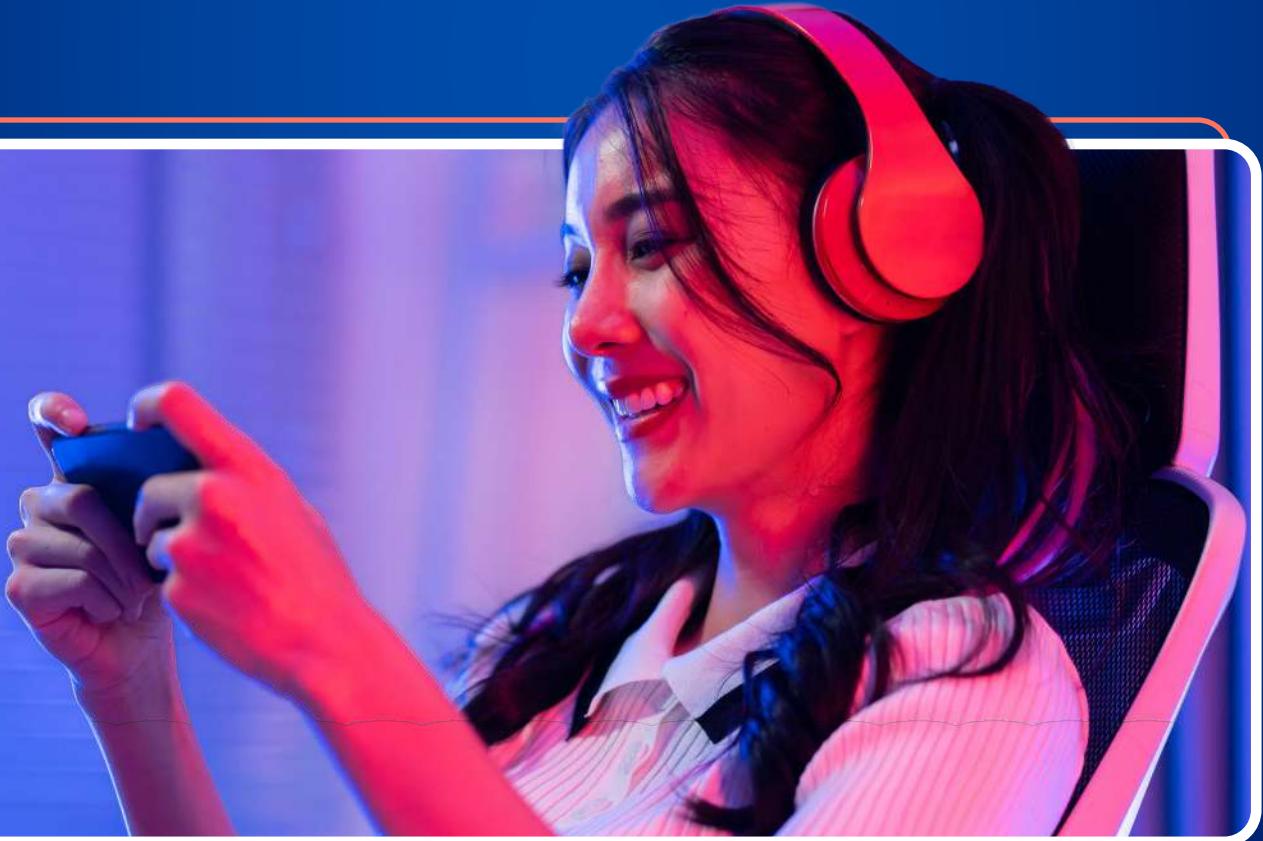


# Maximize Your ROAS: Cutting-Edge Attribution Strategies in Mobile Gaming

The Power of Marketing Mix Modeling



# Introduction

The world of gaming is evolving at a velocity that even the most sophisticated studios and publishers struggle to keep pace with. Technologies such as augmented and virtual reality, web 3, and generative AI are transforming title development and gameplay experiences. Meanwhile, gaming marketers are tasked with continuously forging new growth in the face of significant obstacles.



This guide is designed for forward-thinking gaming marketers looking to future-proof their growth and optimization strategies. Herein you will find insights and guidance from **Kochava**, the leading omnichannel measurement and attribution solution for data-driven game marketers, and **TikTok for Business**, the powerful ads platform that enables advertisers to reach large gaming audiences amid a universe of short-form mobile video content.

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# **State of Mobile**

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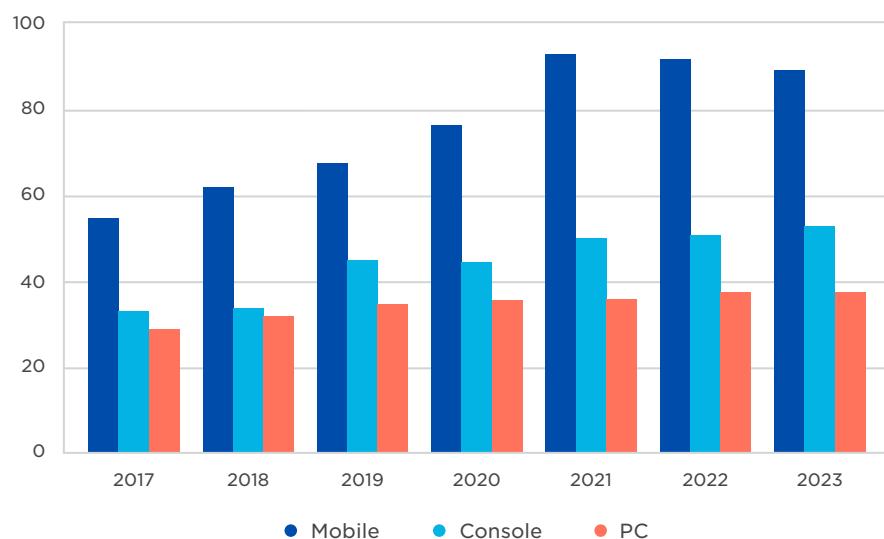
# **Gaming**

# State of Mobile Gaming

**Three billion**—the predicted number of video gamers worldwide in 2029<sup>1</sup>. That's 6 billion eyeballs tuned into the gaming industry by the end of the decade.

