# User Guide

Contents

Loading page:
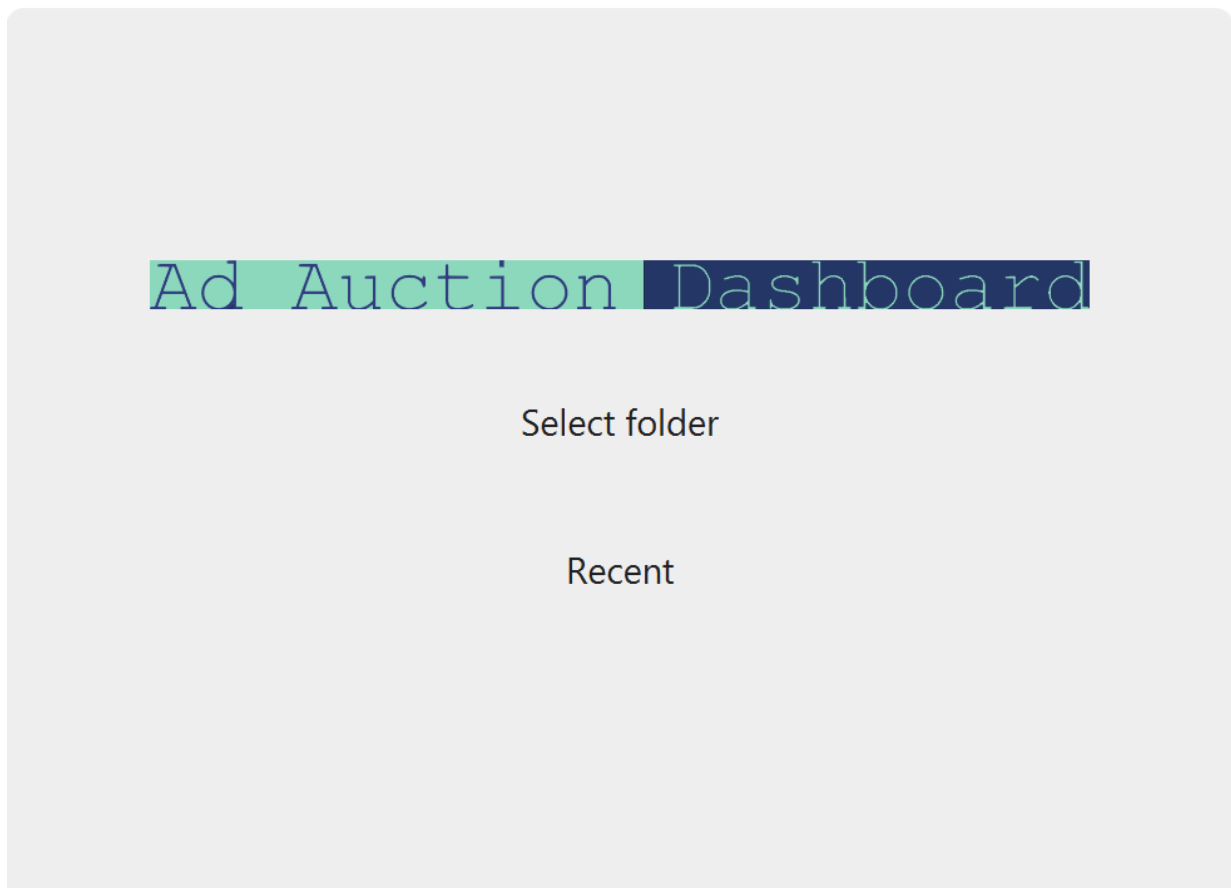
On the main page there are two options. The first option is "Select folder", which will allow you to select a folder. This folder will need to contain 3 files: click_log.csv, impression_log.csv and server_log.csv. After this you will be directed to the second and main page, and if the folder was not of the right format, you may have to resubmit a different folder.

The second option is "Recent" which will have stored all of the most recent paths to the folders that have been opened previously and give you those as shortcut options to make it quicker. If that file path does not exist, then it will need you to try a different folder.

