

# Panteon & Luna

Business Review 2022



# Agenda

- **Intro To ironSource Luna**
- **Review**
- **Product Missed Opportunities**
- **Product Update**
- **Summary**



# Intro To ironSource Luna

For Creative teams:



## Luna Create

### Own and optimize your creative strategy

- Scale up in-house creative production by easily producing hundreds of playable and video iterations.
- Store all types of creatives in one place, easily upload them to different networks and identify key performance drivers.
- Find your hero creative with deep analysis and optimization.

For User Acquisition teams:



## Luna Control

### Grow your app's marketing activity across channels

- Create and manage all social, search and SDK campaigns in one place.
- Deeply analyze cross channel activity and learn how creatives impact campaign performance.
- Visualize your data: build dashboards with our robust ready-made widget library, or make your own widgets with 20+ metrics like ROAS, CPC, and CPM.



# Review



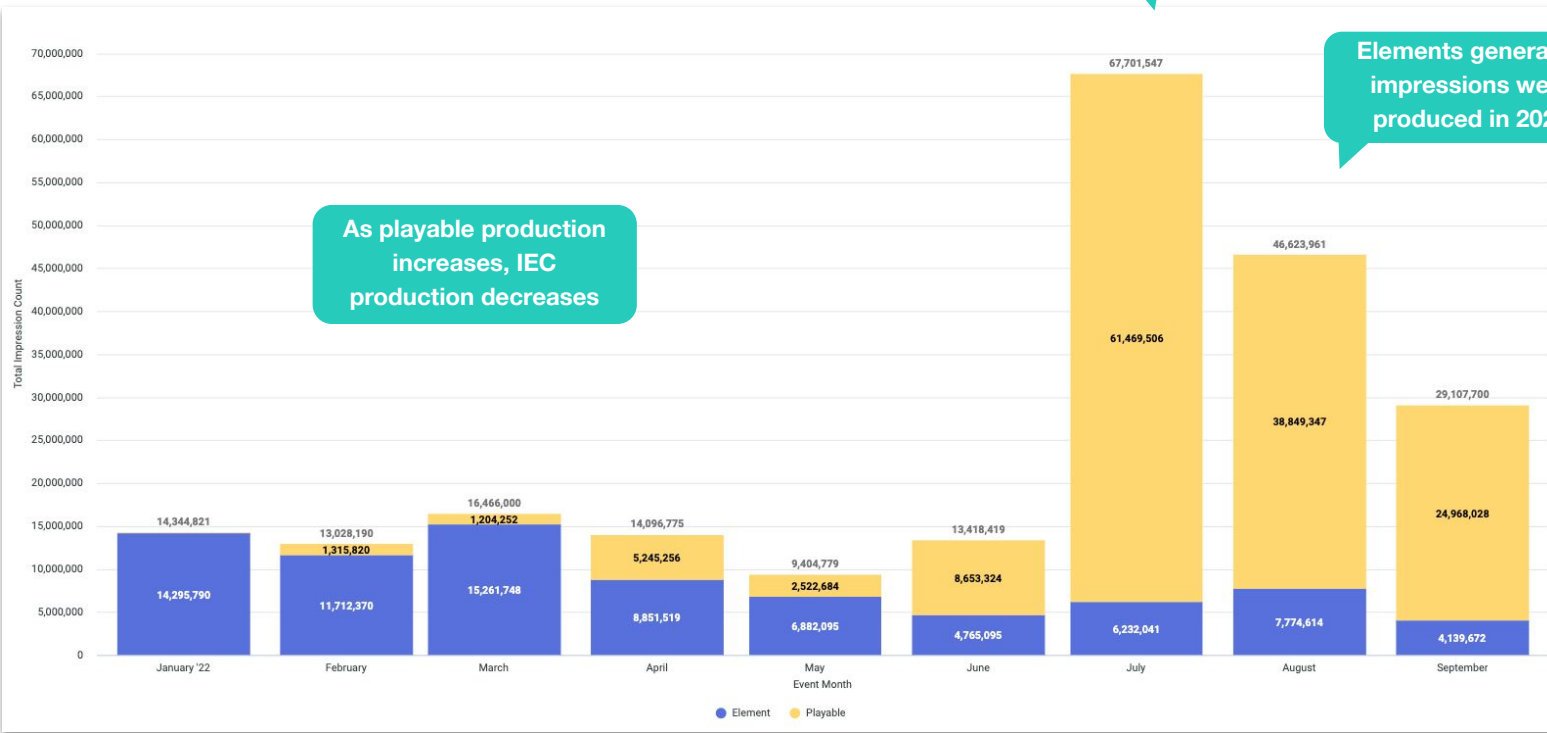
# Activity Review

# MoM Impressions 2022

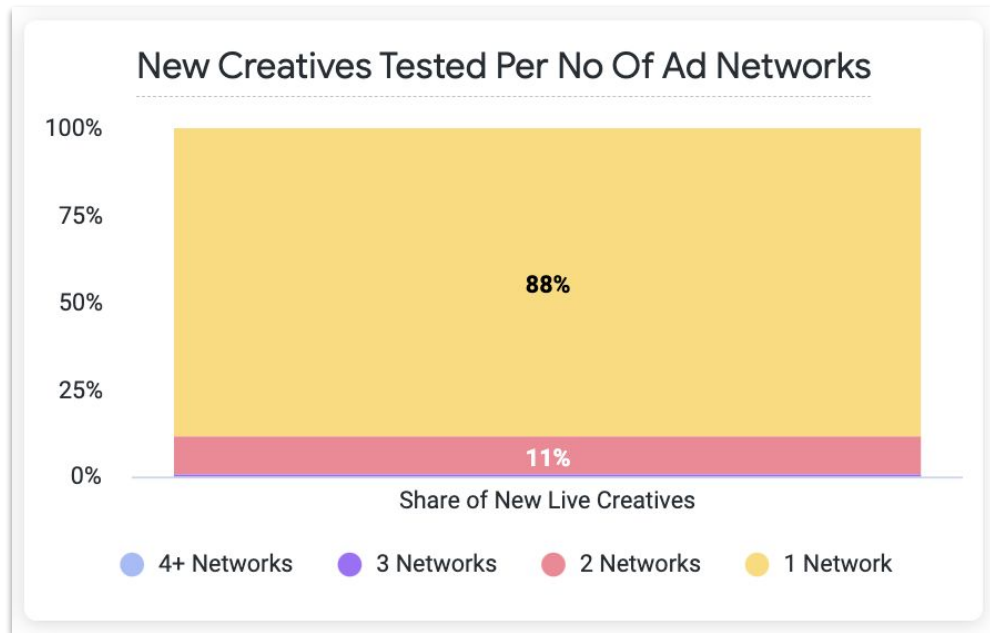
Airport Master - 6  
playable versions  
tested

