From: Deng, Emily <emilyd@amazon.com>
Sent: Monday, March 11, 2019 7:47 AM
To: B S, Sharath <sharab@amazon.com>
Cc: Dey, Arinha <arinhd@amazon.com>
Subject: RE: SDP campaigns aggregate view

Thank you for making the changes! Appreciate it!

Regards,

Emily Deng

From: B S, Sharath
Sent: Monday, March 11, 2019 10:33 AM
To: Deng, Emily <emilyd@amazon.com>
Cc: Dey, Arinha <arinhd@amazon.com>
Subject: RE: SDP campaigns aggregate view

Okay, I made some quick changes. Excluded SDP pre UAT account 1 & Dspuitst_us_prod3 and excluded any campaigns with 'Test' in the name and included rest. Added more filter to control the dashboard. Feel free to let me know if any more changes required.

Thanks
Sharath
From: Deng, Emily <emilyd@amazon.com>
Sent: Monday, March 11, 2019 6:55 AM
To: B S, Sharath <sharab@amazon.com>
Cc: Dey, Arinha <arinhd@amazon.com>
Subject: RE: SDP campaigns aggregate view

Got it! Thank you.

At the advertiser level, we only need to remove below two:
-   SDP pre UAT account 1
-   Dspuitst_us_prod3

At the campaign, maybe we can use the start date (Before 2/26) as the filter to remove UAT test campaigns. If it requires too much effort to differentiate at the campaign level, we can also keep it the way it is.
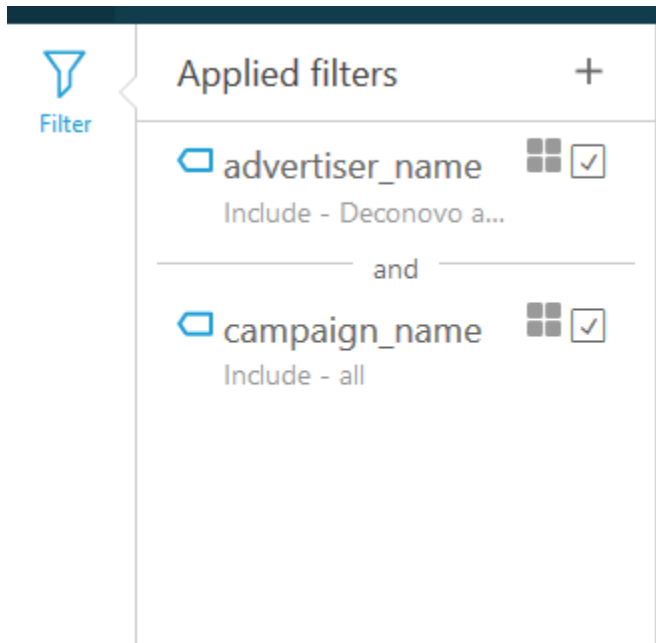
Regards,

Emily Deng

From: B S, Sharath
Sent: Monday, March 11, 2019 9:32 AM

To: Deng, Emily <emilyd@amazon.com>
Cc: Dey, Arinha <arinhd@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Emily,

The dashboard is refreshed, but, it is filtered out for only 3 advertiser to exclude the test advertisers/ campaigns. User can control filters manually on and off to needing advertisers and campaigns.

It is on my to do, to understand how to differentiate test campaigns and had a filter on them. Please let me know if you have any leads about it.

Thanks
Sharath

From: Deng, Emily <emilyd@amazon.com>
Sent: Monday, March 11, 2019 5:57 AM
To: B S, Sharath <sharab@amazon.com>
Cc: Dey, Arinha <arinhd@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Sharath – The dashboard still shows only 2 active advertiser, although we've got 9. Can you help validate that the dashboard has been manually refreshed? Thanks!

Regards,

Emily Deng

From: B S, Sharath
Sent: Monday, March 11, 2019 12:15 AM
To: Deng, Emily <emilyd@amazon.com>; Dey, Arinha <arinhd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Certini, Luca <certinil@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Abdelmonem, Yousef <yabdelmo@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Emily,

The ETL job ran with latest data 2019/03/08 00:14:23 and quick sight got refreshed at 2019/03/08 00:00:00 and quick sight don't have dependency checker. I will work on implementing some workarounds to this problem once I am back to Seattle.

For now I refreshed the dashboard manually.

Thanks
Sharath
From: Deng, Emily <emilyd@amazon.com>
Sent: Friday, March 8, 2019 6:25 AM
To: B S, Sharath <sharab@amazon.com>; Dey, Arinha <arinhd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Certini, Luca <certinil@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Abdelmonem, Yousef <yabdelmo@amazon.com>
Subject: RE: SDP campaigns aggregate view

HI Sharath – The dashboard hasn't been refreshing in the last couple of days. Can you help check what's going on? Thanks!

