CHANGE

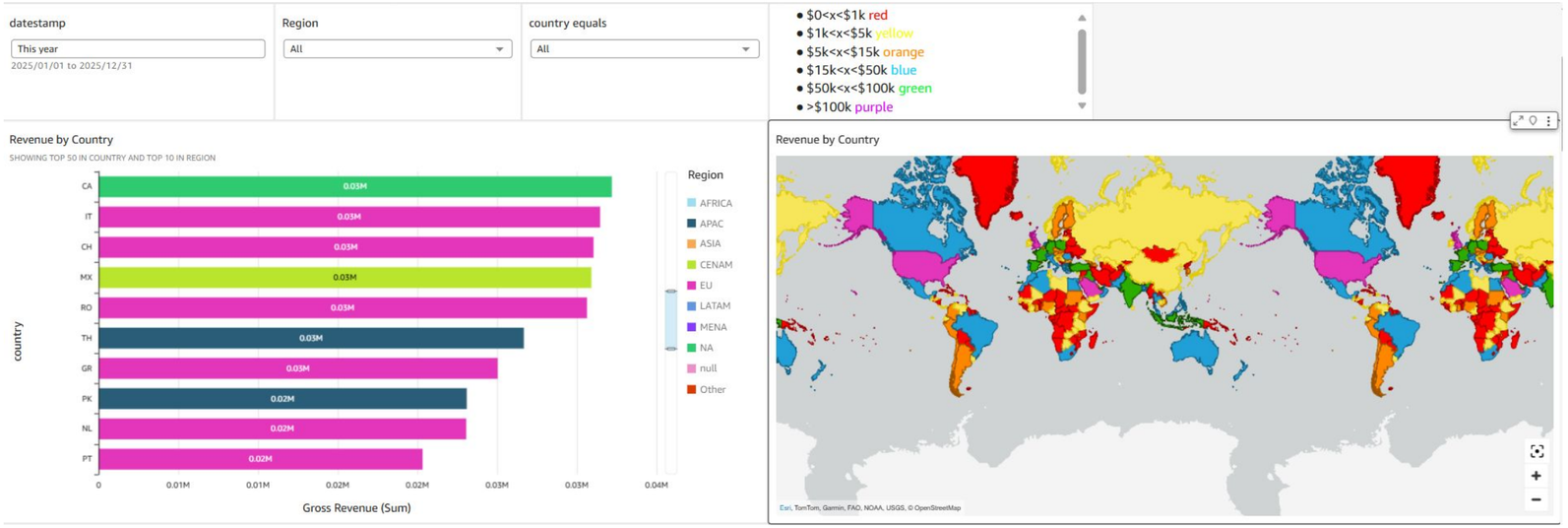
Scorecards



- **Controls bars** → applied for 2 tables
- Margin/payout/earnings/gross revenue evolution
- Gross revenue change table
- **Scorecards:**
  - Total Month profit/revenue: comparison M-1 with the average of last 12 months
  - Total conversions/clicks: comparison M-1 with M-2

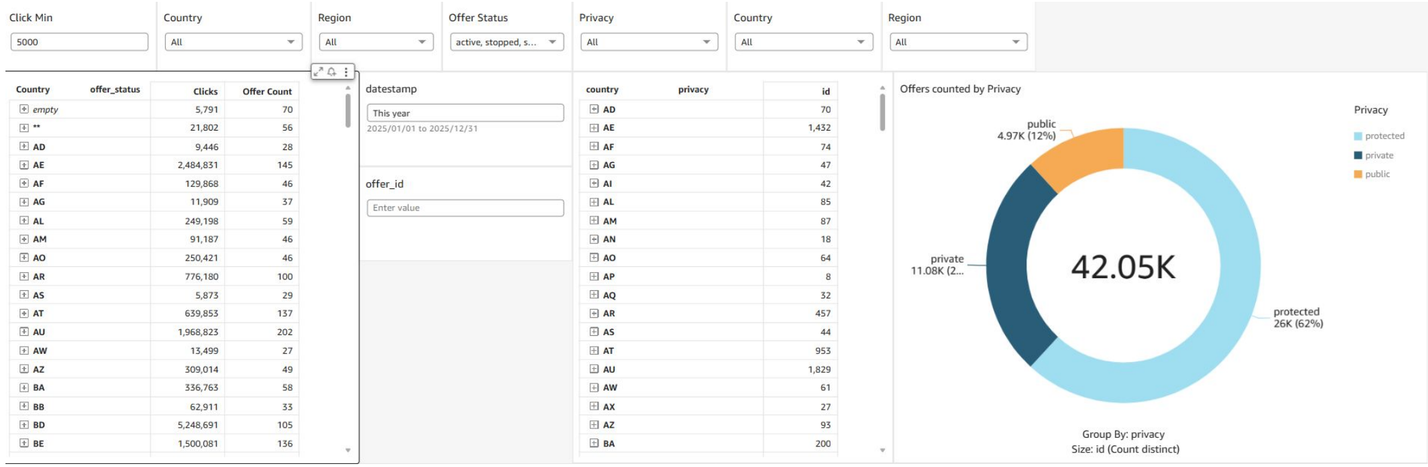
- Filters: Date range, Region, Country
- Bar chart: Revenue by country → Top 50 countries & Top 10 Region
- GEO map: Group of revenue by country
  - $0<x<$1k red
  - $1k<x<$5k yellow
  - $5k<x<$15k orange
  - $15k<x<$50k blue
  - $50k<x<$100k green
  - >$100k purple

Monthly revenue change



HIGHLIGHT REVENUE CHANGE

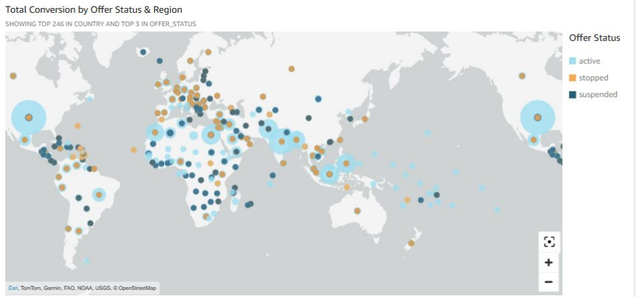
Clicks/ Offer counts



- Filters: Country; Region, Status, Privacy
- Clicks & offer count per country – search by Offer ID and date range
- Offers ID counts per privacy per country – Pie chart

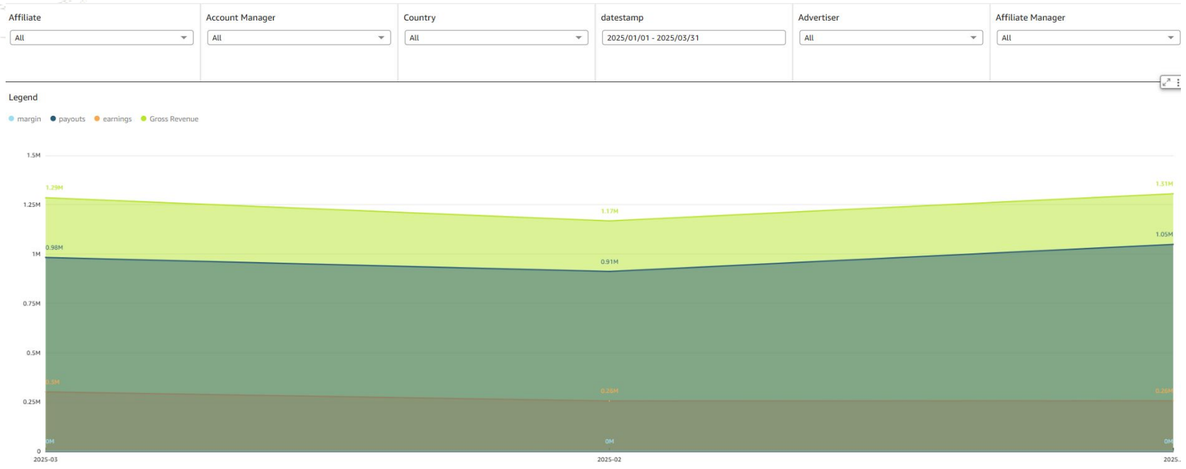
Offers status

- Pie chart – Offers quantity + status count
- GEO map – Total conversions by offer status



