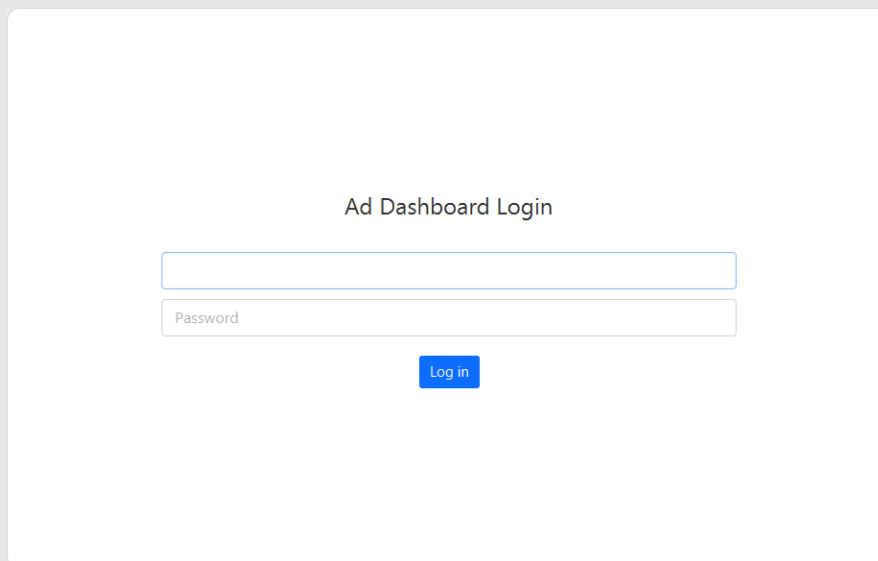# Ad Dashboard User Guide

Table of Contents

Login

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

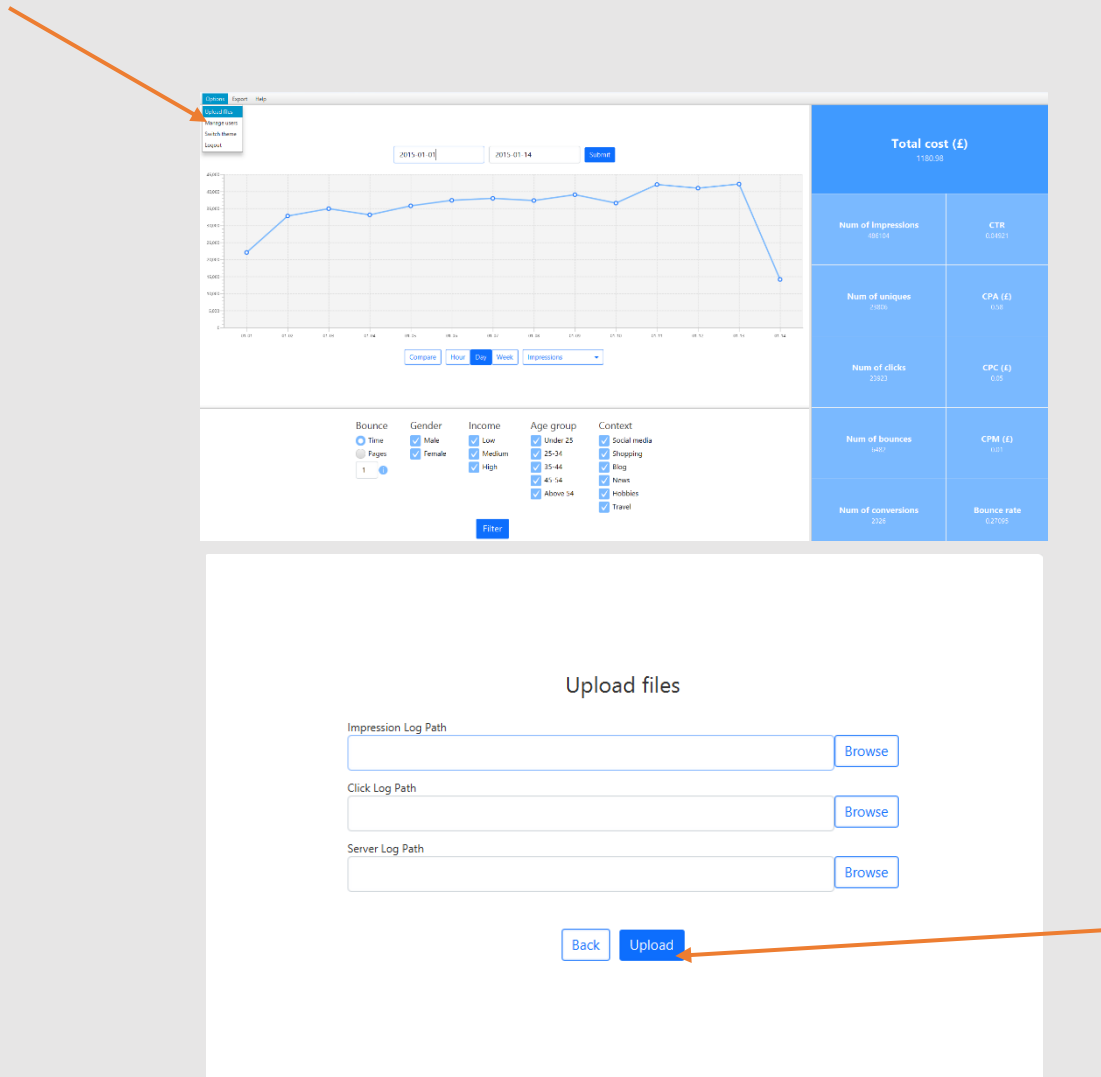The default admin credentials on initial setup which should be promptly changed are:

Username: admin

Password: password!

Ad Dashboard Login

Password

Log in

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.
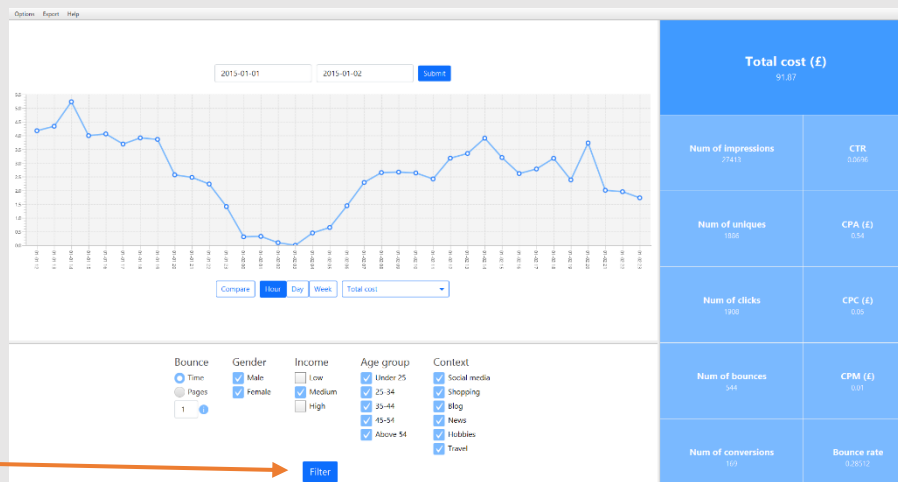
Viewing

