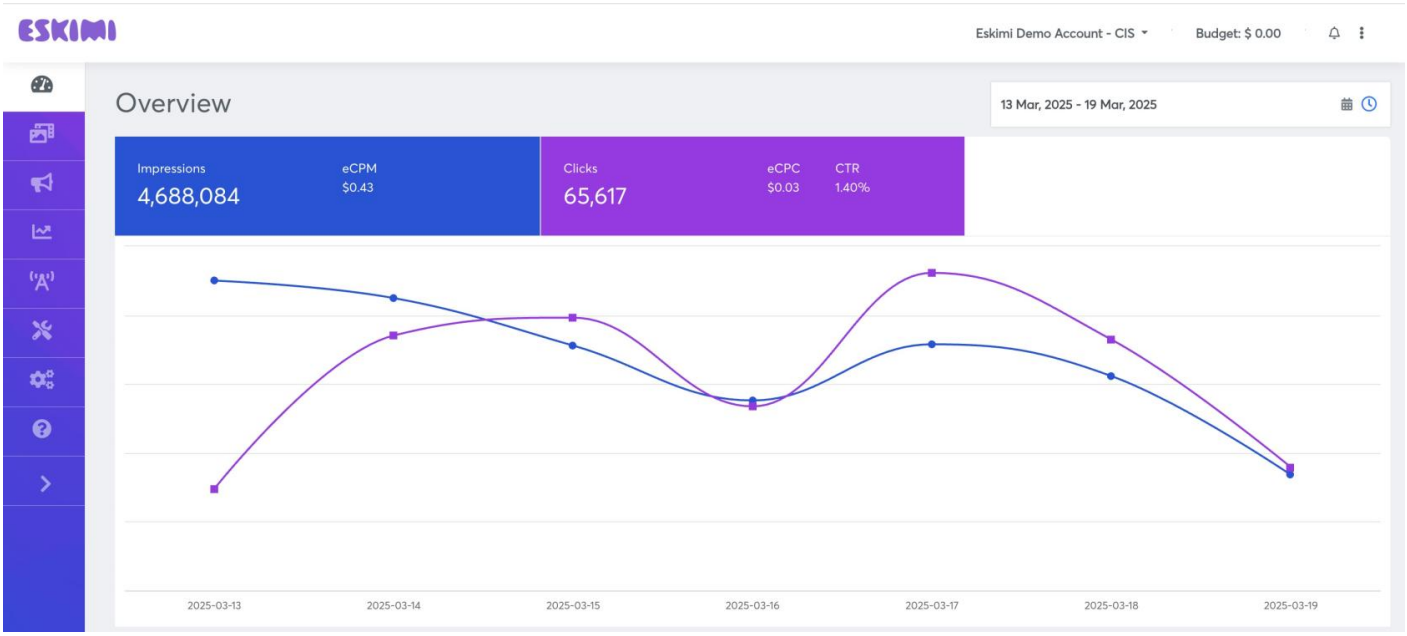
Dashboard Overview Page

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.



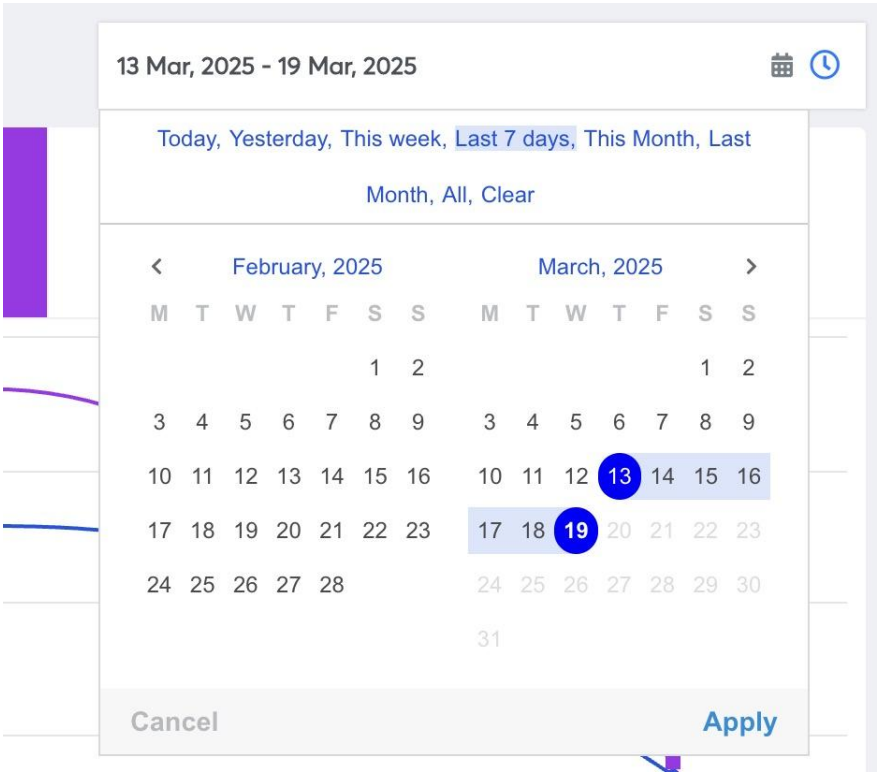
How to Use the Dashboard?

