Dashboard Tutorial

From SilverPush Documentation

Welcome to SilverPush Dashboard tutorials. In this section, we will take you through the step by step procedures to become an expert in creating, optimizing & analyzing all your campaigns. This tutorial will begins with *Steps for creating a profile* followed by *Launching a mobile ad campaign* and then into *Advanced analytics on TV, Desktop and Mobile*. In addition to this, a campaign manager and sales manager will be always a phone call away from assisting you if you need to resolve any issues.

Contents

Creating a Profile

1. Open dasboard page from SilverPush website home page or by clicking on the following url - http://console.silverpush.co . Enter the primary login credential provided to you by our console admin. Authenticated users will be taken directly to the dashboard where you can set up your profile by clicking on the user icon in the top-right corner.
2. On your initial entry, click on ‘EDIT INFO’. Add your user name, email id and a new login credential for your dashboard. Figure 1.1 shows the fields you need to fill in order to complete your profile.

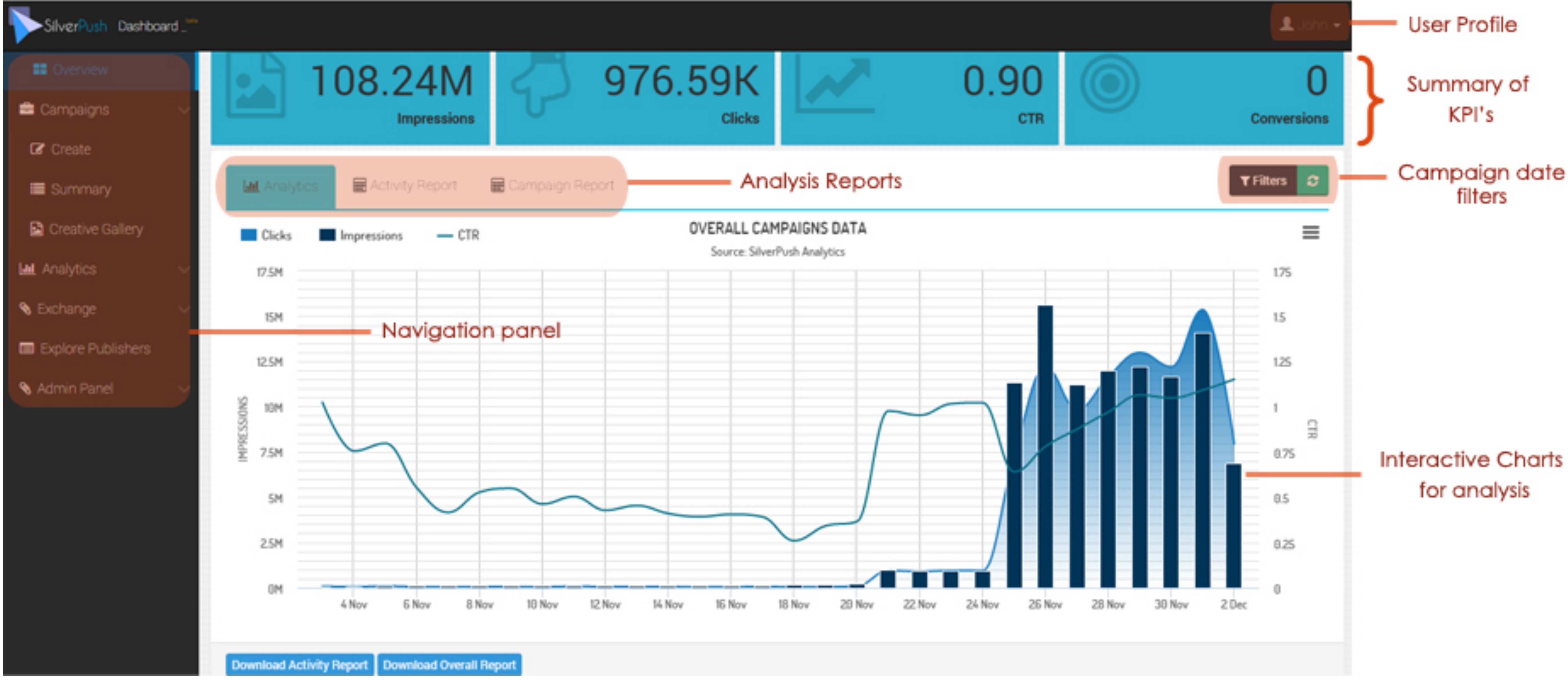
Fig. 1.1 Creating a Profile

