

# APTOIDE

Own your Android Market



## Aptoide Ad Monitor

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# Summary

Goals

Motivation

Overview

Technology

Mockups

Planning

# Goals

- Create a debug mode for the Aptoide Ad Platform
- Allow access to information regarding ads in real-time
- Help the perception of the process by the Aptoide team;

# Motivation (1)

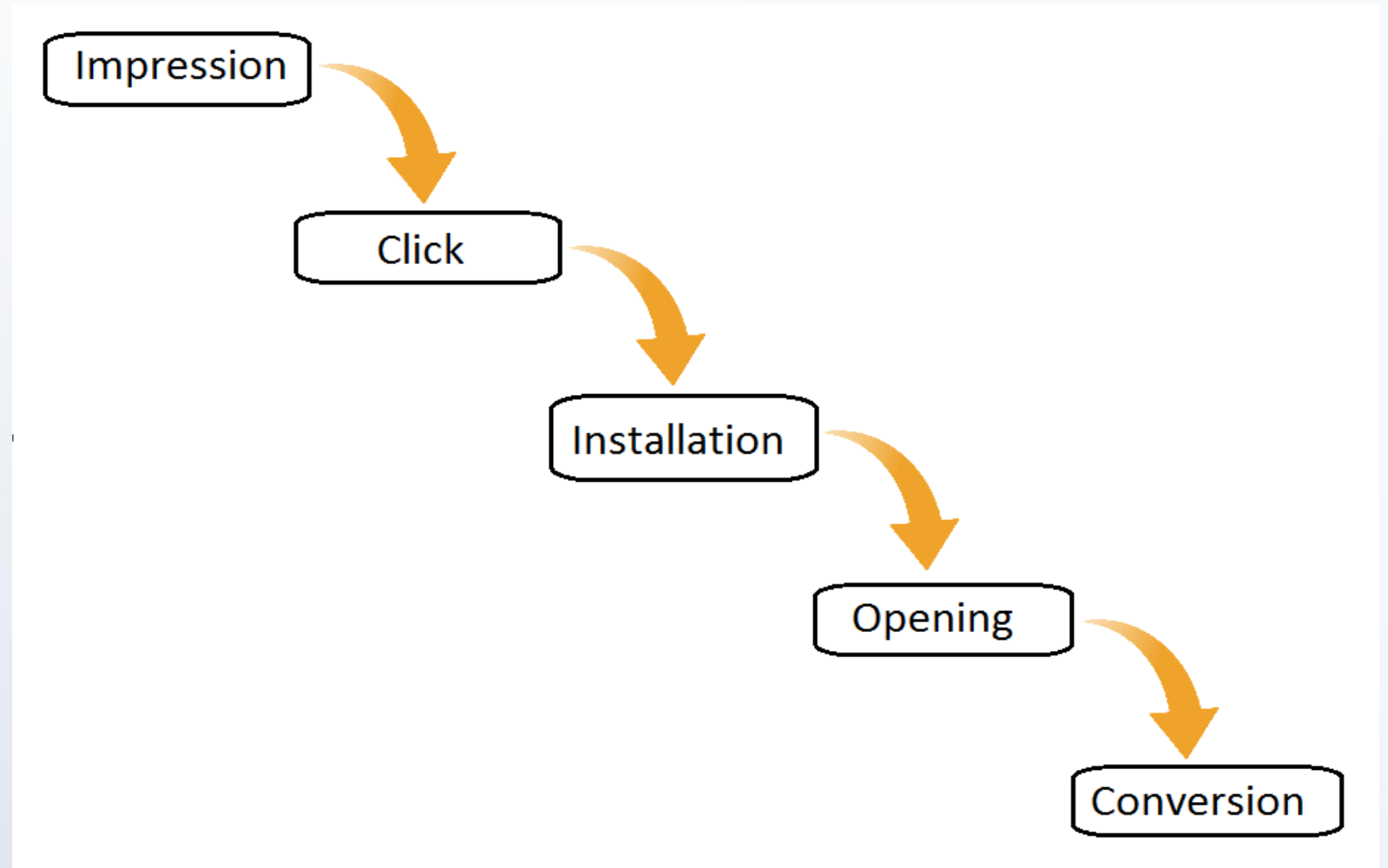
- QA team
  - Test the platform in the client
  - Intercept requests and check if the macros are being replaced
  - Would be easier to have the debug mode to see what is happening in real-time;

