Dashboard Documentation

http://dashboard.blizzard.pixelforest.io

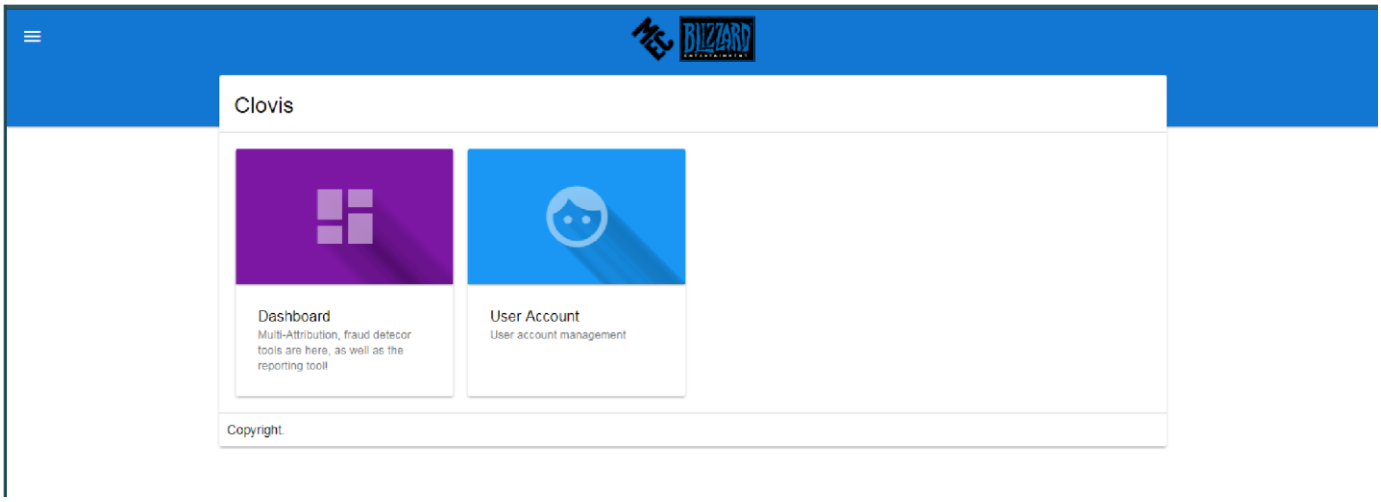
Table des matières

Menu : Detail of the views 2

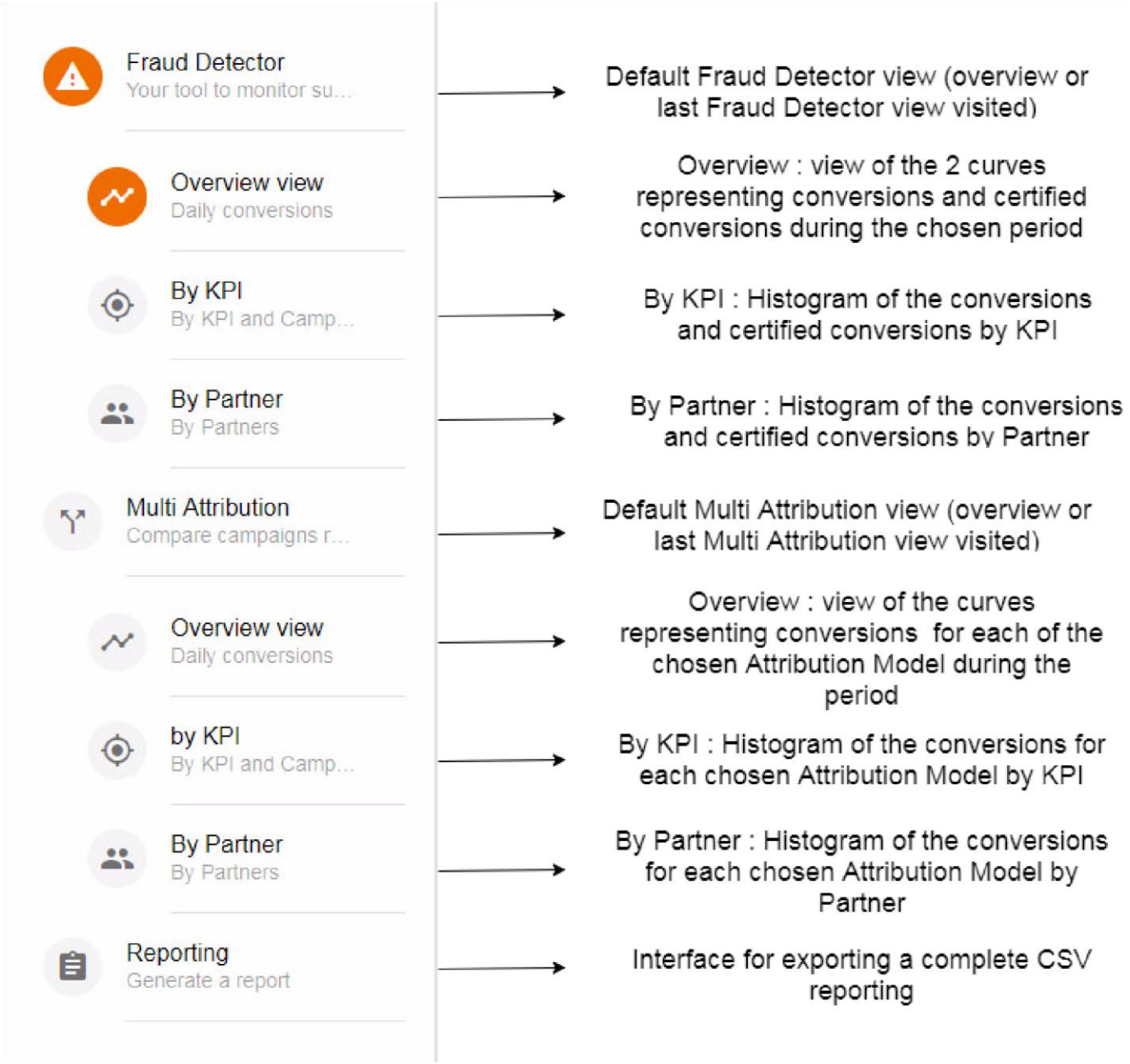
Dashboard (Fraud Detector & Multi Attribution) 3