Regards,

Emily Deng

From: B S, Sharath
Sent: Monday, March 04, 2019 11:53 AM
To: Dey, Arinha <arinhd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Certini, Luca <certinil@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Abdelmonem, Yousef <yabdelmo@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Arinha,

I have scheduled to run the query at 09:50 PM America/Los_Angeles time to avoid the traffic at midnight and to ensure query runs successfully. The difference in number is due to the timing for the

queries ran. You can see the table below, shows the increase in clicks, only in march due to timing. Hope this answers.

	Scheduled query			Manual run query		
Advertiser name	Feb	Mar	Grand Total	Feb	Mar	Grand Total
Baby Care Play Mat	5466	4782	10248	5466	5686	11152
Hope & Henry, LLC	24913		24913	24913		24913
SDP pre UAT account 1	5804	3308	9112	5804	3889	9693
YoTwo		1	1		6	6
Grand Total	36183	8091	44274	36183	9581	45764

Thanks
Sharath
From: Dey, Arinha <arinhd@amazon.com>
Sent: Monday, March 4, 2019 8:15 AM
To: Mokarim, Zohair <zohaim@amazon.com>; B S, Sharath <sharab@amazon.com>; Abdelmonem, Yousef <yabdelmo@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Certini, Luca <certinil@amazon.com>
Subject: Re: SDP campaigns aggregate view

Thanks, Zohair!

The reason I ask about the timeframe is because I ran the query Bharath had sent me last week, a little after midnight today and saw that the numbers are slightly higher for the non-test campaigns (see attached) than what I see in the QuickSight dashboard. Does the daily refresh happen at midnight?

Thanks!
Arinha

From: "Mokarim, Zohair" <zohaim@amazon.com>
Date: Monday, March 4, 2019 at 8:01 AM
To: "Dey, Arinha" <arinhd@amazon.com>, "B S, Sharath" <sharab@amazon.com>, "Abdelmonem, Yousef" <yabdelmo@amazon.com>, "Zbagerska, Ruslana" <ruslana@amazon.com>, "Padhy, Deb" <debabrap@amazon.com>, "Deng, Emily" <emilyd@amazon.com>
Cc: "Blums, Martins" <martinsb@amazon.com>, "Certini, Luca" <certinil@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Arinha

As mentioned below, the data will refresh on a daily basis. We ran the query from Jan 1st but only see data available from Jan 23rd – we will filter out test campaigns from reporting as we update this.

Regards
Zohair

From: Dey, Arinha <arinhd@amazon.com>
Sent: Monday, March 04, 2019 3:57 PM
To: B S, Sharath <sharab@amazon.com>; Abdelmonem, Yousef <yabdelmo@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Certini, Luca <certinil@amazon.com>
Subject: Re: SDP campaigns aggregate view

Hi Bharath,

Can you confirm the date range of the data in the dashboard and how frequently it gets refreshed?

Thanks!
Arinha

From: "B S, Sharath" <sharab@amazon.com>
Date: Monday, March 4, 2019 at 4:00 AM
To: "Abdelmonem, Yousef" <yabdelmo@amazon.com>, "Zbagerska, Ruslana" <ruslana@amazon.com>, "Padhy, Deb" <debabrap@amazon.com>, "Deng, Emily" <emilyd@amazon.com>, "Dey, Arinha" <arinhd@amazon.com>
Cc: "Blums, Martins" <martinsb@amazon.com>, "Mokarim, Zohair" <zohaim@amazon.com>, "Certini, Luca" <certinil@amazon.com>
Subject: RE: SDP campaigns aggregate view

Updated with the right dashboard link below.

From: B S, Sharath
Sent: Monday, March 4, 2019 3:55 AM
To: Abdelmonem, Yousef <yabdelmo@amazon.com>; Zbagerska, Ruslana <ruslana@amazon.com>; Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>; Dey, Arinha <arinhd@amazon.com>
Cc: Blums, Martins <martinsb@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Certini, Luca <certinil@amazon.com>
Subject: RE: SDP campaigns aggregate view

+ Martins, Ruslana

Hi All,

Please find the Quicksight dashboard link to CPM metrics: https://us-east-1.quicksight.aws.amazon.com/sn/dashboards/f829260c-2cc7-45dc-a49b-fe32cc06ec00 (thank you, Yousef for the help in enabling this)

For the interim, we have used the query shared by Yousef to load the data from ADW to our Redshift cluster (which will refresh on a daily basis). We have aligned some of the overall views in Quicksight with the SDP-CPC dashboard which we had created earlier to ensure consistency from a dashboard customer

standpoint. That said, we have active threads with Yield, Placements and MADS on getting sign off on the dimensions and filters we should use for reporting (although this query seems correct for now).

