
Ad Auction User Manual

1. Running the program	1
2. Initial set-up	1
2.1. Following set-up	1
3. Main window	2
3.1. File	2
3.2. Layout	2
3.3. Metrics	2
4. Line Graph	2
4.1. Choosing filters	2
4.2. Line Graph window	2
4.3. Saving	3
4.4. Printing	3
5. Other Graphs	3
5.1. Histogram	3
5.2. Bar Chart	3

1. Running the program

The program will be packaged as an executable .jar file so all you need to do to start the program is to either run it through the console or simply double click it. All the files needed to run the program are already packaged in the .jar, all the user needs is the Clicks, Server and Impressions data files.

2. Initial set-up

Upon launching the program, you will see a screen prompting you to load the three files you want to view in the database. Each button will take you to a file explorer to pick out your files and there are checks in place to prevent you from selecting the wrong files.

After selecting the files there is a text box which allows you to decide how the bounces are defined in your program. By default, a bounce is set to a single page viewed before leaving but you can change this if necessary.

Once finished click the continue button to start.

2.1. Following set-ups

After you've loaded and saved a campaign, you can load that campaign back up easily by clicking the load previous button at the top. It will bring up a menu letting you choose from any of your previously saved campaigns, simply chose the one you want and hit continue. It keeps track of all previously saved campaigns, so if you want to delete a previous campaign click the delete campaign button and select the one you want deleted.

3. Main window

Once you've chosen your files and hit continue, you will be brought to the main window of the application. The program automatically calculates all the metrics for you and displays them on the right and from here you can decide whether you want to create a line graph, histogram or bar chart using the corresponding buttons.

3.1. File

In the upper left corner is a file dropdown button which allows you to both save and load a campaign. If you click the load option you will be brought to a similar dialogue box to the one from the set-up window which will ask you to select a previous campaign, loading the new campaign in the current window.

The save and save as options will save the campaign and the corresponding data files for use later. The save option will simply save it as a default name while save as will bring up a window that lets you type the name yourself.

3.2. Layout

We've included numerous layout options that let you customise the appearance of the program. In the upper right corner, you should see a slider option; this lets you change the font size across the program in case you feel like the default size is too small.

Next to the file button you should see a colour selector. This feature lets you change the default background colour of the application, either choosing from a grid of colours or by going into a detailed colour picker to get your own.

3.3. Metrics

On the right side of the window you should see all the metrics calculated and displayed. Under these are a set of filter options: these let you filter the metrics based on age, income, context, gender and date. Most of these filters are multiple selection, and for the dates if you click on the calendar icon next to the box it will bring up a calendar that allows you to choose between which days you want to see the data. If you leave a filter blank it will take all those filters into consideration.

4. Line graph

4.1. Filters

When you click on the line graph button you'll be taken to a screen where you can choose what you want to filter the line graph by. The filters are the same as the ones used to filter the metrics, with the addition of a metric selector that lets you decide which metric the line graph will represent.

Under the filters is a granularity option which lets you decide per which time frame to calculate each node on the graph, allowing you to go between hour, day, week and month. Once you have selected your filters click the create button to create your line graph.

4.2. Line graph window

When you create your graph, a window will appear displaying the graph and the filters you are using. You can use the mouse to highlight an area to zoom in on it and zoom out with double click, although be aware that it will only zoom in on the nodes you have highlighted so if there are nodes in between you have missed they will be excluded. You can also pan around the graph if you want to look at different parts of it.

You can also change the filters, metric or granularity if you want, and clicking the filter button on the bottom right will update all the values in the currently displayed graph without creating a new window.

4.3. Saving

You can save the currently displayed graph by clicking the save button under the filter button. Doing so will open a menu asking you where you want to save the graph, saving it as a .jpeg for you to use later.

4.4. Printing

You can also print the current graph by clicking the print button by the save button. It will take you to a printing menu where you can change the printer and set the printer settings, and once you hit confirm on that menu it will print out a colour copy of your graph.

5. Other graphs

5.1. Histogram

The histogram button will let you create a histogram of the total costs of the current campaign. It has a very similar set up as the line graph creator with the same printing and saving functionality, the main differences being that you cannot alter the granularity or the metric; it will only show total cost.

5.2. Bar chart

The bar chart button will let you create a bar chart in a similar way to the way to the line graph. The bar chart offers a better way of visualising data, letting you either see how the values of a metric varied over a day or over a week. You can switch between the two using the bar chart type button where the granularity button would be, and like the line graph has the same printing, saving and zooming functionality. It also lets you change the filters of a chart without creating a new window.