Mobile gaming continues its dominance over console and PC<sup>2</sup> due to its versatility, flexibility, and accessibility. Gaming publishers are increasingly focused on multi-platform support to provide players with maximum playability and engagement opportunities across connected devices.

Mobile Game Market Share by Platform (\$bn)

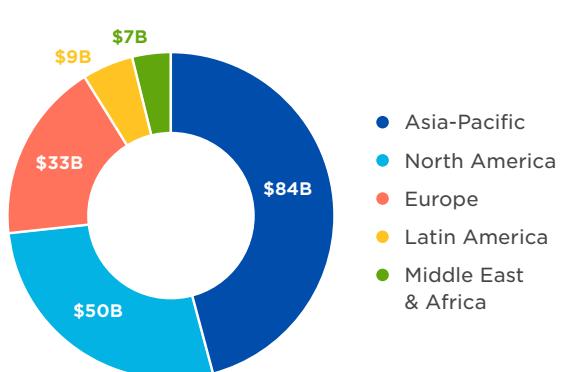


Surveying global mobile gaming markets, Asia-Pacific and North America are on top, accounting for \$84B and \$50B respectively in game revenue<sup>3</sup> in 2023.

TikTok for Business witnessed sizable increases in YOY ad spend from gaming companies based in China with a focus on outbound markets. Spend rose 11% from 2022 to 2023 and 15% from 2023 to 2024.

While mobile game revenue and the total addressable market of gamers is growing worldwide, the industry still faces its share of headwinds.

Mobile Game Market Share by Region (\$bn)

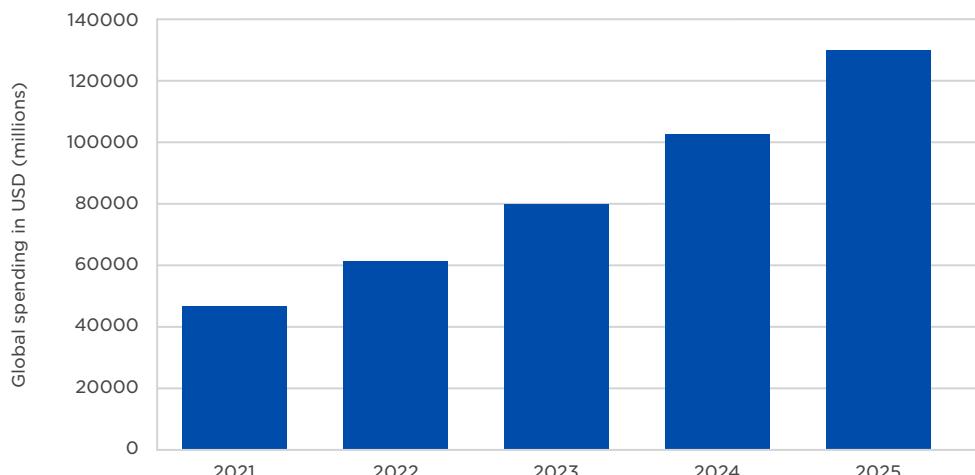


## Headwinds in Gaming

The video game industry shed an estimated **11,250 employees worldwide in 2023**, up from **8,500 in 2022**. 2024 is on pace to dethrone the 2023 figures<sup>4</sup>. Industry news publications are chock-full of headlines about studio bankruptcies. Mergers and acquisitions are common as companies join forces to consolidate resources and remain competitive.

Saturation of the mobile gaming market and increased competition make it more difficult and costly to get worthy titles noticed above the noise. Mobile gaming advertising spend has risen steadily since 2021, forecast to top \$130.8 billion by 2025<sup>5</sup> as paid user acquisition costs continue climbing.

**Mobile Game Advertising Spend 2021-2025**



Evolving user privacy regulations and deprecation of user identifiers make audience addressability and targeting challenging—decreasing revenues from ad monetization by as much as 50% while simultaneously ramping up user acquisition costs. Gaming publishers are battling for every dollar in players' wallets, looking to drive revenue from in-app purchases and subscriptions.

# Critical Hits in the Battle for ROAS



**CRITICAL HIT** AN ATTACK THAT DEALS A CONSIDERABLY HIGHER AMOUNT OF DAMAGE THAN A NORMAL ATTACK.

Have you ever sat in the user acquisition (UA) **hot seat** for a mobile gaming company? If so, you know that return on ad spend (ROAS) is king. The ability to clearly understand ROAS and quickly course-correct campaigns headed off the rails is vital to the success and long-term growth of any game.

Unfortunately, ROAS has become increasingly difficult to measure within the traditional **last-touch attribution (LTA)** paradigm.

## 3 Reasons LTA Alone Is No Longer Enough

### 1. Signal Loss

Mobile game marketers earnestly seeking to calculate ROAS and other key performance indicators face the mounting loss of ad signal data and increasingly delayed performance feedback due to evolving market shifts and influences. Initiatives by major platforms (i.e., Apple, Google) designed to give users more control over data privacy, declining granularity in reporting data shared by major walled-garden platforms (e.g., Google, Snap), and increased development of user privacy regulations have altered the longstanding paradigm of real-time LTA. Within this landscape, marketers must innovate to produce accurate reporting in compliance with privacy frameworks.