We will continue to iterate on the dashboard and incorporate additional metrics in the next versions.

Thanks
Sharath

From: Abdelmonem, Yousef <yabdelmo@amazon.com>
Sent: Friday, March 1, 2019 2:14 PM
To: Mokarim, Zohair <zohaim@amazon.com>
Cc: Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>; Dey, Arinha <arinhd@amazon.com>; Certini, Luca <certinil@amazon.com>; B S, Sharath <sharab@amazon.com>
Subject: Re: SDP campaigns aggregate view

SIL,

--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising

From: "Mokarim, Zohair" <zohaim@amazon.com>
Date: Friday, March 1, 2019 at 11:58 AM
To: "Abdelmonem, Yousef" <yabdelmo@amazon.com>
Cc: "Padhy, Deb" <debabrap@amazon.com>, "Deng, Emily" <emilyd@amazon.com>, "Dey, Arinha" <arinhd@amazon.com>, "Certini, Luca" <certinil@amazon.com>, "B S, Sharath" <sharab@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Yousef

Sharath has setup a data pipeline and replicated the views below for the QuickSight dashboard, however we had a few questions on the underlying logic in the query – an understanding of this will ensure we can represent the metrics in a consistent manner across the board for SDP:

1. The difference between Purchases and NTB(?) Purchases is attributed versus incremental ?
   No. one is NTB this is a new conversion metric from all the purchases which of those are from new customers i.e customers who didn't buy from your brand in the past 12 months
2. In number 1 above, which OPS attribution methodology does this follow ? Are we using a different methodology for onsite versus offsite ?

All conversions in my query are calculated based on Algo 7: 14 day impression and click conversions

3. What is this statement filtering for "`fdacs.dim_algorithm_id in (`**`7`**`) and --,8,108) -`
   `- 8/108 algos go with 30 day lookback`"
   MADS-ADW, calculated different attribution algorithms, this one selects specific to Algo7 (14 day impression and click) this is what is shown in the UI for advertisers.

Regards
Zohair

From: Abdelmonem, Yousef <yabdelmo@amazon.com>
Sent: Wednesday, February 27, 2019 4:06 PM
To: B S, Sharath <sharab@amazon.com>
Cc: Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>; Dey, Arinha <arinhd@amazon.com>; Mokarim, Zohair <zohaim@amazon.com>; Certini, Luca <certinil@amazon.com>
Subject: Re: SDP campaigns aggregate view

Ok, I think we can wait until end of week

Thanks for driving this, let me know if you need some help working through the queries.
--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising

From: "B S, Sharath" <sharab@amazon.com>
Date: Wednesday, February 27, 2019 at 3:58 PM
To: "Abdelmonem, Yousef" <yabdelmo@amazon.com>
Cc: "Padhy, Deb" <debabrap@amazon.com>, "Deng, Emily" <emilyd@amazon.com>, "Dey, Arinha" <arinhd@amazon.com>, "Mokarim, Zohair" <zohaim@amazon.com>, "Certini, Luca" <certinil@amazon.com>
Subject: RE: SDP campaigns aggregate view

Hi Yousef,

Sure, if it's just loading the existing data to Quicksight that should be a 5 minute task, which I can help you out. However, this solution will be static in nature.

We do have on our roadmap to bring this data into our Finance Redshift cluster to enable Display Revenue reporting for SDP-CPM and to enable it for WBR as well. Getting this data from ADW using the query, I need to setup some pipelines using ADW and Hammerstone to our redshift and then grant you access to our redshift cluster so that it can be connected to Quicksight. This would take roughly an hour worth of development work and some waiting time for the ADW query to run. Currently, I am a bit occupied for today and tomorrow and have committed to Zohair that we will have this in place by end of week and should enable WBR views for next week.

I am assuming you are more interested in the second scalable solution which we are striving to work towards. Thanks for bearing with us as we build out all the different reporting for the SDP program ☺ !

