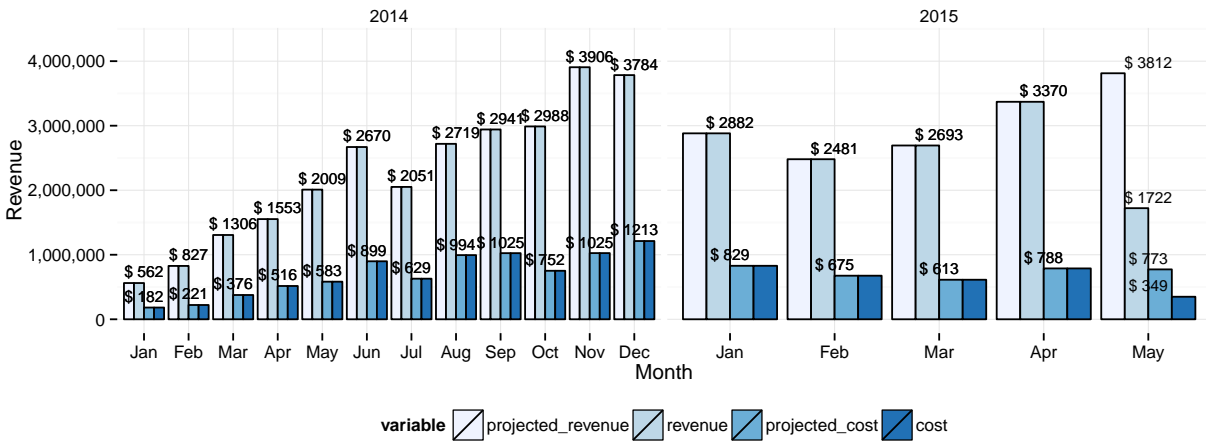


# Mobile Product Reporting

## last\_updated  
## 1 2015/5/14

Mobile Sold-As Monthly Revenue and Cost Summary

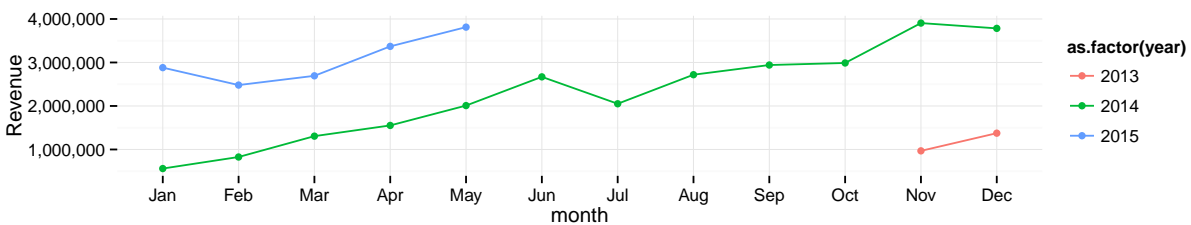
Represents as media sold-as mobile to client.



	month_year	revenue	projected_revenue	cost	projected_cost	margin	count_campaigns	avg_daily
14	December 2014	3,784,057	3,784,057	1,212,604	1,212,604	0.68	411	122,066
15	January 2015	2,881,510	2,881,510	828,607	828,607	0.71	371	92,952
16	February 2015	2,480,584	2,480,584	675,440	675,440	0.73	328	88,592
17	March 2015	2,693,306	2,693,306	612,645	612,645	0.77	374	86,881
18	April 2015	3,370,386	3,370,386	788,047	788,047	0.77	458	112,346
19	May 2015	1,721,770	3,812,491	349,154	773,127	0.80	430	122,984