The data signal backbone that used to support LTA is fractured, leaving it ill-equipped to power a single source of truth for omnichannel ROAS.

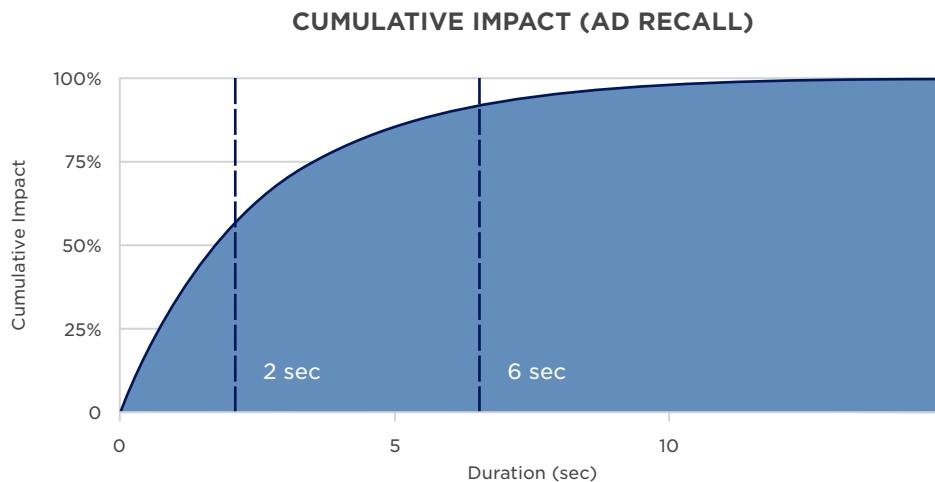
### 2. Media Diversification

Gaming studios are increasingly diversifying their media mix to include a wider range of top-of-funnel media sources (e.g., TV, connected TV, and video formats) as well as middle-of-funnel media partners (e.g., TikTok, YouTube). LTA is heavily biased toward bottom-of-funnel sources. Further, video-based ad units are proliferating—while discounted in their effectiveness by LTA's click-centric focus. Should a click on a static display ad banner be prioritized over a completed view of a premium video ad?

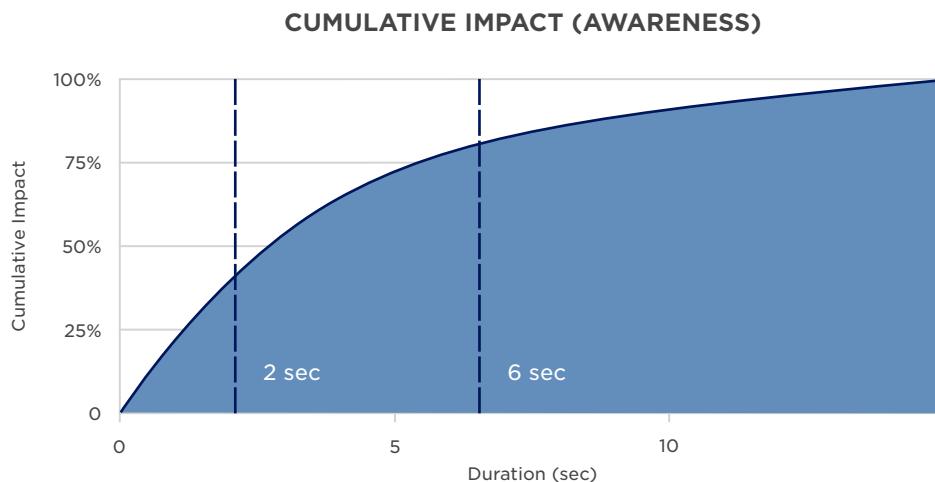


**Even not-completed video views can have a powerful impact.**

TikTok Marketing Science analyzed the cumulative impact of their skippable in-feed video ads, discovering that within the first 6 seconds of a 15-second ad, 90% of cumulative ad recall impact and 80% of total awareness impact have already been captured.



While the LTA attribution waterfall is undergoing its own evolution, in its current state, it often misrepresents the true impact of video-forward channels and partners.



### 3. Forecasting & Budget Allocation

The verdict is in: LTA data, while great for A/B testing, has proven especially challenging for marketers looking to leverage it to forecast performance accurately. It also falls short for marketers allocating future budgets for maximum incrementality and ROAS. LTA is too focused on the bottom of the marketing funnel, and its limited worldview lacks insights into the bigger picture.

**So, what can marketers do?**

## Measurement Power Up

In the face of these challenges, a growing cohort of mobile game marketing leaders are endeavoring to evolve with the times, seeking new methodologies to measure and optimize ROAS. Chief among these methodologies is **marketing mix modeling (MMM)**.

Upon seeing the triple M, seasoned marketers and developers may instinctively recall it as a slow, clunky approach to measurement that requires data scientists to run and interpret—delivering insights too latent to use in the fast-paced, boom-and-bust gaming industry. While this might be true for traditional MMM, it's anything but true for the next-generation MMM solutions available today.



### Traditional MMM

**Traditional MMM** is characterized by its static, retrospective nature, requiring significant resources and expertise to build and interpret. The compiled data is typically aggregated and analyzed on a quarterly, biannual, or annual basis.



### Next-Generation MMM

**Next-generation MMM** leverages technological advancements to provide dynamic, real-time insights that are easier to interpret and act upon, making it more suitable for the fast-paced, data-driven decision making required in modern marketing environments.

# **Cutting-Edge**

## **Attribution Strategies:**

### **Powering Up With MMM**

# Cutting-Edge Attribution Strategies: Powering Up With MMM

Marketing mix modeling (MMM), or media mix modeling, is anything but new—and is often misunderstood. Let's establish a solid foundation and understanding around MMM.