3. The email id you provided in the field will be used to send further communication regarding the campaign details and insights from the Demand Side Platform. Once you update your profile, you will be redirected to the dashboard homepage.
4. When a user visits for the 1st time, there will not be enough funds to purchase ad inventory. A dialogue box indicating to add funds will be displayed. Click on the ‘Add Funds’ on your icon in the profile icon to credit the amount you want to spend for your campaigns.

From this instance you are free to create campaigns or access our analytical suites.

Intro to SilverPush Dashboard

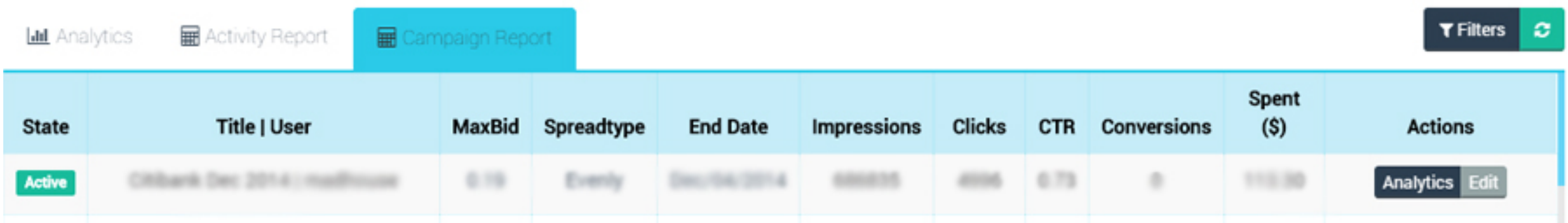
A mock-up of our Dashboard is shown below.



The dashboard can be divided into 4 main sections.

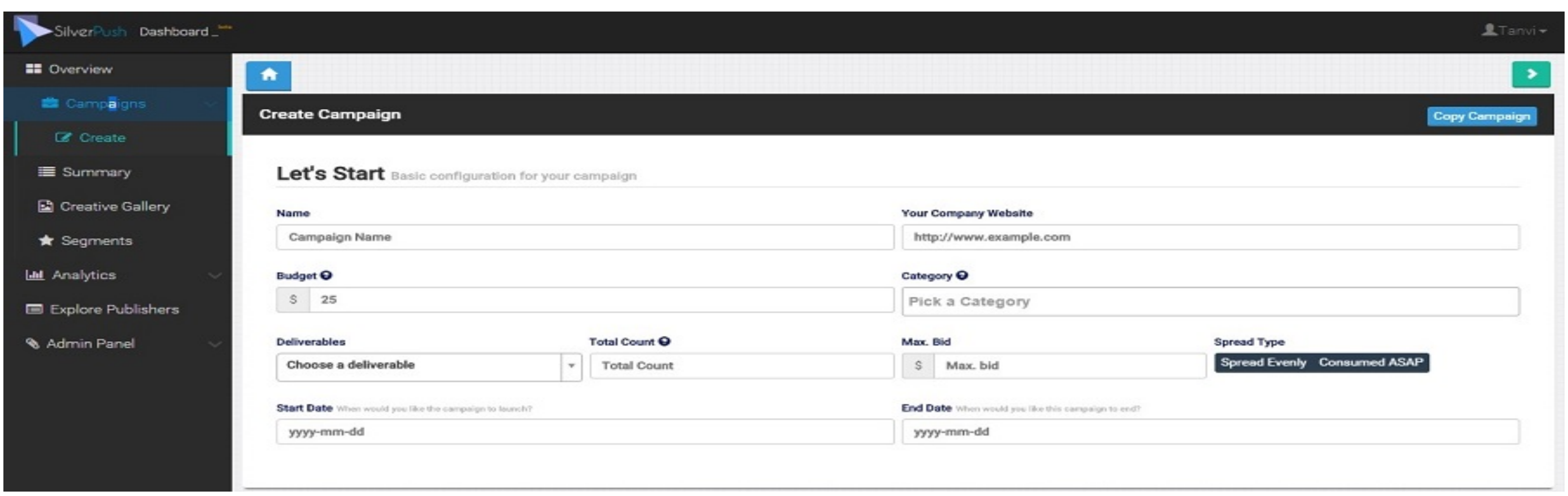
1. **Consolidated KPI's** which displays the total impression, clicks delivered, average CTR, total conversions for all the campaigns you have created.
2. **Navigation panel** which helps to browse through all the analytical suites and campaign management.
3. **Analysis Reports** There are 3 main analysis reports. a) Analytics that displays the graphs b) Activity Reports that let you see the campaign performance in real-time as well as yesterday c) Campaign Report which shows all the active campaigns which you are running.
4. **Interactive Charts** that helps you visualize the data and understand the insights quickly.

