

# What is LEMON HUB

LEMON HUB is a self-developed intelligence marketing automation platform, based on official API connection with leading mainstream media and e-commerce platforms. Empowers users with an intel-efficient marketing technology platform that integrates data automation, intelligence and visualization in one. Facilitates enterprises to improve operational efficiency, refine activation, quality data-usage and performance.

This article introduces the product architecture and use process of LEMON HUB system for you, and understands the modules of LEMON HUB system account authorization, data template, and data push.

## Product architecture

### Purchasing media platform

After registering an account, you can choose a free 30-day trial of a media channel. After the free trial expires, you will need to pay for the purchase.

Supports more than 10 Media Platforms, E-CommercePlatforms,Tracking Platforms.

### Authorization

To obtain data from some AD accounts through the API, authorization from the AD account is required. You will therefore need to complete the actions authorized by your account before LEMON HUB can gain limited access to your advertising data.

### Data template

After authorization is complete, the system automatically generates all original table fields for the media platform. Depending on the scenario in which you actually use the data, you can select some of the fields to create different data templates. For example, Tencent advertising account daily report, the original table field is 800, you can customize according to the commonly used dimensions and indicators, create a data template and save, for the subsequent data push and online excel production.

Tips: It will take about 20 minutes to get the data after the account authorization is complete.

### Data push

After the data template is created, you can store the data template to your local MySQL database, and LEMON HUB will automatically push you the latest data to your database every day according to the data period you choose. You can also download the data template as an Excel file and store it locally. If you are using a Windows computer, you can also automatically update the data template to Excel daily by obtaining data from the web.

### Online excel

You can use online excel to make data reports, after the production is completed, LEMON HUB will automatically update the data daily according to the content of your daily newspaper, saving you a lot of time to repeat operations every day.

### Order management

Order management list can view all your order information, such as you need to pay, refund, invoice, you can click the order list "View" to enter the order details page for operation.

## Finance center

The Finance Center can view your billing details and manage your invoice records and invoice information.

## Application instruction

The following steps are used to obtain and use data through LEMON HUB:

Step 1: Buy media platforms

lemonhub.tangelo.com.cn/hapi/product.html#/service

### 购买服务











\*请先订购或者选择渠道开启试用，试用仅能选择一个渠道，且每个公司只能免费试用30天，超过后需付费购买

#### 订阅周期

免费试用 30天 60天 90天 180天 9折 365天 8折

#### 媒体渠道

每个渠道可授权10个账号  
京准通、万相台无界版需要额外购买授权服务，费用由媒体平台收取

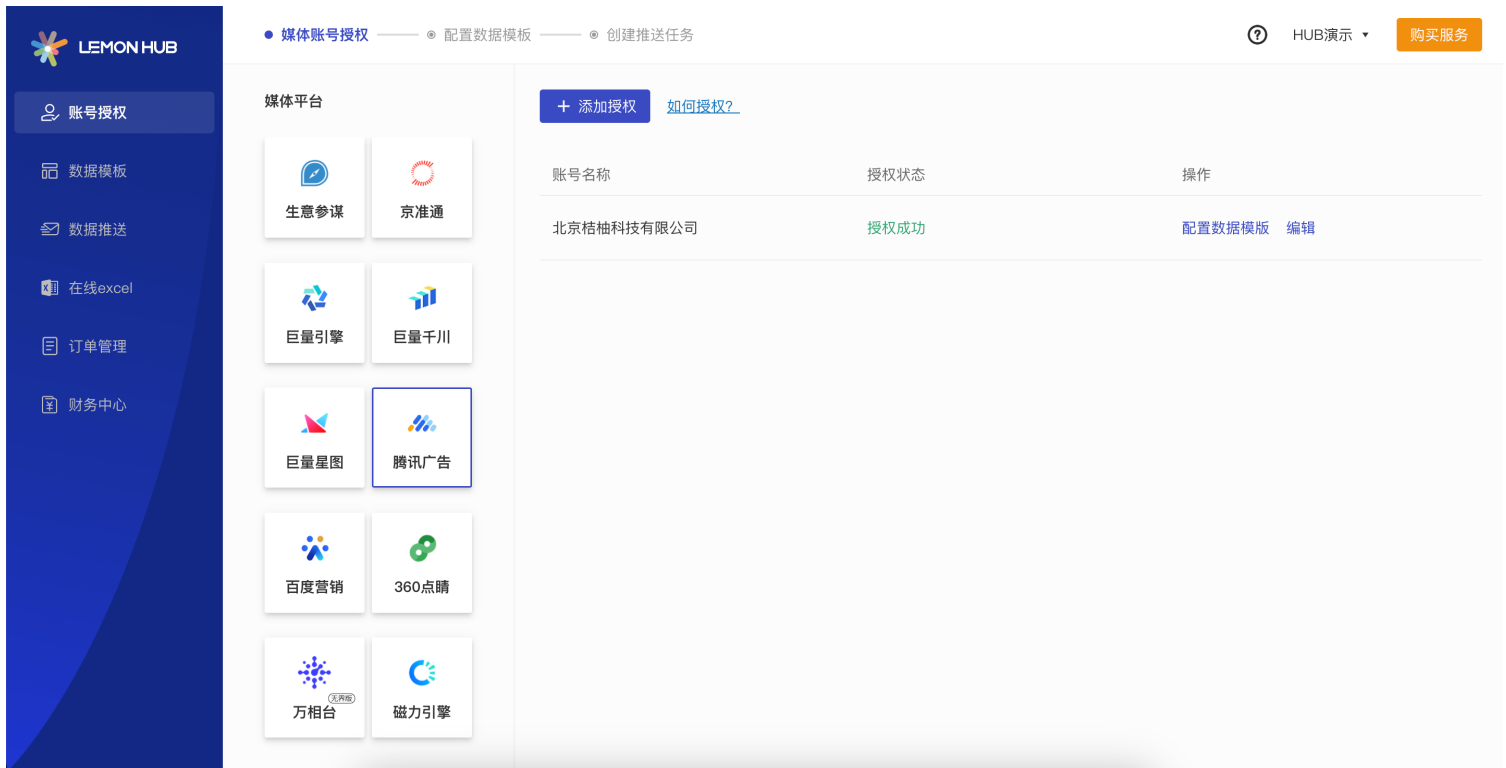
 生意参谋 600.00元/30天	 京准通 600.00元/30天	 巨量引擎 300.00元/30天	 巨量千川 600.00元/30天	 巨量星图 300.00元/30天
 腾讯广告 300.00元/30天	 百度营销 300.00元/30天	 360点睛 300.00元/30天	 万相台无界 600.00元/30天	 磁力引擎 300.00元/30天

总价格  
¥0.00

立即订购

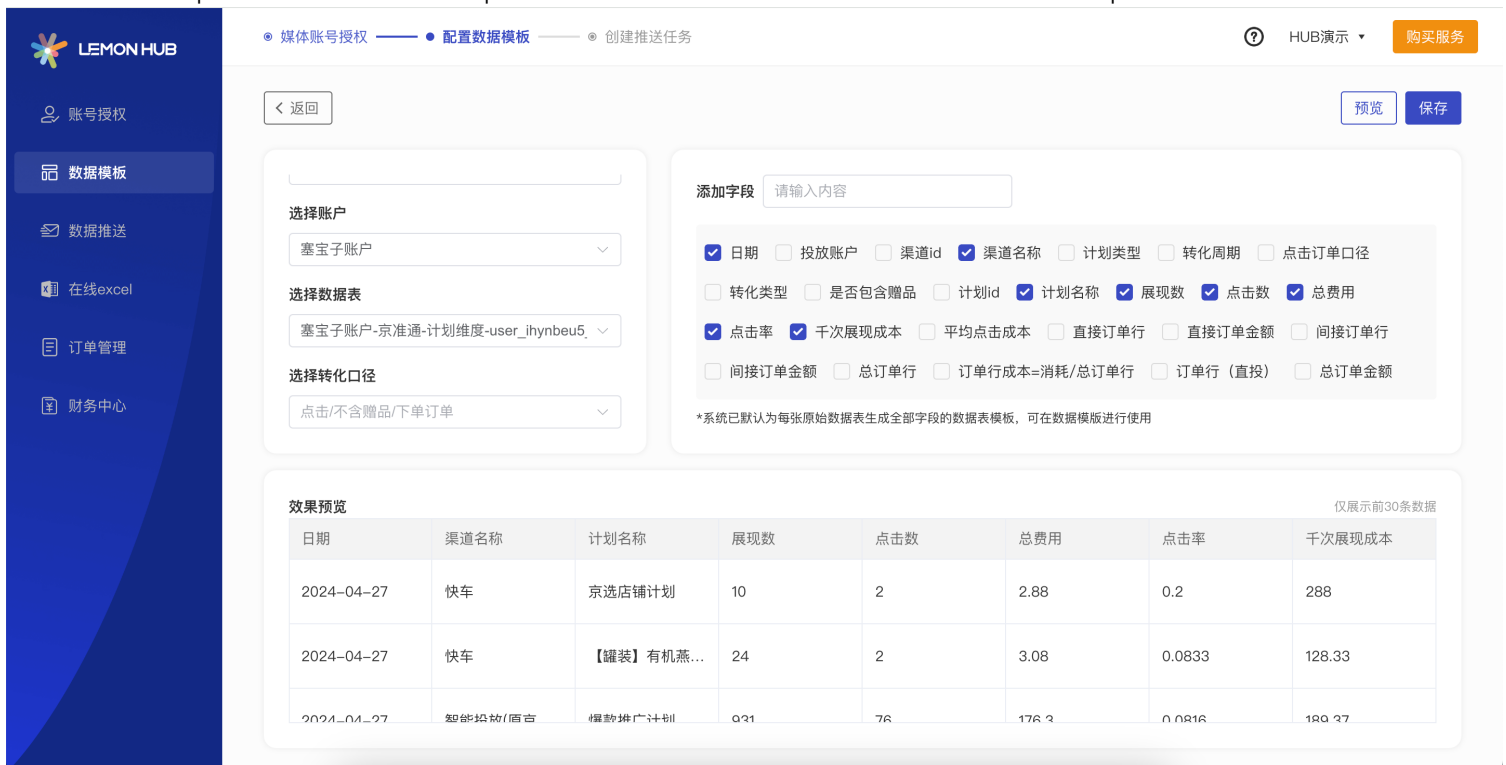
Step 2: Log in to the media account for authorization

