Dashboard

Internal Dashboards
Sales Dashboards
Management Dashboards

Internal Dashboards

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

Geo & Device

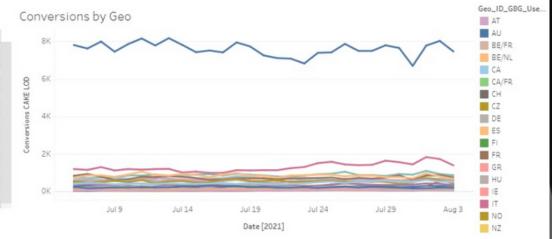
Affil =	Geo_I	Device	Ban info	No rules	Affiliate_Name	Revenue/C	Conversio	Revenue E	Cost EUR	Cost per C
11467	PL	MOB	FR WEB+TAB, C		Ilya Bulyshev	096	161	0	225	1.40
13647	US	MOB	Not banned		Ovation Upsells	196	381	9	1,417	3.72
3016	IE	WEB+TAB	ES WEB+TAB,		Daniel	296	330	41	2,275	6.90
101582	FR	Responsive	FR Responsive		Datingleads.com.	2%	266	9	479	1.80
13299	PL	MOB	DE MOB, DE W		Backstreetaffili	296	640	10	443	0.69
11450	US	Responsive	DE MOB, DE W	No rules	Compado MOB C	3%	328	19	623	1.90
7766	CZ	WEB+TAB	ES ALL, GR WE		Hareb Rasheed	496	122	25	708	5.80
13344	ES	WEB+TAB	Not banned		Traffic Hunt	496	108	11	262	2.42
100849	DE	Responsive	Not banned		Ovation Upsells	496	242	104	2,490	10.29
	IT	Responsive	Not banned		Ovation Upsells	5%	629	169	3,592	5.71
13547	PL	Responsive	ES WEB+TAB, P	No rules	Brett John 3	496	218	20	436	2.00
12125	CZ	WEB+TAB	DE ALL, IT ALL,		Johan Gadd	5%	239	42	906	3.79
13804	AU	WEB+TAB	IT WEB+TAB, U		Qingxiang	5%	117	33	702	6.00
12/120	PO	W/ER+TAR	DE MOR ED W		Dmitn/Salnikov	594	12/	1.0	372	3.00



The dashboard shows results only after the refresh at 10 AM.

Automated Ban Suggestions

Ban Date	Affiliate	Geo	Device	Nr of Activations	Nr of Payments
30/07/2021	101582	FR	All	120	0
27/07/2021	13936	All	All	260	1
27/07/2021	13936	US	All	240	1
24/07/2021	13921	US	All	220	1
15/07/2021	13122	DE	MOB	120	0
15/07/2021	13305	RO	MOB	220	1
12/07/2021	12495	US	All	250	2
10/07/2021	12495	US	MOB	230	2
06/07/2021	13862	ZA	MOB	230	2



Geo Stats

. Revenue/Co
3 5
7 4
3 6
9 4
2 3
11
3
7 4
. 4
1

Platform Stats

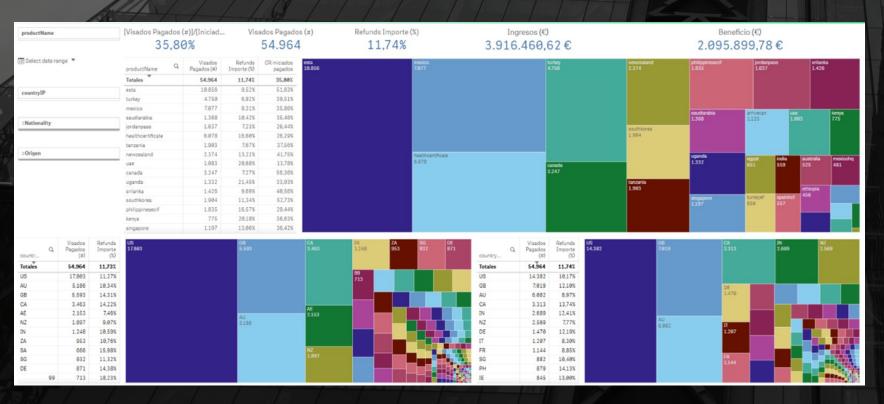
		Conversions	Cost EUR	RevenueReve	enue/Cost
6	Device	CAKE LOD	CAKE LOD	EUR G8G P	LOD
6	WEB+TAB	99,669	727,781	260,814	36%
6	MOB	174,693	470,851	192,795	4196
6	Responsive	205,109	773,908	268,484	35%

Tool to find the right payout by customer

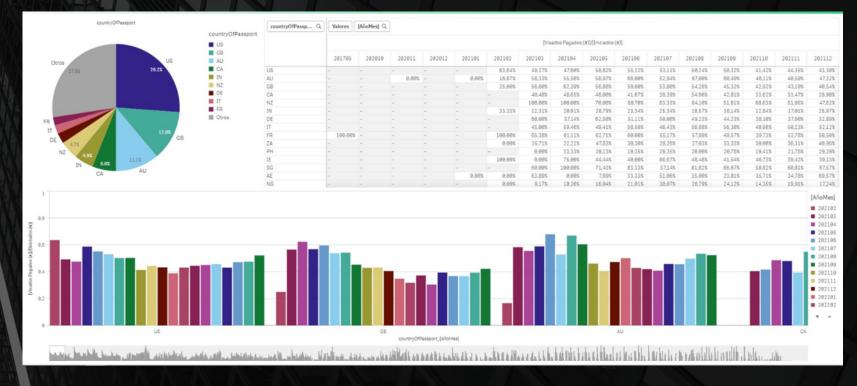
GEO	Affiliate ID	F	Activations =	PM	Current Payout	Proposed Payout
AU	1011		20.169	39,59%	7	9,1
	2072		13.511	64,43%	10	13
	1282		5.948	64,17%	10,5	13,65
	1299		3.631	57,26%	9,75	12,675
NL/BE	2258		7.135	60,35%	12	15,6
	4575		6.787	43,72%	7	9,1
	2073		5.926	-13,04%	6	4,2
	1015		3.670	27,75%	5,2	3,64
	2072		3.479	-6,66%	6,6	4,62
	2649		3.231	52,80%	5,25	6,825
SE	100003		3.200	29,11%	12	8,4
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

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 co	% of the total onversions 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	МОВ	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	МОВ	Non Profitable	normal	100,00%	100,00%
12125	GR	МОВ	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	i)
		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

Management Dashboards

Activations and Revenue by GEO



Activations by GEO and Year