Elements generated  
impressions were  
produced in 2021

As playable production  
increases, IEC  
production decreases



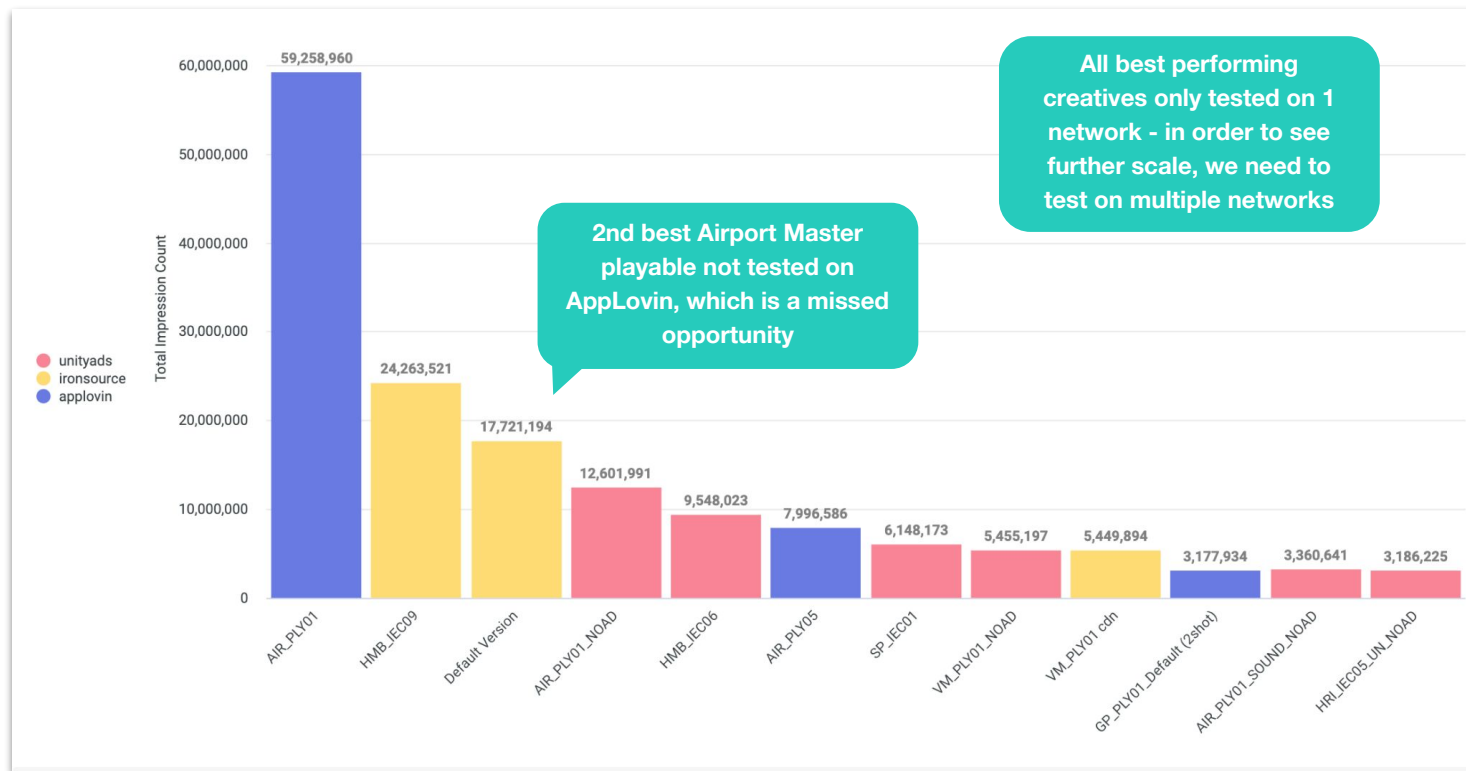
