Marketing Analytics
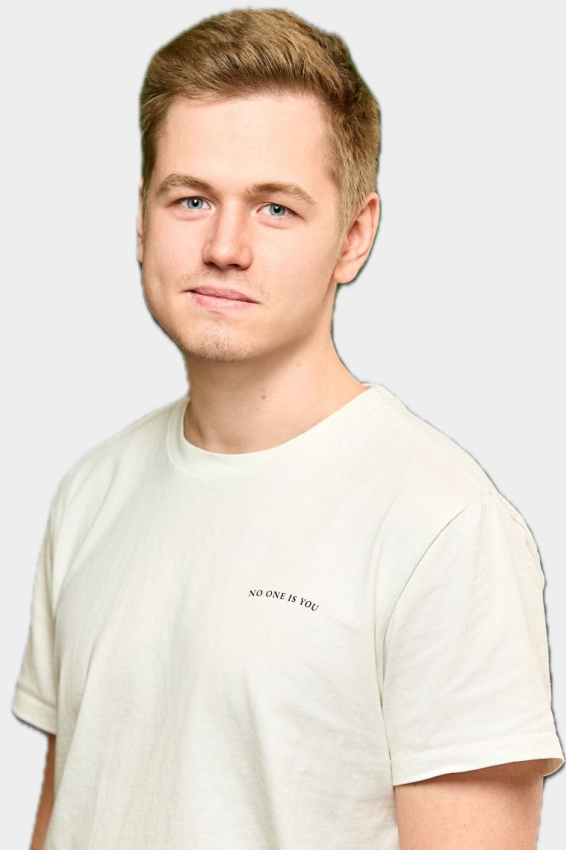
Storyby | Dmytro Hushchin

Dmytro Hushchin

2025 – Analytics Team Lead @Storyby

2024 – Master's student in BFE @KSE

2023 – Product Analyst @Storyby

2022 – Genesis SE / IT School Alumni

STORYBY

Discovering rising stars

Storyby is a tech company focused on discovering rising star authors and offering their stories to read, watch, and experience through engaging content.

Alphanovel

AlphaNovel - Read novels

Explore captivating novels, enjoy suspenseful chapters, and level up with our gamification system. Plus, our bonus system adds extra fun – collect points and unlock rewards as you read.
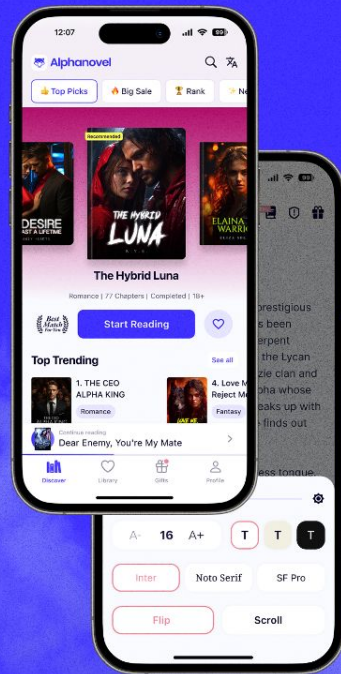
DRAMASHORTS

DramaShort - Watch short movies

Immersive movie world of dynamic storytelling with film series unfolding in bite-sized episodes inspired by the best of AlphaNovel and literary masterpieces.
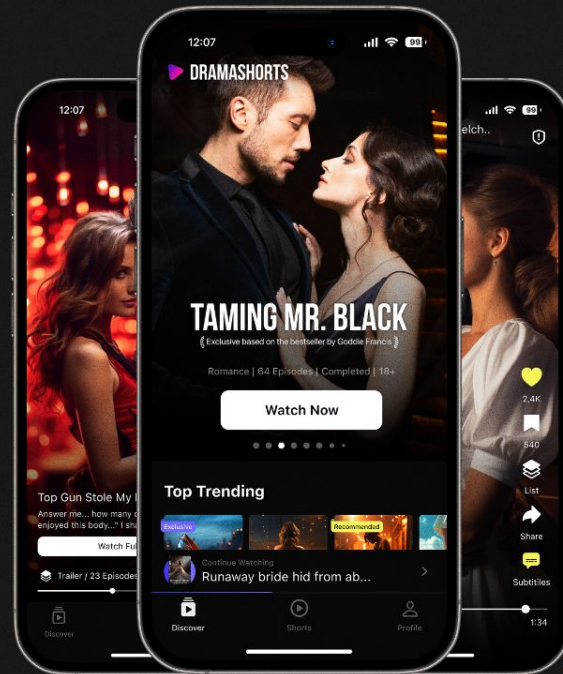
Agenda

