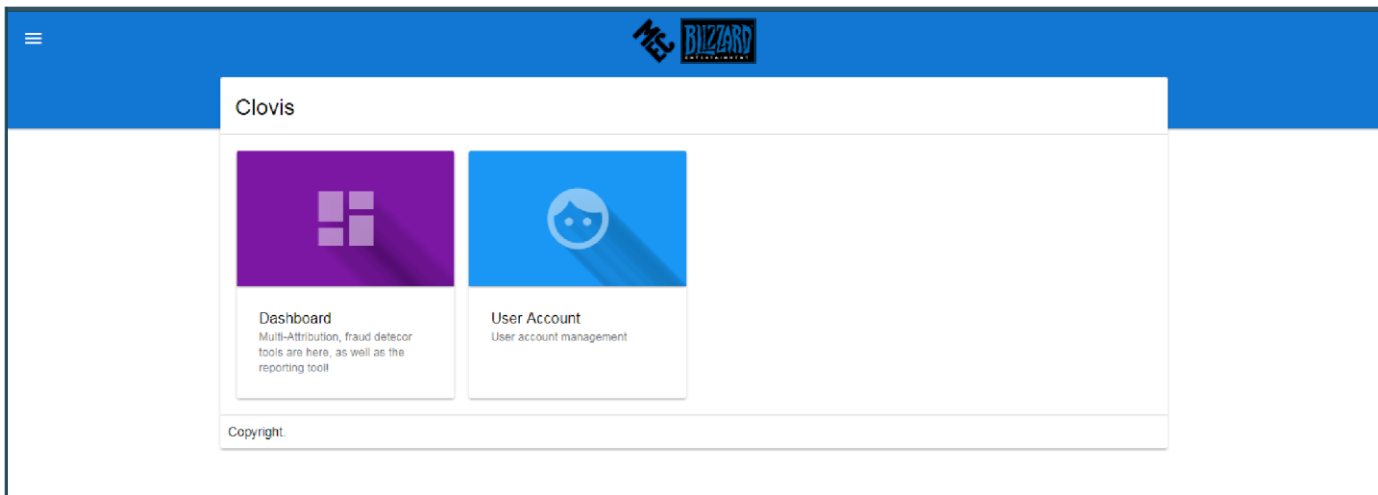


Dashboard Documentation

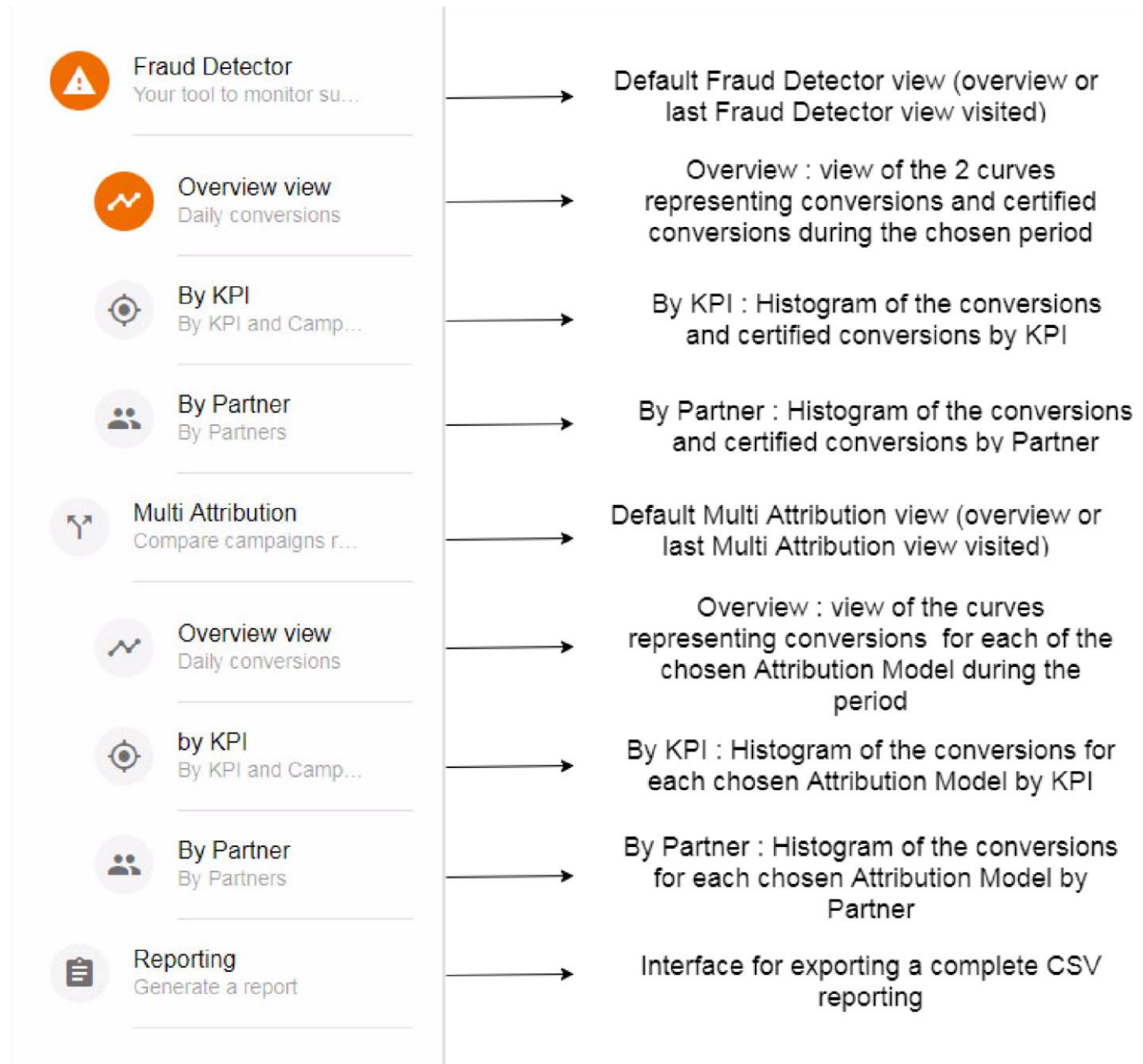
<http://dashboard.blizzard.pixelforest.io>

