

Project Specification for StatsUI

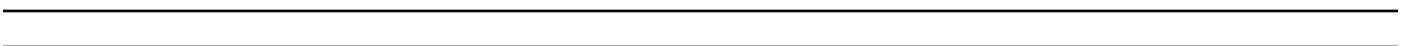
Created: Oct 4, 2020 11:03:02 AM

Authors: Jen Brannstrom (jen@rtb.cat)

Jojo Maquiling (jojo.maquiling@kadjo.org)

mike@rtb.cat (mike@rtb.cat)

This document was generated using the Pidoco° Prototype Creator.
Please consider the environment before printing this document.



Contents

1 Screenflows

1.1 My Pidoco Screenflow 1

2 Pages

2.1 Rules Original

2.2 SingleCampaign

2.3 filtermodal

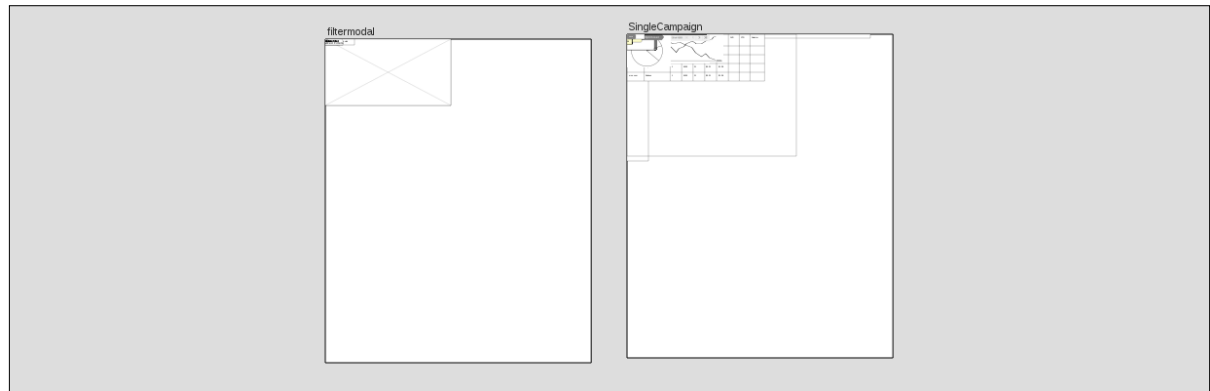
2.4 story-board

3 Layers

3.0 White

1. Screenflows

1.1 My Pidoco Screenflow 1



2.1 Rules Original

1

Home
CampaignsTree
Optimizer
Billing

2

Rules for All Domains:

3

Placement / App

4

Whitelist

5

Impressions

6

CPA

7

Blacklisted

8

Selector

9

Bulk Edit

10

re-test in

11

24 hrs

12

3 days

13

7 days

14

Specific date

15

Send to 'Suspend list' until I get to it

16

Blacklisted

17

Seller+Publisher

18

conv.

