

Ad Auction Dashboard Application

User Guide

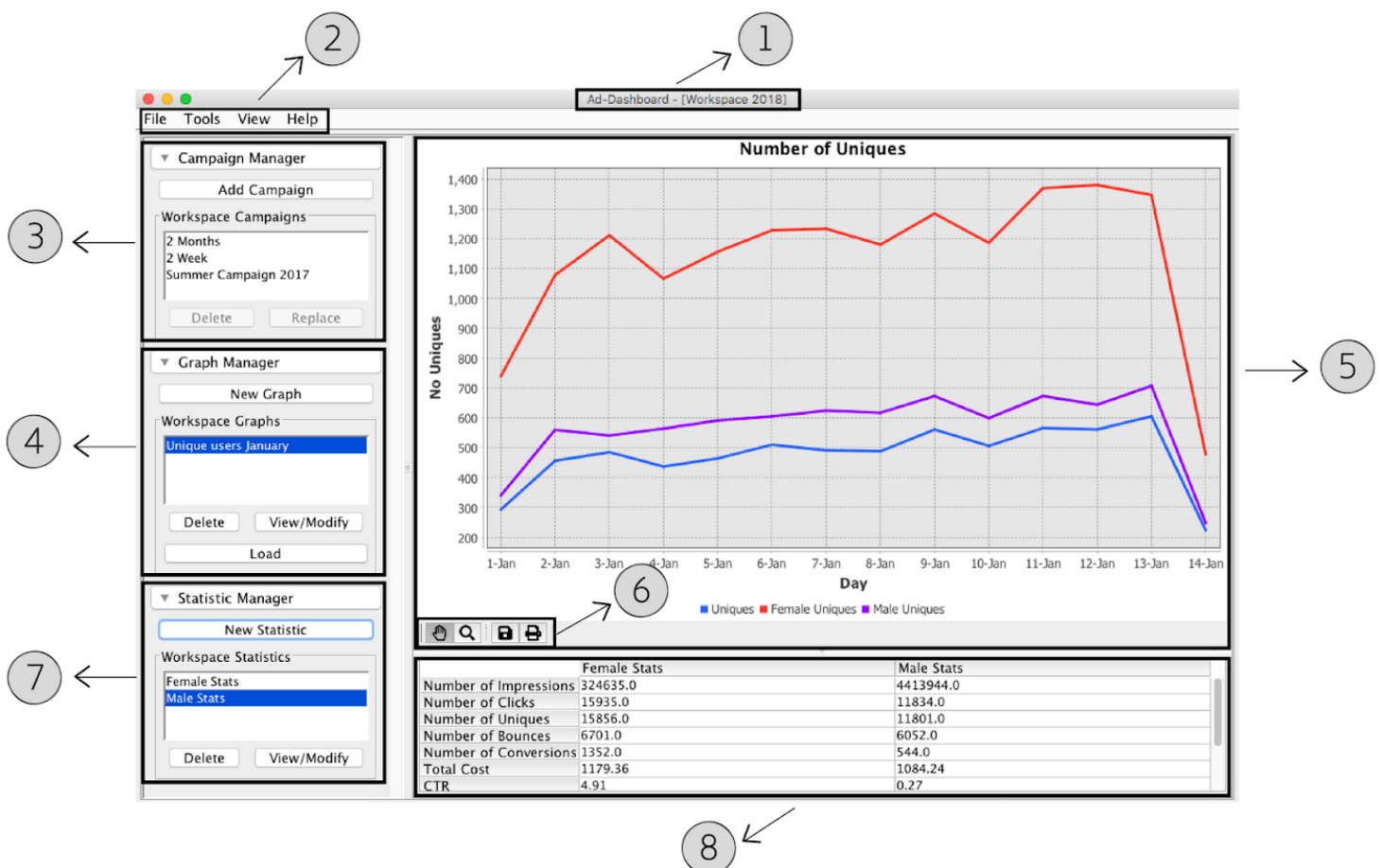
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INTRODUCTION

The Ad Auction Dashboard Application is designed to make it easier for small and big businesses to evaluate their advertising campaigns. You can now leave out the numerous spreadsheets and documentation! From viewing simple statistics to generating filtered graphs and histograms, this application will help you measure the success of your campaigns easily and in no time at all.