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Menu : Detail of the views

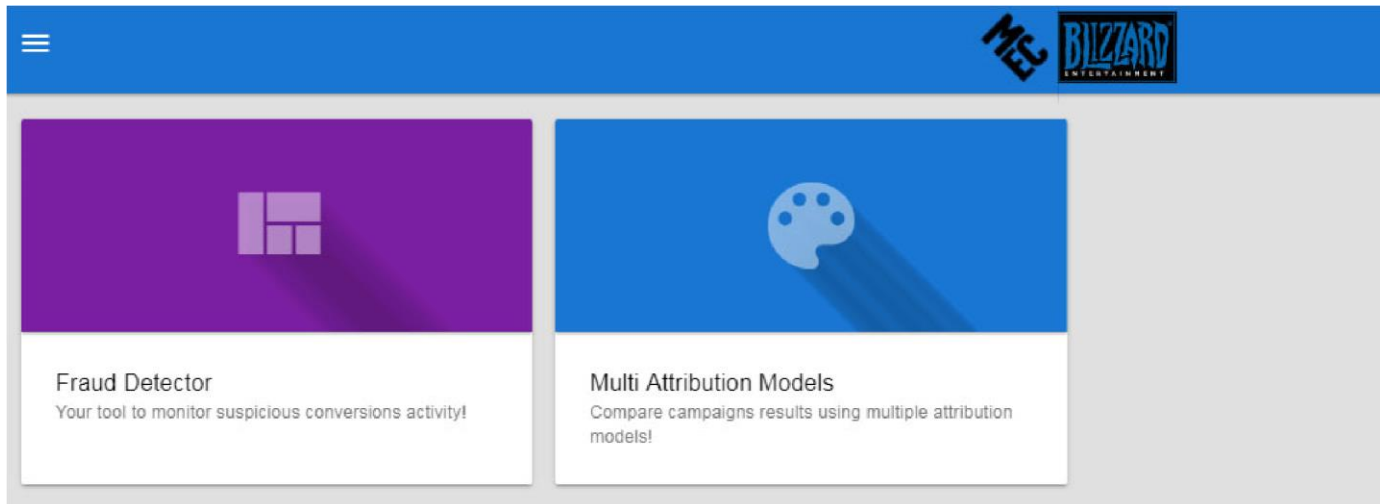


Dashboard (Fraud Detector & Multi Attribution)

Choice of section Fraud Detector or Multi Attribution

Fraud Detector : Display data for comparison between conversions and certified conversions

Multi Attribution : Compare multiple attribution models and performances depending on the model.



