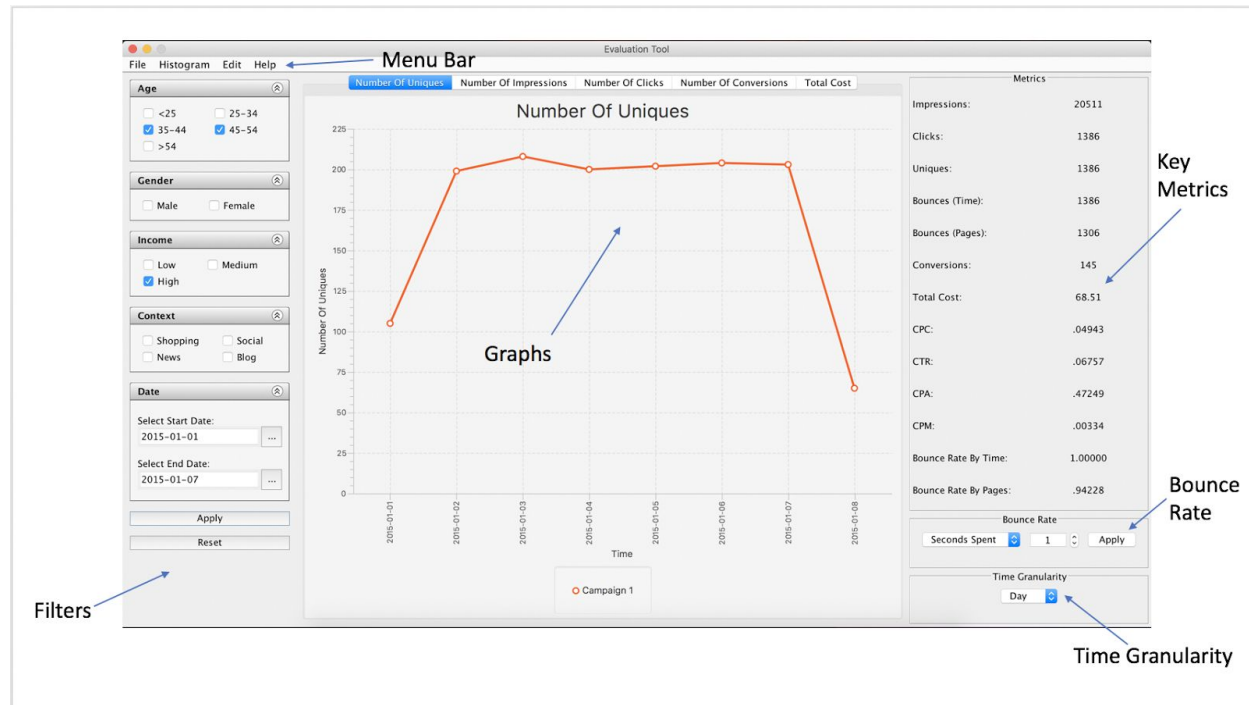


# AD DASHBOARD

## USER GUIDE

|                                  |          |
|----------------------------------|----------|
| <b>1 User Interface Overview</b> | <b>2</b> |
| 1.1 The Menu Bar                 | 2        |
| 1.1.1 File                       | 2        |
| 1.1.1.1 Load CSV                 | 2        |
| 1.1.1.2 Save Graph               | 2        |
| 1.1.1.3 Save Metrics             | 3        |
| 1.1.1.4 Print                    | 3        |
| 1.1.2 Histogram                  | 3        |
| 1.1.3 Edit                       | 3        |
| 1.1.3.1 Graph Style              | 3        |
| 1.1.4 Help                       | 4        |
| 1.2 Filtering                    | 4        |
| 1.3 Key Metrics                  | 4        |
| 1.4 Time Granularity             | 4        |
| 1.5 Bounce Rate                  | 4        |
| 1.6 Graphs                       | 4        |
| 1.7 Values at Points             | 4        |
| <b>2 Issues</b>                  | <b>4</b> |

# 1 User Interface Overview

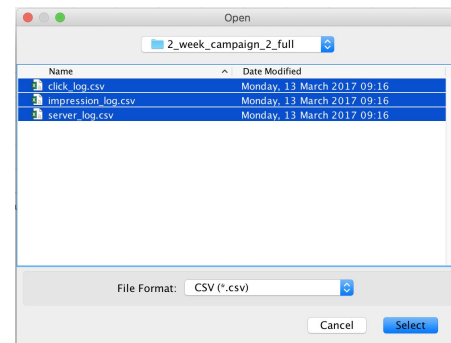


## 1.1 The Menu Bar

### 1.1.1 File

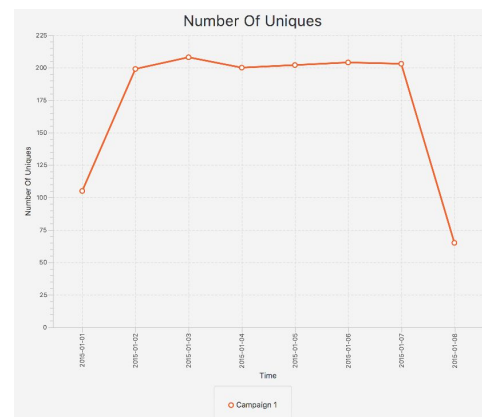
#### 1.1.1.1 Load CSV

- Click **File -> Load CSV**
- Navigate to the correct location of your .csv files
- Select all 3 and click **Select**
- The graphs and Key Metrics will load after



