Software Engineering Group 3
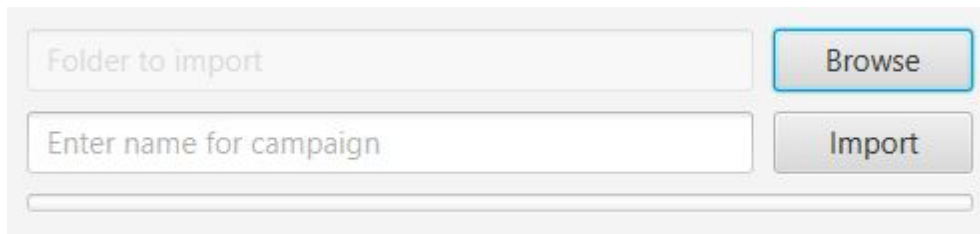
User Manual

Advertising Auction Dashboard

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Loading a campaign

You will be prompted with a splash screen when first opening the application. Follow these steps in order to import a campaign.
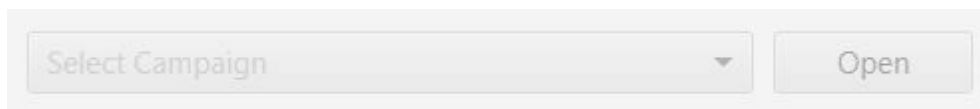
Import new campaign

1. Click 'Browse' to look up for the campaign.
2. Navigate through the window explorer and select all three files (i.e. server_log, click_log and impression_log) of a campaign. Click 'Open'.
3. Enter a name for your campaign and then click 'Import'.

Load existing campaign
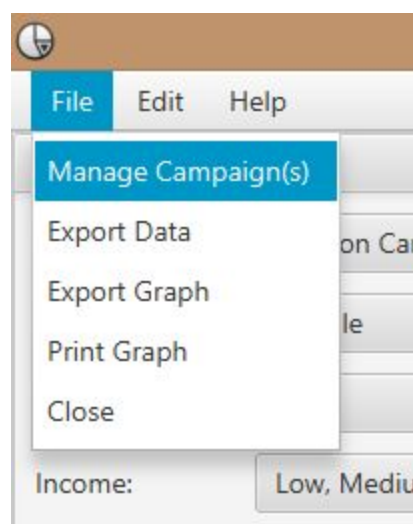
This can be done really easily in the splash screen. Select a previous campaign and click 'Open' to start the application.
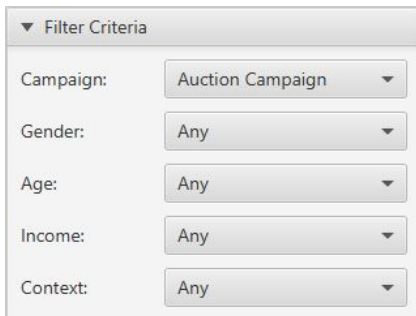

Import second campaign

In order to compare multiple campaigns, you can add an additional campaign by following these steps:
1. Go to the File tab and click on 'Manage Campaign(s)':

2. This will bring up the splash screen. Repeat the steps from earlier instructions to load the new campaign.

Filtering data

In order to analyze the data by age, income, context or date range, head to the filter criteria on the left of the application. As well as applying filters, there is a Name field in which you can assign a name your combination of filters.

Choosing metrics

Choose any metric in order to produce a graph. Each metric is explained in more detail in the 'Definitions' option, under the Help tab.
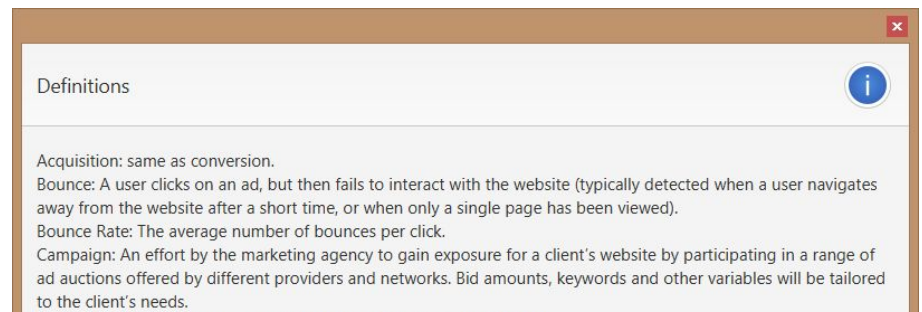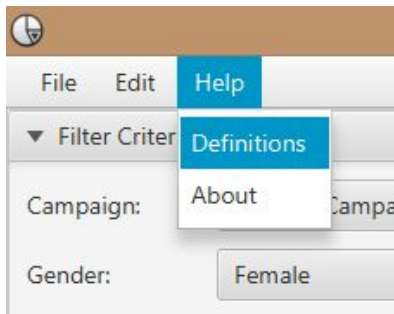
Click on the 'Add' button below the filter options and metric table to add any metric to the graph. You can click 'Clear' to remove all metrics and filters added to the graph.