Intro
Try to be short

Main metrics
How to calculate?

Dimensions
Why it is important?

Case study
Where is a problem?

Q&A
It's your time)

Intro

Without **analytics**, you're flying blind.

Which creo is better?

Ad 1

Ad 2

Which creo is better?

Ad 1

Ad 2

Clicks	15000
Installs	2000
Payers	200

Which creo is better?

Ad 1

Clicks   15000
Installs   2000
Payers   200

Ad 2

Clicks   1860
Installs   250
Payers   17

Which creo is better?

Ad 1

Clicks   15000
Installs   2000
Payers   200

Ad 2

Clicks   1860
Installs   250
Payers   17

Which creo is better?

Ad 1

Clicks	15000
Installs	2000
Payers	200
Cost	**15000$**

Ad 2

Clicks	1860
Installs	250
Payers	17
Cost	**1000$**

Which creo is better?

Ad 1

CPC	1$
CPI	7.5$
CPA	75$
Cost	**15000$**

Ad 2

CPC	0.53$
CPI	4$
CPA	59$
Cost	**1000$**

Which creo is better?

Ad 1

CPC	1$
CPI	7.5$
CPA	75$
Cost	**15000$**

Ad 2

CPC	0.53$
CPI	4$
CPA	59$
Cost	**1000$**

Analytics enables businesses to make data-driven decisions based on quantitative insights rather than intuition.

Types of analytics

(1)

Descriptive

What happened?

(2)

Diagnostic

Why did it happen?

(3)

Predictive

What will happen?

Descriptive

Helps to understand whats happen – only about past data. Describe performance or trends

15k
DAU

5%
CTR

100
New payers

Diagnostic

Helps to explain why something has happened.
Describe reasons and find causations.

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Drop in CTR by 10% was due to increase share of reels placement. This placement always has lower CTR.

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Helps to explain why something has happened.
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Drop in CTR by 10% was due to increase share of reels placement. This placement always has lower CTR.

Our revenue has increased by 30% due to expand new markets such as UK and Canada

Diagnostic

Helps to explain why something has happened.
Describe reasons and find causations.

Correlation ≠Causation

Correlation ≠Causation

Ex 1

Sleeping in shoes cause a headache the next morning

Ex 2

Increasing in selling ice-cream raise number of shark attacks

Ex 3

The higher number of school graduates the higher total pizza consumption

Predictive

Helps to forecast whats happen in the future based on past data. Usually not precise but approximate.