Click the "Add authorization" button of the media channel of the account authorization page, and perform authorization operations according to the prompts on the page, before LEMON HUB can obtain the permission to read your advertising data report.



Step 3: Create a data template

Click "Data Template" - "New Data Template" to add data table fields and save them as templates.



Step 4: Use the data

1、 If you need to use data tables in your local MySQL server, click "Data Push" - "New" - "MySQL".

2、 If you need to download the file directly as Excel or use Excel to automatically update the data daily, click "Data Push" - "New" - "Excel".

3、 If you need to use data in Power BI, you can first install our template application (AppSource link:<https://appsource.microsoft.com/en-us/marketplace/apps?search=lemon%20hub&page=1>) .

Fill in the appKey, connect to your data, and use your own data in the template.

For details, please refer to: <https://lemonhub.tangelo.com.cn/hapi/helpCenter.html#/dataPush/powerbi>

4、 You can use the "Online Excel" function to create a new file, select a data template, and click "Start counting" to create a report online.

文件 开始 插入 页面布局 公式 数据 视图 设置 数据透视表分析 设计

E12 : 36407.96

A	B	C	D	E	F
1	账户名称	开始时间	结束时间	投放渠道	更新周期
2	不含赠品	2024-04-01	2024-04-27	京准通投放	日报
3					
4					
5	<b>不含赠品京准通投放日报</b>				
6	数据统计口径:	15天-下单-下单			
7	数据统计周期:	2024-04-01	--	2024-04-27	
8					
9					
10	渠道名称	总费用	总订单行	总订单金额	ROI
11	(空白)			#N/A	#N/A
12	智能投放(原京速推)	8187.91	746.00	36407.96	4 #N/A
13	推荐广告(原购物触点)	263.95	12.00	365.1	1 #N/A
14	快车	1630.21	154.00	7375.34	5 #N/A
15	<b>总计</b>	<b>10082.07</b>	<b>912.00</b>	<b>44148.4</b>	<b>4 #N/A</b>
16					
17					
18					
19					
20					
21					

投放汇总 | 分计划汇总 | 分单元汇总 | 分创意汇总 | 分素材汇总

**数据透视表字段**

选择要添加到报表的字段

- 主键
- 日期
- 投放账户
- 渠道id
- 渠道名称
- 计划类型
- 转化周期
- 点击订单口径
- 转化类型
- 是否包含赠品
- 计划id

在以下区间拖动字段:

▼ 筛选

||| 列

Σ 数值

≡ 行

渠道名称

Σ 值

总费用

总订单行

总订单金额

ROI

延迟布局更新 更新

视图 + -

日报名称: 平台标准日报-京准通

关联sheet: 计划维度表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: 单元维度表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: 创意维度表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: 创意素材汇总表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: sku维度表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: 关键词表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/不包含赠品/下单订单

关联sheet: dmp效果表  
时间: 2024-03-01至2024-04-27  
转化口径: 15天/下单/死/下单订单

保存