

Cloudmobi SSP User Guide



Catalog

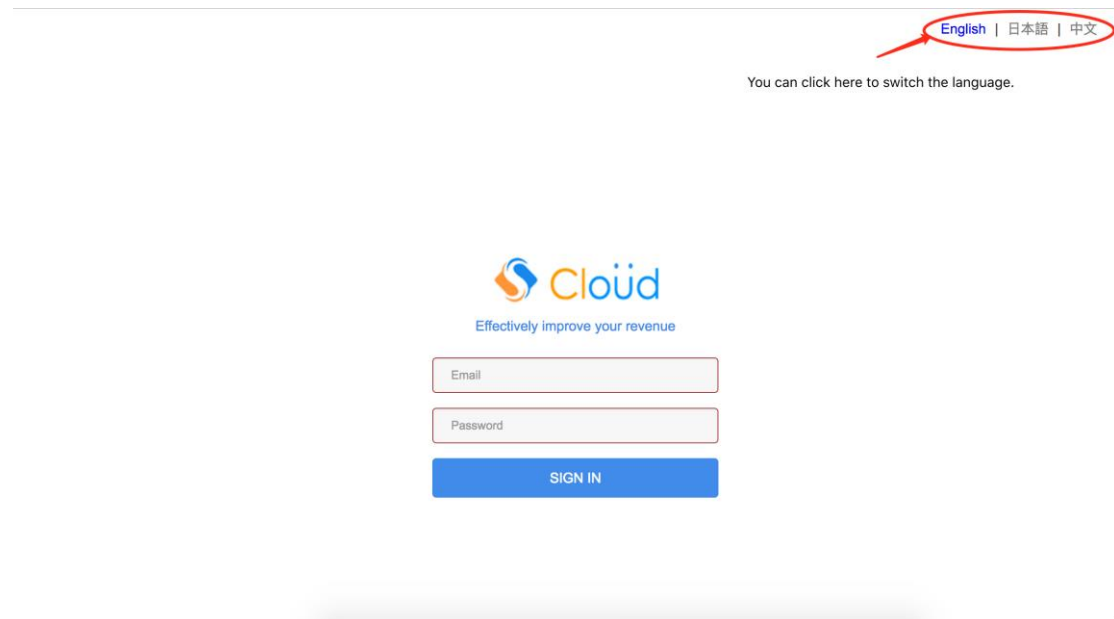
1. Creating an APP
2. Creating a slot
3. Integrating Facebook & Google Admob ads on our platform
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Ps: login page: <http://www.cloudmobi.net/dashboard/index>

(Your account and password will be provided by the account manager)

1. Creating an APP

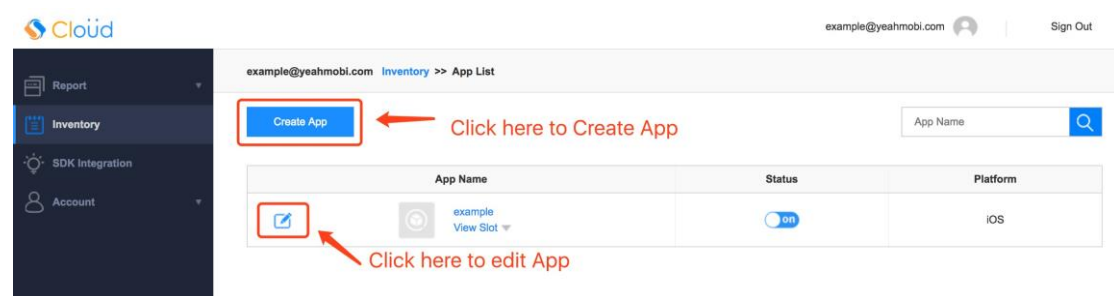
A. Login



Your account manager would provide you with the original account information.

B. Create an APP

Once logged in, you can go to the "Inventory" module to create the app which will be monetized. If you need to modify the information, click "Edit" on the left.