## What Is MMM?

If you ask 10 different marketers to describe MMM, you're likely to get 10 different answers. Complicating matters further, many of these answers may sound a lot like how one would describe last-touch attribution—"it shows which marketing channels impacted your ROAS." However, MMM is not last-touch attribution, and last-touch attribution is not MMM.

Marketing Mix Modeling (MMM)	VS.	Last-Touch Attribution (LTA)
Measures the combined influence of your overall marketing mix on your ROAS		Assigns 100% of credit to the last touchpoint preceding the user conversion (e.g., app install, purchase) to calculate ROAS

## MMM: The Secret Recipe for Your Marketing Success

Imagine for a moment that you're playing a soup-making game and like a culinary detective, you're trying to determine which ingredients contribute to making your soup absolutely delicious. A good chef with a stellar palate could taste a soup and tell you exactly what's in it. MMM does something similar—but for your marketing campaigns.



Think of your marketing as a big pot of hot soup. You have different ingredients like TV ads, online banners, social media posts, and even billboards. Each ingredient (marketing channel) adds its own flavor profile to the soup (your sales). **However, how do you know which ingredient is really making the soup delicious—and which might be unnecessary?**

**MMM is the best tool to help you figure this out.** It uses advanced statistics and data science to analyze how each marketing ingredient contributes to the final flavor (delicious or unappetizing) of your soup. MMM considers factors like how much you spent on each ingredient, how often you used it, and even external elements like the weather or holidays that might affect the final result.

Now, if we pivot to a last-touch attribution (LTA) worldview, suppose the last ingredient added to the soup is a pinch of salt. LTA would credit the full weight of the soup's flavor to that final pinch of salt you added before raising the spoon to your mouth to take a taste. The salt certainly contributes to the overall quality, but it would be illogical to give it all the credit.



**In summary, MMM can tell you...**

- Which ingredients (marketing channels & partners) are worth keeping
- Which ones you might want to use more of
- Which ones you can cut back on (or even eliminate)

**...helping you optimize your recipe** so that you get the best possible soup (or sales) without wasting any ingredients (or resources).

### Privacy-First Ingredients ONLY



Did you know that just like a first-rate soup that doesn't have artificial flavors, dyes, and preservatives, MMM operates only on privacy-first ingredients? Unlike LTA, which relies on user-level data and identifiers, MMM uses only aggregated market-level data.

#### WHY THIS MATTERS

As privacy policies evolve and become more stringent, MMM remains unaffected because it does not rely on user-specific data. With the introduction of privacy frameworks such as Apple's AppTrackingTransparency framework and the forthcoming Google Privacy Sandbox for Android, marketers are experiencing significant signal loss. MMM remains future-proof and immune to these changes—designed to work effectively even as privacy restrictions increase, ensuring that marketers can continue to measure and optimize their campaigns without interruption.

Okay, that's enough about soup. Ditching analogies, in a nutshell, MMM helps you understand the real impact of your marketing efforts—both online and offline—and guides you on how to spend your marketing budget more effectively in the future to get the best possible results for the highest ROAS.

**Let's explore a real-world use case.**

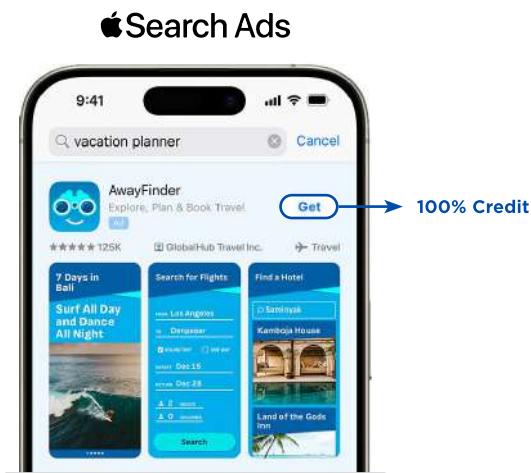
# **Next-Gen MMM**

## **in Action: A Real-World Use Case**

# Next-Gen MMM in Action: A Real-World Use Case

The UA manager at a mobile gaming studio is advertising on Apple Search Ads (ASA) among other partners. Every week, she sees thousands of app installs attributed to her search results campaigns through last-touch attribution by her mobile measurement partner (MMP). For all these installs, 100% of the credit is given to ASA, but the reality is that her media mix is more complex, with nuances not accounted for through LTA alone.

She suspects that her campaigns with ASA and other large partners aren't as incremental as they seem and she's likely experiencing unwanted cannibalization in her media spend. She onboards a next-generation MMM platform that enables her to plug in her MMP data, analyze cost curves to understand the point of diminishing returns, and see the true incrementality across different channel partners. While the attribution credit given through LTA shows one worldview, the incrementality calculated by her new MMM model drives actionable recommendations on where she can increase, decrease, and maintain spend to maximize ROAS.



