

Dashboard

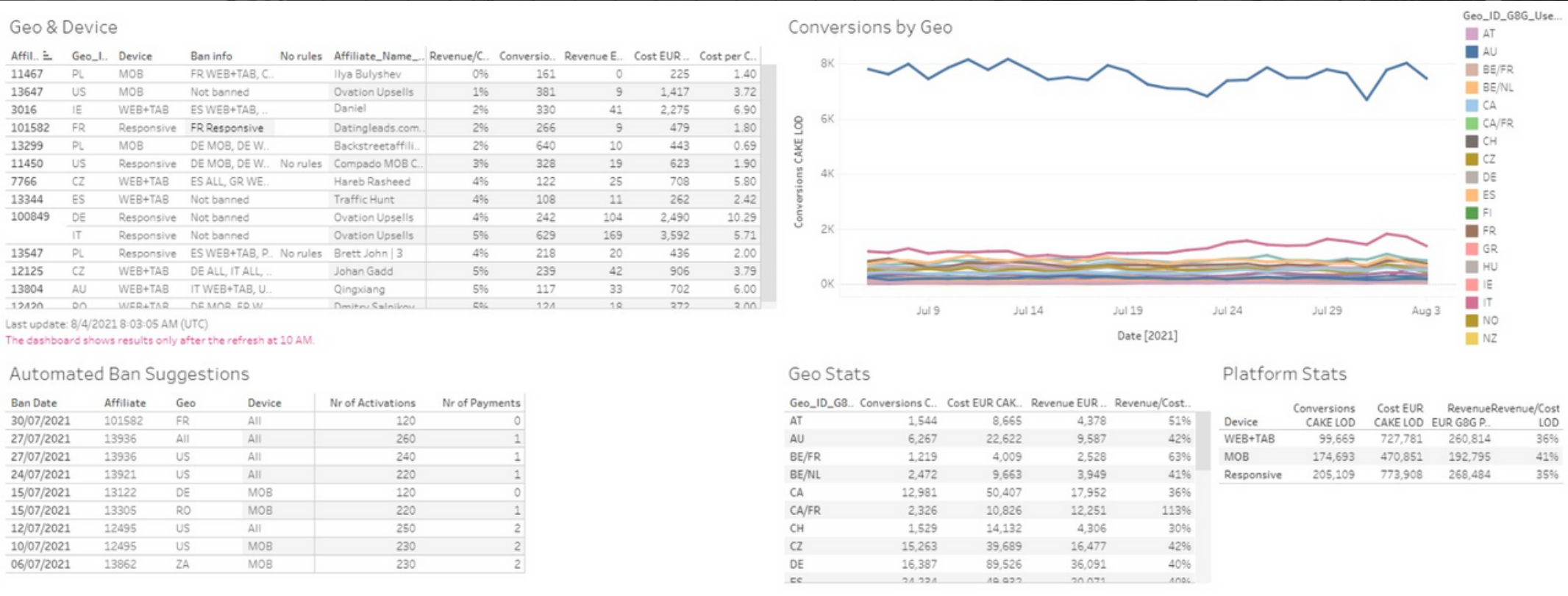
Internal Dashboards
Sales Dashboards
Management Dashboards