Campaign summary - In addition to showing which all campaigns are active, this report gives a snapshot of your campaign performance and settings in a nutshell. Against each 'Active' campaign, the user will have the option of viewing detailed analysis of the campaign as well as making changes to the campaign settings. A sample campaign report is shown below.



To start a campaign in SilverPush dashboard, click on ‘Create Campaign’ link in the left panel. This will take you through a series of steps where will you will be asked to input the campaign details. For setting up your new campaign, follow the steps given below.

Create campaign



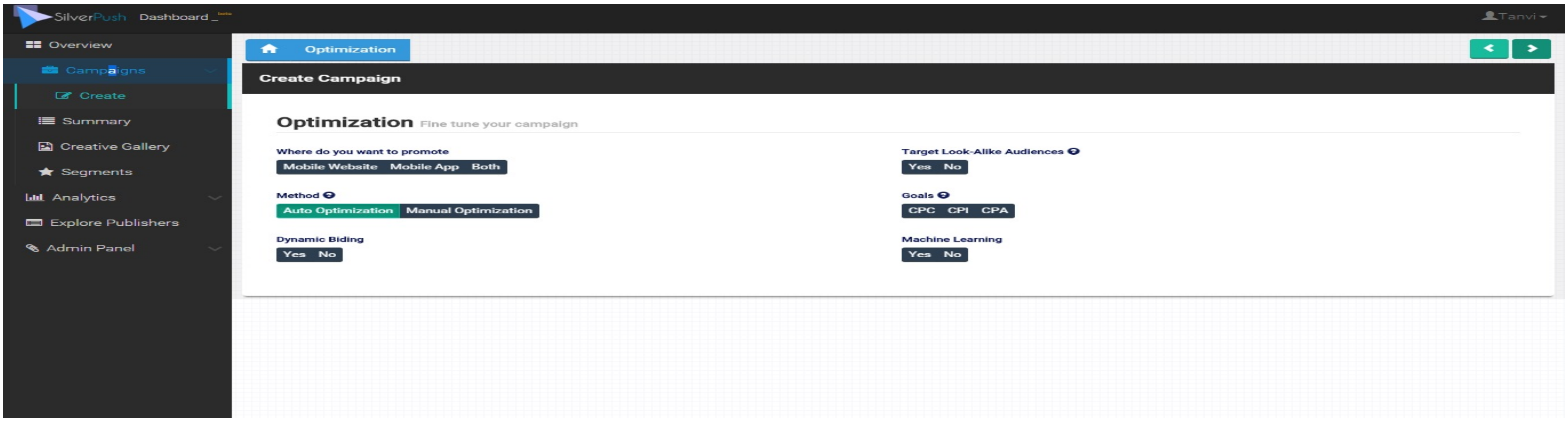
1. Add a unique name for your campaign

2. Give your company website link (eg- http://www.xyz.com)
3. Add the campaign spend. For running a campaign you need a minimum initial budget of $25.
4. Select the category of the business you are running. Eg.Arts & Entertainment, Electronics, Marketing etc.
5. Deliverables : There are 3 options to choose from the drop down. You can set your deliverables as Impressions, Clicks or Budget. If you select the deliverable as ‘Impressions’, you will be setting your ‘Total Count’ accordingly for that KPI. The campaign will stop running once you achieve that particular impression count.
6. Set you Max. Bid limit in the next field. This value will limit the highest value you want to bid for an ad space in the RTB process.
7. Spread Type: This is a very important factor deciding the campaign performance. If you select ‘Spread Evenly’ the campaign budget will be spread equally during the flight period. On the other hand, ‘Consumed ASAP’ will boost your campaign performance by allocating budget in such a way that the deliverable is achieved as soon as possible. But it will never cross the Max bid amount while bidding for each ad space.
8. Set the start and end date of the flight. A flight is known as the time period for which the campaign is supposed to be live.

