

# Transparent Revenue. Trusted Developers. Stronger Platform.

Clear monetization insights that strengthen developer trust and growth

Developers depend on platforms understand what drives revenue – but today, payout logic varies, definitions conflict, and performance benchmarking is manual. Without a transparent, governed view of monetization, developers lose trust, optimization stalls, and platform retention suffers.

## What's holding you back

- No standardized external-facing monetization metrics
- Conflicting revenue and payout definitions across teams
- Limited self-service, increasing support load
- Opaque attribution causing disputes
- Low portal adoption due to poor UX

## What success looks like

- › Higher developer retention and platform stickiness
- › Increased revenue per game
- › High recurring portal usage
- › Fewer revenue attribution disputes
- › Stronger partner trust and NPS

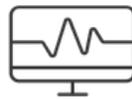
## How evolV helps



Defines a governed semantic layer for **monetization metrics**



Delivers transparent, **explainable revenue attribution models**



Builds intuitive, **self-service developer dashboards** with role-based access

## Why evolV?

- **Trusted partner** for external-facing analytics
- **Strong governance** and access-control design
- **Experience** reducing developer support burden
- **Transparent** models that drive adoption and trust
- **Proven ability** to boost partner retention