## New Live Creatives 2022



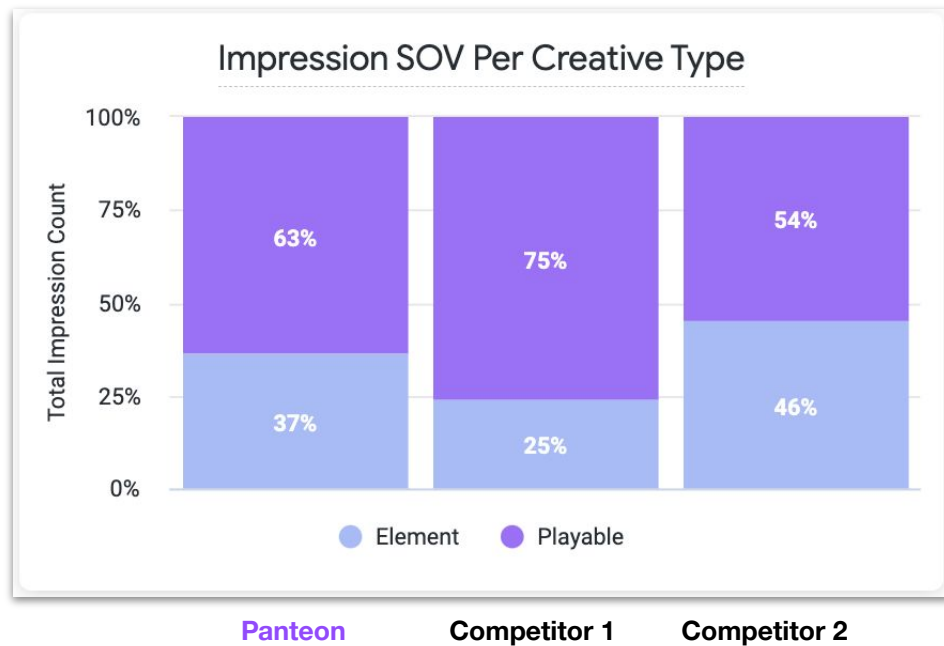
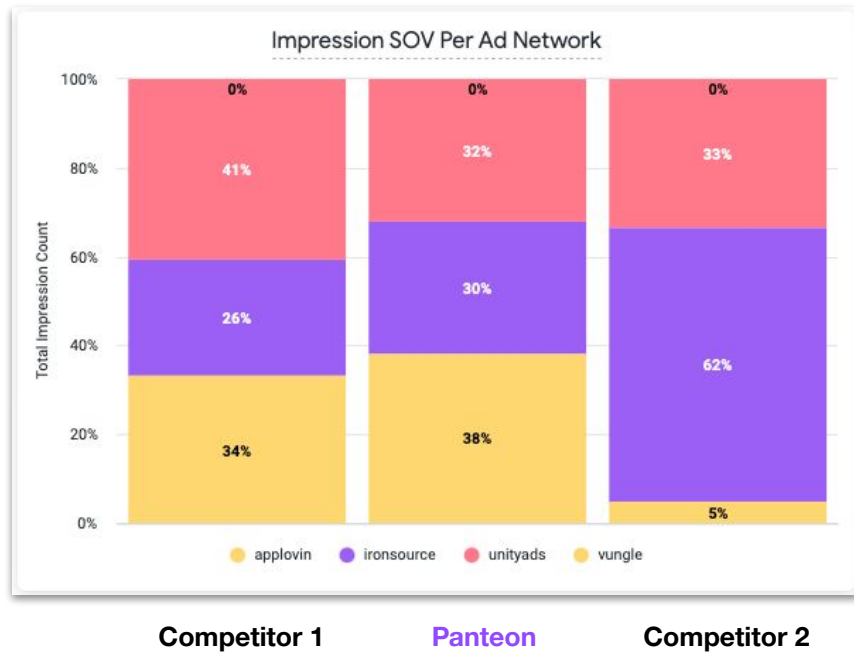
- Heavily test new creatives on only 1 network - this creates a dependency on 1 network for scale



