

Campaign Optimisation

Basic campaign optimisation flow

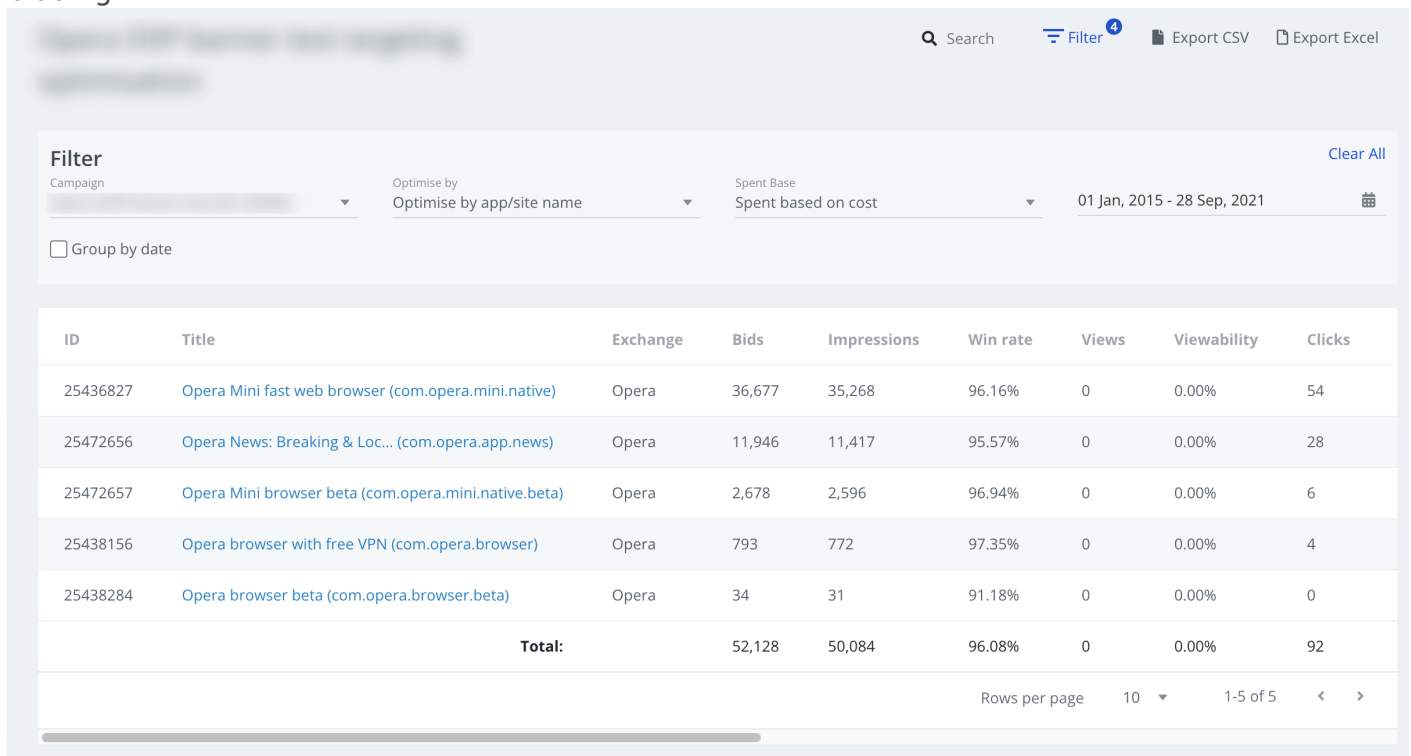
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Campaign optimisation using app/site

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 links 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' with left and right arrows.

| 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 |

Rows per page 10 1-5 of 5 < >

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>