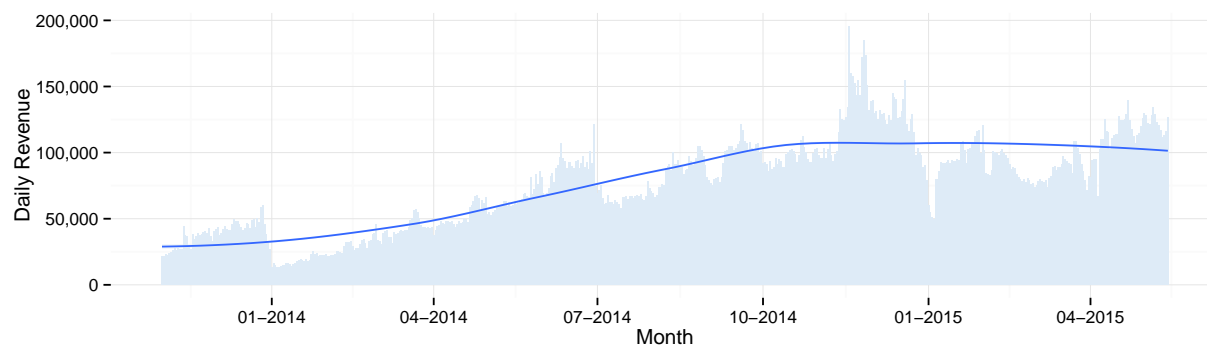
Revenue Trend - looking at YoY % Change

Uses projected revenue for current month



Daily Revenue Trend

Dark Blue Line is a trend line

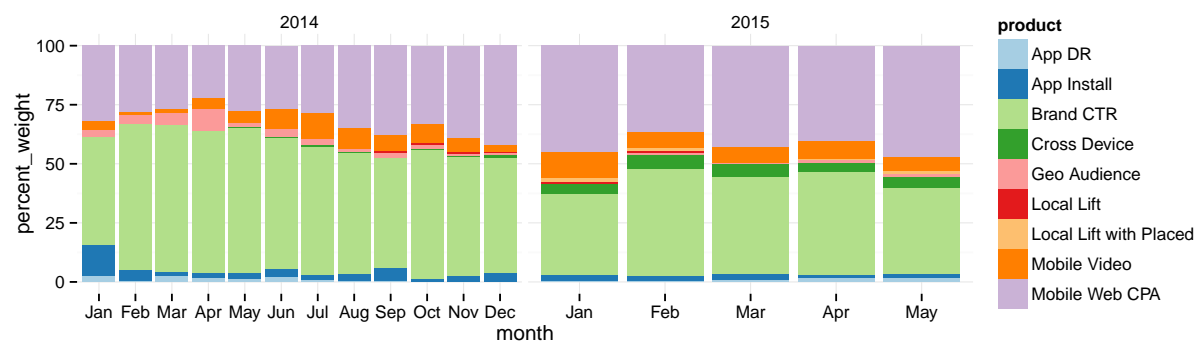


## Regional Summary

	month_year	Central	Channel	East	EMEA	Enterprise	Japan	West
14	December 2014	583,874	85,756	1,151,100	235,871	197,151	5,151	1,511,783
15	January 2015	425,168	NA	1,040,604	239,003	140,616	2,768	993,032
16	February 2015	487,973	NA	752,081	188,883	120,468	2,669	891,432
17	March 2015	593,661	NA	765,692	231,289	102,092	4,118	912,366
18	April 2015	704,433	NA	1,312,223	240,655	146,782	973	928,987
19	May 2015	275,783	NA	715,340	95,425	184,848	589	435,087

## Monthly Product Breakdown

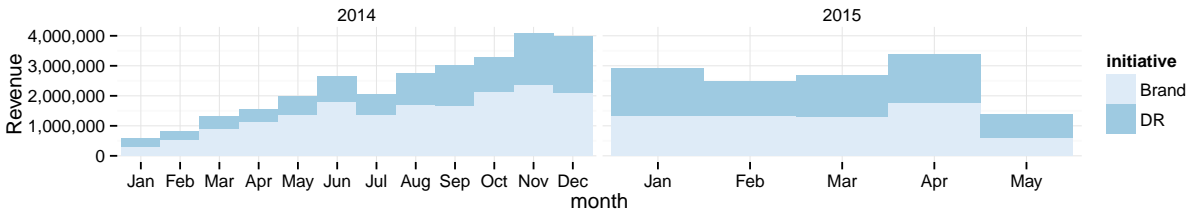
% of total monthly mobile revenue by product