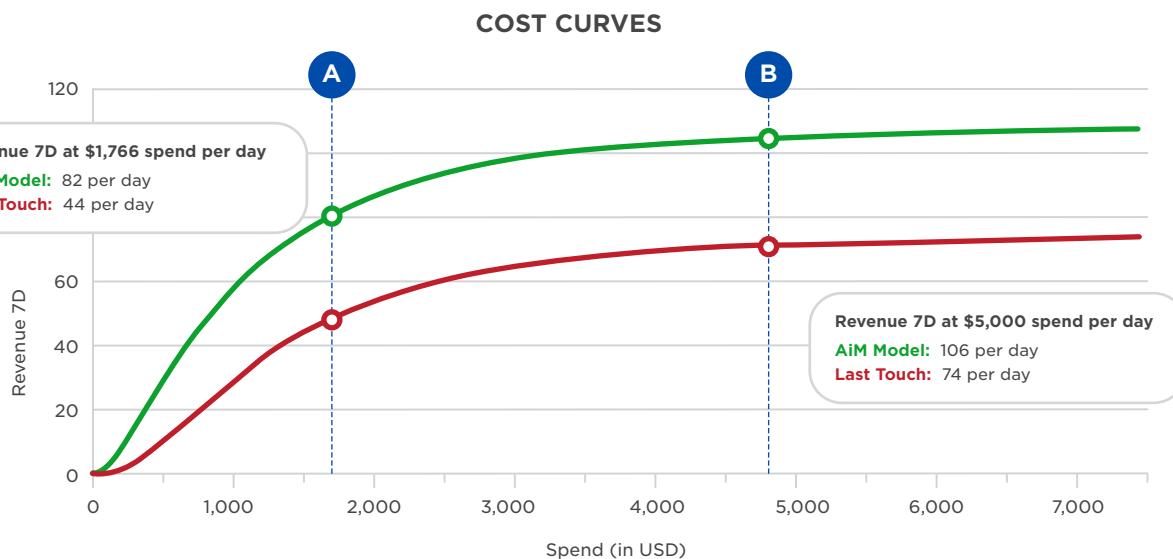
MMM Recommendation	Partner	LTA Credit	VS	MMM Incrementality
Increase AD Spend	↑ liftoff			
Decrease Ad Spend	↓ Google			
Increase Ad Spend	↑ TikTok			
Maintain Ad Spend	→ MOLOCO			
Increase Ad Spend	↑ unity			
Maintain Ad Spend	→ YouTube			
Increase Ad Spend	↑ Jampp powered by affle			
Decrease Ad Spend	↓ Search Ads			

## Partner Highlight: MMM Solves for TikTok Under-Attribution of D7 Revenue Events

Let's now zoom in on TikTok for a moment and observe performance under the microscope of LTA vs. MMM. The following chart shows a real-world example from AIM (Always-On Incremental Measurement) by Kochava, a next-generation MMM platform. Utilizing aggregated data across a cohort of mobile gaming clients within the US geographical region, this analysis specifically focuses on Day 7 revenue events—a critical metric for gaming companies aiming to assess early-stage ROAS. The screenshot compares TikTok cost curves for the MMM model (represented in green) against the LTA model (in red).

### Understanding the Cost Curve

- **Horizontal Axis (Spend):** Represents daily ad spend
- **Vertical Axis (Revenue Events):** Represents the number of Day 7 revenue events—crucial for determining the effectiveness of ad spend in driving in-game purchases or other monetizable actions within the first week



### Cost Curve Observations

#### 1. Point A \$1,766 Daily Spend

- **MMM Model:** At an ad spend of \$1,766 per day, the AIM model attributes 82 Day 7 revenue events per day.
- **LTA Model:** The last-touch attribution model attributes only 44 Day 7 revenue events per day.

This discrepancy clearly illustrates that the LTA model is under-attributing TikTok's contribution to these early revenue events. The MMM model, by contrast, recognizes TikTok's broader influence on driving these conversions.

## 2. Point B \$5,000 Daily Spend

- **MMM Model:** At a daily spend of \$5,000, the MMM model attributes 106 Day 7 revenue events per day.
- **LTA Model:** In contrast, the LTA model attributes only 74 Day 7 revenue events per day.

Again, the under-attribution by the last-touch model becomes evident, as it fails to capture the full impact of TikTok on driving early revenue, thereby leading to a significant undervaluation of TikTok's effectiveness.

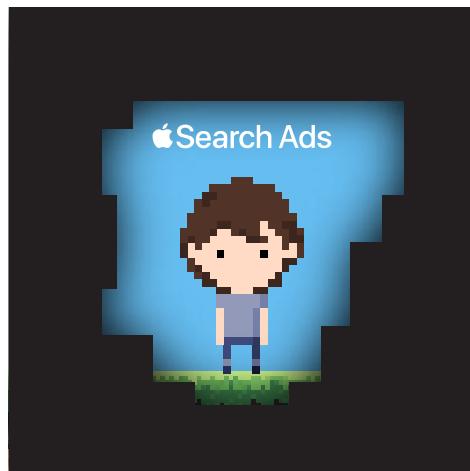
## Lift the Fog of War With MMM



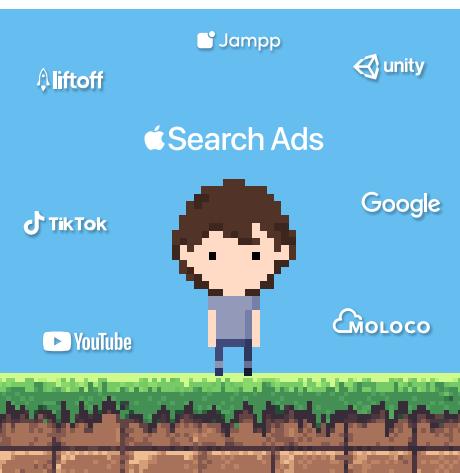
**FOG OF WAR** IN STRATEGY GAMES, ENEMY UNITS ARE SHOWN TO YOU ONLY IF YOUR OWN UNITS ARE CLOSE ENOUGH TO “SEE” THEM. EVERYTHING ELSE IS SHROUDED BENEATH THE “FOG OF WAR.”

Fresh on the heels of this real-world example, one could liken visibility into your marketing effectiveness through the lens of LTA alone as being like the “fog of war” in a strategy game. You can see only what’s directly around you—you’re blind to the bigger overall picture. This makes you vulnerable to ill-informed decisions. Bringing MMM into your attribution strategy lifts the fog of war, giving you far-reaching visibility across all contributing factors beyond the last touch before conversion. MMM can even incorporate offline channels and external factors like weather, seasonality, and events.