This User Guide provides guidance intended to assist all types of users - from regular users, who want to refresh their skills, to new users, who have just started working with the application. We will walk you through the process of managing your campaigns - how to upload them in the system, how to generate various graphs and statistics for them and even how to compare them. We will also cover the various functionality provided by the tool that enables anyone to gain the best possible value and experience from it. Finally, at the end of this User Guide, you can see a list of Frequently Asked Questions which will help you get an even better understanding of the application.

Despite being designed mainly for trained users, the Ad Auction Dashboard Application is easy to navigate through and has only a few main components - on the left hand side you can see the expandable menus, which allow you to control different aspects of campaign evaluation, while the right handside is occupied by currently loaded graphs and/or statistics, finally, at the top you can see the Menu Toolbar (2), which provides you with access to configurable features of the application (e.g. font size, workspace control, view options).



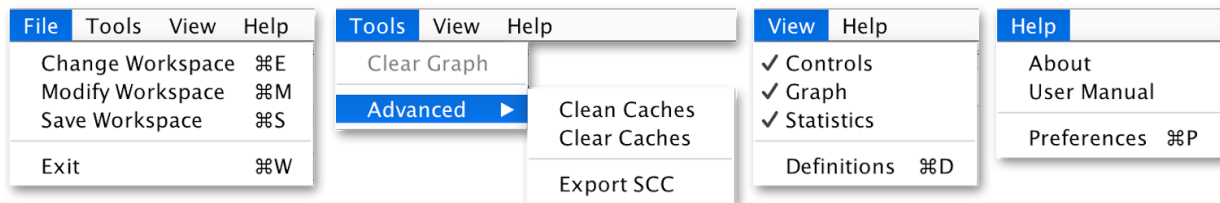
GETTING STARTED

To use the application you will need a database configuration credentials for PostgreSQL. This includes host, username and password. If you don't have access to those, please consult with your manager/system administrator.

FUNCTIONALITY

Toolbar Menu Functionality (2)

From workspace management, font size and view preferences to clearing graphs and caches, the toolbar menu gives you the opportunity to customise the application to your own liking:



Additionally, from here you can access a list of the terminology that is most commonly used in the application.

Workspace Management

Workspaces allow you to better manage the graphs, histograms and statistics, which you create to evaluate campaigns. They give you the opportunity to only work with a few campaigns at a time and therefore make it easy if your company is handling large amounts of custom campaigns. Once the application is open you will be given the opportunity to create a workspace, load a workspace from a list of already existing ones, or import an Ad Dashboard Workspace (.adw) file. The currently open workspace can be seen at the very top of the application (1). Workspaces can be changed, modified, or saved at any point in time through the File option in the Menu Toolbar (2) - see above.

Campaign Management (3)

Each workspace contains one or more campaigns, so every time you create a new one, you will have to specify the campaigns you want to evaluate within it. The Campaign Manager lists all the campaigns you have chosen for the currently open workspace and allows you to add more, delete or replace them. The “Add Campaign” button will take you to a Campaign Selector panel. From there you can choose to upload new campaign or select from already available ones. This is where your log files come into use - if you decide to add a new campaign you will have to upload the *impression*, *click*, and *server* logs corresponding to that new campaign.

Graph Management (4)

The Graph Manager lists all graphs/histograms (through their identifiers) which have been created so far. It also allows you to create new ones for the campaigns within the workspace. The “New Graph” button leads to a Line Graph or a Histogram Wizard. Through the Line Graph Wizard you can enter your graph and line preferences, including graph identifier, graph and axes titles, graph background and line colour. This is also the place, where you would specify which key metric you want to see statistics for, as well as what filters should be applied to it. On the other hand, the Histogram Wizard allows you to create a histogram of the click cost distribution. Some of the properties that you can configure are chart colour, bin size and count. One graph can have many lines or histograms, giving you the opportunity to compare data for different audience segments, from different periods of time, or both! The Graph Controls (6) give you the option to zoom or pan across the graph to get a better grasp of your data. In addition, If you want to have offline access to your graphs, you can print them, or export them as .png files, again through the Graph Controls.