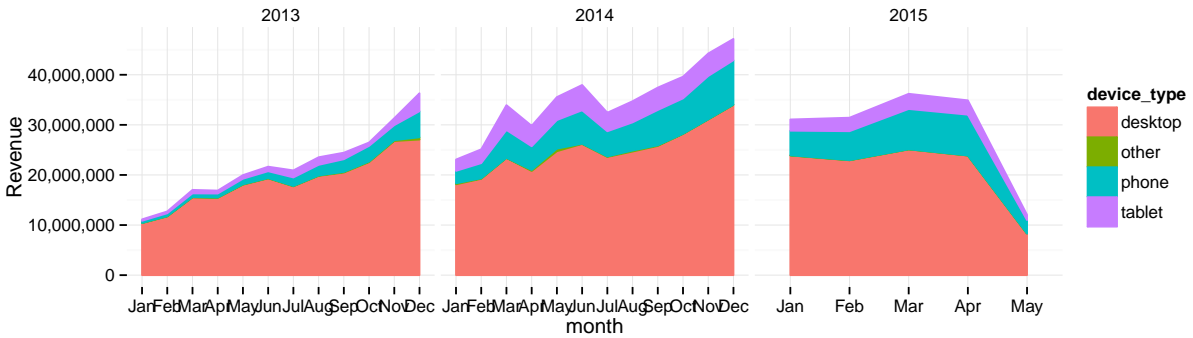
## Annual Revenue by Product

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



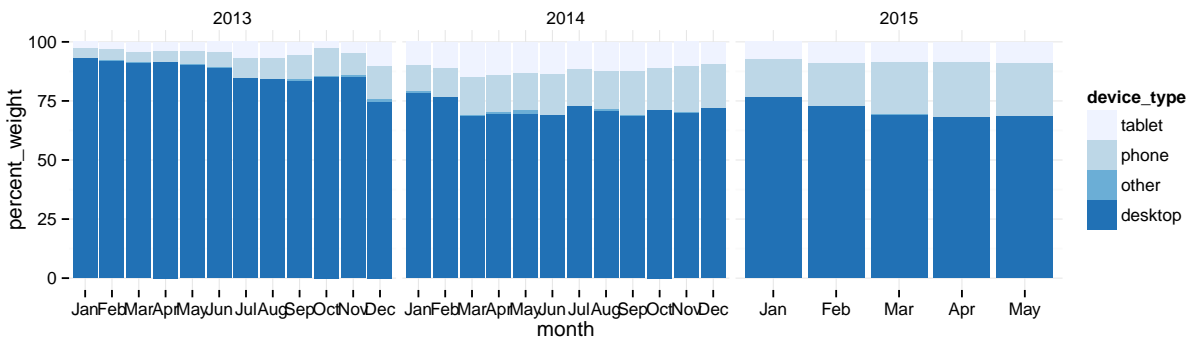
Revenue by Device Table

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

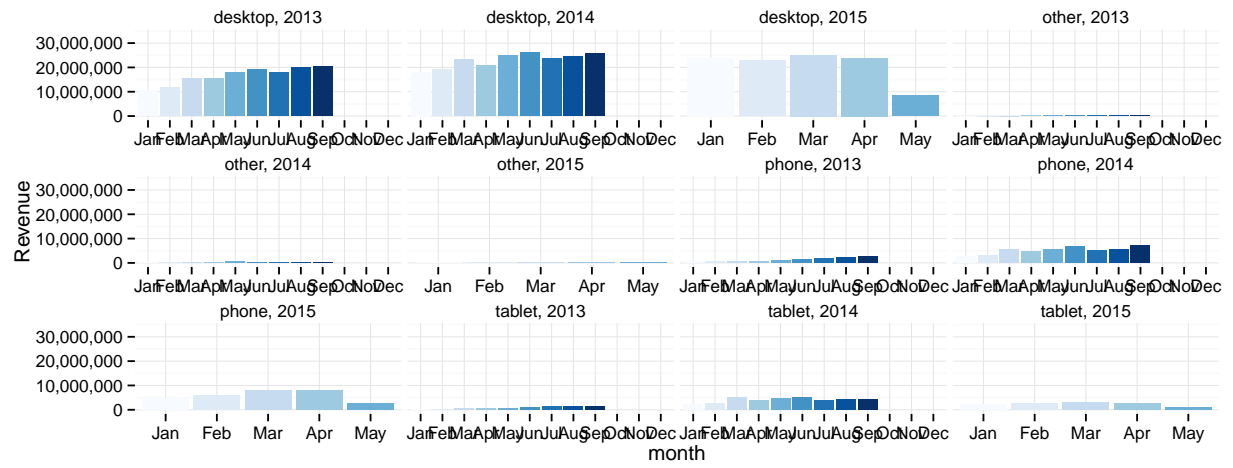
Monthly Device Proportions

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