



User's Manual

08-06-2022

www.gemius.com

Table of Contents

1. Introduction.....	6
1.1 Main features of the ad serving system.....	6
1.2 Technical potential of the system for measuring campaign effectiveness.....	7
2. Advertisers, agencies and salespersons.....	9
2.1 Advertisers.....	10
2.1.3 Adding and editing advertiser information.....	10
2.1.4 Period reports.....	11
2.2 Agencies.....	11
2.2.3 Adding and editing agency information.....	11
2.3 Salespersons.....	12
2.4 Additional rights for advertisers, agencies and salespersons.....	15
3. Publishers, categories.....	16
3.1 Publishers.....	16
3.1.3 Adding and editing publisher information.....	16
3.2 Categories.....	17
3.2.3 Adding and editing categories.....	18
4. Advertising space.....	19
4.1 Creating ad space: nodes, placements, Master-Slave configuration.....	19
4.1.3 Administration of publisher advertising space.....	20
4.1.4 Description of the advertising space editing view.....	21
4.1.5 Adding nodes and placements.....	22
4.1.6 Downloading placement codes.....	23
4.1.8 Statistics of placements and the collision interface.....	24
4.1.9 Status of a placement/node/publisher.....	24
4.2 Placements codes.....	25
4.2.3 Setting up the configuration.....	25
4.2.4 Installing placement codes in web page content.....	28
4.2.4.1 Regular placement codes.....	28
4.2.4.2 Master-Slave codes.....	28

4.2.4.3	Impression scripts.....	29
4.2.4.4	AMP codes.....	29
4.2.4.5	Iframe placement codes.....	29
4.2.4.6	Prebid adserver codes.....	29
4.2.5	Advanced placement code configuration.....	29
4.2.6	Limitations for mode:"new".....	32
4.2.7	On demand re-loading of creatives.....	32
4.2.8	Examples for using keywords and numerical targeting.....	33
4.2.9	The order of loading creatives.....	34
4.2.10	Creatives using external file.....	34
4.2.11	Detection of Flash version for the creative code.....	34
5.	Reports.....	35
5.1	Period Reports.....	35
5.1.3	Adding new period reports.....	35
5.1.4	Defining sections.....	37
5.2	Summary Reports.....	40
6.	Campaign management.....	41
6.1	Defining campaigns.....	43
6.1.3	Adding or editing campaigns.....	43
6.1.4	Defining creatives.....	51
6.1.2	Guidelines concerning the contents of appended external scripts.....	55
6.1.3	Copying creatives.....	55
6.1.5	The Media files tab.....	56
6.1.6	Selecting advertising space for the campaign.....	57
6.1.7	Defining the campaign plan.....	60
6.1.8	Orders.....	61
6.1.9	Cappings.....	74
6.1.10	Global cappings.....	79
6.1.11	Targetings.....	81
6.1.12	Surround orders.....	93
6.1.13	Publisher-based ad delivery.....	94
6.1.14	eCPM and Best Performing optimisation.....	99

6.2	Live Preview	105
6.2.3	The principles behind LivePreview	105
6.2.4	Activation of LivePreview	105
6.2.5	Turning off LivePreview	108
7.	Creating and using exclusions	108
7.1	General information about exclusions	108
7.2	Defining and editing exclusions.....	109
7.2.3	Defining “group with group” exclusions	109
7.2.4	Defining “mutual” exclusions	111
7.2.5	Managing existing “group with group” and “mutual” exclusions.....	111
7.2.6	Defining self-exclusions	112
8.	Inventory module.....	112
8.1	Inventory Module Overview	113
8.2	Impressions tab	114
8.3	Reach tab.....	115
8.4	All tab.....	116
8.5	Data table	116
9.	Statistics	118
9.1	About statistics in general	118
9.2	User and impression prediction.....	123
9.3	Real time statistics	123
9.4	Impression attempts	124
9.5	Setting limits based on selected indicators.....	125
9.6	Definition of statistics	127
9.7	Viewability & Dwell.....	127
9.7.1	How to enable measurement in creatives.....	127
9.7.2	Viewability & Dwell API	128
9.7.3	Simple template creatives.....	129
9.7.4	Non-JavaScript creatives (XML for Video/Applications etc.).....	130
9.7.5	How to measure ads viewability	132
10.	Creative templates	132
10.1	Defining creative templates	132

- 10.1.3 The template edition view..... 133
- 10.1.4 Setting up macros for the template code..... 133
- 10.2 Definition of creatives via creative templates 136
- 11. Appendices 137
 - 11.1 Appendix A – AddSpace interface..... 137
 - Instruction..... 137
 - 11.2 Appendix B – Best Performing and eCPM algorithm..... 141
 - 11.2.3 Description of the algorithm..... 142
 - 11.2.4 Algorithm example 142
 - 11.3 Appendix C – Using third party ad server tags in AdOcean..... 143
 - 11.4 Adding click tracking to AdOcean impression scripts in third party ad servers 143

1. Introduction

This manual is aimed to describe how to plan, deliver and monitor online advertising campaigns with the AdOcean ad server. In this first section you can find a quick overview of the main features of serving ads and measuring campaign efficiency.

1.1 Main features of the ad serving system

The AdOcean advertisement serving system has the potential for reaching a particular target group by a campaign in the most effective way. An advertisement is delivered on the basis of defined impression plans and impressions are verified every hour. The system automatically corrects the plan so that creatives are delivered evenly and as effectively as possible, taking into consideration special priorities and weights, if such were also set.

The main possibilities for planning online campaigns in AdOcean:

- AdOcean system allows the definition of any number of impression orders combining creative-placement pairs for any advertising campaign.
- For every campaign or order it is possible to set different priorities before or even after taking an impression plan into effect.
- Every campaign or order may have (within full hours) any impression time defined – e.g. you may define advertisement delivery on the following conditions: only once a week between 12.00 and 13.00, only at weekends or only on working days. AdOcean uses Central European Time (CET or UTC+01) by default, but other time zones are also available in the system on request.
- Every order in a campaign may be suspended and resumed, regardless of other orders, either pending or ongoing.
- It is possible to receive reports on impression progress which are generated automatically once every 24 hours.
- Campaigns may be directed at users a definite number of times within campaign duration, during a month, week or day (for example a creative is to be shown 3 times a week per user).
- Campaign may be targeted to certain geographical locations – only to users from a particular country, province or city (depending on the available data for a given country).
- Campaigns or particular orders may be targeted to certain IP addresses, host names or ISPs (Internet Service Providers).
- Campaigns may be targeted to users of certain operating systems or browsers.
- Creatives may be delivered to users who use monitors of a particular screen resolution.
- There is a possibility of rotating a particular order's creatives according to a specified cycle or sequence. In addition, there is a "BestPerforming" option available which allows for delivering creatives with the highest effectiveness (e.g. creatives with the highest CTR) after an initial period.
- It is possible to determine the maximum number of impressions for aggressive creatives to a single user (cookie), taking into account the whole advertising space.
- It is possible to define advertising space in such a way that creatives displayed on a particular web page depend on each other (e.g. Billboard_1 will be displayed together with SkyScraper_1 only) – this is the so-called "Surround" order.
- Advertising creatives can be displayed with the use of certain keywords (retrieved from a search engine or tags on video content and inserted into AdOcean placement codes).
- There are no limits regarding the form of creatives that can be displayed. The delivery system serves all types of Rich Media creatives and video creatives.

- For some types of creatives, defined as JavaScript code, there are creative templates which allow to retrieve a complete creative just by setting some missing elements (paths to files). You may also create your own templates and use the function of copying creative forms.
- It is possible to integrate creative servers in AdOcean interface. This makes it possible to upload creative files (flash, HTML5, flv, etc.) on any http server with the use of AdOcean, what greatly facilitates the definition of campaigns and ensures the correct definition of the creatives.
- Advertising space may be represented in the same way as a portal is (by organizing placements into a hierarchical tree structure), or in case of advertising agencies into particular websites. It simplifies administration of the advertising space.
- Every advertiser has its own login that provides access to their campaign statistics and makes it possible to track any campaign's progress in the real-time.
- There are also agency accesses – an agency can see all the campaigns of its advertisers under its own account.

1.2 Technical potential of the system for measuring campaign effectiveness

As far as measuring of campaign effectiveness is concerned, AdOcean has been integrated with the advanced gemiusDirectEffect study by Gemius S.A., an established and tested tool on numerous markets in the CEE region. This integration allows the system to obtain the highest possible quality in presenting the results advertising campaigns.

The gemiusDirectEffect study makes it possible to measure effectiveness of the ongoing campaigns in many respects:

- measure the number of actual impressions delivered in accordance with IAB Europe guidelines,
- measure the number of users who were exposed to the campaign,
- measure the number of clicks on creatives and the number of users who clicked on the creative,
- measure successful clicks, i.e. the conversion to the advertised web page (requires integration with Prism study),
- measure any number of post-click or post-view actions taken by users on the advertised website,
- measure the effective frequency of delivering advertisements,
- geographical information about the users, divided into provinces/counties and also into cities (depending on the quality of available geolocational information for a given country),
- technical parameters of users who have been exposed to the advertisement (browser, operating system, etc.),
- relation between clicks and effective frequency of advertisement delivery.

All scope of the indicators are being measured in an uniquely short time – data are available on-line with a two-hour delay. For each campaign it is also possible to export data to CSV files or download a professional report in PDF format.

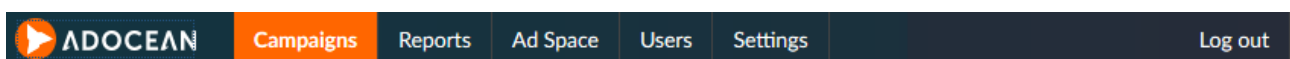


Fig. 1 The main menu in AdOcean interface

The following steps are required to define a campaign to deliver advertisements and count statistics:

1. Define the advertising space for the new campaign if it does not exist yet, you can do it in the “Ad Space” menu.
2. If the advertiser of a new campaign is running that campaign through an agency and the agency does not exist in your account yet, then go to “Users” menu and define it.
3. If the advertiser of a new campaign does not exist in your account yet, then go to “Users” menu and define it.
4. Go to “Campaigns” menu and add a new campaign.
5. Set the advertiser, campaign duration, priority and other properties of the campaign in the “Properties” tab.
6. Define creatives in the “Creatives” submenu.
7. Choose the advertising space for delivering ads in the “Ad Space” submenu.
8. Define a delivery plan in the “Plan” submenu:
 - a) define orders,
 - b) define cappings (optional),
 - c) define targeting (optional).
9. End editing and resume the campaign.