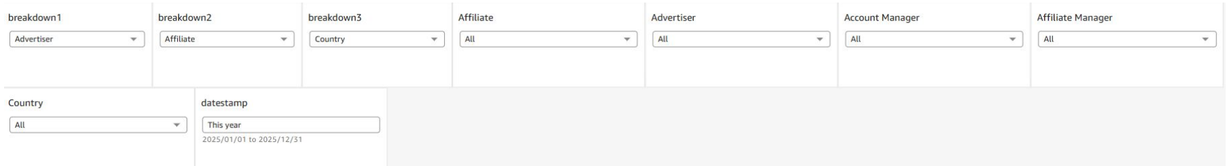
HIGHLIGHT REVENUE CHANGE

Performance



- Graph: margin/payout/earnings/gross revenue evolution

Gross revenue change

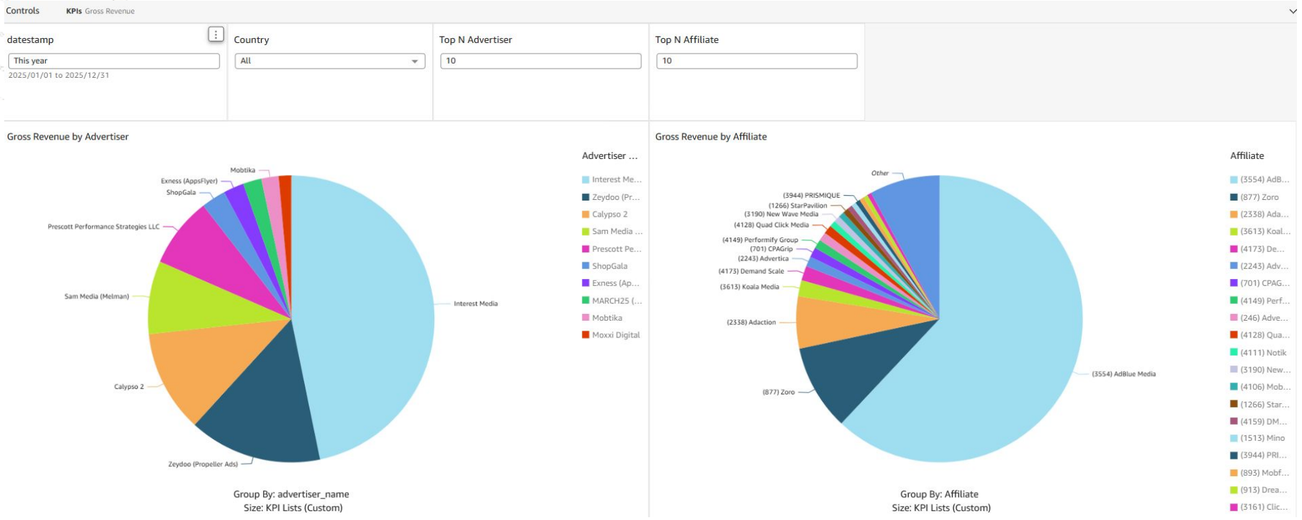


	MONTH						
	Mar 2025		Feb 2025		Jan 2025		loading...
Advertiser	%Gross Revenue	Gross Revenue	%Gross Revenue	Gross Revenue	%Gross Revenue	Gross Revenue	
2x2 Media	-93.57%	$10.98	-91.57%	$170.73	100%	$2,025.15	
360vuz - ...					100%	$95.20	
778mobile ..	23.54%	$1,660.80	19.52%	$1,344.29	100%	$1,124.77	
ABCMobile ..	-5.42%	$7,616.67	17.13%	$8,052.87	100%	$6,875.18	
ADV BIZ LTD	973.48%	$1,978.09	100%	$184.27			
AdSwapper ..					100%	$114.80	
Addicted ...	-39.79%	$882.60	409.67%	$1,465.80	100%	$287.60	
Adithana	100%	$770.40	0%	$0.00			
Adjomo	53.04%	$5,529.45	-2.8%	$3,613.15	100%	$3,717.40	
Adkomo	-84%	$28.00	139.73%	$175.00	100%	$73.00	
Adroin Reklam	100%	$822.50	-100%	$0.00	100%	$14.00	
Adsalsa	6.96%	$10,757.21	-29.75%	$10,057.62	100%	$14,317.51	
Adscend ...	0%	$0.00	0%	$0.00			
Advertizer	49.7%	$5,675.94	-51.92%	$3,791.65	100%	$7,885.90	
AffSpace	0%	$0.00	0%	$0.00	0%	$0.00	
Affiliati ...	100%	$512.00					
Affiink (CPI)	0%	$0.00					
Afflink (mVAS)	0.65%	$11,406.65	-34%	$11,333.25	100%	$17,171.95	

- Table of MoM comparison (Adv/ Aff/ Geos)
- If([Current_M]=0 Then -1, else If([Previous_M]=0,1, else ([Current_M] - [Previous_M])/[Previous_M)

OVERALL TOP CONTRIBUTORS

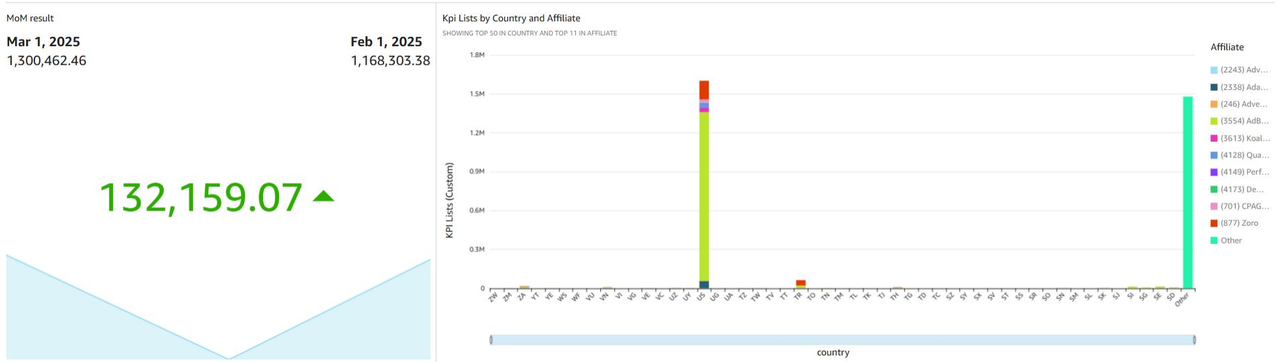
KPI list by Adv/ Aff



- Pie chart
- KPI list by advertisers
- % Total revenue **up to month-1** per Adv/ Aff managers

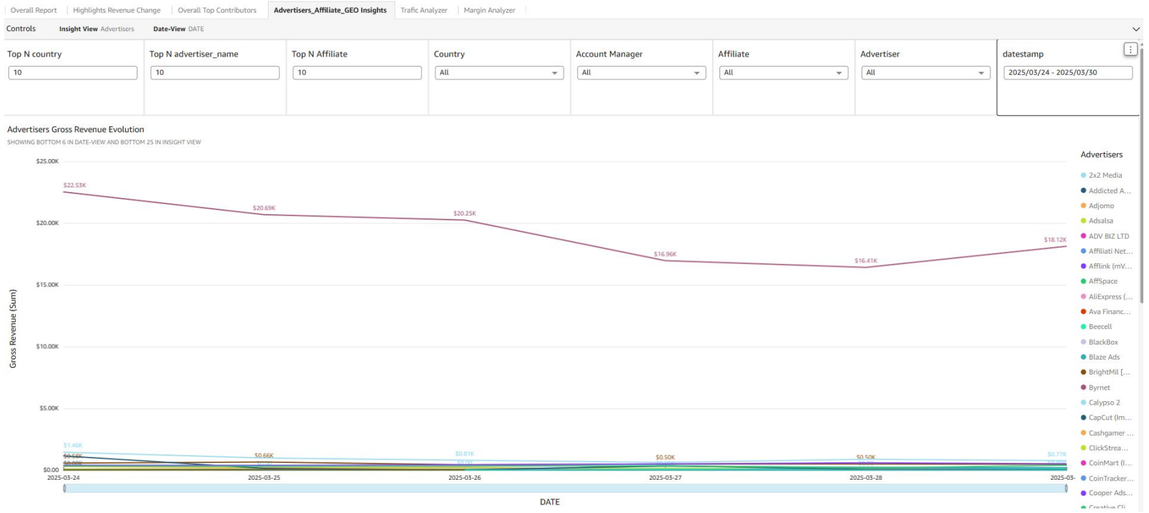
KPI list by Country & Adv/Aff

- Block chart - MoM result
- KPI list (Top 10) by country + Adv/ Aff and period is connected with period selected above



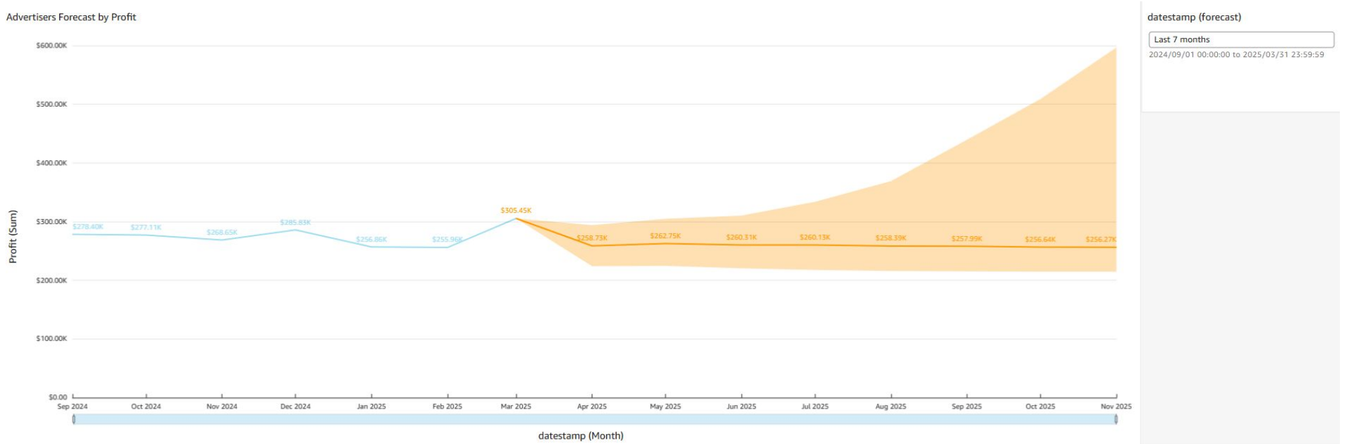
ADVERTISERS/ AFFILIATES/ GEOs Insights

Line chart



- The **line chart** shows top **x** accounts
- (**x should be indicated by users**) having revenue throughout the months.

