

Offer Projections: Steps and Process Overview

Step 1 – Login to the In-house tracking platform.

Path - <https://partners.icubewire.co/auth/login>

Username – <Your Email>

Password – <Your password>

ICUBESWIRE

Sign In

Enter your username and password

rajesh.kumar@icubewire.com

.....

[Forget Password ?](#) [Sign In using OTP](#)

Remember me

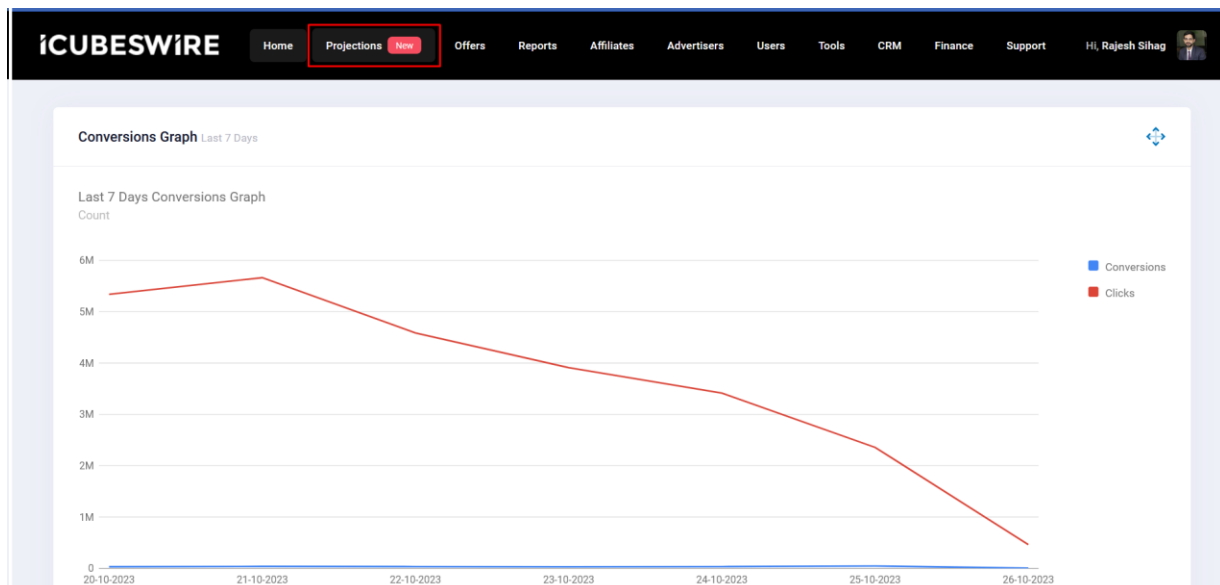
Submit

Don't have a iCubesWire account? [Sign Up Now](#)

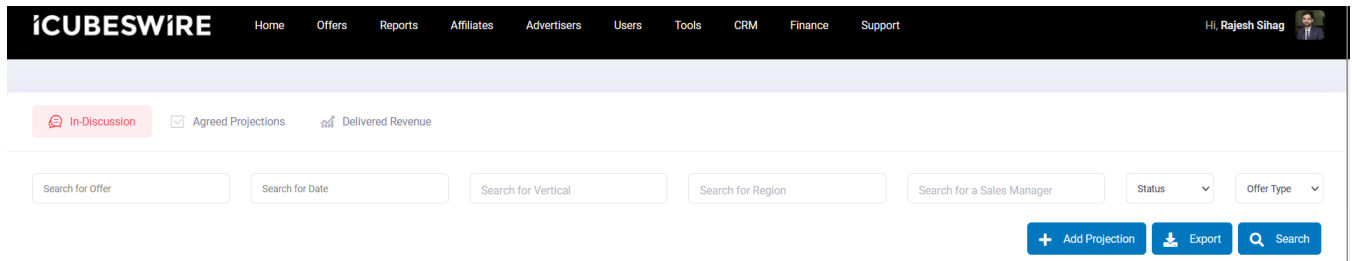
Convince & Acquire Customers (Mobile)

Help brands reach their target audience with acquisition campaigns on mobile. Join our extensive publisher network and manage mobile app install ads for renowned brands.