Internal Dashboards

Tool to find the right payout by customer

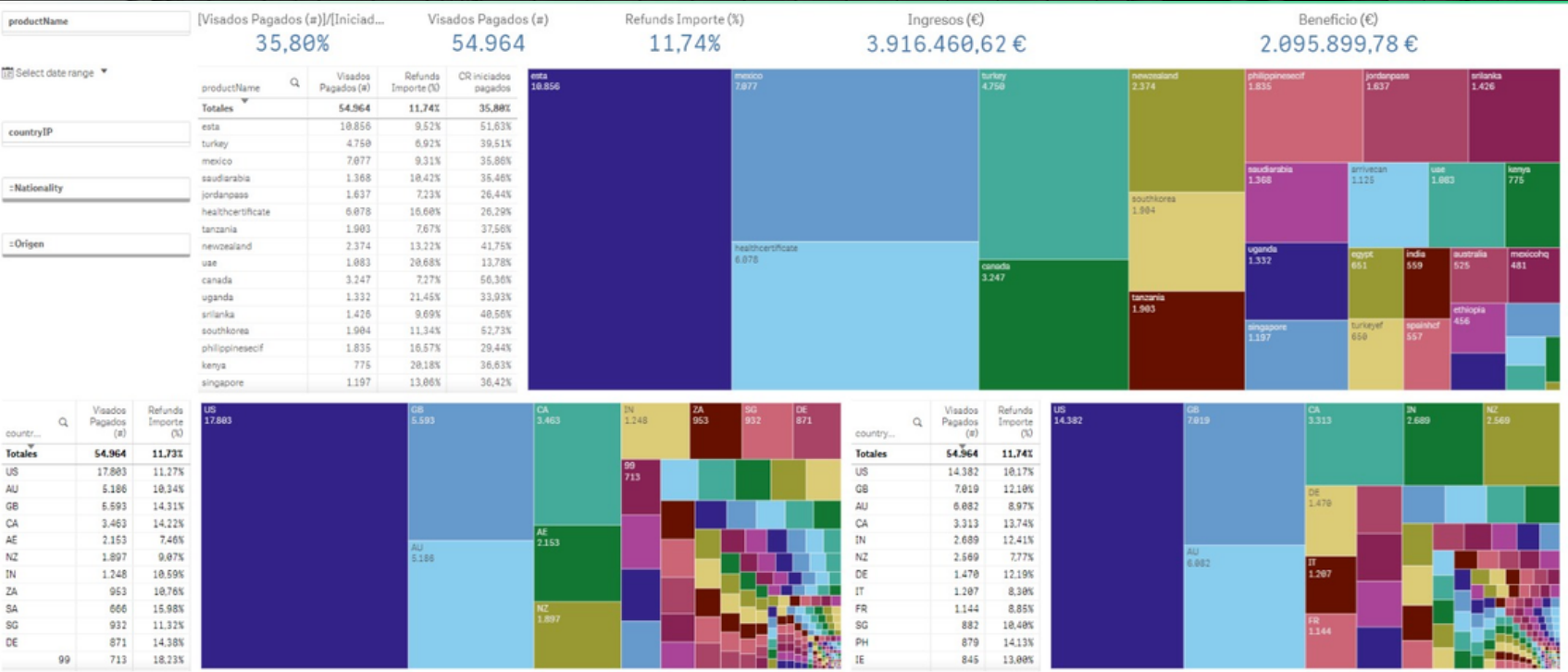
GEO	Affiliate ID	Activations	PM	Current Payout	Proposed Payout
AU	1011	20.169	39,59%	7	9,1
	2072	13.511	64,43%	10	13
	1282	5.948	64,17%	10,5	13,65
	1299	3.631	57,26%	9,75	12,675
NL/BE	2258	7.135	60,35%	12	15,6
	4575	6.787	43,72%	7	9,1
	2073	5.926	-13,04%	6	4,2
	1015	3.670	27,75%	5,2	3,64
	2072	3.479	-6,66%	6,6	4,62
	2649	3.231	52,80%	5,25	6,825
		3.200	29,11%	12	8,4
SE	100003				
UK	2072	58.799	36,07%	7	9,1
	5301	30.570	49,61%	7	9,1
	1299	29.831	15,16%	6	4,2
	6700	6.354	34,99%	3	3,9
	1113	6.289	42,43%	8,5	11,05
	896	4.336	59,39%	11,9	15,47
	1536	3.840	54,02%	8	10,4
	1290	3.564	63,65%	4,5	5,85
	1337	3.442	50,04%	8,5	11,05

Revenue vs Cost by GEO + Conversions Development (people registered)