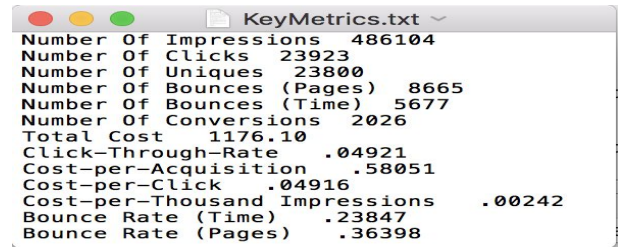
#### 1.1.1.2 Save Graph

- Click **File -> Save Graph**
- Choose a name for your graph e.g. "Number of Uniques" and where to save it



### 1.1.1.3 Save Metrics

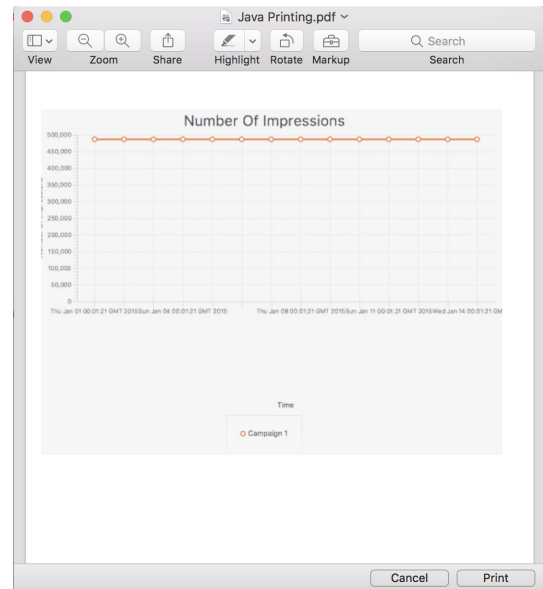
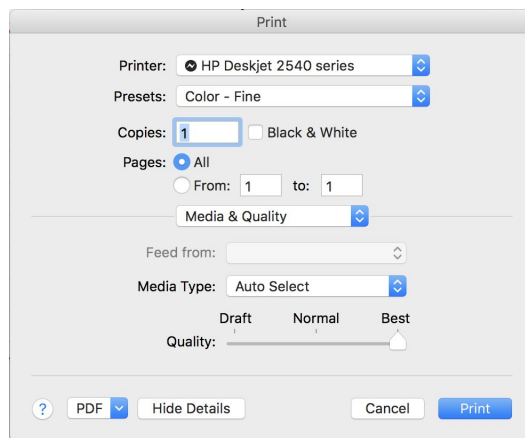
- Click **File -> Save Metrics**
- Choose a name for your file e.g. "KeyMetrics" and where to save it



```
KeyMetrics.txt
Number Of Impressions 486104
Number Of Clicks 23923
Number Of Uniques 23800
Number Of Bounces (Pages) 8665
Number Of Bounces (Time) 5677
Number Of Conversions 2026
Total Cost 1176.10
Click-Through-Rate .04921
Cost-per-Acquisition .58051
Cost-per-Click .04916
Cost-per-Thousand Impressions .00242
Bounce Rate (Time) .23847
Bounce Rate (Pages) .36398
```

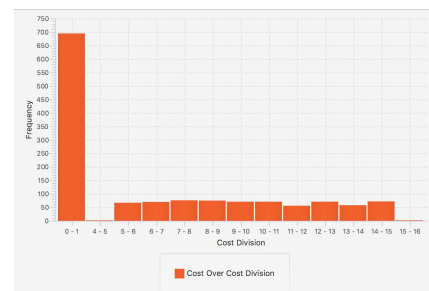
### 1.1.1.4 Print

- Click **File -> Print**
- Select your printing properties, click **Print**



### 1.1.2 Histogram

- Click **Histogram -> Create** once you have loaded your .csv files



### 1.1.3 Edit

#### 1.1.3.1 Graph Style

- Click **Edit -> Graph Style -> Red/Black/Blue/Green/Purple/Yellow**
- The graph line will be changed to the selected colour

### **1.1.4 Help**

Click **Help** -> **Guide** and this guide will appear

## **1.2 Filtering**

Once the campaign has been loaded via the Load CSV option, you can start to filter the graphs as you please. Select the options you want to be filtered and press apply after. Note that if no checkboxes are selected for a group (e.g. Income) then the program treats this as if they are all ticked, for user convenience.

## **1.3 Key Metrics**

Once the campaign has been loaded via the Load CSV option the Key Metrics will automatically be calculated and be updated in the Key Metrics Panel

## **1.4 Time Granularity**

You can select between 3 options, Day, Week, Month, this will change the graph to have data points for each Day, Week or Month.

## **1.5 Bounce Rate**

This can be altered in the Bounce Rate panel, you can select between Pages Viewed/Time Spent, and you can set the value in the box next to it. You must click Apply in order to see the changes, once you have loaded up the csv files.

## **1.6 Graphs**

To view all the graphs, select the graph on the tabbed panel you would want to see.

## **1.7 Values at Points**

If you hover over a point on the graph, a box will appear with the value at that point.

# **2 Issues**

The loading of the 2 month campaigns is significantly slower than the 2 week. This includes filtering.