# Best Performing Creatives 2022



# Competitor Comparison 2022





# Product Missed Opps



# Create

# Exposed Variables





- Exposed variables are determined at the concept ideation stage
- Important part of Luna playable design - a new way of working

## Why?

- **Allows you to test large number of iterations from one playable concept**
- **Versatile playables that you can iterate multiple times - saving time on new production**
- **Stronger dynamic playables tests**
- **Analyse and optimise without additional production**

# Dynamic Playables

- Test a large number of iterations within one export
- Quickly find a winning configuration
- Track IPM via tests with ironSource
- Essential part of new creative testing strategy
- Review winning creative and optimise future tests on its attributes

Status	Show intro	Ending	Impressions	Required Samples	Engagement Rate	IPM
Live	False	Win		5000	69.60%	1.92
Completed	False	Loose		5000	66.69%	1.63
Completed	True	Win		5000	63.98%	1.57
Completed	True	Loose		5000	66.11%	1.11

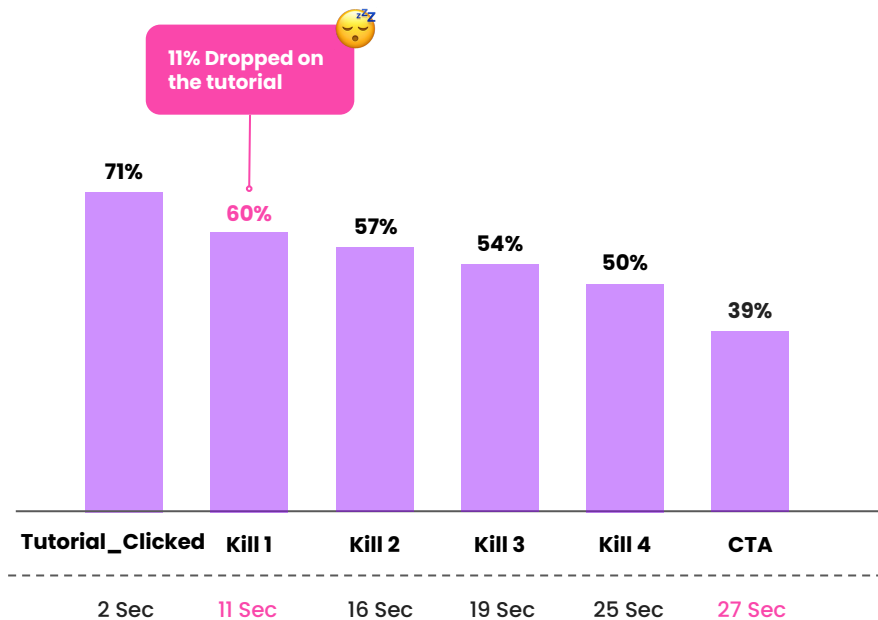
# Custom Events

Find the **drops** and **time** between events:

[Check out Boombit's Case Study on Custom Events!](#)

