# ASD10S Group Project

# Documentation Guide

## Group Members Details

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## Link To Repository

*https://github.com/Frikkie22/ASD*

## Introduction

Welcome to the documentation guide for accessing Revive Ad Server. This guide provides clear and concise instructions for configuring a local instance of Revive Ad Server using WampServer **and** guidance on how to access it for evaluation purposes.

Revive Ad Server is a powerful open-source ad-serving platform that allows publishers to manage and optimise their ad inventory effectively. This guide outlines the instructions for setting up Revive Ad Server on your local machine.

## Prerequisites

There are 2 ways to view our Ad Server. We recommend the first option, as it is accessible online. Then, you can skip to the Evaluation section.

## Option 1

**Note:** If our group is selected as the designated ad server for everyone's use, we will employ the provided link to ensure universal access. This will enable users to run the server beyond just a local machine. *(make sure it is in http, not https!)*

http://ec2-13-58-127-70.us-east2.compute.amazonaws.com/revive/www/admin/index.php

**username: Admin**
**password: Admin@asd@2024**

## Option 2

**N.B.** Unfortunately, uploading the WampServer folder from our machine to Github failed due to the folder being too large. So, you can continue with the following guide, which shows where you must install WampServer from the official website. Alternatively, a USB can be provided (where it meets the assessment deadlines commits) to be easily copied to the evaluator's machine, where the prerequisite section can be skipped.

Before you access Revive Ad Server, please ensure that the following prerequisites are met:

1. Operating System Compatibility:

   - Verify that the local machine's operating system is compatible with WampServer. WampServer is typically compatible with Windows operating systems.

2. Downloaded WampServer:

   - Visit the official WampServer website: https://www.wampserver.com/en/ and download the latest version. Complete the installation process and choose the folder where you want to install WampServer. After installation, locate the WampServer icon in your system tray (typically a green "W" icon). Right-click the icon and select "Start All Services" to start Apache, MySQL, and PHP. Open your web browser and navigate to http://localhost/. If the installation was successful, you should see the WampServer homepage.

## Installation Instructions

1. Launching WampServer *(skip if you already launched it when downloading):*

   - Navigate to the extracted WampServer folder and locate the WampServer executable file (e.g., "WampServer.exe" or "WampServer64.exe").

   - Double-click the executable file to launch WampServer.

   - Wait for WampServer to start. Once started, an icon should appear in the system tray (near the clock), indicating that WampServer is running (and the icon is Green).

2. Accessing Revive Ad Server:

   - Open a web browser on your local machine.

   - Type "localhost/revive" in the address bar and press Enter.

   - The Revive Ad Server login page should appear in the browser window.

   - Enter the administrator credentials to log in and access the Revive Ad Server dashboard.

- username: vilho
  password: S3pt3mb3r2409

## Evaluation

Upon logging into Revive Ad Server, you will have access to a comprehensive suite of tools and features to evaluate the functionality and performance of the ad server environment. ***Please ensure you are working as vilho (a manager, not an admin),*** which can be found at the top right of the page. Here's what you can expect to find:

1. Navigation and Overview:

   - Navigate through the ad server dashboard to explore various sections, including advertisers, campaigns, banners, and websites.

   - Gain insights into how these elements are interconnected to create a cohesive ad-serving platform.

2. Advertisers, Campaigns, and Banners:

   - View a list of advertisers' associated campaigns within the ad server.

   - Explore individual campaigns to see the banners and advertisements they contain.

   - View Delivery Set Rules to see how they are evaluating bidders' work on the server.

3. Statistics and Performance Metrics:

   - Access statistical data and performance metrics to evaluate the effectiveness of ad campaigns.

   - To assess campaign performance, view critical metrics such as impressions, clicks, click-through rates (CTR), and conversions.

**PLEASE NOTE** that the presentation scheduled for Tuesday, 23 April 2024, will delve deeper into the ad server's design and architecture, providing a more detailed explanation of how each component is connected and functions within the system. This presentation will offer a comprehensive overview of the ad server's design principles and operational framework, further enhancing your understanding of its capabilities and functionalities.

**Please do not hesitate to reach out if you have any questions or inquiries. Thank you.**