

Ad Stats webpage

- This webpage is used to give the ad statistics for a particular distributor
- The distributor logs in to the ad stats webpage using the username and password that we provide them
- We use this user name and password to identify who logs in and allow them to see stats for only for their ad
- The user can pick the following options from the campaign type
 - i) Ad name
 - ii) All (all the ads for the distributor and includes ads that are not currently active)
 - iii) All active (only active ads for the distributor)
 - iiii) All active with impressions served (only ads that are both active and whose impressions are being actively served)
- After picking up the campaign type and date range, when the distributor clicks the update button, he gets the statistics for the requested ads
- The ad statistics include the following
 - i) Start date – date from which the ad was being served
 - ii) End date – date to stop showing the ad
 - iii) Total days – total number of days from start date to end date
 - iv) Days to date – number of days since start date that the ad has been served
 - v) % Days to date - % of days to date and total days
 - vi) Imp. Ordered – number of impressions ordered for the ad
 - vii) Imp. Cached – number of impressions that have already been served
 - viii) % Imp. Cached - % of impressions cached to impressions ordered
 - ix) Clickthroughs – number of times the end user clicked on the ad from Eudora
 - x) Click rate - % of Clickthroughs to impressions cached
- The main code line is in the Servlet - adstats.java (/vhosts/java/live/adjointoolzone)
- The adstats servlet controls both the login page and the statistics page
- After authenticating the user, the servlet allows the distributor to view statistics for all ads from the distributor
- AdCampaigns.java provides the drop down list for the option on the homepage – ‘Please pick the campaign you are interested in viewing.’
- AdCampaignAds.java gets the actual ad statistics like start date, end date, impressions and clickthroughs.
- AdUsers.java is responsible for authenticating users logging into the adstats webpage