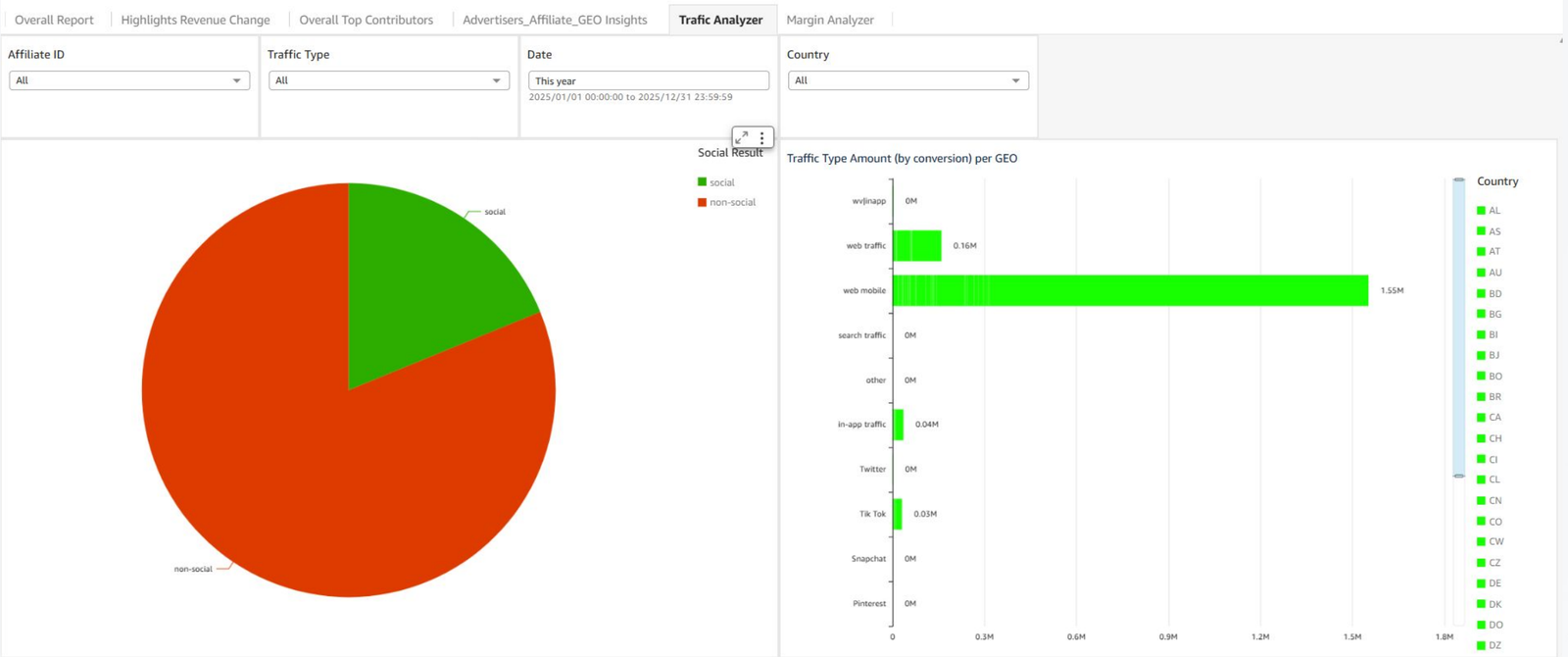
Forecasting



- The **line chart** shows profit and **forecasting**

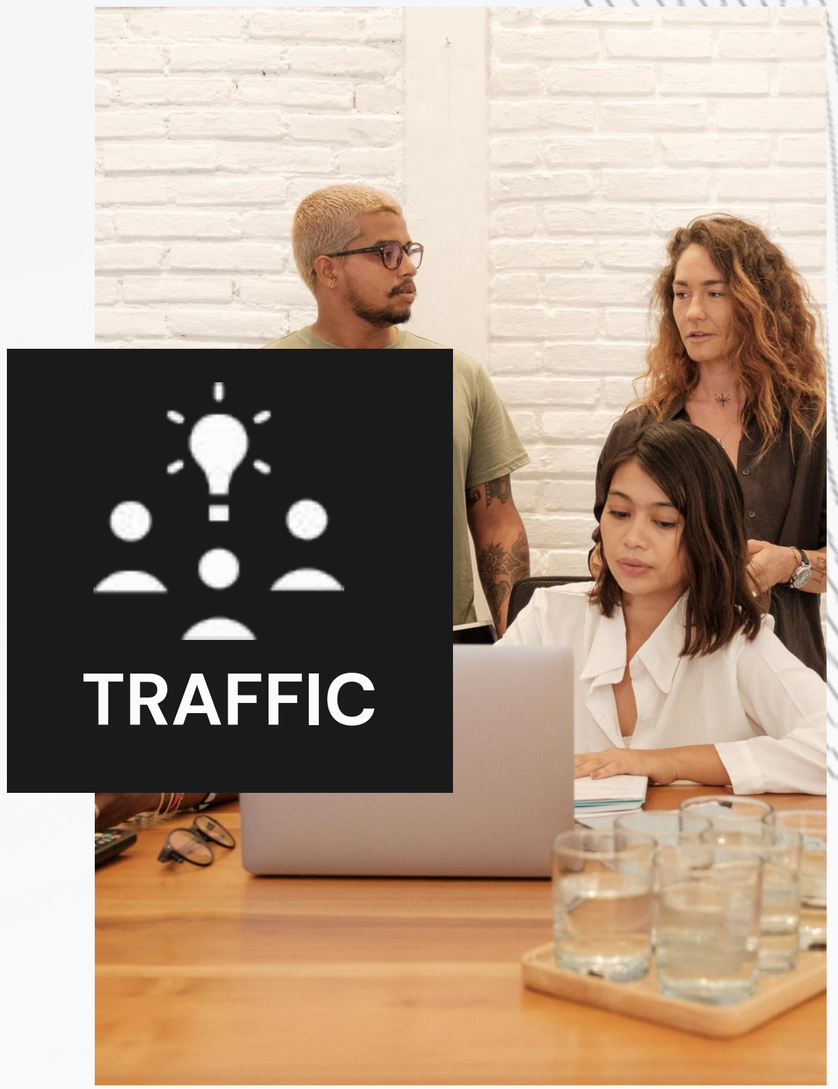
ANALYZER

- **Filter applies:** Affiliate ID, Traffic types, Country, Date range



- Pie chart
- Share of social traffic vs non-social traffic

- Bar chart
- Traffic categories: web traffic; web mobile; TikTok; Instagram; Facebook



Note: Push , sms, email categories cannot be identified by UA formulas/keywords applied, referrer not available to be pull via API

Data is taken starting Apr/23 and null + ** belong to IPs not defined

ANALYZER

- Score card (month-1 data)
- Margin target benchmark is between 20-22%

Top Insight Advertiser

Top 3 Advertiser for custom aggregation of margin are:

- **ON THAT ASS International** with 34.05%
- **Mengine (Mojicom)** with 32.91%
- **Webpilots España, s.l.** with 30.53%

Top Insight Affiliate

Top 3 Affiliate for custom aggregation of margin are:

- **(2900) Vaishali** with 27.78%
- **(1336) Creative Clicks - CreditCard Exit** with 27.66%
- **(101) Clickdealer2** with 27.31%

- **Top Gainers** = top 3 accounts with margin between 22% and 35%

Bottom Insight Advertiser

Bottom 3 Advertiser for custom aggregation of margin are:

- **Miratel** with 0%
- **MobTraction** with 1.15%
- **Numbase** with 7.06%

Bottom Insight Affiliate

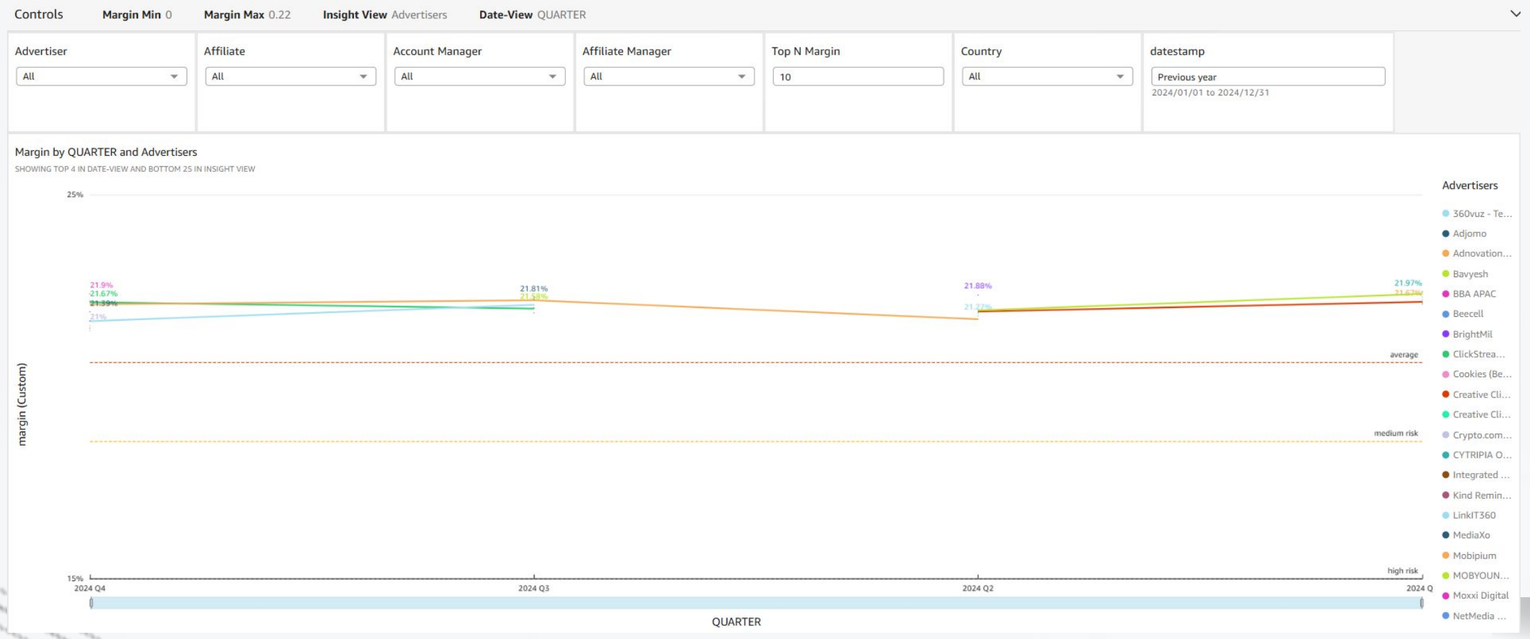
Bottom 3 Affiliate for custom aggregation of margin are:

- **(2319) In-House UPSELL** with 2.75%
- **(2057) Heets Media** with 4.08%
- **(948) Astrocpa** with 5.07%

- **Top Loosers** = top 3 accounts with margin <=15%

ANALYZER

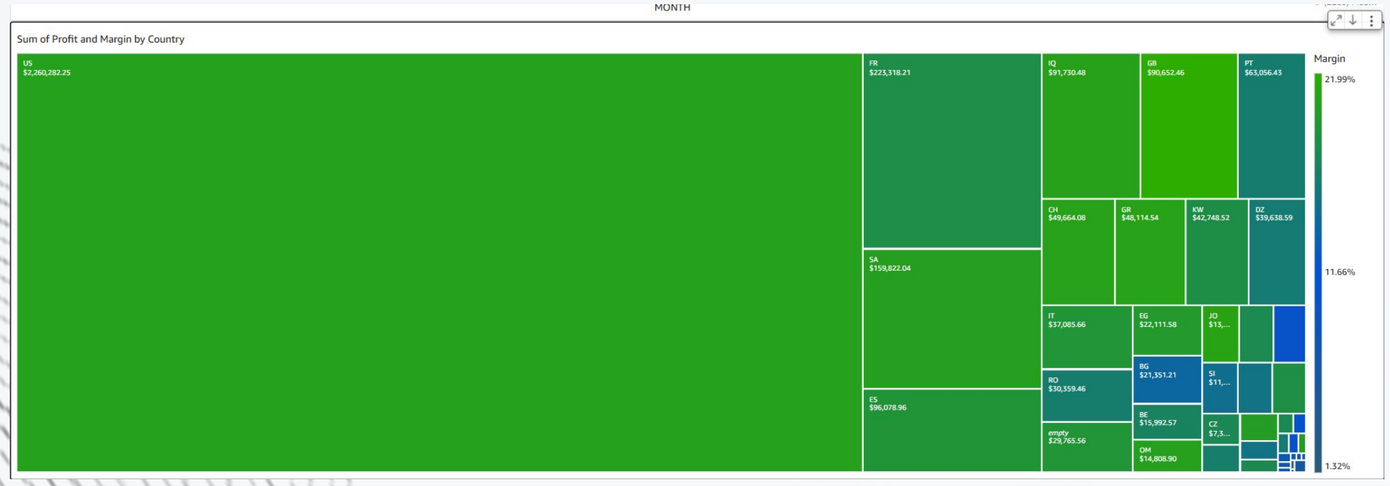
- Line charts - margins details
- Date-View: day/week/month/quarter/year
- Per Advertiser/ Per Affiliate/ Per Country



