

# AdMonitor - User Guide

## What is Ad Monitor and what can you do?

AdMonitor is an app developed specifically for analyzing and displaying in a user-friendly and clear dashboard the data stored in CSV files, gathered from the campaign.

### Main Functionality

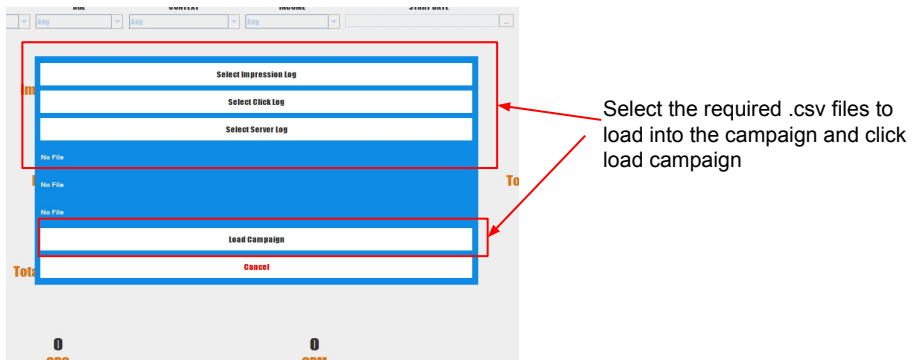
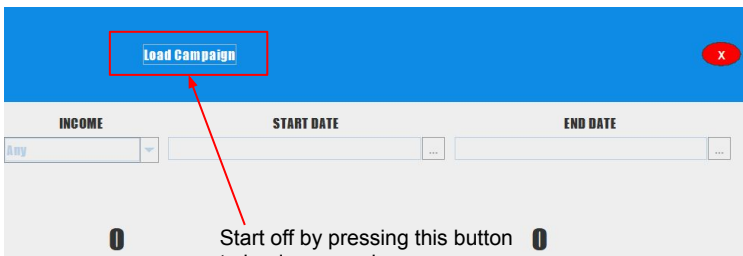
1. The system can read in data of a campaign from the 3 chosen files.
2. The system can compute and display all the key metrics of a campaign. Also you can filter the metrics by Gender, Age, Context, Income, Start Date and End Date.
3. The system can display charts of the metrics over time. One data point on chart is correspond to (hour, day, week, year).
4. The user is able to change the time granularity of the chart. (Change what one data point means on chart)
5. The system shows the distribution of costs on a histogram of the click costs.
6. The user is able to filter the charts by Gender, Age, Context, Income, Start Date and End Date.
7. The user can add a chart to compare. The charts added to compare are displayed next to each other on the Compare Page. The user can compare up to 4 charts at a time.
8. The system gives the user the ability to choose how a bounce is registered depending either on page limit (None, 1, 2, 3, 4, 5) or on time limit (None, 100, 500, 1000, 2000 ms) or both.
9. The Ad Monitor app is fast and responsive. It is fast, it only loads the file once which can take more time, but after that every action takes a few seconds maximum.

### Optional Extensions Added:

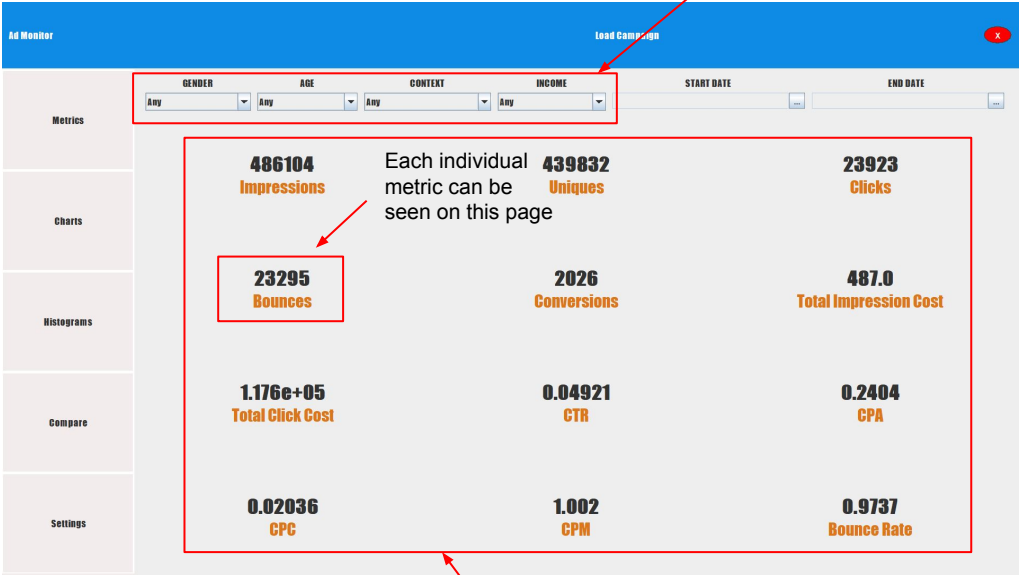
1. You can always change the campaign with a new one whenever you want without having to close the application.
2. Charts can be saved as images. The user can choose the directory where he wants to save the chart.
3. The user can print the charts.
4. The user is able to customize the appearance of the app. The app has 2 colors Primary Color (Default is Blue) and Secondary Color (Default is Orange). The user can change both of them from a selection of three colors (Blue, Orange, green). In this way the user can create his own new color scheme of the app in his preferred way. The user can also change the font size. There are three options that can be chosen from: Small, Medium, Large. (Medium is Default)

