Ad Dashboard User Guide

Login

To login to the ad dashboard simply enter your username and password into the relevant fields and click "Log in".

The default admin credentials on initial setup, which should be promptly changed, are:

Username: admin

Password: password!

Importing

To import a csv of data navigate to "Options > Upload Files". You are able to upload 3 types of files; impression logs, click logs and server logs.

Viewing

Metrics

Metrics can be seen in the boxes on the right hand side of the dashboard. The metrics available are:

- Number of Impressions
- Number of Clicks
- Number of Uniques
- Number of Bounces
- Number of Conversions
- Total Cost
- CTR
- CPA
- CPC
- CPM
- Bounce Rate

Filtering

You can filter the data with 4 different categories; gender, income, age group and context.

In addition you can also define how a bounce is calculated. Simply select the filters you would like to apply and click the "Filter" button below.

To adjust the date range the filters and graphs use, simply enter a valid date range at the top of the dashboard and click submit.

Graphs

Graphs can be generated to display any of the metrics over time, select this using the drop down box under the graph.

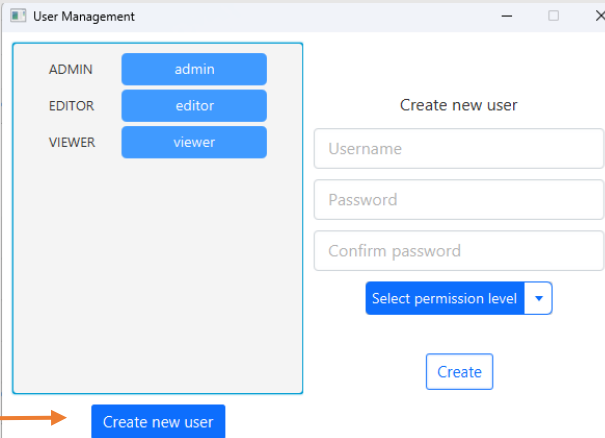To select the time granularity of the graph you may select either hourly, daily or weekly.

Graphs can also be compared by clicking the "Compare" button.

User Management

To open the User Management setting click "Options > Manage Users".
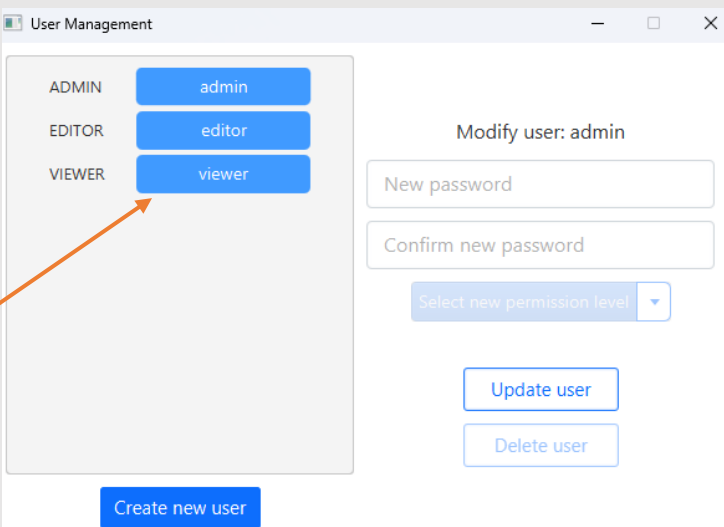
Creating Users

Admins can create new users by clicking "Create new user" and entering a new username, password and permission level.

Modifying Users

Admins can change the passwords of other users in addition to changing their permission level and deleting users. Simply select the user from the left hand column and perform the relevant action.

Exporting

The application can export 3 types of data; graphs, reports and user action logs. Simply click "Export" at the top of the dashboard and select the required option.

Changing Themes

There are a number of colour themes available for the dashboard. Navigate to the top of the dashboard, click "Themes" and select your required theme.

Resetting Your Password

In order to reset your own password, simply navigate to "Options > Change Password" and enter a new password.

Permissions

There are three levels of permissions; viewer, editor and admin.

You can find the actions they can perform in the table below.

	Viewer	Editor	Admin
View data	✓	✓	✓
Apply filters	✓	✓	✓
Change theme	✓	✓	✓
Change own password	✓	✓	✓
Upload files		✓	✓
Export files		✓	✓
Create accounts			✓
Delete accounts			✓

FAQ

What platforms does the application run on?

The application runs on devices running Windows and MacOS.

What import file types are accepted?

Only CSV files are accepted.

What file types are exported?

Report and user actions are exported in CSV format and graphs as a PDF.

Who should I contact if I discover a bug in the software?

seg14@ecs.soton.ac.uk

What should I do if I forget my password?

Ask an admin to change it for you.