Measuring and Optimising the First Seven Days of Revenue

One of the largest eSports and mobile gaming platforms · 90M+ users · high-decibel digital activation

THE LATENCY PROBLEM

In mobile gaming, most of a cohort's value is decided in the first week after week after acquisition. Conventional measurement reports on that window window long after it has closed, when nothing can be done about it.

AI AND AGENTIC AI APPLIED

MODELS Weekly cohort response models across 100+ levers on an exposure-to-exposure-to-engagement causal path, with synergy decomposition separating direct from separating direct from indirect impact.

AGENTS Simulation and allocation agents run continuously and move budget between budget between campaigns inside the seven-day window, while the cohort can still be can still be influenced.

WHAT THE AGENTIC LAYER DOES WHILE THE COHORT IS LIVE

1 Lever-level ingestion

More than 100 levers tracked by platform and channel attribute for efficiency and effectiveness.

2 Synergy decomposition

Direct and indirect impact separated per attribute, exposing cross-channel effects.

3 Real-time simulation

Optimal plan mixes generated continuously for growth and effectiveness.

4 Campaign-level allocation

Budget moved between campaigns campaigns and channels inside the the activation window.

OUTCOME – REAL-TIME SIMULATION OF NEW USER REVENUE IMPACT FROM MEDIA SPENDS

+1.5X

return on investment against the prior plan

~24%

growth in immediate first-week revenue

95%+

forecast accuracy weekly, 98%+ monthly

~4X

faster to insight than the previous approach