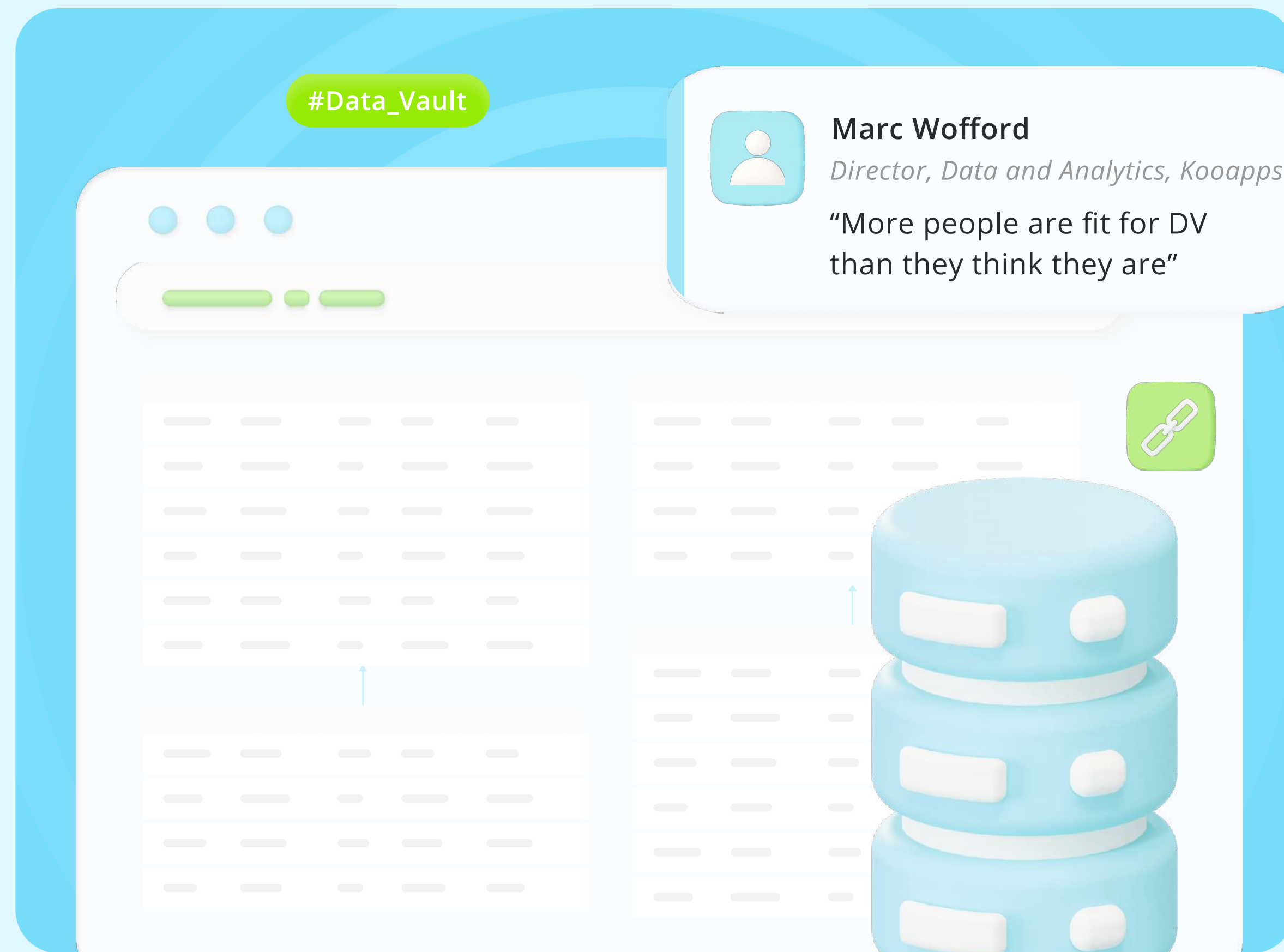




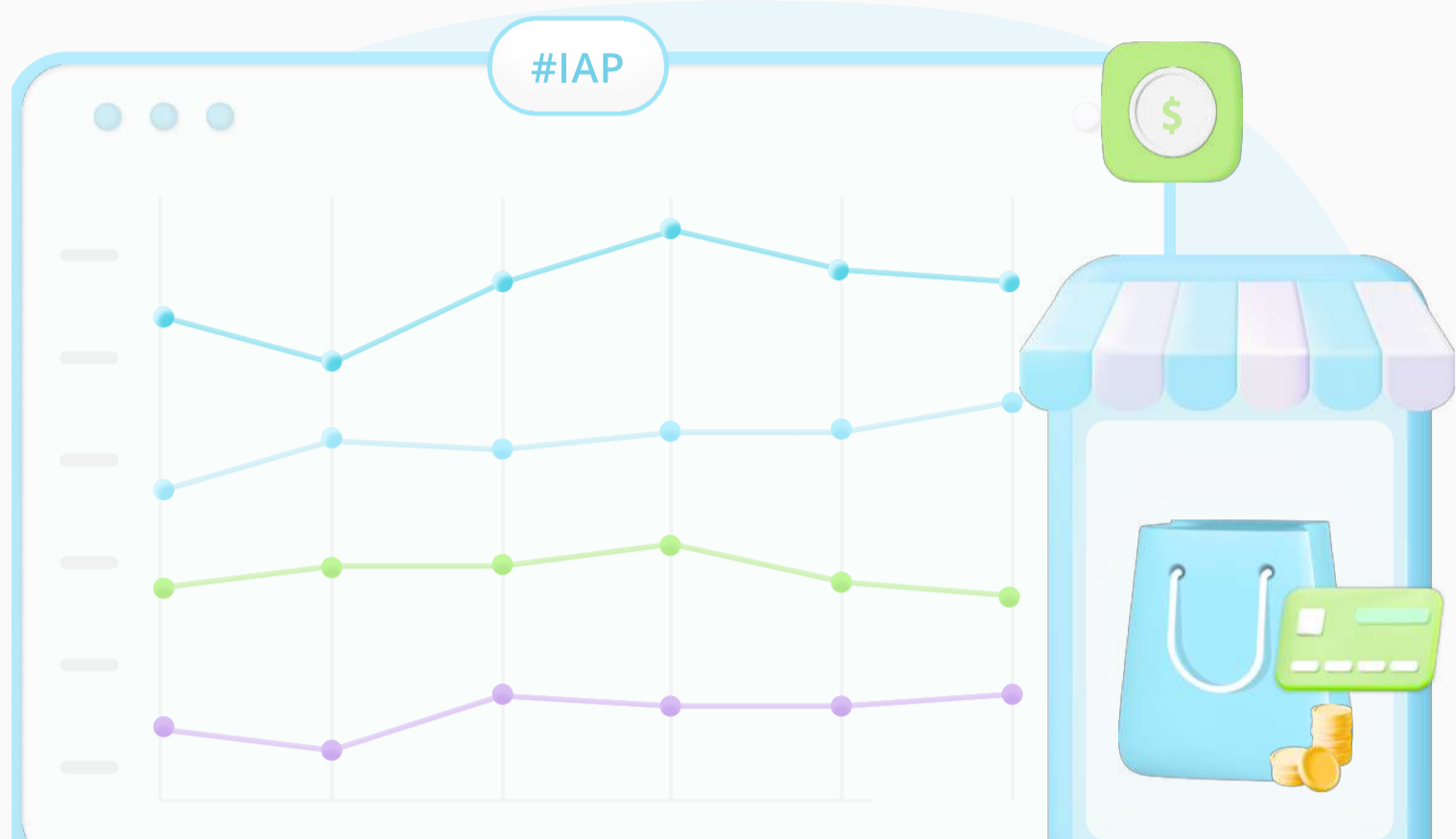
Unveiling the Magic of Tenjin's DataVault with Kooapps

