

Tune BI Mobile Marketing Visualization

TUNE

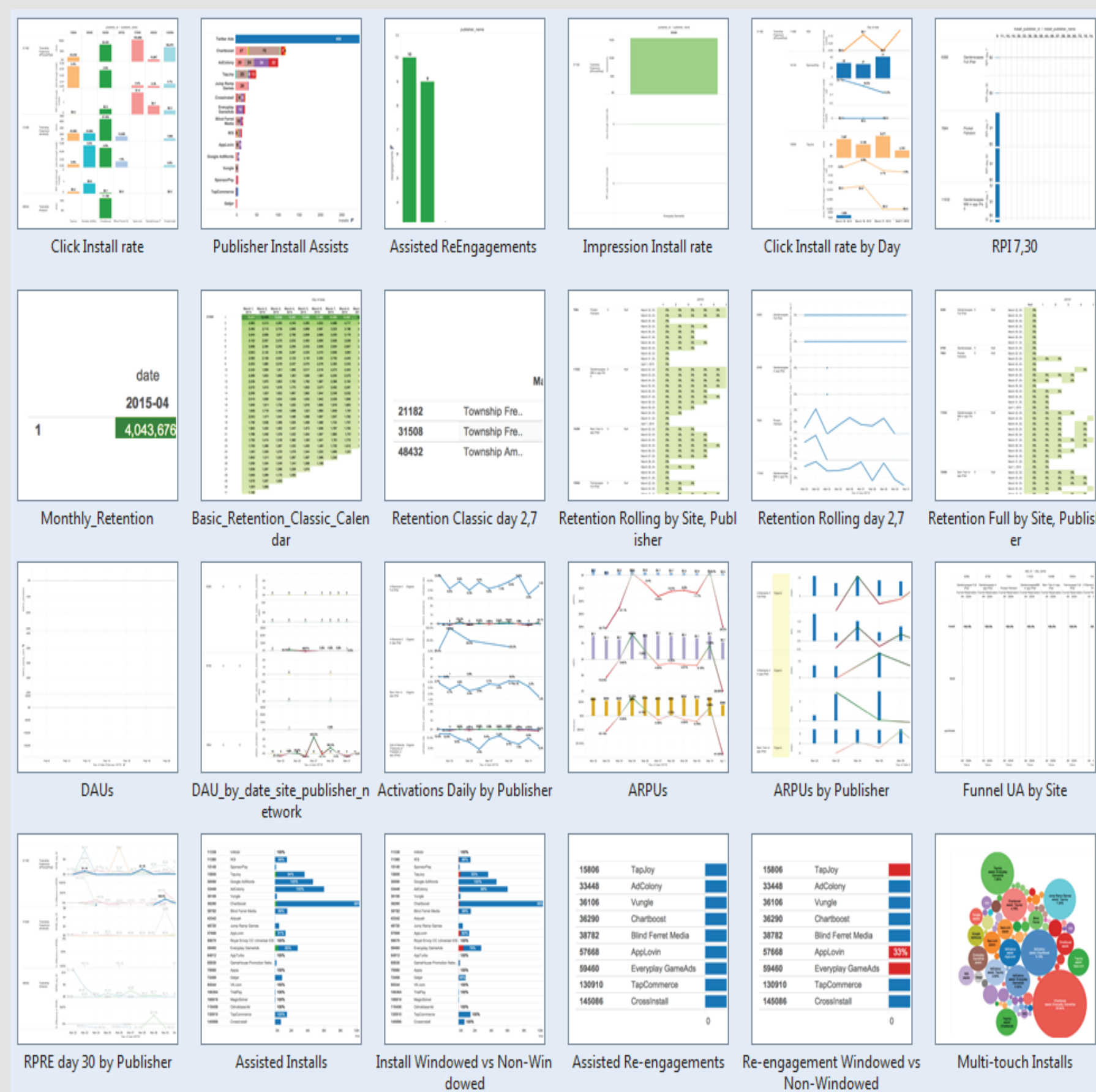


The Leader in Mobile
App Attribution Analytics

The Leader in Data
Visualization & Analytics

Problem Solution

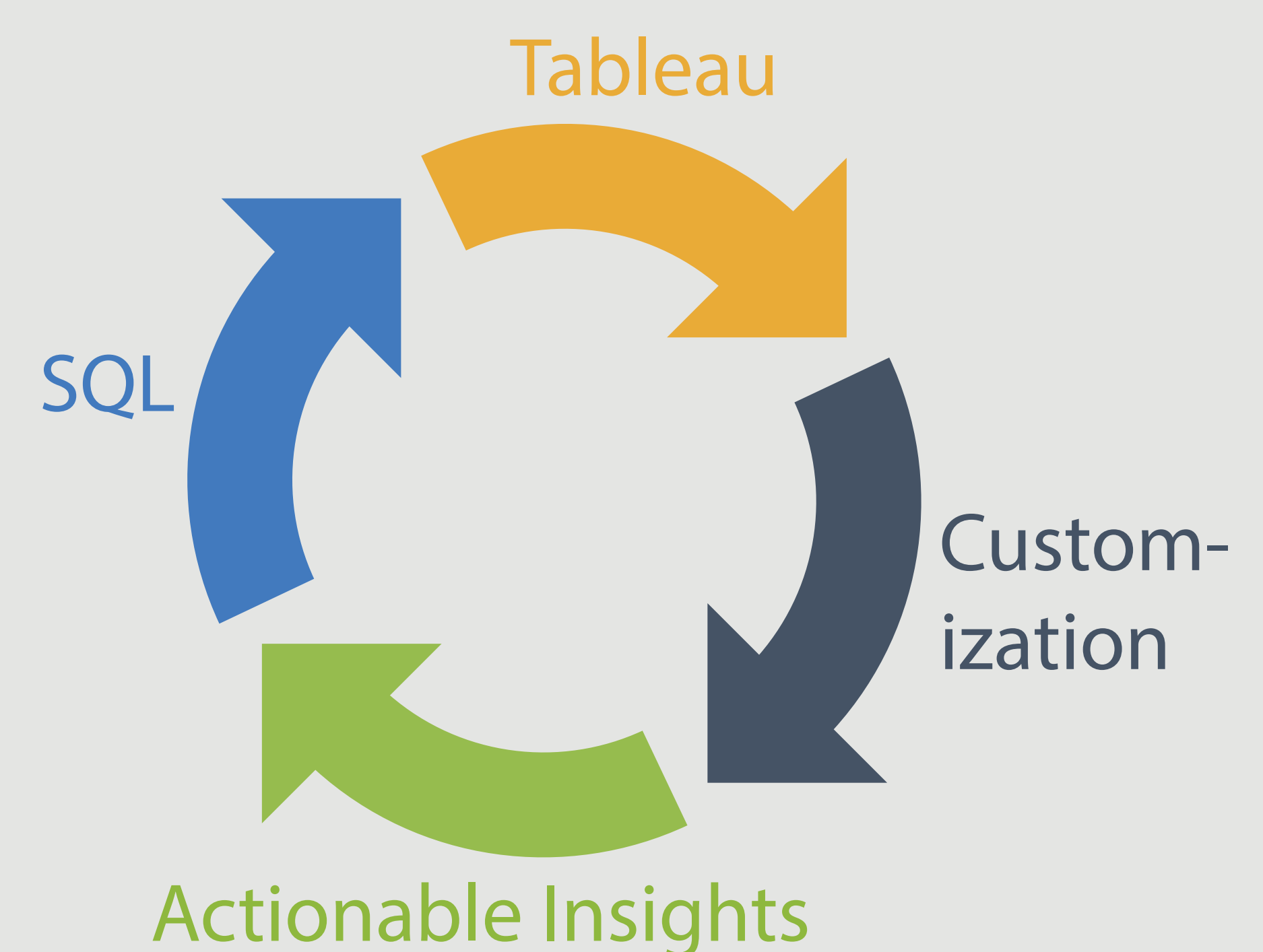
- One query does not fit all
- Long loading time in Tableau



Optimized SQL queries in ETL

```
SELECT
  device_type,
  campaign_id,
  publisher_id,
  advertiser_sub_ad,
  log_created,
  country_code,
  region_code,
  platform,
  sum(impressions) as impressions,
  sum(clicks) as clicks
FROM log_attributables data
LEFT JOIN (
  SELECT id, name
  FROM publishers
) publishers ON
  publishers.id = data.publisher_id
LEFT JOIN (
  select regions.name region_name,
  countries.name country_name,
  regions.code_r_code,
  countries.code_c_code
  from regions join countries
  on countries.id = country_id
) geo on
  geo.r_code = data.region_code
  and geo.c_code = data.country_code
WHERE
  debug_mode = 0
  and test_profile_id = 0
  and log_created >= '2015-04-01'
  and log_created < date_add('2015-04-15', interval 1 day)
  and advertiser_id = 
GROUP BY 1,2,3,4,5,6,7,8
```

