

Ad Dashboard User Guide

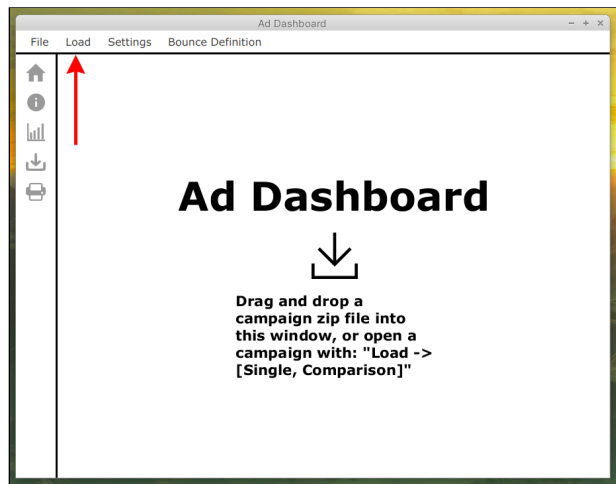
Running the jar

- To run the program, simply enter the following into a command prompt:

```
java -jar path/to/auctionboard.jar
```

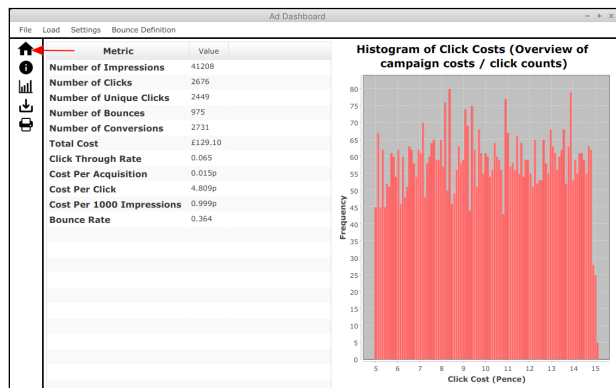
Loading a Single Campaign

- To load a campaign, you can either drag and drop the campaign into the window, or select "Load → Single" in the menu bar
- Alternatively you can just use the shortcut Ctrl-O
- You should automatically be redirected to the home screen once the campaign has loaded



Home Screen (Single)

- The home button on the left will take you to an overview of the campaign
- On the left is a table of the key metrics of the campaign (with no filtering applied)
- On the right is a histogram of the click costs
 - This chart gives a good overview of both the number of clicks and their costs



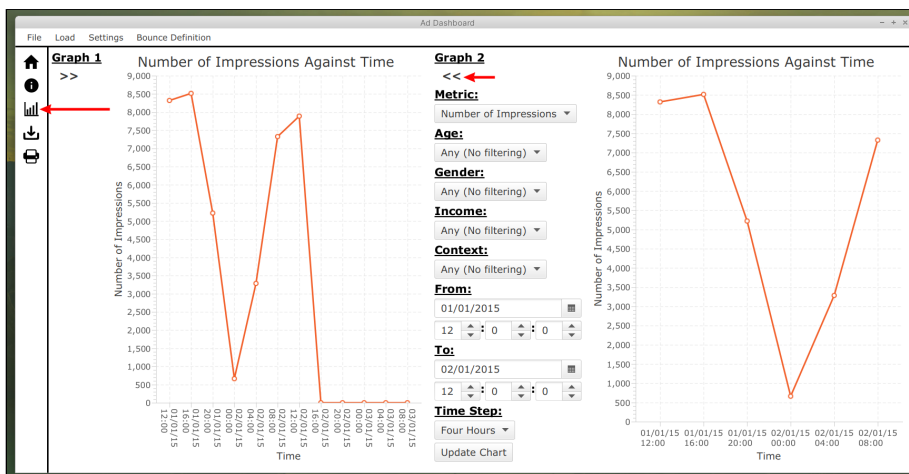
Detailed Metrics Screen

- The info button on the left will open the detailed metrics screen
- This allows you to calculate metrics based on filters that you define
- Choose any of the four filters from the left that you want to look at, then click "Update Metrics" to update the metrics table on the right
- You can also compare metric values with different filters on them
- Clicking on the rightmost double-arrow icon will reveal a second metrics interface where you can once again choose the filters you want to see
- This will then create a second table for a side-by-side metric comparison
- Clicking on any of the double-arrow icons again will hide the filter interface if all you want to view are the metrics tables
- To hide the filter selection boxes, click the "<<" button in the top left of each pane; you can then expand them out again to change the filters

	Metric	Value		Metric	Value
Age:	Number of Impressions	496	Age:	Number of Impressions	162
25-34	Number of Clicks	31	25-34	Number of Clicks	5
Gender:	Number of Unique Clicks	26	Gender:	Number of Unique Clicks	4
Female	Number of Bounces	9	Male	Number of Bounces	3
Income:	Number of Conversions	32	Income:	Number of Conversions	5
Medium	Total Cost	£1.07	Low	Total Cost	£0.00
Context:	Click Through Rate	0.063	Context:	Click Through Rate	0.031
Blog	Cost Per Acquisition	0.015p	Blog	Cost Per Acquisition	0.030p
Update met...	Cost Per Click	3.442p	Update met...	Cost Per Click	0.000p
	Cost Per 1000 Impressions	0.966p		Cost Per 1000 Impressions	0.924p
	Bounce Rate	0.290		Bounce Rate	0.600

