FAQ

Manadge Migration Of Yield-op Dashboard Service

What is Manadge?

Manadge is an advertising intelligence platform designed for Publishers, providing them with campaign and inventory performance reporting tools to efficiently optimize and maximize ad revenues.

Triton acquired Manadge last year because of its comprehensive analysis and comparison tools, in an intuitive interface that delivers on-demand reporting fast! After fully integrating the technology and team into Triton, we are excited to upgrade the Yield-Op Dashboard to Manadge and enhance your insights for revenue generation and strategic decision-making.

Why is triton migrating clients to Manadge?

o Enhanced Features and Functionality: Manadge presents a more advanced and comprehensive global advertising analytic.

o Improved Integration: Manadge seamlessly integrates with Triton Digital's existing systems and infrastructure, facilitating smoother data sharing and more streamlined workflows. Integration with Manadge empowers Triton Digital to align analytics development directly with publisher needs, fostering a more responsive and tailored approach to product enhancement.

What improvements should I expect?

o Enhanced Dashboard Creation, Team Collaboration, and Data Visualization: Users can now create dashboards with ease while collaborating seamlessly within their teams. Additionally, the platform offers a range of versatile data visualization options such as pie charts, bar charts, tables, and graph charts, enabling users to present insights dynamically.

o Streamlined Analytic Platform: Users can now access intuitive data visualization tools, empowering them to make informed decisions effectively. The platform offers increased flexibility in data manipulation through drag-and-drop dashboard customization, providing users with enhanced control over their data.

o More User-Friendly Interface: Manadge ensures intuitive platform use and simplified navigation for enhanced user experience.

o Mapping Feature for Data Normalization: Manadge has a special tool that helps organize data better by grouping similar items together, making it easier to understand.

o Direct Integration with Triton: Manadge seamlessly integrates with Triton, allowing faster reporting and data storage up to a rolling 13-month from December 1st, 2023.

o Advanced Dashboard Management: Manadge offers collaborative dashboard management functionalities tailored for specific use cases, enhancing dashboard effectiveness.

o Real-time Data Monitoring and Team Alerts: Enabling proactive campaign management.

For clients with a dedicated Customer Success Manager, the CSM will provide guidance to ensure customer satisfaction and success.

Is there a price disparity?

No, there is no price difference.

Is a contract necessary for transitioning to Manadge?

No, a contract is not necessary to migrate to the Manadge platform. The transition is seamlessly covered by existing contracts.

When can clients begin utilizing Manadge?

Clients, whether existing or new, can begin using Manadge throughout the second quarter of 2024. Advance notification will be provided to inform you when your account becomes eligible to access your Manadge Workspace.

Will clients need to re-create bookmarks in the Manadge platform?

Yes, clients will need to recreate bookmarks in the Manadge platform. However, bookmarks will now be called Dashboards, providing additional features like team collaboration and enhanced functionality.

What historical data is available in the Manadge platform?

Data from December 1st, 2023, has been ingested in the platform. Then, historical data will expand to cover a rolling 13-month period, with breakdowns available on an hourly, daily, and monthly basis.

How do clients access the platform?

Clients will access the platform via the Triton Digital Client Login Portal on our website. Access via Single Sign-On (SSO), using identical credentials as those for all other Triton Digital platforms, ensuring smooth and secure authentication.

Will the metrics and dimensions in Manadge match those I currently use?

Yes, the metrics and dimensions will match what you are used to in Manadge.

Will my data be the same in Manadge?

Yes, your data will remain the same from Rill to Manadge, as they are based on the same source data.