

Cloudmobi SSP 后台使用指南



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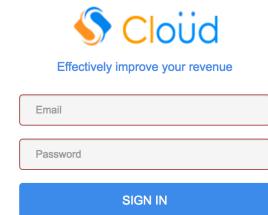
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- 4.Report 怎么看

注：登录地址：<http://www.cloudmobi.net/Admin/Login/index>
(账户及密码由运营同学提供)

1. 如何创建 APP

(1) 登录

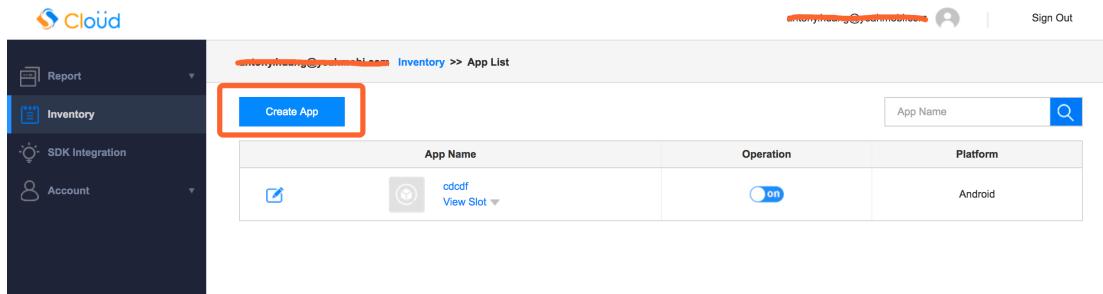
English | 日本語 | 中文



根据信息提示输入用户名及密码登录，可选语言切换。

(2) 创建 APP

在 “Inventory” 界面点击 “Create App” 进入创建 App 的界面，根据产品实际情况填写相关信息。信息完善后如需修改，点击左边编辑按钮。



The screenshot shows the 'Inventory' section of the application. On the left sidebar, 'Inventory' is selected. In the main area, there is a 'Create App' button highlighted with a red box. To its right is a search bar with 'App Name' and a magnifying glass icon. Below these are two rows of data in a table:

App Name	Operation	Platform
ododf View Slot	On	Android

Inventory >> New App Create

1 New App Create **2 Create AD Space** **3 Integrate SDK**

Package Name/Bundle ID: com.companyname.applicationname

Platform: iOS Android

App Name: *

Main Category: * --select--

DAU: * --select--

LBS Status: ON OFF

Paid APP: Paid Free

Priority: Facebook
CloudTech
Admob Content
Admob Application

Filter: Subscription DDL Google Play & iOS APP Store Download

Attention: This filter only works for CloudTech Ads. And please at least choose one item.

LBS 指基于地理位置的服务；priority 是为出广告的平台排序，位置越靠前，越优先展示；Filter 指广告属性，默认选择 Google Play 及 iOS 应用商店下载。

Advanced Setting

Black List:

- Books
- Business
- Catalogs
- Education
- Entertainment
- Finance
- Food & Drink
- Games
- Health & Fitness

Add Add All Remove RemoveAll

Adult

Targeting user gender: male 50 % female 50 %

Targeting user age:

<input checked="" type="checkbox"/> 0-5	<input checked="" type="checkbox"/> 5-11	<input checked="" type="checkbox"/> 12-17
<input checked="" type="checkbox"/> 18-25	<input checked="" type="checkbox"/> 26-35	<input checked="" type="checkbox"/> 36-45
<input checked="" type="checkbox"/> >45		

Next

“Advanced Setting” 中，被选入右侧框中的广告类别为被屏蔽的。

(3) 停用 APP

在 APP 列表中找到希望停用的 APP，点击 operation 下的 “on-off” 按钮，切换为 off。若停用 APP，默认同时停用 slot。

App Name	Operation	Platform
haihai	off	iOS
243	off	native
244	off	native
280	off	interstitial
485	off	interstitial
511	off	Ads Element
514	off	Ads Element
612	off	banner

