

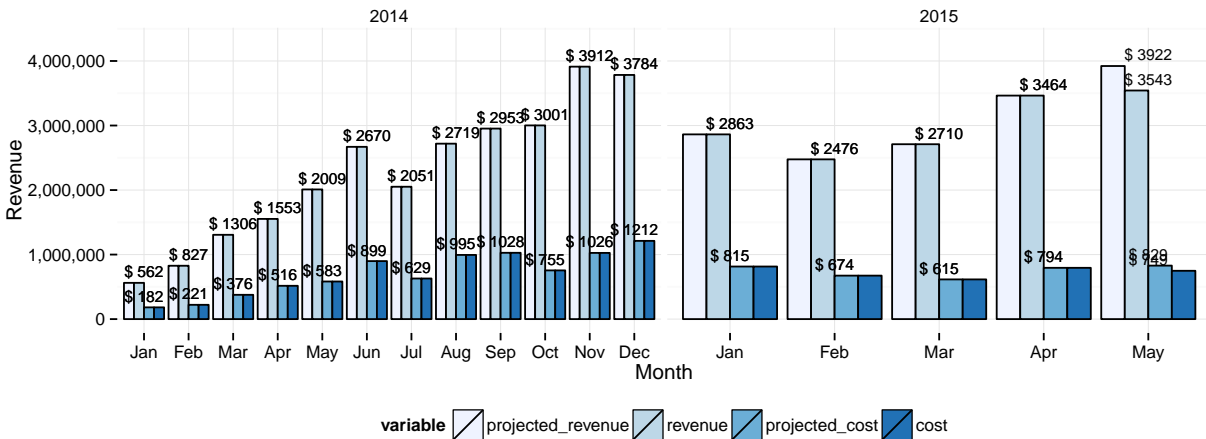
# Mobile Product Reporting

## last\_updated  
## 1 2015/5/28

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Mobile Sold-As Monthly Revenue and Cost Summary

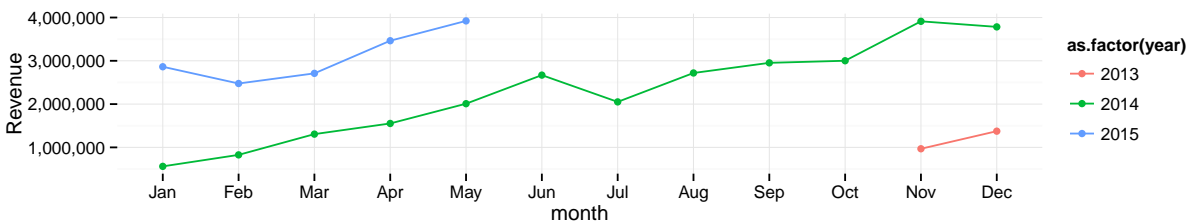
Represents as media sold-as mobile to client.



	month_year	revenue	projected_revenue	cost	projected_cost	margin	count_campaigns	avg_daily
14	December 2014	3,783,681	3,783,681	1,212,295	1,212,295	0.68	410	122,054
15	January 2015	2,862,784	2,862,784	814,644	814,644	0.72	370	92,348
16	February 2015	2,475,736	2,475,736	673,828	673,828	0.73	327	88,419
17	March 2015	2,710,034	2,710,034	615,026	615,026	0.77	374	87,420
18	April 2015	3,463,892	3,463,892	794,491	794,491	0.77	457	115,463
19	May 2015	3,542,517	3,922,073	748,703	828,922	0.79	486	126,518