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Helps to forecast whats happen in the future based on past data. Usually not precise but approximate.
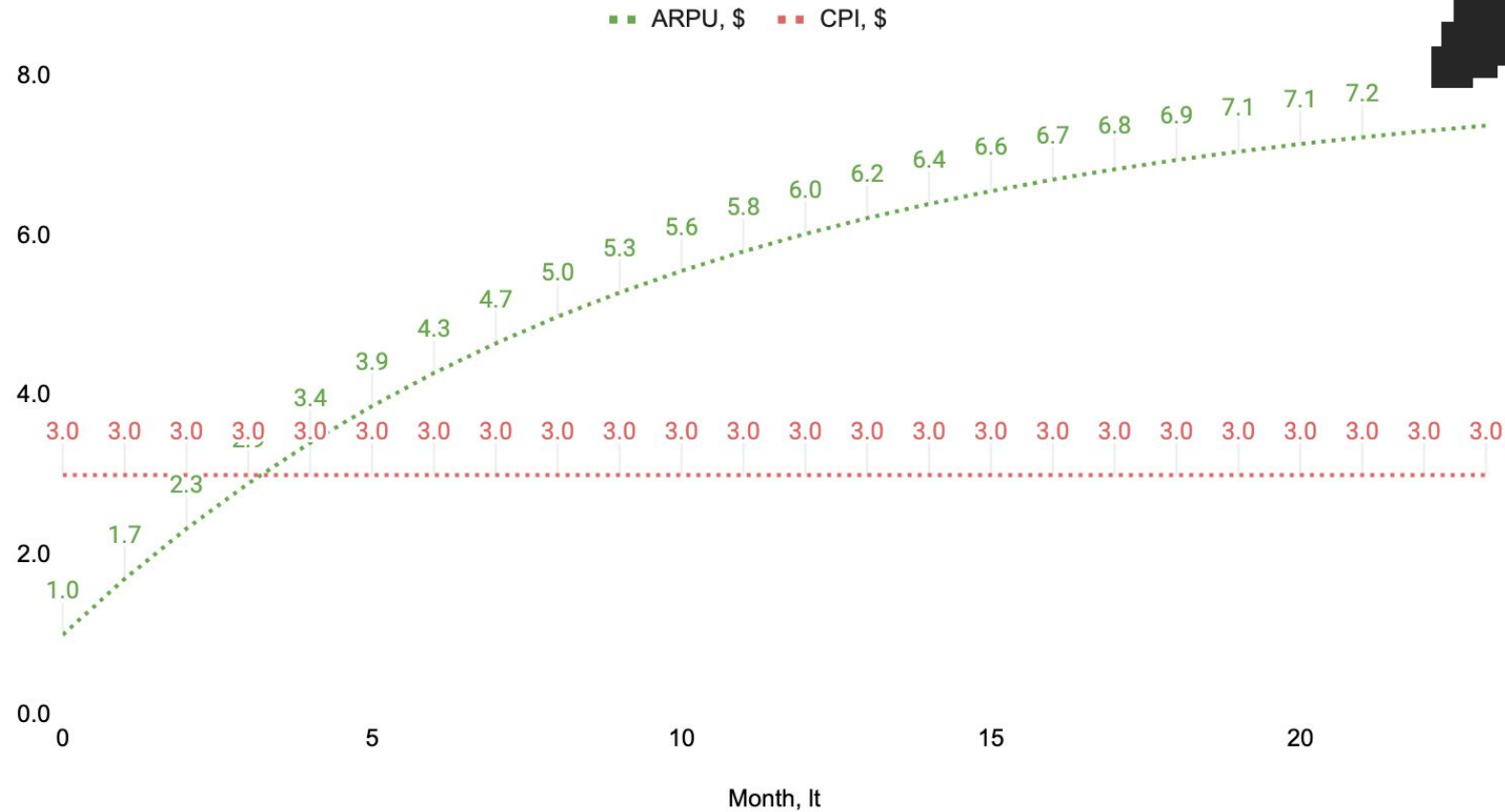
Example

LTV

- (T, 30d): 4

- (AOV, 30d): 0.25$

CAC

- CPI = 3$

LTV:CAC

Legend: ARPU, $ · CPI, $

Month, lt	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
ARPU	1.0	1.7	2.3	2.9	3.4	3.9	4.3	4.7	5.0	5.3	5.6	5.8	6.0	6.2	6.4	6.6	6.7	6.8	6.9	7.1	7.1	7.2	
CPI	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

« I am still trying to be short during the intro…

Main metrics

Types

Absolute

We have 1k install per day,

Types

Absolute

We have 1k install per day,

Relative

10% of them a paying customer

Types

(1)

Marketing
CTR / CPM / CAC

(2)

Product
Retention rate

(3)

Financial
Price-to-earnings

(4)

Technical
Request per minute

(5)

Business
Revenue

(6)

Smile
If you read this

Types

Marketing

Financial

Business

Product

Technical

Smile

Marketing

CPM
Cost * 1000 / impression

CPC
Cost / Clicks

CPL / CPI / CPR
Cost / Leads

CPA / CAC
Cost / Payers

CTR / CR lead / CR purch
Metrics in-between

Marketing

CPM
Cost * 1000 / impression

CPC
Cost / Clicks

CPL / CPI / CPR
Cost / Leads

CPA / CAC
Cost / Payers

CTR / CR lead / CR purch
Metrics in-between

What is in you power?