- Choice of section Fraud Detector or Multi Attribution 3
- Structure of the dashboard page 4
  - Request parameters section 4
  - Filters section 6
  - Dataviz section 6
  - Datatable section 9

Reporting 10



Menu : Detail of the views

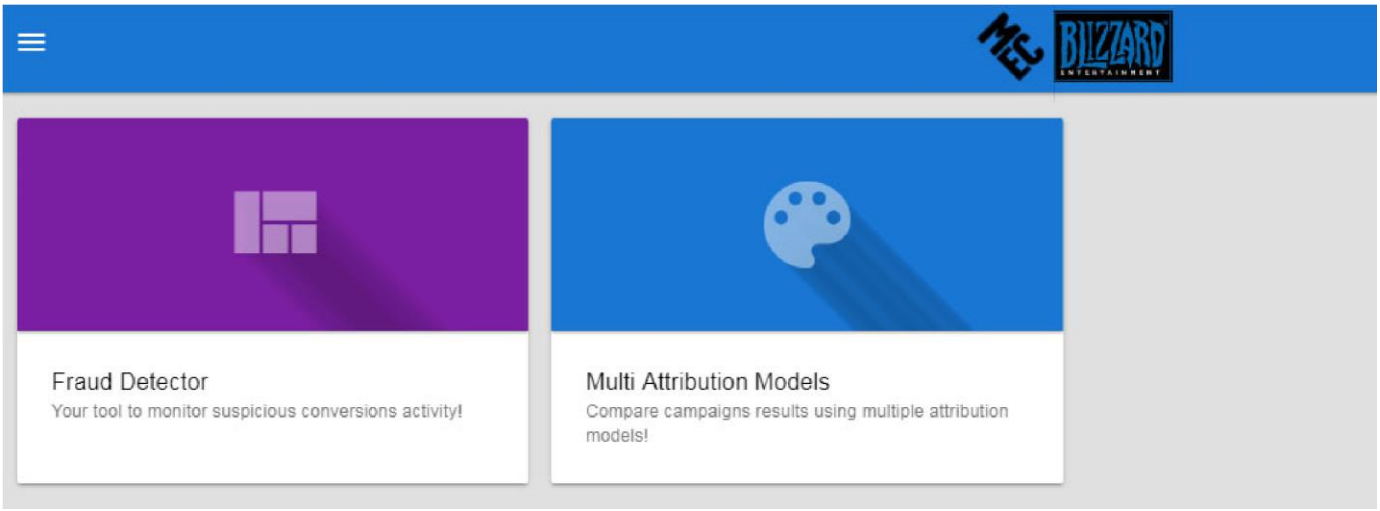


Dashboard (Fraud Detector & Multi Attribution)