Structure of the dashboard page

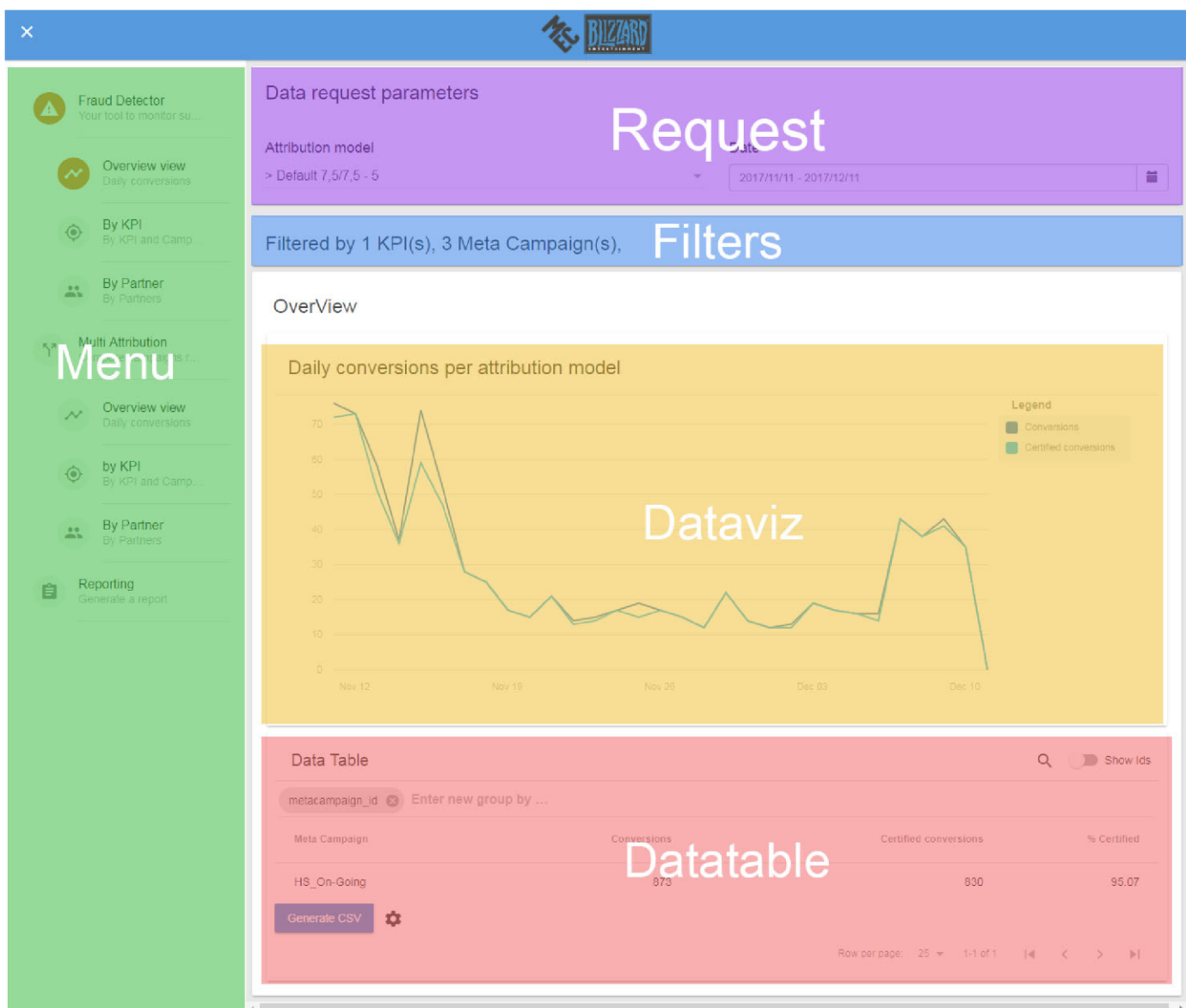
[Menu](#) : Choose here the page and view requested

[Request](#) : Indicate date range and attribution model(s) , and fetch data for these parameters on the server ([Details](#))

[Filters](#) : Dynamically filter data on a list of KPIs, Metacampaigns, Advertisers and/or Partners ([Details](#))

[Dataviz](#) : Visual representation of the requested and filtered data. The format of the representation (line chart / histogram) depends on the chosen view ([Details](#))

[Datatable](#) : Dynamic display of the requested and filtered data. Data can be grouped, searched from and exported ([Details](#))



Request parameters section

Data request parameters

Attribution models

Sizmek 30/15 Default 7,5/7,5

Enter attribution model name

Attribution Model(s)

Here can be choosen one (fraud detector views) or multiple (multi attribution views) Attribution models.