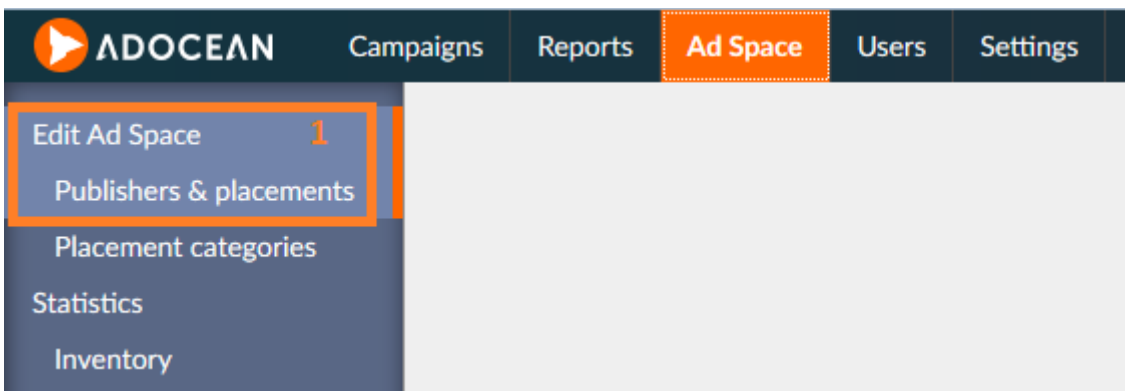


Fig. 2 Submenu for Ad Space definition



Fig. 3 Submenu for Users definition

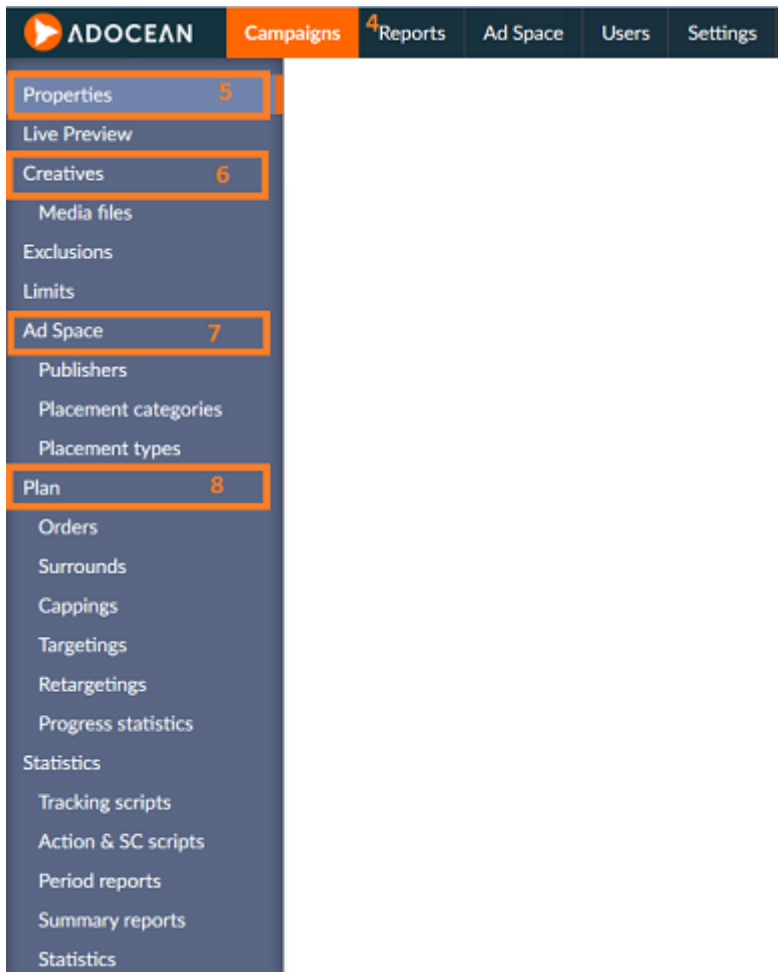


Fig. 4 Submenus of a selected campaign

All of the above steps are described in details in the next sections of this manual.

2. Advertisers, agencies and salespersons

AdOcean offers different access types to the system, which control what users can access in the system and what is hidden for them. The access types in AdOcean are:

- Advertisers,
- Agencies,
- Publishers,
- Salespersons.

Publishers are very different from the other user types and their tasks are so unique that they are described separately, in the next section of the manual.

Any agency or direct advertiser, who advertises on your website(s), may have access to the AdOcean interface to monitor their own campaigns. When you create a new agency or advertiser access, you


also define a login name and password for it that you can send to the agency or the advertiser, letting them check on their campaigns' progress in real time.



Salespersons are such users, who have access to only statistics but not trafficking (i.e. managing campaign settings or define new campaigns). Moreover, salespersons might also be restricted to work with only a certain set of advertisers and not all of them. This access type is useful if there is a sales team in your company, where advertisers are delegated to different persons and you need to keep control over their access to campaign statistics of the various advertisers.

2.1 Advertisers

You need to set the advertiser of your campaigns in AdOcean in order give access to campaign statistics for your clients. An advertiser is basically one of your clients, who bought placements (spots on your website) to deliver advertisements there. Advertisers can access statistics of their campaigns by going to the AdOcean website and entering the login and password, which were set before by an administrator of the AdOcean account, at the top of the page in the login form.

2.1.3 Adding and editing advertiser information

In order to add a new advertiser you should go to “Advertiser” tab in Users” mainmenu and then click on the  icon . When you enter the name, login, password, optionally assign the advertiser to one or more agencies (information about defining agencies can be found in section: [Adding and editing agency information](#)), enter your comment and click “add”.

 There might be a case when an advertiser is using the services of different agencies for different campaigns at the same time, and each campaign of that particular advertiser must be seen by the appropriate agency in the AdOcean interface. Of course, it depends on which agency is planning and managing the execution of a particular online campaign for the advertiser. The solution for such case is that you assign all the different agencies to the same advertiser and then, during the definition of a campaign, you will be able to assign the advertiser with the proper agency connection to the campaign. To add several agencies to an advertiser all you need to do is select the agency from the “Agency” drop-down list and click on the “add” button next the to list, then do the same with every other agency which you would like to connect to the advertiser. If you add an agency by mistake, you can remove it by clicking the .

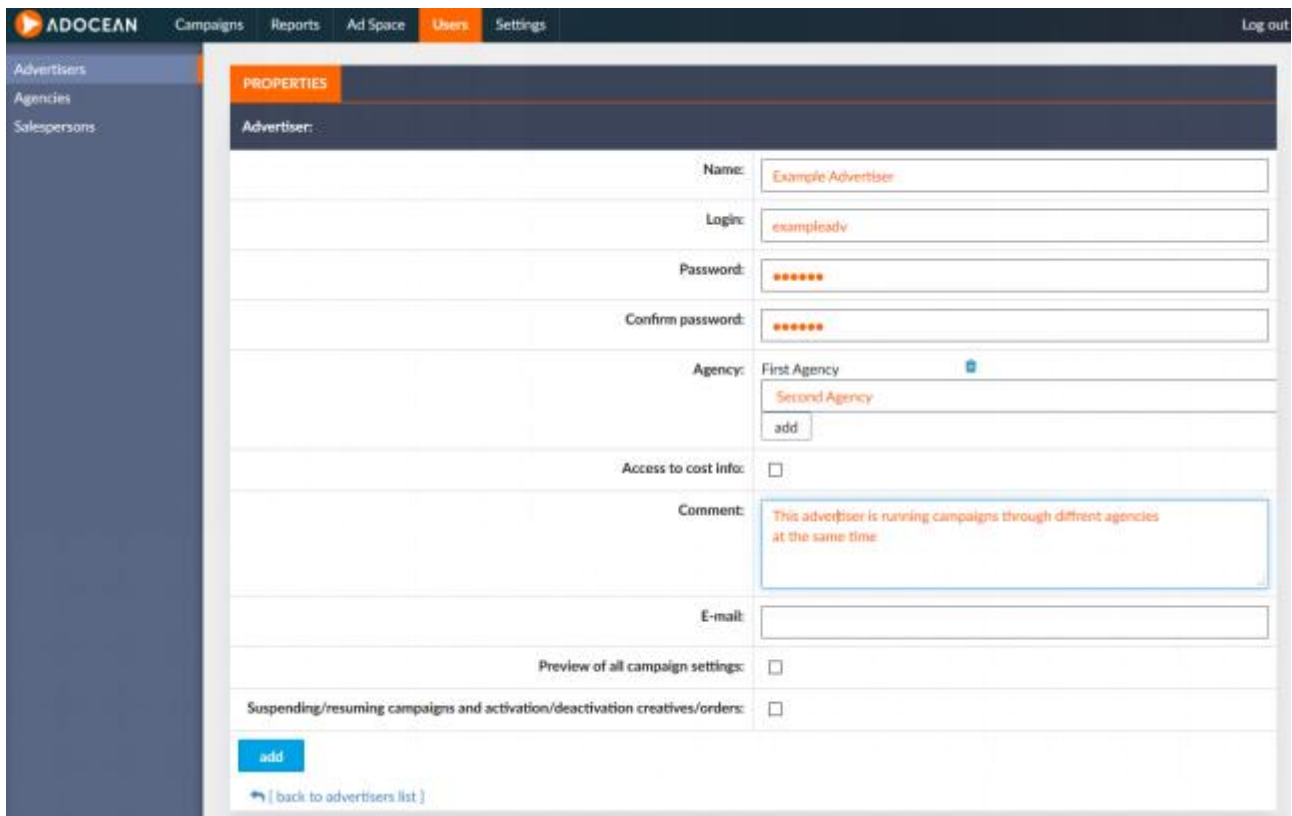


Fig. 5 Defining a new advertiser

In a similar way you may also edit an existing advertiser’s data. To do so, select an advertiser from the list of advertisers (click on its name), enter your changes then at the end click on the “accept” button to save your modifications or you may delete a particular advertiser by pressing “delete”. It is possible to delete an advertiser only if no campaign is defined for them in the system.


2. 1. 4 Period reports

In order to receive reports on campaigns of a particular advertiser, click on “Period reports” tab (at the view pane of a selected advertiser or under the “Reports” main tab’s “Period reports” tab) to set the options of receiving reports and add sections (in which you can define exactly what type of information and data the report should contain). See section: [Period Reports](#) for a detailed description on adding reports and report sections.

2. 2 Agencies

An agency access makes it possible to observe campaign statistics for different advertisers that belong to the same agency. Advertisers can also be assigned to several different agencies, if needed.

2. 2. 3 Adding and editing agency information

In order to add a new agency you should go to “Agencies” tab in “Users” main menu and click on the icon . Enter a name, login, password, optionally a comment and then click

“add”. It is possible to edit the data when you click on a selected agency's name in the list of agencies. You may assign an advertiser to an agency in the “Advertisers” tab.

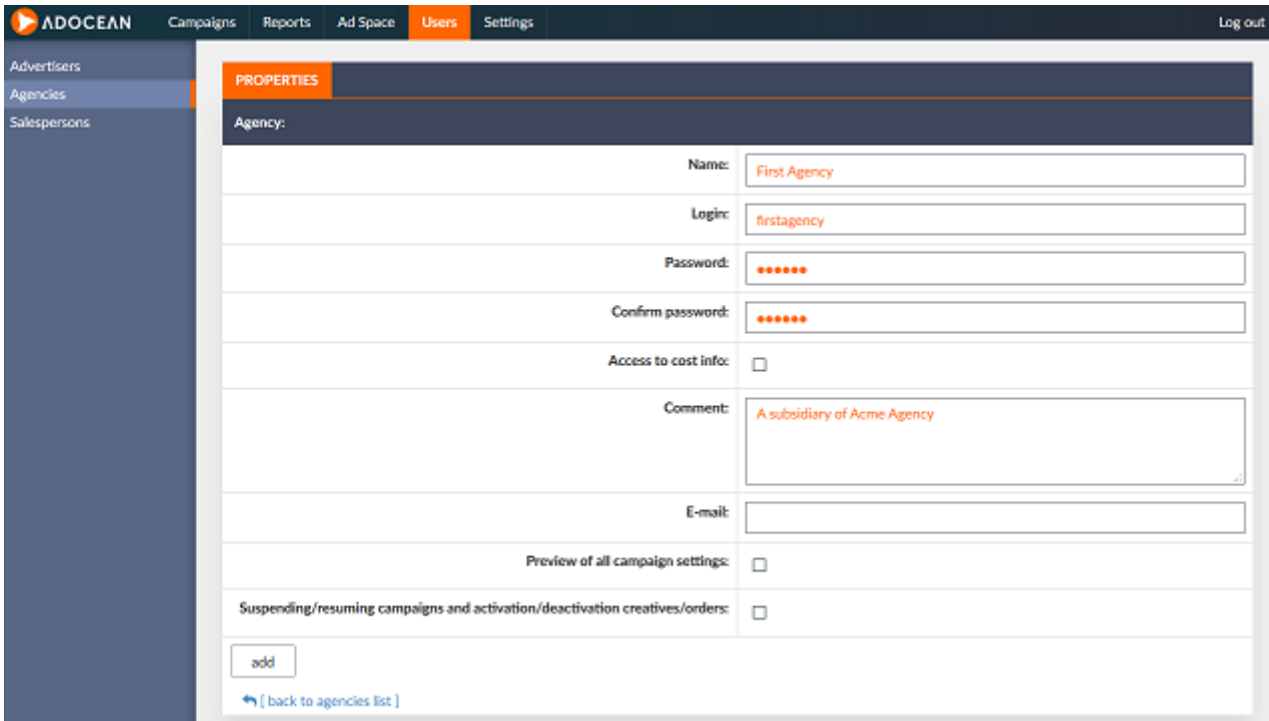


Fig. 6 Defining an agency

You may also set up period reports about campaigns of a particular agency in the same way as for an advertiser.