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:

- **Impressions**, **eCPM** and **Win rate** – how many times ads were shown, the effective cost per thousand impressions, and the share of bids won.
- **Clicks**, **eCPC** and **CTR** – how many times users clicked the ads, the effective cost per click, and the click-through rate.
- **Conversions**, **eCPA** and **Win rate** – the number of desired actions completed (e.g., purchases, sign-ups, or downloads) and the effective cost per action.

Spend is shown per campaign in the Campaigns table below.

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. Campaigns Overview

Directly beneath the main dashboard metrics, the **Campaigns** table lists the campaigns that delivered in the selected period. This section provides advertisers with a **quick overview of individual campaign performance**.

Key features of the Campaigns table:

- Each campaign's **bids, impressions, win rate, reach, clicks, CTR, visits, engaged sessions, conversions and spend** 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

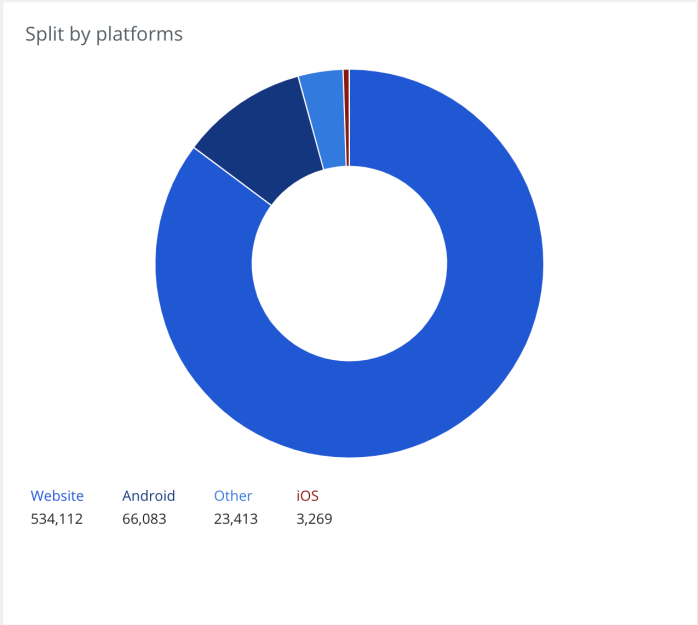
ID	Name	Type	Size	CTR
21	Eskimi Native Campaign		1200x627	2.33%
24	Eskimi Video Campaign		1024x768	1.69%
23	Eskimi Banner Campaign		300x600	0.88%
23	Eskimi Banner Campaign		300x250	0.75%
25	Eskimi Rich Media Campaign		300x250	0.47%