Tip: If you want to start a campaign that has the same configuration of any previously ran campaigns settings, you can import the internal settings by clicking on the ‘Copy Campaign’ button the top right corner. This is import all the learnings from the earlier campaign and make your task easier.

Click next to proceed with further steps.

Campaign Optimization



Once the campaign name and basic details has been added, you will be asked to add the campaign optimization settings. A snap shot of the window is displayed above.

1. Select the medium in which you want to promote your ads.
2. Click ‘Yes’ for the ‘Target Look-Alike Audience’ if you want to build-up the audience pool by adding more users that matches the users you intent you target. When this option is enabled, our algorithm will match it’s database with your target audience persona and suggest you more target audiences.
3. Select the Optimization method. It is recommened to select ‘Auto Optimization’ to avoid altering campaign settings daily. The DSP has the capability to control the budget spending to ensure maximum efficacy and it evolves based on past learnings.
4. Goals will depend on the metric you want to track. Choose CPC, if you are only interested in knowing the number of clicks you are getting from the campaign. Select CPI, if you want to know how many installs occurred (Learn more about Install/ Conversion tracking- HYPERLINK THAT CONNECTS TO POST BACK IN WIKI). Finally, if you want to track the user acquisition process, click on CPA.
5. Track Conversions: If you want to track the goals and get real time data insights of your campaign, enable this option. Once you click ‘Yes’ a PDF file containing SilverPush pixel will get downloaded. Paste this piece of javascript code in the page you want to track. For eg: Thank you page after a particular product is purchased.

Time of Day/ Day of Week

Click ‘Next’ to enter more details on which day(s) and what time(s) of day you want to run your compaign. After entering these details, go to the next page.

Geo Location

In the next page, enter the Geo locations where you want to target. It is possible to target the audience on City level as well as Country level. Add multiple locations seperated by commas to run your campaign at multiple locations.