ANALYZER

- Tree map
- Top 40 accounts
- Profit & margin by **Adv/ Aff/ GEOs**

Drill up from Advertiser
(to see Affiliate's/GEOs' map)



ANALYZER

Margin by Monthdate, Affiliate, and Affiliates Managers

MonthDate	Affiliate	Affiliates managers	margin
Jan 1, 2023	(101) Clickdealer2	Artem Lisovyi	19.86%
Jan 1, 2023	(1021) Galaksion	Artem Lisovyi	20.74%
Jan 1, 2023	(1051) Adsterra	Artem Lisovyi	13.49%
Jan 1, 2023	(1370) Max L	Artem Lisovyi	11.04%
Jan 1, 2023	(1474) Leadhits	Artem Lisovyi	21.18%
Jan 1, 2023	(1484) Knell - 2	Artem Lisovyi	20%
Jan 1, 2023	(2243) Advertica	Artem Lisovyi	19.62%
Jan 1, 2023	(2248) PayV	Artem Lisovyi	21.22%
Jan 1, 2023	(2876) Danil S	Artem Lisovyi	21.16%
Jan 1, 2023	(2929) Udenso	Artem Lisovyi	18.64%
Jan 1, 2023	(3124) Jane	Artem Lisovyi	16.01%
Jan 1, 2023	(799) Artem (spawn)	Artem Lisovyi	14.3%
Jan 1, 2023	(839) Nick (vugluskr)	Artem Lisovyi	11.47%
Jan 1, 2023	(949) ReachEffect	Artem Lisovyi	20%

- Table of stats for Adv/ Aff/ GEOs
- Margin per day/week/month/quarter/year with growth rate indicator
  - **dark green**= margin**>20%**
  - **orange**=margin between **15-18%**
  - **red**=margin**<=15%**

Margin by Monthdate, Advertiser, and Accounts Managers

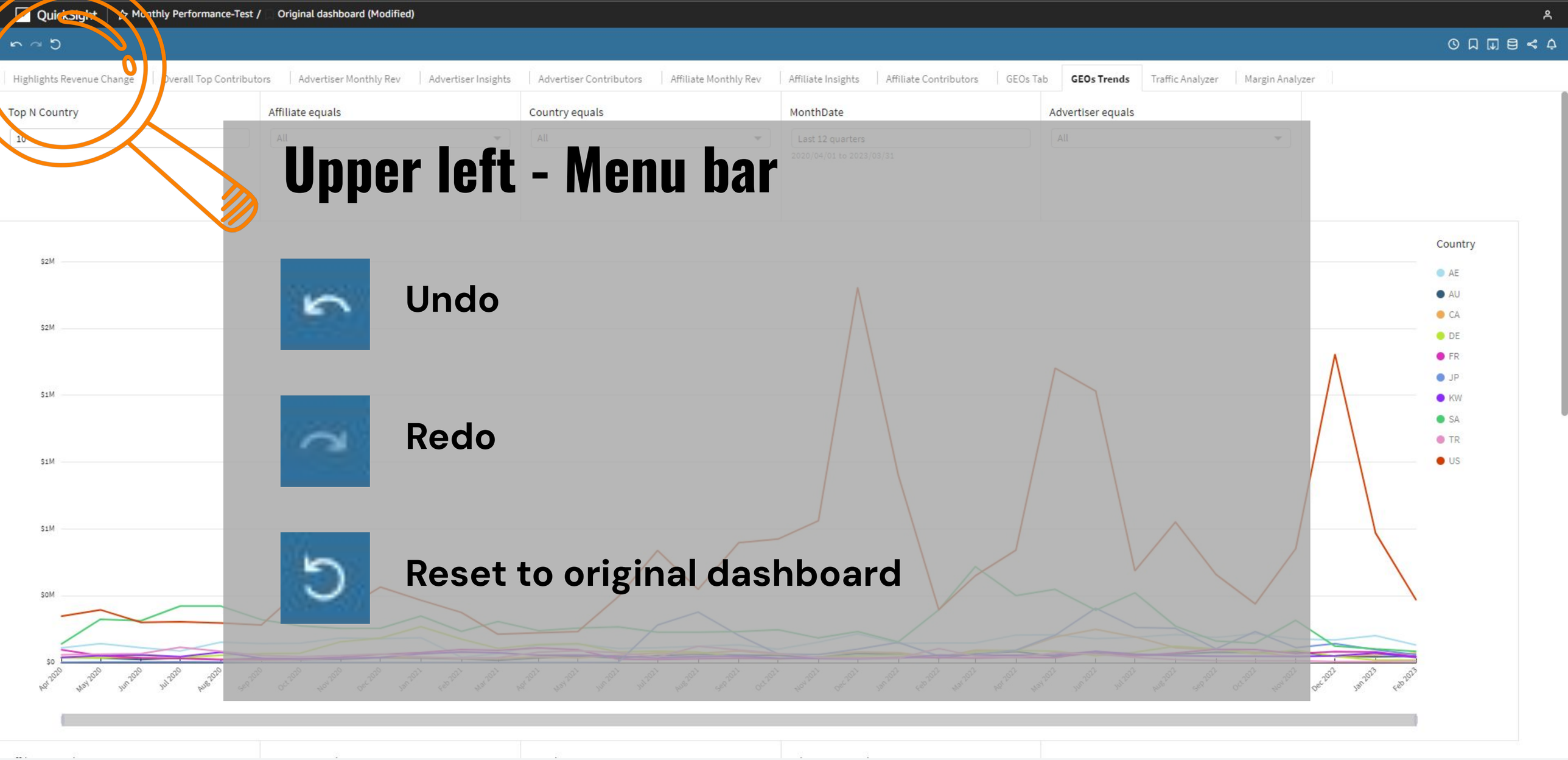
MonthDate	Advertiser	Accounts managers	margin
Jan 1, 2023	AdsMovil	Daria Marakhovets	20%
Jan 1, 2023	App-Shake LTD	Daria Marakhovets	10.01%
Jan 1, 2023	Chocolatmedia	Daria Marakhovets	20%
Jan 1, 2023	Creative Clicks	Daria Marakhovets	20.63%
Jan 1, 2023	Faylasof LTD	Daria Marakhovets	20.8%
Jan 1, 2023	Integrated Data Solutions Group (IDS)	Daria Marakhovets	17.91%
Jan 1, 2023	MOBYOUNG PTE. LTD. (amusedigi)	Daria Marakhovets	22.33%
Jan 1, 2023	Neocraft (M-LINE Sp. z o. o.)	Daria Marakhovets	23.71%
Jan 1, 2023	NetMedia Mobile	Daria Marakhovets	21.44%
Jan 1, 2023	Numbase	Daria Marakhovets	21.49%
Jan 1, 2023	ON THAT ASS International	Daria Marakhovets	25%
Jan 1, 2023	REVLINKER	Daria Marakhovets	24.21%
Jan 1, 2023	Schemathics	Daria Marakhovets	25%

