

AdDash User Guide

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1 About

Welcome to the AdDash user guide.

AdDash is a dashboard application for displaying key metrics about an advertising campaign.

This document should provide help and guidance to users on how to use the application and support for any unexpected behaviour.

2 User Guide

2.1 Loading Log Files

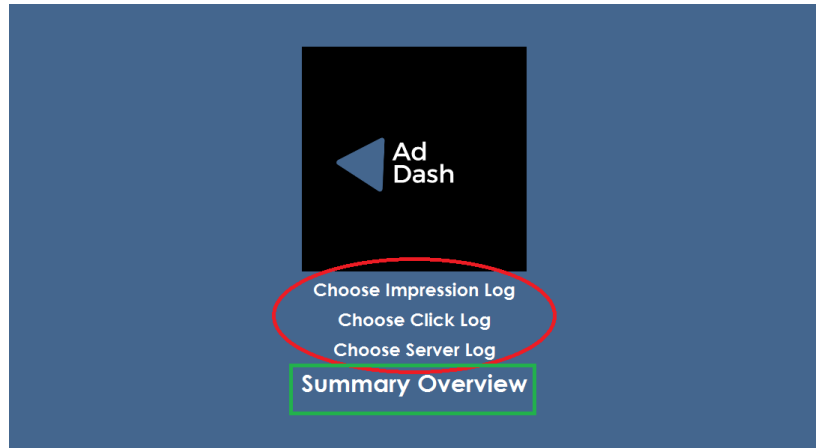


Figure 1: Loading

1. Click '**select (impression/server/click) log**' in the menu.
2. A file loader is launched, navigate to where your log files are saved.
3. Select the corresponding log file and open it.
4. Repeat steps 1-3 for the other log files.
5. If there are any problems with your log files, an error message will be displayed. Please check that your log files are correctly formatted. You will need to select your correct files again.

2.2 Going to the Graphs Page

1. Click the "**Summary Overview**" button which will take you to the "Overview Page" in which three basic graphs will be displayed.

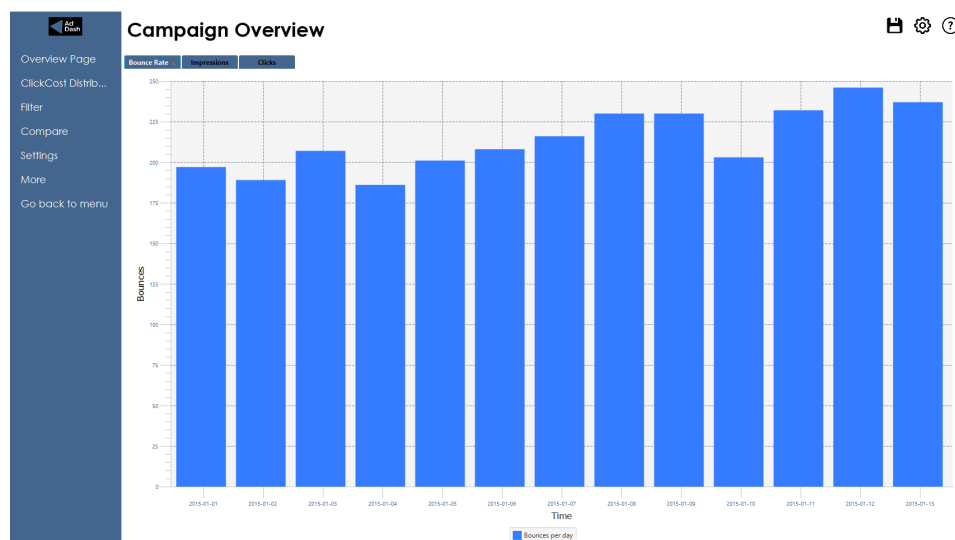


Figure 2: Overview page

2. To select a different graph, click on one of the tabs shown. The titles on these tabs indicate which graphs are in each tab.

2.3 Saving a Graph as an Image

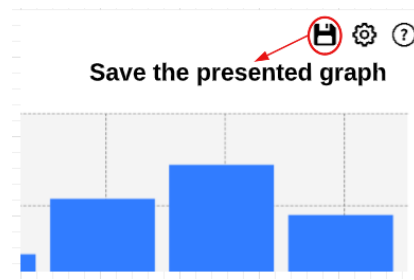


Figure 3: Saving graph

1. On the "Overview Page" window, navigate to the tab of the graph you would like to save.
2. Click on the save icon in the top right hand corner.
3. A file loader is launched, navigate to where you would like to save your graph.
4. Type the name you would like to save your file under and ensure you type ".png" at the end.
5. Click "Save" and you will be taken back to the "Summary Scene" window.