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

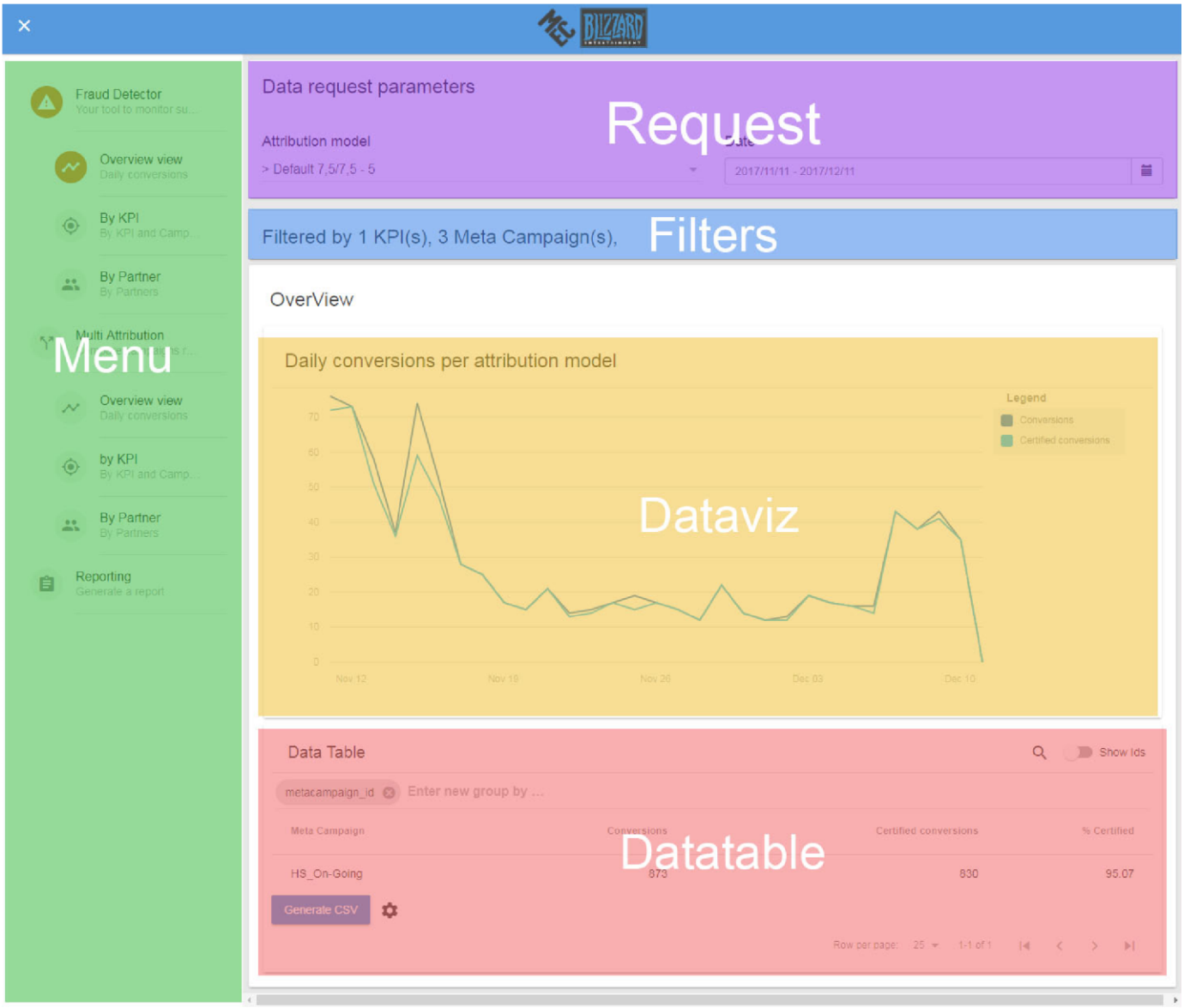
Menu : Choose here the page and view requested