The following page shows the information needs to be filled in once you click "Create App":

example@yeahmobi.com [Inventory](#) >> New App Create

1 New App Create 2 Create AD Space 3 Integrate SDK

Package Name/Bundle ID: *

Platform: ☒ iOS ☐ Android

App Name: *

Main Category: *

DAU: *

LBS Status: ☒ ON ☐ OFF

Paid APP: ☒ Paid ☐ Free

Priority:

Filter:

- “LBS Status” refers to whether your product provides service based on location;
- “Paid APP” refers to whether users should pay or not for using the app.
- “Priority” is to sort the sequence of ads providers. The one set in the first place will get priority to show ads, and so on. If you only integrate Cloudmobi SDK, then leave it to be default setting.

Filter:

Attention: This filter only works for CloudTech Ads. And please at least choose one item.

Advanced Setting

Black List:

Add
Add All
Remove
RemoveAll

Adult

Targeting user: male 50% female 50%

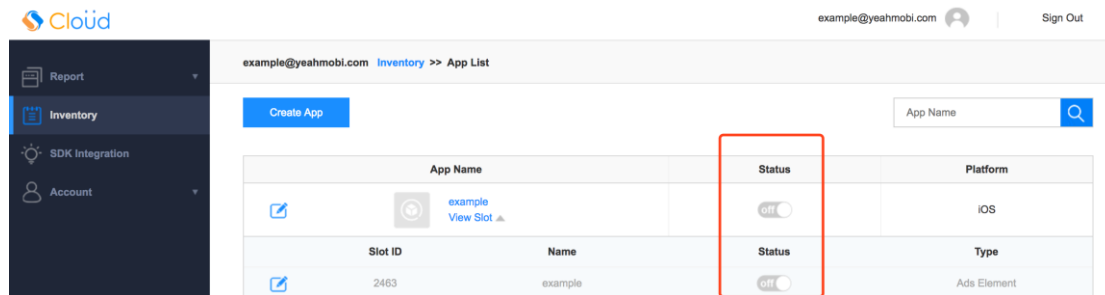
gender: ☒ 0-5 ☒ 5-11 ☒ 12-17
☒ 18-25 ☒ 26-35 ☒ 36-45
☒ >45

Next

- “Filter” refers to the sources of ads. “Google Play and iOS application stores to download” is selected by default.
- “Advanced Setting”, the ones added to the right side will be blocked.

C. Disable APPs

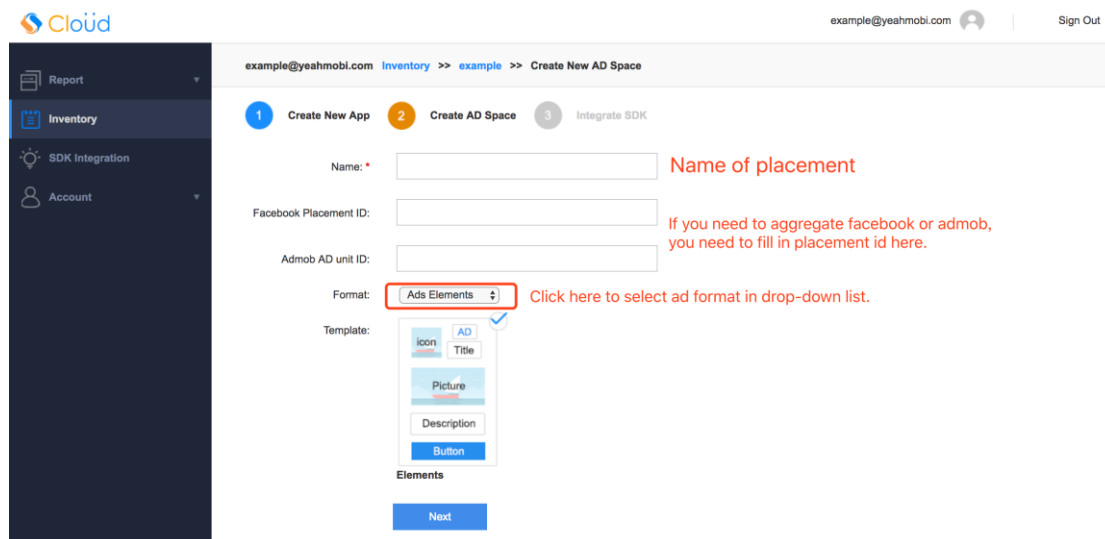
Switch the status from “on” to “off” to disable the app you won’t use. If an APP is disabled, the slot of it will be disabled by default.

