

User guide

Introduction

With this application, you can import data related to your advertising campaigns and review how the campaign has gone, certain trends and where you could improve for future campaigns. This help section will brief you on the basics of using this application.

Loading a Campaign

To load a campaign you must load each of the files related to the campaign individually. Click the relevant button relating to the **click-log**, **impressions-log** and **server-log** and select the respective files. After that you must choose an identifier to name your campaign with. The identifier must be unique. Then, click on the **Add Campaign** button to proceed. A loading dialog will appear and will remain on screen until the campaign data has been loaded. Your newly loaded campaign will then appear at the top of the screen.

Campaign Analysis Functionality

Once your campaign has been loaded, you can now begin to use the many tools at your disposal to analyse the data and look for trends. Each of the tools will be described here.

Metrics

As your campaign loads, the tab relating to that campaign will be automatically selected. In the tab you will see a list of many different metrics in tabular form. Next to each metric will be a number that represents the value of that metric for the entire campaign.

Selecting a metric will result in the data for this campaign on the graph changing to display that metric over time. So for example selecting the “Number of Clicks” metric in the table will result in the chart displaying the number of clicks that occurred over time in the campaign.

Time Granularity Bar

Another useful tool you can use is the **time granularity bar**. This bar will allow you to change the time granularity between days, weeks, months and years. This will result in the graph to change based on the current time granularity.

For example, if you insert data for a campaign lasting 4 weeks, when time time granularity is set to **days**, the graph will show 28 points to represent the values for every day of the campaign. If it's set to **weeks**, it will only show 4 points to represent the values for each week.

Filters

One of the most useful tools is the ability to add filters to each campaign so that only data from certain entries is accounted for in its calculations. Filters include the ability to only include people of certain **genders**, **income** and

ages as well as filtering by the **context** of what the user was doing on the web before seeing the advert and the **date range** in which the user interacted with the advert.

As many of the filters can be applied as you please. By selecting “**Edit filters**” you can modify the different filters that will be accounted for or not. Press confirm when you are finished to apply these filters. You can also click “**Clear Filters**” to remove all filters from a campaign.

Each campaign will have its own filters.

Custom Bounce Definition

By default, the definition of a bounce is any time when a user spends less than 30 seconds on the adverts page, regardless of the number of pages visited.

You may however define your own bounces in the application. By ticking the “custom bounce” box, the ability to change the bounce definition will become available. You may choose to define a bounce by the **time spent on the page in seconds** and/or **the number of pages visited**. If you wish to revert back to the default bounce rate, you can untick the custom bounce box.

The custom bounce definition is universal for all campaigns on the application.

Outliers

Some points on the graph may be filled in bright red. This indicates that they are outliers and deviate from the standard deviation to a certain degree. What is defined as an outlier is determined by the “**strictness**”. The strictness is simply **how many standard deviations away does a point have to be to be defined as an outlier**. This can be changed using the spinner marked with “Outlier Strictness”.

The strictness of the outliers is also universal for all campaigns on the application.

Click Cost Histogram

If you would like to see a histogram displaying the frequency of certain values for the click cost, simply click the “**Display Histogram**” button. It will display the histogram for the current campaign selected on the tab pane.

Open New Window for Current Charts

You may wish to compare multiple charts of the same campaign with different filters applied, side by side. By simply clicking the “Open New Window for Chart” button, the current chart visible to the user will be copied and put onto a new window. You may create as many small windows as you like for as many different charts.

Chart Type

The drop down bar on the far right allows you to change the type of chart.

The **standard** chart simply shows line charts for all current campaigns over time. The length of the y axis of the standard chart depends on the length of the longest campaign visible.

The **per hour of day** chart will show a graph with 24 points on the y axis where each point represents the value for a given metric at that hour during the day.

The **per day of week** chart will show a graph with 7 points on the y axis where each point represents the value for a given metric at that day of the week.

The chart type will change for all campaigns on the application. Filters set to any campaign will affect all 3 of these chart types.

Other Tools and Useful Features

Print and Save to PDF

By selecting “**Save/Print**” on the top toolbar, you can either send an image of your current chart to be printed, or you can choose to save it to a PDF. Whatever is currently visible on the line chart will be printed.

Hide Series

In each campaign's separate tab, you can select the “**Hide Series**” button at the bottom of the tab to hide the series of data from this campaign from the chart. This can be useful if you only wish to compare certain campaigns at a time. Unselecting this checkbox will result in the series coming back into view.

Deleting Campaigns

Next to each campaign button there is an “**x**”. Selecting this will delete the campaign from the application and delete its respective database file.

Automatically Reloading Previous Campaigns

If you close the application while there are still some campaigns open, those same campaigns will **automatically be reloaded into the application** upon launching the application again. This will make the application more convenient in the scenarios where you need to leave and want to come back to work later, or in the case of crashes. **Filters, bounce rate definitions and strictness will not be saved however.**

FAQ

What happens if I attempt to load data of an incorrect format, or of the wrong file type?

- The application will give you an error message, alerting you of the problem.

The points can be difficult to read if the values are too small or too large. Is there a way to see the specific value of a point?

- You can hover over a point on the main graph or the click cost histogram to see the exact value

Does the histogram display click costs where the cost is 0 (if a click is cost per impression)?

- No. These values are removed so they do not overwhelm the other values. There is also little point in showing these zero values.