2. 如何创建 slot

创建 slot 有两种方式：

- (1) 在创建 APP 页信息完善后，点击 “Next” 按钮，进入创建 slot 的界面：

步骤：1 Create New App 2 Create AD Space 3 Integrate SDK

Name: * 广告位名称

Facebook Placement ID: 如聚合Facebook、Admob广告，需填写

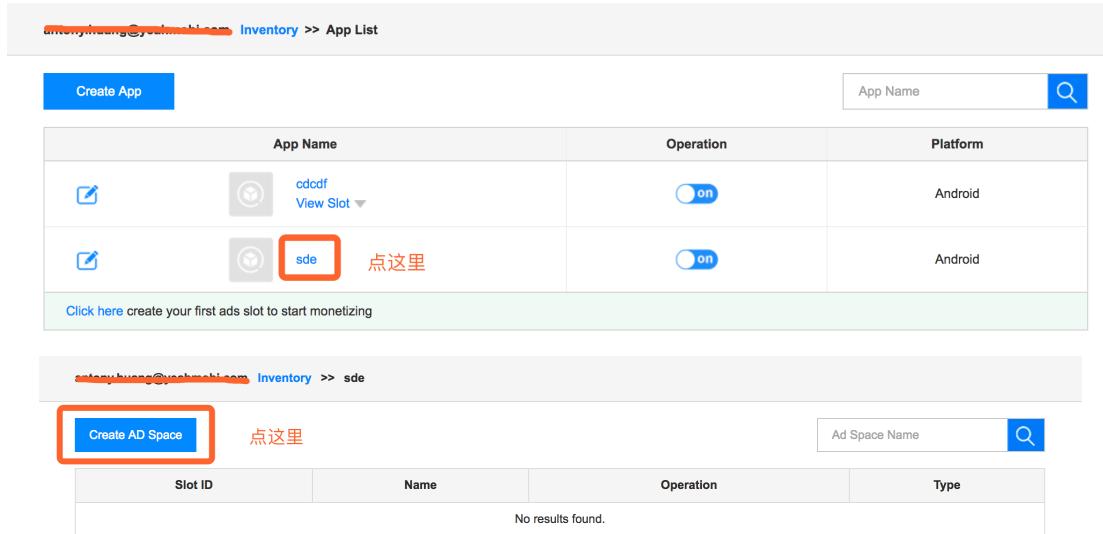
Admob AD unit ID:

广告类型 Format: Interstitial Native Banner Ads Elements

Template: Standard template:L001 make your own customized template.

Next

- (2) 在 APP List 界面点击 APP 名称进入 slot 列表页，点击 “Create APP Space” 创建 slot，界面如上图。

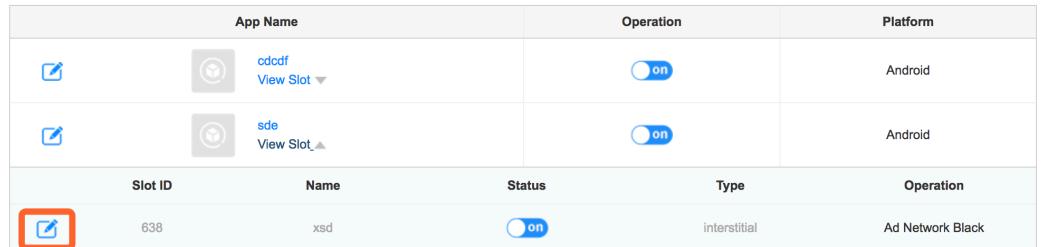


App Name	Operation	Platform
ccddf View Slot	<input checked="" type="button"/>	Android
sde 点这里	<input checked="" type="button"/>	Android

Click here create your first ads slot to start monetizing

Slot ID	Name	Operation	Type
No results found.			