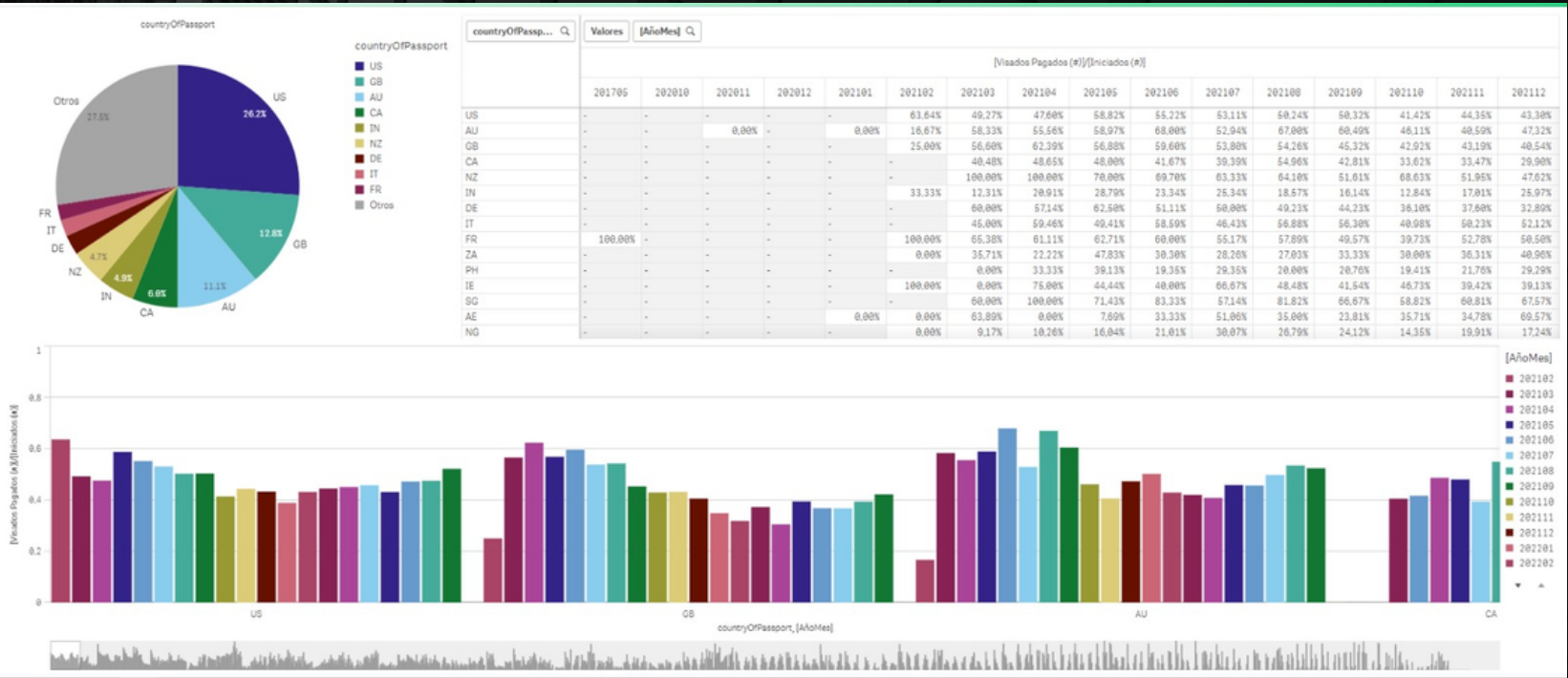


Internal Dashboards

Product Status



Funnel Distribution



Sales Dashboards

Quality and Weight by Customer/GEO/Device

Affiliate Id	Geo	Device	Affiliate Current Quality	Sub_id	% of the total conversions last 3 days	% of the total conversions last 90 days
882	PL	WEB+TAB	Non Profitable	866	15,19%	27,38%
				909	7,59%	15,87%
				3291	35,44%	16,71%
				3612	41,77%	40,04%
1197	US	MOB	Average	a10419	100,00%	100,00%
2398	US	MOB	Average	USmsl2020	4,51%	43,53%
				USpr2020	95,49%	56,47%
7710	UK	MOB	Non Profitable	wbogt5irhp	100,00%	100,00%
9124	US	MOB	Non Profitable	normal	100,00%	100,00%
12125	GR	MOB	Non Profitable	6f26097b-6d6a-47dc-846..	100,00%	100,00%
12477	FI	MOB	Average	101648_	100,00%	100,00%
	ZA	MOB	Non Profitable	76474_52463	100,00%	100,00%
100205	PT	Responsive	Non Profitable	811	90,91%	51,45%
				888	9,09%	48,55%
100257	US	Responsive	High Quality	1028	100,00%	100,00%
100258	US	Responsive	Non Profitable	1028	28,39%	43,34%
				14509	18,06%	33,55%
				17834	53,55%	23,11%
100584	US	Responsive	Average	219	4,76%	33,62%
				em	4,76%	59,78%
				jam	90,48%	6,60%
100622	US	Responsive	Non Profitable	11565	0,34%	36,32%
				11770	8,22%	35,67%
				11875	91,44%	28,01%
100623	IT	Responsive	Non Profitable	14058	2,38%	20,15%
				35997	11,90%	24,40%
				37788	85,71%	55,45%

Deals Status

Geo	Device	Affilia..	AM's expec..	Deal followed	Activations_..	Activations
DE	WEB+TAB	12840	10-25%	NO	33.0	
		1138	25-50%	YES	3.0	11.0
FR	MOB	5697	100%+	NO	48.0	
		11762	25-50%	NO	43.0	2.0
		13417	50-100%	NO	19.0	
		7766	100%+	NO	15.0	
		12121	25-50%	NO	10.0	3.0
	WEB+TAB	12840	25-50%	YES	53.0	77.0
		918	100%+	NO	14.0	
IT	MOB	4428	50-100%	NO	145.0	10.0
		1772	10-25%	YES	68.0	85.0
		882	25-50%	NO	56.0	30.0
		13030	25-50%	NO	12.0	8.0
		12643	25-50%	NO	2.0	
	WEB+TAB	882	25-50%	NO	88.0	50.0
		12298	50-100%	YES	14.0	24.0
			100%+	NO	7.0	3.0
		11944	50-100%	NO	4.0	5.0
				YES	4.0	9.0
		12840	25-50%	YES	2.0	13.0

Tableau

Management Dashboards

Activations by GEO and Year

Activations and Revenue by GEO

