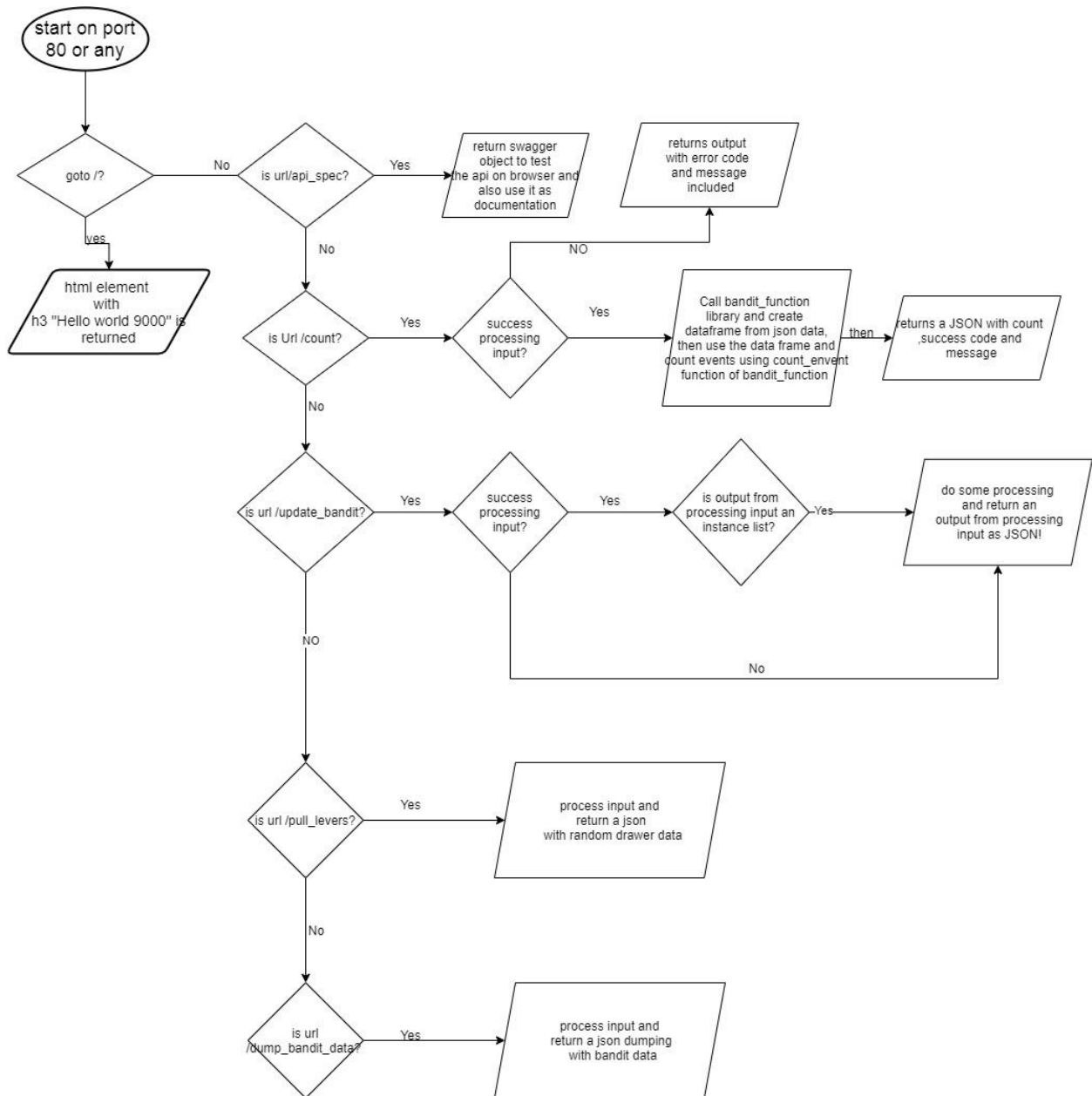


Task3



Task 4

To apply multi level KPI we need to have a KPI scoring and verifying method. Also defining the threshold for all KPI we are going to use or having a general weighted threshold value and defining priority(Which KPI' are the most important) list for all the KPI we are going to use.

After that we can implement one of this options:-

- Bidding a request if their scores of multiple KPIs meet their threshold values, respectively
- Bidding a request if the weighted sum of scores of multiple KPIs meets the weighted threshold value.
- Bidding a request if the weighted average of scores of multiple KPIs meets the weighted threshold value.

Another option would be developing a machine learning model that scores KPI and evaluates.

Each campaign will typically have a performance goal: total impressions, total clicks, total engagement, etc... So modifying KPI threshold for each campaign and measuring which campaign works well in given threshold and determining which type of campaign does well on your system.

Reference:-

<https://sharethis.com/engineering/2014/12/multi-kpi-optimization-for-campaigns/>