Statistics Management (7)

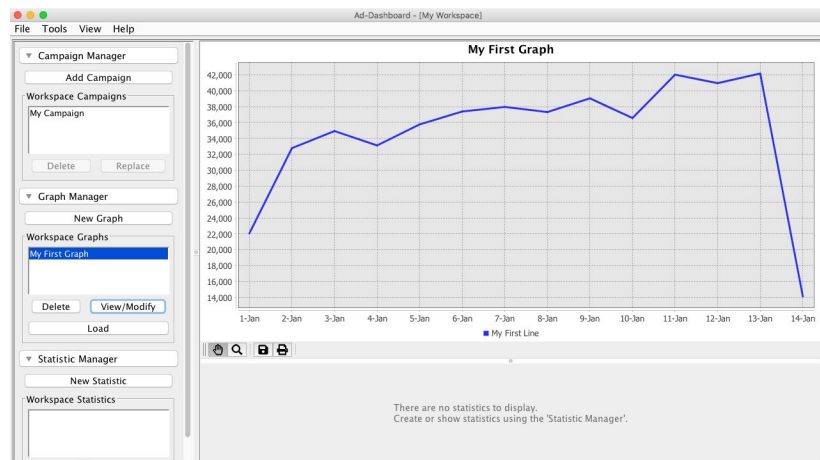
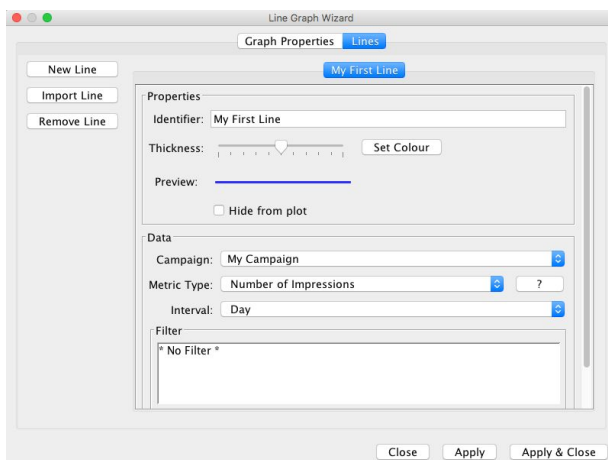
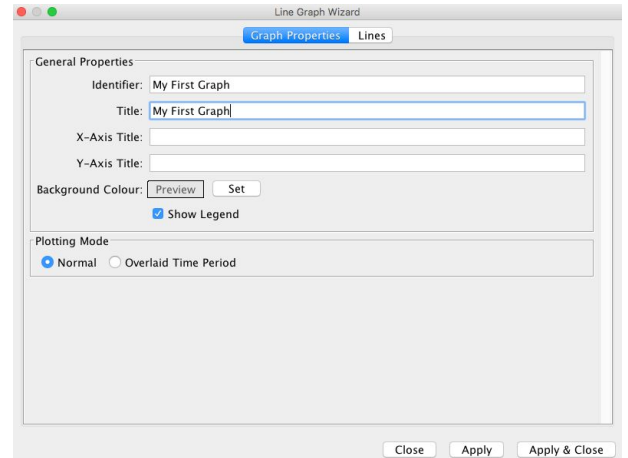
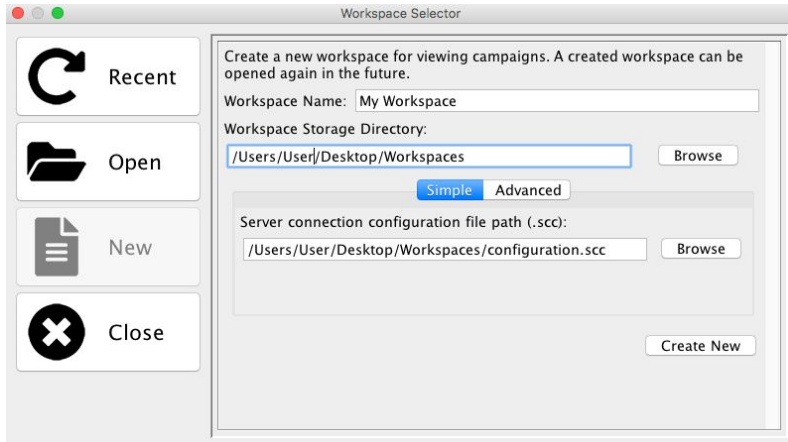
The Statistic Manager displays and allows addition, modification and removal of statistic configurations in the workspace. All generated statistics are available in the ‘Campaign Statistic View’ (8), however, you are able to hide one or more statistic configurations by clicking on the “View/Modify” button within the expandable menu. Similarly to graphs and histograms, statistics can be filtered by date or audience properties (age, gender, income, context).

