

App Ads Event Quality Review

Blank cohort worksheet. Enter your own observed results; do not copy the article’s historical example.

Product / market _____

Cohort dates _____

Attribution window _____

Risk-rule version _____

01 Cohort comparison / 批次对比

Optimization event	Spend	Applications	Approved	Funded	Due	Repaid	Mature net value
Application							
Disbursement							
Repayment							

02 Validation checks / 复核项目

- ☐ Use identical event definitions, currencies, time zones and observation windows.
- ☐ Compare the same market, product version and mature cohorts; note budget or creative changes.
- ☐ Record sample size, approval screening and delayed or missing postbacks.
- ☐ Report uncertainty before attributing a difference to the optimization event.

Suggested calculations: application CPA = spend / applications; funded CPA = spend / funded; repayment rate = repaid / due. Define “net value” for your own business.

App 广告事件质量复盘表

空白批次模板：填写自己的成熟结果，不要把文章中的历史案例当作阈值。

产品 / 市场

用户批次日期

归因窗口

风控规则版本

01 Cohort comparison / 批次对比

优化事件	消耗	申请数	审批通过数	放款数	到期数	回款数	成熟净价值
申请							
放款							
回款							

02 Validation checks / 复核项目

- ☐ 统一事件定义、币种、时区和观察窗口。
- ☐ 比较同市场、同产品版本和成熟批次；标记预算或素材变化。
- ☐ 记录样本量、审批筛选及延迟或缺失的事件回传。
- ☐ 报告不确定性，再判断差异是否可能由优化事件造成。

建议计算：申请 CPA = 消耗 / 申请数；放款 CPA = 消耗 / 放款数；回款率 = 回款数 / 到期数。“净价值”应按自己的业务口径定义。