ADVERTISER DASHBOARD

Welcome to your freshly remodeled dashboard!
Creating campaigns and uploading banners remains the same.

All analysis begins with the collection of data and the way it is then interpreted.

We've modified the display of your stats and figures making it easier to have a global overview of your overall performance.

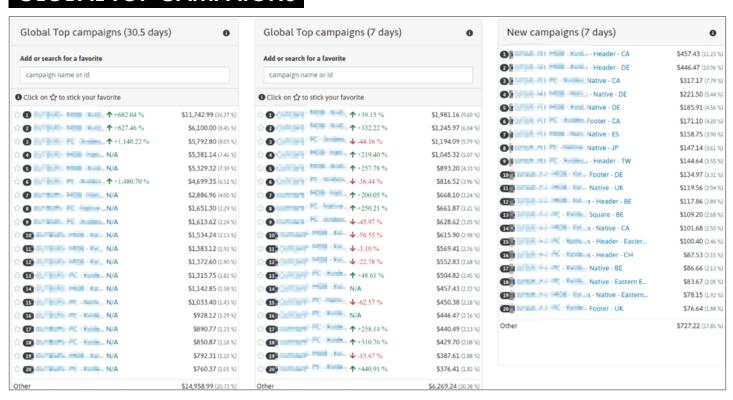Let's breakdown each column and what they represent.

GLOBAL

These 4 columns represent the **_overall statistics of all your combined campaigns._**
Broken down by :

    → Last 30.5 day period
    → Last 7 day period
    → Yesterday's
    → Today's

This layout allows you to quickly compare the difference in your figures at a glance. No more going back and forwards between pages to compare.

GLOBAL TOP CAMPAIGNS

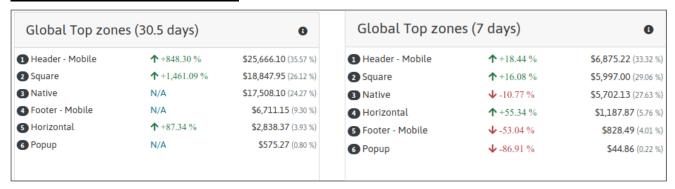These next 2 columns rank your **Top 20 campaigns in order of total spending.**

This time, these are broken down over a 30.5 & 7 day period.
Take note of the set of hollow stars that are clearly seen to the left of each campaign.
These allow you to highlight particular campaigns for quicker and more efficient reference when looking for data. A simple click activates the star which then turns Gold!

To give an insight into your most recently activated campaigns, a **3rd column ranks your top new campaigns from the last 7 days.**
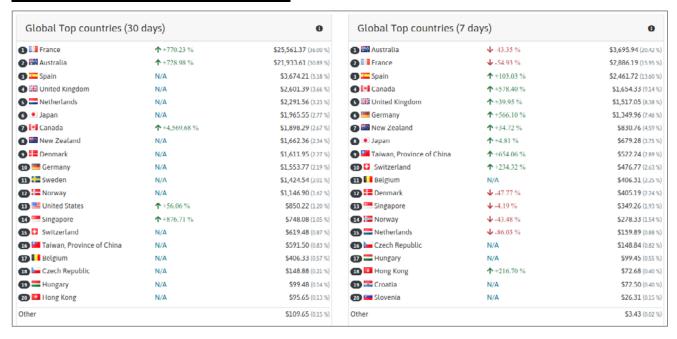
GLOBAL TOP ZONES

Global Top zones (30.5 days)			Global Top zones (7 days)		
1 Header - Mobile	↑ +848.30 %	$25,666.10 (35.57 %)	1 Header - Mobile	↑ +18.44 %	$6,875.22 (33.32 %)
2 Square	↑ +1,461.09 %	$18,847.95 (26.12 %)	2 Square	↑ +16.08 %	$5,997.00 (29.06 %)
3 Native	N/A	$17,508.10 (24.27 %)	3 Native	↓ -10.77 %	$5,702.13 (27.63 %)
4 Footer - Mobile	N/A	$6,711.15 (9.30 %)	4 Horizontal	↑ +55.34 %	$1,187.87 (5.76 %)
5 Horizontal	↑ +87.34 %	$2,838.37 (3.93 %)	5 Footer - Mobile	↓ -53.04 %	$828.49 (4.01 %)
6 Popup	N/A	$575.27 (0.80 %)	6 Popup	↓ -86.91 %	$44.86 (0.22 %)

Here, you are able to get an overview of your top ranked ad zones for all campaigns combined.

Ranked by zone spend, these are broken down into a 30.5 and 7 day period.