2.3 Salespersons

A salesperson type of user in AdOcean has access to the statistics of only those campaigns, to which he or she has been assigned by a user with administrator rights. In order to add a salesperson type of user to your account, please go to “Salespersons” tab “Users” main menu.

Salespersons are defined similarly as other users, like advertisers or agencies: you have to enter the name of the user, define a login name and password, but you have some salesperson-specific options as well. The most important option is the definition of advertisers, whose campaigns you would like to let the salesperson have access to (such access can be overridden for any specific campaign, if needed).

A salesperson may be assigned to:

- all advertisers – the salesperson will be automatically assigned to any new campaign defined on the main AdOcean account, in order to grant her/him access to statistics;
- one or more specific advertisers – the salesperson will be automatically assigned to new campaigns of the selected advertiser(s) only, in order to grant her/him access to statistics;
- none of the advertisers – the salesperson will not be assigned to new campaigns at all, but it will still be possible to assign this user manually under the Campaign Properties submenu of a campaign.

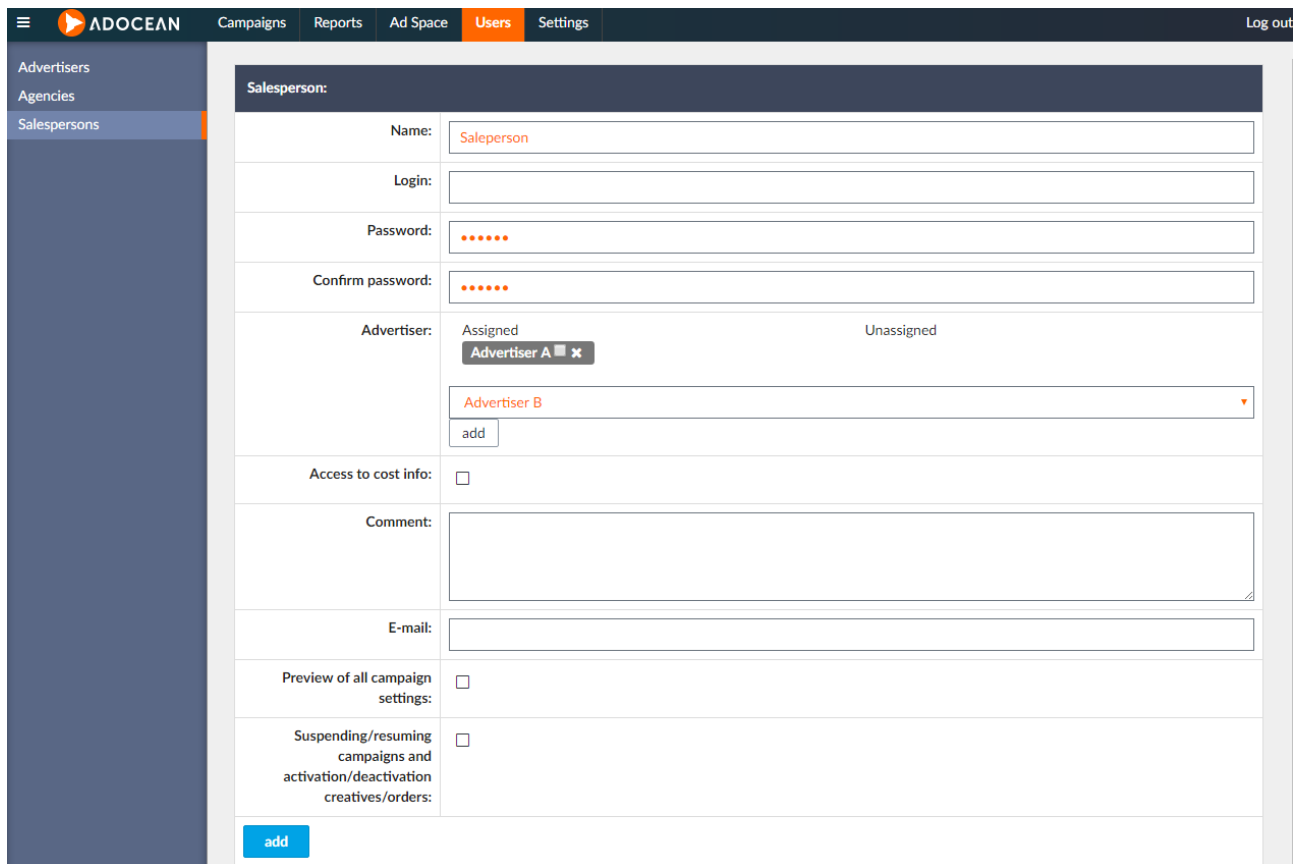


Fig. 7 Defining a salesperson

The "Advertiser" setting of a salesperson contains two columns: "Assigned" and "Unassigned". The first column contains advertisers, which the salesperson already is or should be connected to after you save your changes. If you select an advertiser from the drop-down list and click the "Add" button then the selected advertiser appears in the "Assigned" column.

If you would like to remove a previously assigned advertiser connection from the salesperson then you need to click the arrow next to the advertiser's name to move it to the "Unassigned" column:

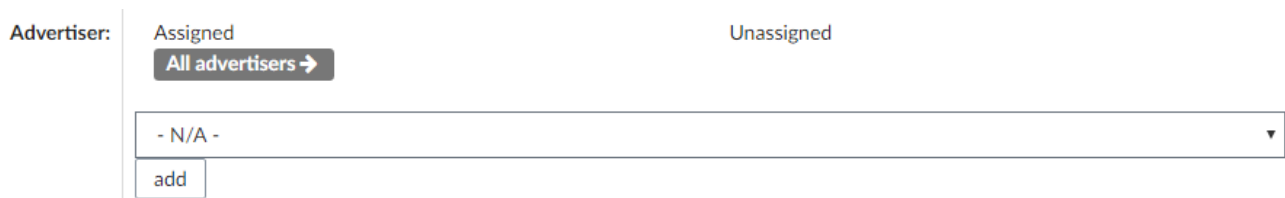


Fig. 8 Unassign an advertiser (if its connection to the salesperson was already saved before)

If you remove an advertiser assignment this way by mistake, just click the arrow in front of the advertiser's name in the "Unassigned" column to restore the connection with the salesperson:

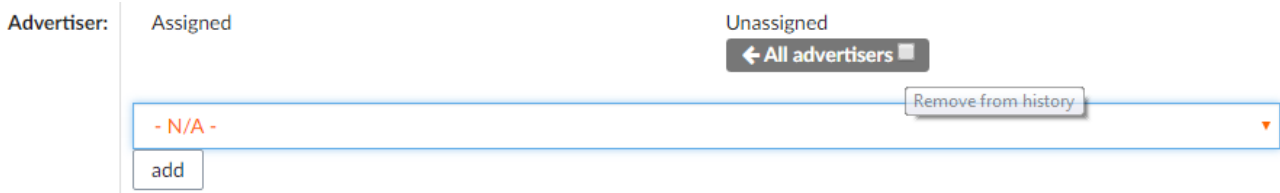


Fig. 9 Re-assigning an advertiser (before saving your changes)

If you need to remove an advertiser connection, which you have added since the last saving of changes, you are able to do it by clicking the cross icon next to the advertiser's name:



Fig. 10 Remove an advertiser (assigned since last saving of changes)

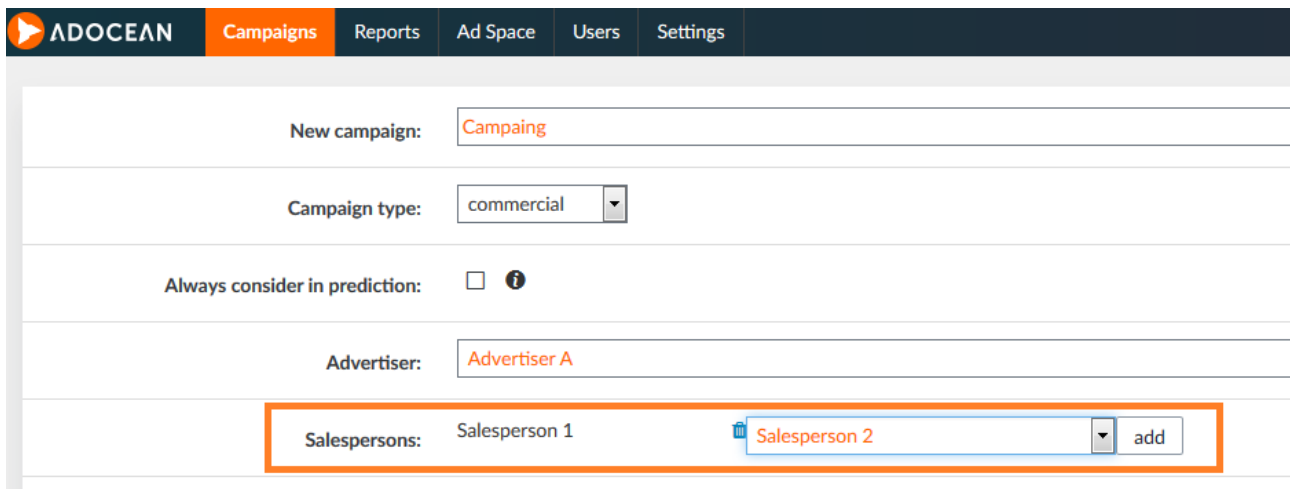
i If you see a arrow next to an advertiser's name in the "Assigned" column, it means that the advertiser is already assigned to the salesperson. If you see there a cross icon, it means that the advertiser was added by you since the last time you have saved your changes.

If you select "All advertisers" from the drop-down list and add this entity then all previously assigned advertisers will disappear from the "Assigned" column. If you select "N/A" from the drop-down list then none of the advertiser will be assigned to the salesperson.

If you select the checkbox "Assign to history" next to an advertiser's name in the "Assigned" column then the given salesperson will not only be assigned to new campaigns of the assigned advertisers, but also to all historical campaigns (in other words to those as well, which have already been defined).

If you select the checkbox "Remove from history" next to advertiser's name in the "Unassigned" column then the given salesperson's access to statistics will be denied in case of all campaigns of the particular advertiser.

When you define a campaign, you will see the additional option of granting access to statistics for salespersons (below the "Advertiser" drop-down list).