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

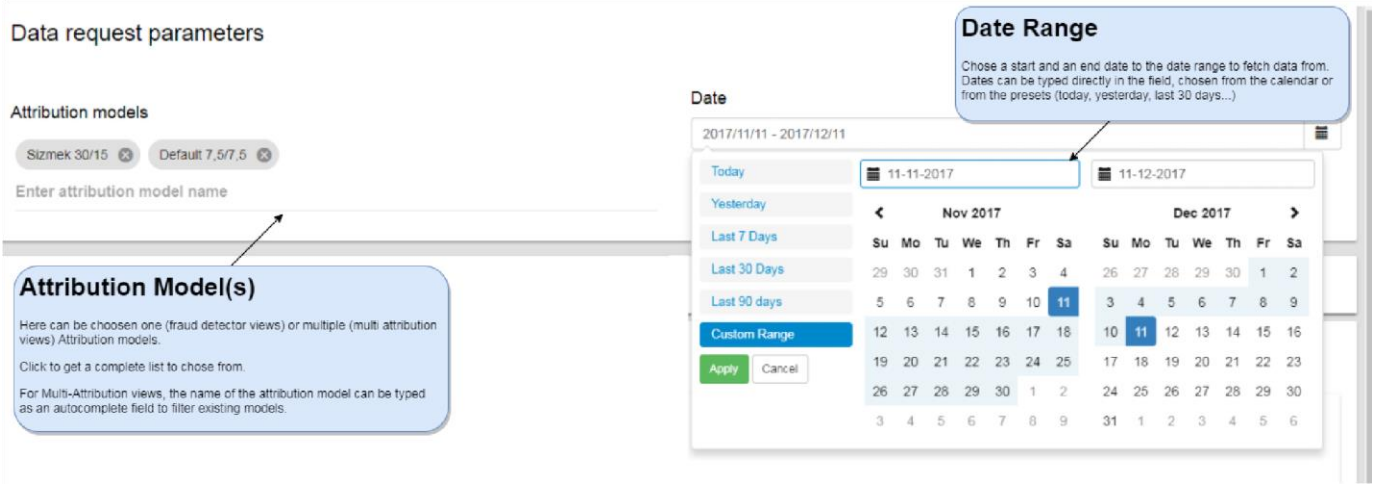
Filters : Dynamically filter data on a list of KPIs, Metacampaigns, Advertisers and/or Partners (Details)

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

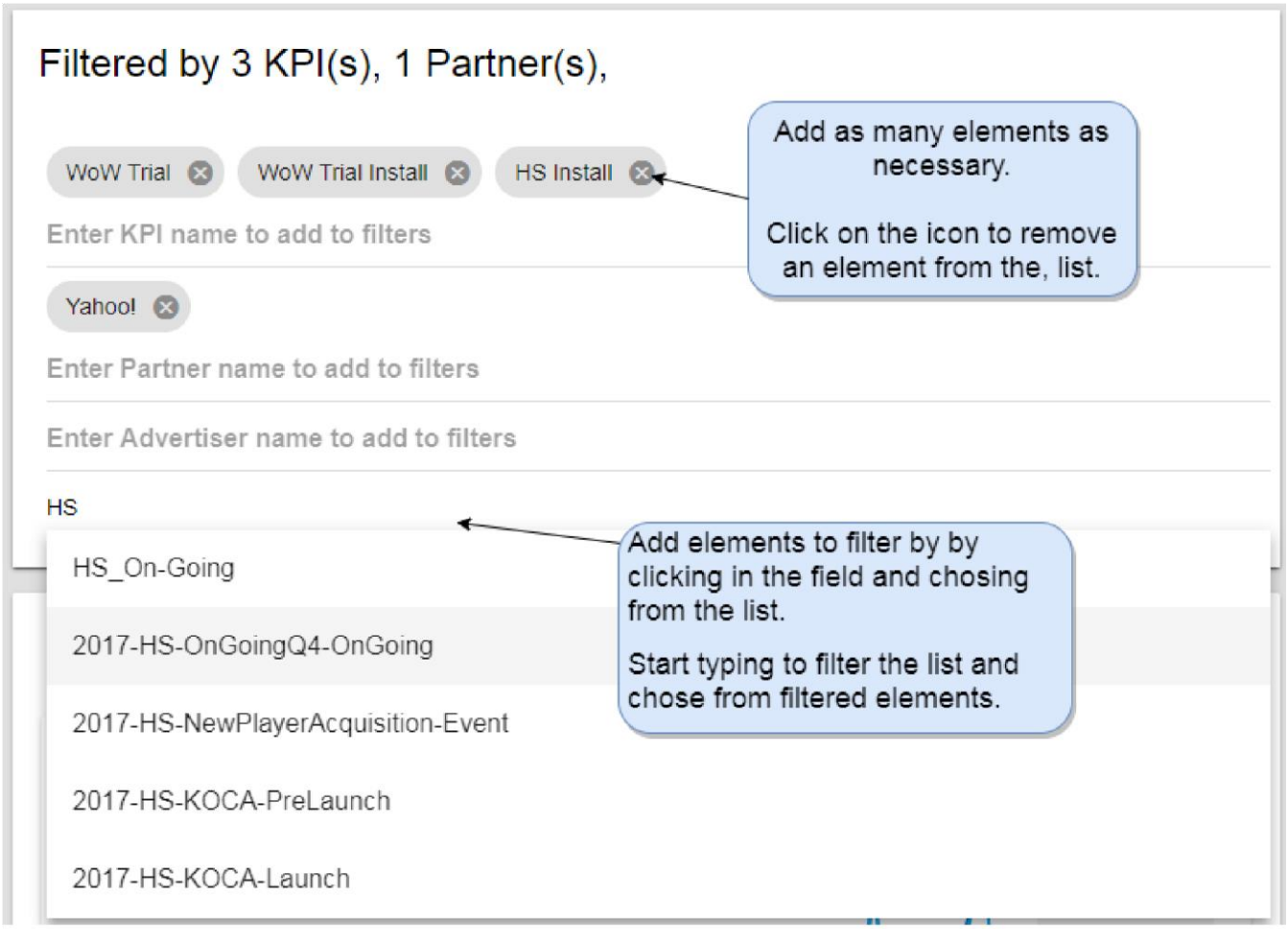
Datatable : Dynamic display of the requested and filtered data. Data can be grouped, searched from and exported (Details)