Marketing

CPM
Cost * 1000 / impression

CPC
Cost / Clicks

CPL / CPI / CPR
Cost / Leads

CPA / CAC
Cost / Payers

CTR / CR lead / CR purch
Metrics in-between

What is in you power?
All

« What gets measured, gets improved.

Dimensions

User

– Device *(android / ios / tablet)*
– Age
– Geo
– Media source *(Meta / TT)*
– Language

Dimensions

User

– Device *(android / ios / tablet)*
– Age
– Geo
– Media source *(Meta / TT)*
– Language

Advertising

– placement *(feed / reels)*
– campaign type *(ABO / CBO / ASC)*
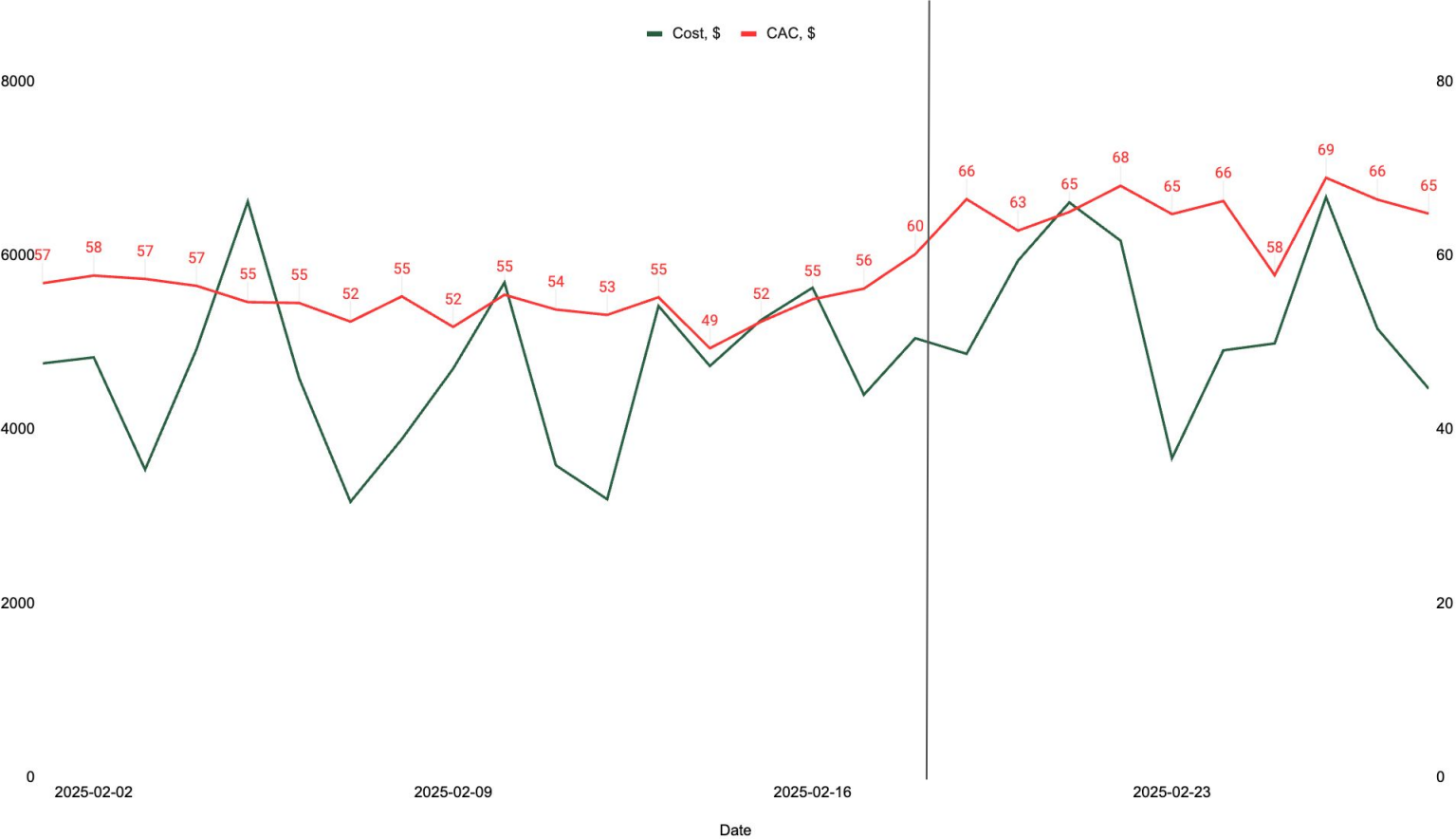– opt event *(purchase / install)*
– opt strategy *(LC / BC / CC)*