The screenshot shows the AdOcean interface with the following fields:

- New campaign:** Campaign
- Campaign type:** commercial
- Always consider in prediction:** *i*
- Advertiser:** Advertiser A
- Salespersons:** Salesperson 1, Salesperson 2 (with trash icon and add button)

Fig. 11 Assigning salespersons to a campaign

When you set an advertiser for a given campaign then the system assigns the default salespersons accordingly. If you switch from Advertiser A to Advertiser B then the list of assigned salespersons is getting completely revised and changed, based on the default connections to Advertiser B.

Salespersons, who are assigned to all advertisers under the “Salespersons” tab, will always be connected to campaigns, in order to have access to statistics. However, you still have the possibility to remove such salesperson’s access to a given campaign by clicking the trash bin icon next to her/his name in the “Camapaigns properties” tab.

2.4 Additional rights for advertisers, agencies and salespersons

Users with administration rights have the possibility to give any advertiser, agency or salesperson type of user the ability to see campaign settings (with no right to change anything) and to suspend and resume campaigns which they own. In order to set such rights, the administrator has to go to the “PROPERTIES” tab of a given advertiser, agency or salesperson.

At the bottom part of the view there are two checkboxes for managing the additional user rights:

Preview of all campaign settings – this option lets you grant access for the user to the “Campaigns” menu. Please note that by default users can see some, but not all campaign settings when they log in to AdOcean. When this option is turned on then they will see their own campaigns under the “Campaigns” tab like campaign traffickers do, including for example capping or targeting settings. Of course, users with preview rights cannot change any settings.

Suspending / resuming campaigns and activation creatives/orders – this option lets you grant the right for the user to suspend or resume owned campaigns, also activation/deactivation of creatives and orders is also possible. However, the user is only able to suspend or resume campaigns, if he or she has also access to preview all campaign settings (see its description above). Turning off the previous option will result in turning off this one as well in the interface.

Preview of all campaign settings:	<input checked="" type="checkbox"/>
Suspending/resuming campaigns and activation/deactivation creatives/orders:	<input checked="" type="checkbox"/>

Fig. 12 Optional additional rights for advertisers, agencies and salespersons

3. Publishers, categories

3.1 Publishers

Publishers are generally such account types in AdOcean, which are connected to the advertising space of a website. It may be the case that there is only one publisher in an AdOcean account but for those account holders, who have a huge online portfolio with several different websites, there may be a separate publisher access defined for each of those sites. Those users, who get publisher access to the ad server, are only able to see statistics about the advertising space which belongs to their access.

i A publisher account may also be upgraded with trafficking access. It means that a publisher could not only see statistics about the advertising space of the publisher account but may also switch to an administration interface to create and manage campaigns on its own advertising space only (please note that administrators of the AdOcean account will still have full access to such campaigns). If you would like to grant trafficking access for a publisher under your account, please contact your local Technical Support office.

Administrators of an AdOcean account can see all information related to any publisher which was created in the same account.

3.1.3 Adding and editing publisher information

You can see a list of publishers in the “Ad Space” menu. It is possible to add a new publisher here (using the icon **Add new Publisher**) or edit the data of an already existing one (by clicking on the name of the given publisher) – both ways lead to the editing view of the publisher’s information (like login and password).

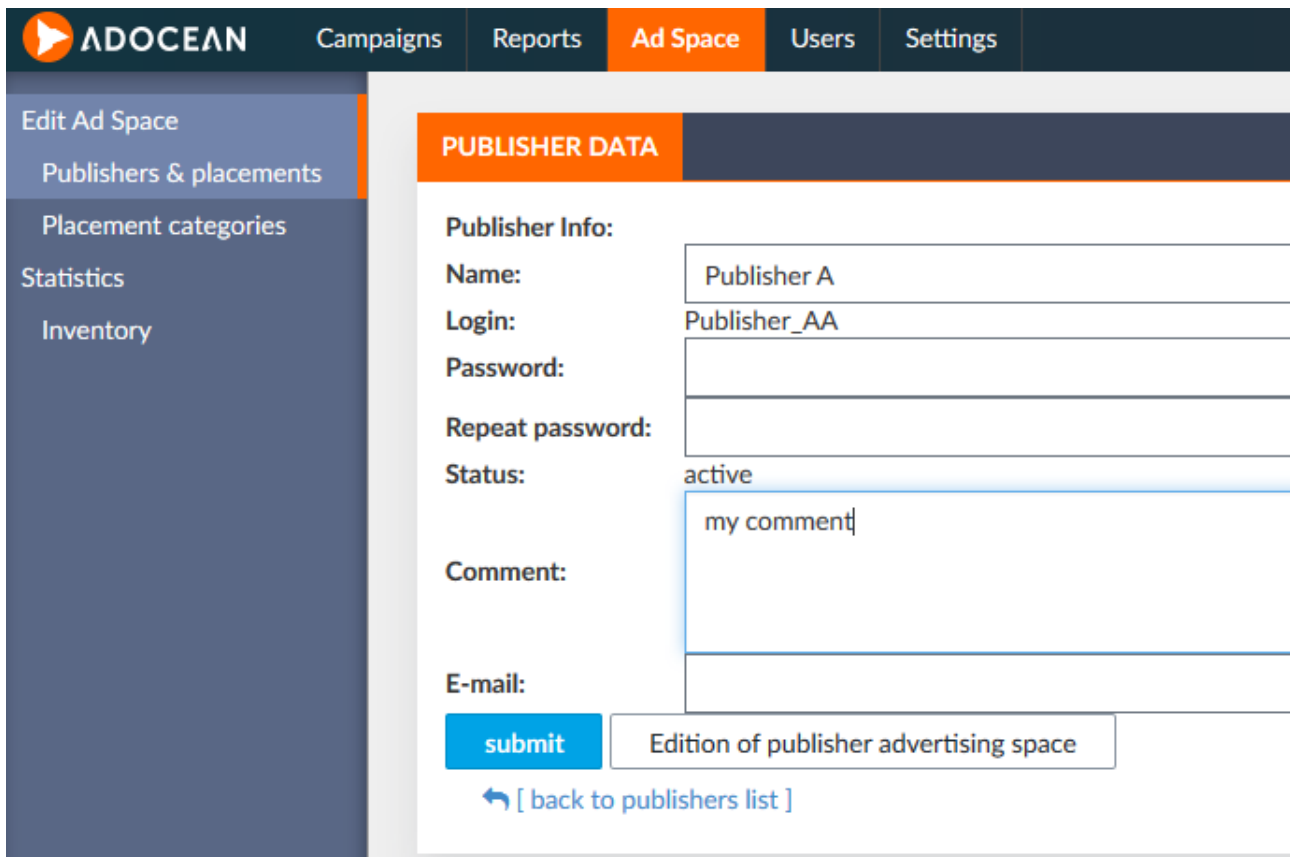




Fig. 13 Editing publisher information

To set up or modify the advertising space, you should click the  icon next to the relevant publisher in the list of publishers or when you are in the editing view of a publisher's information, you may either click the "Edition of publisher advertising space" button or go to the "ADVERTISING SPACE" tab.

 After creating a new publisher (setting a unique login, password and the advertising space), an account for this publisher will be also created automatically. Using this account the publisher can see statistics of its advertising space (historical data about the number of impressions, clicks and other type of statistics) after logging in on the AdOcean website at <http://www.int.adocean-global.com>.

For a particular publisher you may also set the sending automated period reports to any e-mail addresses, in the same way as for an advertiser or an agency. Settings for sending period reports are defined in the "Period reports" tab in the information editing view of a particular publisher or in the "PERIOD REPORTS" menu under the "Reports" main menu.

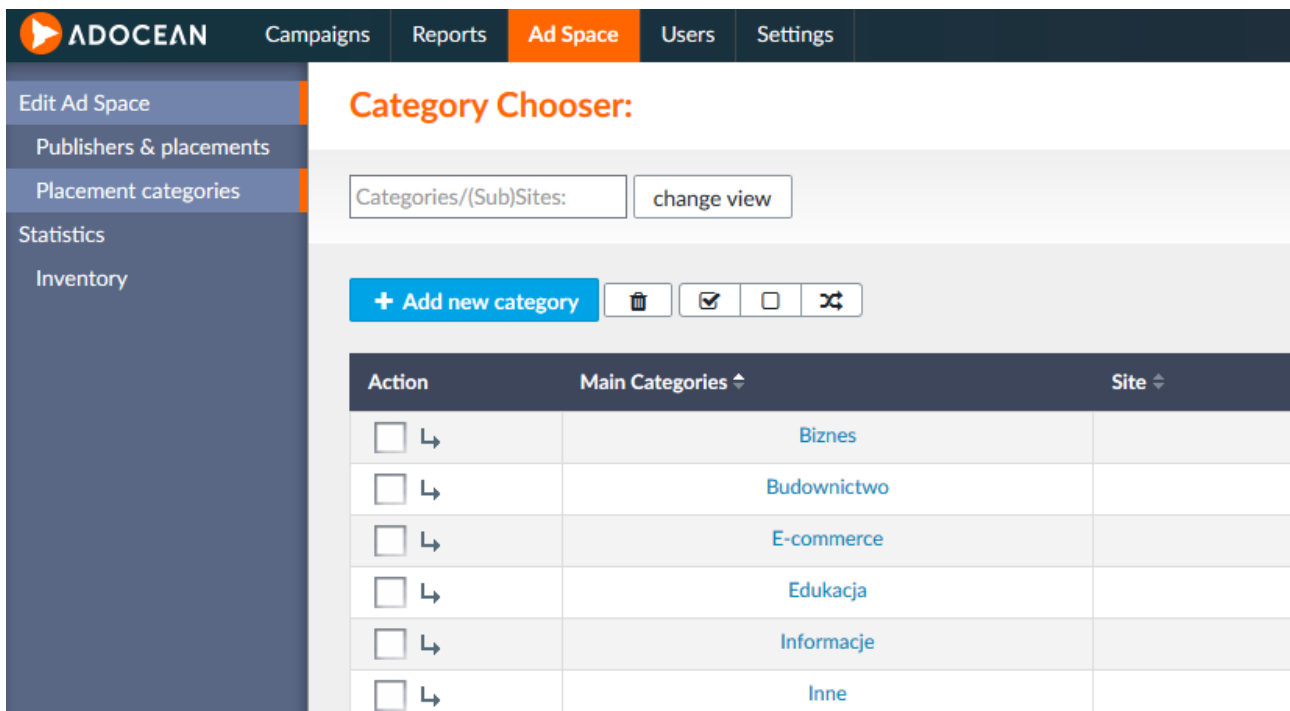
3.2 Categories

Placement categories make advertising space administration easier and enable to define an order where impressions take place on every placement belonging to a particular category (for example on all placements that belong to the category of "IT news" on a news portal). Using the categories feature you do not have to assign placements of the same thematic pages one by one to a campaign

later on, but you can assign them all at once (as a group of placements) by using their category for the assignment.


3.2.3 Adding and editing categories

You can see the list of existing categories in the “Placement categories” tab. Next to names of main categories there may be numbers displayed in brackets which show the number of subcategories belonging to a particular main category. To go to the list of subcategories of a specific main category, click on the icon ↪ in the “Action” column. You will be redirected to the list of subcategories where it is possible to edit or add any new ones. It is not possible, however, to create any subcategory subordinate to an already existing subcategory (i.e. below the level of existing subcategories). To return to the list of main categories you have to click on the (“Higher level”) icon ↩.