Thanks
Sharath
From: Abdelmonem, Yousef <yabdelmo@amazon.com>
Sent: Wednesday, February 27, 2019 1:49 PM
To: Mokarim, Zohair <zohaim@amazon.com>; Certini, Luca <certinil@amazon.com>
Cc: Padhy, Deb <debabrap@amazon.com>; Deng, Emily <emilyd@amazon.com>; Dey, Arinha <arinhd@amazon.com>; B S, Sharath <sharab@amazon.com>
Subject: Re: SDP campaigns aggregate view

+ Sharath,

Sharath,
Wondering if you can help with including this dashboard below or a similar version to quick sight.
If the data is uploaded to quicksight, I can create the dashboard myself

Let me know

Thanks

--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising

From: "Abdelmonem, Yousef" <yabdelmo@amazon.com>
Date: Wednesday, February 27, 2019 at 1:42 PM
To: "Mokarim, Zohair" <zohaim@amazon.com>, "Certini, Luca" <certinil@amazon.com>
Cc: "Padhy, Deb" <debabrap@amazon.com>, "Deng, Emily" <emilyd@amazon.com>, "Dey, Arinha" <arinhd@amazon.com>
Subject: Re: SDP campaigns aggregate view

+Emily and Arinha,

Zohair
We have a need to see this dashboard in a more centralized way. How soon can we add this to existing dashboard you already have?

--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising

Hi Zohair,Luca
Wondering if we can include this or work to include this in your fine dashboard ☺

--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
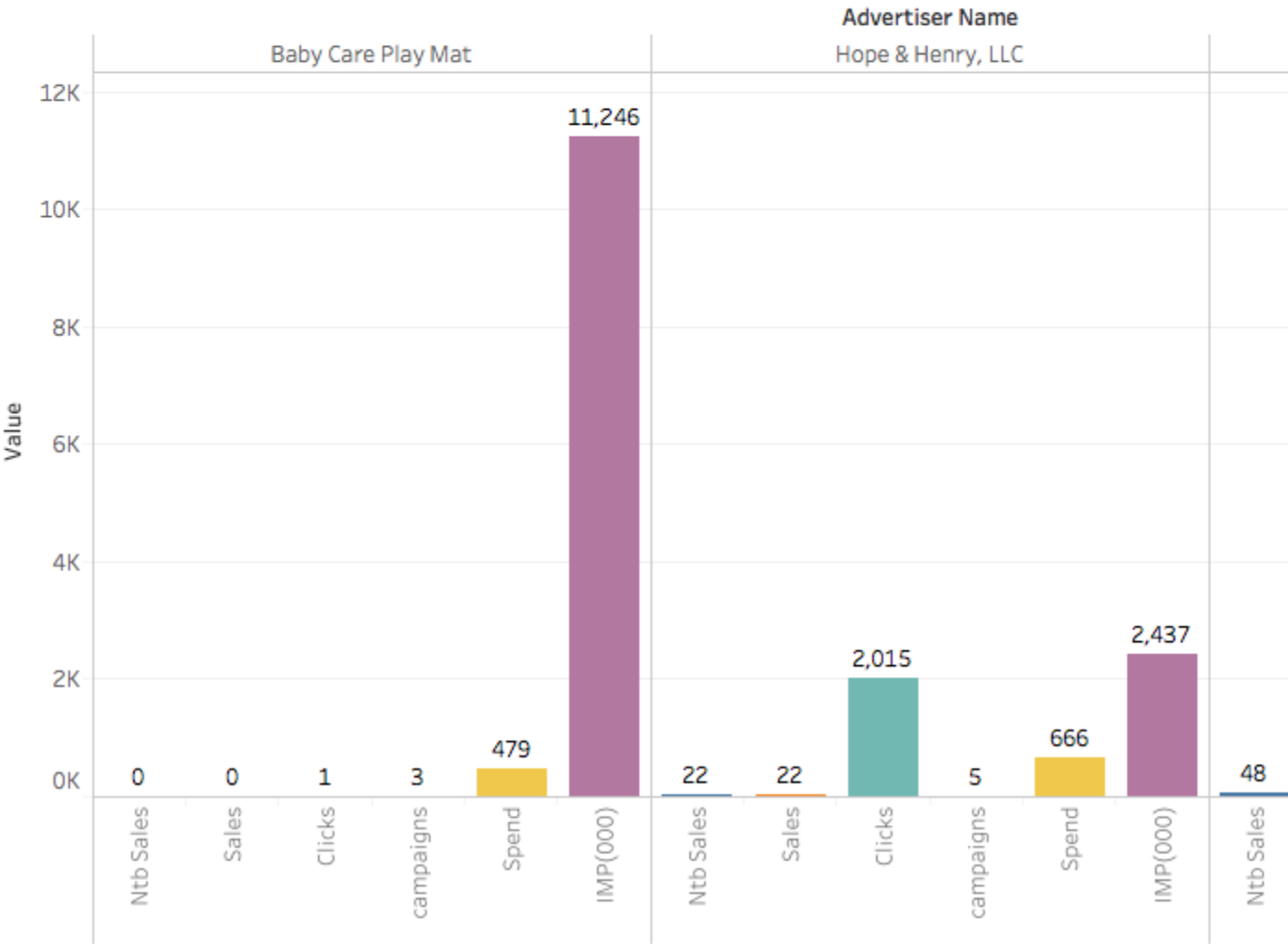w: advertising.amazon.com