Dimensions

User

– Device (*android / ios / tablet*)
– Age
– Geo
– Media source (*Meta / TT*)
– Language

Advertising

– placement (*feed / reels*)
– campaign type (*ABO / CBO / ASC*)
– opt event (*purchase / install*)
– opt strategy (*LC / BC / CC*)

Creative

– Elements (*Hook / CTA / Music / Text*)
– Format (*video / static*)
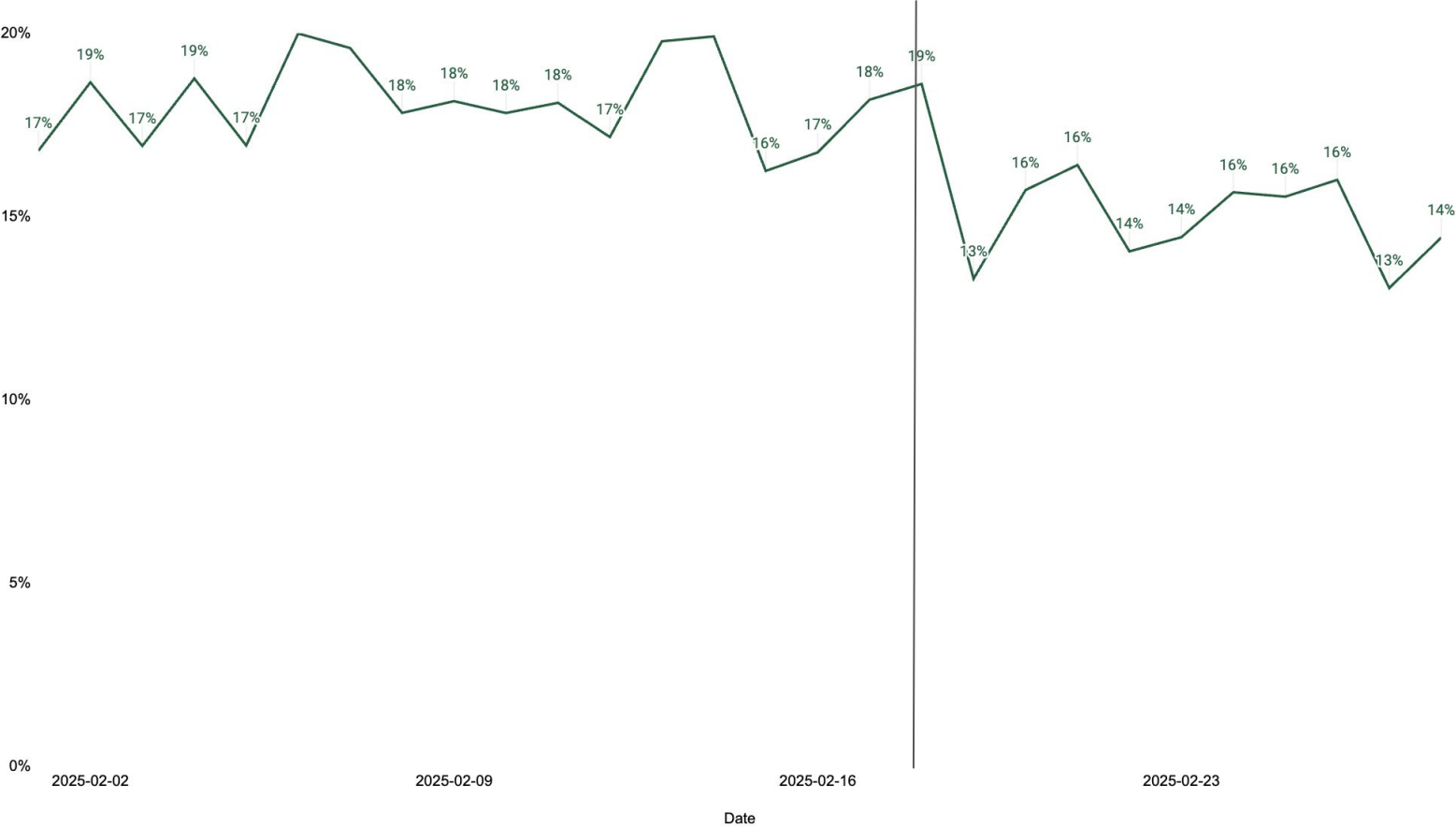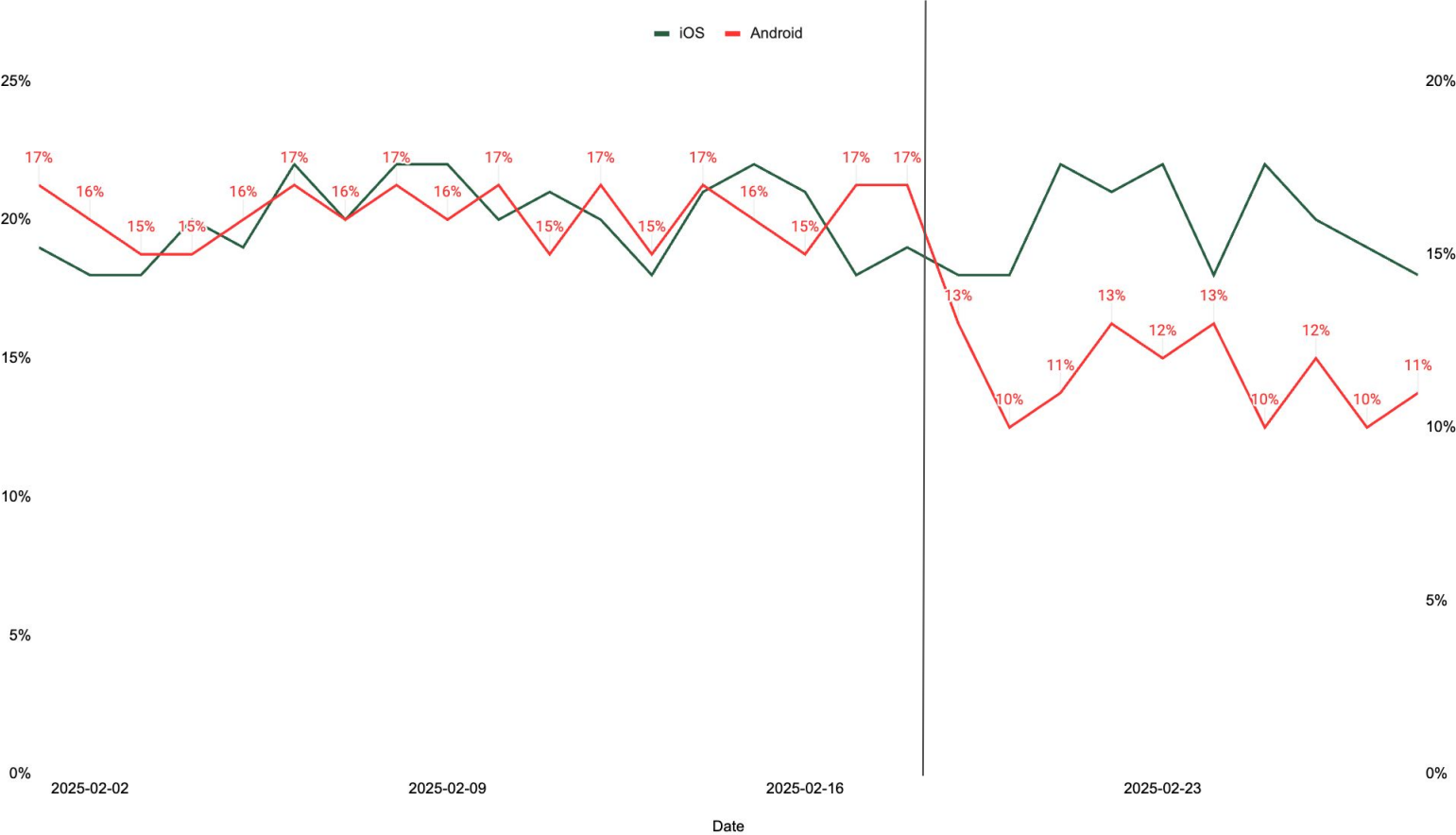– Concept (*UGC / trailer / dialog*)