Five Use Cases for Mobile App Marketing and Product Teams



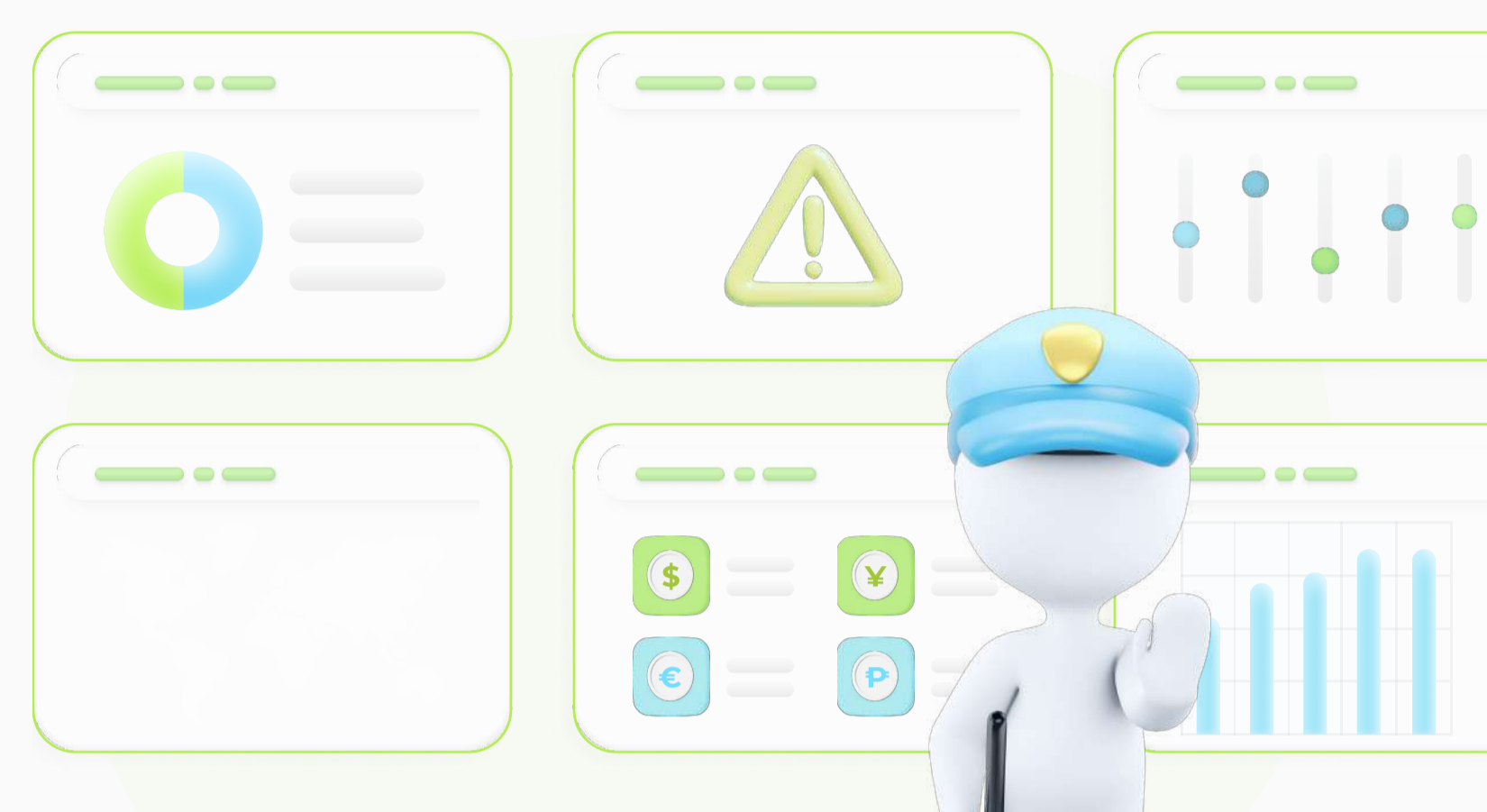
Pinpoint Impactful In-app Purchases

Kooapps uses Tenjin's DataVault to develop a special dashboard that monitors all in-app purchases (IAPs) across its game portfolio. For instance, the dashboard is used by the product team to identify fluctuations for in-game items, and helps them to keep improving their games.