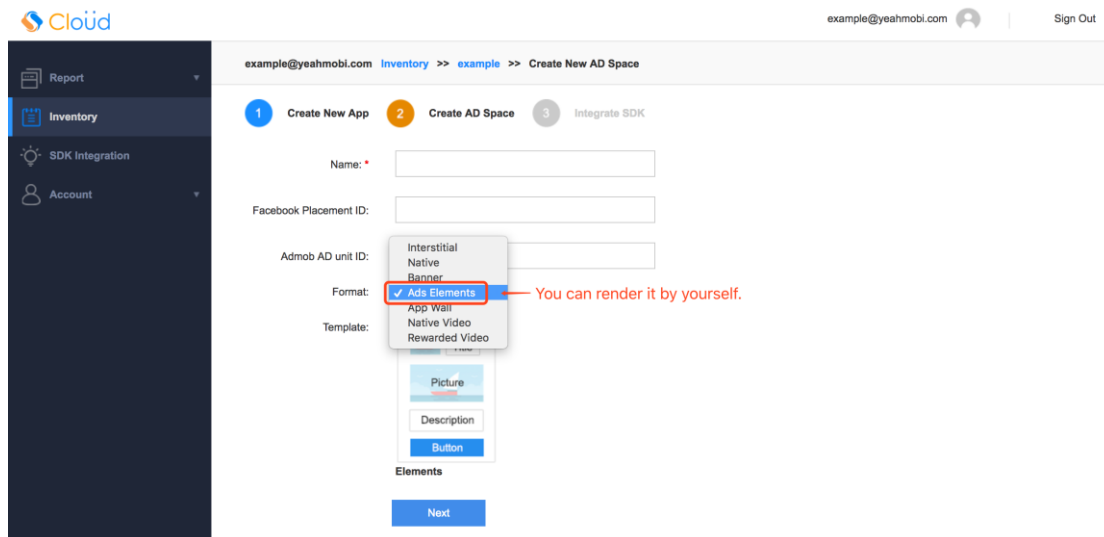


2. Creating a slot

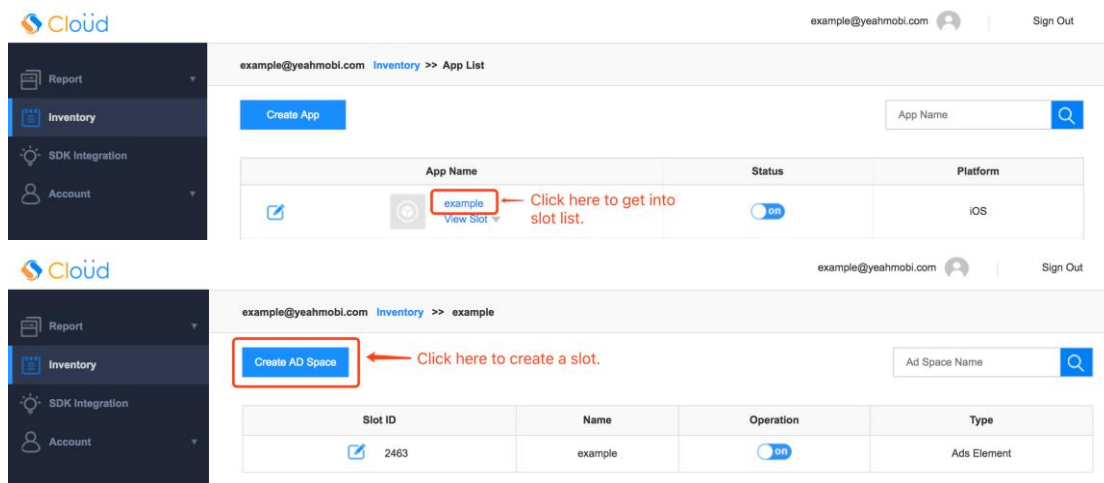
A. There are two ways to create a slot:

- After filling up information of creating APP page, click "Save" to enter the “Create AD Space” part.