19

imp. were

20

clicks were

21

cpc was

22

cpm was

23

CVR was

24

CTR was

25

Blacklist date

26

Selector

27

black1.com

28

black2.com

29

black3.com

30

black4.com

31

Google AdX

32

PubMatic

33

OpenX

34

Rubicon

35

8

36

3

37

1

38

1

39

5500

40

5500

41

5500

42

5500

43

21

44

21

45

21

46

21

47

\$0.31

48

\$0.31

49

\$0.31

50

\$0.31

51

\$1.38

52

\$1.38

53

\$1.38

54

\$1.38

55

0%

56

0%

57

0%

58

0%

59

21-Aug-16

60

21-Aug-16

61

21-Aug-16

62

21-Aug-16

63

8

64

3

65

1

66

1

67

5500

68

5500

69

5500

70

5500

71

21

72

21

73

21

74

21

75

\$0.31

76

\$0.31

77

\$0.31

78

\$0.31

79

\$1.38

80

\$1.38

81

\$1.38

82

\$1.38

83

0%

84

0%

85

0%

86

0%

87

21-Aug-16

88

21-Aug-16

89

21-Aug-16

90

21-Aug-16

91

8

92

3

93

1

94

1

95

5500

96

5500

97

5500

98

5500

99

21

100

21

101

21

102

21

103

\$0.31

104

\$0.31

105

\$0.31

106

\$0.31

107

\$1.38

108

\$1.38

109

\$1.38

110

\$1.38

111

0%

112

0%

113

0%

114

0%

115

21-Aug-16

116

21-Aug-16

117

21-Aug-16

118

21-Aug-16

119

8

120

3

121

1

122

1

123

5500

124

5500

125

5500

126

5500

127

21

128

21

129

21

130

21

131

\$0.31

132

\$0.31

133

\$0.31

134

\$0.31

135

\$1.38

136

\$1.38

137

\$1.38

138

\$1.38

139

0%

140

0%

141

0%

142

0%

143

21-Aug-16

144

21-Aug-16

145

21-Aug-16

146

21-Aug-16

147

8

148

3

149

1

150

1

151

5500

152

5500

153

5500

154

5500

155

21

156

21

157

21

158

21

159

\$0.31

160

\$0.31

161

\$0.31

162

\$0.31

163

\$1.38

164

\$1.38

165

\$1.38

166

\$1.38

167

0%

168

0%

169

0%

170

0%

171

21-Aug-16

172

21-Aug-16

173

21-Aug-16

174

21-Aug-16

175

8

176

3

177

1

178

1

179

5500

180

5500

181

5500

182

5500

183

21

184

21

185

21

186

21

187

\$0.31

188

\$0.31

189

\$0.31

190

\$0.31

191

\$1.38

192

\$1.38

193

\$1.38

194

\$1.38

195

0%

196

0%

197

0%

198

0%

199

21-Aug-16

200

21-Aug-16

201

21-Aug-16

202

21-Aug-16

203

8

204

3

205

1

206

1

207

5500

208

5500

(1) - **Menu**

- ```
* [page765932283 Home]
* [filtermodal CampaignsTree]
* Optimiser
** [page348187950 SingleOptimiser]
* [page170981072 Billing]
```

- (2) - **Combobox**
- \* Placement / App
  - \* Carrier
  - \* Device OS
  - \* Ad Exchange

- (3) - **Combobox**
- \* Placement / App
  - \* Carrier
  - \* Device OS
  - \* Ad Exchange

- (4) - **Tabbutton**  
**Interactions**  
-----  
**Click action**  
**Change layer visibility** *Layer:* No layer specified. *Visibility:* Show.

- (5) - **Combobox**
- \* Impressions
  - \* Spend
  - \* Clicks
  - \* CTR %
  - \* CPM
  - \* CPC
  - \* Conversions
  - \* CVR %
  - \* CPA

- (6) - **Combobox**
- \* CPA
  - \* Spend
  - \* Impressions
  - \* Clicks
  - \* CTR %
  - \* CPM
  - \* CPC
  - \* CVR %

- (7) - **Table**
- |                                                                            |
|----------------------------------------------------------------------------|
| Blacklisted   Seller+Publisher   conv.   imp. were   clicks were   cpc was |
| cpm was   CVR was   CTR was   Blacklist date   Selector                    |
|                                                                            |

| black1.com | Google AdX | 8 | 5500 | 21 | \$0.31 | \$1.38 | 0% | 0% | 21-Aug-16 |  
| black2.com | PubMatic | 3 | 5500 | 21 | \$0.31 | \$1.38 | 0% | 0% | 21-Aug-16 |  
| black3.com | OpenX | 1 | 5500 | 21 | \$0.31 | \$1.38 | 0% | 0% | 21-Aug-16 |  
| black4.com | Rubicon | 1 | 5500 | 21 | \$0.31 | \$1.38 | 0% | 0% | 21-Aug-16 |