Operating System and Make

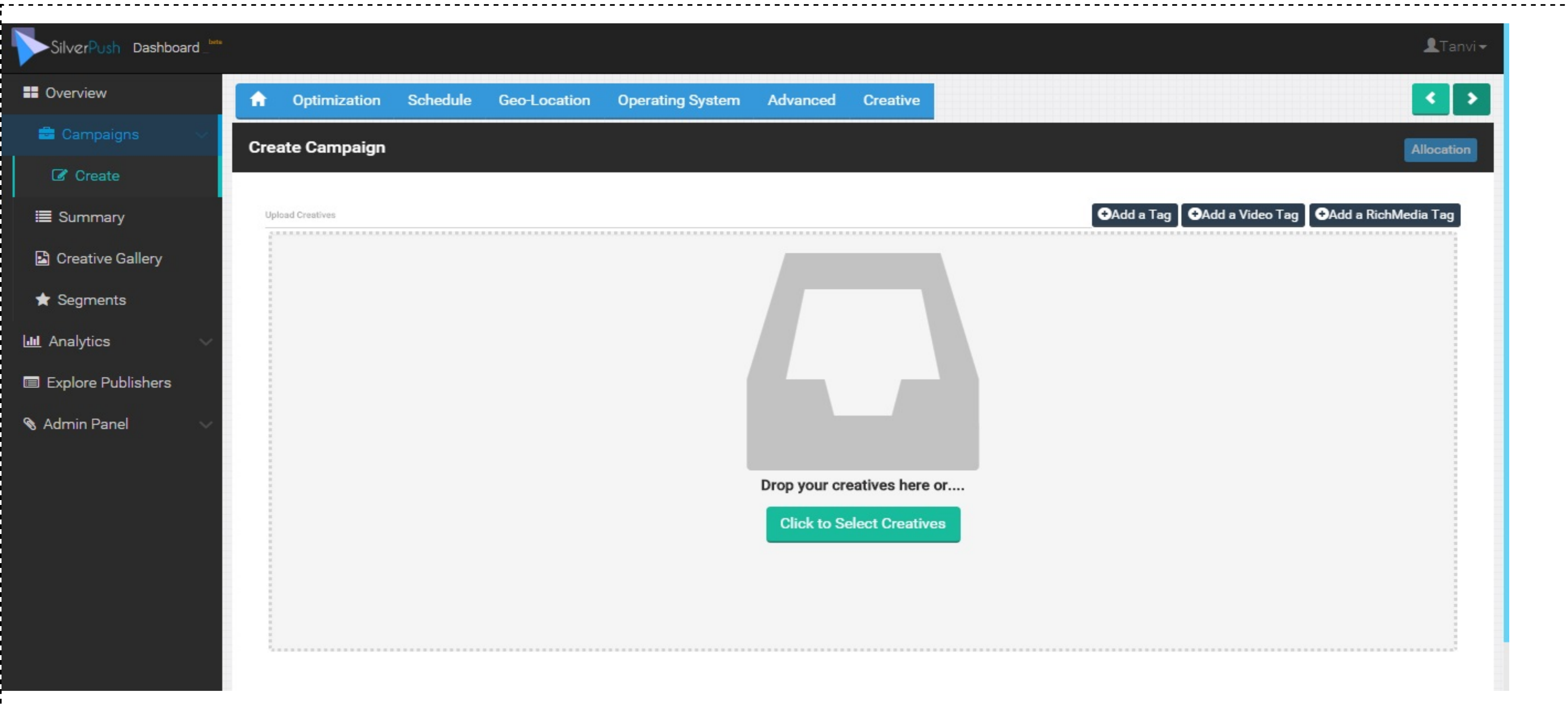
The campaign can be set to run on multiple OS in various mobiles. If the ads need to be shown only in a smart phones, then the admin can select the options accordingly. Select the other devices in which you ant to run the campaign.

Advanced Options

In Advanced options gives you plenty of options for fine tuning your campaigns.

1. Network - For selecting the type of network in which your ads will be shown.
2. Frequency Cap – This limits the number of times, an impression is shown to a single user within a time frame of 24 hours. This count varies depending on your budget, campaign goals etc. Once the impression threshold is crossed, the user will not be targeted again for the next 24 hours.
3. ISP provider selection – This option can be selected to target the networks in which you would like to show your campaigns. Select ‘All’ in case you need to add all the networks in your purview.
4. Age group – Input the age limit of the audience you are aiming the campaign. Again, this can vary according to the type of business you are involved in.
5. Browser – Select the browers in which you want your ads to show.
6. Exchange –You will have the option of selecting a specific exchange or all the exhanges together. The inventory available for bidding increases as the number of exchanges increases.

Proceed further once you complete all the fields to add the creatives which would be the final step of setting up campaign.



For Banner Ads Upload all the creative you want to add in your creative group. For each creative, add a Creative group name, Click URL* and Postback URL*.

- Click URL is the hyperlink which is the location in which the creative ad is uploaded

Postback URL is javascript code tracking the activity of the creative ad. Click 'Upload all' once finished. For Video Ads In case you want to run video campaigns, click on 'Add a Video Tag' and fill all the fields related to the video like Time Duration, Video XML Link and Linearity. For RichMedia Ads Similarly if you want to add a RichMedia ad, input the script and enter the group name and size. Click Next for reviewing your settings and start the flight.