2.4 Creating a Custom Graph

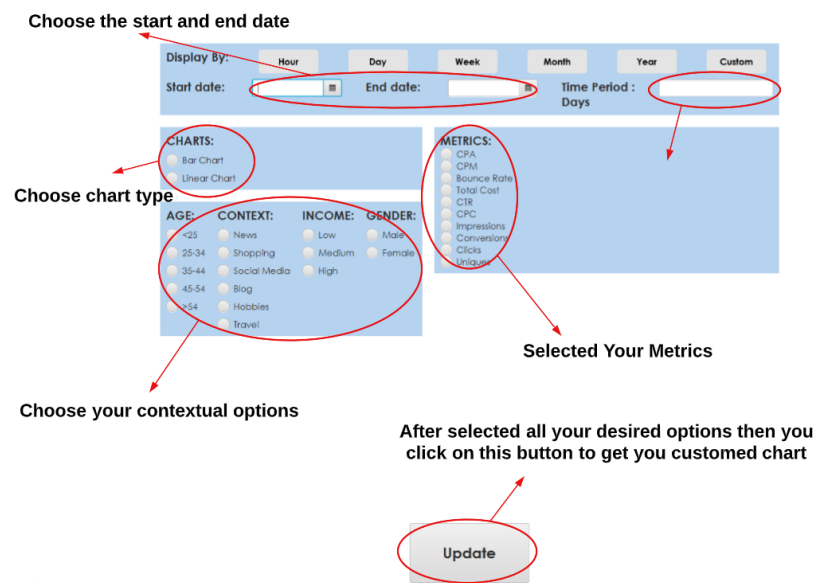


Figure 4: Loading

1. From the main dashboard, select the 'filter' option from the side menu.
2. Select a graph type and any desired contextual options.
3. You must select only one metric for your graph.
4. Click the 'update' button at the bottom of the page. Once the graph has loaded, you will be taken back to the main dashboard.
5. Your new graph will appear as a new tab on the dashboard.

Settings

Define bounce rate

- ☒ Max pages visited
- ☐ Time elapsed (seconds)

Select colour scheme

- ☒ Blue
- ☐ Purple

Save Preferences

Figure 5: Settings page

2.5 Changing the Definition of "bounce rate"

1. From the main dashboard page, select the 'settings' option from the side menu. Alternatively, click the cog icon at the top left of the application.
2. In the settings page, there are options for defining how bounce rate is defined.
3. Select an option and enter a corresponding value.
4. Save your preferences.

2.6 Changing Colour Schemes

1. In the side menu click 'settings' or click the settings cog in the top left corner of the window to open the settings menu.
2. Locate the colour scheme options and select a new colour scheme. Blue is the default.
3. Click 'save preferences'
4. Now the application will be displayed with your preferred colour scheme.