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
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...)
2017/11/11 - 2017/12/11
Today
Yesterday
Last 7 Days
Last 30 Days
Last 90 days
Custom Range
Apply
Cancel
11-11-2017
11-12-2017
Nov 2017
Dec 2017
Su Mo Tu We Th Fr Sa

Filters section



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

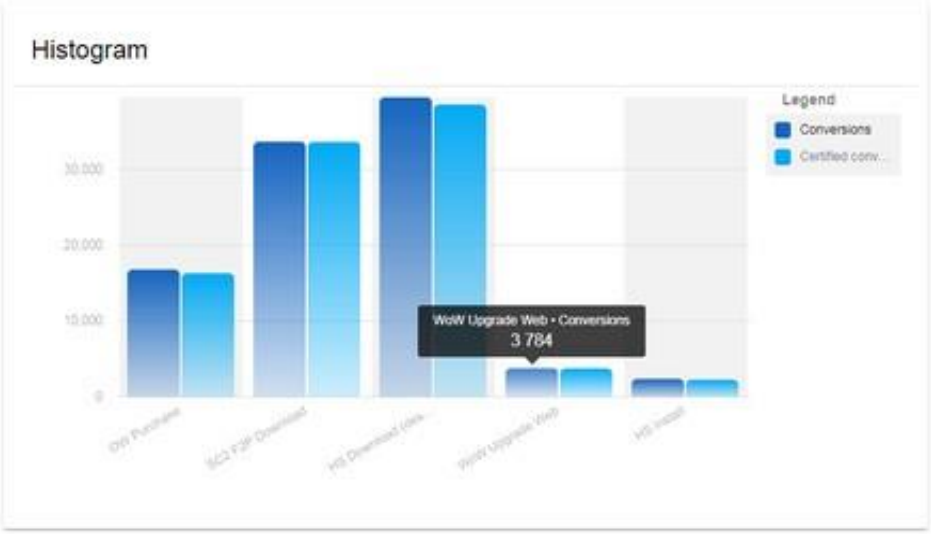
AND

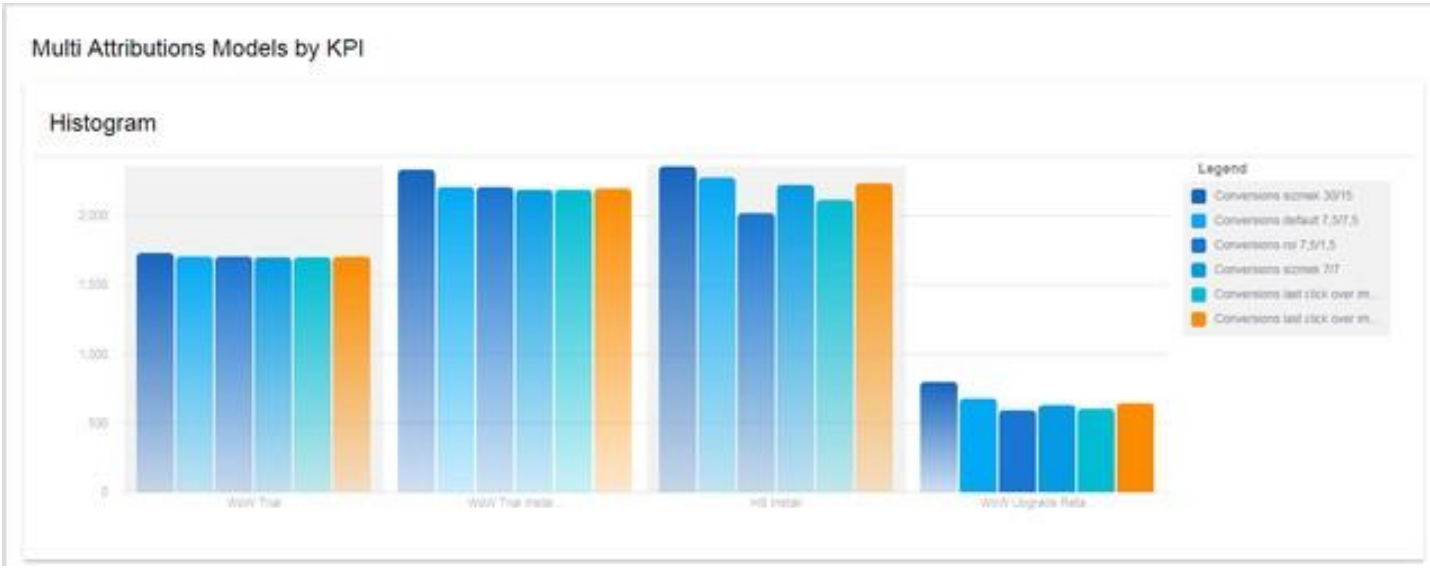
Partner : Yahoo

AND All advertisers

AND All metacampaigns

Dataviz section

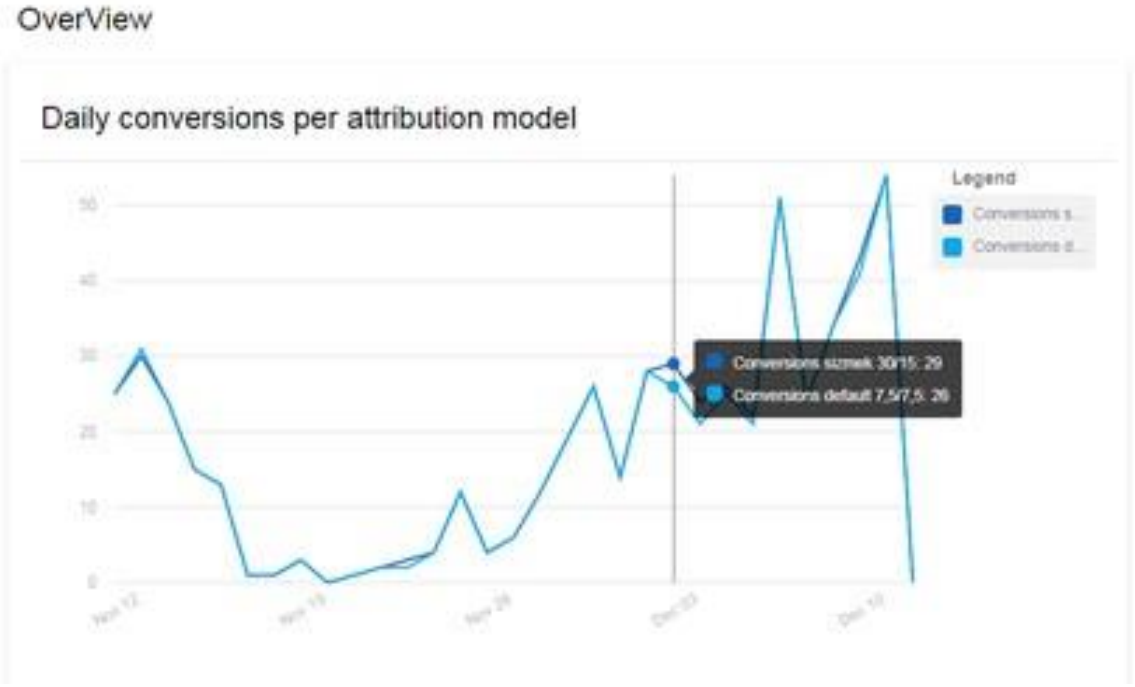




Histogram : data is grouped by the specific field of the view (KPI / Partner) and represented as an histogram.

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).

