TapNation Partners with ●●❘●

How the popular app developer uses deep monitoring to accelerate workflows & improve efficiencies

The Situation

Company

Founded in 2019, TapNation is a mobile app developer specializing in hyper-casual games. The company oversees a portfolio of 20+ hit titles that stand out for their lasting appeal and loyal user base.

Context

TapNation runs a tight ship and takes a lean, agile approach to its business. To ensure that revenue is not lost to misconfiguration, under-optimization, or technical issues, the company scrutinizes a wide range of metrics across many different dimensions and multiple ad networks.

Challenge

Manually reviewing data and chasing leaks took skilled labor away from strategic projects, alternative revenue develop- ment, and optimization tasks. It also added to costly delays between detection & correction. And the resulting strain on resources led to a triage strategy that meant smaller titles would be mostly ignored.

The Problem

The manual approach to data monitoring left the company hamstrung when it came to...

Scale

TapNation splits ad monetization among a 3-person team. As that same team also holds IAP and related responsibilities, they couldn't spend whole days digging into their ad revenue data. With tens of thousands of daily ad data points to oversee, that opened the door to potentially costly blindspots.

Speed

Mediation analytics & BI dash- boards gave TapNation instant data access but no insight. Those tools can make it easier to spot oddities within key areas of interest; but to understand how those oddities came about, how they affect the business, and how to follow up, lengthy investigations were needed.

Skill

Manual processes and imperfect oversight meant slower time-to-resolution, significant opportunity costs, and possibly unseen revenue leaks. Ultimately that all translates to money left on the table — which was something that the lean and mean TapNation team simply could not accept.