Other functionality

Apart from the above mentioned features, the Ad Auction Dashboard Application provides additional functionality to improve user experience. All components of the application are resizable and/or can be hidden (via View in the Menu Toolbar) so you can decide which one should take the most space in the application. Every time you are creating a graph, histogram or statistic all necessary fields are automatically populated, so if you are in a hurry and need to get a quick overview of a metric, you can do it with a minimal number of clicks. Another user-friendly feature is available through hovering over any generated graph or statistic identifier which will enable a tooltip with their configurations (e.g. campaign they relate to, or applied filters).

MY FIRST GRAPH - WALKTHROUGH

Now that you have read a little about the application, let's walk you through adding your first graph. Upon opening the application, you will see the Workspace Selector Panel. Configure your Workspace Settings - name and directory and add your configuration file. After you have clicked on "Create New" you should see the Main Application. First you have to choose a campaign, so click on the "Add Campaign" button, then select "Import New". Configure campaign settings and locate the 3 logs. Once the import is finished the campaign is automatically loaded into the workspace! Now click on the "New Graph" button and select "Line Graph". It's finally the time to create your first line! Click on the "Lines" tab and configure your line settings. Since only one campaign is loaded in the workspace it is automatically set for the "Campaign" field. Select "Number of Impressions" from the Metric Type dropdown menu and "Day" from the Interval dropdown menu. Finally, click on the "Apply & Close" button. Within a few seconds, you should see your first graph on the screen. **Good Job!**



FAQs

Do I need any training before using the system?

Yes, users of the system are expected to have gone through initial training, however, if the user is technically literate, or/and has read and fully understands the User Guide, they should be able to navigate through the Ad Auction Dashboard Application.

Does the application support any accessibility features?

This application was developed with the users' interest in mind, so there is a range of accessibility features put in place. Apart from adjustable chart background and line colours, the users can change the font size globally. To increase/decrease the font size within the application, you need to click on the "Help" tab under the menu toolbar and then select "Preferences". Alternatively, the same is accessible by using the keyboard shortcut "**Ctrl+P**" (for Linux/Windows) or "**⌘+P**" (for MacOS). If you wish to change the background and/or line colours, please see '**Can I change chart background colours?**' and/or '**Can I change line colours?**'

What is a workspace?

A workspace is a graph management system which allows the user to save a persistent image of the graphs they have created. Each workspace can have one or multiple campaigns, graphs, and statistics. A workspace is something like a folder in which you are able to store all created graphs, histograms and statistics in.

What if I forget to save the workspace I'm working on?

To enhance user experience we made sure to remind you to save your workspace before closing the application, thus, every time you try to exit without saving, you will get a warning message and the option to save before closing.

What is an "Identifier"?

An "identifier" is used to describe the graph/statistic you are creating and it will be used to represent them in the corresponding expandable menu. It is recommended that you use only one or two words so that full identifier is displayed in these lists making easier to recognise what statistic is being referred to.

What is the difference between "Normal" and "Overlaid" Mode?

The "Normal" Mode plots the data relevant to the time interval that is set. However, if you are comparing metrics for two different periods of time (e.g. Impressions in January 2015 and Impressions in February 2015), you might want to see the two lines relative to each other, which is exactly what "Overlaid" Mode is for!

What bin properties can I configure?

When creating a new histogram you can set the number of bins you want to see and their colour. Bin size is automatically configured as a percentage of the full data range, however, through the *Advanced* settings you are given the flexibility to define the weight (in %) of each bin on the graph yourself.

Where can I find information about terminology used on the application?

If you are unsure about some of the terminology used on the application, you can use the "?" button to invoke the Definitions Panel. However, this button is only available within specific fields in the application. To prompt the Definitions Panel from anywhere within the application, you can use the "**Ctrl+D**" (for Linux/Windows) or "**⌘+D**" (for MacOS) keyboard shortcut.

Can I change chart background colours?

Yes, the chart background colours are configurable by the user. This can be done every time a graph is being created. Under the "Graph" tab, there is a button labelled "Set Colour" which will allow you to set the background of the graph, according to your preferences.

Can I change line colours?

Yes, you are able to change the line colours, as well as the thickness of the line. Line settings are available under the "Lines" Tab within the "Line Graph Wizard" panel. To set the colour use the "Set Colour" button and to adjust the thickness, just drag the slider on the left of the colour button. You will be able to see a preview of your line before applying it to the graph.

Will the look and feel of the application be consistent throughout operation systems?

Only minor changes might occur between different operating systems, but overall the look and feel of the application should remain consistent.

Note: If a global theme is enabled (e.g. global dark in Ubuntu) the Ad Auction Dashboard Application will appear in different colours.