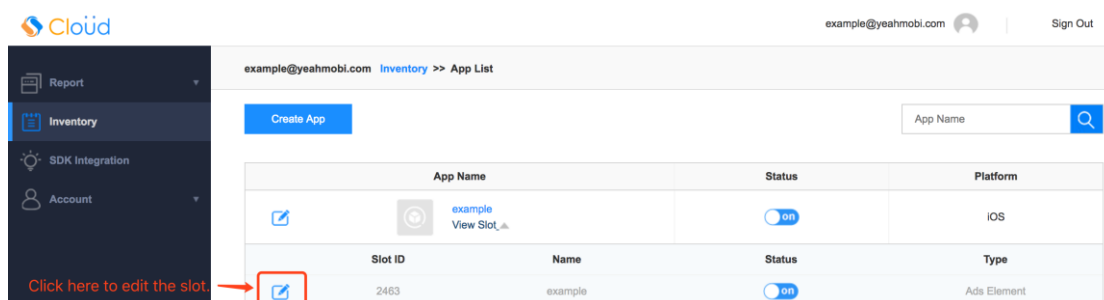




- b. As is shown in the following screenshot, click the APP name to go to the slot list page, and then click “Create AD Space” to create a new slot.



If you need to modify the information, click “Edit” on the left side of the slot list.



B. Disable slots

Turn the status of the slot from "on" to "off", then the slot is invalid.

The screenshot shows the Cloud SDK interface. On the left is a sidebar with 'Report', 'Inventory', 'SDK Integration', and 'Account'. The main area is titled 'example@yeahmobi.com Inventory >> App List'. It features a 'Create App' button and a search bar. Below is a table with columns 'App Name', 'Status', and 'Platform'. The 'example' app is listed with status 'off' and platform 'iOS'. Below this table is another table with columns 'Slot ID', 'Name', 'Status', and 'Type'. The 'example' slot is listed with status 'off' and type 'Ads Element'. A red box highlights the 'off' button in the 'Status' column, with a red arrow pointing to it and the text 'The on/off button of the slot.'

3. Integrating Facebook and Google Admob ads

A. To integrate three platforms, you need to fill in placement ids of Facebook and Google Admob, and do the corresponding operation according to the SDK integration guide.

The screenshot shows the Cloud SDK interface. On the left is a sidebar with 'Report', 'Inventory', 'SDK Integration', and 'Account'. The main area is titled 'example@yeahmobi.com Inventory >> example >> Create New AD Space'. It features a progress bar with three steps: '1 Create New App', '2 Create AD Space', and '3 Integrate SDK'. Below the progress bar is a form with fields for 'Name', 'Facebook Placement ID', and 'Admob AD unit ID'. The 'Facebook Placement ID' and 'Admob AD unit ID' fields are highlighted with a red box. A red arrow points to the box with the text 'Fill in the placement id accurately.' Below the form is a 'Format' dropdown menu set to 'Ads Elements' and a 'Template' section with a checklist of 'Icon', 'AD Title', 'Picture', 'Description', and 'Button'. A 'Next' button is at the bottom.

B. To check the report of Facebook or Google Admob, you should go to the "Network Configuration" part of "Report" module to complete the information needed.

Cloud Facebook version example@yeahmobi.com Sign Out

example@yeahmobi.com [Report](#) >> Network Configuration

Choose network

☒ Facebook ☐ Admob Select corresponding platform.

Special Instructions

- Requires CloudTech advertising SDK.
- Revenue reporting requires the App ID, App Token and Placement ID in Facebook to be entered.

Set up Inventory Remember to save it after filling all those in.

☒ Save Fill in your App id and App token of Facebook.

AD Space ID	AD Space Name	Placement ID
2463	example	<input type="text" value="Placement ID"/> Fill in your placement id of Facebook.

