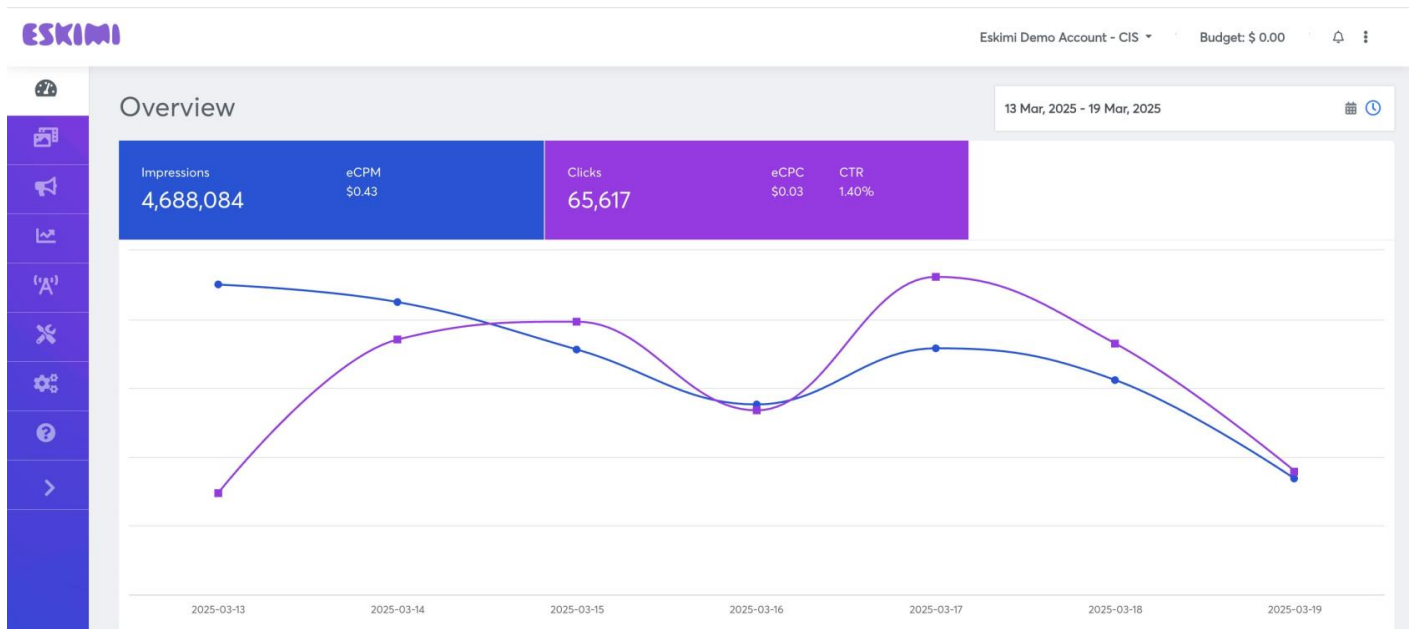


Dashboard overview page

The **Eskimi DSP Dashboard** is a centralized view where advertisers can monitor and analyze their campaign performance over a selected period. It provides an aggregated summary of key campaign metrics, helping users track ad spend, impressions, clicks, and conversions in both **numerical and graphical formats**.

This dashboard enables advertisers to:

- Assess campaign effectiveness at a glance.
- Identify trends and patterns based on historical data.
- Compare multiple campaigns within the same timeframe.
- Access deeper insights for optimization and strategic adjustments.



How to Use the Dashboard?

