

# Campaign Optimisation

Basic campaign optimisation flow

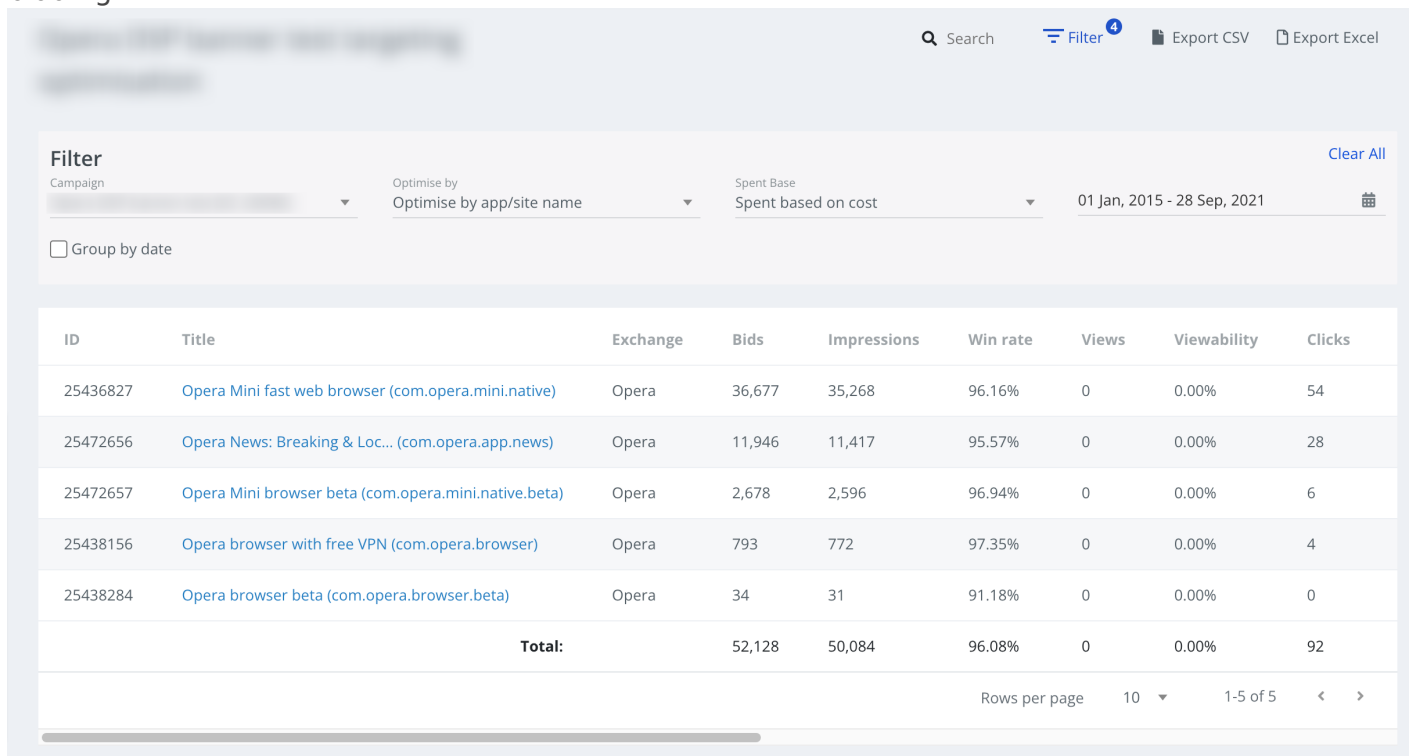
- [Campaign optimisation using app/site](#)

# Campaign optimisation using app/site

We can optimise the campaign using app/sites.

How to do it ?

At first navigate to Tools -> Optimisation -> change the filter called "Optimise by" to "Optimise by app/site name". After coming to this page user will find the site/apps where the campaign is bidding.



The screenshot shows a web interface for campaign optimisation. At the top, there are buttons for Search, Filter (with a blue badge showing '4'), Export CSV, and Export Excel. Below this is a 'Filter' section with several dropdown menus: 'Campaign' (with a dropdown arrow), 'Optimise by' (set to 'Optimise by app/site name'), 'Spent Base' (set to 'Spent based on cost'), and a date range '01 Jan, 2015 - 28 Sep, 2021' with a calendar icon. There is also a 'Clear All' link and a checkbox for 'Group by date'. Below the filter section is a table with the following data:

ID	Title	Exchange	Bids	Impressions	Win rate	Views	Viewability	Clicks
25436827	<a href="#">Opera Mini fast web browser (com.opera.mini.native)</a>	Opera	36,677	35,268	96.16%	0	0.00%	54
25472656	<a href="#">Opera News: Breaking &amp; Loc... (com.opera.app.news)</a>	Opera	11,946	11,417	95.57%	0	0.00%	28
25472657	<a href="#">Opera Mini browser beta (com.opera.mini.native.beta)</a>	Opera	2,678	2,596	96.94%	0	0.00%	6
25438156	<a href="#">Opera browser with free VPN (com.opera.browser)</a>	Opera	793	772	97.35%	0	0.00%	4
25438284	<a href="#">Opera browser beta (com.opera.browser.beta)</a>	Opera	34	31	91.18%	0	0.00%	0
Total:			52,128	50,084	96.08%	0	0.00%	92

At the bottom of the table, there is a 'Rows per page' dropdown set to '10', and a pagination indicator '1-5 of 5' with left and right arrows.

If the user scrolls to right user will get few icons, there are three types of icon now.

- Circle - The site/app is not bidding and it is not possible to start bidding on this site/app from the optimisation page
- Play - The site/app is not bidding and user can start bidding on this site/app by clicking on the play icon
- Pause - The site/app is bidding and user can stop bidding on this site/app by clicking on the pause icon

Video on how to use campaign optimisation:

<https://www.youtube.com/embed/PrUYWQsfgRI>