LTA Alone



LTA + MMM



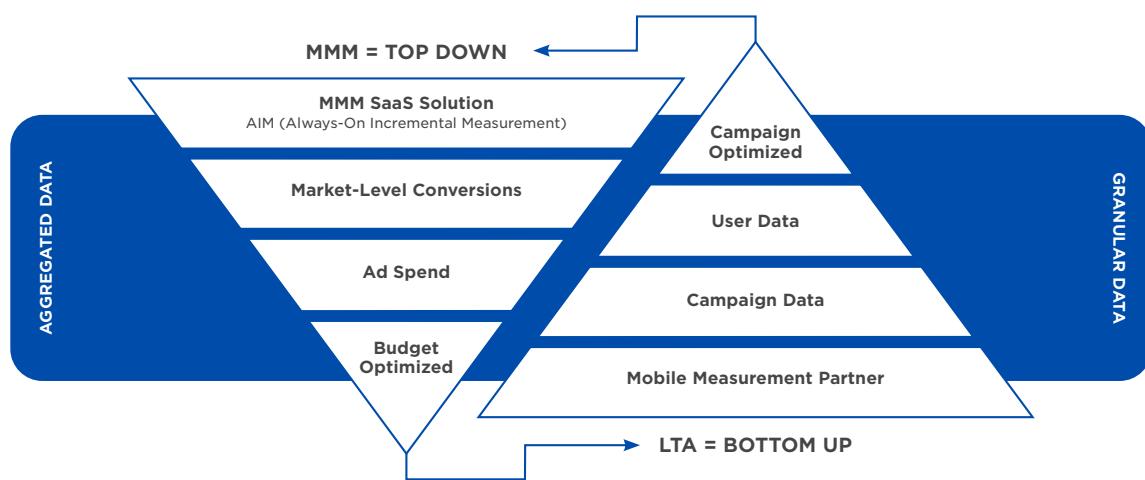
The following table outlines the key shortcomings of LTA alone—explaining how MMM can help marketers overcome inherent challenges. By providing a more comprehensive understanding of the customer journey, MMM addresses the blind spots inherent in LTA, allowing for more informed and effective marketing strategies.

## LTA Shortcomings Solved by MMM

Aspect	Last-Touch Attribution	Marketing Mix Modeling (MMM)
<b>Oversimplification of the Customer Journey</b>	LTA reduces the entire customer journey to a single interaction, ignoring the multiple touchpoints a user may have had with a brand before converting. This simplification is problematic, especially in industries such as mobile gaming, where platforms like TikTok often play a crucial role in early-stage user engagement.	MMM captures the entire customer journey by analyzing the contributions of each touchpoint across multiple interactions. It allows marketers to see how early-stage engagements on various platforms influence later conversions, providing a more holistic view of the customer journey.
<b>Upper-Funnel Activities Overlooked</b>	LTA often fails to account for upper-funnel activities, such as brand awareness and consideration, which are critical for driving conversions. For example, the role of online platforms in generating interest at the top of the funnel is typically underrepresented.	MMM integrates data from the entire funnel, enabling marketers to measure the impact of upper-funnel activities accurately. By analyzing the time lag between exposure and conversion, MMM ensures that the value of early engagements on online platforms is fully recognized in the final attribution.
<b>Influence on Other Channels</b>	LTA models typically ignore how one channel can influence another. For instance, a user who sees an ad on an online platform might later search for the product. In last-touch attribution, a search ad gets all the credit, while the initial platform's influence is disregarded.	MMM accounts for the interplay between different channels by modeling the direct and indirect effects of each. This approach ensures that all channels, including those that influence further down the funnel, are credited for their role in driving users to convert, even if the final conversion happens through another platform.
<b>Bias Toward Lower-Funnel Channels</b>	Channels closer to the point of conversion, like search ads, often receive undue credit, leading to a distorted view of performance. This bias can result in overinvestment in lower-funnel channels at the expense of upper-funnel channels that drive initial interest.	MMM provides a balanced view by distributing credit across all channels based on their actual contribution to conversions. This ensures that upper-funnel channels, such as those driving brand awareness and initial interest, are properly valued, leading to more effective and balanced marketing strategies.
<b>Distorted ROAS Perception</b>	Because LTA misrepresents the true contribution of upper-funnel activities, the ROAS of platforms that drive early engagement can appear lower. This may lead marketers to underinvest in channels that are actually driving long-term value.	MMM offers a more accurate calculation of ROAS by considering the cumulative effect of all marketing activities across the funnel. This allows marketers to see the true value of each channel, leading to better-informed investment decisions that maximize long-term returns.

## Allies in the ROAS Battle: MMM + LTA

A common misconception is that adopting MMM means ditching measurement via your MMP. In reality, MMM and LTA from your MMP work incredibly well in tandem, feeding into each other as illustrated by the following flow diagram. Granular data from your MMP, as well as aggregated data sets from the integrations with Apple's SKAdNetwork/AdAttributionKit and the future Google Privacy Sandbox for Android, can be integrated directly into an MMM SaaS platform such as AIM by Kochava.



This table outlines the strengths and weaknesses of both LTA and MMM data, and the use cases to which each dataset can be applied. For example, A/B testing is not possible with MMM data alone, given that MMM insight granularity may be limited to partner/campaign/publisher level. Creative-level insights are available only via LTA.