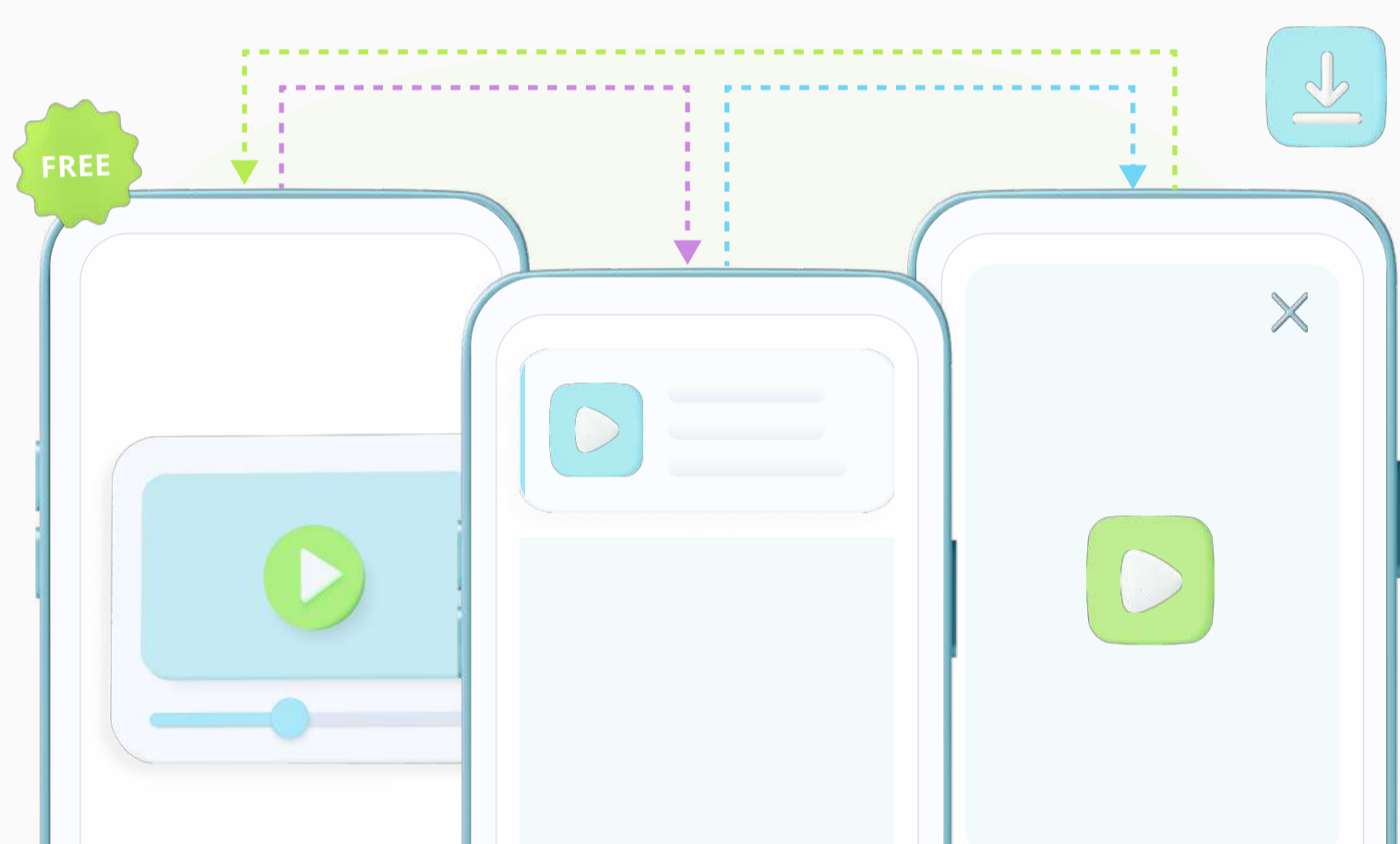
Deny the Fraudsters and Save Your Budget

DataVault also serves as the backbone of the Kooapps alert dashboard, which effectively flags fraudulent activities. Utilizing various types of rules, it helps to swiftly identify suspicious behavior. For example, it can detect discrepancies between geolocation and currency, offering comprehensive protection against fraudulent transactions.



