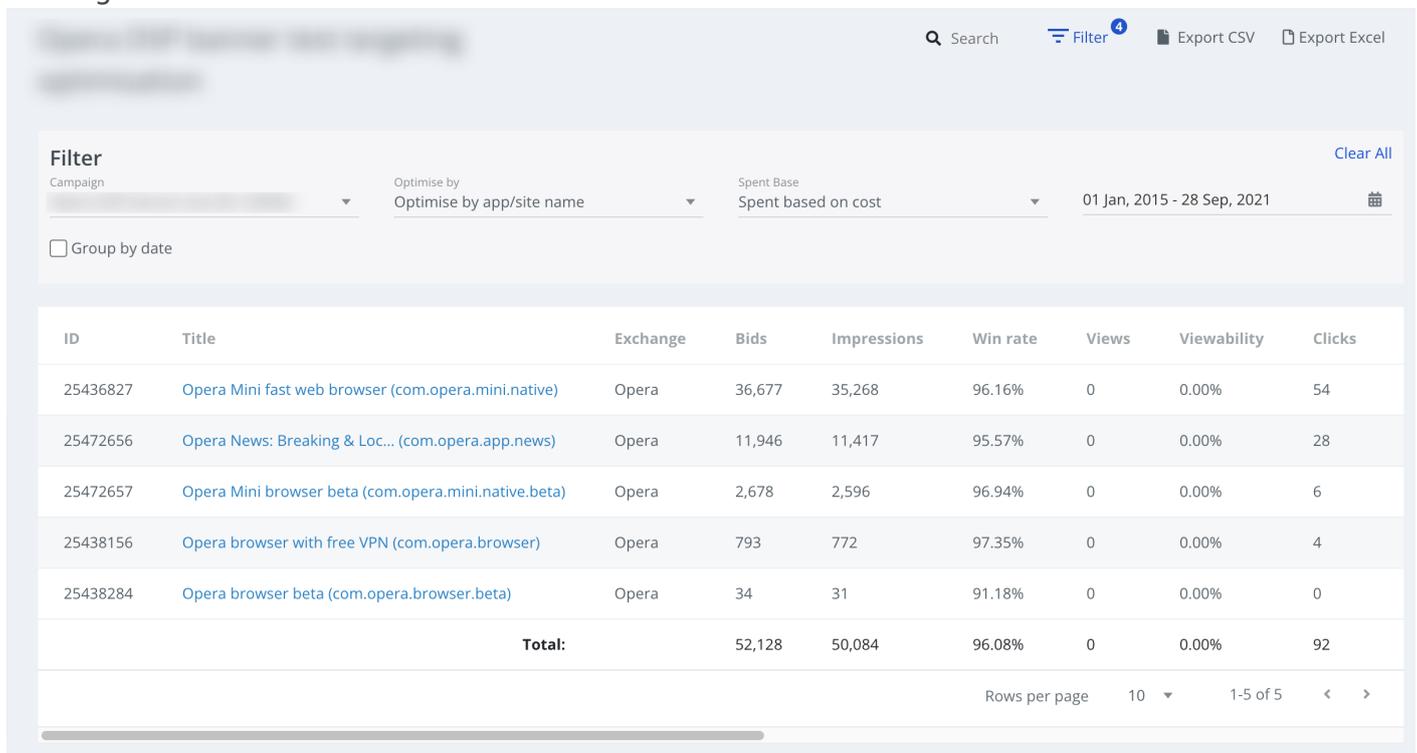


# Campaign optimisation using app/site

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 campaign optimisation interface. At the top right, there are options for Search, Filter (with a blue notification bubble), Export CSV, and Export Excel. Below this is a filter section with a 'Filter' dropdown, 'Optimise by' set to 'Optimise by app/site name', 'Spent Base' set to 'Spent based on cost', and a date range of '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 data:

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
<b>Total:</b>			52,128	50,084	96.08%	0	0.00%	92

At the bottom right of the table, there are controls for 'Rows per page' (set to 10) and '1-5 of 5' with navigation 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>

---

Revision #2

Created 28 September 2021 07:35:14 by Hasnain Shahriar

Updated 25 April 2024 06:59:30 by Hasnain Shahriar