INTERACTING

with
Dashboard
upper left

with
Dashboard
upper right

with
Dashboard
data

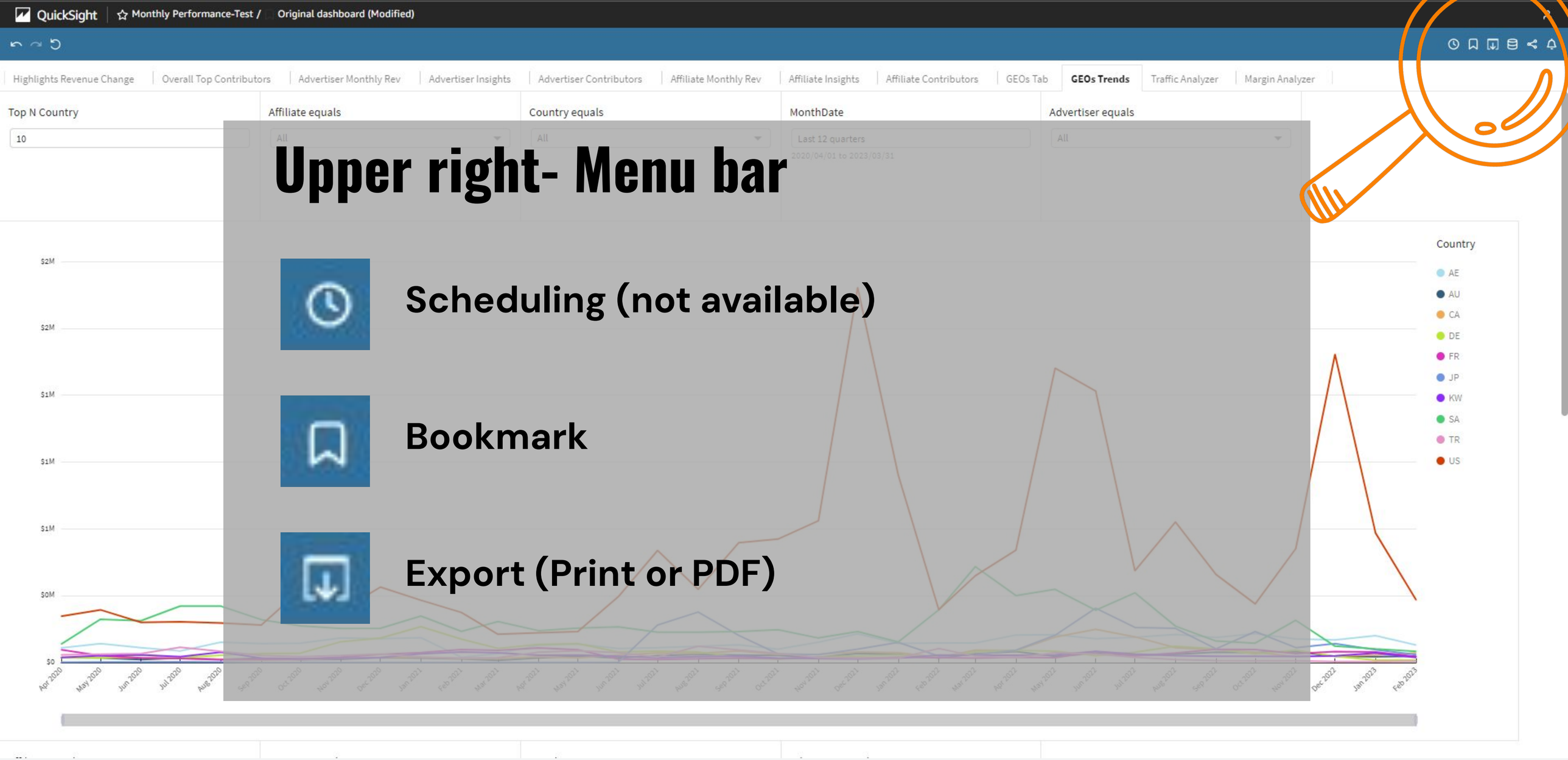


Upper left - Menu bar

Undo

Redo

Reset to original dashboard

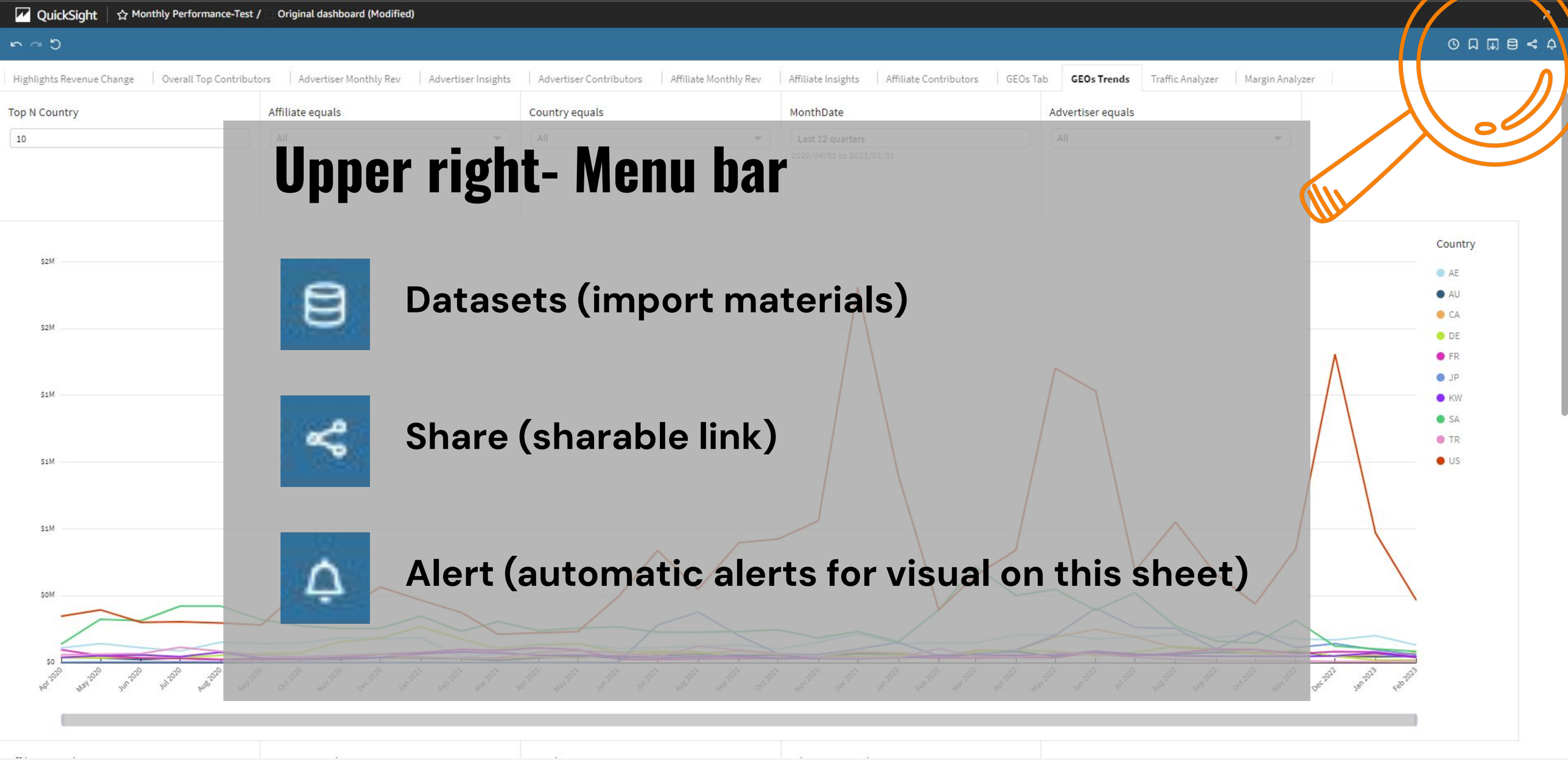


Upper right- Menu bar

Scheduling (not available)

Bookmark

Export (Print or PDF)

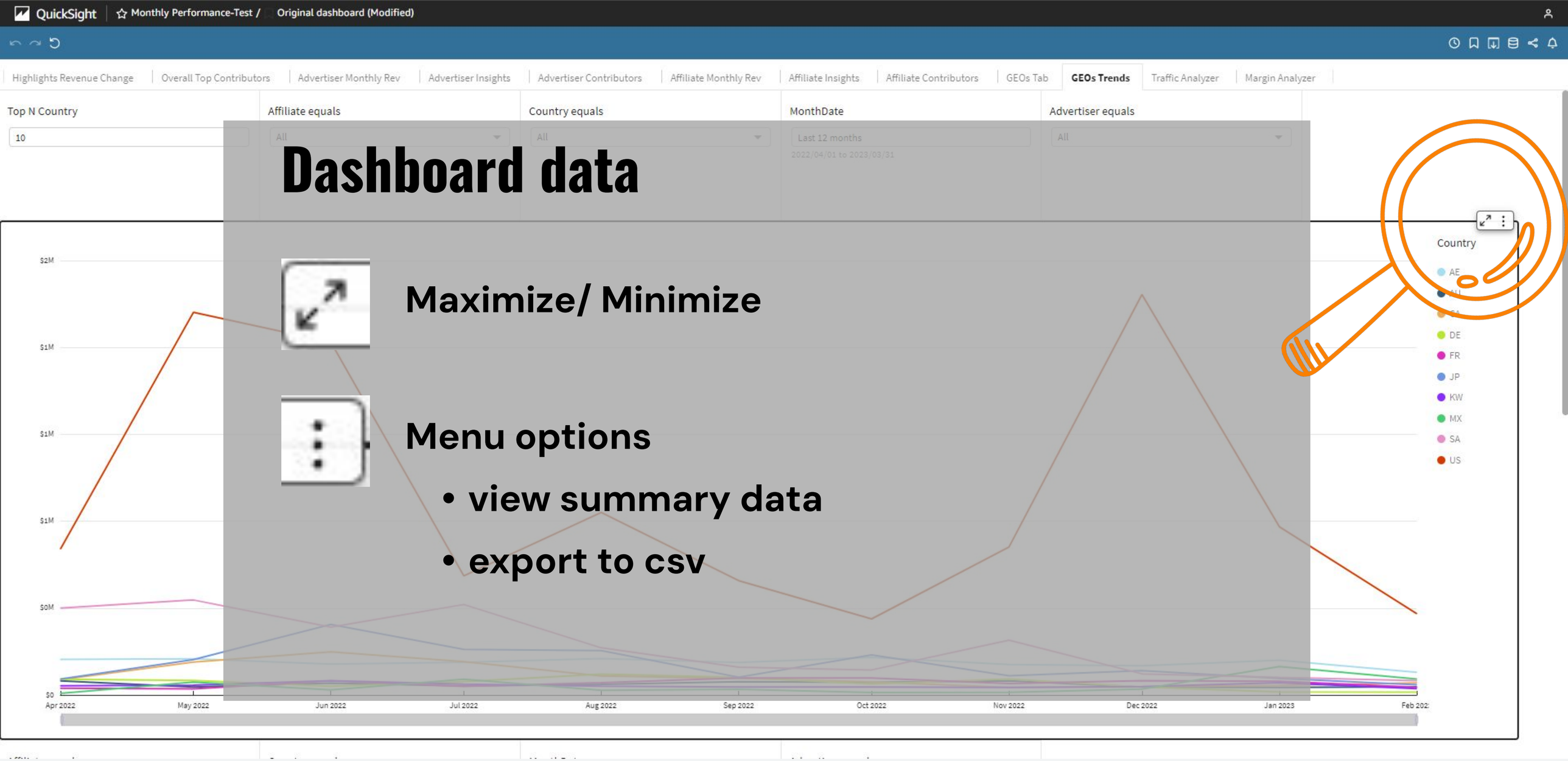


Upper right- Menu bar

Datasets (import materials)

Share (sharable link)

Alert (automatic alerts for visual on this sheet)



Dashboard data

Maximize/ Minimize

Menu options

- view summary data
- export to csv

QuickSight | Monthly Performance-Test / Original dashboard (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls **PositiveMaxRev** All **PositiveMinRev** All **NegativeMaxRev** All **NegativeMinRev** All

Affiliate equals	Advertiser equals	Accounts managers equals	Affiliates managers equals	Country equals	MonthDate between
	All	All	All	All	YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