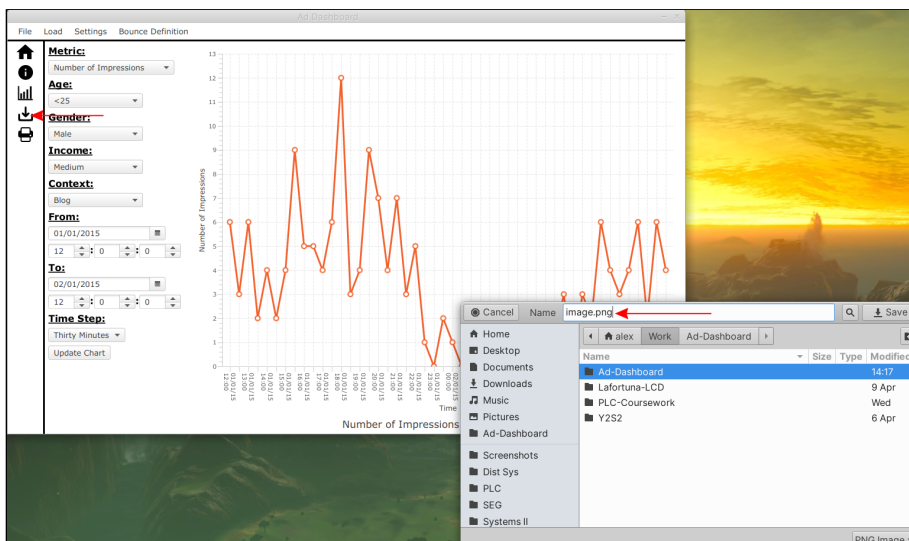
Graph Creator Screen

- Clicking the graph button on the left will open the graph builder screen
- First select the metric to build a graph of
- Then you can filter by the four main filters, as well as by date range
- Finally, you can adjust the time step to increase or reduce the granularity of the graph
- You can also view a second graph if you want to compare filtered metrics
- Clicking on the double-arrow icon below "Graph 2" will reveal a second graph-creator interface where you can create another graph for side-by-side comparisons
- Clicking on any of the double-arrow icons again will hide the creator interface

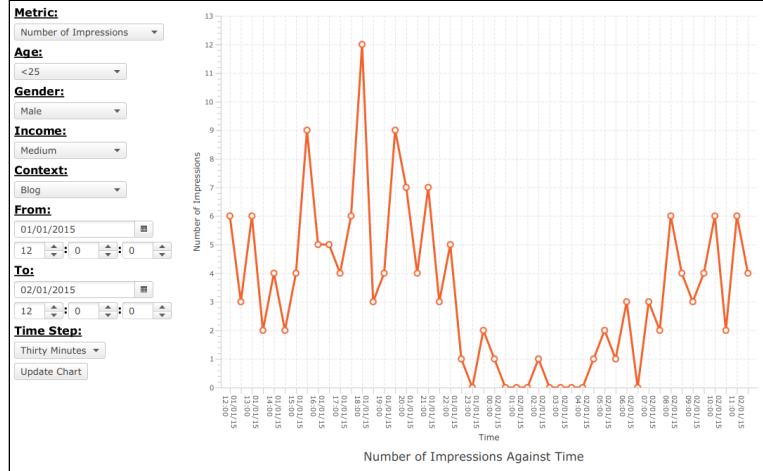


Saving Graphs

- Clicking the save button will allow you to save the current view of the application to a file
- This allows you to save graphs, as well as save any other info you might deem important



- The image saved will look like:

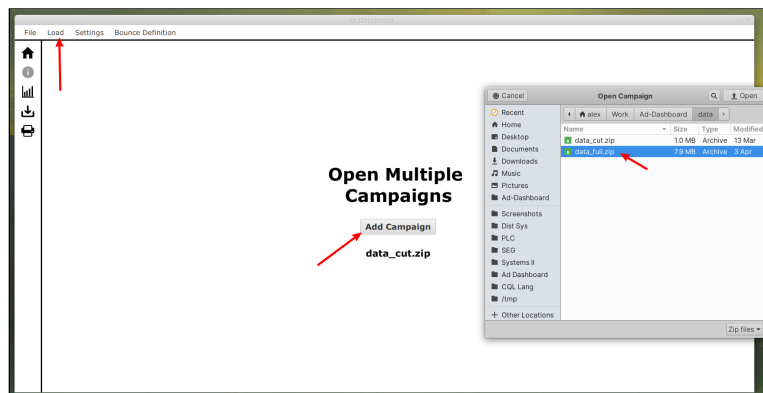


Printing Graphs

- Clicking the print button will open a dialog box for the user to print the current view of the application
- Note: this will only work if the user has already connected to a printer

Loading Multiple Campaigns

- Select "Load → Comparison" from the menu bar
- Add as many campaigns as you would like to view by continuously clicking the "Add Campaign" button
- Once you have loaded all your campaigns, click on the Home button to view a graph with different lines representing the different campaigns
- You can also go to the graph creator screen to make comparisons for each graph
 - Click on each campaign button and adjust the filters as required
 - Choose the metric graph type and the date range
 - Click "Update Chart" to view the graph with different lines representing the different campaigns



Other Features

- The top menu bar of the dashboard also allows for a couple of other functionalities
- The settings bar can be clicked to allow the user to change to light/dark mode and to change the sizes of all the text in the dashboard
- The user can also define what they want a bounce to mean. It can be defined as when only a single page is viewed, or depending on how long the page is viewed for.