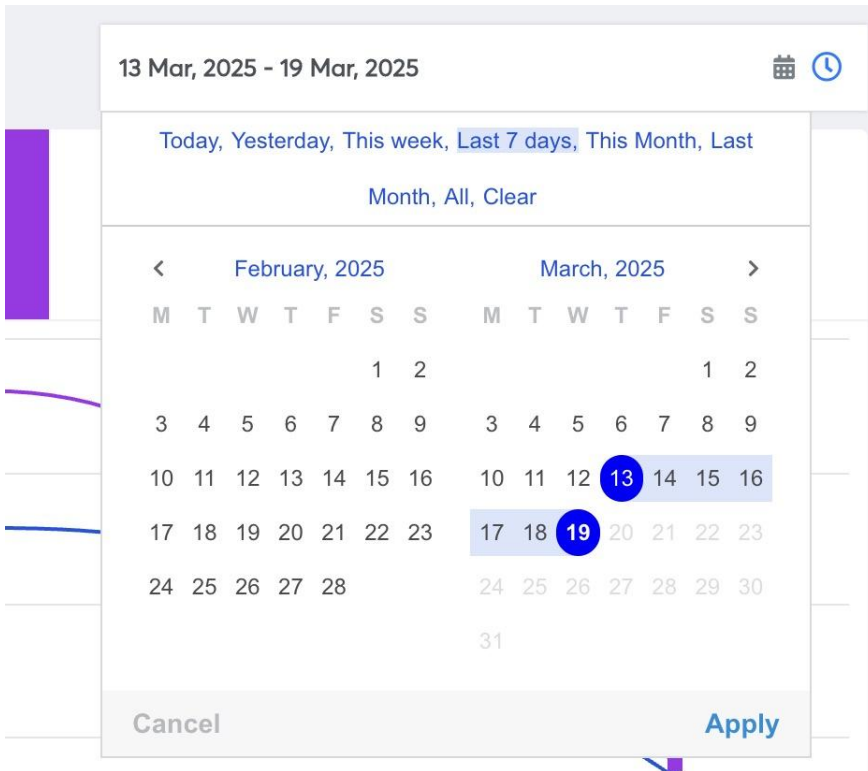
1. Selecting the Time Period

The **Eskimi DSP Dashboard** allows you to filter data based on a specific time range:

- Locate the **time selection drop-down menu** in the **top-right corner** of the page.
- Choose from pre-set time ranges (e.g., Today, Last 7 Days, Last 30 Days) or select a **custom date range**.

- Click **Apply** to refresh the data accordingly.

By adjusting the time filter, advertisers can focus on short-term or long-term campaign performance and identify seasonal trends.



2. Understanding the Dashboard Metrics

At the top of the dashboard, key **performance indicators (KPIs)** are displayed in numeric format, including:

- **Total Spend** – The amount spent on campaigns within the selected period.
- **Impressions** – The total number of times ads were displayed.
- **Clicks** – The number of times users interacted with the ads.
- **Conversions** – The number of desired actions completed (e.g., purchases, sign-ups, or downloads).

Visualizing Performance: Below the numeric KPIs, a **graphical representation** of the data helps identify trends over time.

- Hovering over the **data points** reveals precise values for impressions, clicks, and conversions on specific dates.
- The graph updates dynamically when the time range is changed, making it easy to track performance fluctuations.

- Scrolling further provides **detailed visual reports** with additional breakdowns for deeper analysis.



3. Active Campaigns Overview

Directly beneath the main dashboard metrics, a **list of all active campaigns** is displayed. This section provides advertisers with a **quick overview of individual campaign performance**.

Key features of the Active Campaigns list:

- Each campaign's **spend, impressions, clicks, and conversions** are displayed.
- Clicking on a **campaign name** redirects users to its **detailed Report page**, where more granular insights can be accessed.
- Users can compare performance across multiple campaigns to determine which strategies are working best.

Campaigns								🔍 Search
ID	Campaign	Impressions	Reach	Clicks	CTR	CPM	CPC	Spent
25	Eskimi Rich Media Campaign	720,851	576,682	7,664	1.06%	\$0.57	\$0.05	\$411.82
24	Eskimi Video Campaign	1,192,034	905,946	3,705	0.31%	\$0.36	\$0.12	\$434.41
23	Eskimi Banner Campaign	587,850	446,767	4,531	0.77%	\$0.39	\$0.05	\$228.44
22	Eskimi VAST Video Campaign	63,189	50,552	116	0.18%	\$6.80	\$3.70	\$429.69
21	Eskimi Native Campaign	2,124,160	1,570,222	49,601	2.34%	\$0.23	\$0.01	\$496.01

4. Additional Insights & Performance Breakdown

Further down the dashboard, advertisers can access **in-depth performance analysis**, including:

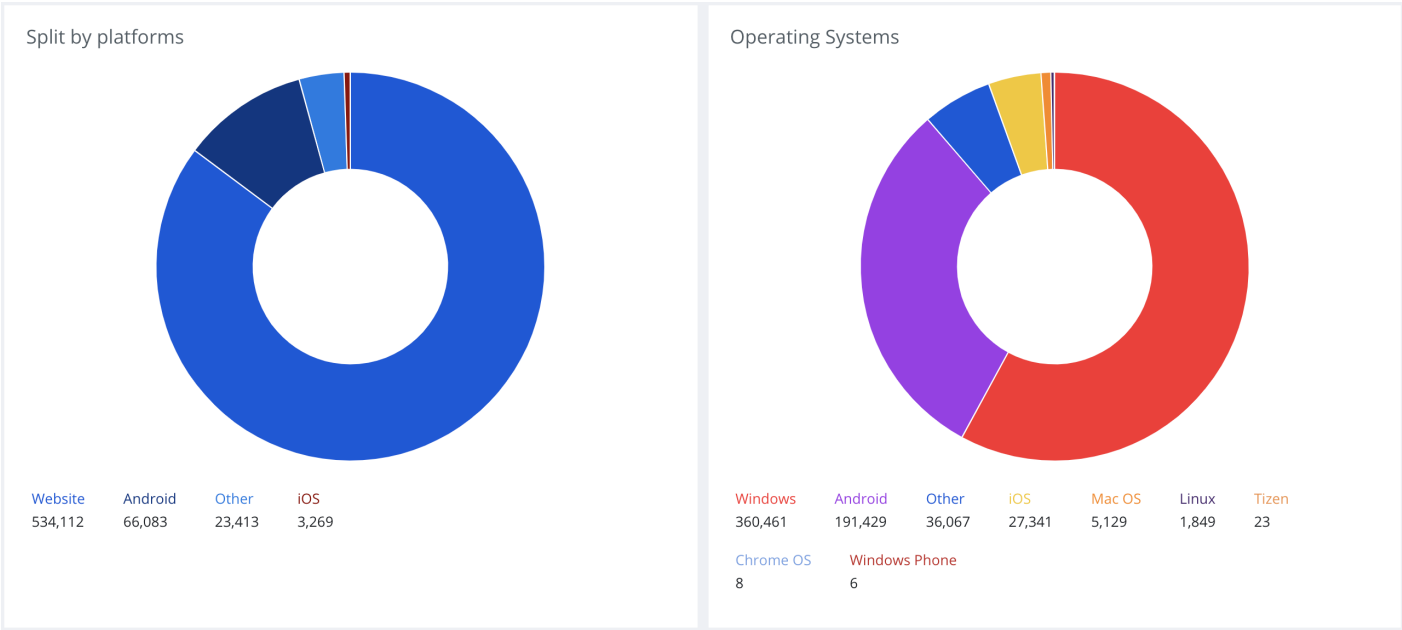
✓ Best-Performing & Worst-Performing Ads

