

Campaign Optimisation

Basic campaign optimisation flow

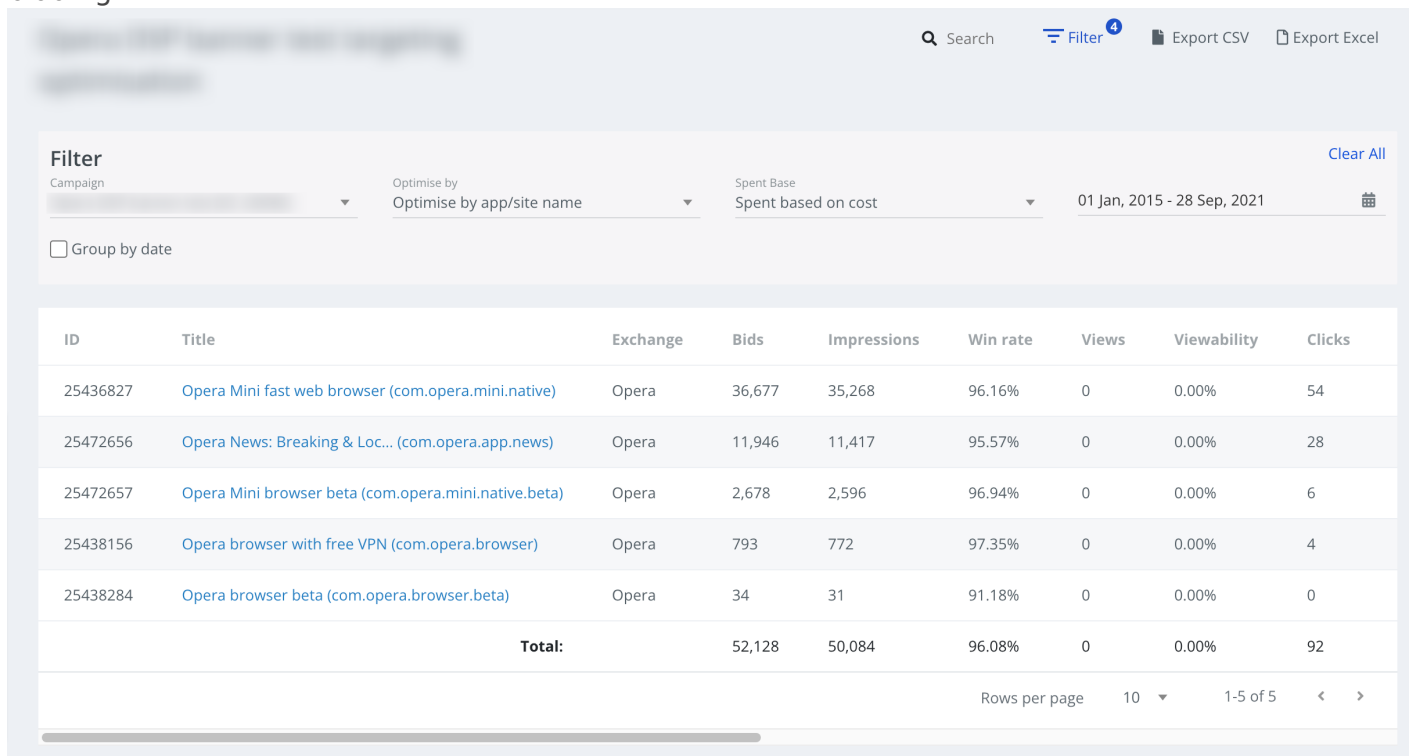
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Campaign optimisation using app/site

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' (set to 'Opera'), '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'. There is also a 'Clear All' link and a 'Group by date' checkbox. The main part of the interface is a table with the following columns: ID, Title, Exchange, Bids, Impressions, Win rate, Views, Viewability, and Clicks. The table contains five rows of data for Opera-related apps, followed by a 'Total' row. At the bottom right, there is a 'Rows per page' dropdown set to '10' and a pagination indicator '1-5 of 5'.

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

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>