

How Singular Improves Sales Efficiency With The MightySignal API

Founded in 2014, Singular is a marketing intelligence platform that helps companies drive their marketing efforts more efficiently by combining data from all the different sources they're working with into a one-stop shop and providing actionable insights.

IN BRIEF

Singular Is A Leading Attribution SDK That Helps Mobile Marketers Unify Their Campaign Data

We interviewed Ruby Feinstein, Singular's first employee, to learn more about what Singular does and how they use MightySignal. Singular's multiple uses for MightySignal's API, along with their background in data sourcing for apps, makes them the perfect candidate to showcase MightySignal's many features.

The founders of Singular, Gadi and Eran, both have strong engineering backgrounds. Just five years ago, before starting Singular, they built their own internal MightySignal product. They downloaded all of the top apps—but only from Android because it was easier—and analyzed the SDKs they turned up. They didn't do it on an ongoing basis or keep many records, but they, if anyone, understand both the difficulty in building an SDK intelligence product and the value that it generates.

Fortunately, they eventually replaced their in-house product with MightySignal.

INTERVIEW

Ruby Feinstein, Singular's First Software Developer



Q: Tell me about yourself. You were a very early employee at Singular, right?

A: Yes, I'm employee number one, besides the founder. I joined as early as technically

possible. I was an engineer at the beginning and after more than two years, I relocated to the US and led the product for a time, until I got back to engineering about a year ago. I've been in the company about five years now.

Q: How do you use the MightySignal data and what other data sources do you combine it with to find additional insights?

A: We mostly use it to assess new leads. The way we're doing it is we have SDKs of interest, it might be competitors or it might be other

technologies we are using as well, not just competitors, and we're querying MightySignal via the API for the apps that are using those SDKs and merging it with a few other sources. We merge MightySignal data with

SensorTower, for example, in order to understand how much active spend these apps have on Facebook and Adwords. We link the data together to understand which apps we should put more effort into with the sales team.

Q: Got it. So are you using ad spend to quantify publishers' budgets and how serious they are about growing and marketing their apps?

A: Yes. We're using ad spend as one of our qualification signals.

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INTERVIEW **Con't**

Q: Describe your API use case more. You're automating something -- where is that list of publishers coming from and where is it going? Where do you take that data?

A: Basically what I'm doing is I am taking MightySignal data and finding all the apps that have specific criteria. It might be a specific SDK or specific rank or something like that. I'm filtering on all of the apps that exist on MightySignal to a smaller set, and then enriching them with more information. For example, the information from the MightySignal publisher API gives me the location of the headquarters, the estimated amount of funding they received, and the domain of the application—which is very useful for me when I'm joining it with other data sets.

So you're using the SDK filters to get our publisher IDs and then you're taking the publisher IDs to the publisher API endpoint to get additional information on the publisher side, like including the headquarter location and domain.

A: Yes. There is a lot of noise that happens because some domains are shared across publishers. So I'm trying to get as many data points that I can in order to join the data and group it together across data sources like MightySignal and SensorTower.

Q: So just to get the complete picture for that flow, you're going: SDKs, filtering to publisher, then you're enriching and getting things like domains which they can then use to connect to other data sources. Is this ultimately getting visualized, like are you putting it into a Looker or something? Or is this just a pure backend process?

A: It's mostly a backend process that at the end just generates a list of leads that get pushed to Salesforce. You can say that Salesforce is the UI. We're using some of this information to understand the market in a better way, and that does also help us generate some visualizations.

Q: Very cool. And who at Singular uses our web portal?

A: A lot of people in the sales team. If they want to check something about one of their leads, we're pushing them to check it in MightySignal's UI. The ideal state is that they won't need to use it because if the info they need is in Salesforce then it will be more efficient to keep their focus there. But as long as that extra value exists on MightySignal, we're not trying to block them from going into MightySignal and doing it on their own.

"With MightySignal, we can see not only which ad attribution SDKs are installed, if any, but also which ad networks they're running on. This allows us to make a very specific pitch."

HOW TO **How Singular Uses MightySignal****SDK Intelligence**

MightySignal's extensive SDK data allows Singular to pinpoint exactly the kind of clients they are looking for. Singular can look up an app's portfolio of SDKs to determine if it qualifies for the next step in their sales funnel.

Scaling & Qualifying Leads

Singular is constantly scaling and as they identify more leads, they rely on additional data sources to qualify them. MightySignal data helps them score and assess the status of all of Singular's potential clients.

Singular combines MightySignal SDK data with ad intelligence and app store data from SensorTower for all the apps of interest to determine how much active spend each app has and directs their sales team's efforts accordingly.

Data Enrichment Using MightySignal's API

Singular uses MightySignal data in a unique way—by filtering down to the publisher IDs using SDK filters, they can get additional information on the publisher, like headquarters location and domain. They use MightySignal's API to identify apps that meet a specific criteria and then combine the result with data from other app intelligence companies like SensorTower. Then they enrich the result further with contact information of relevant titles and deliver this fully-filtered and contact-enriched data package to Salesforce.

This way, Singular's sales team is able to reach out to qualified, enriched leads that meet very specific criteria to engage in a conversation about Singular's products and services.

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