Master the Cross-promo

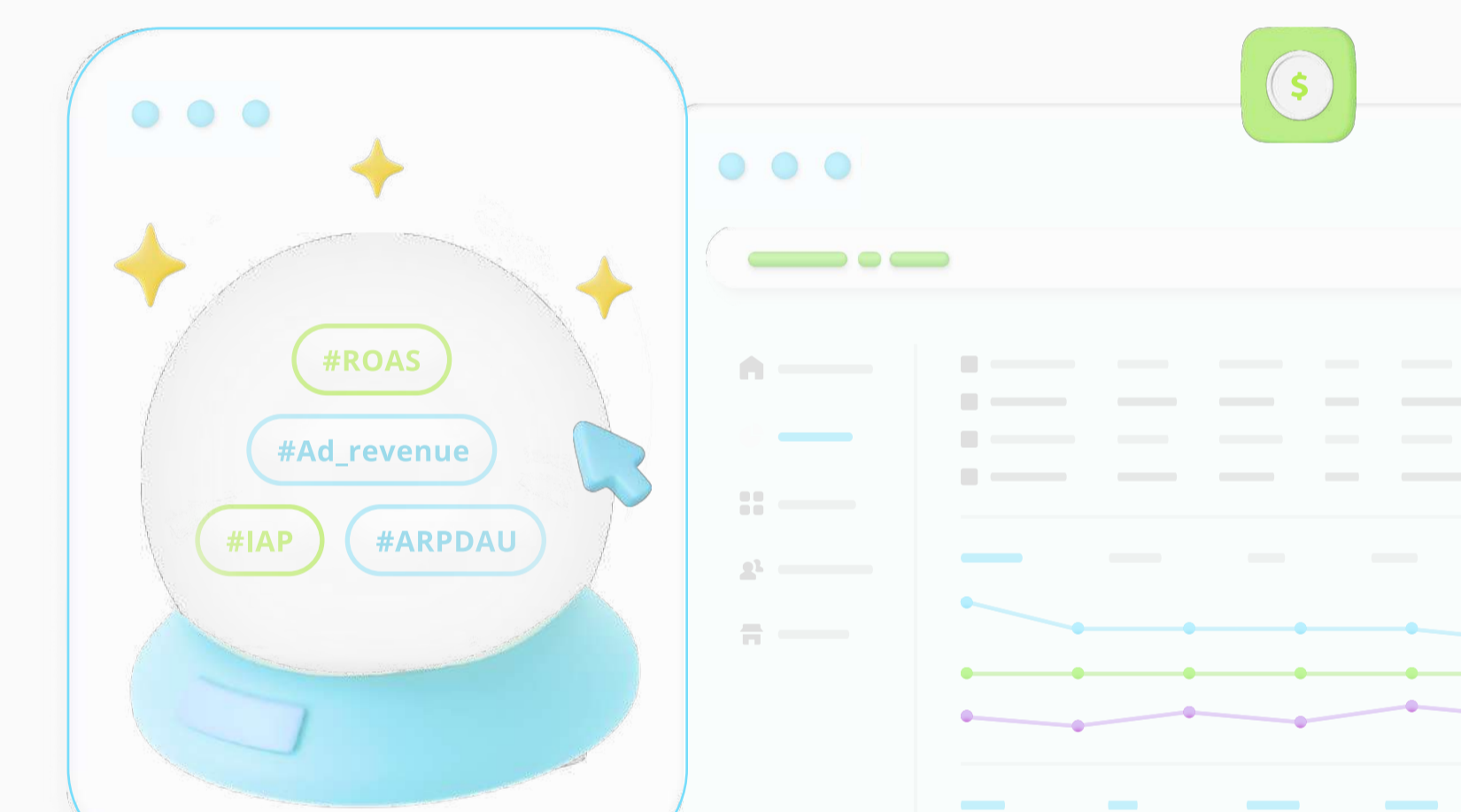
Thanks to DataVault, Kooapps can measure the daily volume of users that transition from playing one game to another, whether through organic engagement or incentivized spending. This enables them to monitor the impact of a decrease in installs of one game on the performance of another game.



React Swiftly to Changes in the Market

By using DataVault as a foundation, Kooapps has created a system that enables them to quickly spot changes in ad network algorithms, new industry trends, and unreliable data sources by automatically comparing numbers from multiple sources.

For instance, they monitor their Share of Volume (SOV) for each ad network via DataVault, enabling them to identify industry trend shifts. Any anomalies in the data prompt further investigation to ascertain whether they stem from algorithm changes or errors.