信息完善后如需修改，点击左边编辑按钮。

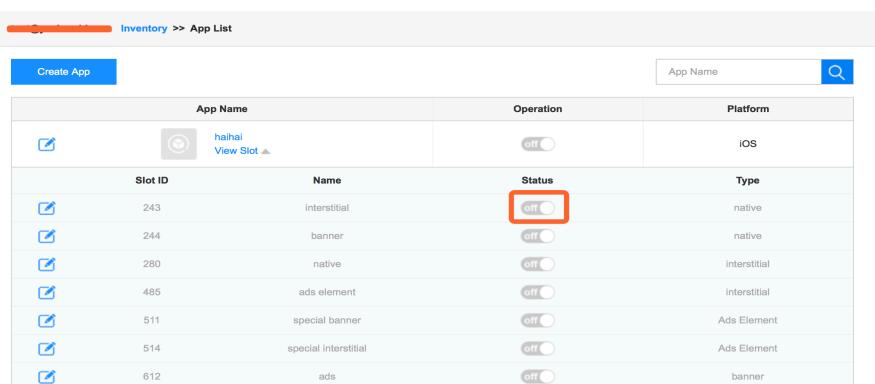


App Name	Operation	Platform
ccddf View Slot	<input checked="" type="button"/>	Android
sde View Slot	<input checked="" type="button"/>	Android

Slot ID	Name	Status	Type	Operation
638	xsd	<input checked="" type="button"/>	interstitial	Ad Network Black

- (3) 停用 slot

把 slot 的 status 由“on”转为“off”，即可关闭此 slot



Slot ID	Name	Status	Type
243	interstitial	<input checked="" type="radio"/> off <input type="radio"/>	native
244	banner	<input checked="" type="radio"/> off <input type="radio"/>	native
280	native	<input checked="" type="radio"/> off <input type="radio"/>	interstitial
485	ads element	<input checked="" type="radio"/> off <input type="radio"/>	interstitial
511	special banner	<input checked="" type="radio"/> off <input type="radio"/>	Ads Element
514	special interstitial	<input checked="" type="radio"/> off <input type="radio"/>	Ads Element
612	ads	<input checked="" type="radio"/> off <input type="radio"/>	banner

3. Facebook 及 Google Admob 广告位的设置

(1) 仅聚合 Facebook 及 Google Admob 广告位

准确填写 Facebook 及 Google Admob 对应的 ID 并保存，并在聚合 SDK 过程中做对应地操作（详见 SDK 使用说明文档）。

AD Space ID: 638

Name: * xsd

Facebook Placement ID: 准确填写对应ID

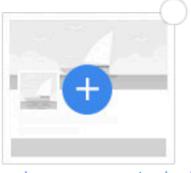
Admob AD unit ID:

Format:

Interstitial Native Banner Ads Elements

Template:

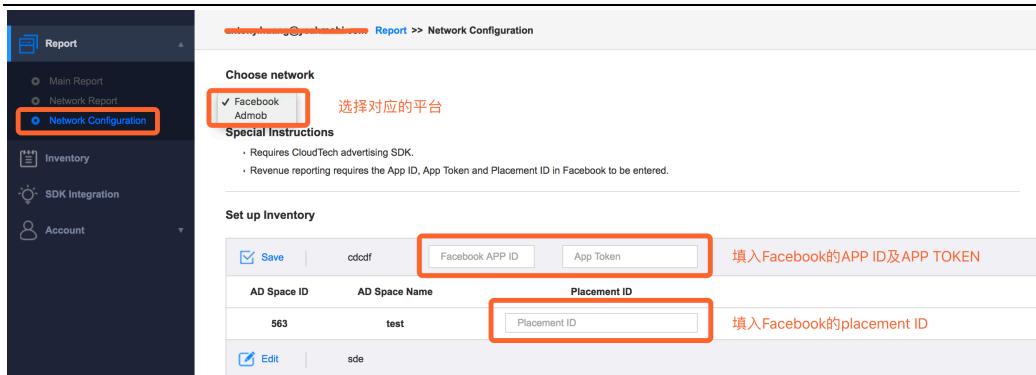
 TemplateL001

 make your own customized template.

