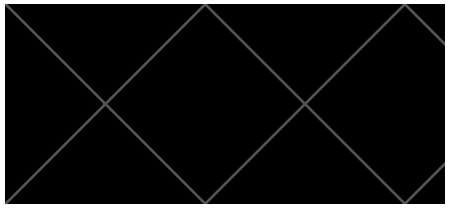


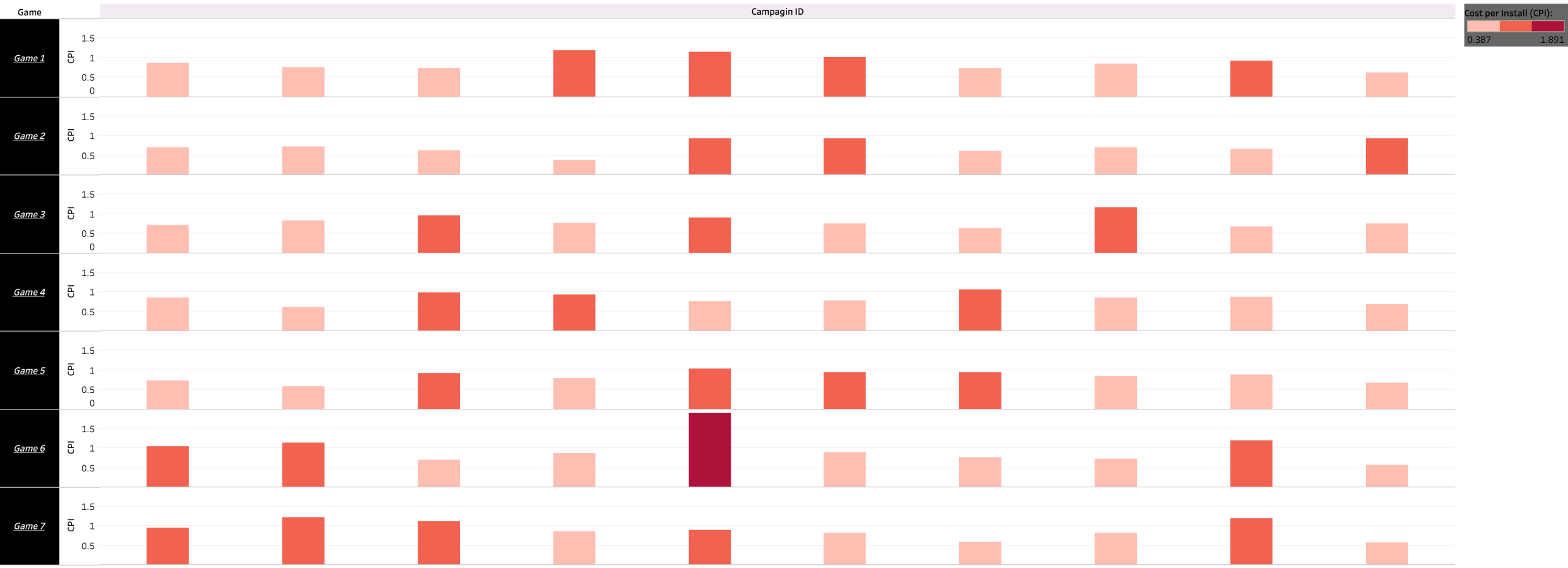
Marketing Packaged Workbook

File created on: 5/23/23 7:03:30 PM CDT

Return on Investment (ROI)

Return On Investment (ROI) for each Campagin ID broken down by Game. Color shows Return On Investment (ROI). The marks are labeled by Game. The data is filtered on Platform, Install Date, Source and Source Type. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Game, which excludes Null.