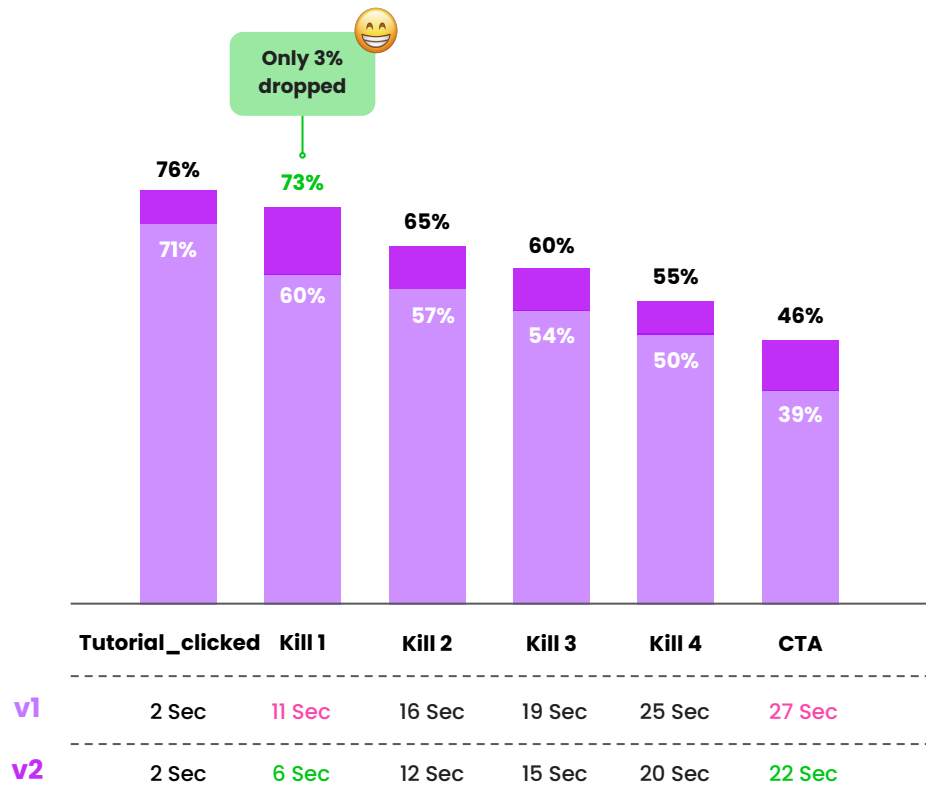


V1 - 2 taps intro





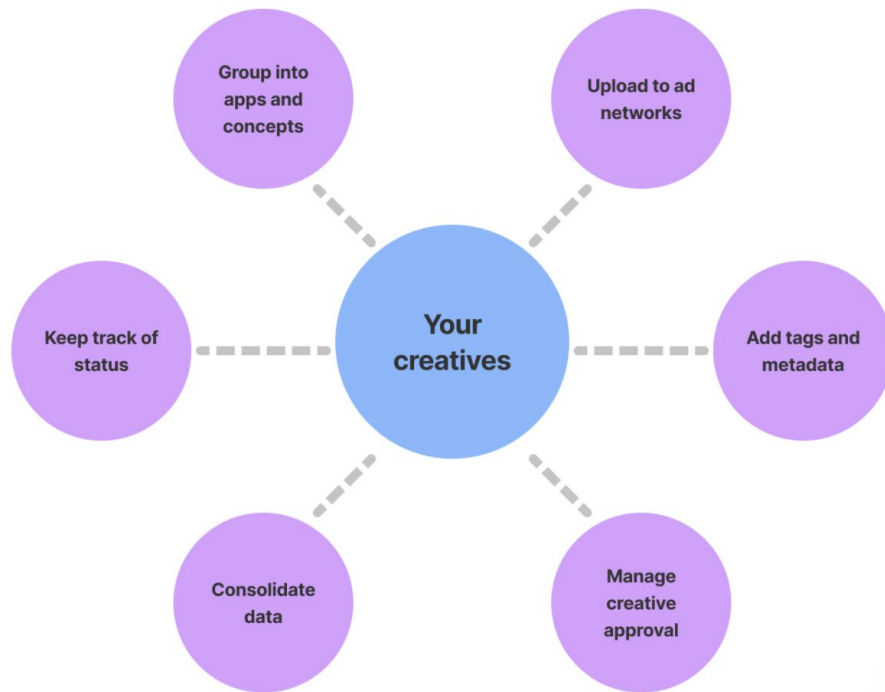
V2 - 1 tap intro





# CMP

- A **central repository** for all creatives that is built for the express purpose of facilitating mobile app UA
- Creative **metadata** and **tracking**
- Convenience features that drive **workflow efficiency**
- **Direct upload to iS**