Action	Main Categories	Site
<input type="checkbox"/> ↪	Biznes	
<input type="checkbox"/> ↪	Budownictwo	
<input type="checkbox"/> ↪	E-commerce	
<input type="checkbox"/> ↪	Edukacja	
<input type="checkbox"/> ↪	Informacje	
<input type="checkbox"/> ↪	Inne	

Fig. 14 Categories menu

To add a new category, click on the icon  in the view pane of main categories. Then you will be presented with the view for adding a category where you enter basic data for the category: category name and the publisher to which a particular category is to be assigned. If no publisher is selected then the category will be available to all the publishers.

Adding and deleting placements within one category is possible in the “Publishers & placements” tab while defining or editing selected placements. Each placement may belong to more than one category. In addition, it is possible to add or delete placements by clicking on the name of category/subcategory. When doing this, you are presented with the view pane where on the left-hand side you find a tree with all publishers defined at a given access level. To assign or remove

placements from a category or subcategory, select or deselect the relevant checkbox(es) and confirm your changes.

Clicking the “copy” button under the “Category's data” box duplicates the given category, the new copy will have exactly the same properties and assigned placements as the original instance, only subcategories will not be retained.

There are a few icons just above the tree, which may be helpful in choosing the desired placements:

(“open all”),
 (“close all”),
 (“sort alphabetically”),
 (“select all”),
 (“select none”),
 (“invert selection”).
 On the right-hand side of the view pane there is a possibility of renaming the selected category (to confirm the change of name, click on the “accept” button) or finding relevant placements by name or type in the available advertising space.

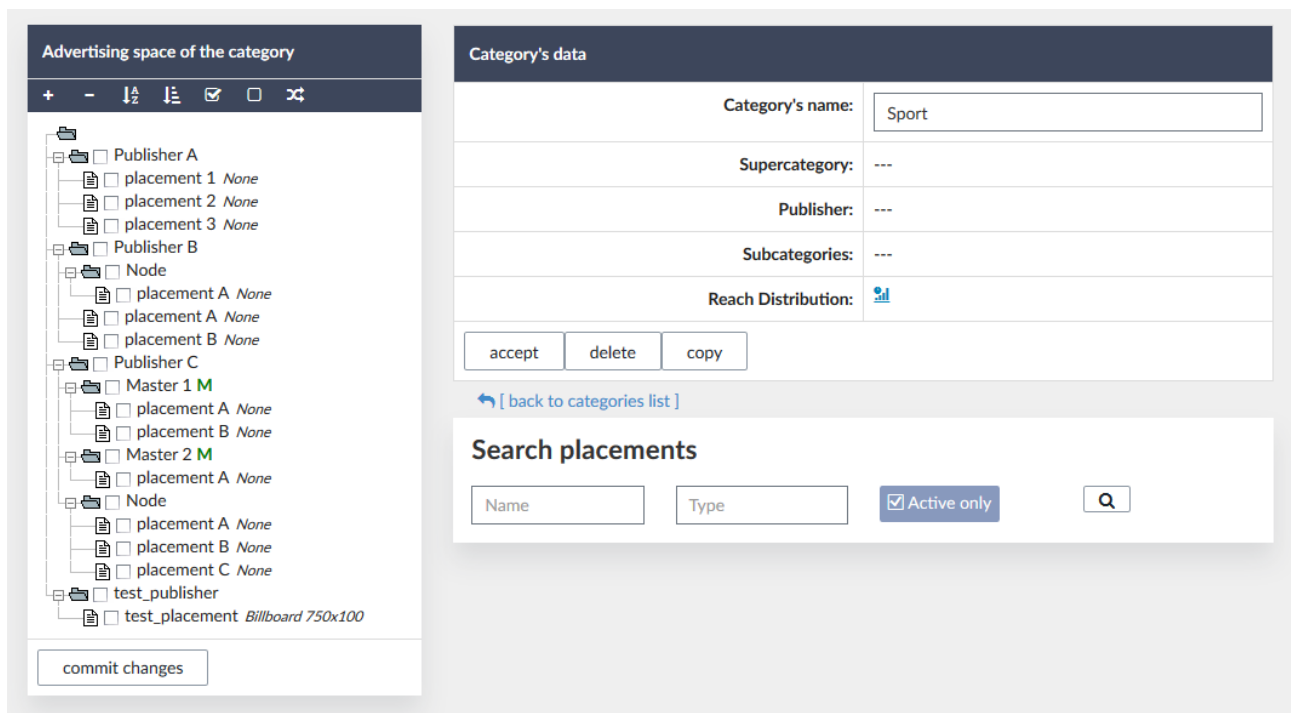


Fig. 15 Placement chooser for categories

4. Advertising space

4.1 Creating ad space: nodes, placements, Master-Slave configuration

You may add new nodes and placements in either the ordinary or the so-called “Master-Slave” construction to the advertising space of publishers.

There are two types of placements:

1. **Ordinary placement** – it is situated on a web page where the advertisement delivered by it is supposed to appear. It send a request to the emitter while activating its code, downloads creative code from the emitter and executes it to display a creative. The number of connections to the emitter equals the number of such placements on a given web page.
2. **Master-Slave configuration** – in this construction there is an additional, so-called 'Master script' which connects to the emitter and downloads creative codes for all the Slave scripts defined for it (the tags of Slave scripts have to be inserted in a page at those places where the delivered ads should appear). During a single connection to the emitter, the Master script retrieves all the creative code that needs to be executed on the different Slaves. The Master scripts can be downloaded by selecting such nodes in the advertising space that were set to be of Master type. These nodes are marked by a green “M” (as shown on Fig. 16 **Distinction of Master nodes**). Inside a Master node there must not be any other nodes (following the logic that a node represents a web page or section of a website in which there are no smaller elements, only the related placements) – in Master node there can only be Slave placements.

i There are several advantages of defining the advertising space in Master-Slave construction for the different pages of a website. One such advantage is that there are less connections to the emitter during a page view (only one instead of the number of placement codes that deliver advertisements). Another advantage is the possibility to use special features like Surround ads (i.e. making sure that related banners will always be delivered in their placements together – a typical requirement for synchronised banners) or Exclusions (which is a good way to exclude competitive advertisements during a single page view).

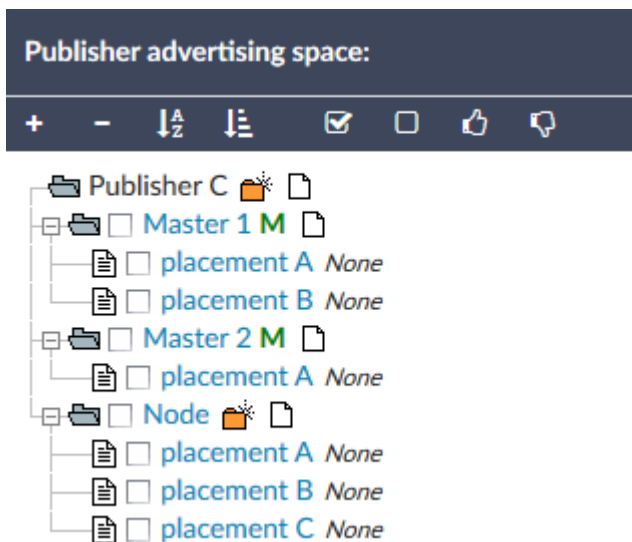



Fig. 16 Distinction of Master nodes

4. 1. 3 Administration of publisher advertising space

When you go to the “Ad Space” menu you see a view with the list of all publishers and it is possible to start the editing of an advertising space (by clicking on the icon  in the “Action” column next to a chosen publisher). In that view you may edit the advertising space of a website by adding nodes and placements. In AdOcean it is not possible to delete placements to make sure that archived (already completed) campaigns, which used a particular placement, will always have the statistics

presented in a proper way. If you do not need a certain placement any more, you can deactivate it. It means that it will be hidden from that moment in all views where advertising space is displayed. Of course, in case a placement will be needed again for future campaigns, they can be activated again.

Every account has a limited number of active placements that can be used. You can see this number in the “Ad Space” menu as shown on Fig. 17 **Information on the number of available active placements** below. The limit can only be raised after an evaluation of possible change in efficiency (it depends on many factors, for example the number of orders in campaigns on average). If you need to raise your limit, please contact your local Technical Support office.

i If there are more publishers in your account then there is a possibility to set different limits on the number of available active placements for them. With the help of this additional piece of information, publishers can inform the main account holders on time if they need more placements for the websites that they are trafficking.

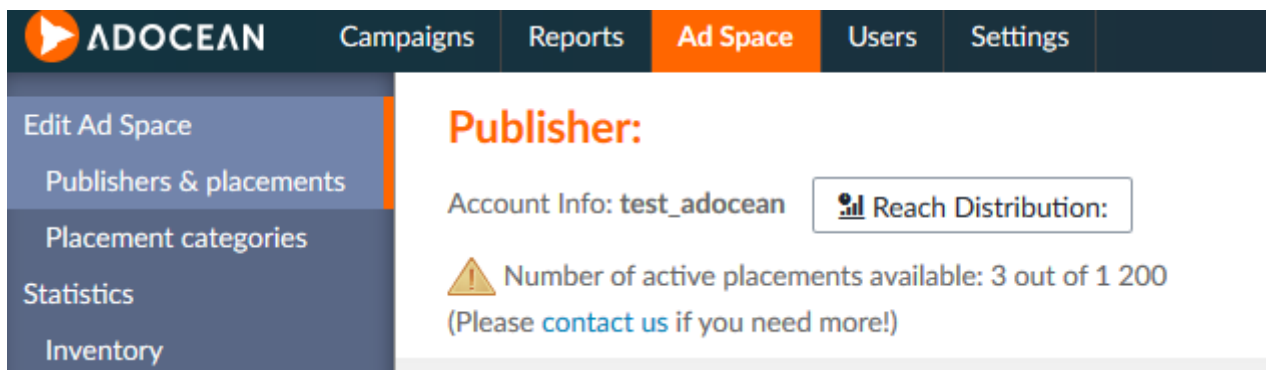


Fig. 17 Information on the number of available active placements

4. 1. 4 Description of the advertising space editing view

In the header of the “Publisher advertising space” table you can find icons that streamline the administration of an advertising space. These are: (+ “open all”), (- “close all”) – to expand or collapse every node in the advertising space, sorting icons – (A Z “alphabetical”), (≡ “first-entered”), (☑ “select all”), (☐ “select none”), (👍 “set the selected as active”) and (👎 “set the selected as inactive”). Below the bar with these icons there is a tree of the entire advertising space of a particular publisher and above it – an option to search a placement by name (or part of the name) or by type. On the right side of the view there are data of the node or placement which is highlighted (selected) at the moment. If a node is highlighted (as shown in Fig. 18 **Advertising space editing view**), there are different buttons available to save any modified data: “accept”; “delete this node” (to delete a node of which you are editing the data), “add placement” (to add a new placement to the the highlighted node in the tree) and finally “add node” (to add a new subnode).