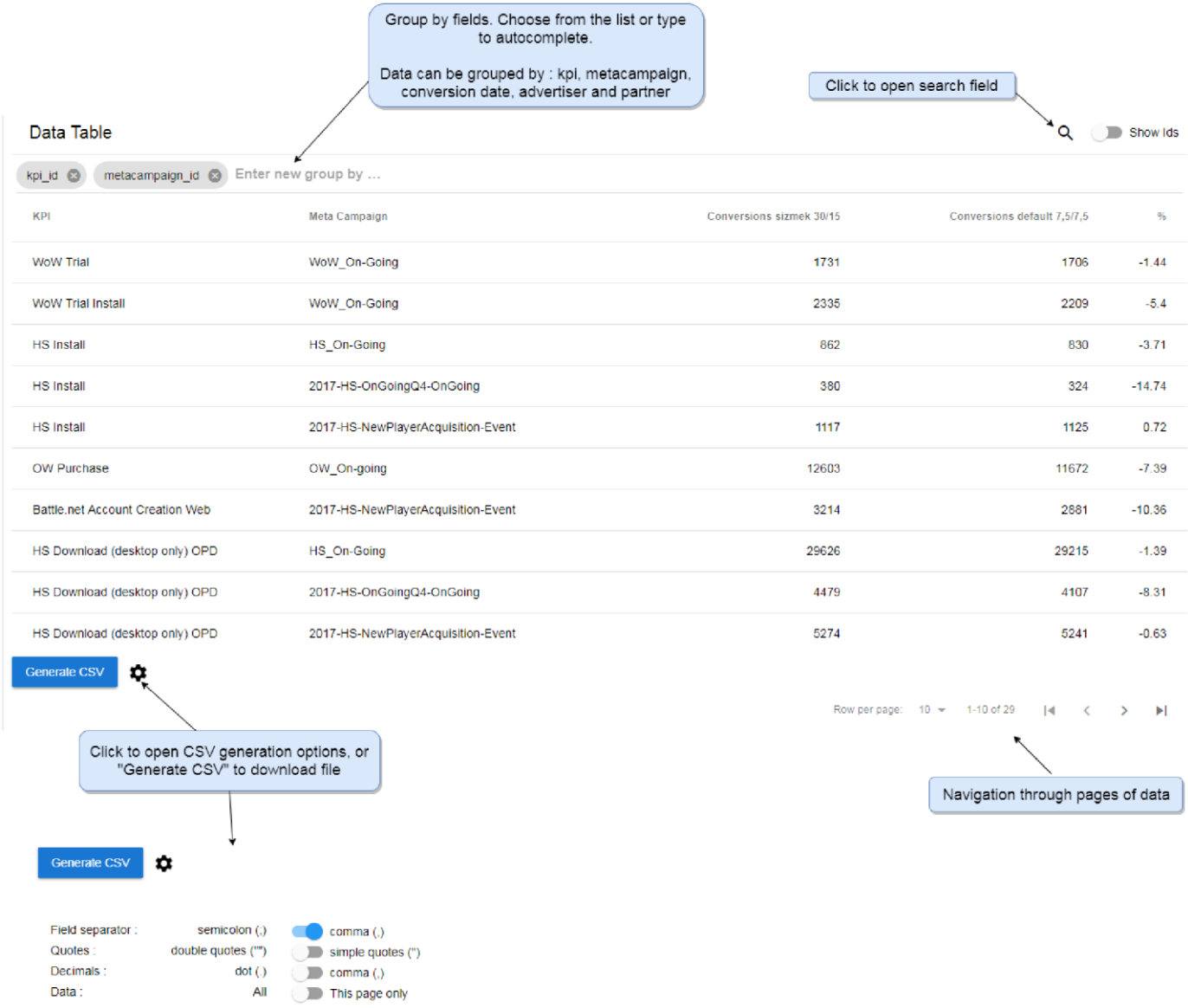
Detailed data for the day can be obtained by hovering a bar :