Main page
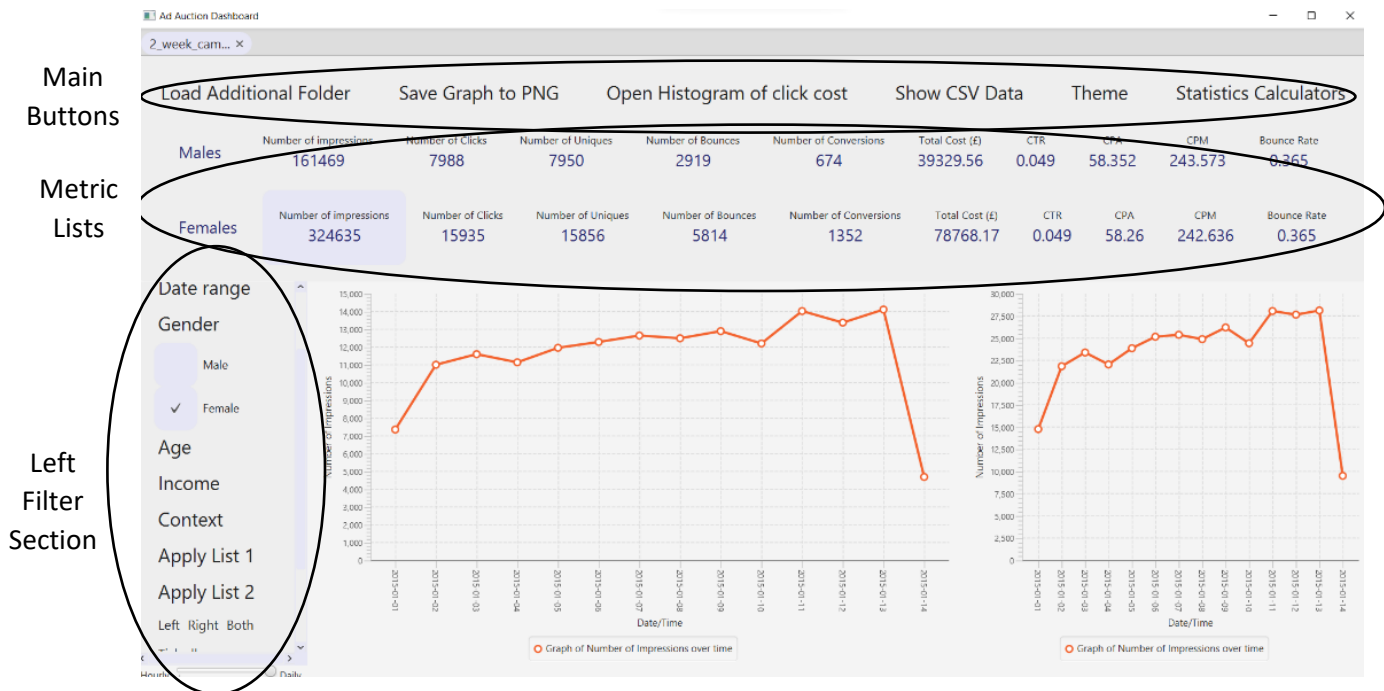
Main Buttons

On the main page you can select "Load Additional Folder" in order to load a different campaign on a different tab. "Save Graph to PNG" allows you to save the last opened graph to a .png format to the desired location. "Open Histogram of click cost" will open a histogram of click cost. From the "Histogram of click cost" window you can navigate back to the main page by pressing the "Esc" button on the keyboard. Furthermore, by pressing the "S" button on the keyboard you can save the histogram to a png. "Show CSV Data" will show in the program the .csv files that were selected by you. "Theme" allows you to customize the appearance of page. "Statistics Calculators" will open a calculator that allow you to calculate different statistics.

Metric Lists

There are two lists that show different data obtained from the files with two different filters applied to them. If you clicks on "Number of impressions", "Number of Clicks", "Number of Unique", "Number of Bounces", "Number of Conversions" or "Total Cost" a graph will appear presenting the data. By clicking on the "Bounce rate" you can redefine bounce.

Left Filter Section

On the left side of the main page you can set preferred filters. The filters can be named and saved and loaded as well. By clicking on buttons "Date range", "Gender", "Age", "Income" or "Context" you can select what you want to filter. After you selected what you want to filter you can than select on which graph to apply it. The "Apply List 1" will apply it on the first list and the "Apply List 2" will apply it on the second list. After clicking on one apply button you than can click on any graphs to show the filtered graphs. By clicking on "Left" the left graph will become bigger. By clicking on "Right" the right graph will become bigger. By clicking on "Both" both graphs will go back to their original size. By clicking on "Tick all" it will select all the filters. By clicking on "Clear" it will clear all the selected filters. By

clicking on "Save configuration" you will be able to save the selected filters to a user specified location. By clicking on "Load configuration" you can load any saved configurations

Tooltip Help
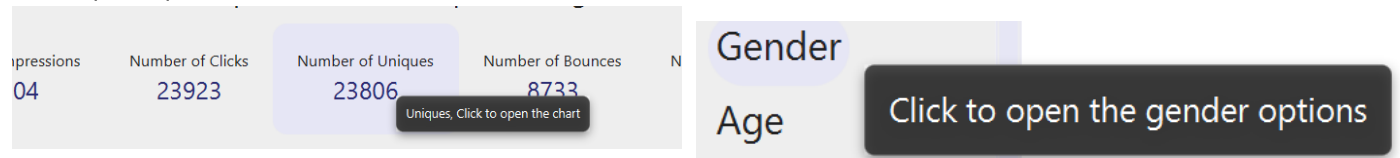
You can hover over any button and it will show you what that button does.

Known possible issues

- One of the issues is that the csv reader can only handle up to 1 million lines, showing more than that caused performance issues. So, if you have a file larger than 1 million lines, it will still be processed and will work in the program as a whole, however the csv viewer will only show the first million
- The statistics calculator also will only work for values up to 5000, which should be more than any limit made, but any number larger than that will also cause unnecessary performance issues

Frequently asked questions

Q. Does it matter if there are other files in the folder chosen on the first screen (like png charts saved)?

A. No it does not matter if there are no other .csv files.

Q. Will the statistics automatically update if I edit the csv file directly?

A. No unless you reload the csv file.

Q. Why is it that when I set some filters to be used on the key metrics list, does it then call the list "config name"

A. That would be due to the fact you have not named the set of filters you produced at the top of the left bar, as the default text stored in that textbox is "config name" to point out the fact you can rename it

Q. Why is it when I redefine what a bounce should be registered as, does it only change that specific list of metrics, and not the second list used for comparison?

A. The reason it does that is in the case you would like to compare the number of bounces, by the different definitoins of bounce, with or without filters.

Q. How many different campaigns can I open at once?

A. There seems to be no limit, but the more you load at once, the higher chance there may be a slower preformance