(8) - **Table**

| Placement | Network+Publisher | conv. | imp | clicks | cpc | cpm | CVR | CTR | Selector  
|  
| CNN.com | Google AdX | 8 | 5500 | 21 | \$0.31 | \$1.38 |  
| Undisclosed | PubMatic | 3 | 5500 | 21 | \$0.31 | \$1.38 |  
| BBC.com | OpenX | 1 | 5500 | 21 | \$0.31 | \$1.38 |  
| msn.com | Rubicon | 1 | 5500 | 21 | \$0.31 | \$1.38 |

(9) - **Combobox**

- \* Bulk Edit
- \* Blacklist Selected
- \* Whitelist Selected
- \* Suspend Selected

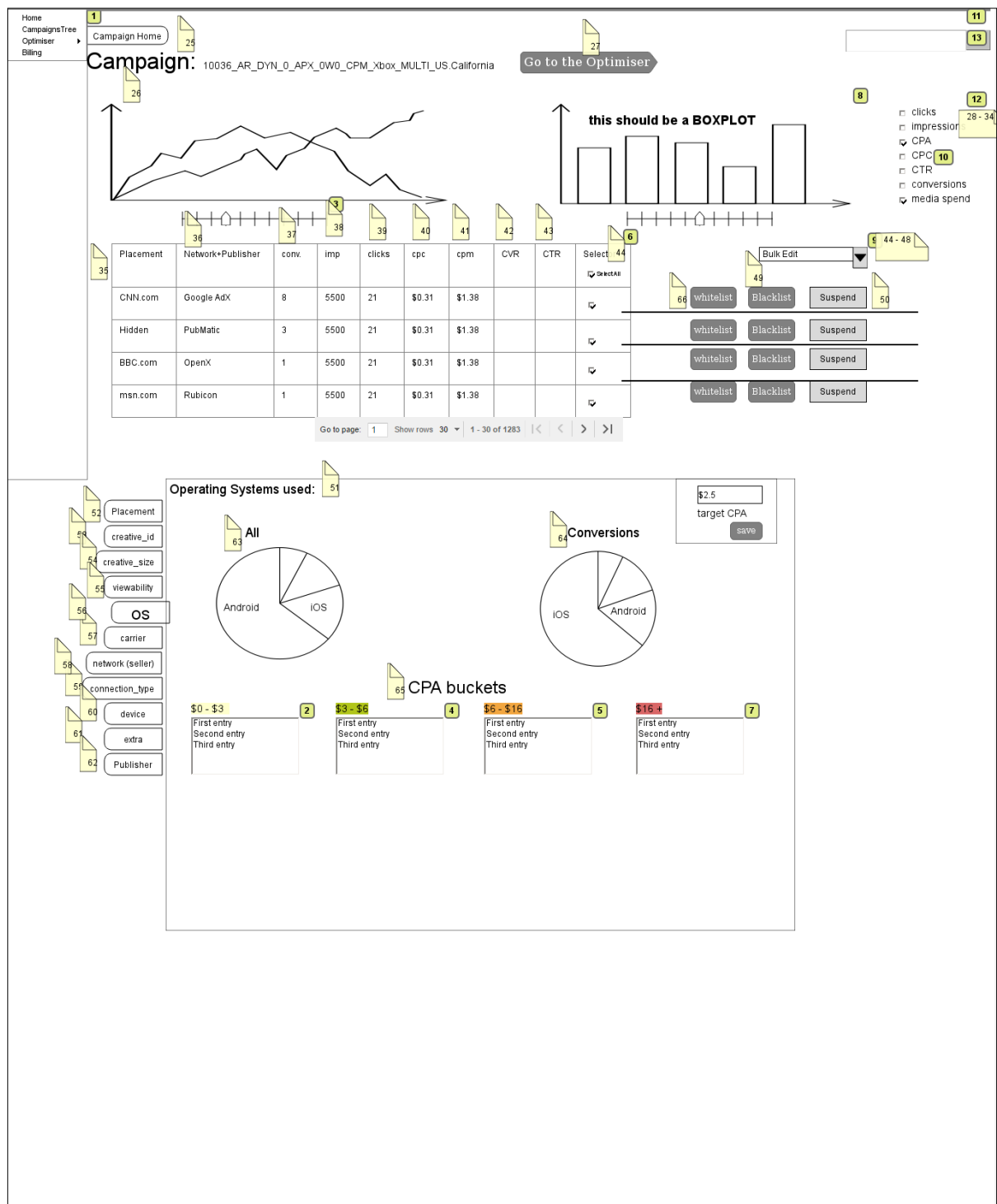
(10) **Menu**

-

---

---

## 2.2 SingleCampaign



### (1) - Menu

- \* [page765932283 Home]
- \* [filtermodal CampaignsTree]
- \* Optimiser
- \*\* [page348187950 SingleOptimiser]
- \* [page170981072 Billing]

- (2) - **Listview**  
\* First entry  
\* Second entry  
\* Third entry
- (3) - **Slider**  
**Tooltip:** date range
- (4) - **Listview**  
\* First entry  
\* Second entry  
\* Third entry
- (5) - **Listview**  
\* First entry  
\* Second entry  
\* Third entry
- (6) - **Table**  
| Placement | Network+Publisher | conv. | imp | clicks | cpc | cpm | CVR |  
CTR | Selector  
|  
| CNN.com | Google AdX | 8 | 5500 | 21 | \$0.31 | \$1.38 |  
| Hidden | PubMatic | 3 | 5500 | 21 | \$0.31 | \$1.38 |  
| BBC.com | OpenX | 1 | 5500 | 21 | \$0.31 | \$1.38 |  
| msn.com | Rubicon | 1 | 5500 | 21 | \$0.31 | \$1.38 |
- (7) - **Listview**  
\* First entry  
\* Second entry  
\* Third entry