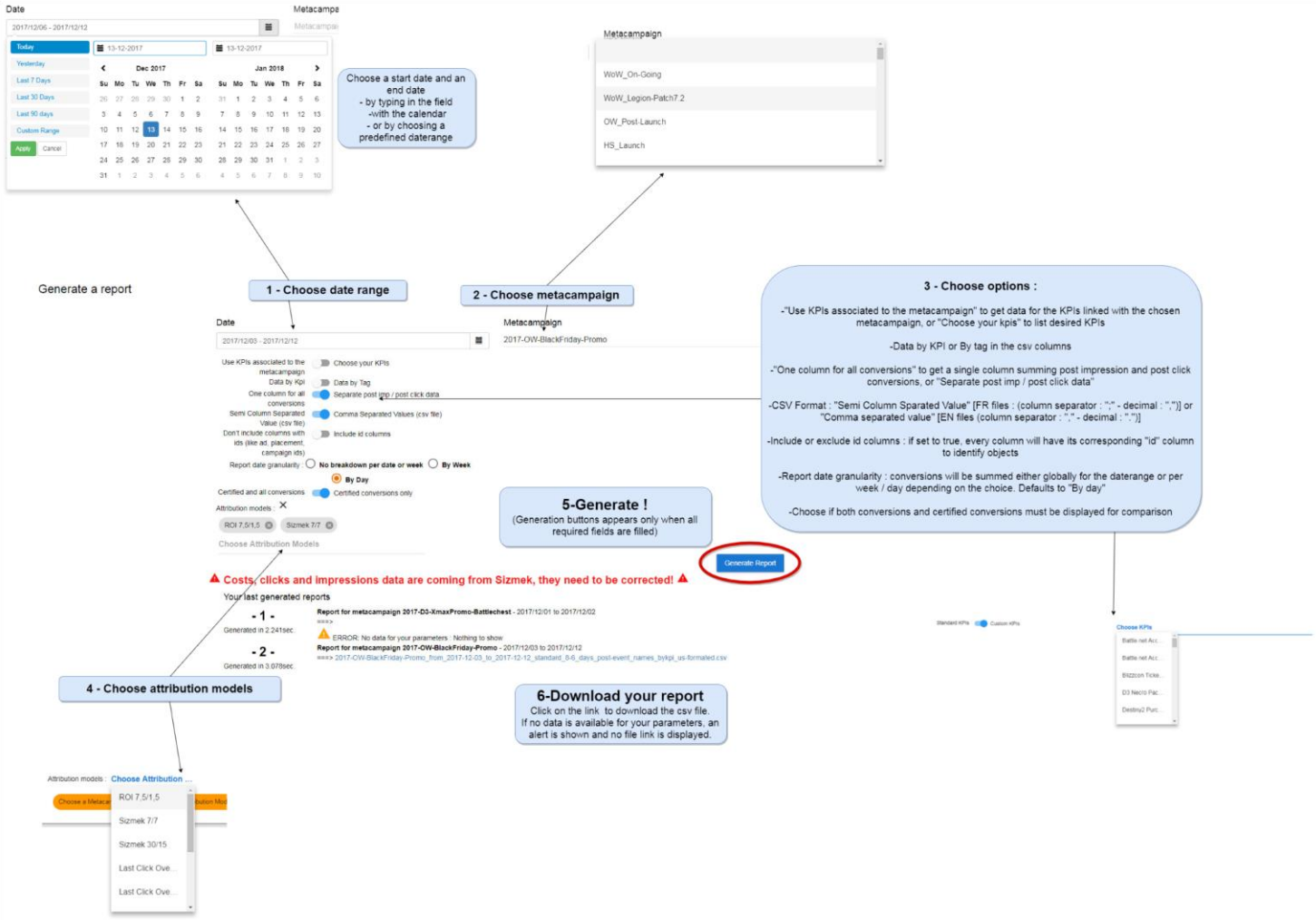
Overview : data is represented per day in the requested perdiod, the curves representing either conversions versus certified conversions (in the Fraud Detector section) or each Attribution Model chosen to be compared (in Attribution Model section).

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

Datatable section



Reporting


Choose a start date and an end date
- by typing in the field
-with the calendar
- or by choosing a predefined daterange
Metacampaign
WoW_On-Going
WoW_Legion-Patch7.2
OW_Post-Launch
HS_Launch
Generate a report
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 Sparated 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 daterange or per week / day depending on the choice. Defaults to "By day"
-Choose if both conversions and certified conversions must be displayed for comparison
Date
2017/12/03 - 2017/12/12
Metacampaign
2017-OW-BlackFriday-Promo
Use KPIs associated to the metacampaign
Choose your KPIs
Data by Kpi
Data by Tag
One column for all conversions
Separate post imp / post click data
Semi Column Separated Value (csv file)
Comma Separated Values (csv file)
Don't include columns with ids (like ad. placement, campaign ids)
Include id columns
Report date granularity :
No breakdown per date or week
By Week
By Day
Certified and all conversions
Certified conversions only
Attribution models :
ROI 7.5/1.5
Sizmek 7/7
Choose Attribution Models
5-Generate !
(Generation buttons appears only when all required fields are filled)
Generate Report
Costs, clicks and impressions data are coming from Sizmek, they need to be corrected!
Your last generated reports
- 1 -
Generated in 2.241sec.
Report for metacampaign 2017-D3-XmaxPromo-Battlechest - 2017/12/01 to 2017/12/02
ERROR: No data for your parameters : Nothing to show
- 2 -
Generated in 3.078sec.
Report for metacampaign 2017-OW-BlackFriday-Promo - 2017/12/03 to 2017/12/12
4 - Choose attribution models
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.
Attribution models : Choose Attribution ...
ROI 7.5/1.5
Sizmek 7/7
Sizmek 30/15
Last Click Ove...
Last Click Ove...