Step 2 – Click on the “Projection” tab in the Menu bar after logging in. You will be redirected to the Offer Projections screen.



Step 3 – Click on **Add Projection** to add the projection for an offer.



Step 4 – Fill in the required fields in the form and submit.

If you click on save button the form data shall be submitted. If you click on save and new, the form data shall be submitted and the form resets for new projection.

The screenshot shows a modal window titled 'Add Projection' with a close button (X) in the top right corner. The form contains the following fields:

- Offer Source:** A dropdown menu with 'Direct' selected.
- Offer Name:** A text input field containing 'Adani CPR'.
- Currency:** A dropdown menu with 'EUR' selected.
- Vertical:** A dropdown menu with 'CPA Web - International' selected.
- Region:** A dropdown menu with 'APAC' selected.
- Expected Live Date:** A text input field containing '28-10-2023'.
- Conversions/Day:** A text input field containing '200'.
- Unit Cost:** A text input field containing '10'.
- Monthly Potential:** A text input field containing '62000.00'.
- Remaining This Month:** A text input field containing '8000.00'.
- Comment:** A text area containing 'this is a test'.

At the bottom of the form, there are two buttons: 'Save' and 'Save & New'.

In-Discussion tab, Agreed Projections tab, and Delivered Revenue tab logic:

In-Discussion – The projections that are in discussion phase. The delivery team and sales team are not agreed on the projected revenue.

Agreed Projections – The projections that are agreed upon by the delivery and sales team will fall in agreed projections tab. Delivery team has to add offer id from our inhouse tracking platform. We fetch the offer status from in-house panel and show in the agreed projections.

Delivered Revenue – The projections that are in agreed projections will be moved in delivered revenue tab after the status of the offer marked as **active**.

Step 5 – Once the form is submitted, you shall be able to find the added projection in the “**In-Discussion**” tab. With the headers as Offer Name and User created By, Source, Vertical & Region, Estimated Potential, Sales Revenue Projection.

Offer Name	Source	Vertical & Region	Exp. Live Date	System Estimated Potential	Sales Revenue Projection			Delivery Revenue Projection			Status	
					Conversions/Day	Unit Cost	Monthly Potential	Remaining This Month	Conversions/Day	Monthly Potential		Remaining This Month
Adani CPR neha kumari	Direct	CPA Web - International APAC	28-10-2023	NA	200	EUR 10.00	EUR 62000.00	EUR 8000.00				Delivery Pending
Total			EUR	0.00	200	10.00	62000.00	8000.00	0	0.00	0.00	

Step 6 – Once the projection is submitted, an email notification will be sent to the **Assigned POC** in delivery team. The response time to a projection is **4 hours** for Delivery and Sales.

Delivery team has two options:

- Either they can click on “**Same as Sales**” and the sales projection will be replicated in the Delivery Projection.

In-Discussion Agreed Projections Delivered Revenue

Status: ▾
Offer: ▾

+ Add Projection
Export
Search

Offer Name	Source	Vertical & Region	Exp. Live Date	System Estimated Potential	Sales Revenue Projection			Delivery Revenue Projection			Status	
					Conversions/Day	Unit Cost	Monthly Potential	Remaining This Month	Conversions/Day	Monthly Potential		Remaining This Month
Adani CPR neha kumari	Direct	CPA Web - International APAC	28-10-2023	NA	200	EUR 10.00	EUR 62000.00	EUR 8000.00	Same as Sales			Delivery Pending
Total			EUR	0.00	200	10.00	62000.00	8000.00	0	0.00	0.00	

b. Delivery team can double click on the line item, and add their conversions. Once saved, a notification shall be sent to Sales person. Comment is mandatory.