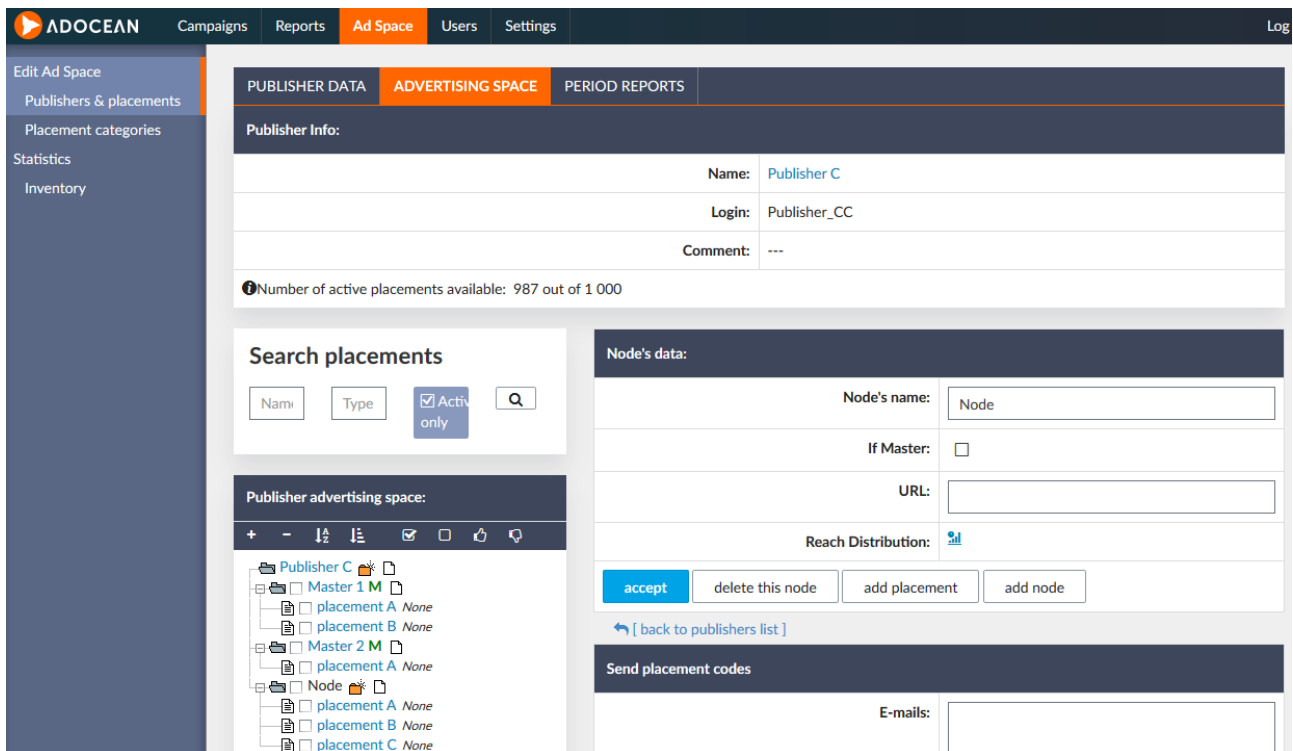


Fig. 18 Advertising space editing view

4. 1. 5 Adding nodes and placements



For every node (even for the publisher's main node) you may add a new subnode (📁) or a placement (📄). To add placement, click on the “add placement” icon (📄) right next to the name of the node to which you would like to add it. The second method is to use the “add placement” button on the right side of the view. As next step, enter the name of the placement in “Placement data” table, optionally choose a type (set to “None” by default) and a category for it, and you also have the possibility to enter an actual URL where the placement can be found (it is not necessary, the purpose of this to have the information where you can search for a particular placement on your website, if needed). Finally, click the “add placement” button. A node is added in a similar way but the difference is that you should click on the 📁 icon. When adding a node it is not possible to assign a category or type. You only have to give a name to it and decide if it should be a Master node (by using the “If Master” checkbox) or an ordinary node. You may also enter the URL where the node and its placements can be found but it is not required.


i When defining Master-Slave type of advertising space, for each Master node there should be at least one Slave placement defined, too. After creating a Master node, click on the 📄 icon or on the “add placement” button 📄 and then enter the name, type and optionally the category and URL.

The person who defines the advertising space should plan the placement hierarchy in advance to make it correspond to the actual layout of pages of a particular website. It is not possible to remove placements, so it is very important that the structure of nodes/placements has been thought over carefully before creating it. You can only set selected nodes/placements as active or inactive (detailed description on how to do it is included in a later section of the manual).

i On each newly created placement a so-called “default campaign” is automatically activated. Such campaign is not visible for AdOcean users and is delivered only when there is no active order on a given placement. Creatives will not be displayed and the number of the empty impressions are presented in statistics as “unused page views”. Activation of the default campaign for the newly created placement takes place between 1:00 and 2:00 (CET) the next day.

4. 1. 6 Downloading placement codes

When you add a placement, in the “Code” line there are two icons:  and . If you click on the first one (“show temporary website with placement”), you will see the placement code and a preview of code execution (on the test page in AdOcean system) in the new window. For every placement you should download the placement code and insert it in the source of the proper web page.

i Inactive slave placement codes are not visible under their Master node if you use the icon  to check placement codes of a particular Master node.

There is also a possibility of sending all or only some selected placement codes to the provided e-mail address – the form below the node/placement data serves this




Send placement codes	
E-mails:	<input type="text"/>
Reply to:	<input type="text"/>
CC:	<input type="text"/>
Language:	English 
Type	<input checked="" type="radio"/> placement code <input type="radio"/> impression script
Subject:	AdOcean placement codes
E-mail body:	<p>This is an e-mail generated by AdOcean. In the attachments You can find placement code</p>
<input type="button" value="Send all"/> <input type="button" value="Send checked"/>	

Fig. 19 Form for sending placement codes in e-mail





In the “E-mails” field you can type a list of addresses (separated with commas, spaces, or entering each in a separate line) to which the codes are to be sent. The “Reply to” field must be filled in, in case one of the addresses prove to be invalid and you also have to select the language. The available ones are Polish, English, Czech, Russian, German, and Hungarian, Turkish Next, choose the kind of scripts in the “Type” field: „placement code” or “impression script” (this type is useful if you plan to send it to any 3rd party). The “Subject” and “E-mail body” fields may be edited according to your needs. Clicking the “Send all” button results in sending every placement code that have been created for a given publisher to the provided addresses. If you would like to send the codes of only some of the placements, you have to check respective placements or nodes in the advertising space tree and then click the “Send checked” button.


4. 1. 8 Statistics of placements and the collision interface




The “show collisions” icon () opens in a new browser tab or window in which you can see the campaigns that are defined on the selected advertising space with at least one ongoing order (under the “Campaign list” tab). It is possible to filter based on the type and status of a campaign, sort by priority, weight, realization, both ascending and descending. Essential information is presented in the displayed list about each campaign consisting of most important properties (priority, weight, status, type, start date and end date) as well as some statistics (plan, impression attempts, plan realization). To preview orders defined on the selected advertising space, click on “Show orders”. Ad impression estimation in an order’s view is calculated based on all impression statistics up to 4 hours prior to loading the view and based on impression attempts of the last four hours. Clicking on “Show collisions” redirects to the view “Collision list” which presents only those campaigns which placements are defined on one of the placements that you check in the advertising space on the left. Selecting the “Show” checkbox (in the campaign view) will highlight the placements on which campaign is defined with appropriate colours. In order to return to the main “Campaign list” window, please click on “[back]”. In the “Placement statistics” tab there you will find data for the selected placement/node for pre-set time periods. There is hourly (2 days backwards), daily (1 month backward), weekly (12 weeks backward) and monthly (12 months backward) data in tables and graphs.

The icon  is also available for nodes. Statistics for nodes include, apart from summary statistics for a node, statistics for the particular placements of the node.

4. 1. 9 Status of a placement/node/publisher

By default, each placement/node is set as “active”. However, it can be changed to “inactive” by selecting the checkbox next to relevant placement/node at the view pane of advertising space of the given publisher and clicking on the icon  – “set the selected as inactive”. To unlock placement/node, it is necessary to select relevant checkboxes and click on the icon  (“set the selected as active”). Any inactive placement/node is coloured grey and its icon changes to icon  if it is a placement or icon  if it is a node. For any campaign, it is possible to view how many placements of the given publishers were selected for particular a campaign and how many placements are inactive in the “Publishers” of the campaign. This information can be found in the column “Chosen/inactive/count”.

 Selecting any placement while it is inactive will result in no orders being delivered on it, regardless of the type and priority of relevant campaigns!

The “inactive” status may also be set for an entire publisher, i.e. for each placement subordinate to a particular publisher. This may be done in the view pane of publishers by selecting the checkbox next to the chosen publisher and clicking on the (“set the selected as inactive”) icon . Then there will be no orders delivered on the advertising space of the publisher. An inactive publisher is always distinguished with a icon , whereas an active publisher is marked with a icon .

Additionally, it is possible to use the function of hiding inactive placements, nodes and publishers. In the case of nodes and placements, it can be done by selecting the “Active only” option during editing advertising space of a publisher, this option can be found on the left hand-side of the view pane, in the “Search placements” box. It is possible to hide inactive publishers by performing the same operations but in this case in the view pane with the list of publishers (in the default view of the “PUBLISHERS” menu).

4.2 Placements codes

Among others, the latest version of AdOcean placement codes offer the following benefits (depending on the selected options):

- infallible campaign impression on web pages based on XML and XSL technologies,
- ads loaded in any arbitrary sequence,
- possibility of loading ads at any moment,
- possibility to avoid blocking web page loading in the event of the ad server's breakdown,
- possibility of reloading ads at fixed time intervals.

4.2.3 Setting up the configuration

The recommended manner of installing AdOcean scripts in web pages was changed with the deployment of the new version of the `ado.js` library in March 2010. Because the new `ado.js` library employs the `onDomLoad` event by default (i.e. it starts working with placements after the HTML content has been loaded), it is advised to include only the DIV tags of ads (from the placement codes) in the BODY, and the rest before the `</HTML>` tag. Such arrangement of AdOcean scripts in your website will prevent page loading problems in case the emitter server fails due to some unexpected event.

A schematic example of the new, recommended way of inserting AdOcean scripts in your web pages, depending on the “mode” setting in `ado.config()`:

If **mode: “new”** is set in `ado.config()`:

```
<html>
<head>
<title>A web page with AdOcean ads</title>
</head>

<body>
...
```

```

{ AdOcean DIV tags from placement codes where the ads should be displayed }
...
</body>
{ third party tracking scripts }
...
{ ado.js }
{ ado.config() and ado.preview() }
{ JavaScript part of placement codes: ado.master(), ado.slave(), ado.placement() }
</html>

```

If **mode**: "old" is set in ado.config():

```

<html>
<head>
<title>A web page with AdOcean ads</title>
{ ado.js }
{ ado.config() and ado.preview() }
{ JavaScript part of placement codes: ado.master() }
</head>

<body>
...
{ AdOcean DIV tags from placement codes where the ads should be displayed }
{ JavaScript part of placement codes: ado.slave(), ado.placement() }
...
</body>
{ third party tracking scripts }
...
</html>

```

i If third party tracking scripts measure ad performance and they are not web analytic scripts then it is easier and more appropriate to insert them in AdOcean creative templates as an additional parameter (as pure HTML content).

i In case of Single Page Application, placement code does not execute in the same place where it has been requested, thus mode:"old" does not work. In order to successfully deliver code to a placement where DIV is placed, template with Friendly iFrame is required.


