ODSB Analysis Report

Ticket: ODSB-16052 | **Generated:** 2026-01-28 10:58 UTC

[Data pull - Others] Test

ODSB-16052: D28 Test Eligibility for KOR Office Bundles

> **[WARN] DISCLAIMER:** This report and its data may not be accurate. The information presented could contain errors, incomplete data, or sensitive information that may not be appropriate for public disclosure. Reproducible queries are included so that findings can be validated independently. Please verify before sharing externally.

Ticket: ODSB-16052
Reporter: Haewon Yum
Request Type: Data Pull - Others
Status: Resolved

Request Summary

Check eligibility for D28 test across all bundles in KOR office where bundle-level spend >= $3,500 in the last 7 days.

D28 Test Eligibility Criteria

Primary threshold: >20% additional payers between D8 and D28 compared to D7 payers.

Formula: `(D28_payers - D7_payers) / D7_payers > 0.20`

Additional requirements:
- Minimum 8 weeks of unattributed data
- Running with Moloco for more than 28 days
- D28 CPA is Android IFA only (initially)
- Not available for LAT or Hybrid campaigns

Results Summary

Metric	Count
Total KOR bundles with spend >= $3,500	95
ELIGIBLE (>20% extra payers)	39
NOT ELIGIBLE (<=20% extra payers)	41
No payer data available	15

ELIGIBLE Bundles (39 bundles)

Bundle	Advertiser	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Statu
com.percent.aos.luckydefense	Lucky Defense	$1,165,406	5,533	9,037	**63.33%**	ELIGI
kr.co.busanbank.mbp	-	$15,738	1,254	1,839	**46.65%**	ELIGI
com.naver.linewebtoon	Webtoon	$440,084	598	869	**45.32%**	ELIGI
jp.wrtn.character	-	$26,606	364	527	**44.78%**	ELIGI
com.sundaytoz.kakao.anipang4	Anipang4	$20,223	16	23	**43.75%**	ELIGI
com.pubg.imobile	Battlegrounds Mobile India	$51,321	48,163	69,233	**43.75%**	ELIGI
com.ncsoft.lineage2m19	NCSOFT	$8,332	763	1,093	**43.25%**	ELIGI
com.sundaytoz.kakao.anipang3.service	Anipang3	$30,823	86	122	**41.86%**	ELIGI
co.spoonme	Spoon	$54,933	159	224	**40.88%**	ELIGI
id436731843	-	$21,176	4,438	6,229	**40.36%**	ELIGI
com.linecorp.LGNMSM	-	$5,613	5	7	**40.00%**	ELIGI
id894546091	Webtoon US	$468,079	221	309	**39.82%**	ELIGI
id6482291732	Lucky Defense (iOS)	$738,558	1,069	1,472	**37.70%**	ELIGI

Bundle	Advertiser	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Statu
1366526331	-	$18,499	46	63	**36.96%**	ELIGI
com.neowiz.games.poker	피망 포커	$63,468	161	219	**36.02%**	ELIGI
id1509450845	Kingdom	$41,952	1,101	1,471	**33.61%**	ELIGI
id1645242780	Wooparoo Odyssey	$56,302	6	8	**33.33%**	ELIGI
id6744629457	-	$10,437	88	117	**32.95%**	ELIGI
972558973	-	$518,125	1,033	1,366	**32.24%**	ELIGI
com.cultsotry.yanolja.nativeapp	야놀자	$93,797	27,656	36,264	**31.13%**	ELIGI
com.NHNEnt.NDuelgo	한게임 신맞고	$86,187	281	362	**28.83%**	ELIGI
id6503702666	Coop TD (iOS)	$320,839	603	768	**27.36%**	ELIGI
6737409896	-	$9,245	19	24	**26.32%**	ELIGI
id1040047095	Spoon	$197,972	228	286	**25.44%**	ELIGI
6529534504	-	$9,002	8	10	**25.00%**	ELIGI
com.hidea.cat	neowiz_ic	$73,540	947	1,176	**24.18%**	ELIGI
com.overdogs.heroes	-	$4,514	94	116	**23.40%**	ELIGI
id1453485913	-	$23,111	1,062	1,304	**22.79%**	ELIGI
com.nhnent.pokerclassic	한게임포커 클래식	$91,847	115	141	**22.61%**	ELIGI
com.percent.aos.cooptd	Coop TD	$214,611	996	1,220	**22.49%**	ELIGI
com.krafton.bulletechoindia	-	$8,601	373	454	**21.72%**	ELIGI
id1332604123	-	$21,144	60	73	**21.67%**	ELIGI
id1462877149	Randomdice Defense	$230,357	517	629	**21.66%**	ELIGI
com.NHNEnt.MSudda	한게임 상상섯다	$55,789	223	271	**21.52%**	ELIGI
com.champpoker.game	-	$18,398	14	17	**21.43%**	ELIGI