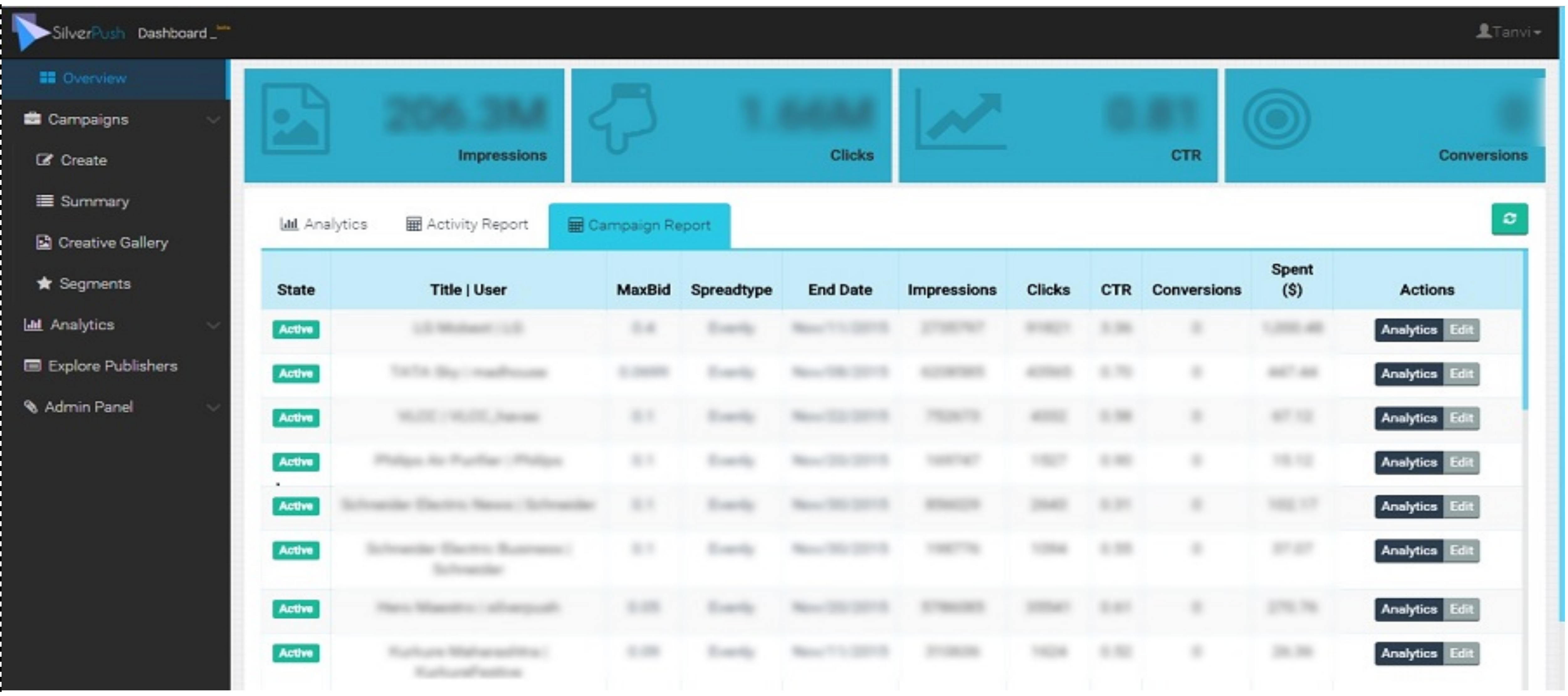
Review

Let's make sure you entered all values properly. This page will give you a snapshot of the settings for this campaign and highlights any field with an error. If any field value is wrong or empty, you can edit it by clicking the ‘Edit’ button on the right side. You can also go back and make any changes necessary using the top navigation tabs. Great! We're ready to launch the campaign. Once all the settings are verified, click on Create campaign button at the bottom of the page to make the campaign live.