There are two functions available for configuring placement codes on web pages:

ado.config() – main configuration of placement codes. This method uses a configuration object containing four attributes as its parameters:

Attribute	Value	Description
mode	old	Creatives will be displayed without limitations of the impression method (default value).
mode	new	Creatives will be displayed in a manner compatible with publisher web pages based on XML and XSL technologies, the impression method is subject to limitations described in subsequent chapters.
xml	true	Set it if the publisher website is written in XML+XSL(T).
xml	false	Set it if the publisher website is written in HTML (default value).
characterEncoding	true	Set it to switch on the diacritic character encoding in keywords (default value).

characterEncoding	false	Set it to switch off the diacritic character encoding in keywords.
protocol	http	Insecure connection to the emitter for retrieving advertisements.
protocol	https	Secure connection to the emitter (helps avoiding browser alerts when secure and insecure elements are mixed on a web page).
consent	true	Specifies that the user consented
consent	false	Specifies that the user didn't consent
consent	null	doesn't specify if the user consented; acts as if the user consented
gdprApplies	true	GDPR applies to the user
gdprApplies	false	GDPR doesn't apply to the user
gdprApplies	null	doesn't specify if GDPR applies to the user; acts as if the user consented
gdprConsent	'string'	consent string consistent with the IAB standard

Table 1 Attributes

 Not all AdOcean accounts support diacritic character encoding in keywords. In order to check if this option is available in your case, please contact your local Technical Support office.


ado.preview() – used for managing the LivePreview feature. This method uses a configuration object containing three attributes as its parameters:


Attribute	Value	Description
enabled	true	Turn on LivePreview for the placements on the web page. Note: LivePreview requires an additional connection to the emitter.
enabled	false	Turn off LivePreview for the placements on the web page.

Table 2 Attributes

Sample configuration of codes:


```
<script type="text/javascript">
/* (c)AdOcean 2003-2010 */
if(typeof ado!="object"
    {ado={};ado.config=ado.preview=ado.placement=ado.master=ado.slave=function({});}
ado.config({mode: "old", xml: false, characterEncoding: true});
ado.preview({enabled: true});
</script>
```

Configuration codes can be downloaded from the AdOcean interface (“Ad Space” menu → edition view for the advertising space of a given publisher and click on the  in the “Placement data” / “Node's data” box of a selected placement / master node).


 The placement code configuration is always the same for every placement within a particular web page.

4.2.4 Installing placement codes in web page content

4.2.4.1 Regular placement codes

The placement code can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising space of a given publisher →  icon in the “Placement data” box of a selected placement. The DIV tag should be pasted into the web page's <BODY> section, in the place where the ad is to be displayed and the JavaScript part should be placed before the </HTML> tag in the source of the web page, under the configuration scripts.

4.2.4.2 Master-Slave codes

The Master and Slave codes can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising area of a given publisher →  icon in the “Placement data” / “Node's data” box of a selected placement / master node. The DIV tag of the Slave code should be pasted into the web page's <BODY> section, in the place where the ad is to be displayed. The JavaScript parts of the Master and Slave codes have to be placed before the </HTML> tag in the source code of a web page, under the configuration scripts. Don't forget to include the Master code first and insert Slave codes only under the Master.



All Slave scripts which were generated for a particular Master node must be pasted on the same web page as the Master script, otherwise they will not function properly!

4.2.4.2.1 Master-Slave Slave-check

Known issue related to campaigns delivered with self-exclusion option on master-slave placements would case the entire campaign to under-deliver.

We've encountered cases where emitter would emit a self-excluded campaign on placements that despite being chosen were not physically present at given webpage. As a result the 'self-exclusion' would exclude the campaign everywhere else but on non-present placement, as a result no emission would be made.

In order to prevent that issue we'd recommend either selecting for campaign only slave placements physically present on the web page or setting up a slave check configuration.


Configuration is done through the `ado.master`. It allows emitter to take into account slaves present on the given webpage by defining them inside the configuration array. It's an optional solution and it does not replace the old master-slave workflow. Once defined it's not going to emit ads on placements which are not defined inside the configured slave array, as a result an exception will appear and no ads will be delivered for such slaves.

```
ado.master({ id: 'CGqImI4wTUxb4foUndKy9pRDzPQiSCbk4ko1ne27oAL.h7',
            server: 'test.adocean.pl',
            slaveIds: 'adoceantestladmhweun', 'adoceantestypIknmmqca'
});
```


This solution has also restrictions connected with standard HTTP-'GET' request length limitation.

Additionally at this moment limit on emitter side amounts at least 5000 characters.


4.2.4.3 Impression scripts

The Impression scripts can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising area of a given publisher →  icon in the „Placement data” box of a selected placement. The DIV tag should be pasted into the web page's <BODY> section, in the place where the ad is to be displayed and the JavaScript part should be placed before the </HTML> tag in the source of the web page, under the aomini.js script.


4.2.4.4 AMP codes

The AMP codes can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising area of a given publisher →  icon in the “Placement data” / “Node's data” box of a selected placement / master node. Unlike the standard placement codes, there are no separate codes for master and the slaves. The AMP-AD tag of the Slave code should be pasted into the web page's <BODY> section, in the place where the ad is to be displayed.

4.2.4.5 Iframe placement codes

Iframe placement codes can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising area of a given publisher →  icon in the „Placement data” box of a selected placement. IFRAME tag should be pasted into the web page's <BODY> section, in the place where the ad is to be displayed.

4.2.4.6 Prebid adserver codes

Prebid adserver codes can be downloaded from the AdOcean interface in “Ad Space” menu → edition view for the advertising area of a given publisher →  icon in the “Placement data” / “Node's data” box of a selected placement / master node. All code should be pasted into the web page's <HEAD> section, before other configuration / placements codes.

4.2.5 Advanced placement code configuration

General structure of placement codes:

1. Regular placement code

```
<div id="placement_id"></div>
<script type="text/javascript">
ado.placement(config);
</script>
```

2. Master-Slaves codes

a. Master code:

```
<script type="text/javascript">
ado.master(config);
</script>
```

b) Slave code:

```
<div id="slave_id"></div>
<script type="text/javascript">
ado.slave('slave_id', {myMaster: 'master_id', ...});
</script>
```

The following placement configuration parameters are available:

```
config = {
    id: string, // only for regular placement codes or a Master codes
    server: string,
    keys: array,
    vars: object,
    contentType: string,
    keyencode: boolean,
    onLoad: function,
    onServerEmission: function,
    onServerEmissionEmpty: function,
    myMaster: string, // only for Slaves codes
    preview: boolean, // for interface use
}
```

Parameter	Description
id	A unique placement identifier and an id of the HTML element in which the ad will be delivered (the value is provided by default in the placement code when it is downloaded from the AdOcean interface).
server	The name of the emitter (ad delivery) server of a given AdOcean account (the value is included by default in the placement code when it is downloaded from the AdOcean interface).
keys	Keywords for targeting, specified in the form of table data type.
vars	Numerical variables for targeting, provided in the form of a object.
contentType	It is used for setting the type of content to be returned by the emitter, in other words: you set here the "ad" file extension for reference to the emitter. Supported values are: "js", "xml" or "txt" (the default is "js"). If you set the "contentType" to "xml", the reference to the emitter will be as follows: http://myao.adocean.pl/ad.xml?id=1tkx4u00XK0FCPKxAnYjtAM23tO6...
keyencode	A flag for switching encoding special characters in keywords on/off.
onLoad	This function is executed once a creative is loaded; this option does not apply to <code>ado.master()</code> .

onServerEmission	Definition of a function to be executed if there has been an advertisement delivered on the given placement during the last page view. This functionality is only available for accounts that have the option “ad server emissions” turned on it and does not work with ado.master().
onServerEmissionEmpty	Definition of a function to be executed if there has been no advertisement delivered on the given placement during the last page view (i.e. if only the default campaign could be delivered to count unused page views). This functionality is only available for accounts that have the option “ad server emissions” turned on and it does not work with ado.master(). Note: default campaigns are generated for newly created placements on the next day between 1:00 and 2:00 (CET).
preview	If set to true, the script refers to the value of the server attribute.

Table 3 Parameters' description

Placement codes which are downloaded from the interface use the following parameters as a standard:

Regular placement code: **id** and **server**.

Example:

```
<div id="ado-CGqIm14wTUxb4foUndKy9pRDzPQiSCbk4ko1ne27oAL.h7"></div>
<script type="text/javascript">
/* (c)AdOcean 2003-2010, TEST_GEMIUS.Manualexamples.regular */
ado.placement({id: 'ado-CGqIm14wTUxb4foUndKy9pRDzPQiSCbk4ko1ne27oAL.h7',
server: 'myao.adocean.pl' });
</script>
```

Master code: **id** and **server**.

Example:

```
<!-- start master -->
<script type="text/javascript">
/* (c)AdOcean 2003-2010, MASTER: TEST_GEMIUS.Manualexamples.master */
ado.master({id: 'tkQ8rTNA3TzFXB3ISTURvq4uQdpBm4csA9UU72RWIEL._7',
server: 'myao.adocean.pl' });
</script>
<!-- end master -->
```

Slave code: **myMaster**.

Example:

```
<!-- start slave -->
<div id="adoceanmyaovpjhnlknp"></div>
<script type="text/javascript">
/* (c)AdOcean 2003-2010, TEST_GEMIUS.Manualexamples.master.slave */
ado.slave('adoceanmyaovpjhnlknp', {myMaster:
'tkQ8rTNA3TzFXB3ISTURvq4uQdpBm4csA9UU72RWIEL._7' });
</script>
<!-- end slave -->
```

To use any additional parameters, you need to modify the placement/configuration codes manually.

4.2.6 Limitations for mode: "new"

Limitations on the creative impression when "mode" parameter is set to "new" within the `ado.config()` method:

1. Creative codes cannot generate scripts in languages other than JavaScript (particularly in VBScript).
2. Anonymous functions which are supposed to execute JavaScript code must be provided in the `setTimeout` argument. It is advised that the JavaScript code should not be transferred in the form of a text string.

Examples:

Incorrect structure:


```
setTimeout("alert('Does not work!')", 1000);
```

Correct structure:

```
setTimeout(function(){ alert('It works!'); }, 1000);
```

3. The `ado.js` file uses different JavaScript objects. Some changes in these objects made by you may cause improper functioning of placement codes or problems with displaying the web page. The objects / methods used by `ado.js` scripts are:
 - a) `document.write()` and `document.writeln()` – `ado.js` script overloads these two methods after the `onDomLoad` event. Using these methods after the event may lead to unexpected consequences
 - b) `window.document.open()` and `window.document.close()` – the same situation applies as described above
 - c) `eval()` and `window.execScript()` – these functions are used as generally intended.
 - d) `userAgent` – identifies the web browser of users
 - e) `top.document` and `ActiveXObject` – these objects are used for detecting Flash plug-in
 - f) methods of document object connected with `onDomLoad`. Code for this event is based on jQuery library's implementation

Placement codes cannot be used as creative codes in the external ad servers (including other AdOcean accounts) – for this purpose the "impression scripts" should be used.

 If you do not comply with the above limitations then you may observe incorrect performance of the web page where the placement codes are implemented.

4.2.7 On demand re-loading of creatives

The `ado.placement()` and `ado.master()` scripts can be refreshed at any time. This will result in the delivery of another creative on a given placement. In the case of `ado.master()`, the re-loading will take place on every `ado.slave()` placement that belongs to a particular `ado.master()` script.

To re-load, you need to evoke the `ado.refresh()` method with the ID of the placement where you would like to deliver a new creative.

