Campaign Optimisation

Basic campaign optimisation flow

- Campaign Optimisation by App/Site

Campaign Optimisation by App/Site

Steps how to do it:

1. Press the three dots on the campaign you want to optimize.
2. Select **Targeting Optimisation**.
3. Change the filter to optimise by **App/Site Name**.
4. Choose a period.
5. Press **Search**.

By following the mentioned steps you will see this table. There is an option to filter out by concrete app/site names on the right corner. The optimisation could be done by turning off app/sites that are not performing based on the secondary KPIs (viewability/ CTR and etc.)

Action column meanings:

- Play (red) - The site/app is not bidding and user can start bidding on this site/app by clicking on the play icon
- Pause (green) - The site/app is bidding and user can stop bidding on this site/app by clicking on the pause icon



ID	App/site name	Exchange	Campaign	ds	Impressions	Win rate	Views	Viewability	Clicks	CTR	ER (Engagement rate %)	Visits	CVR	Engaged Sessions	SR	Conversions	CR	Actions
181106443	lrytas.lt	Adyoulike	247998	,941	30,466	66.32%	24,278	79.69%	0	0.00%	0.01%	0	0.00%	0	0.00%	0	0.00%	
173115303	viber.com	Index Exchange	247998	0,489	15,441	9.62%	14,683	95.09%	3	0.02%	0.03%	0	0.00%	0	0.00%	0	0.00%	
187817422	lrytas.lt	Xandr	247998	,202	15,067	67.86%	12,667	84.07%	0	0.00%	0.01%	0	0.00%	0	0.00%	0	0.00%	
187052474	skelbiu.lt	Xandr	247998	,207	14,163	41.40%	12,477	88.10%	2	0.01%	0.02%	0	0.00%	0	0.00%	0	0.00%	
174491457	skelbiu.lt	Eskimi standard	247998	,869	12,841	40.29%	10,139	78.96%	1	0.01%	0.02%	0	0.00%	0	0.00%	0	0.00%	
187052473	skelbiu.lt	Equativ	247998	,096	8,162	36.94%	6,388	78.27%	1	0.01%	0.09%	0	0.00%	0	0.00%	0	0.00%	
180508512	lrytas.lt	Xandr	247998	,499	8,030	55.38%	5,824	72.53%	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	
187056760	skelbiu.lt	OneTag	247998	153	7,162	64.22%	5,259	73.43%	1	0.01%	2.15%	0	0.00%	0	0.00%	0	0.00%	
168667945	autogidas.lt	Equativ	247998	443	6,292	66.63%	4,815	76.53%	2	0.03%	0.16%	0	0.00%	0	0.00%	0	0.00%	
174667206	skelbiu.lt	Magnite DV+	247998	,093	6,272	36.69%	4,217	67.24%	3	0.05%	4.19%	0	0.00%	0	0.00%	0	0.00%	
182640321	raskakcija.lt	OpenX	247998	,519	5,958	30.52%	4,384	73.58%	2	0.03%	1.12%	0	0.00%	0	0.00%	0	0.00%	

For the advanced filter on the campaign optimisation page, see Advanced Filter in Campaign Optimisation.