## Motivation (2)

- Advertisers team and other teams
  - Translate a technical language into a everyday common language;

# Overview- Attribution Flow (CPI)

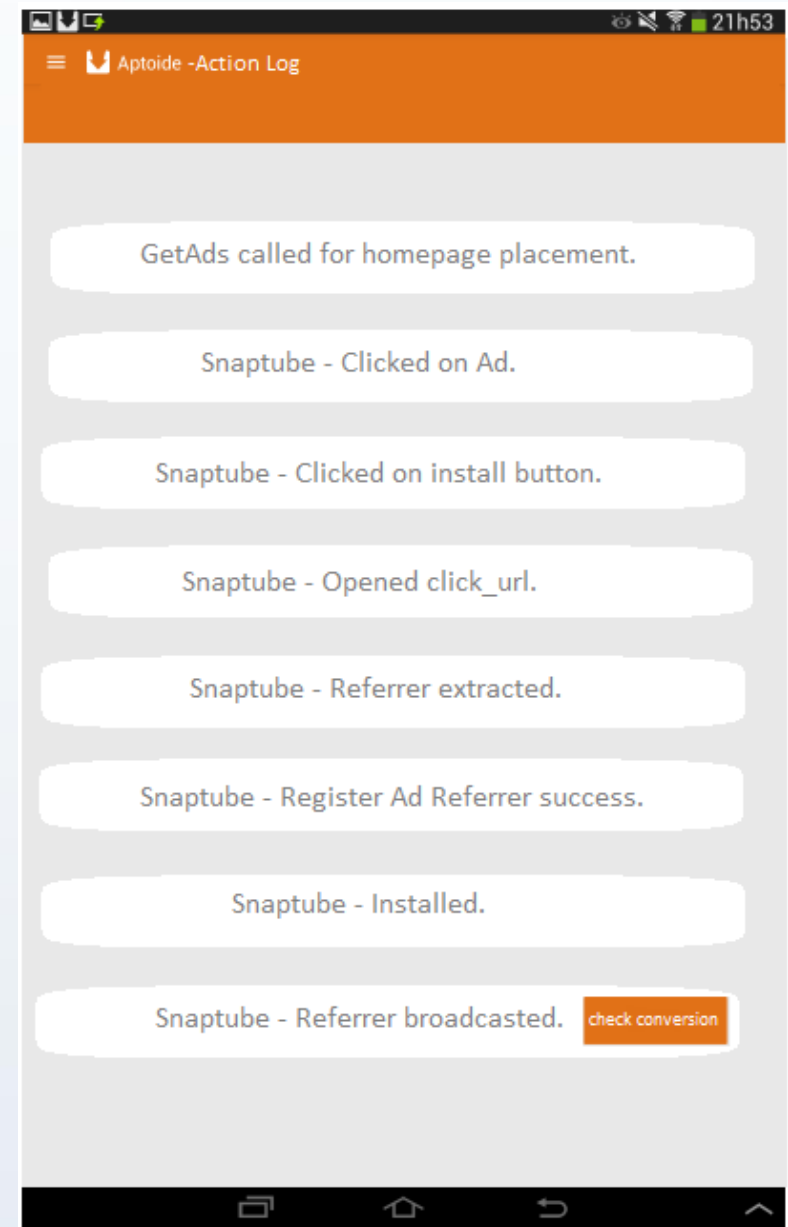
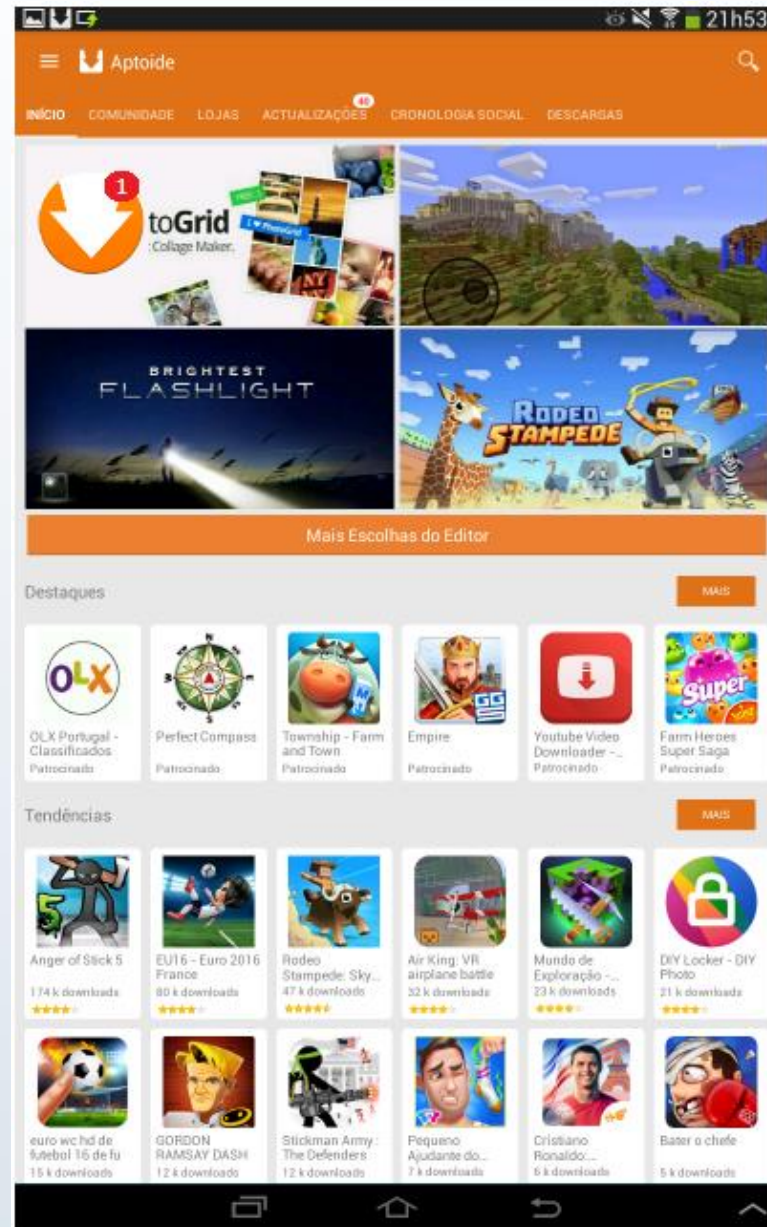
- +100M impressions by month
- +9M installs
- +600K conversions;



# Technology



# Mockups





# Planning - Phase 1 (12 Jul – 15 Jul)

- Tutor meeting and goals definition;
- Project planning;
- Set up the work environment;
- Initial presentation;

## Planning - Phase 2 (18 Jul – 22 Jul)

- Understanding how the Ad Platform works;
- Improve Android development skills;
- Requirements gathering;
- Identify action points for the web team;
- Layouts design;

## Planning - Phase 3 (25 Jul – 26 Aug)

- Continue improving Android development skills;
- Aptoide source code analysis;
- Define the implementation methodology;
- Begin implementation;

## Planning - Phase 4 (29 Aug – 9 Sept)

- Fix possible bugs
- Functionality Tests
- Final Presentation;