Spend VS CAC
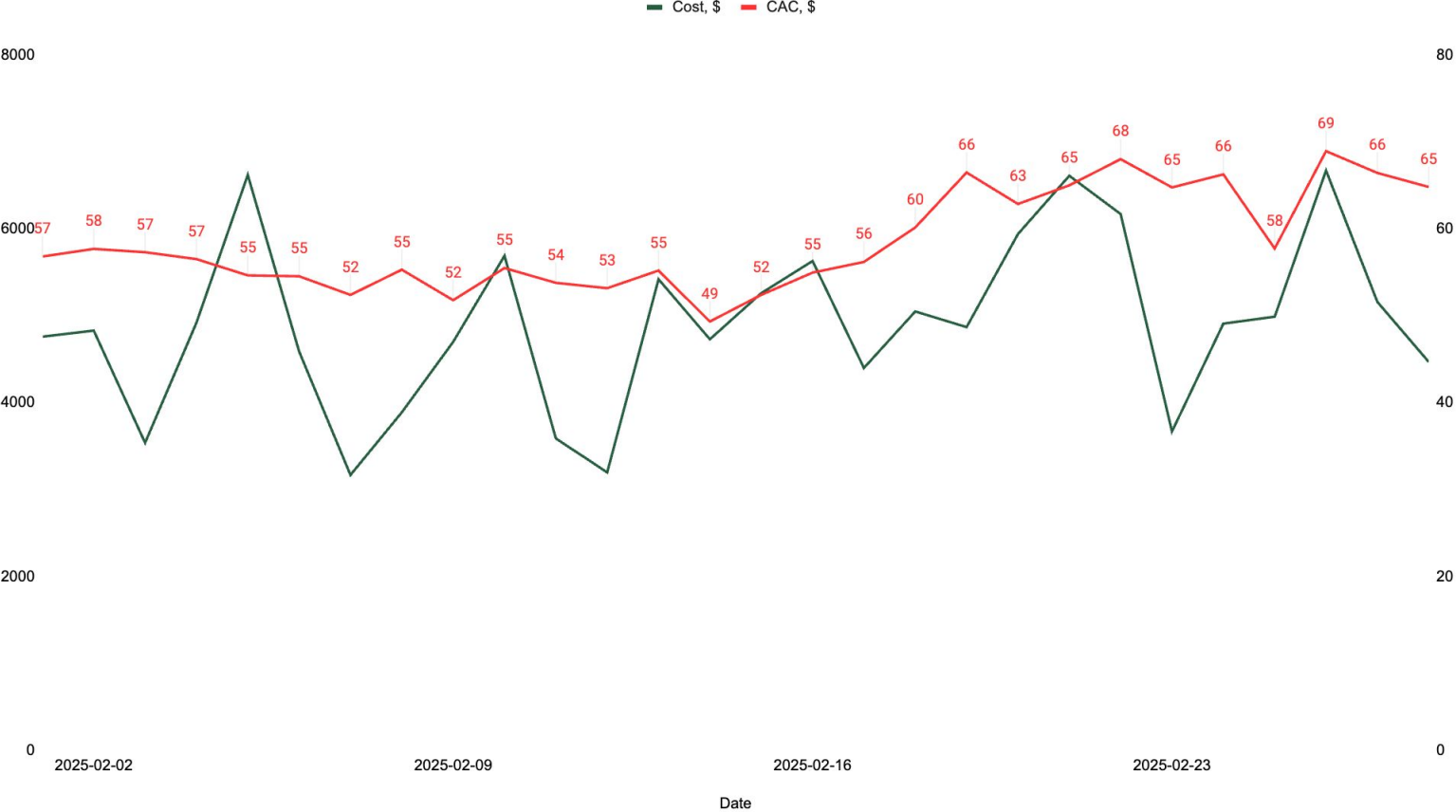
Spend VS CAC

CR payer

CR payer by platform

« Your product tells a story and analytics helps you read it.

Case study

Film premier

We launched new film.
Created 200 creos during the
first 24h to increase our
marketing spend.

Film premier

We launched new film. Created 200 creos during the first 24h to increase our marketing spend.

After 2k dollars had spent, we discovered that CAC is 3 times higher than target...

Film premier

The first thought that might appear in your mind: *"We made bad creatives"*

Film premier

The first thought that might appear in your mind: *"We made bad creatives"*

The second thought in your mind: *"It couldn't be with all 200 creatives. Maybe the film is bad..."*

Film premier

Where is the truth?

The first thought that might appear in your mind: *"We made bad creatives"*

The second thought in your mind: *"It couldn't be with all 200 creatives. Maybe the film is bad..."*

Check the funnel...

CPM

CPC

Load errors, %

CPL

Initial checkout

CAC

Check the funnel...

CPM

Equal for both film ~ 5% difference between

CPC

Load errors, %

CPL

Initial checkout

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Check the funnel...

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Equal for both film ~ 5% difference between

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Load errors, %

