The Difference Between Ad Mediation LTV and Ad Revenue LTV

Ad Revenue · https://tenjin.com/zh/docs/difference-between-ad-mediation-ltv-and-ad-revenue-ltv/

Tenjin provides two types of LTV for Ad revenue, and we expect some level of discrepancy due to how each metric is calculated differently.

Ad Mediation LTV

- For each ad impression, your mediation provider will send Tenjin a signal indicating how much the winning network bids.
- We then sum up this impression-level revenue by user and by UA channel/campaign/country.

Ad Revenue LTV

- This method uses estimation based on app sessions provided by the Tenjin SDK. Each session from the same user in the same UA channel/campaign/country will be considered to have the same monetary value.

You can learn more about the difference between Ad Mediation LTV and Ad Revenue LTV from here.

Predicted LTV

The *Predicted Revenue* metric (for example Predicted Revenue D7) gives you an early estimate of how much revenue (Ad Mediation Revenue + IAP Revenue + subscription revenue) your users are likely to generate within 30 days of install. It uses Tenjin's machine learning models to combine ad, in-app purchase and subscription trends into a single, easy-to-read prediction.

Predicted LTV helps you make faster, smarter decisions without waiting for the full cohort data to mature. Use it to forecast ROAS, evaluate campaign performance across channels, and reallocate budgets early to maximize your returns.