# Get Started With CMP

- **Direct Upload** - Upload Luna creatives directly from Luna Playground into various ad networks
  - AppLovin, Facebook, Google Ads, ironSource, TikTok, Unity
- **Creative Library** - Store all types of creatives – interactive ads, videos and images – in one place, and organize them the way you want – edit, tag, rename and more
- **LUCID** - Track your creatives with the Luna Universal Creative ID, to improve your data integrity when analyzing performance across different networks with Luna Control (**under development**)
- **After Effects Plugin for Adobe** - Facilitates the direct upload of your videos into Media Library. Additional features will



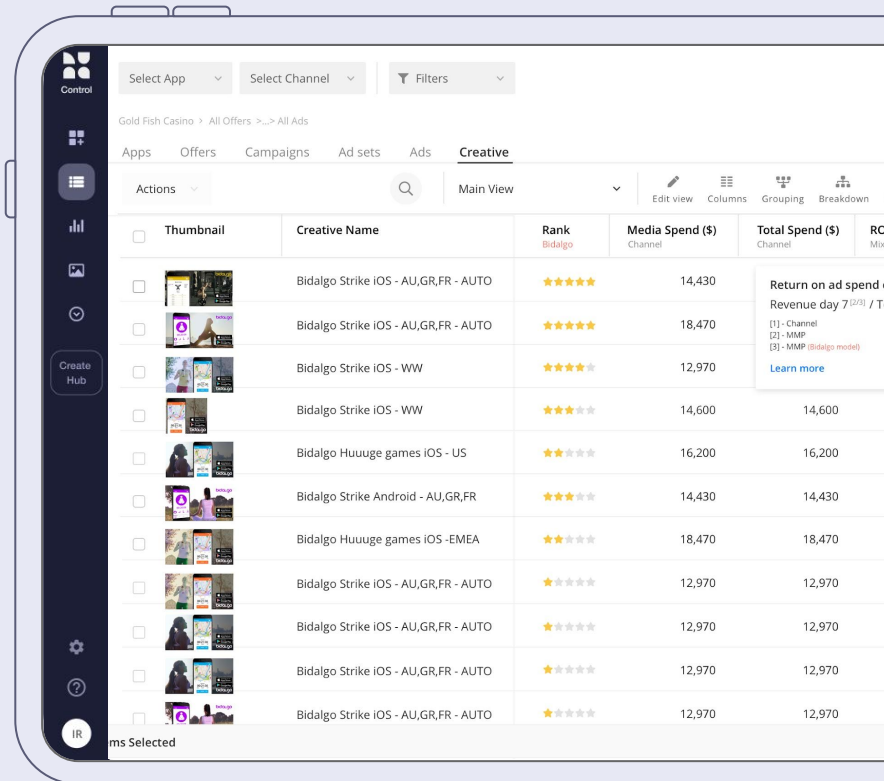
# Control
















# Unify the data across your entire marketing stack

## Visualize your campaign performance and budget in one place

- Aggregate data from 30+ ad channels (SDK networks, Apple Search Ads, Google Ads, major social networks like Facebook, TikTok and Snapchat)
- Post-install MMP data
- Your own company's BI.

Get a unified view of all data granular to performance of multi-creative ad units, creatives or keywords levels. Then attribute every change in performance to the action that caused it - with custom dashboards



Thumbnail	Creative Name	Rank	Media Spend (\$)	Total Spend (\$)	Return on ad spend
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	14,430		<b>Return on ad spend</b> Revenue day 7 <sup>(2/3)</sup> / T
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	18,470		
	Bidalgo Strike iOS - WW	★★★★★	12,970		
	Bidalgo Strike iOS - WW	★★★★★	14,600	14,600	
	Bidalgo Huuuge games iOS - US	★★★★★	16,200	16,200	
	Bidalgo Strike Android - AU,GR,FR	★★★★★	14,430	14,430	<b>Return on ad spend</b> Revenue day 7 <sup>(2/3)</sup> / T
	Bidalgo Huuuge games iOS - EMEA	★★★★★	18,470	18,470	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	<b>Return on ad spend</b> Revenue day 7 <sup>(2/3)</sup> / T
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	
	Bidalgo Strike iOS - AU,GR,FR - AUTO	★★★★★	12,970	12,970	