TapNation sought an automated monitoring system to eliminate oversight gaps, accelerate workflows, and improve operational efficiencies.
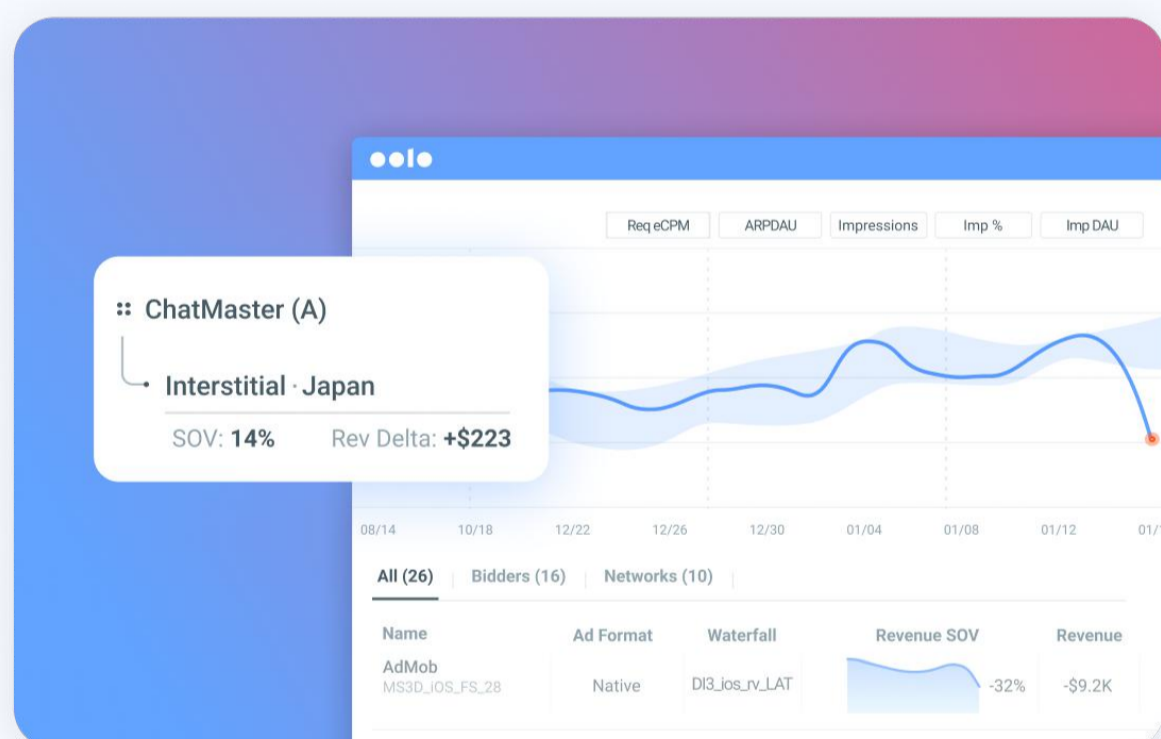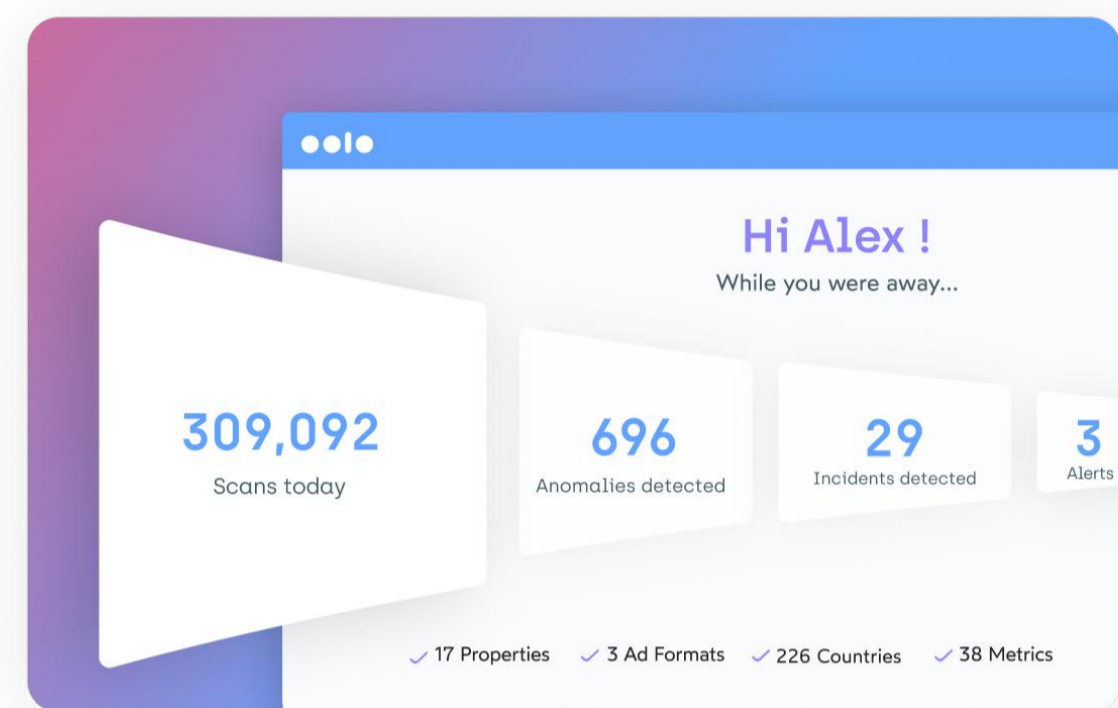
The Solution

Automated deep data monitoring powered by oolo...

Ease

A purpose-built solution for end-to-end revenue oversight and maximization, oolo comes pre-loaded with an understanding of monetization inter-dependencies and fine-tuned for the detection of actionable problems and opportunities.