Attribution Method	Strengths	Weaknesses	Use Cases
<b>Last-Touch Attribution (LTA) via MMP</b>	<ul style="list-style-type: none"> <li>Real-time performance feedback</li> <li>User-level insights (non-SKAN/AAC)</li> <li>Creative-level insights</li> </ul>	<ul style="list-style-type: none"> <li>Isn't future-proof against privacy policies</li> <li>Relies on user-level data</li> <li>Over-attributes last touchpoint</li> <li>Doesn't measure influence of external factors</li> </ul>	<ul style="list-style-type: none"> <li>Tactical, day-to-day optimization</li> <li>Real-time app event optimization</li> <li>A/B creative testing</li> <li>User-level personalization</li> </ul>
<b>Next-Generation Marketing Mix Modeling (MMM)</b>	<ul style="list-style-type: none"> <li>Future-proof measurement</li> <li>Uses only privacy-first data</li> <li>Measures incrementality, channel saturation, and seasonality</li> <li>Measures offline media</li> <li>Measures impact of external factors (e.g., weather)</li> </ul>	<ul style="list-style-type: none"> <li>Requires data significance</li> <li>No creative-level insights</li> </ul>	<ul style="list-style-type: none"> <li>Channel/partner spend optimizations</li> <li>Forecasting &amp; scenario planning</li> <li>Marketing mix optimization</li> <li>Offline insights</li> </ul>

# **Getting Started With MMM**

# Getting Started With MMM

So is MMM right for you, and if so, how do you integrate it with your current tech stack? MMM can seem elusive and even intangible; however, getting started with MMM is easier than you might think. Nonetheless, it's important to note that while MMM is a game-changer, it's not a fit for every organization. Here's a checklist to help discern whether your organization is at the right moment for MMM adoption.

## 5 Characteristics of Organizations Primed to Benefit from MMM

### Characteristic 1 Ad Spend Significance

- **Minimum Spend:** Organization spends \$160K+ monthly per geo region for one app brand (Android + iOS)
- **Why This Matters:** Ensures data significance in marketing activity and potential for high ROAS

### Characteristic 2 Historical Data Availability

- **In-App Event & Ad Spend Data:** Organization has access to at least 12 months of historical in-app event and ad spend data, aggregated daily, with flexibility in data collection via API from any data management system the organization uses
- **Why This Matters:** Enables effective use of advanced analytics to identify trends and optimize strategies based on detailed historical insights

### Characteristic 3 Diversity in Media Partners

- **Media Mix Size:** Organization has at least five different digital media partners (e.g., ad networks, DSPs, super publishers)
- **Spending Balance:** Organization has no more than 70% budget allocation to a single media partner like Apple Search Ads on iOS or Google Ads on Android
- **Why This Matters:** Avoids overreliance on any single media partner and supports robust analytics

### Characteristic 4 Additional Offline Media Spend (OPTIONAL)

- **Media Types:** Organization invests in offline marketing channels such as print, billboards, and TV
- **Why This Matters:** Enhances the MMM model and provides added value for clients struggling with offline media measurement that's often siloed from online digital spend

**Characteristic 5****Attitude to Testing and Innovation**

- **Openness to New Technologies:** Organization has a positive attitude toward testing new technologies and advanced measurement practices
- **Awareness of Market Shifts:** Organization understands the depreciating value of traditional attribution data and has a desire to future-proof against market changes

If your company aligns with all or most of the above characteristics, you're in a prime position to benefit from MMM adoption. Next, let's look at what the MMM onboarding process looks like.

## MMM Onboarding Process

Because we can't speak to the specific onboarding process across every MMM SaaS offering, we will touch on what this looks like for an organization engaging with AIM by Kochava.

### Data Gathering & Onboarding

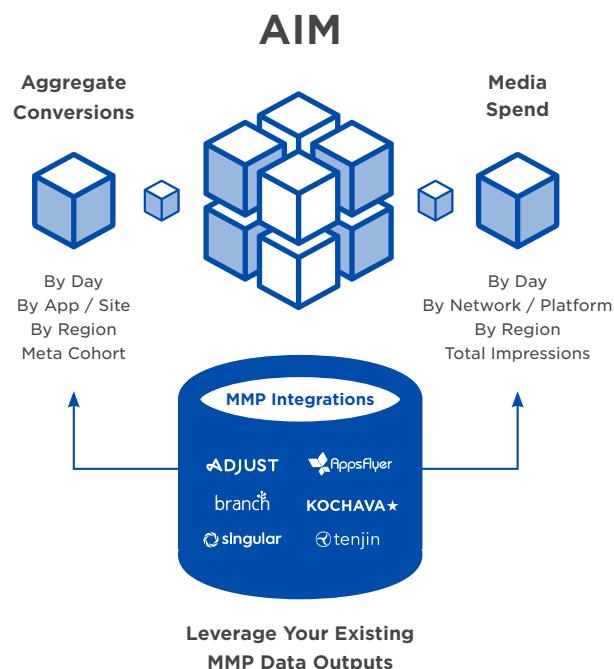
The foundation of MMM lies in relevant and accurate data. Collecting data on conversion events, media spend, and other key metrics is crucial for creating a robust model. As accurate data is the backbone of MMM, ensure that your data collection processes are aligned with industry standards and continually analyze and refine your data sources for improved accuracy.

The primary inputs for AIM include:

- Aggregate conversion events by day, app, and region
- Media spend by day, network/platform, and region

Mobile-gaming advertisers already leveraging an MMP for in-app event measurement, campaign attribution, and media cost aggregation can integrate directly into AIM.