Merge Data Sources for Unique Insights

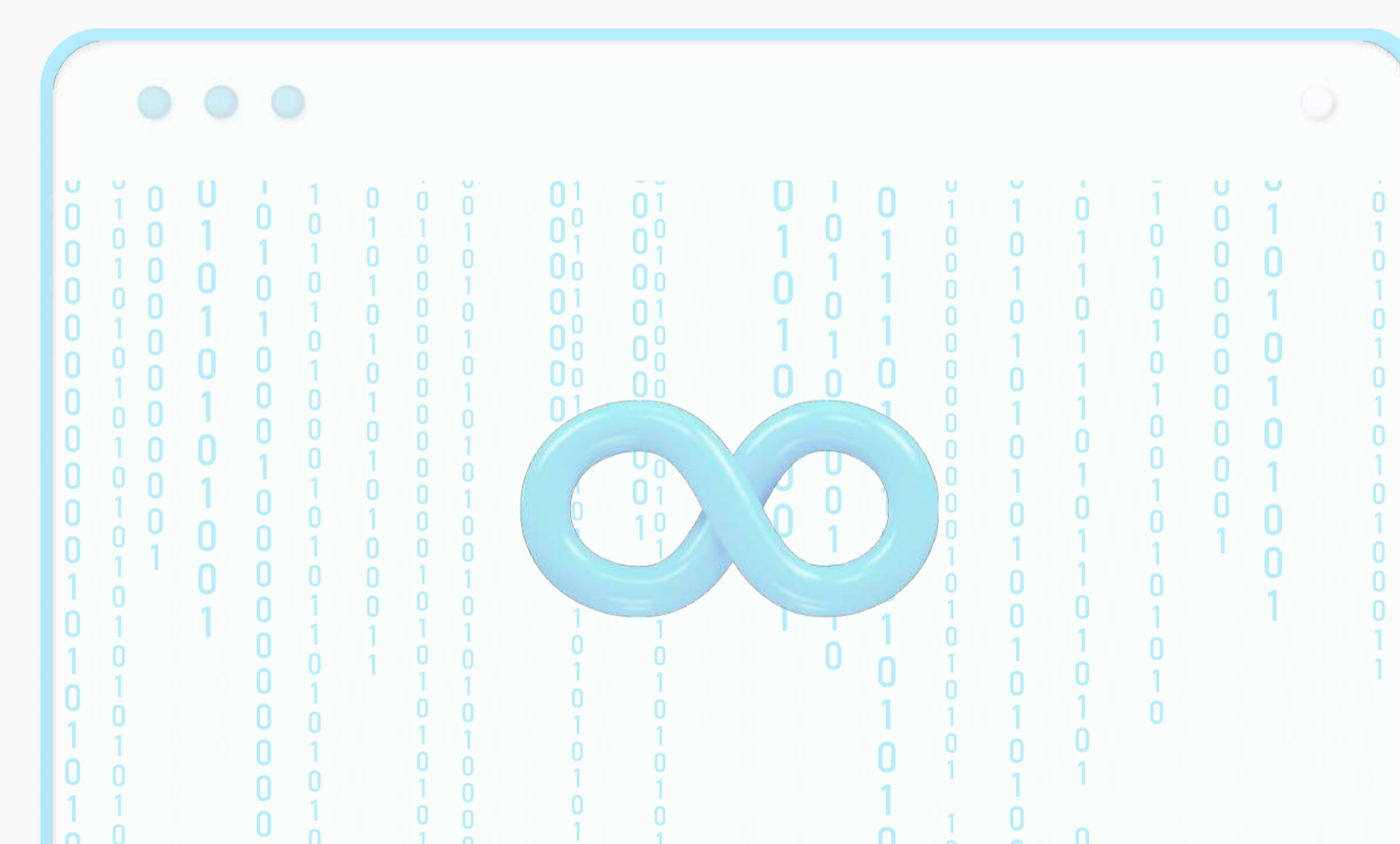
To expand their business insights, Kooapps merges DataVault with additional data sources like Firebase & in-house analytics. This combined analysis aids their team in identifying sources of suspicious in-game activity, such as users showing above-average retention at the early stage and not proceeding to play the game at all later. It is later used to negotiate compensations from ad networks that provided suspicious traffic.



Unlimited Number of Use Cases

DataVault use cases expand beyond the ones we have mentioned above. Develop your own use cases or ask the Tenjin team to help based on your business needs.

[Learn More](#)



What is DataVault?

DataVault is Tenjin's data warehouse as a service. It provides quick, reliable, and cost-effective access to marketing data that is usually only available for enterprise-level companies. Mobile publishers across the world use it as an universal marketing infrastructure that empowers the entire marketing operations.



Marc Wofford, Director, Data and Analytics at Kooapps

More people are fit for DataVault than they think they are. Its remarkable granularity offers the flexibility to structure data however advertisers want. This empowers us to guide the team in specific directions, sparking curiosity and engagement with the data.



Tenjin

Tenjin offers a free-to-start, pay-as-you-grow advertising measurement solution for mobile game developers. Starting from \$300 per month, Tenjin users get access to all available products with no hidden costs or add-ons.



Kooapps

Kooapps is a mobile gaming studio and publisher. They have over 400M downloads across their portfolio of games with notable titles such as [Snake.io](#), [Stacky Bird](#) and [Pictoword](#). Their mission is to connect the world through amazing daily experiences.