# Visualize your data to extract insights in seconds with Views

## Get instant visibility into critical campaign metrics

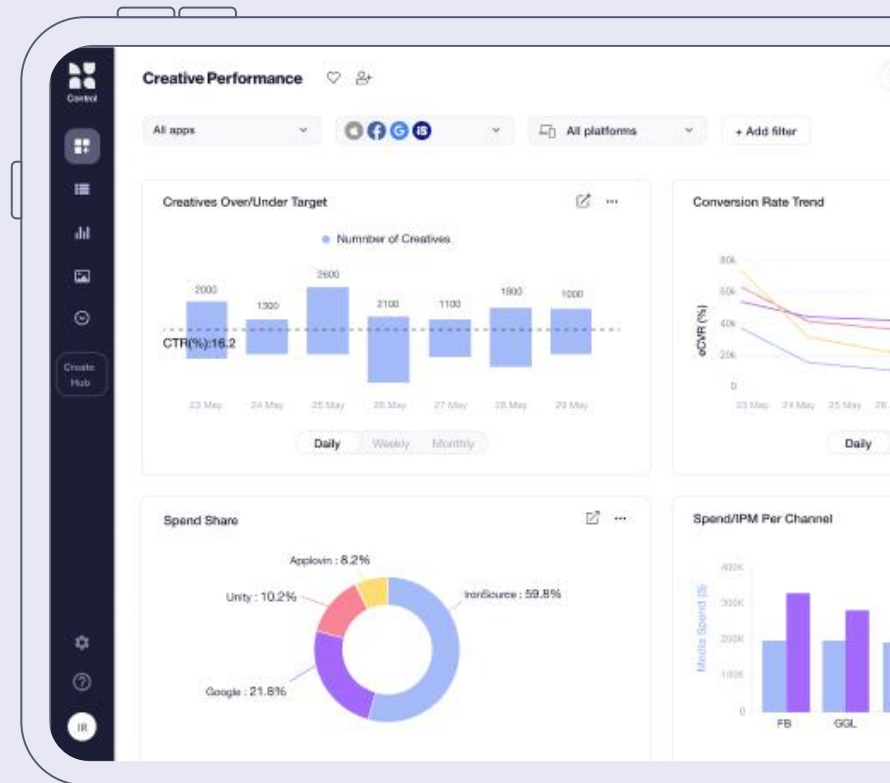
- Save time with a library of ready-made widgets covering 20+ metrics and activities, from uptrending and downtrending creatives to ROAS, CPC, CPM and more

## Make smarter decisions with fresh data

- Pulling from real-time, unified marketing data to make sure you're always leveraging the most up to date metrics

## Personalise insights for every team member in one click

- Anyone on the team can now access and visualize the most relevant metrics for them, including creative performance, ROAS and average spend