## How To Use AdMonitor

### CAMPAIGN SETUP

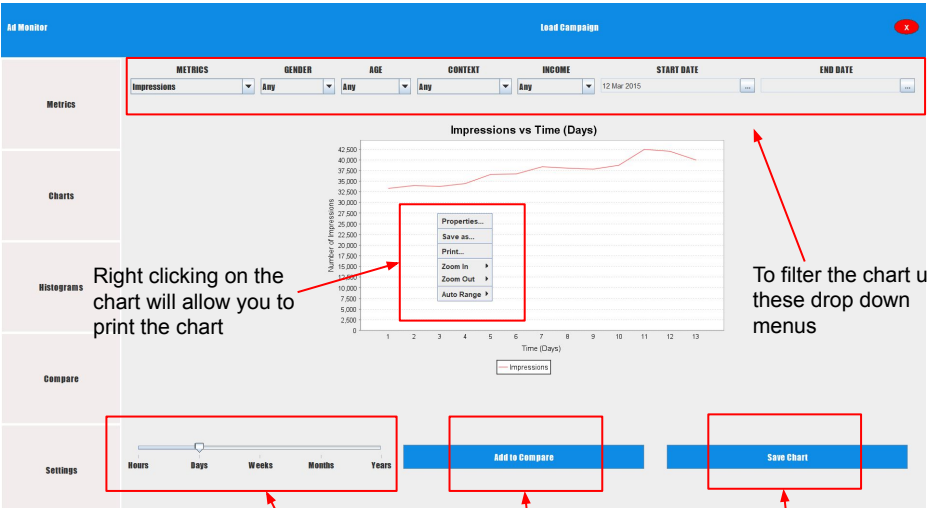


METRICS PAGE



Campaign insights are now available once the files have been loaded in

CHARTS PAGE



Right clicking on the chart will allow you to print the chart

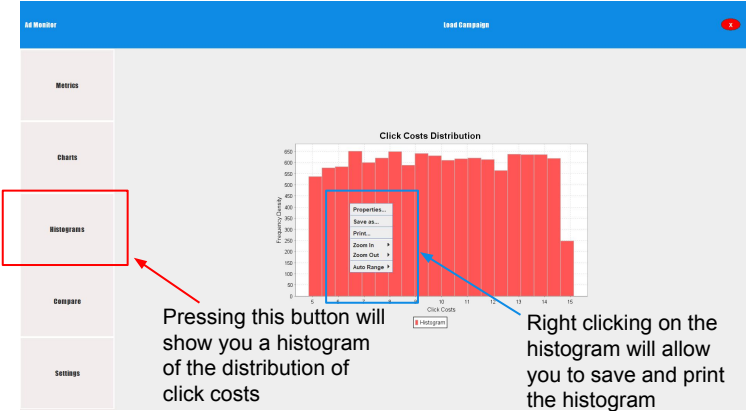
To filter the chart use these drop down menus

To adjust time granularity use this slider

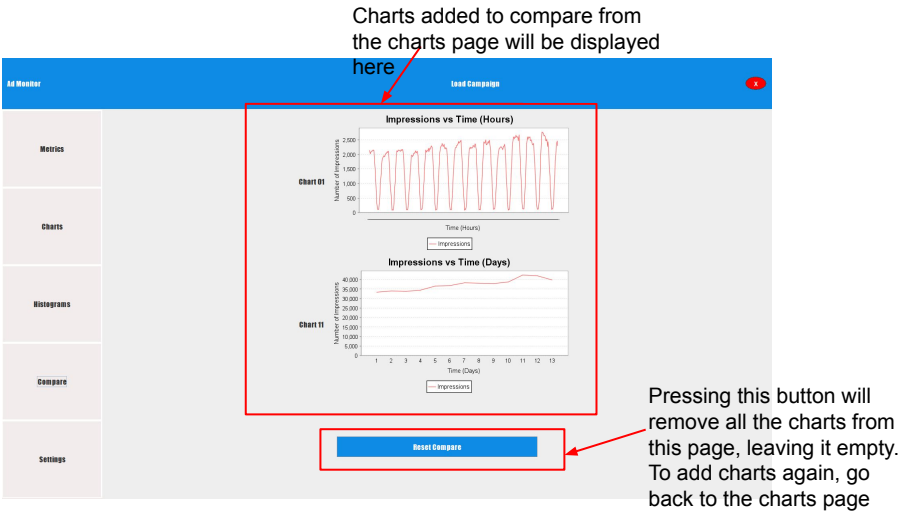
If you want to compare a chart press this to add it to the compare page

If you want to save a chart, press this button and select which directory you want the chart to be saved in

# HISTOGRAM PAGE



# COMPARE PAGE



# SETTINGS PAGE

To change font colours and font size, change these drop down menus

To change bounce type and page limit use these drop down menus