amazonadvertising

Hi,

I have updated my query to include placements and creatives. The attached file has traffic and performance per campaign,adgroup,supply,placement and creative.
I have also created a dashboard, I will work with finance to see how to integrate in their existing tables

Summary

Advertiser Name	Spend	IMP(000)	Clicks	Ntb Sales	Sales	ca
SDP pre UAT account 1	4,171	2,158	618	48	229	
Hope & Henry, LLC	666	2,437	2,015	22	22	
Baby Care Play Mat	479	11,246	1	0	0	

Performance by advertiser

--
Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising

Hi Yousef – we will need supply/placement/segment level metrics as well if you can combine. Sharing supply/placement level query for reference:
https://paste.amazon.com/show/elvincen/1550770349

Thanks!
Eileen

Hello,
I have repurposed some of my older queries to pull data for SDP. I am working to complement to include metrics like N2B and others.
Below is the first set of results I have, let me know if you would like more data and I can add to my queries while I am updating.

advertiser_name	merchant_id	region_name	order_id	demand_channel_name	ad_type	campaign_name	impressions	spend	clicks	purchases	sales	units_sold
Baby Care Play Mat	1630267251	us	8360116100801	Sellers	Simplified Display Product Ad	Eileen Prospecting Test V2	11208412	38697.69	0	0	0.00	0
SDP pre UAT account 1	8449468450 2	us	4706376880601	Sellers	Simplified Display Product Ad	Delivery test 251	278117	64647.53	162	3	26.17	3
SDP pre UAT account 1	8449468450 2	us	6873158690301	Sellers	Simplified Display Product Ad	Delivery Test 282	25320	2310.87	23	2	79.95	5
SDP pre UAT account 1	8449468450 2	us	8634017740301	Sellers	Simplified Display Product Ad	sai uat 2/13	200136	77224.36	0	0	0.00	0
Hope & Henry, LLC	5098606720 5	us	7028951560701	Sellers	Simplified Display Product Ad	Amazon CPM Test 2154 Prospecting	1750284	29002.74	1318	0	0.00	0
SDP pre UAT account 1	8449468450 2	us	9960779140501	Sellers	Simplified Display Prod	E2E Delivery Test	133714	89919.59	163	1	17.99	1

					uct Ad							
SDP pre UAT account 1	84494 68450 2	us	924017 448020 1	Sellers	Simplified Display Product Ad	Omar Test 1311	6076 3	325 3.17	41	0	0. 00	0
SDP pre UAT account 1	84494 68450 2	us	767685 970030 1	Sellers	Simplified Display Product Ad	Omar Test 272	6749 06	227 74.3 7	0	0	0. 00	0
Baby Care Play Mat	16302 67251	us	594986 889090 1	Sellers	Simplified Display Product Ad	Eileen Loyalty Test V2	2799 7	656 9.44	0	0	0. 00	0
SDP pre UAT account 1	84494 68450 2	us	286995 935080 1	Sellers	Simplified Display Product Ad	sai-test 2/13	1086 71	260 71.3 6	0	6	65 .6 6	8
SDP pre UAT account 1	84494 68450 2	us	699084 814020 1	Sellers	Simplified Display Product Ad	Delivery Test 2711	2448 3	217 98.4 8	39	1	14 .4 4	1
SDP pre UAT account 1	84494 68450 2	us	380111 085010 1	Sellers	Simplified Display Product Ad	Delivery test 281	1442 0	581 4.96	18 8	0	0. 00	0

SDP pre UAT account 1	84494 68450 2	us	472396 707030 1	Sellers	Simp lified Displ ay Prod uct Ad	test	1599 1	320. 70	0	0	0. 00	0
SDP pre UAT account 1	84494 68450 2	us	254718 490080 1	Sellers	Simp lified Displ ay Prod uct Ad	Omar test 1	2877	99.7 8	2	0	0. 00	0

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Yousef Abdelmonem
Sr. Product Manager
e: yabdelmo@amazon.com
p: (646) 887-7951
w: advertising.amazon.com

amazonadvertising