



BubbleShooter revenue drop
Due to: Unity CPM drop in Interstitial, India
Impact per day: -\$ 1,234

[Go to oolo](#)

[Settings](#)



Ilyon Saves Time and Accelerates Revenue Optimization Using oolo



Summary

Managing a large and growing portfolio of apps, Ilyon found manual ad revenue monitoring increasingly time-consuming. With automated monitoring technology, they hoped to achieve significant time savings — not just with respect to issue detection, but also with investigation and correction.

Having identified oolo as the solution provider of choice, the company was able to seamlessly integrate the technology into their daily monetization workflows and enjoy timely alerts whenever revenue factors significantly strayed from the bounds of normal behavior.

For Ilyon, oolo's automated 360° monitoring and alerting has improved visibility, restored a sense of control, streamlined the data review process, and dramatically shortened time-to-resolution whenever issues are found.

About Ilyon

Founded in 2014, Ilyon is a popular app developer specializing in casual games. Ilyon is the standard-bearer for gameplay that is simultaneously inviting and engaging — taking casual playtime to a whole new level. As owners of Bubble Shooter™, Ilyon has more than 600 million downloads.



The problem

As the company and its portfolio grew, their ad stack and setup became more complex and the revenue factors they needed to track skyrocketed

On a daily basis, the company needed to health-check no fewer than 10 key metrics for various ad formats, across a large number of ad networks and several titles. The sheer number of data metrics and dimensions, made the process very challenging.

When Ilyon's data reviews turned up issues that needed to be dealt with, lengthy investigations were launched to determine what caused the issues, how they impact revenue, and how they ought to be resolved. For these purposes, Ilyon's mediation partners and BI tools provided valuable data access but precious little direction or insight.

The Solution

Pulling user analytics, mediation, and ad network data, oolo generated a holistic profile of Ilyon's datascape.

Empowered by mutual cooperation and collaboration, oolo drew on Ilyon's historical behavior to model their ad revenue patterns in view of seasonality, market influences, deal type mix, ad format mix, demand partner mix, and factor inter-relations.

With this understanding in tow, oolo was able to forecast revenue performance across thousands of specific data expressions — spanning all granularity levels.

Whenever Ilyon's real-world data deviated from oolo's forecast in a statistically significant manner, it was registered as a data anomaly and assessed for its financial impact.

If the anomaly — whether pertaining to traffic, inventory, or delivery — was found to meaningfully affect revenue as well, oolo would trace it to its root cause and automatically issue an alert to the designated Ilyon user.

The Impact

oolo's data command & revenue control center helps Ilyon keep a constant eye on ad earnings across key titles — flagging revenue anomalies and delivering actionable insights.

Gone were the manual data reviews and investigations that consumed so much valuable time. In their place, Ilyon was given continuous monitoring and timely alerts. Better still, they were pointed directly to the underlying issue when something went wrong and given insight into how to act on those alerts.

Today, oolo is a fixture of the team's morning routine. Arriving at the office and sitting at their desks, the team uses oolo for a quick situation assessment. oolo gives the team an idea of what their day will look like from the outset so that they can plan accordingly. At a glance, they know what requires their attention and with what urgency.

Just as importantly, since deploying oolo, Ilyon's monetization team has saved significant worktime. That's time that is now being put toward more skilled and more strategic projects.

“

oolo helped us change the way we engage with our ad revenue data. It is now easier to work through our data, or dive deep into analyses. oolo helps make sure we never miss an issue — driving tremendous time savings, better operational empowerment, and faster resolution.

Roy Tzayag, VP Product Marketing & Monetization

Even with trained eyes and applied analytics, some performance issues leave faint footprints. Those issues, subtly expressed as they are, can add up to have a big impact on monetization. oolo is simply invaluable for us to find and fix those issues

Noa Brodny, Monetization Analyst

”

About oolo

A first-of-its-kind (no-SDK) solution, oolo detects and investigates IAA data anomalies and alerts users to problems and opportunities. With oolo's AI-powered monetization monitoring and intervention recommendations, revenue leaks are eliminated and inventory is always optimized.

Want to hear more? contact us at contact@oolo.io