Save

(2) 聚合 Facebook 及 Google Admob，并查看对应数据报告

在“Report”中选择“Network Configuration”，筛选对应平台并补全信息。



Choose network

Facebook Admob 选择对应的平台

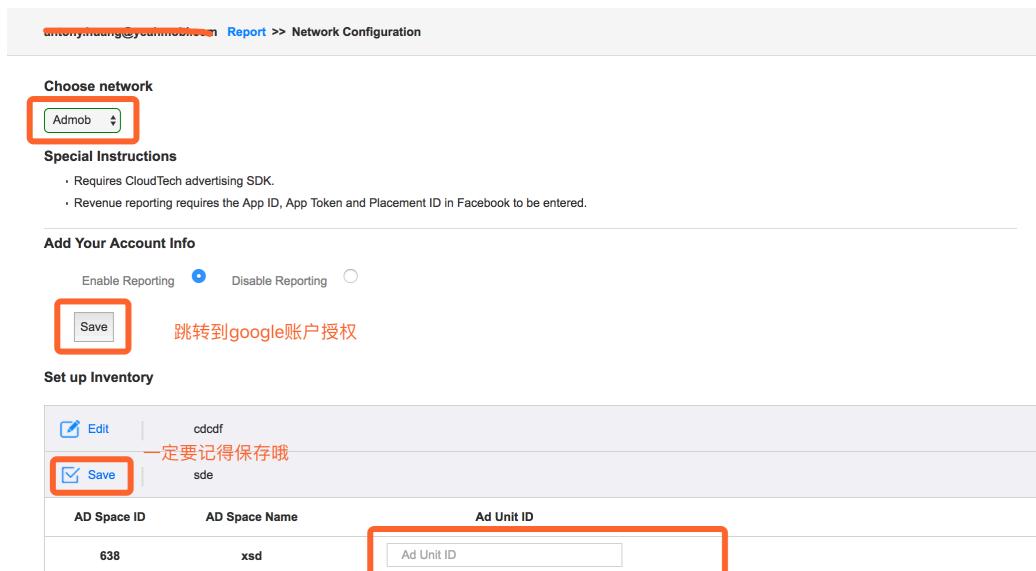
Special Instructions

- Requires CloudTech advertising SDK.
- Revenue reporting requires the App ID, App Token and Placement ID in Facebook to be entered.

Set up Inventory

<input checked="" type="checkbox"/> Save	cdcdf	Facebook APP ID	App Token	填入Facebook的APP ID及APP TOKEN
AD Space ID	AD Space Name	Placement ID		
563	test	<input type="text"/> Placement ID 填入Facebook的placement ID		
<input checked="" type="checkbox"/> Edit	sde			

Facebook 版 (填写完 ID 后记得**保存**哦)



Choose network

Admob

Special Instructions

- Requires CloudTech advertising SDK.
- Revenue reporting requires the App ID, App Token and Placement ID in Facebook to be entered.

