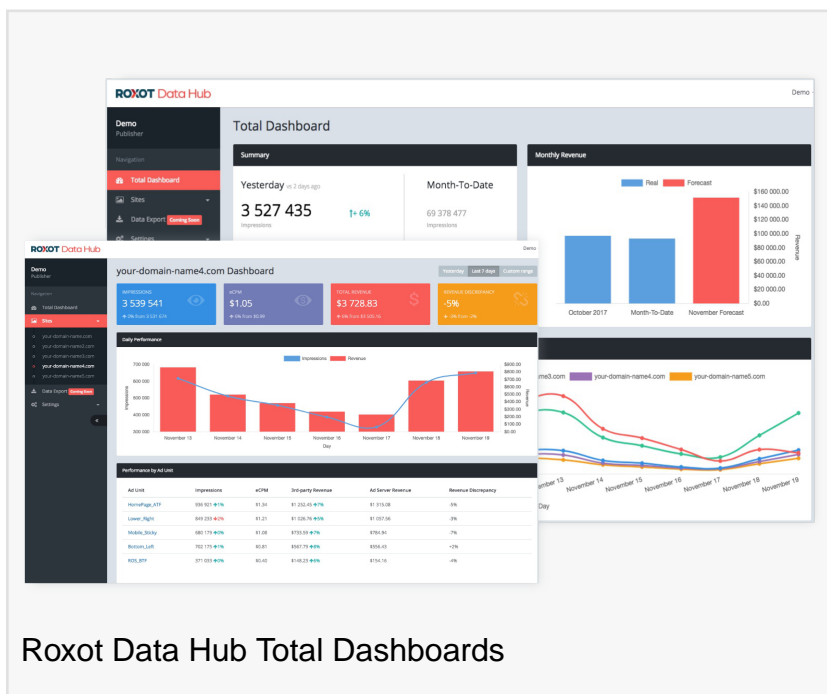


# Roxot Launches Roxot Data Hub That Saves Publishers Time on Aggregating Programmatic Data and Helps Manage Discrepancies

*Roxot has launched Roxot Data Hub, a programmatic reporting tool that automatically aggregates data from all major demand sources and ad servers*

NEW YORK, NEW YORK, UNITED STATES, November 20, 2017 /EINPresswire.com/ -- [Roxot Launches Roxot Data Hub](#) that Saves Publishers Time on Aggregating Programmatic Data and Helps Manage Discrepancies

Just to understand the general performance of their ad stack, publishers have to export reports from their programmatic demand partners and ad server, manually format excel files, and resolve the data by combining reports in one master file. Ad Operation professionals spend hours a day trying to accomplish more sophisticated tasks such as investigating major discrepancies, identifying causes of unexpected revenue drops, or analyzing SSP's performance with greater precision. Long-drawn-out troubleshooting directly affects publishers' yields. Due to laborious data management and lack of resources, publishers can't conduct daily analytics, resulting in revenue slipping through the cracks.



Roxot Data Hub Total Dashboards

“

Our goal was to develop a powerful, yet easy programmatic reporting tool that would streamline publishers' workflows and empower them to allocate more resources to direct revenue-producing tasks.”

*Radmir Nasyrov, CEO at Roxot*

To plug this time sink, Roxot has launched Roxot Data Hub, a programmatic reporting tool that automatically aggregates data from all major demand sources and ad servers, matching 3rd-party tags with publisher's sites/placements/etc. Both pre-build dashboards for the most common publisher's analytical tasks and exportable custom reports are available. Also, the tool automatically calculates the discrepancy between 3rd-party and ad server data for sites, ad units, and demand partners.

Roxot Data Hub has been working in collaboration with Roxot's current clients using Prebid Analytics. "It's great that there are so many demand partners these days to help

increase revenue. However, every new partner is a new system that internally slows down the process and fragments reporting. So when you are trying to manage yield, it makes it very difficult to get a full

picture of who your best partners are and where it's best to allocate your inventory" says Bodhi Short, President at Cordless Media.

"Our goal was to develop a powerful, yet straight-forward programmatic reporting tool that would streamline publishers' workflows and empower them to allocate more resources to direct revenue-producing tasks." - Radmir Nasyrov, CEO at Roxot.

"Roxot Data Hub is an excellent way to pull in all data in one encompassing view across as many bidders as someone may have. It gives us the tools to map specifically what means what within each system given that all partners have a slightly different ways of doing things." Bodhi Short says.

Roxot Data Hub main features include but are not limited to automatic aggregation, label-based data matching, forecasting & progress tracking, automatic discrepancy indicators, deep segmentation, and custom reports export. In the near future, Roxot plans to integrate the tool with Prebid Analytics by Roxot that would allow publishers to manage 3rd-party, ad server's, and client-side data in one place.

Aleksandr Kharitoshin  
Roxot  
email us here  
+1 646 202 24 77

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.