Affiliate	Jan 1, 2022 Revenue	Feb 1, 2022 Revenue	Mar 1, 2022 Revenue	Apr 1, 2022 Revenue	May 1, 2022 Revenue	Jun 1, 2022 Revenue	Jul 1, 2022 Revenue	Aug 1, 2022 Revenue	Sep 1, 2022 Revenue	Oct 1, 2022 Revenue	Nov 1, 2022 Revenue	Dec 1, 2022 Revenue	Jan 1, 2023 Revenue	Feb 1, 2023 Revenue	Mar 1, 2023 Revenue
(101) Clickdealer2	0%	▲ 415.55%	-9.05%	▼ -79.12%	-49.25%	▲ 221.82%	10.06%	▼ -53.97%	▼ -59.94%	7.82%	▼ -95.92%	1,104.44%	▲ 161.9%	▲ 326.94%	▼ -99.45%
(1021) Galaksion	0%	-30.67%	-17.92%	-26.49%	▼ -66.94%	▲ 329.92%	▼ -72.7%	-37.54%	-13.1%	42.06%	▲ 147.6%	▲ 193.26%	37.24%	-28.76%	-47.98%
(1032) Wemobi	0%	▲ 90.01%	14.98%	-33.5%	15.25%	▲ 164.57%	-28.95%	-37.88%	-45.2%	37.17%	-0.89%	-48.54%	-19.69%	▼ -54.35%	▲ 85.58%
(1051) Adsterra	0%	▼ -55.62%	▲ 69.23%	▼ -57.08%	▼ -90.79%	3,173.08%	-48.84%	-3.42%	-46.65%	▲ 54.58%	▲ 104.82%	-13.78%	▲ 166.79%	-36.97%	-28.46%
(11) Adcombo		0%	0%	0%			0%	▼ -73.71%	▼ -97.77%	▼ -100%	0%	1,370.77%	▲ 85.65%	-49.71%	▲ 103.78%
(1157) Knell	0%	-24.55%	▼ -84.69%	▼ -100%	0%	0%	0%	0%	▲ 120.51%	-45.41%	11.48%	-46.98%	17.84%	-37.8%	▼ -65.88%
(1309) The Mask	0%	-12.48%	32.82%	-0.24%	▼ -63.97%	▲ 174.16%	-11.47%	-16.09%	-8.76%	-14.19%	20.69%	-7.12%	2.42%	-7.09%	-2.21%
(1336) Creative ...	0%	▼ -65.03%	-17.15%	▲ 53.33%	▼ -66.32%	▲ 865.57%	-5.75%	13.96%	14.86%	-10.16%	14.99%	-33.77%	26.19%	19.25%	28.34%
(1348) Mr Desmon...	0%				0%	7,021.59%	▼ -64.3%	▲ 236.67%	-14.47%	29.51%	-47.63%	▼ -69.58%	▲ 190.49%	▲ 50.76%	▲ 110.87%
(1370) Max L	0%	▼ -79.31%	-27.33%	26.65%	▼ -86.68%	7.61%	3.93%	▼ -58.28%	15.9%	▲ 52.94%	-44.34%	▼ -55.69%	2,431.93%	31.93%	▼ -98.69%
(1373) Trafficback	0%	-1.97%	36.95%	16.18%	▼ -64.28%	▲ 86.2%	24.97%	-29.14%	3%	-21.77%	▲ 80.38%	-10.48%	-39.56%	35.29%	-7.2%
(1450) Sky2Media	0%	▼ -65.38%	-16.85%	-7.19%	▼ -72.05%	▲ 85.97%	▲ 130.56%	6.44%	▲ 55.79%	▲ 84.4%	4.2%	10.92%	▼ -50.99%	28.31%	-48.08%
(1474) Leadhits	0%	1,187.88%	▲ 492.1%	-35.23%	▼ -79.65%	▲ 55.28%	▼ -58.36%	-46.4%	-5.27%	▼ -58.52%	28.27%	▼ -63.67%	1,688.12%	-27.54%	▼ -51.4%
(1484) Knell - 2									0%	0%	▲ 63.29%	▼ -65.66%	▲ 219.11%	▲ 53.91%	-29.35%
(1496) Jetbytes	0%	▲ 58.86%	▲ 95.9%	5.77%	▼ -62.06%	5.93%	-16.81%	12.19%	▲ 206.26%	▲ 73.05%	-1.54%	-40.7%	▼ -57.03%	11.2%	-2.46%
(1498) AGMedia	0%	-26.9%	-2.23%	▲ 58.49%	▼ -76.81%	▲ 378.7%	-12.66%	-18.39%	-15.26%	38.38%	-27.57%	-28.18%	40.31%	15.69%	10.21%
(1513) Mino	0%	-8.44%	-23.84%	-37.26%	-40.32%	▲ 281.29%	▲ 50.9%	41.39%	15.71%	-14.27%	-21.72%	-0.47%	6.02%	-11.5%	12.71%
(1518) Stacks App ...	0%	-36.25%	▼ -55.73%	1.19%	▼ -78.17%	-23.02%	▲ 104.98%	-24.31%	3.76%	-18.19%	▲ 221.82%	▲ 69.19%	-16.09%	-24.19%	▲ 294.8%
(1565) Mappstreet	0%	-19.45%	25.44%	▼ -60.44%	▼ -79.56%	1,630.87%	▲ 605.27%	-40.59%	-11.43%	▲ 152.88%	▲ 90.74%	0.75%	-27.74%	16.08%	20.58%
(1639) Itzpeter	0%	▼ -84.62%	▲ 708.33%	▲ 107.21%	▼ -78.11%	▲ 627.27%	-10.63%	45.87%	▼ -91.66%			0%	0%	0%	▲ 67.94%
(1731) Bigger ...	0%	-16.67%	40%	49.28%	▼ -100%	0%	0%	0%	0%	0%	▲ 160%	▲ 520.75%	-5.7%	▼ -73.98%	▼ -84.86%
(1755) Marvel Media	0%	-39.62%	▼ -84.99%	1,724.24%	-43.53%	▲ 792.35%	▲ 57.18%	-27.81%	-19.15%	▲ 168.86%	-2.07%	▼ -82.22%	▼ -82.95%	1,965.1%	▼ -97.91%
(183) Flame Digital						0%	1,479.31%	▼ -82.97%	▲ 403.46%	-43.47%	▼ -100%	0%	0%	0%	7,633.33%
(1915) Mobvicto	0%	42.39%	-36.82%	▲ 160.2%	▼ -61.1%	▲ 159.76%	-13.55%	▼ -55.4%	-43.66%	-8.48%	10.39%	45.66%	▼ -71.46%	-37.68%	▲ 147.37%
(1991) Creative ...	0%	5,479.07%	▼ -71.69%	▼ -65.93%	▼ -79.61%	▲ 379.53%	▼ -95.35%	3,196.85%	22.88%	▲ 219.4%	-41.61%	37.3%	-1.04%	▼ -99.99%	85,177.37%
(2028) Mint Global												0%	47.56%	▼ -99.41%	▼ -100%
(2057) Heets Media	0%	-46.17%	24.15%	-0.94%	▼ -59.7%	▲ 301.16%	-27.02%	-10.27%	-40.64%	▲ 104.03%	33.1%	▼ -68.1%	-0.26%	1.68%	▲ 131.87%

QuickSight | Monthly Performance-Test / Shared view (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls

PositiveMaxRe
Enter value

PositiveMinRev
1000
Reset

tiveMaxRev
r value

NegativeMinRev
Enter value

Affiliate equals
All

Advertiser equals
All

Accounts managers equ
Reset
Refresh
Thao Tran, Rina Ivanova, L

MonthDate between
YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

Affiliate	Jan 1, 2022 Revenue	Feb 1, 2022 Revenue	Mar 1, 2022 Revenue	Apr 1, 2022 Revenue	May 1, 2022 Revenue													Feb 1, 2023 Revenue
(101) Clickdealer2	0%	6,103.49%	11.99%	-99.62%	-100%													22.75%
(1021) Galaksion	0%	-60.49%	220.7%	19.51%	-74.27%													-48.01%
(1032) Wemobi	0%	0%	0%	0%	0%													-54.35%
(1051) Adsterra	0%	-60.68%	111.07%	-57.29%	-91.85%													-50.81%
(1309) The Mask	0%	0.39%	184.3%	-13.08%	-67.87%													8.8%
(1336) Creative ...	0%	-58.58%	-42.23%	73.02%	-64.31%													-1.18%
(1348) Mr Desmon...	0%				0%													-61.95%
(1370) Max L	0%	0%	0%												0%	0%		-83.34%
(1373) Trafficback	0%	-69.81%	168.49%	171.44%	-23.29%	-76.59%	1,885.96%	-83.31%	-92.87%	-57.84%	104,893.59%	-14.86%	-55.93%	10.28%
(1474) Leadhits	0%	0%	876.14%	-13.21%	-99.32%	422.62%	-42.56%	-69.35%	-100%	0%	0%	0%	4,176.04%	-69.54%
(1496) Jetbytes	0%	-20.74%	-14.98%	135.34%	-32.89%	45%	-71.02%	-80.07%	2,880%	10.38%	31.34%	-41.68%	-50.41%	72.18%
(1498) AGMedia	0%	-18.88%	-13.28%	129.43%	-73.49%	347.14%	-15.15%	-24.81%	-5.97%	-16.33%	-9.62%	-5.88%	53.09%	24.87%
(1513) Mino	0%	-72.2%	491.96%	13.03%	-61.55%	771.57%	69.62%	18.96%	-0.06%	-27.46%	-20.51%	-36.4%	1.49%	6.7%
(1565) Mappstreet				0%		0%	671.89%	-42.58%	-8.08%	158.66%	91.01%	2.29%	-27.76%	15.68%
(1731) Bigger ...		0%										0%	127.1%	-76.97%
(1915) Mobvicto	0%	-7.05%	-92.23%	2,277.09%	-58.44%	251.96%	-3.64%	-64.36%	-29.86%	-38.17%	16.57%	-79.48%	-80.38%	1,040.95%
(1991) Creative ...	0%	-50%	-100%	0%	-100%	0%	-100%	0%	19.47%	267.88%	-43.01%	30.31%	-18.69%	-99.98%
(2028) Mint Global												0%	47.42%	-99.41%
(2057) Heets Media	0%	-73.5%	186.57%	-7.21%	-62.51%	348.8%	-13.86%	-25.5%	-43.33%	205.04%	73.91%	-65.61%	-10.97%	-76.71%
(2146) Shawn ...	0%	-100%		0%	-73.12%	119.29%	-88.8%	9,857.14%	-84.15%	-25.8%	950%	76.19%	23.53%	-45.87%
(2159) Media ...	0%	-46.55%	100.43%	223.01%	-74.25%	91.37%	-30.91%	-95.87%	131.22%	712.5%	38.34%	-83.26%	-22.92%	287.6%
(2243) Advertica	0%	0%	0%	-85.94%	-86.88%	1,752.53%	914.73%	-94.63%	339.15%	1,818.26%	2.75%	-34.63%	238.44%	4.38%

QuickSight | Monthly Performance-Test / Shared view (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls

PositiveMaxRev: Enter value

PositiveMinRev: 1000

NegativeMaxRev: Enter value

NegativeMinRev: Enter value

Affiliate equals: All

Advertiser equals: All

Accounts managers equals: Thao Tran, Rina Ivanova, Boris T

Affiliates managers equals: All

Country equals: All

MonthDate between: YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

Affiliate	Jan 1, 2022 Revenue	Feb 1, 2022 Revenue	Mar 1, 2022 Revenue	Apr 1, 2022 Revenue	May 1, 2022 Revenue	Jun 1, 2022 Revenue	Jul 1, 2022 Revenue	Aug 1, 2022 Revenue	Sep 1, 2022 Revenue	Oct 1, 2022 Revenue	Nov 1, 2022 Revenue	Dec 1, 2022 Revenue	Jan 1, 2023 Revenue	Feb 1, 2023 Revenue
(101 ckdealer2	0%	6,103.49%	11.99%	▼ -99.62%	▼ -100%	0%	▼ -67.46%	▲ 100%	▲ 100%	▼ -75%	▼ -100%	0%	0%	22.75%
(102	0%	▼ -60.49%	▲ 220.7%	19.51%	▼ -74.27%	▲ 724.12%	▼ -82.55%	-24%	25.16%	-38.77%	-5.48%	▲ 420.12%	▲ 116.42%	-48.01%
(1	0%	0%	0%	0%	0%	169,456.25%	-7.33%	-48.04%	-12.6%	33.6%	-23.54%	-31.41%	-19.69%	▼ -54.35%
(105	0%	▼ -60.68%	▲ 111.07%	▼ -57.29%	▼ -91.85%	3,709.49%	▼ -53.22%	-3.24%	-40.72%	3.09%	10.17%	▲ 68.12%	▲ 171.12%	▼ -50.81%
(1309) The Mask	0%	0.39%	▲ 184.3%	-13.08%	▼ -67.87%	▲ 218.72%	-8.94%	-27.86%	-25.69%	-7.95%	13.88%	-9.38%	3.52%	8.8%
(1336) Creative ...	0%	▼ -58.58%	-42.23%	▲ 73.02%	▼ -64.31%	▲ 576.23%	-8.6%	▲ 54.4%	7.92%	-33.15%	26.06%	-12.17%	-7.99%	-1.18%
(1348) Mr Desmon...	0%				0%	6,450.09%	▼ -63.02%	▲ 82.65%	▼ -63.31%	▲ 114.32%	▼ -52.21%	-15%	36.08%	▼ -61.95%
(1370) Max L	0%	0%	0%									0%	0%	▼ -83.34%
(1373) Trafficback	0%	▼ -69.81%	▲ 168.49%	▲ 171.44%	-23.29%	▼ -76.59%	1,885.96%	▼ -83.31%	▼ -92.87%	▼ -57.84%	104,893.59%	-14.86%	▼ -55.93%	10.28%
(1474) Leadhits	0%	0%	▲ 876.14%	-13.21%	▼ -99.32%	▲ 422.62%	-42.56%	▼ -69.35%	▼ -100%	0%	0%	0%	4,176.04%	▼ -69.54%
(1496) Jetbytes	0%	-20.74%	-14.98%	▲ 135.34%	-32.89%	45%	▼ -71.02%	▼ -80.07%	2,880%	10.38%	31.34%	-41.68%	▼ -50.41%	▲ 72.18%
(1498) AGMedia	0%	-18.88%	-13.28%	▲ 129.43%	▼ -73.49%	▲ 347.14%	-15.15%	-24.81%	-5.97%	-16.33%	-9.62%	-5.88%	▲ 53.09%	24.87%
(1513) Mino	0%	▼ -72.2%	▲ 491.96%	13.03%	▼ -61.55%	▲ 771.57%	▲ 69.62%	18.96%	-0.06%	-27.46%	-20.51%	-36.4%	1.49%	6.7%
(1565) Mappstreet				0%		0%	▲ 671.89%	-42.58%	-8.08%	▲ 158.66%	▲ 91.01%	2.29%	-27.76%	15.68%
(1731) Bigger ...		0%										0%	▲ 127.1%	▼ -76.97%
(1915) Mobvicto	0%	-7.05%	▼ -92.23%	2,277.09%	▼ -58.44%	▲ 251.96%	-3.64%	▼ -64.36%	-29.86%	-38.17%	16.57%	▼ -79.48%	▼ -80.38%	1,040.95%
(1991) Creative ...	0%	▼ -50%	▼ -100%	0%	▼ -100%	0%	▼ -100%	0%	19.47%	▲ 267.88%	-43.01%	30.31%	-18.69%	▼ -99.98%
(2028) Mint Global												0%	47.42%	▼ -99.41%
(2057) Heets Media	0%	▼ -73.5%	▲ 186.57%	-7.21%	▼ -62.51%	▲ 348.8%	-13.86%	-25.5%	-43.33%	▲ 205.04%	▲ 73.91%	▼ -65.61%	-10.97%	▼ -76.71%
(2146) Shawn ...	0%	▼ -100%		0%	▼ -73.12%	▲ 119.29%	▼ -88.8%	9,857.14%	▼ -84.15%	-25.8%	▲ 950%	▲ 76.19%	23.53%	-45.87%
(2159) Media ...	0%	-46.55%	▲ 100.43%	▲ 223.01%	▼ -74.25%	▲ 91.37%	-30.91%	▼ -95.87%	▲ 131.22%	▲ 712.5%	38.34%	▼ -83.26%	-22.92%	▲ 287.6%
(2243) Advertica	0%	0%	0%	▼ -85.94%	▼ -86.88%	1,752.53%	▲ 914.73%	▼ -94.63%	▲ 339.15%	1,818.26%	2.75%	-34.63%	▲ 238.44%	4.38%

QuickSight | Monthly Performance-Test / Shared view (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls

PositiveMaxRev	PositiveMinRev	NegativeMaxRev	NegativeMinRev
Enter value	1000	Enter value	Enter value

Affiliate equals	Advertiser equals	Accounts managers equals	Affiliates managers equals	Country equals	MonthDate between
All	All	Thao Tran, Rina Ivanova, Boris T	All	All	YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

Sort by

az → za → Affiliate

Affiliate

Revenue Change

Affiliate	Revenue	Revenue	Revenue	Revenue
		415.55%	-9.05%	-79.12%
				-26.49%
				-33.5%
(1051) Adsterra	0%			-57.08%
(11) Adcombo		0%	0%	0%
(1157) Knell	0%	-24.55%	-84.69%	-100%

| Affiliate | | | |

QuickSight | Monthly Performance-Test / Shared view (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls

PositiveMaxRev	PositiveMinRev	NegativeMaxRev	NegativeMinRev
Enter value	1000	Enter value	Enter value

Affiliate equals	Advertiser equals	Accounts managers equals	Affiliates managers equals	Country equals	MonthDate between
All	All	Thao Tran, Rina Ivanova, Boris T	All	All	YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

Affiliate	Jan 1, 2022 Revenue	Feb 1, 2022 Revenue	Mar 1, 2022 Revenue	Apr 1, 2022 Revenue	May 1, 2022 Revenue	Jun 1, 2022 Revenue	Jul 1, 2022 Revenue	Aug 1, 2022 Revenue	Sep 1, 2022 Revenue	Oct 1, 2022 Revenue	Nov 1, 2022 Revenue	Dec 1, 2022 Revenue	Jan 1, 2023 Revenue	Feb 1, 2023 Revenue
(101) Clickdealer2	0%	6,103.49%	11.99%	▼ -99.62%	▼ -100%	0%	▼ -67.46%	▲ 100%	▲ 100%	▼ -75%	▼ -100%	0%	0%	[illegible]75%
(1021) Galaksion	0%	▼ -60.49%	▲ 220.7%	19.51%	▼ -74.27%	▲ 724.12%	▼ -82.55%	-24%	25.16%	-38.77%	-5.48%	▲ 420.12%	▲ 116.42%	[illegible]
(1032) Wemobi	0%	0%	0%	0%	0%	169,456.25%	-7.33%	-48.04%	-12.6%	33.6%	-23.54%	-31.41%	-19.69%	▼ [illegible]
(1051) Adsterra	0%	▼ -60.68%	▲ 111.07%	▼ -57.29%	▼ -91.85%	3,709.49%	▼ -53.22%	-3.24%	-40.72%	3.09%	10.17%	▲ 68.12%	▲ 171.12%	▼ [illegible]
(1309) The Mask	0%	0.39%	▲ 184.3%	-13.08%	▼ -67.87%	▲ 218.72%	-8.94%	-27.86%	-25.69%	-7.95%	13.88%	-9.38%	3.52%	8.8%
(1336) Creative ...	0%	▼ -58.58%	-42.23%	▲ 73.02%	▼ -64.31%	▲ 576.23%	-8.6%	▲ 54.4%	7.92%	-33.15%	26.06%	-12.17%	-7.99%	-1.18%
(1348) Mr Desmon...	0%				0%	6,450.09%	▼ -63.02%	▲ 82.65%	▼ -63.31%	▲ 114.32%	▼ -52.21%	-15%	36.08%	▼ -61.95%
(1370) Max L	0%	0%	0%									0%	0%	▼ -83.34%
(1373) Trafficback	0%	▼ -69.81%	▲ 168.49%	▲ 171.44%	-23.29%	▼ -76.59%	1,885.96%	▼ -83.31%	▼ -92.87%	▼ -57.84%	104,893.59%	-14.86%	▼ -55.93%	10.28%
(1474) Leadhits	0%	0%	▲ 876.14%	-13.21%	▼ -99.32%	▲ 422.62%	-42.56%	▼ -69.35%	▼ -100%	0%	0%	0%	4,176.04%	▼ -69.54%
(1496) Jetbytes	0%	-20.74%	-14.98%	▲ 135.34%	-32.89%	45%	▼ -71.02%	▼ -80.07%	2,880%	10.38%	31.34%	-41.68%	▼ -50.41%	▲ 72.18%
(1498) AGMedia	0%	-18.88%	-13.28%	▲ 129.43%	▼ -73.49%	▲ 347.14%	-15.15%	-24.81%	-5.97%	-16.33%	-9.62%	-5.88%	▲ 53.09%	24.87%
(1513) Mino	0%	▼ -72.2%	▲ 491.96%	13.03%	▼ -61.55%	▲ 771.57%	▲ 69.62%	18.96%	-0.06%	-27.46%	-20.51%	-36.4%	1.49%	6.7%
(1565) Mappstreet				0%		0%	▲ 671.89%	-42.58%	-8.08%	▲ 158.66%	▲ 91.01%	2.29%	-27.76%	15.68%
(1731) Bigger ...		0%										0%	▲ 127.1%	▼ -76.97%
(1915) Mobvicto	0%	-7.05%	▼ -92.23%	2,277.09%	▼ -58.44%	▲ 251.96%	-3.64%	▼ -64.36%	-29.86%	-38.17%	16.57%	▼ -79.48%	▼ -80.38%	1,040.95%
(1991) Creative ...	0%	▼ -50%	▼ -100%	0%	▼ -100%	0%	▼ -100%	0%	19.47%	▲ 267.88%	-43.01%	30.31%	-18.69%	▼ -99.98%
(2028) Mint Global												0%	47.42%	▼ -99.41%
(2057) Heets Media	0%	▼ -73.5%	▲ 186.57%	-7.21%	▼ -62.51%	▲ 348.8%	-13.86%	-25.5%	-43.33%	▲ 205.04%	▲ 73.91%	▼ -65.61%	-10.97%	▼ -76.71%
(2146) Shawn ...	0%	▼ -100%		0%	▼ -73.12%	▲ 119.29%	▼ -88.8%	9,857.14%	▼ -84.15%	-25.8%	▲ 950%	▲ 76.19%	23.53%	-45.87%
(2159) Media ...	0%	-46.55%	▲ 100.43%	▲ 223.01%	▼ -74.25%	▲ 91.37%	-30.91%	▼ -95.87%	▲ 131.22%	▲ 712.5%	38.34%	▼ -83.26%	-22.92%	▲ 287.6%
(2243) Advertica	0%	0%	0%	▼ -85.94%	▼ -86.88%	1,752.53%	▲ 914.73%	▼ -94.63%	▲ 339.15%	1,818.26%	2.75%	-34.63%	▲ 238.44%	4.38%