CPL

Initial checkout

CAC

Check the funnel...

CPM

Equal for both film ~ 5% difference between

CPC

Equal for both film ~ 10% difference between

Load errors, %

No changes

CPL

Initial checkout

CAC

Check the funnel...

CPM

Equal for both film ~ 5% difference between

CPC

Equal for both film ~ 10% difference between

Load errors, %

No changes

CPL

Increase by 250% – the biggest difference

Initial checkout

CAC

Check the funnel...

CPM

Equal for both film ~ 5% difference between

CPC

Equal for both film ~ 10% difference between

Load errors, %

No changes

CPL

Increase by 250% – the biggest difference

Initial checkout

From lead to checkout – no changes

CAC

Check the funnel...

CPM

Equal for both film ~ 5% difference between

CPC

Equal for both film ~ 10% difference between

Load errors, %

No changes

CPL

Increase by 250% – the biggest difference

Initial checkout

From lead to checkout – no changes

CAC

Increase by 300% on new film

Check the funnel...

CPM
Equal for both film ~ 5% difference between

CPC
Equal for both film ~ 10% difference between

Load errors, %
No changes

CPL
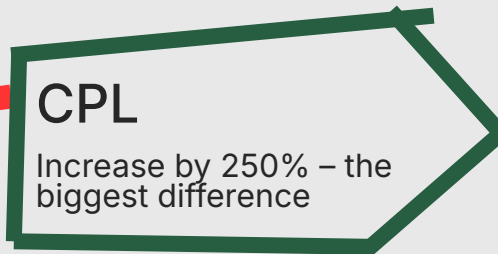Increase by 250% – the biggest difference

Initial checkout
From lead to checkout – no changes

CAC
Increase by 300% on new film

Thanks for
your attention

Contacts

Feedback

Q&A