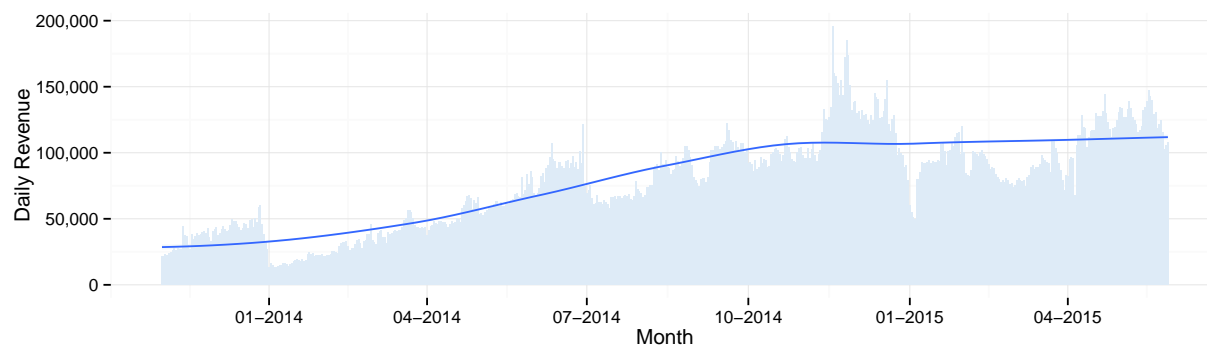
Revenue Trend - looking at YoY % Change

Uses projected revenue for current month



Daily Revenue Trend

Dark Blue Line is a trend line

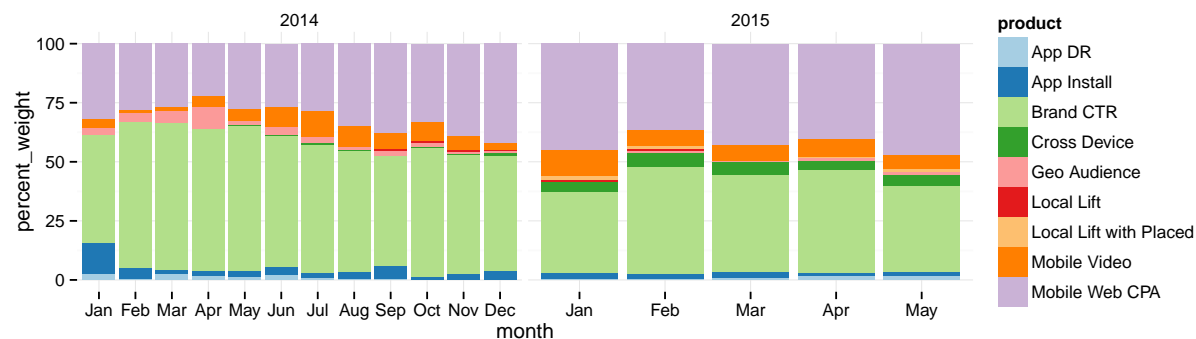


## Regional Summary

	month_year	Central	Channel	East	EMEA	Enterprise	Japan	West
14	December 2014	611,712	84,432	991,252	235,871	197,151	5,151	1,645,117
15	January 2015	445,011	NA	961,021	239,003	151,390	2,768	1,041,998
16	February 2015	528,880	NA	669,102	188,883	120,468	2,669	933,505
17	March 2015	631,363	NA	705,486	231,289	102,092	4,118	951,596
18	April 2015	707,709	NA	1,303,058	240,655	146,782	973	1,028,382
19	May 2015	545,908	NA	1,459,956	185,807	364,487	947	960,791

## Monthly Product Breakdown

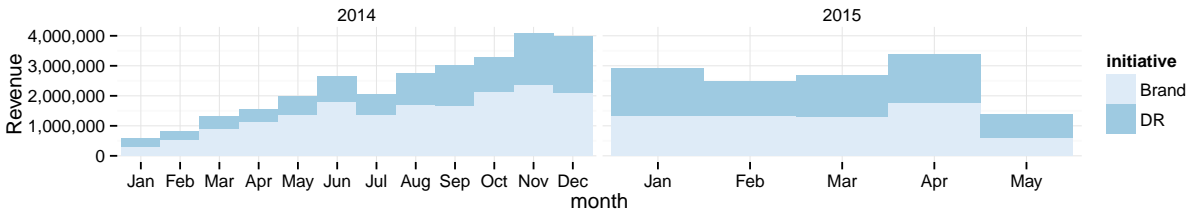
% of total monthly mobile revenue by product



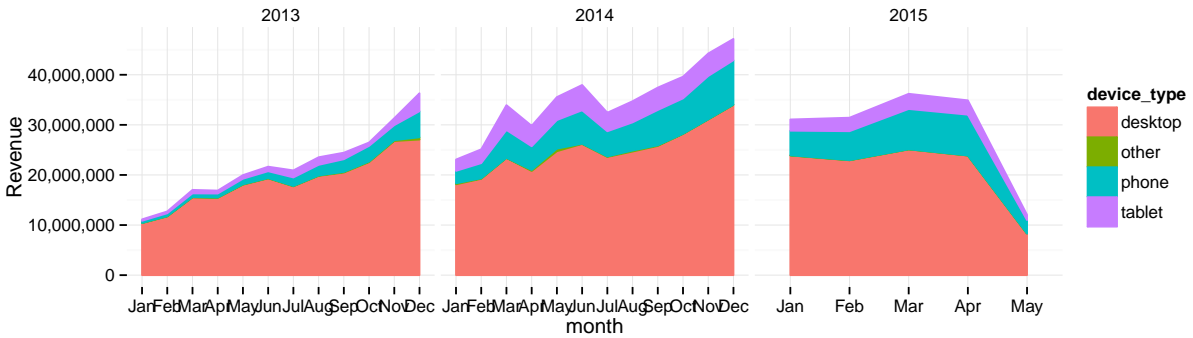
## Annual Revenue by Product

year	App DR	App Install	Brand CTR	Cross Device	Geo Audience	Local Lift	Local Lift with Placed	Mobile
2014	221,624	878,154	14,985,704	78,113	709,555	76,616	8,141	1,736,6
2015	123,856	265,536	5,204,264	612,149	99,457	55,093	93,007	1,021,1