Click to get a complete list to chose from.

For Multi-Attribution views, the name of the attribution model can be typed as an autocomplete field to filter existing models.

Date Range

Chose a start and an end date to the date range to fetch data from. Dates can be typed directly in the field, chosen from the calendar or from the presets (today, yesterday, last 30 days...)

Date

2017/11/11 - 2017/12/11

Today
Yesterday
Last 7 Days
Last 30 Days
Last 90 days
Custom Range
Apply Cancel




11-11-201711-12-2017

<Nov 2017Dec 2017>


Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4	26	27	28	29	30	1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30	1	2	24	25	26	27	28	29	30
3	4	5	6	7	8	9	31	1	2	3	4	5	6

Filters section

Filtered by 3 KPI(s), 1 Partner(s),

WoW Trial  WoW Trial Install  HS Install 

Enter KPI name to add to filters

Yahoo! 

Enter Partner name to add to filters

Enter Advertiser name to add to filters

HS

- HS_On-Going
- 2017-HS-OnGoingQ4-OnGoing
- 2017-HS-NewPlayerAcquisition-Event
- 2017-HS-KOCA-PreLaunch
- 2017-HS-KOCA-Launch

Annotations:

- Add as many elements as necessary.
Click on the icon to remove an element from the list.
- Add elements to filter by by clicking in the field and choosing from the list.
Start typing to filter the list and choose from filtered elements.

When no element are selected in a field, data is not filtered by this field.

Selecting multiple elements will filter data corresponding to ANY of the elements in the field.

Data will be filtered according to all criterias dynamically.

Example :

Data will be filtered to match with :