oolo offers a quick- to-deploy and easy-to-use solution right out-of-the-box.
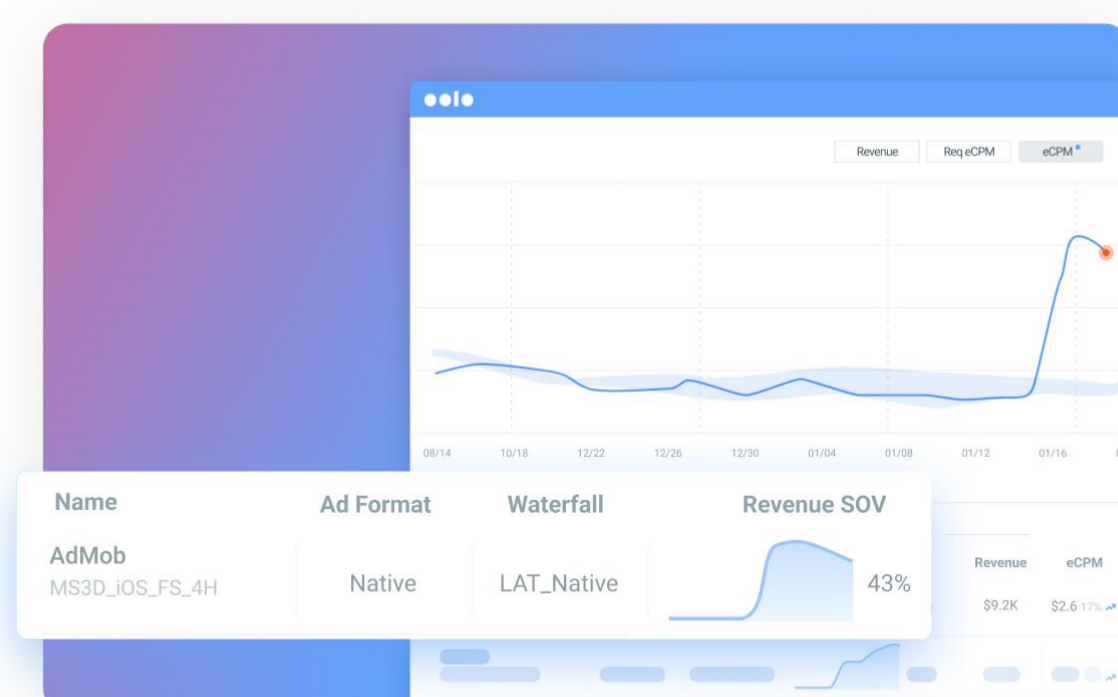

Effect

With oolo's deep monitoring technology, TapNation keeps a constant and effortless eye across the entire ad stack — flagging issues & delivering actionable insights in near real time.

Enablement

Whenever something goes wrong or an opportunity arises, TapNation is put in the know and in position to act.

oolo not only automatically detects and validates incidents, but estimates their financial impact, and traces them to their root causes — allowing for rapid and effective intervention.

The Implementation

360° monitoring and alerting saves valuable time, takes the pain out of data review, and restores a sense of control...

Launch -30D

An onboarding call is held to walk the team through the oolo platform and discuss alerting preferences.

Launch -15D

oolo completes pre-launch data-mappings and integrations work.
ML algorithms train on the particulars of TapNation's data ecosystem and history.

Launch

TapNation receives access to oolo.
All relevant metrics are automatically tracked across all dimensions & data hierarchies — in view of seasonality, natural noise, market factors, setup, and interventions.

Launch +15D

oolo embeds itself as an essential part of the team's routine — flagging revenue anomalies and delivering actionable insights with an average of 3 daily alerts

Launch +30D

- **54%** MTTR decrease
- **15** hours saved
- **3%** ad revenue uplift

"

We have strong people and processes, but oolo's really helped us level up our monitoring. Their smart alerts give us more granular and more rapid insights on the variations expressed across partners and performance.

With oolo, we're able to catch & contain discrepancies and big drops at their absolute earliest expressions. It's been a real boon for us and helps us always get the most of a fast-changing data and business environment.

Vincent Février, CMO

TapNation
NEXT LEVEL INSPIRATION

"

About oolo

oolo automatically detects and investigates abnormalities in ad revenue and adjacent data streams — translating statistical anomalies into actionable business imperatives.

oolo combines machine learning, industry-specific data relationship mapping, and codified operational know-how to deliver a complete solution for monetization teams.

With oolo's Deep Monitoring™, troubleshooting and optimization tasks are smartly prioritized and surgically executed — eliminating everyday frustrations and inefficiencies.