Bundle	Advertiser	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Statu
com.ncsoft.lineagew	NCSOFT	$115,269	804	974	**21.14%**	ELIGI
com.neowiz.games.sudda	-	$7,515	19	23	**21.05%**	ELIGI
id1637547116	-	$66,470	283	341	**20.49%**	ELIGI
id1581431235	neowiz_ic	$86,607	109	131	**20.18%**	ELIGI

NOT ELIGIBLE Bundles (41 bundles)

Bundle	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Status
id1270676408	$10,042	5	6	20.00%	NOT_ELIGIBLE
com.azarlive.android	$77,080	736	878	19.29%	NOT_ELIGIBLE
6741880336	$64,508	114	134	17.54%	NOT_ELIGIBLE
id1148006701	$116,714	77	90	16.88%	NOT_ELIGIBLE
com.nhn.holdem	$12,681	26	30	15.38%	NOT_ELIGIBLE
com.ncsoft.lineagem19	$35,975	4,466	5,137	15.02%	NOT_ELIGIBLE
id1396011926	$9,271	27	31	14.81%	NOT_ELIGIBLE
id6737821799	$64,864	257	295	14.79%	NOT_ELIGIBLE
com.mistplay.mistplay	$324,164	17,661	20,227	14.53%	NOT_ELIGIBLE
com.percent.aos.rollinghero	$107,189	2,146	2,447	14.03%	NOT_ELIGIBLE
com.linecorp.lgtoy.aos	$20,397	22	25	13.64%	NOT_ELIGIBLE
id1402384531	$84,423	132	150	13.64%	NOT_ELIGIBLE
com.hanatour.dotcom	$29,905	1,375	1,557	13.24%	NOT_ELIGIBLE
id1668807323	$41,645	175	198	13.14%	NOT_ELIGIBLE
com.haegin.playtogether	$4,993	23	26	13.04%	NOT_ELIGIBLE