GLOBAL TOP COUNTRIES

Global Top countries (30 days)			Global Top countries (7 days)		
1 France	↑ +770.23 %	$25,561.37 (36.00 %)	1 Australia	↓ -43.35 %	$3,695.94 (20.42 %)
2 Australia	↑ +728.98 %	$21,933.61 (30.89 %)	2 France	↓ -54.93 %	$2,886.19 (15.95 %)
3 Spain	N/A	$3,674.21 (5.18 %)	3 Spain	↑ +103.03 %	$2,461.72 (13.60 %)
4 United Kingdom	N/A	$2,601.39 (3.66 %)	4 Canada	↑ +578.40 %	$1,654.33 (9.14 %)
5 Netherlands	N/A	$2,291.56 (3.23 %)	5 United Kingdom	↑ +39.95 %	$1,517.05 (8.38 %)
6 Japan	N/A	$1,965.55 (2.77 %)	6 Germany	↑ +566.10 %	$1,349.96 (7.46 %)
7 Canada	↑ +4,569.68 %	$1,898.29 (2.67 %)	7 New Zealand	↑ +34.72 %	$830.76 (4.59 %)
8 New Zealand	N/A	$1,662.36 (2.34 %)	8 Japan	↑ +4.81 %	$679.28 (3.75 %)
9 Denmark	N/A	$1,611.95 (2.27 %)	9 Taiwan, Province of China	↑ +654.06 %	$522.24 (2.89 %)
10 Germany	N/A	$1,553.77 (2.19 %)	10 Switzerland	↑ +234.32 %	$476.77 (2.63 %)
11 Sweden	N/A	$1,424.54 (2.01 %)	11 Belgium	N/A	$406.31 (2.25 %)
12 Norway	N/A	$1,146.90 (1.62 %)	12 Denmark	↓ -47.77 %	$405.19 (2.24 %)
13 United States	↑ +56.06 %	$850.22 (1.20 %)	13 Singapore	↓ -4.19 %	$349.26 (1.93 %)
14 Singapore	↑ +876.71 %	$748.08 (1.05 %)	14 Norway	↓ -43.48 %	$278.33 (1.54 %)
15 Switzerland	N/A	$619.48 (0.87 %)	15 Netherlands	↓ -86.03 %	$159.89 (0.88 %)
16 Taiwan, Province of China	N/A	$591.50 (0.83 %)	16 Czech Republic	N/A	$148.84 (0.82 %)
17 Belgium	N/A	$406.33 (0.57 %)	17 Hungary	N/A	$99.45 (0.55 %)
18 Czech Republic	N/A	$148.88 (0.21 %)	18 Hong Kong	↑ +216.70 %	$72.68 (0.40 %)
19 Hungary	N/A	$99.48 (0.14 %)	19 Croatia	N/A	$72.50 (0.40 %)
20 Hong Kong	N/A	$95.65 (0.13 %)	20 Slovenia	N/A	$26.31 (0.15 %)
Other		$109.65 (0.15 %)	Other		$3.43 (0.02 %)

Your Top 20 Countries follow suit, ranked by individual spend, here you'll be able to monitor how you've allocated your budget for the last 30.5 and 7 day period.
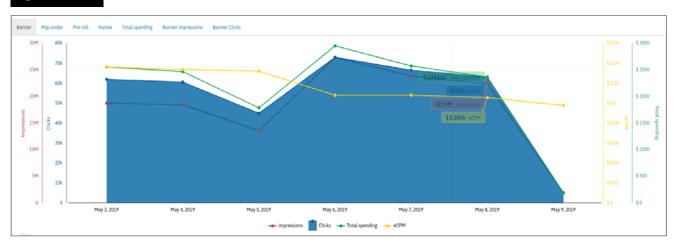
GLOBAL TOP DEVICES

Global Top devices (30 days)		ⓘ	Global Top devices (7 days)		ⓘ
① Mobile	↑ +1,203.05 %	$45,244.04 (63.73 %)	① Mobile	↓ -23.13 %	$9,838.05 (54.37 %)
② Desktop	↑ +730.44 %	$24,684.76 (34.77 %)	② Desktop	↑ +3.75 %	$7,839.51 (43.33 %)
③ Tablet	↑ +1,649.24 %	$1,057.17 (1.49 %)	③ Tablet	↑ +6.21 %	$416.32 (2.30 %)

Finally, we have the final 2 columns dealing with your top ranked devices targeted. As for the other columns, these are broken down by 30.5 and 7 day periods.

GRAPH

No stats display would be complete without the traditional graph to demonstrate your performance!

The data in the graph shown is taken from the last 7 day period allowing you to chart:

→ Clicks
→ Impressions
→ Total Spending
→ eCPM

Please note that to the top left of the graph, different data can be selected and displayed:

→ Banners
→ Pop-under
→ Pre-roll
→ Native
→ Total Spending
→ Banner Impressions
→ Banner Clicks

Make use of the Global Figures Row

Quickly compare and monitor the performance of different elements relating to your campaigns. See where elements have risen or dropped, take that decision and make the necessary changes to optimize your campaigns.

You're a Star

Congratulate your top ranked campaigns ; Give them a star!
Allow yourself to highlight campaigns and find them quicker as the rankings change over the course of time.

Ranked Statistics

Remember that all columns are ranked in order of performance. Are you noticing a drop in certain areas? Does greater emphasis need to be brought to other areas? Make use of these rankings for Campaigns, Zones, Countries or Devices and change patterns that are not working for you!

We will keep improving the dashboard to become more user friendly. Please share your feedback with your Account Manager

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