Add Your Account Info

Enable Reporting Disable Reporting

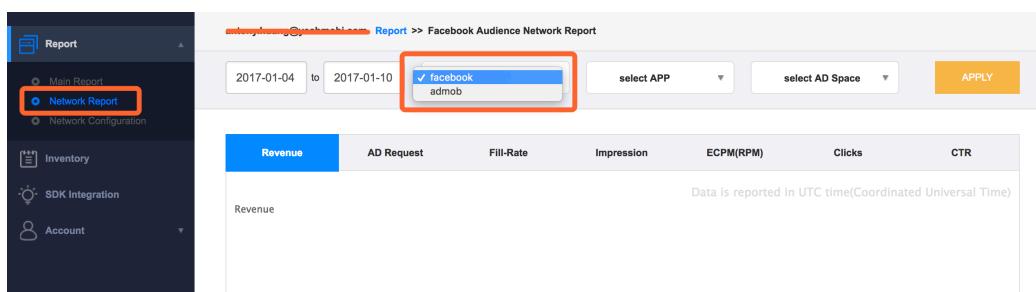
Save 跳转到google账户授权

Set up Inventory

<input checked="" type="checkbox"/> Edit	cdcdf			
<input checked="" type="checkbox"/> Save	一定记得保存哦			
AD Space ID	AD Space Name	Ad Unit ID		
638	xsd	<input type="text"/> Ad Unit ID		

Google Admob 版

完成后，第三方数据报表可在下图中看到：



Report > Facebook Audience Network Report

2017-01-04 to 2017-01-10 facebook admob select APP select AD Space APPLY

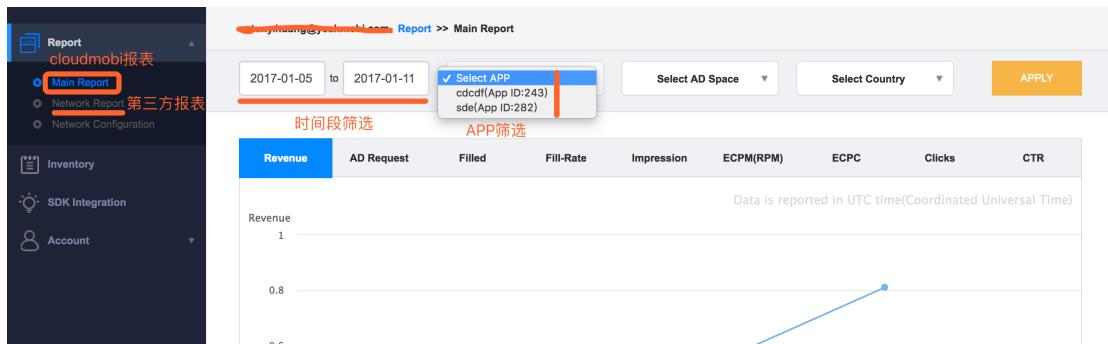
Revenue	AD Request	Fill-Rate	Impression	ECPM(RPM)	Clicks	CTR
Revenue						

Data is reported in UTC time(Coordinated Universal Time)

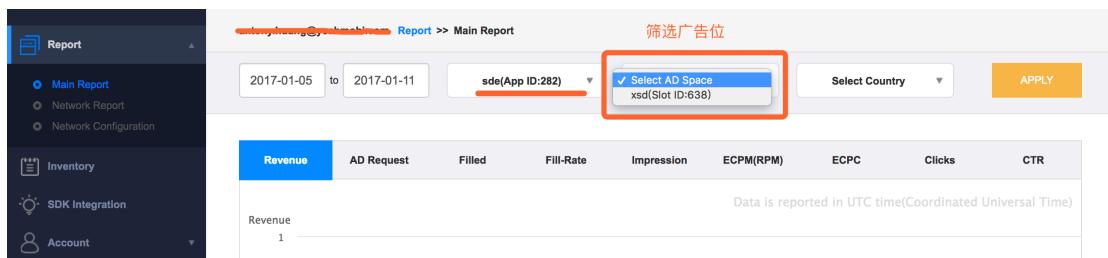
4. Report 怎么看

在 “Report” 导航栏选择 Main Report 即可进入报表页面,查看第三方报表需点击 “Network Report” 。

分 APP 查看报表需筛选 APP；



分广告位数据需先选定 APP 再选择广告位；



分国家查看数据，要优先选定 APP 及广告位。



如上是一些 SSP 后台使用常见的疑问，如有其他问题，请与运营联系，谢谢。