- (8) - **Chart**  
**Tooltip:** Boxplot
- (9) - **Combobox**  
\* Bulk Edit  
\* Blacklist Selected  
\* Whitelist Selected  
\* Suspend Selected
- (10) **Checkbox**
- 
-



- **Tooltip:** click-through-rate

(11) **Menu**

- Profile

(12) **Group**

- 

(13) **Datepicker**

- **Notes:** stays on top

## 2.3 filtermodal

back

Filter modal

Filter onFilter off

New FilterSaved Filters

Search

☐ (Select All)

☐ A/B Test Groups

☐ A/B Test Groups > Group 01

☐ A/B Test Groups > Group 02

☐ A/B Test Groups > Group 03

☐ A/B Test Groups > Group 04

☐ A/B Test Groups > Group 05

☐ A/B Test Groups > Group 06

☐ A/B Test Groups > Group 07

☐ A/B Test Groups > Group 08

☐ A/B Test Groups > Group 09

☐ A/B Test Groups > Group 10

☐ A/B Test Groups > Group 11

☐ A/B Test Groups > Group 12

☒ Contains

text

☒ Doesn't contain

text

☒ Equals

text

☒ Doesn't equal

text

☒ Begins with

text

☒ Ends with

text

Cancel

Save Filter Preset

Apply Filter

New FilterSaved Filters

Filter 1edit filter name on-clickdelete filter

and or

Filter 2delete filter

and or

Filter 3delete filter

and or

Filter 4delete filter

Cancel

Apply Filter

## 2.4 story-board

Camp. Home

CPA

Optimiser

Rules

1

Story-board

Show the visitor creatives in this sequence

active 1st Day 1 4

active 2nd Day 1 7

active 3rd Day 1 11

12

"buy Coca Cola"

Creative can be image, js tag or video (VAST) tag

2

browse...