[Edit](#)

For Facebook

Cloud Google Admob version example@yeahmobi.com Sign Out

example@yeahmobi.com [Report](#) >> Network Configuration

Choose network

☐ Facebook ☒ Admob

Special Instructions

- Requires CloudTech advertising SDK.
- Revenue reporting requires the App ID, App Token and Placement ID in Facebook to be entered.

Add Your Account Info

Enable Reporting ☒ Disable Reporting ☐

☒ Save After clicking the save button here, it will jump to your google account to get authorization.

Set up Inventory Remember to save it after editing.

☒ Save

AD Space ID	AD Space Name	Ad Unit ID
2463	example	<input type="text" value="Ad Unit ID"/> Fill in your ad unit id of Admob here.

[Edit](#)

For Google Admob

Once completed, the third party report can be seen in the "Report - Network Report":

Cloud example@yeahmobi.com Sign Out

example@yeahmobi.com [Report](#) >> Facebook Audience Network Report

2017-07-03 to 2017-07-09 ☒ facebook ☐ admob

Revenue	AD Request	Fill-Rate	Impression	ECPM(RPM)	Clicks	CTR
Revenue						

Data is reported in UTC time(Coordinated Universal Time)

4. Viewing Reports

Select "Main Report" in the "Report" module to see the report page of Cloudmobi. For the third party report, click "Network Report" to view.

A. To view the report by APP, you need to select the exact APP first;

The screenshot shows the 'Main Report' page in the Cloud platform. The left sidebar contains navigation links: Report, Main Report, Network Report, Network Configuration, Inventory, SDK Integration, and Account. The main content area has a header with the user email 'example@yeahmobi.com' and a 'Sign Out' button. Below the header, there are filters for dates (2017-07-03 to 2017-07-09), a 'Select APP' dropdown (highlighted with a red box), 'Select AD Space', 'Select Country', and an 'APPLY' button. The 'Select APP' dropdown shows two options: 'example(App ID:823)' and 'example(App ID:824)'. Below the filters, there is a table with columns: Revenue, AD Request, Filled, Fill-Rate, Impression, ECPM(RPM), ECPC, Clicks, and CTR. The 'Revenue' tab is selected. The table content shows 'Revenue' and a note: 'Data is reported in UTC time(Coordinated Universal Time)'.

B. To know the detailed data of different placements, you should select it one by one.

The screenshot shows the 'Main Report' page in the Cloud platform. The left sidebar contains navigation links: Report, Main Report, Network Report, Network Configuration, Inventory, SDK Integration, and Account. The main content area has a header with the user email 'example@yeahmobi.com' and a 'Sign Out' button. Below the header, there are filters for dates (2017-07-03 to 2017-07-09), a dropdown for 'example(App ID:823)', a 'Select AD Space' dropdown (highlighted with a red box), 'Select Country', and an 'APPLY' button. The 'Select AD Space' dropdown shows one option: 'example(Slot ID:2463)'. Below the filters, there is a table with columns: Revenue, AD Request, Filled, Fill-Rate, Impression, ECPM(RPM), ECPC, Clicks, and CTR. The 'Revenue' tab is selected. The table content shows 'Revenue' and a note: 'Data is reported in UTC time(Coordinated Universal Time)'.

C. You can also choose to see the data for a certain period of time by country.

The screenshot shows the 'Main Report' page in the Cloud platform. The left sidebar contains navigation links: Report, Main Report, Network Report, Network Configuration, Inventory, SDK Integration, and Account. The main content area has a header with the user email 'example@yeahmobi.com' and a 'Sign Out' button. Below the header, there are filters for dates (2017-07-03 to 2017-07-09), a dropdown for 'example(App ID:823)', 'Select AD Space', a 'Select Country' dropdown (highlighted with a red box), and an 'APPLY' button. Below the filters, there is a table with columns: Revenue, AD Request, Filled, Fill-Rate, Impression, ECPM(RPM), ECPC, Clicks, and CTR. The 'Revenue' tab is selected. The table content shows 'Revenue' and a note: 'Data is reported in UTC time(Coordinated Universal Time)'.

As mentioned above are some common queries of using SSP platform. If there are any other questions, please contact the account manager, thank you.