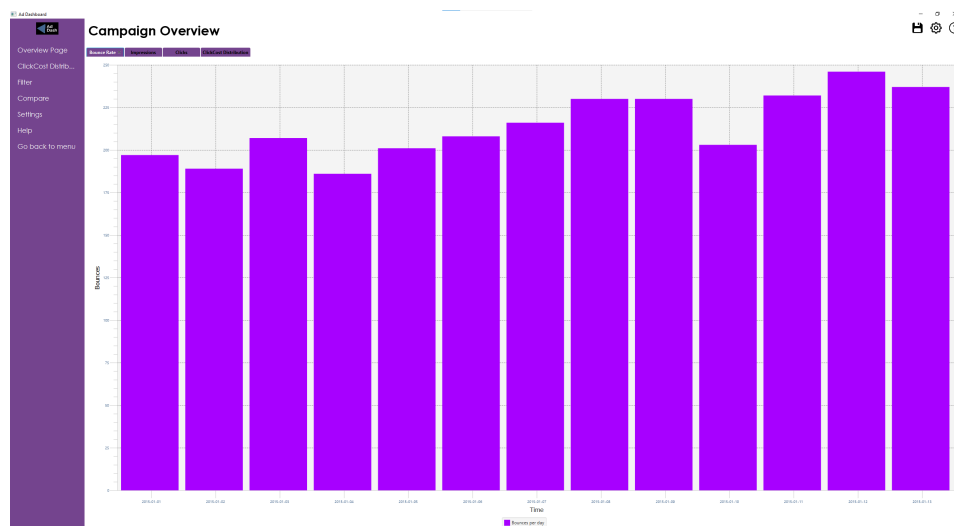


Figure 6: Purple colour scheme

2.7 Comparing Two or More Graphs

1. Click on the 'compare' button in the sidebar.
2. Select the type of chart that you would like to add and the time period/granularity.
3. Add a title or description for your data series.
4. Select age, context, income, gender and the metric which you would like to use and then press the 'update' button.

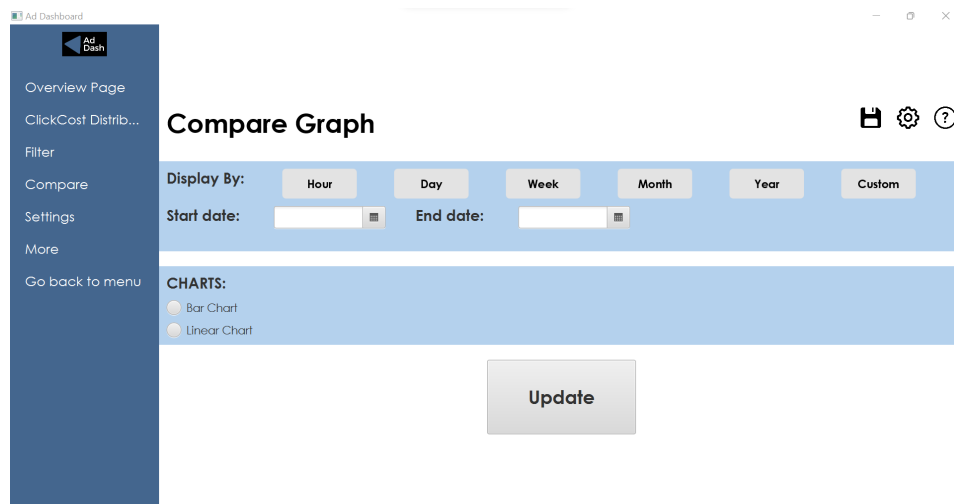


Figure 7: Time and chart type selection

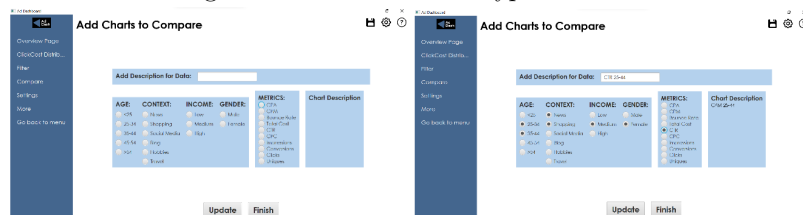


Figure 8: Adding different data series

5. Repeat the last two steps for all of the data series which you wish to compare.
6. Press the 'finish' button and navigate back to the page on which the graphs are displayed.

3 Frequently Asked Questions

3.1 Why does clicking "Go back to menu" unload my files?

This is intentional, you can load a new set of files by clicking "Back to menu" and selecting the new files which you would like to load.

3.2 The program unexpectedly exits while loading files. How can I fix this?

The program uses a lot of memory when loading large files. This can cause the program to crash if your computer already has a lot of programs open. Try closing programs such as web browsers or Microsoft Teams (which tend to use large amounts of memory) and restarting the program.

3.3 How can I deselect overlayed graphs?

Sometimes, multiple graphs will be selected in the main dashboard. You can simply click on one of the other graph tabs to deselect all other graphs.

4 Known Issues

- Q: I get an error when I select the files to use.
A: Make sure that the files you select are of the expected format, and that you select the correct ones. Make sure not to select a click log as your impression log for example!
- Q: I can't find the files to load.
A: Make sure that you take a note of where you have saved them.
- Q: I have accidentally deleted a graph, can I get it back?
A: There is no "undo" button, but you can make the graph again.
- Q: A graph will not load, what should I do?
A: Make sure you have selected all of the fields which are necessary, such as the type of graph and what the graph should be a plot of of e.g. CPA.