partners.icubewire.co/offers/offerProjection/

In-Discussion Agreed Projections Delivered Revenue

Status: ▾
Offer: ▾

✓
+ Add Projection
Export
Search

Offer Name	Source	Vertical & Region	Exp. Live Date	System Estimated Potential	Sales Revenue Projection			Delivery Revenue Projection			Status	
					Conversions/Day	Unit Cost	Monthly Potential	Remaining This Month	Conversions/Day	Monthly Potential		Remaining This Month
Adani CPR neha kumari	Direct	CPA Web - International APAC	28-10-2023	NA	200	EUR 10.00	EUR 62000.00	EUR 8000.00	150	46500.00	6000.00	Delivery Pending

Step 7 – Sales Individual can either **accept** the delivery projection or Esclate to their Manager. Once esclated the status will be marked as **“In-Esclation”**.

Offer Name	Source	Vertical & Region	Exp. Live Date	System Estimated Potential	Sales Revenue Projection				Delivery Revenue Projection			Status
					Conversions/Day	Unit Cost	Monthly Potential	Remaining This Month	Conversions/Day	Monthly Potential	Remaining This Month	
Adani CPR neha kumari	Direct	CPA Web - International APAC	28-10-2023	NA	200	EUR 10.00	EUR 62000.00	EUR 8000.00	150	EUR 46500.00	EUR 6000.00	Sales Pending
Total			EUR	0.00	200	10.00	62000.00	8000.00	150	46500.00	6000.00	

Step 8 – Once the Projection is accepted/updated by sales, It will marked as **“Submitted”** and Delivery has to enter the Offer id. When offer id is entered the projection will be moved to **“Agreed Projections”**.

Offer Name	Source	Vertical & Region	Exp. Live Date	System Estimated Potential	Sales Revenue Projection				Delivery Revenue Projection			Status
					Conversions/Day	Unit Cost	Monthly Potential	Remaining This Month	Conversions/Day	Monthly Potential	Remaining This Month	
Adani CPR neha kumari	Direct Offer Id Pending	CPA Web - International APAC	28-10-2023	NA	150	EUR 10.00	EUR 46500.00	EUR 6000.00	150	EUR 46500.00	EUR 6000.00	Offer Id Pending

Step 9 – You can search the offer by Name or Offer id. Once submitted the Projection will be moved to **Agreed Projections**.

Offer and Comment ✕

Offer

Adani CPR

Comment

accepted

Submit

Step 10 – In agreed projections, the offer status will be fetched from the In-house tracking platform.

Once the Offer status becomes **“Active”** the projection will be moved to **“Delivered Revenue”** tab.

The screenshot shows the 'Agreed Projections' tab selected. The table below displays the offer details:

Offer Name	Vertical & Region	Exp. Live Date	System Estimated Potential	Projected Conversions/Day	Unit Cost	Projected Monthly Potential	Remaining This Month	Status
Adani CPR (#3088) Active neha kumari	CPA Web - International APAC	28-10-2023 21 day(s) early from the expected live date	EUR 279274.70	150	EUR 10.00	EUR 46500.00	EUR 6000.00	Submitted
Total		EUR	279274.70	150	10.00	46500.00	6000.00	

Step 11 – In Delivered Revenue, the revenue will be tracked from the data of conversions.

The screenshot shows the 'Delivered Revenue' tab selected. The table below displays the offer details:

Offer Name	Vertical & Region	Live Date	System Estimated Potential	Projected Revenue	Tracked Revenue	Difference/Day(%)
Adani CPR (#3088) Active neha kumari	CPA Web - International APAC	07-10-2023 21 day(s) early from the expected live date	EUR 279274.70	EUR 46500.00	EUR 0.00 as	0.00
Total		EUR	279274.70	46500.00	0.00	

- In delivered revenue, the revenue is updated from the conversions of the in-house tracking platform.
- For online campaigns, we are fetching the revenue from the tracked conversions (Tracked from Pixels/Postbacks).
- For offline campaigns, we will fetch the revenue from the uploaded conversions. Every day the conversions should be uploaded by 10 AM for revenue to be calculated for the same day. If the conversions are uploaded after 10 AM the revenue will be added with the next day’s revenue.