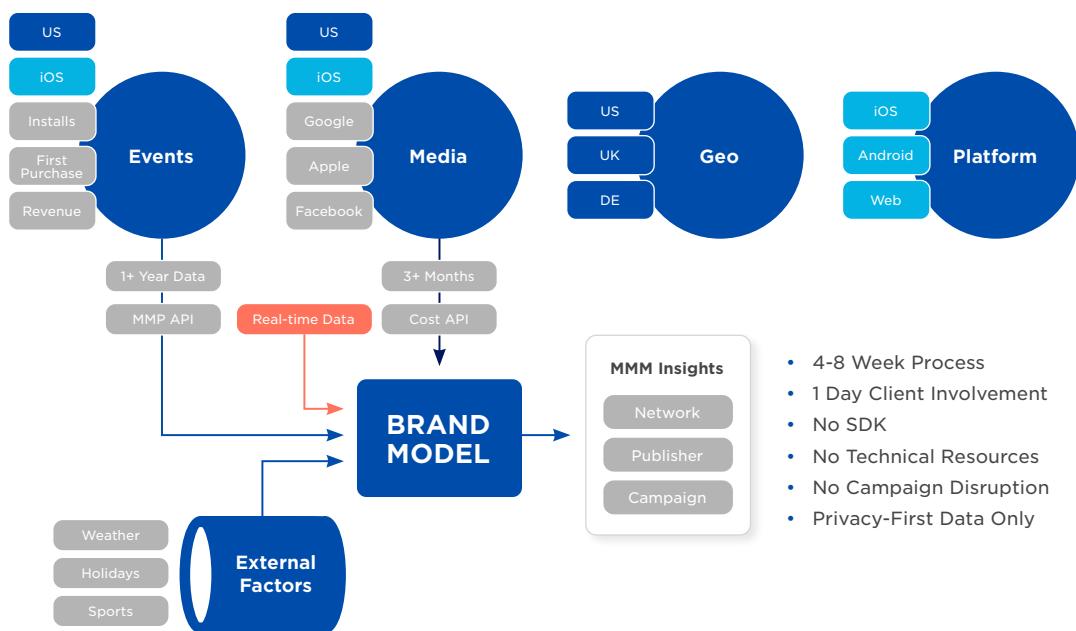
A comprehensive AIM data spec guide is available upon request.



## Setup, Integration, and Initial Model Training

Working with a specialized MMM SaaS service provider is highly recommended. They can assist in building the model, training the model, refining the inputs, and validating the results. Collaborating with experts ensures that the model is accurate and aligns with industry best practices.

For AIM, initial model building, training, and validation occurs as part of a 90-day proof of concept trial. This flow diagram showcases the various inputs and factors incorporated into building a model.



## Engage Stakeholders and Challenge Assumptions

Successful MMM adoption requires active participation from key stakeholders across the organization. These stakeholders may include individuals across performance & brand marketing teams, C-suite executives, data scientists & analysts, and other key departments. All involved should be willing to challenge assumptions, encourage open discussion, and leverage the expertise of various teams to create a comprehensive and reliable model.

For organizations working with AIM by Kochava, a 90-day in-market test follows the model building and initial training period. During this phase, the client begins using the AIM platform and digesting the model's output. Regular meetings and feedback loops are established to refine the model and optimize strategies based on real-time performance and insights. The model is further trained and refined based on client feedback and regular tests to validate the model's accuracy. At the end of the in-market test, the client reviews the results of the proof-of-concept phase and makes their final determination on full implementation of the platform for ongoing use.

# **Final Thoughts:**

## **Dual Wielding**

### **MMM + LTA**

# Final Thoughts: Dual Wielding MMM + LTA



**DUAL WIELDING** THE ABILITY IN A GAME TO CARRY AND USE TWO WEAPONS AT ONCE.

## Take Action

Mobile gaming marketers are at a pivotal crossroads that demands action. Overreliance on the traditional worldview of last-touch attribution does a disservice to the increasingly diverse media mix strategy of gaming studios. Marketers on the cutting edge are dual wielding LTA and MMM to strike the perfect balance of insights to aid in strategic decision making.

## Gauge Your Organization's Readiness

Organizations that fit the five characteristics outlined in this guide are primed to gain the most immediate benefits from MMM adoption. Even if you don't fit all five, begin internal discussions and engage partners to start planning your journey into the realm of MMM.

## Challenge Your Assumptions

MMM can reveal insights that contradict your long-held beliefs based on LTA models. By challenging assumptions, you can identify inefficiencies in your current media mix and uncover opportunities for optimization. MMM helps you see the saturation points of different channels, showing where additional spend yields diminishing returns and where reallocating budget could be far more effective. Be open to testing the recommendations MMM generates, and when performance meets or exceeds predictions... you'll be happy you challenged your assumptions and the status quo.

## Interested in Taking the Next Step?



If you're interested in learning more about MMM, check out other helpful content in the [AIM resources center](#)



To meet the AIM team and explore a possible proof of concept trial of the platform, [contact us](#)

# About the Contributors

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## About Kochava

Kochava is a real-time data solutions company offering the leading omnichannel measurement and attribution solutions for data-driven marketers. AIM (Always-On Incremental Measurement) by Kochava is a next-generation marketing mix modeling (MMM) platform that enables marketers to future-proof their measurement strategies. We empower advertisers and publishers to measure what matters with tools that deliver better insights and actionable data in one operational platform. With a culture of customer-driven innovation, dedication to data security, and the most powerful tools in the ecosystem, Kochava is trusted by top brands to harness their data for growth. For more information visit [www.kochava.com](http://www.kochava.com). Follow Kochava on [Facebook](#), [Twitter](#), and [LinkedIn](#).

## About TikTok for Business

As a business partner, TikTok for Business is committed to providing advertisers with integrated marketing and business solutions. Based on TikTok's differentiated advantages in user traffic, creative content, interest communities, etc., TikTok for Business continues to develop innovative and diverse marketing resources to provide advertisers with a full range of platform services. Overseas brands from all walks of life, different sizes and development stages can use the TikTok platform to penetrate the local market, seize business opportunities, and achieve long-term brand building and business growth across the globe.