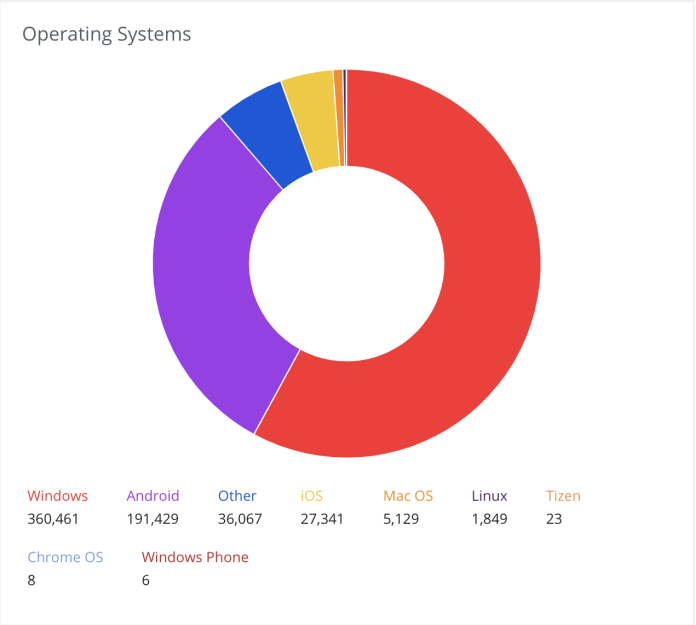
Worst performing ads

ID	Name	Type	Size	CTR
24	Eskimi Video Campaign		300x250	0.16%
22	Eskimi VAST Video Campaign		1024x768	0.18%
25	Eskimi Rich Media Campaign		300x250	0.47%
23	Eskimi Banner Campaign		300x250	0.75%
23	Eskimi Banner Campaign		300x600	0.88%

Platforms, Block Metrics, Environments and Operating Systems

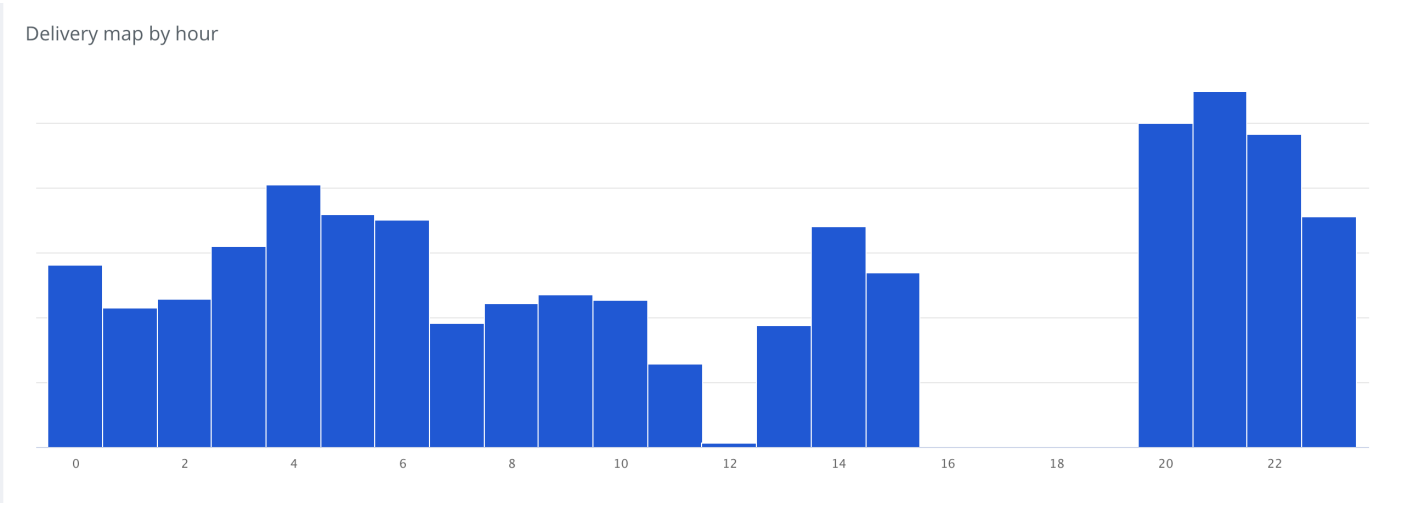
- **Platform** – performance per ad exchange: bids, impressions, win rate, reach, viewability, frequency, clicks, CTR and spend.
- **Block metrics** – how many bids were filtered per exchange, e.g. by anti-fraud checks, predicted-viewability optimisation or a bid that is too low. See Campaign Blocking Reasons .
- **Split by platforms** – impressions by environment: Website, Android and iOS.
- **Operating Systems** – impressions by operating system (e.g. macOS, iOS, Android, Windows), 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.



Why Use the Eskimi DSP Dashboard?

The **Eskimi DSP Dashboard** is a powerful tool for **campaign monitoring and optimization**. By providing **up-to-date 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 #15
Created 16 December 2020 10:26:04
Updated 8 November 2026 14:30:22 by Roberta Karpoviciute