The campaign becomes 'Active' only during the time given in the settings.

View Campaigs that are running

From the home page of dasboard, click on the Campaign tab on the left control panel. A snap shot of this page is given below.



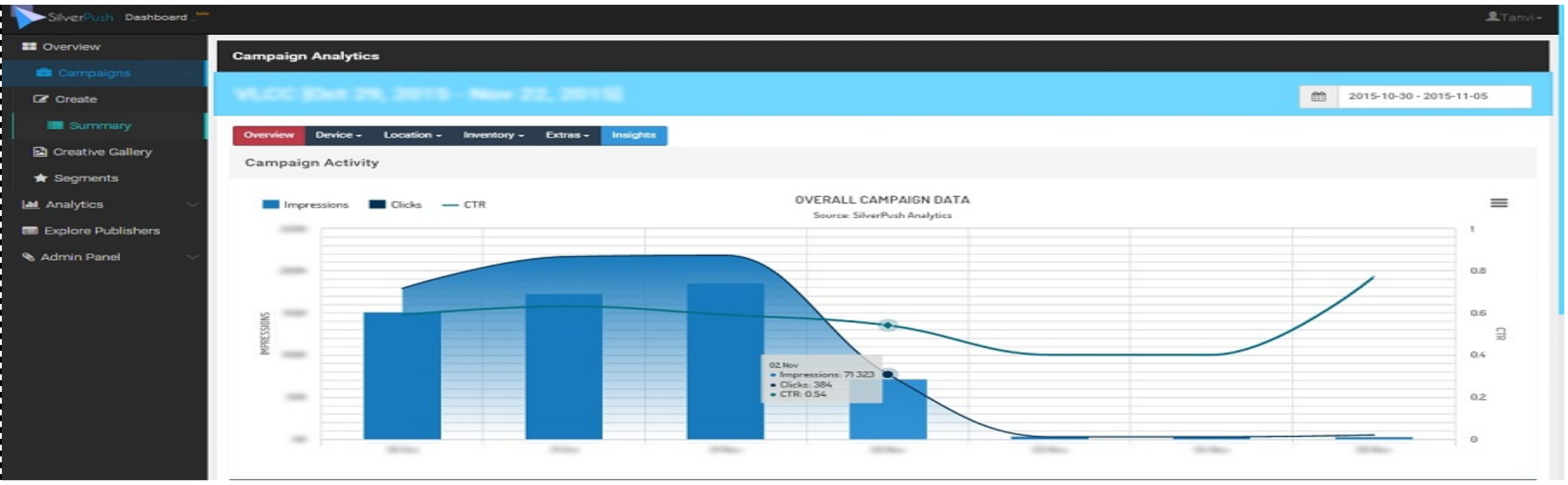
In the box named ‘Campaigns’ you should be seeing the entire list of campaigns. If you click on a specific campaign, you can view the performace summary for the campaign. Against each campaign name, there is an indicator that shows if the campaign is Active/ Inactive. If the flight is in process, then green ‘Active’ indicator will be displayed.

There are 2 buttons on the top right corner in the summary side : Active and Edit. Active tab – which is used to activate/ deactivate the campaign. Edit tab – is used to change the campaign settings. Once you click edit, you will be taken to a new window and you can make changes accordingly. After the alterations are made, click Save and the changes will be stored.

Campaign Analytics

The SilverPush analytics in the dashboard provide deep insight on how each campaign is performing on a real time basis. All the important metrics which can decide the performance of your campaigns are given in the analytics part. The analysis of campaign can be accessed by clicking on any of the campaign listed in the panel in the ‘Analytics’ tab. A snap shot of a test campaign analytics is shown below.

A short consolidated value for each metric will be displayed on clicking any of the campaign in the left panel. If the user wants to get the detailed analysis during the flight time, click on the ‘Details’ button on the top right corner in the summary panel. You can view the graphs and numbers according to the ‘Time Duration’ you select in the details page.



You can also export any report data in different formats including CSV and Excel or even print them in a visually appealing format.

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