KPI : WoW trial **OR** WoW Trial Install **OR** HS Install

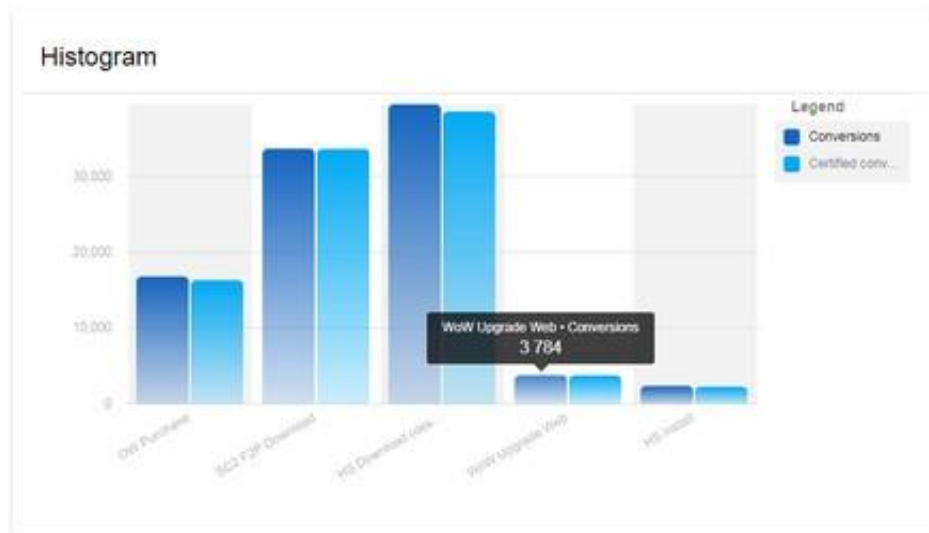
AND

Partner : Yahoo

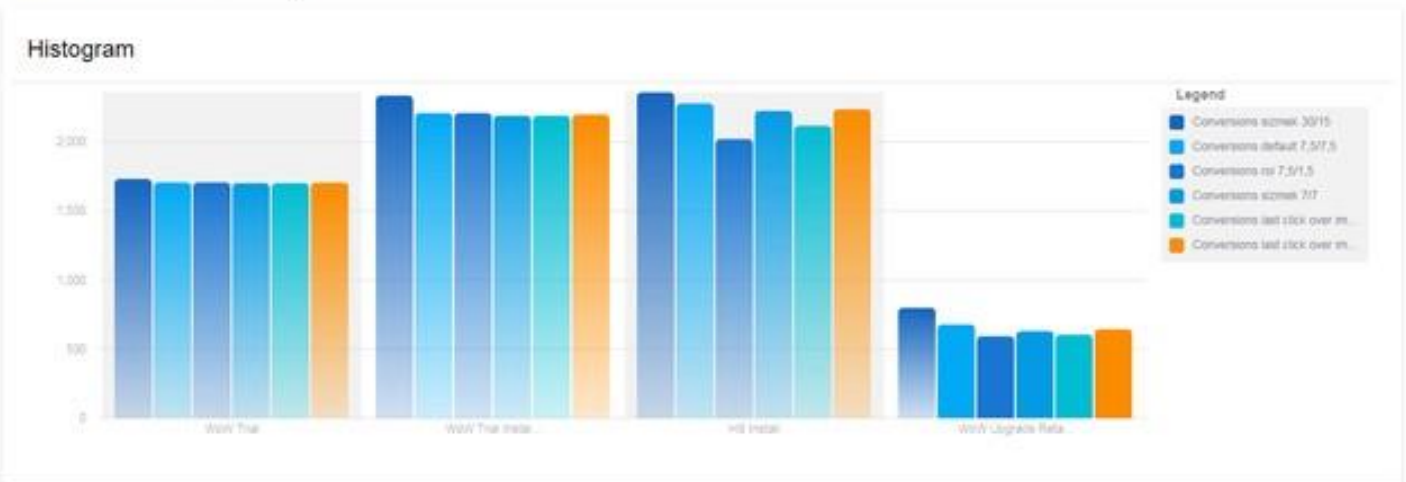
AND All advertisers

AND All metacampaigns

Dataviz section



Multi Attributions Models by KPI

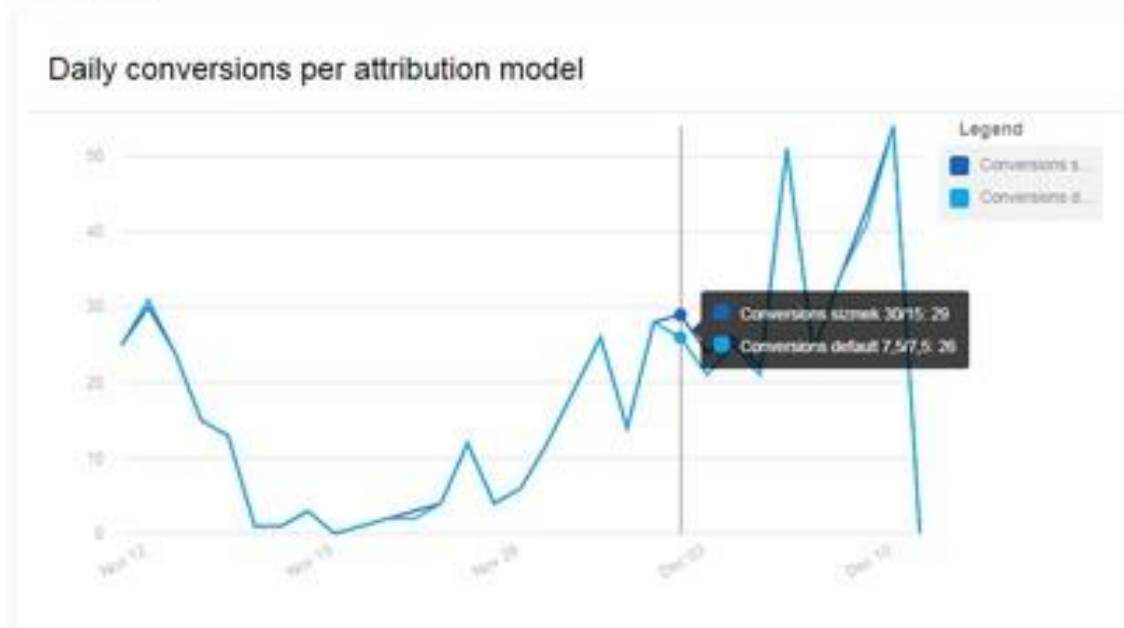


Histogram : data is grouped by the specific field of the view (KPI / Partner) and represented as an histogram.

Multiple bars represent either conversions versus certified conversions (in the Fraud Detector section) or each Attribution Model chosen to be compared (in Attribution Model section).

Detailed data for the day can be obtained by hovering a bar :

OverView



Overview : data is represented per day in the requested period, the curves representing either conversions versus certified conversions (in the Fraud Detector section) or each Attribution Model chosen to be compared (in Attribution Model section).