Bundle	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Status
id1304885184	$45,263	8	9	12.50%	NOT_ELIGIBLE
com.percent.aos.luckyrolling	$6,756	42	47	11.90%	NOT_ELIGIBLE
com.teamquest.Threekingdoms_GP	$28,323	204	228	11.76%	NOT_ELIGIBLE
id972558973	$550,735	1,719	1,908	10.99%	NOT_ELIGIBLE
com.joycity.gw	$41,418	30	33	10.00%	NOT_ELIGIBLE
id995132477	$9,136	106	116	9.43%	NOT_ELIGIBLE
com.neowizgames.game.browndust2	$110,848	2,271	2,479	9.16%	NOT_ELIGIBLE
com.hpcnt.cheero	$94,680	1,692	1,844	8.98%	NOT_ELIGIBLE
com.sktelecom.android.tuniverse	$28,715	13,702	14,830	8.23%	NOT_ELIGIBLE
studio.gameberry.idlehunter	$24,619	250	270	8.00%	NOT_ELIGIBLE
id6741880336	$81,806	338	363	7.40%	NOT_ELIGIBLE
1673567402	$45,558	63	66	4.76%	NOT_ELIGIBLE
id1474589366	$11,851	638	667	4.55%	NOT_ELIGIBLE
com.kingkongsoft.rmtk.g	$23,722	446	460	3.14%	NOT_ELIGIBLE
kr.co.burgerkinghybrid	$17,606	15,942	16,413	2.95%	NOT_ELIGIBLE
id6511224968	$9,907	38	39	2.63%	NOT_ELIGIBLE
com.tree.idle.catsnackbar	$6,080	81	83	2.47%	NOT_ELIGIBLE
com.v2r.tower.google	$26,233	712	729	2.39%	NOT_ELIGIBLE
id789634744	$18,790	390	391	0.26%	NOT_ELIGIBLE
co.riiid.vida	$70,688	408	409	0.25%	NOT_ELIGIBLE
com.the29cm.app29cm	$126,662	10,151	10,163	0.12%	NOT_ELIGIBLE
com.ssfshop.app	$41,096	7,561	7,568	0.09%	NOT_ELIGIBLE
com.musinsa.store	$220,584	29,085	29,107	0.08%	NOT_ELIGIBLE
com.sampleapp	$13,811	37,169	37,180	0.03%	NOT_ELIGIBLE

Bundle	Total Spend (90d)	D7 Payers	D28 Payers	Extra Payer %	Status
id1261209014	$150,560	1,141	1,141	0.00%	NOT_ELIGIBLE
com.tree.godown	$30,491	28	28	0.00%	NOT_ELIGIBLE

Bundles with Spend >= $3,500 (7-day) but No Payer Data

The following bundles have sufficient spend but no payer data available for eligibility calculation:

- 6739616715 (nexon) - $288,691
- cvapi#com.coupang.mobile (쿠팡쿠팡쿠팡) - $189,910
- com.nexon.ma (nexon) - $182,573
- com.cpone.customer (씨피원) - $82,998
- com.towneers.www (당근마켓) - $47,207
- com.netmarble.tskgb (netmarble) - $42,532
- com.aniplex.resu (JOYCITY_RESU) - $31,219
- com.scatterlab.messenger (Zeta) - $16,517
- And others...

Note: These bundles may have non-purchase optimization goals or may use different event naming conventions.

Reproducible Queries

Query 1: KOR Office Bundles with Spend >= $3,500 (Last 7 Days)

```
SELECT
  advertiser.mmp_bundle_id AS bundle_id,
  advertiser.title AS advertiser_name,
  advertiser_id,
  advertiser.office AS office,
  SUM(gross_spend_usd) AS total_spend_usd,
  SUM(impressions) AS total_impressions,
  SUM(installs) AS total_installs,
  SAFE_DIVIDE(SUM(gross_spend_usd), SUM(installs)) AS cpi_usd
FROM `moloco-ae-view.athena.fact_dsp_core`
WHERE date_utc >= DATE_SUB(CURRENT_DATE(), INTERVAL 7 DAY)
  AND date_utc < CURRENT_DATE()
  AND advertiser.office = 'KOR'
```

```
GROUP BY 1, 2, 3, 4
HAVING SUM(gross_spend_usd) >= 3500
ORDER BY total_spend_usd DESC
```