- Displays a ranked list of **top and low-performing ads** based on engagement, conversion rates, and other key metrics.
- Helps advertisers identify **creative elements** that resonate best with their audience.

Best performing ads						Worst performing ads					
ID	Name	Type	Size	CTR	↓	ID	Name	Type	Size	CTR	↑
21	Eskimi Native Campaign		1200x627	2.33%		24	Eskimi Video Campaign		300x250	0.16%	
24	Eskimi Video Campaign		1024x768	1.69%		22	Eskimi VAST Video Campaign		1024x768	0.18%	
23	Eskimi Banner Campaign		300x600	0.88%		25	Eskimi Rich Media Campaign		300x250	0.47%	
23	Eskimi Banner Campaign		300x250	0.75%		23	Eskimi Banner Campaign		300x250	0.75%	
25	Eskimi Rich Media Campaign		300x250	0.47%		23	Eskimi Banner Campaign		300x600	0.88%	

✓ Platform & Operating System Distribution

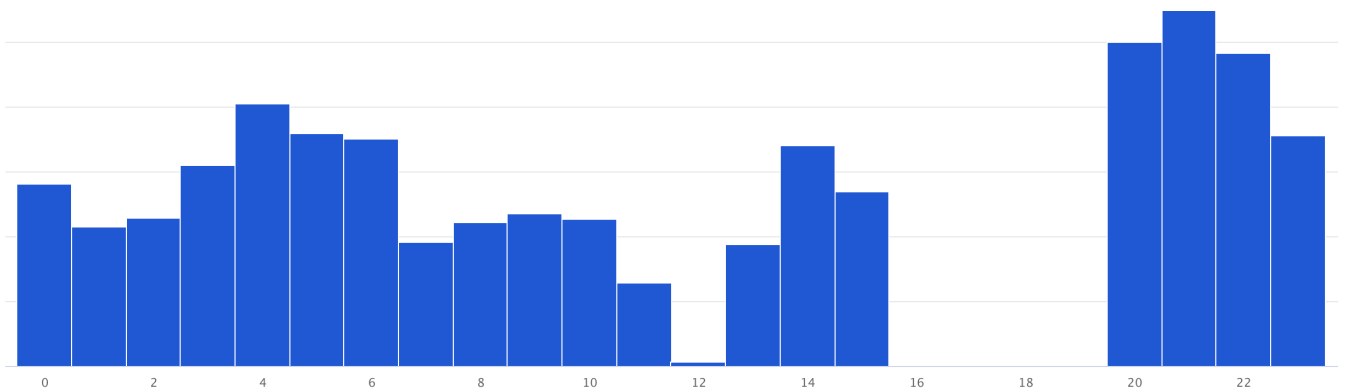
- Shows which **devices and platforms** (mobile, desktop, tablet) are driving the most engagement.
- Breaks down performance by **operating system** (Android, iOS, Windows, etc.), allowing advertisers to optimize for the best-performing environments.



✓ Delivery Map (By Hour or Weekday)

- A heatmap visualization displaying when ads **receive the most impressions and interactions** throughout the day or week.
- Helps advertisers optimize **ad scheduling** and budget allocation based on peak performance times.

Delivery map by hour



Why Use the Eskimi DSP Dashboard?

The **Eskimi DSP Dashboard** is a powerful tool for **campaign monitoring and optimization**. By providing **real-time insights and historical data**, it enables advertisers to:

- ☐ Make data-driven decisions for better performance.
- ☐ Identify trends and adjust campaign strategies accordingly.
- ☐ Optimize ad placements, budgets, and targeting based on detailed reports.

By leveraging the **Eskimi DSP Dashboard**, advertisers can **improve efficiency, maximize ROI, and refine their digital advertising strategies** with ease. ☐

Revision #9

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Updated 19 March 2025 14:05:43 by Malika Kazhibekova