Metrics

Metrics can be seen in the boxes on the right hand side of the dashboard. The metrics available are:
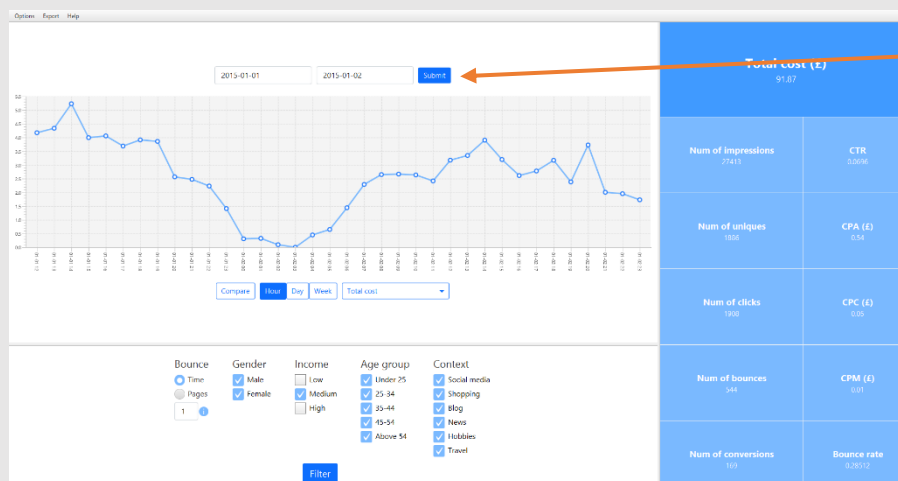
- Number of Impressions
- Number of Clicks
- Number of Uniques
- Number of Bounces
- Number of Conversions
- Total Cost
- CTR
- CPA
- CPC
- CPM
- Bounce Rate

Filtering

You can filter the data with 4 different areas; 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.

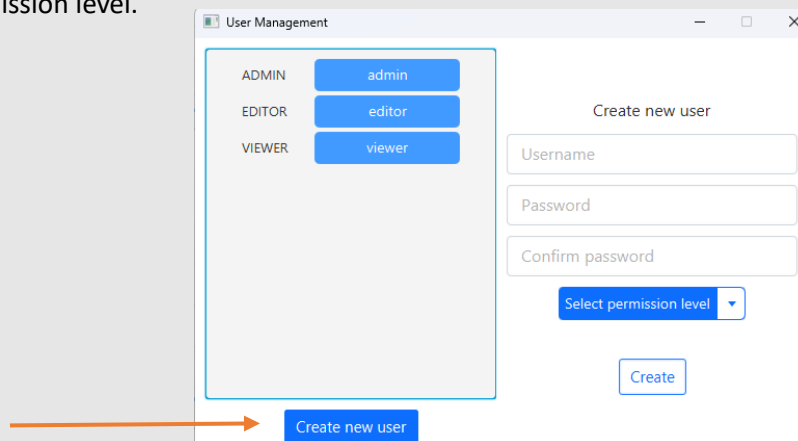To select the time granularity of the graph you may select either hourly, daily or weekly.

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

User Management

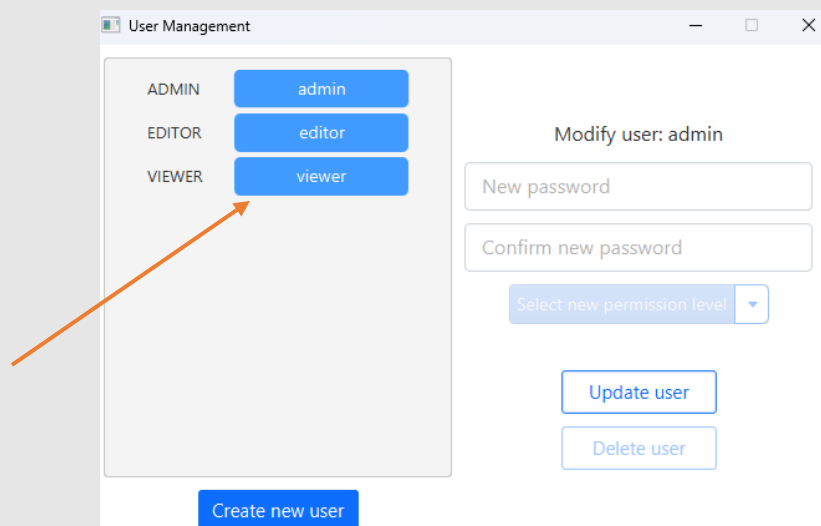To open the User Management setting click "Options > Manage Users".

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

Changing Themes