Cost Per Install (CPI)

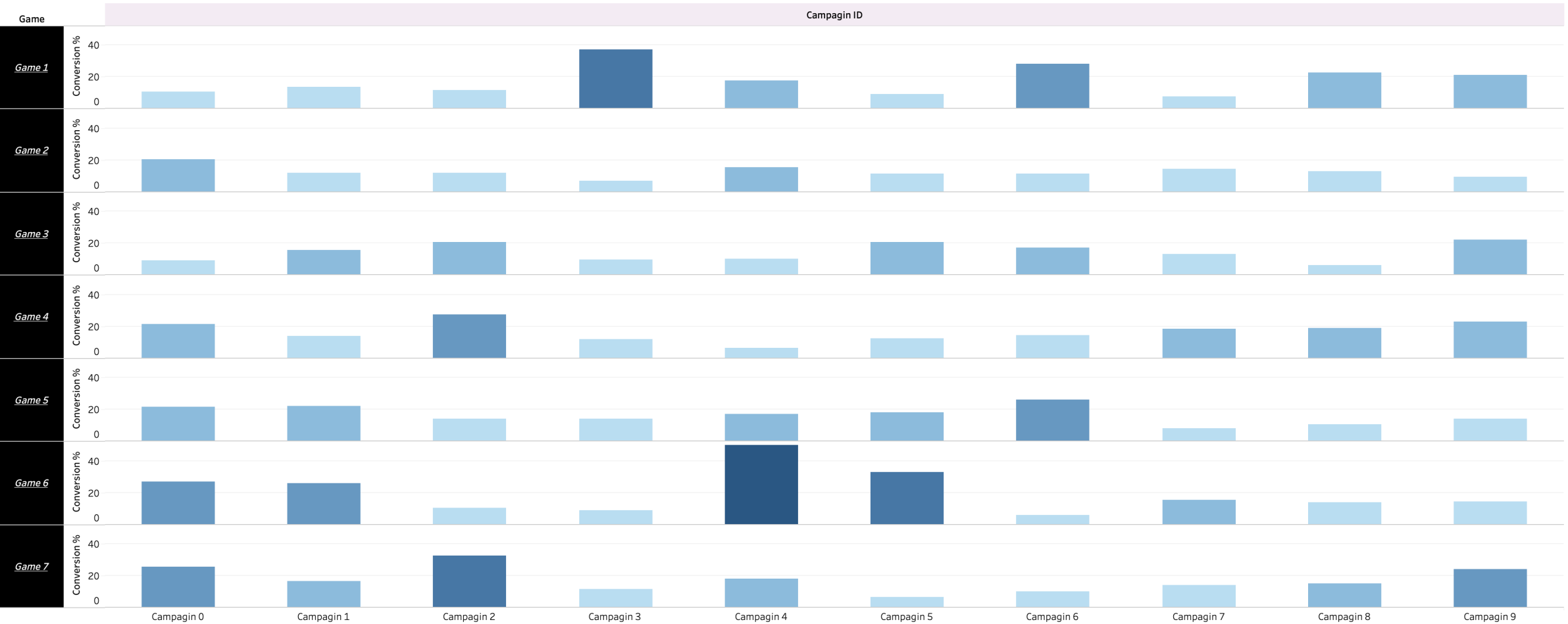


Cost per Install (CPI): for each Campagin ID broken down by Game. Color shows Cost per Install (CPI):. The marks are labeled by Game. The data is filtered on Platform, Install Date, Source and Source Type. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Game, which excludes Null.

Revenue Per User (RPU)