# Product Update

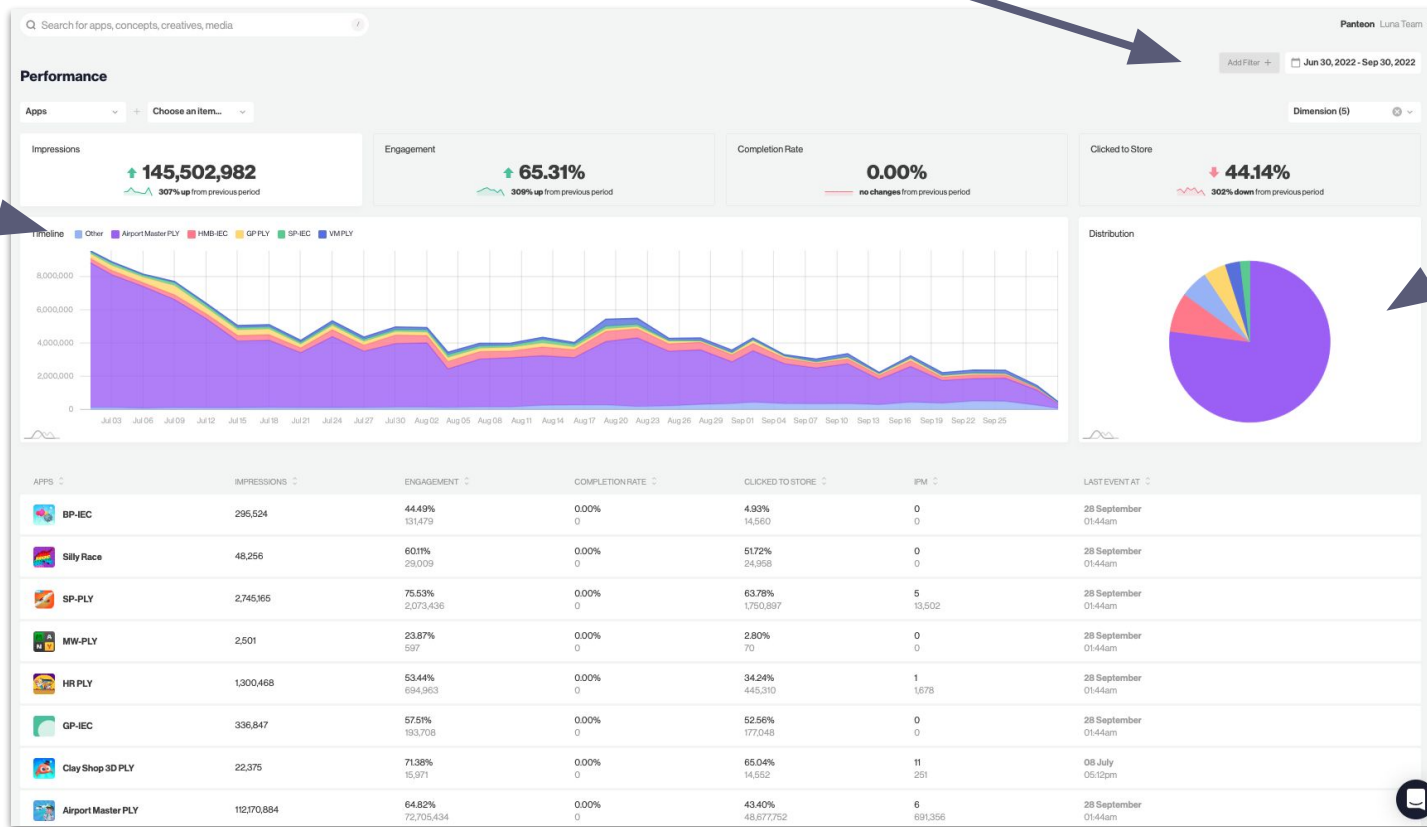


# Create

# Insights Redesign

Able to filter by breakdown - APP /  
CONCEPT / CREATIVE

Quick  
snapshot of  
performance



See  
distribution of  
impressions  
depending on  
filter options -  
Creatives vs Ad  
Networks



# Elements Updates

## New Template - Tap To Loop Or Play

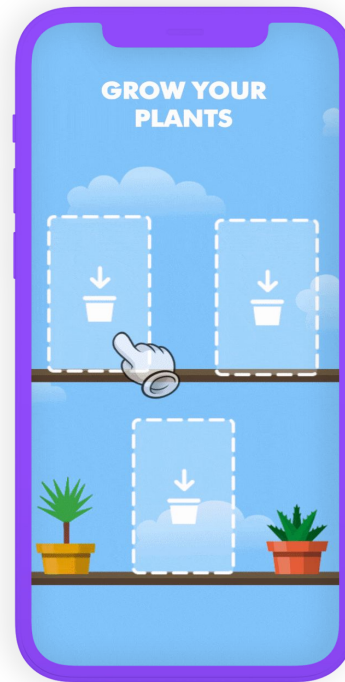
- Combines 2 of the most popular and high performing templates
- Non static experience
- Multiple engagement points

## New Template - Tap To Reveal

- Image based template - no video required

## New Feature - Asset Overlay

- Add any custom made gif into the IEC



Tap To Reveal Example



# Summary

# Areas of Focus

## Production & Testing

- Increase production of IECs - old and new releases, and develop framework in relation to video production
- Test winning creatives on multiple networks - we see that winning creatives are only being tested on 1 network

## Product Features

- Exposed Variables - diverse set of controls which allows you to iterate and extend the life of a concept
- Dynamic Playables - With every new concept, dynamic playables should be tested on iS
- Custom Events / User Journey - Deeper analysis of playables give direction towards future iterations of concepts
- 3rd Party Creatives - Upload non Luna creatives and utilise DPs, Exposed Variables and Custom Events
- Direct Upload - streamline radius processes

## New Product Testing

- Luna Control POC - Focus on Campaign Manager and Views

# Thank You!