Query 2: D28 Eligibility Calculation

```
-- D28 Test Eligibility Analysis for KOR Office Bundles
-- Formula: (D28_payers - D7_payers) / D7_payers > 0.20

WITH kor_bundles AS (
  SELECT
    advertiser.mmp_bundle_id as bundle,
    SUM(gross_spend_usd) as total_spend
  FROM `moloco-ae-view.athena.fact_dsp_core`
  WHERE date_utc >= DATE_SUB(CURRENT_DATE(), INTERVAL 90 DAY)
    AND advertiser.office = 'KOR'
    AND advertiser.mmp_bundle_id IS NOT NULL
    AND advertiser.mmp_bundle_id != ''
  GROUP BY 1
  HAVING SUM(gross_spend_usd) >= 3500
),

payer_data AS (
  SELECT
    api.product.app.tracking_bundle as bundle,
    COALESCE(cv.pb.device.ifa, cv.pb.device.ifv) as user_id,
    TIMESTAMP_DIFF(cv.pb.event.event_at, cv.pb.event.install_at, DAY) as
days_since_install
  FROM `focal-elf-631.prod_stream_view.cv`
  WHERE DATE(timestamp) >= DATE_SUB(CURRENT_DATE(), INTERVAL 90 DAY)
    AND DATE(timestamp) < DATE_SUB(CURRENT_DATE(), INTERVAL 28 DAY)
    AND api.product.app.tracking_bundle IN (SELECT bundle FROM kor_bundles)
    AND (
      cv.event_pb IN ('af_purchase', 'purchase', 'iap_purchase',
'first_purchase')
      OR cv.event_pb LIKE '%purchase%'
    )
    AND COALESCE(cv.pb.device.ifa, cv.pb.device.ifv) IS NOT NULL
    AND cv.pb.event.install_at IS NOT NULL
    AND cv.pb.event.event_at IS NOT NULL
    AND TIMESTAMP_DIFF(cv.pb.event.event_at, cv.pb.event.install_at, DAY)
BETWEEN 0 AND 28
),

first_purchase AS (
  SELECT
    bundle,
    user_id,
    MIN(days_since_install) as first_purchase_day
  FROM payer_data
```

```
    GROUP BY 1, 2
),

bundle_metrics AS (
  SELECT
    fp.bundle,
    kb.total_spend,
    COUNT(DISTINCT CASE WHEN fp.first_purchase_day <= 7 THEN fp.user_id
END) as d7_payers,
    COUNT(DISTINCT CASE WHEN fp.first_purchase_day <= 28 THEN fp.user_id
END) as d28_payers
  FROM first_purchase fp
  JOIN kor_bundles kb ON fp.bundle = kb.bundle
  GROUP BY 1, 2
)

SELECT
  bundle,
  ROUND(total_spend, 2) as total_spend_usd,
  d7_payers,
  d28_payers,
  d28_payers - d7_payers as d8_to_d28_extra_payers,
  ROUND(SAFE_DIVIDE(d28_payers - d7_payers, d7_payers) * 100, 2) as
extra_payer_pct,
  CASE
    WHEN d7_payers = 0 THEN 'NO_D7_PAYERS'
    WHEN SAFE_DIVIDE(d28_payers - d7_payers, d7_payers) > 0.20 THEN
'ELIGIBLE'
    ELSE 'NOT_ELIGIBLE'
  END as d28_eligibility
FROM bundle_metrics
WHERE d7_payers > 0
ORDER BY extra_payer_pct DESC
```

Key Findings

1. **39 out of 80 bundles with payer data are ELIGIBLE** for D28 test (>20% additional payers)
2. **Top eligible bundles by extra payer %:**
3. com.percent.aos.luckydefense (Lucky Defense): 63.33%
4. kr.co.busanbank.mbp: 46.65%
5. com.naver.linewebtoon (Webtoon): 45.32%
6. com.pubg.imobile (BGMI): 43.75%
7. **15 high-spending bundles have no purchase data** - may have different optimization goals

Recommendation

For the ELIGIBLE bundles, proceed with D28 test setup following additional requirements:
- Verify minimum 8 weeks of unattributed data
- Confirm running with Moloco for >28 days
- D28 CPA is Android IFA only (initially)
- Exclude LAT and Hybrid campaigns

Reference Colab notebooks for detailed analysis:
- https://colab.research.google.com/drive/1N0-ZX8cpTnD9pNiZ8rvbvWDVBo1fnCyg
- https://colab.research.google.com/drive/1KkaPjt_x6iAuMJ45vQNaQMDzoQ4CWCF0

Report generated by CRU Agent on 2026-01-28

Links

- [Holmes Case](#)