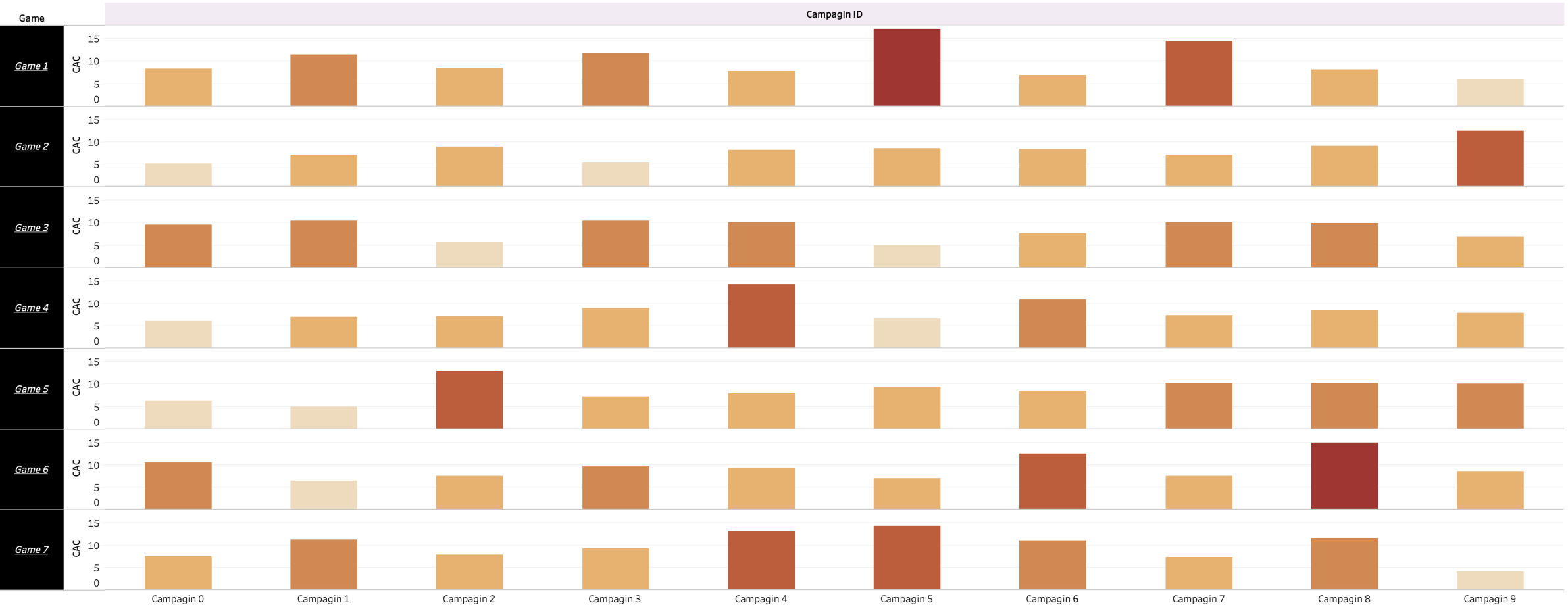
Sum of Revenue per User (RPU) for each Campagin ID broken down by Game. Color shows sum of Revenue per User (RPU). The marks are labeled by Game. The data is filtered on Platform, Install Date, Source and Source Type. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Game, which excludes Null.