Changing bounce criteria
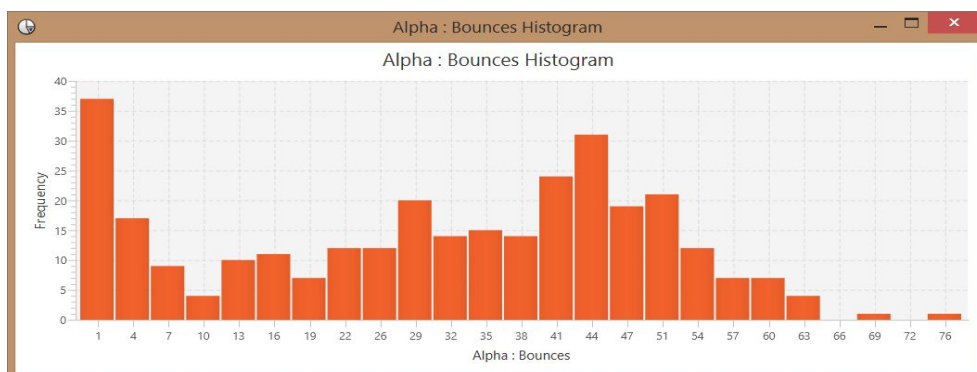

Located on the left of the screen, this feature allows you to choose between defining a bounce by time (in seconds) spent on a page or by the total number of pages visited by a user.

Generating a histogram

After generating a graph click any node, or line on the graph to produce a histogram.

Other functionality

Export data

Head to the File tab and click on 'Export Data'. This will create a CSV file of the metrics table.

Save graph as image

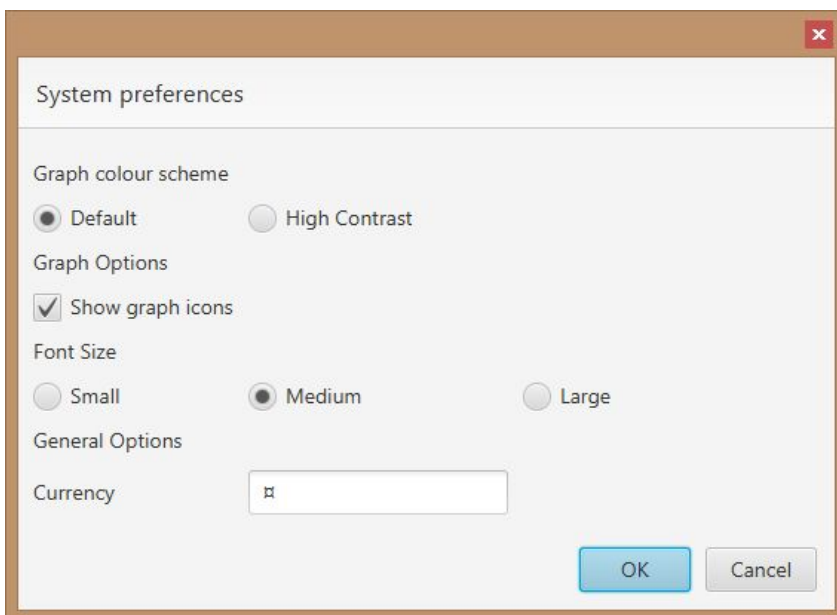Head to the File tab and click on 'Export Graph'. This will create a PNG image of the graph.

Print graph from tool

Head to the File tab and click on 'Print Graph'. This will allow you to print a copy of the graph.

Closing the application

You can close the application with the close button or the option in the file tab.

Setting up your user preferences

Under the Edit tab is the option to open a Preferences dialog. From here, you can customise accessibility options, as well as the currency used with monetary data. Preferences are saved between sessions on the same machine.

Change colour scheme

You can change the colours that the series in the line chart will use:
- Default: A set of muted colours that will look good on most screens.
- High Contrast: A set of colours chosen specifically to be easily distinguishable by people with deuteranopia, protanopia or tritanopia colour-blindness.

Show graph icons

You can choose to show icons at each datum point on the line graph. Mousing over these points will show a tooltip with the Y-value of that point for precise reading. **Only applies to newly generated series.**

Change font size

You can choose between three presets of text size to apply to the application, if you are having trouble reading the interface or want to fit more onto your screen.

Appendix - Definitions

Phrase	Definition
Acquisition	Same as *conversion*.
Bounce	A user clicks on an ad, but then fails to interact with the website (typically detected when a user navigates away from the website after a short time, or when only a single page has been viewed).
Bounce Rate	The average number of bounces per click, as a percentage.
Campaign	An effort by the marketing agency to gain exposure for a client's website by participating in a range of ad auctions offered by different providers and networks. Bid amounts, keywords and other variables will be tailored to the client's needs.
Click	A click occurs when a user clicks on an ad that is shown to them.
Click Cost	The cost of a particular click (usually determined through an auction process).
Click Through Rate (CTR)	The average number of clicks per impression, as a percentage.
Conversion	A conversion, or acquisition, occurs when a user clicks and then acts on an ad. The specific definition of an action depends on the campaign (e.g., buying a product, registering as a new customer or joining a mailing list).
Conversion Rate	The average number of conversions per click, as a percentage.
Cost Per Acquisition (CPA)	The average amount of money spent on an advertising campaign for each acquisition (i.e., conversion).
Cost Per Click (CPC)	The average amount of money spent on an advertising campaign for each click.
Cost Per Mille (CPM)	The average amount of money spent on an advertising campaign for every one thousand impressions.
Impression	An impression occurs whenever an ad is shown to a user, regardless of whether they click on it.
Uniques	The number of unique users that click on an ad during the course of a campaign."