not yet approved

Submit now

dest. URL

www.cocacola.com/1

3

Select pixel

Conv. Pixel A

get 5% discount on 2L. Coca Cola

5

browse...

not yet approved

Submit now

dest. URL

www.cocacola.com/2

6

Select pixel

Conv. Pixel A

get 10% discount TODAY ONLY

9

browse...

not yet approved

Submit now

dest. URL

www.cocacola.com/3

10

Select pixel

Conv. Pixel A

4th

Stop showing this campaign to this visitor

Add Step

8

| Step No. | size    | Creative ID | conv. | imp  | clicks | cpc    | cpm    | CVR  | CTR  | CPA    |
|----------|---------|-------------|-------|------|--------|--------|--------|------|------|--------|
| Step 1   | 300x250 | 123456      | 8     | 5500 | 21     | \$0.31 | \$1.38 | 3.1% | 0.2% | \$2.21 |
| Step 2   | 468x90  | 567890      | 3     | 5500 | 21     | \$0.31 | \$1.38 | 3.1% | 0.2% | \$2.21 |
| Step 3   | 320x50  | 222222      | 1     | 5500 | 21     | \$0.31 | \$1.38 | 3.1% | 0.2% | \$2.21 |
| Step 4   | 200x200 | 777777      | 1     | 5500 | 21     | \$0.31 | \$1.38 | 3.1% | 0.2% | \$2.21 |

- (1) - **Menu**
- \* [page840945269 Camp. Home]
  - \* [page695576912 CPA]
  - \* [page402033145 Optimiser]
  - \* [page348187950 Rules]

- (2) - **IphoneButton**

## Interactions

-----

### Click action

**System alert reaction** *Text:* *Title:* upload file.

- (3) - **Combobox**
- \* Conv. Pixel A
  - \* Conv. Pixel B
  - \* Conv. Pixel C

- (4) - **Combobox**
- \* Day 1
  - \* Day 2
  - \* Day 3
  - \* Day 5
  - \* Day 8
  - \* Day 11
  - \* Day 16

- (5) - **IphoneButton**

### Interactions

-----

### Click action

**System alert reaction** *Text:* *Title:* upload file.

- (6) - **Combobox**
- \* Conv. Pixel A
  - \* Conv. Pixel B
  - \* Conv. Pixel C

- (7) - **Combobox**
- \* Day 1
  - \* Day 2
  - \* Day 3
  - \* Day 5
  - \* Day 8
  - \* Day 11
  - \* Day 16

**Tooltip:** day

- (8) - **Table**
- |          |      |             |       |     |        |     |     |  |
|----------|------|-------------|-------|-----|--------|-----|-----|--|
| Step No. | size | Creative ID | conv. | imp | clicks | cpc | cpm |  |
| CVR      | CTR  | CPA         |       |     |        |     |     |  |

|  
| Step 1 | 300x250 | 123456 | 8 | 5500 | 21 | \$0.31 | \$1.38 | 3.1% |  
0.2% | \$2.21  
| Step 2 | 468x90 | 567890 | 3 | 5500 | 21 | \$0.31 | \$1.38 | 3.1% | 0.2%  
| \$2.21  
| Step 3 | 320x50 | 222222 | 1 | 5500 | 21 | \$0.31 | \$1.38 | 3.1% | 0.2% |  
\$2.21  
| Step 4 | 200x200 | 777777 | 1 | 5500 | 21 | \$0.31 | \$1.38 | 3.1% |  
0.2% | \$2.21

(9) - **IphoneButton**  
**Interactions**

-----

**Click action**

**System alert reaction** *Text:* *Title:* upload file.

- (10) **Combobox**  
- \* Conv. Pixel A  
\* Conv. Pixel B  
\* Conv. Pixel C

- (11) **Combobox**  
- \* Day 1  
\* Day 2  
\* Day 3  
\* Day 5  
\* Day 8  
\* Day 11  
\* Day 16

- (12) **Menu**  
-