Conversion Rate



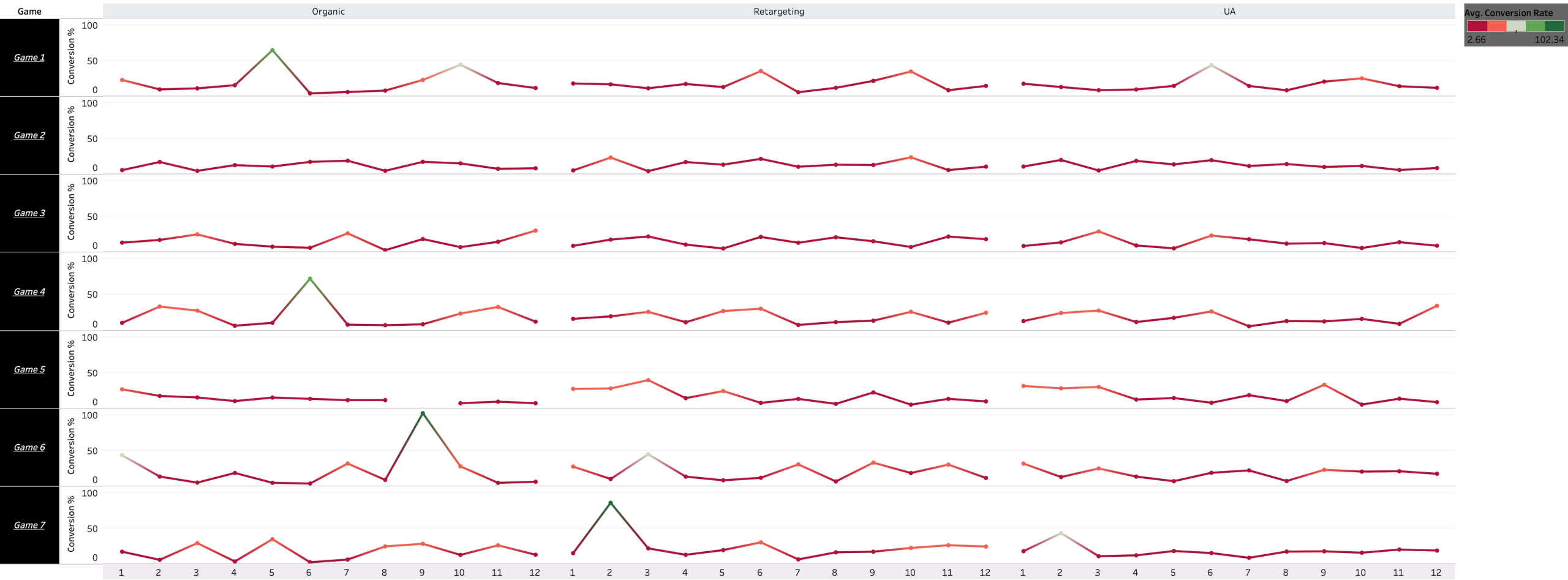
Average of Conversion Rate for each Campagin ID broken down by Game. Color shows average of Conversion Rate. The marks are labeled by Game. The data is filtered on Platform, Install Date, Source and Source Type. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Game, which excludes Null.

Customer Acquisition Cost (CAC)



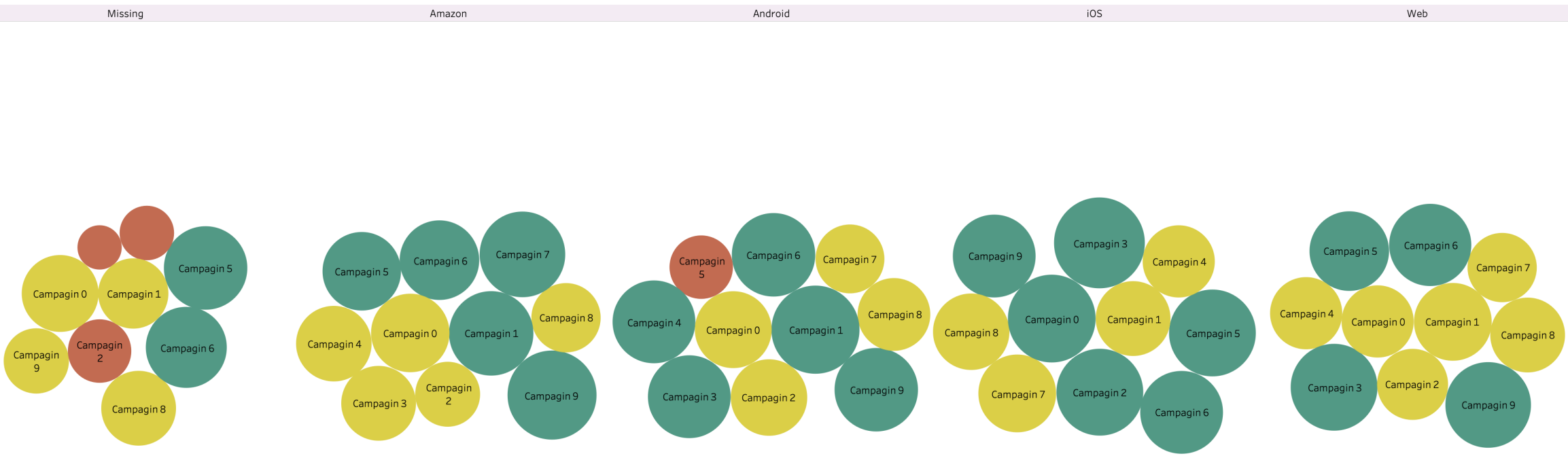
Customer Acquisition Cost (CAC) for each Campagin ID broken down by Game. Color shows Customer Acquisition Cost (CAC). The marks are labeled by Game. The data is filtered on Platform, Install Date, Source and Source Type. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Game, which excludes Null.