## Monthlies by Mobile Initiative



Revenue by Device



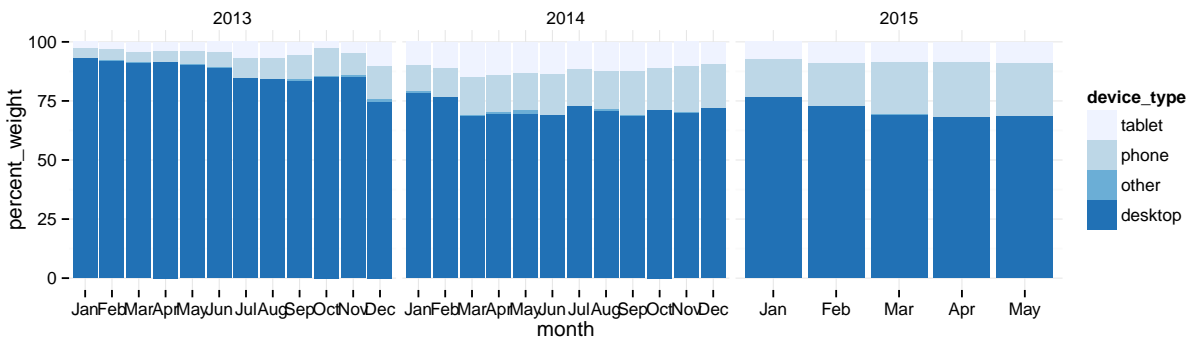
Revenue by Device Table

Based on delivery (ran-as) accross all Rocket Fuel, not mobile sold-as specific

	year	month	desktop	other	phone	tablet
24	2014	Dec	34,008,364	20,159.733	8,876,199.0	4,258,719.3
25	2015	Jan	23,892,368	25,973.644	4,918,153.7	2,243,836.5
26	2015	Feb	22,928,195	21,672.217	5,780,045.1	2,700,850.3
27	2015	Mar	25,106,959	9,142.395	8,048,798.2	3,038,107.6
28	2015	Apr	23,873,959	11,092.352	8,145,945.6	2,866,997.0
29	2015	May	8,278,099	5,926.285	2,705,297.7	1,062,665.9

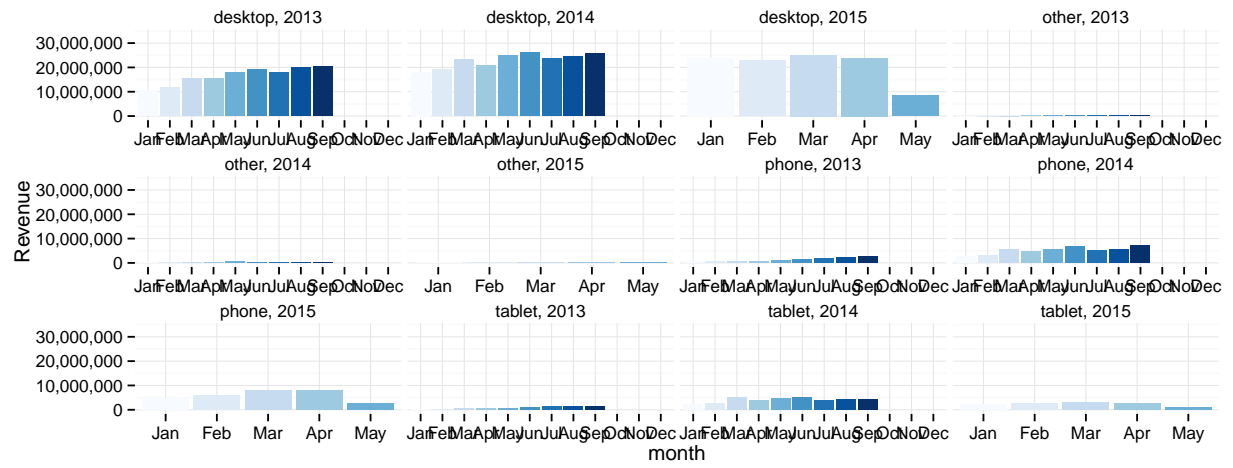
Monthly Device Proportions

Based on delivery (ran-as) accross all Rocket Fuel, not mobile sold-as specific



Revenue by Device (incomplete)

Let me know if seeing nominal revenue figures and growth at a device level is useful



THIS HAS BEEN A TEAM DUBCAT PRODUCTION