Detailed data for the day can be obtained by hovering the curve on the desired date.

Datatable section

Group by fields. Choose from the list or type to autocomplete.

Data can be grouped by : kpl, metacampaign, conversion date, advertiser and partner

Click to open search field

Search ☐ Show ids

Data Table

kpl_id metacampaign_id Enter new group by ...

KPI	Meta Campaign	Conversions sizmek 30/15	Conversions default 7,5/7,5	%
WoW Trial	WoW_On-Going	1731	1706	-1.44
WoW Trial Install	WoW_On-Going	2335	2209	-5.4
HS Install	HS_On-Going	862	830	-3.71
HS Install	2017-HS-OnGoingQ4-OnGoing	380	324	-14.74
HS Install	2017-HS-NewPlayerAcquisition-Event	1117	1125	0.72
OW Purchase	OW_On-going	12603	11672	-7.39
Battle.net Account Creation Web	2017-HS-NewPlayerAcquisition-Event	3214	2881	-10.36
HS Download (desktop only) OPD	HS_On-Going	29626	29215	-1.39
HS Download (desktop only) OPD	2017-HS-OnGoingQ4-OnGoing	4479	4107	-8.31
HS Download (desktop only) OPD	2017-HS-NewPlayerAcquisition-Event	5274	5241	-0.63

Generate CSV

Click to open CSV generation options, or "Generate CSV" to download file

Generate CSV

Field separator : ☐ semicolon (;) ☒ comma (,)

Quotes : ☐ double quotes (") ☐ simple quotes (')

Decimals : ☐ dot (.) ☐ comma (,)

Data : ☐ All ☐ This page only

Row per page: 10 1-10 of 29 |< < > >|

Navigation through pages of data

Reporting

Date

2017/12/06 - 2017/12/12

13-12-2017

Today

Yesterday

Last 7 Days

Last 30 Days

Last 90 Days

Custom Range

Apply Cancel

Metacampaigns

Metacampaign

WoW_On-Going

WoW_Legion-Patch7.2

OW_Post-Launch

HS_Launch

1 - Choose date range

2 - Choose metacampaign

3 - Choose options :

- Use KPIs associated to the metacampaign* to get data for the KPIs linked with the chosen metacampaign, or "Choose your kpis" to list desired KPIs
- Data by KPI or By tag in the csv columns
- "One column for all conversions" to get a single column summing post impression and post click conversions, or "Separate post imp / post click data"
- CSV Format : "Semi Column Separated Value" [FR files : (column separator : ";" - decimal : ",")] or "Comma separated value" [EN files (column separator : "," - decimal : ".")]
- Include or exclude id columns : if set to true, every column will have its corresponding "id" column to identify objects
- Report date granularity : conversions will be summed either globally for the date range or per week / day depending on the choice. Defaults to "By day"
- Choose if both conversions and certified conversions must be displayed for comparison

4 - Choose attribution models

Attribution models : Choose Attribution

ROI 7.5/1.5

Sizmek 7/7

Sizmek 30/15

Last Click Over...

Last Click Over...

5-Generate !

(Generation buttons appears only when all required fields are filled)

6-Download your report

Click on the link to download the csv file.
If no data is available for your parameters, an alert is shown and no file link is displayed.

Generate a report

Date: 2017/12/06 - 2017/12/12

Metacampaign: 2017-OW-BlackFriday-Promo

Use KPIs associated to the metacampaign

Choose your KPIs

Data by KPI

One column for all conversions

Semi Column Separated Value (csv file)

Don't include columns with ids (like ad, placement, campaign ids)

Report date granularity: ☐ No breakdown per date or week ☐ By Week ☐ By Day

Certified and all conversions ☒ Certified conversions only

Attribution models: X

ROI 7.5/1.5 Sizmek 7/7

Choose Attribution Models

▲ Costs, clicks and impressions data are coming from Sizmek, they need to be corrected! ▲

Your last generated reports

Report for metacampaign 2017-OW-BlackFriday-Promo - 2017/12/01 to 2017/12/02

Report for metacampaign 2017-OW-BlackFriday-Promo - 2017/12/03 to 2017/12/12

Report for metacampaign 2017-OW-BlackFriday-Promo - 2017/12/12 - standard_0-6_days_post-event_names_bykpi_us-formatted.csv

Standard KPIs Custom KPIs

Choose KPIs

Battle net Acc...

Battle net Acc...

BIGZOOM Token...

DS Heroes Pac...

Destin2 Port...