

# Ad Auction Dashboard: User Guide

## 1 Introduction

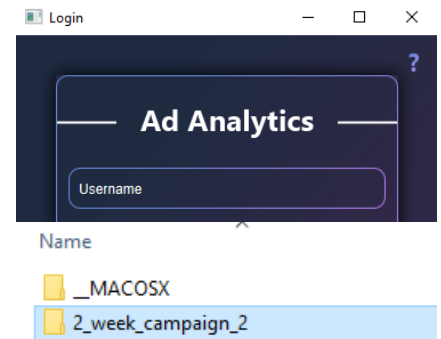
This user guide will walk you through the dashboard's key features and functionality from start to finish, as well as address frequently asked questions and known issues. The dashboard is divided into several sections, providing insights and controls for your campaigns.

### 1.1 Login

Enter your username and password (as provided by your marketing agency) in the designated fields. Click the **Login** button to access the Ad Campaign Dashboard.

### 1.2 Selecting a Campaign

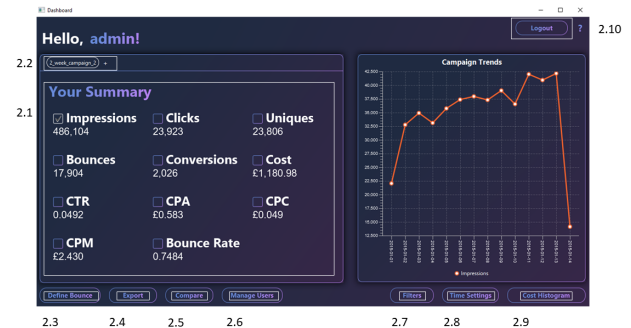
To select your ad campaign, navigate to the data directory (provided by your marketing agency) containing a `click_log.csv`, `impression_log.csv`, and a `server_log.csv`.



## 2 Your Dashboard Summary

### 2.1 Campaign Metrics

This section displays the high-level performance metrics (definitions on next page) for your current campaign. You can easily monitor your campaign's progress and identify areas needing optimisation, including selecting multiple metrics such as impressions and clicks for comparison.



### 2.2 Comparing Multiple Campaigns

The dashboard provides the flexibility to add and compare multiple campaigns side-by-side. To do this, click the "+" icon next to the campaign label in the "Your Summary" section.

This comparison feature is handy when:

- Testing different campaign strategies or targeting approaches
- Analysing the performance of seasonal or event-driven campaigns
- Comparing the effectiveness of campaigns across different periods

Metric	Description
Impressions	The number of impressions represents the total number of times your ad has been shown to users, regardless of whether they have clicked on it.
Clicks	The clicks metric shows the total number of times users have clicked on your ad.
Uniques	The Uniques metric represents the total number of unique users who have been exposed to your ad.
Bounces	The bounce rate is the percentage of users who click on your ad but fail to interact further with your website, typically detected when a user navigates away from the website after a short time or views only a single page.
Conversions	The conversions metric represents the number of times a user has taken a desired action after clicking on your ad, such as making a purchase or signing up for a newsletter.
Cost	The cost metric shows the total amount spent on your advertising campaign.
CTR	The Click-Through Rate is the ratio of clicks to impressions.
CPA	The Cost per Acquisition represents the average cost per conversion.
CPC	The Cost per Click metric shows the average cost per click on your ad.
CPM	The Cost per Mille metric represents the cost per 1,000 impressions.
Bounce Rate	The bounce rate is the percentage of users who click on your ad but fail to interact further with your website.

## 2.3 Define Bounce

The Bounce Definition section allows you to customise the criteria for considering a user "engaged" with your content. The default settings are 1 page viewed and 3 minutes spent, but you can adjust these values to suit your specific needs better.

## 2.4 Export

When you click the "Export" button, you are presented with the following options:

- Export Graph (png): This allows you to download a PNG image of the Campaign Trends graph.
- Export Summary (CSV): This option generates a CSV file containing the key performance metrics displayed in the "Your Summary" section. The "-1" means any columns which have not been selected.
- Print Campaign Data (physically prints to the desired printer): This option allows you to print a physical copy of the campaign data.

## 2.5 Compare

The "Compare" button presents another dashboard interface, allowing for a side-by-side comparison, where users can choose specific metrics for each state to analyse changes efficiently.

**Bounce Definition**

**Pages Viewed: 1**

The number of pages that need to be viewed in order to consider a user engaged.

**Time Viewed: 3**

The number of minutes that a user needs to view the page for to be considered engaged.

[Apply Changes](#)

(Changes to bounce definition are campaign-specific)

**Export Campaign**

[Export Graph](#)

[Export Summary](#)

[Print Campaign Data](#)

[Close](#)



## 2.6 Manage Users

The "Manage Users" button allows you to add or remove users within your access level of permissions.

## 2.7 Filters

The Filters section enables you to segment your data by various demographic and contextual factors, such as gender, age, income, and content type. This can help you identify high-performing audience segments and optimise your targeting strategy.

## 2.8 Time Settings

In the Time Settings section, you can adjust the date range and interval for the data displayed in the dashboard. This can be useful for analysing performance over different periods or comparing campaign performance across various time frames.

## 2.9 Cost Histogram

Whilst the Campaign Trends graph provides a high-level view of your impressions over time, you can toggle between the "Cost Histogram" and "Trend Chart" buttons below the graph to display a histogram of your campaign click costs, visualising the distribution and frequency of expenses incurred throughout the campaign.

## 3 Frequently Asked Questions (FAQs)

**Q Can I export the data from the dashboard?**

**A** You can export the data from the dashboard by clicking the "Export" button in the bottom left corner.

**Q Can a viewer delete an editor or admin user from the application?**

**A** No, permissions have been set such that a user cannot modify privilege levels of another user that is of equal or higher level.

## 4 Known Issues

- **Slow loading times:** Some users have reported experiencing slow loading times when accessing the dashboard for large ad campaigns such as two months. We are optimising the dashboard's performance and improving the overall user experience.

The User Management interface is divided into two main sections: "Add User" and "Delete User". Both sections have a "Username" input field. The "Add User" section also includes a "Password" input field, an "Editorial Permissions" checkbox, and an "Add User" button. The "Delete User" section has a "Delete User" button. A "Close" button is located at the bottom right. A footer note states: "(All account creation / deletion actions are immediate)".

The Filters interface allows users to segment data by four categories: Gender, Age, Income, and Context. Gender has checkboxes for Male and Female. Age has checkboxes for <25, 25-34, 35-44, 45-54, and >54. Income has checkboxes for Low, Medium, and High. Context has checkboxes for News, Shopping, Social Media, Blog, Hobbies, and Travel. An "Apply Changes" button is at the bottom, with a note: "(Changes to filters are campaign-specific)".

The Time Settings interface includes fields for "Period Start Date" (01/01/2015) and "Period End Date" (14/01/2015), both with calendar icons. It also features an "Interval" dropdown menu currently set to "DAY". An "Apply Changes" button is at the bottom, with a note: "(Changes to time settings are campaign-specific)".

