



CAKE

# Tracking, Attribution and Optimization for Mobile Campaigns

With different browser types and technologies saturating the mobile market, tracking mobile marketing spend from first click to conversion, and every step in-between, is crucial to gaining insight into the customer journey.

Advertisers and Networks need a solution that easily captures and analyzes granular data to attribute every customer action, allowing them to pinpoint the affiliates and channels that are the most valuable traffic sources.

*CAKE for Networks* and *CAKE for Advertisers* are SaaS-based tracking and data visualization platforms that give networks and advertisers the most complete view of the customer journey from their mobile campaigns. With the insights provided by CAKE, networks and advertisers are empowered with the intelligence needed to clarify and optimize marketing spend, increase online sales and lead-generation efforts, as well as properly attribute affiliate payouts.

*See clearly, spend better.*

## Track & Act On Your Mobile Campaigns in Real-time Through

- Geo-targeting and mobile targeting
- Partner integrations & open API
- Content sections
- Cross-device tracking and in-app tracking
- SDK and the ability to track without SDK
- Custom mobile rules targeting: operating system (major and minor), user agent match, location (country and region), device type, browser, ISP/ carrier, language, a/b split testing



### Network Management

Manage an entire affiliate network program with one tool to track and analyze results, provide creative and guide digital marketing spend choices.



### Multiple-price Formats

Set price formats by campaign for each conversion or event to track marketing costs across channels by CPA, CPM, CPC or revshare.



### Real Metrics in Real-time

See exactly which channels are performing, export data to a CSV file, access data via API and schedule specific reports.



### Targeted Campaign Control

Get immediate campaign control through real-time optimization of location, device and custom targeting with traffic caps and redirects.



### Fraud Prevention

Take immediate action on revenue-impacting fraud with pixel whitelisting and custom alerts that recognize abnormal campaign behavior.



### Custom Report Calculation

Create custom calculations on each report and share via custom reporting views instead of just exporting reports to Excel.



### Role-specific Portals

Increase partner satisfaction through individual portals for affiliates and advertisers.



### End-to-end Lead Generation

Collect and report on leads in real-time with industry-leading tools.



As a digital media company focused on mobile, a solution that met the demands of mobile tracking was critical for us to optimize our mobile channel. This made CAKE the only clear solution for us and the data we retrieve through the CAKE dashboard on the performance of our mobile activities is instrumental in helping us gain clarity into our digital spend, so we can attribute efficiently."

**Dominic Yacoubian**  
Managing Director - Purify Digital