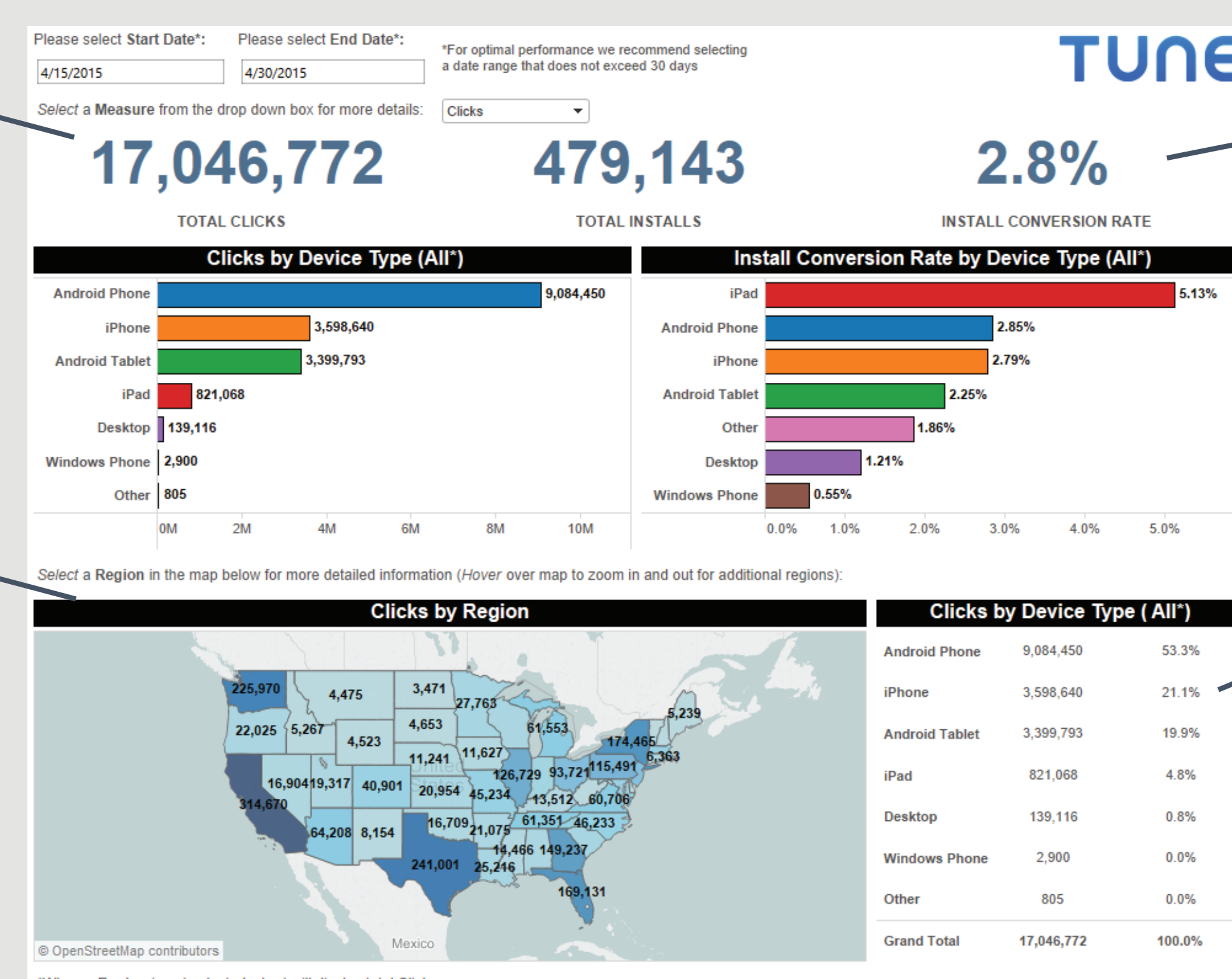
Process



Customized dashboards for
executives to easily navigate



Multiple view-points



Highlighted KPI

Interactive

Location specific



New insights in device,
version, campaign, and
financial

Uniformed dashboards
providing scalability &
actionable insights