QuickSight | Monthly Performance-Test / Shared view (Modified)

Highlights Revenue Change | Overall Top Contributors | Advertiser Monthly Rev | Advertiser Insights | Advertiser Contributors | Affiliate Monthly Rev | Affiliate Insights | Affiliate Contributors | GEOs Tab | GEOs Trends | Traffic Analyzer | Margin Analyzer

Controls

PositiveMaxRev	PositiveMinRev	NegativeMaxRev	NegativeMinRev
Enter value	1000	Enter value	Enter value

Affiliate equals	Advertiser equals	Accounts managers equals	Affiliates managers equals	Country equals	MonthDate between
All	All	Thao Tran, Rina Ivanova, Boris T	All	All	YYYY/MM/DD HH:mm - YYYY/MM/DD HH:mm

MonthDate

| Affiliate | Jan 1, 2022 Revenue | Feb 1, 2022 Revenue | Mar 1, 2022 Revenue | Apr 1, 2022 Revenue | May 1, 2022 Revenue | Jun 1, 2022 Revenue | Jul 1, 2022 Revenue | Aug 1, 2 | | |

NEXT STEPS

We need more practices and feedbacks from your end to move forward and optimization!

- **Q&A part**
- **Review and Feedback**
- **Features released**

FOLLOW-UP

- **Daily basic using**
- **Comments and further requests**

PRACTICE

- **Improvements deployed**
- **(based on user requests)**

REINFORCEMENT

Q&A

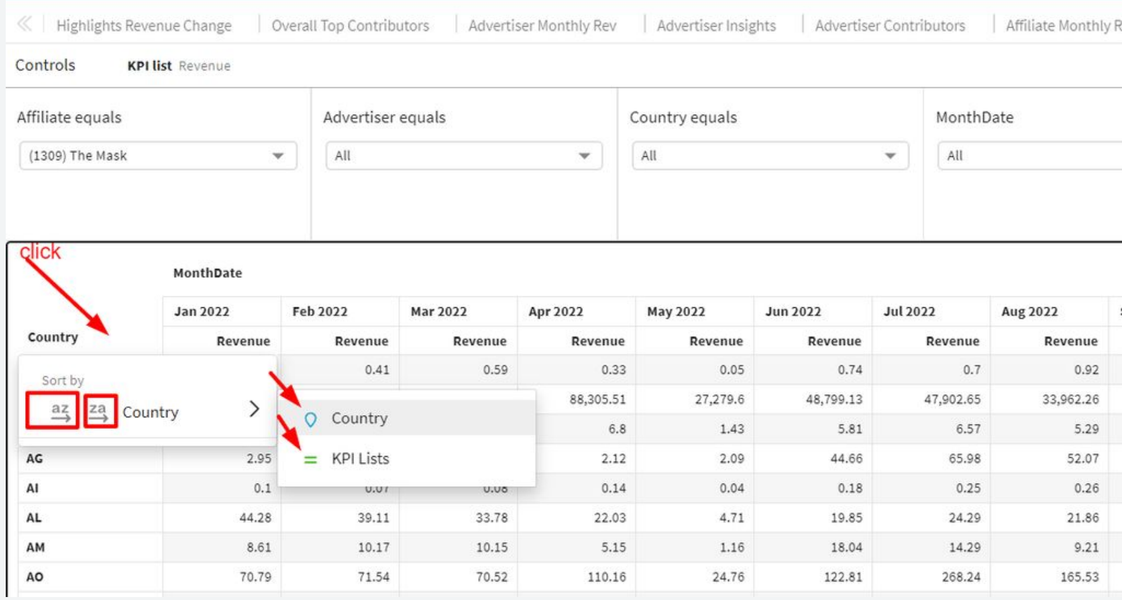
Thao

When are all each tabs updated on monthly basis? for ex: EOM?

Minh

Data will be pulled daily and updated at least 1 time after all the numbers adjustments are made from Affise.

Q&A



Shelley
Can the default sorting of geo be based on revenue instead of the first letter?

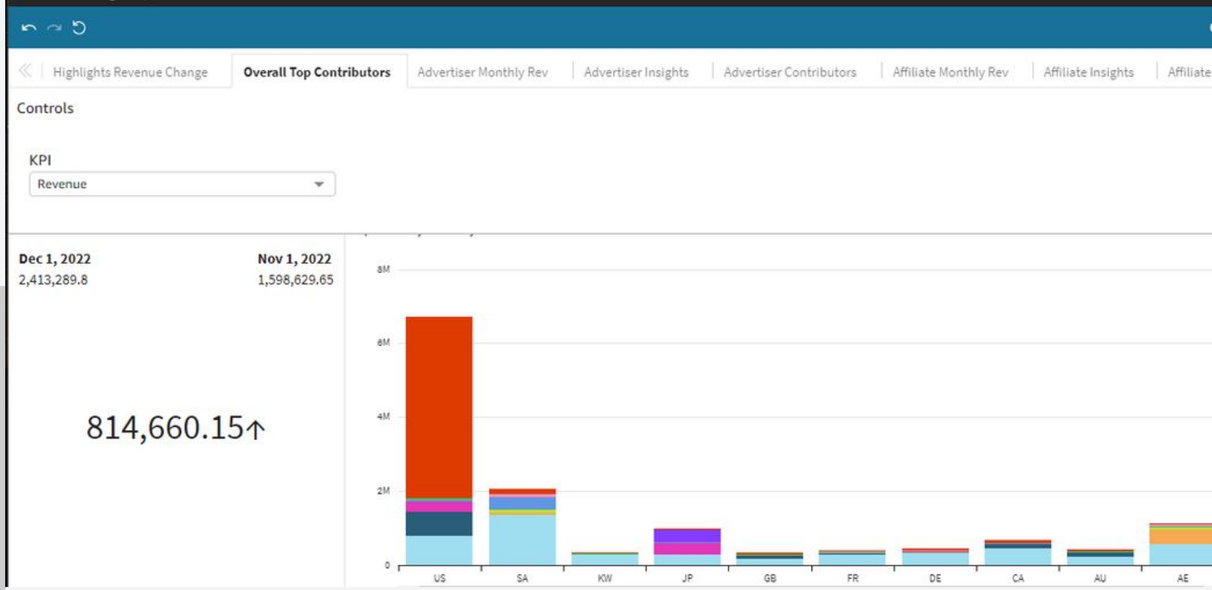
Ana
you can choose what kind of sorting will be applied on the tables - ascendent/descendant - by country name or by KPI selected (control dimension)

Q&A

Shelley
It’s best that each tab has the option of AC/AF Manager equals

Ana
Although majority of tabs includes AF/AM filters, unfortunately certain tabs cannot support the filters due to the data bandwidth optimization and because they don't meet TAB's purpose (e.g Top contributors is concerning data display by TOP N contributors per GEO or Advertiser insights tab concerns only Account Managers, so Affiliate Manager is not necessary)

Q&A



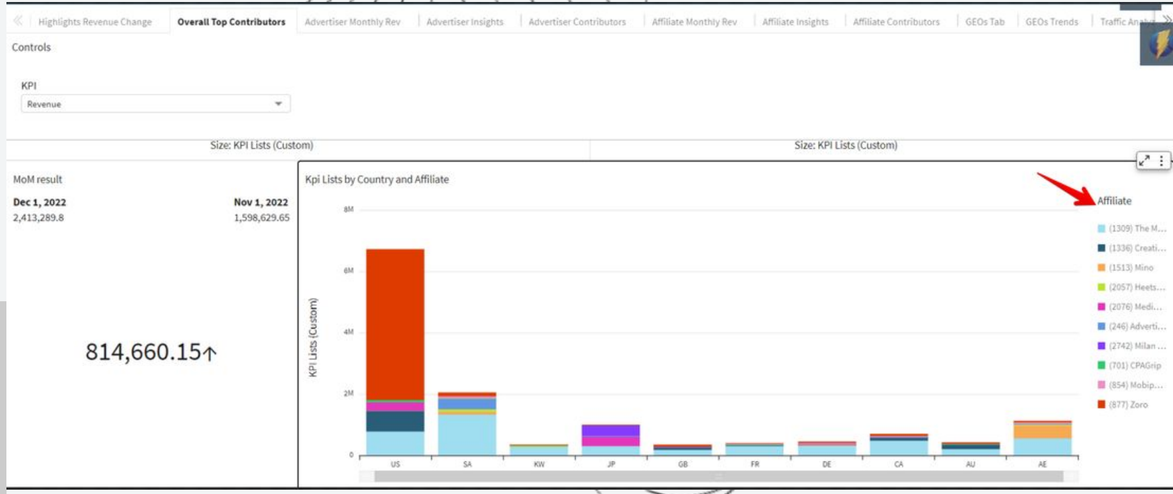
Jenny

In the tab "Overall Top Contributors", there are 4 KPIs that could be chosen, is it technically available to add $ to the number of epc, profit and revenue ?

Ana

Unfortunately we cannot have any extra chars like $ or %, the values of the tables must be mirroring on all control dimensions

Q&A



Dasha
possible to highlight a share in the chart by clicking on a specific affiliate, otherwise it is not very readable

Ana
The market share of top contributors is visible in the pie charts whilst on bar charts it has a different purpose: to show top 10 contributors per top 10 geos, and differences MoM.
Total values. can be seen when hover over on top of each geo column and individual value within the bar

Q&A

Vinnie

"Control" button on the TOP: its not working with minus number. Please show me how to use it.

Ana

NegativeMaxRev and NegativeMinRev = there is currently an error on minus values, we will update when fixed.
However as the purpose is to show top highlights, please note that data display will depend upon pre-established conditions: **growth indicators will be displayed only when threshold met (-1000%<x<-50% and +50%=>x>1000%)** and will be displayed only accounts that for the past 3 months had total revenue =>500$ (for full accounts changes view we will use Advertiser Revenue/ Affiliate Revenue tabs)

Q&A

Rina
adv insights doesn't sort based on the top revenue but alphabetically compared to "overall contributors"

Ana
unfortunately there is a QS limitation, within linear charts we cannot visualise revenues ordered but we will investigate with QS support and update you

THANKS FOR WATCHING

See you in the next steps!