Conversion Rate

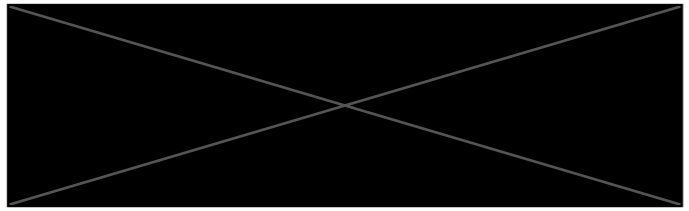


The trend of average of Conversion Rate for Source - Split 2 broken down by Source Type vs. Game. Color shows average of Conversion Rate. The marks are labeled by Game. The data is filtered on Platform, Install Date and Source. The Platform filter keeps Missing, Amazon, Android, iOS and Web. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The view is filtered on Game and Source Type. The Game filter excludes Null. The Source Type filter keeps Organic, Retargeting and UA.

Return on Investment (ROI)



Campagin ID broken down by Platform. Color shows Return On Investment (ROI). Size shows Return On Investment (ROI). The marks are labeled by Campagin ID. The data is filtered on Game, Install Date, Source and Source Type. The Game filter excludes Null. The Install Date filter keeps 546 of 546 members. The Source filter keeps 12 of 12 members. The Source Type filter keeps Organic, Retargeting and UA. The view is filtered on Platform, which keeps Missing, Amazon, Android, iOS and Web.



Return on Investment (ROI):
Formula: SUM(Revenue) / SUM(Cost)
This KPI measures the efficiency of marketing campaigns by calculating the return generated for every unit of cost invested.

Cost per Install (CPI):
Formula: SUM(Cost) / SUM(Installs)
This KPI helps evaluate the effectiveness of user acquisition campaigns by measuring the average cost incurred to acquire each installation.

Conversion Rate:
Formula: (# of Paying Users / Installs) * 100
This KPI represents the percentage of users who convert into paying customers, providing insights into the monetization potential of the games.

Revenue per User (RPU):
Formula: Revenue / # of Paying Users
This KPI measures the average revenue generated by each paying user, helping to assess the monetization effectiveness of the games.

Customer Acquisition Cost (CAC):
Formula: SUM(Cost) / # of Paying Users
This KPI measures the average cost incurred to acquire each paying customer. It helps assess the efficiency of marketing campaigns in terms of generating revenue from paying users.

4.

To create a daily refresh for the report in Tableau, you can start by ensuring that the marketing data set and budget data set are stored in a centralized location that is accessible to Tableau, such as a database or a shared folder. Next, establish a data connection in Tableau to connect to these data sources, choosing between extracting the data or establishing a live connection based on performance requirements. Once the connection is set up, it's important to schedule a daily refresh for the data sources in Tableau Server or Tableau Online, ensuring that the data is automatically updated on a daily basis.
Once the dashboard is created, it's important to test and validate the calculations, ensuring that they accurately reflect the updated data. Test the interactivity and functionality of the dashboard, making any necessary adjustments. After validating the dashboard, publish it to Tableau Server or Tableau Online, making it accessible to the executive team. Assign the appropriate permissions for data access and viewing.
Finally, schedule a daily refresh for the dashboard on Tableau Server or Tableau Online to ensure that it is updated with the latest data on a daily basis. This automated refresh process will provide the executive team with up-to-date marketing performance insights and KPIs, allowing them to make informed decisions based on the most current information available