Example:

```
ado.refresh('1tkx4u00XK0FCPKxAnYjtAM23006VbCcVF9PYCn2vD..x7');
```

4. 2. 8 Examples for using keywords and numerical targeting

1. The keywords and numerical values are defined in the placement code itself:

```
<script type="text/javascript">
/* (c)AdOcean 2003-2010 */
ado.placement({
  id: 'ado-gR1RHY9SHHm.v1wTRuKEib6x7kdBW5uKxid4n7Pw2Hj.x7',
  server: 'myao.adocean.pl',
  keys: ['keyword1', 'keyword2', 'keyword3'],
  vars: {
    myVar1: 'value1',
    myVar2: 'value2',
    myVar3: 'value3'
  }
});
</script>
```

2. The JavaScript variables (`myVars` and `myKeys`) are defined first and then used in the AdOcean placement code:

```
<script type="text/javascript">
var myKeys = "keyword1,keyword2,keyword3";
var myVars = "&userdb_id=20&gender=1&yearofbirth=1981";
</script>

<!-- Placement -->
<script type="text/javascript">
/* (c)AdOcean 2003-2010 */
ado.master({
  id: 'gR1RHY9SHHm.v1wTRuKEib6x7kdBW5uKxid4n7Pw2Hj.x7',
  server: 'myao.adocean.pl',
  keys: myKeys,
  vars: myVars
});
</script>
```

i Please remember that the length of URL's allowed in browser has to be limited to 2048 characters.

The user defined keywords and variables strongly influences this length, so to be sure that your placement codes work properly you should not exceed the limit given below.

In a following situation:

`keys: ['all of the inserted keywords and separators'],`

`vars: { 'all of the variable names and their values' },`

the sum of 'all of the inserted keywords and separators' and 'all variable names and their values' should not exceed 1500 characters.

4.2.9 The order of loading creatives

Creatives are loaded according to the order in which their placement codes were executed on the web page.

```
<body>
...
<div id="ado-sC87qIxb0I1_634DORsKV.zQUXP2bSdU.ixqGvQ9ekX.z7"></div>
<div id="ado-EI9HTmerh6jLo8rhqXVEV4uxnDaTiTAelEgMIPgZixL.x7"></div>
...
</body>

<script type="text/javascript">
ado.placement({
  id: 'ado-EI9HTmerh6jLo8rhqXVEV4uxnDaTiTAelEgMIPgZixL.x7',
  server: 'myao.adocean.pl'
});

ado.placement({
  id: 'ado-sC87qIxb0I1_634DORsKV.zQUXP2bSdU.ixqGvQ9ekX.z7',
  server: 'myao.adocean.pl'
});
</script>
</html>
```

In the above example, the first loaded creative will be the one connected with the placement of the following ID: “ado-EI9HTmerh6jLo8rhqXVEV4uxnDaTiTAelEgMIPgZixL.x7”, even though the DIV tag was inserted only as second in the BODY section of the page.

4.2.10 Creatives using external file

Creative codes may contain links to external files but then creatives must be delivered by placement codes with the mode parameter set to “new”. In such case, paste the complete creative code with the links to the external files into the “HTML Code” field when adding it as an HTML type of creative.

Example:

```
<script type="text/javascript" src="http://my.server.com/mylib.js">
</script>
<script type="text/javascript">
{ creative code that makes use of the mylib.js file above }
</script>
```


If you refer to more than one external files in the creative code then these files will be executed in the exact order as you have linked them in the code. As an alternative option, you can append external Javascript files to a creative by using the “Append external JavaScript (.js) file” field.

4.2.11 Detection of Flash version for the creative code

Placement codes are able to retrieve the Flash version installed in the user's browser when connecting to the emitter. This information can be used later in creative codes to impose certain limitations. To be able to use the information about the Flash version of visitors, it is necessary to

use the “<%%EXPR_v%%>” or “<%%EXPR_flashver%%>” macro in the creative code. The macro returns one of the following values:

- -1 means lack of parameter. Such situation takes place if impression scripts were used to deliver the creative;
- 0 means that the Flash plug-in was not detected in the browser of the user;
- any other integer refers to the Flash version installed in the user's browser.


 Please be advised that any placement code changes and alterations unauthorized or not recommended by Gemius may cause malfunction in advertisings delivery or gathering statistics of the tracked campaign.

5. Reports

5.1 Period Reports

The “Period reports” tab in “Reports” main menu is used to define reports (in XLS or CSV format) which are delivered by the system periodically, in a fully automated way, to recipients. Period reports can be defined for advertisers, agencies, campaigns and publishers. In addition, it is possible to define settings for any report at the view of a selected advertiser, agency, campaign or publisher, too.

5.1.3 Adding new period reports

In order to add new report, click on the  icon in the “Period report” view . When you define parameters for the report, you should provide the following information:

1. **Name** – the name of a report;

Note: if the name of a period report is too long to fit in the “Name” column in the “” view, it will be trimmed to fit in (the excessive characters will be cut off from the middle and will be substituted with “...”). The full name is displayed in the tooltip when hovering the mouse cursor over the text.

2. **Owner** – you specify the entity the report will be applied to: advertisers, agencies, campaigns or publishers;
3. **E-mails** – e-mail addresses (separated with a space, comma, or each address entered in separate lines) to which the report will be sent;

Note: if the report is generated for an advertiser / agency / publisher with an e-mail address assigned in the properties of this entity (under the respective menu), this e-mail address is automatically added to the list of recipients.

4. **Your E-mail** – the report sender's e-mail address (if there is no address, the sender of the report will be AdOcean);
5. **CC** – additional recipient(s) of the e-mail;
6. **BCC** – additional hidden recipient(s) of the e-mail;
7. **Reply to** – the address to be used if somebody replies to the period report e-mail (in case of leaving this field blank, the sender of possible reply will get the message with the contact e-mail address information);
8. **Content of message** – additional message text;
9. **Language** – the language of the report (chosen from the drop-down list of available language versions);
10. **Report type** – format of file with report;
11. **Send report** – the frequency of delivering the report to the recipients.

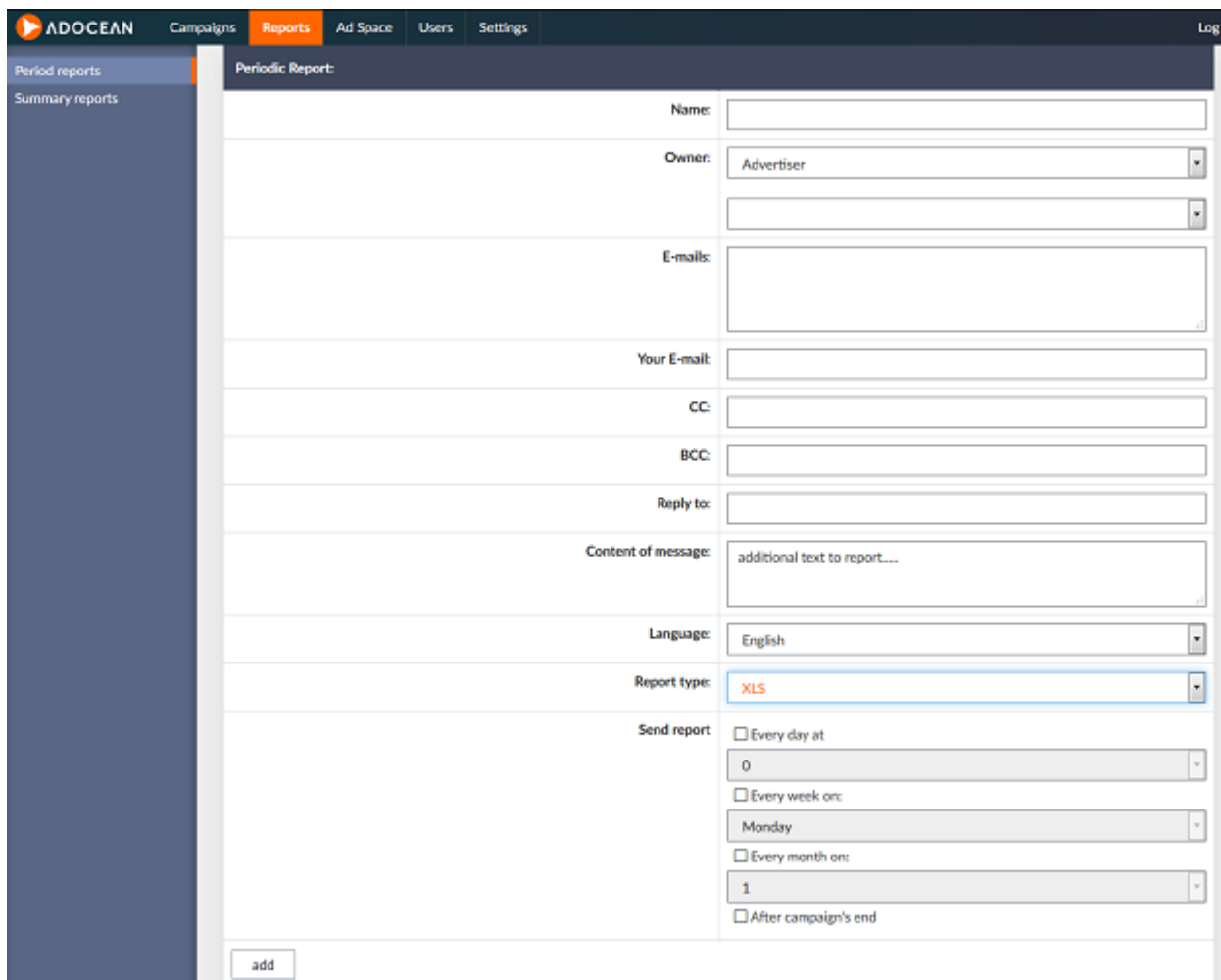


Fig. 20 Period report properties

In the case of adding a period report at the view of relevant publisher, advertiser, agency or campaign, you are automatically redirected to "Period reports" tab in "Reports" main menu. After

defining settings for a report and section and clicking the “accept” button, we return to the view pane of the relevant publisher, advertiser, agency or campaign for whom we defined the report.

5.1.4 Defining sections

It is necessary to define at least one section for any report (by clicking on the button **+ Add new report section**). In each section you define the data that the given report should include (information, columns, indicators, time periods, etc.). In case of not defining at least one section, the generated report will not include any data.

ADOCEAN Campaigns Reports Ad Space Users Settings Log out

Period reports Summary reports

PROPERTIES

Selection of periodic report:

Report: new report(Advertiser Example Advertiser)

Section's name:

Columns:

- Advertiser
- Publisher
- Placement
- Placement category
- Creative
- Creative's category
- Campaign's type
- Campaign
- Campaign duration
- Order
- Placement path

Time of data:

- whole period
- absolute time
- relative time

Time of data: detailed by:

Statistics:

Impressions

- cookie impressions
- non-cookie impressions
- all impressions
- frequency
- reach

Expansions

- Expansions
- TTEp
- UExp

User clicks

- first clicks
- next clicks
- all cookie clicks
- non-cookie clicks
- all clicks
- TTC
- UC first
- UC next
- UC all
- successful clicks
- SUC

Actions

- post-view actions
- post-clck. actions
- actions
- UA-pv
- UA-pc
- UA
- TTA-pv
- TTA-pc

Ratios

- CR-V
- CR-U
- AR-V
- AR-U
- UCTR
- CTR
- UCTR o.i.
- CTR o.i.

Filter campaign:

Types of campaign:

- Commercial
- Self-promotion
- exclusive

Time of the campaign's start:

- whole period
- absolute time
- relative time

Time of the campaign's end:

- whole period
- absolute time
- relative time

Filter orders:

Time of the order's start:

- whole period
- absolute time
- relative time

Time of the order's end:

- whole period
- absolute time
- relative time


Filter publishers:

Fig. 21 Period report sections

When you define a section, you should enter the following information in the appropriate fields:

1. **Section's name** – the name associated with this particular section of the report;
2. **Columns** – it defines the level of information the section should contain (i.e. if statistics should be broken down to the level of advertiser, publisher, campaign, placements, etc.);
3. **Time of data** – what time periods the report data should cover and how detailed the data should be presented for the given period (i.e. all statistics aggregated or daily / monthly / weekly division):
 - a) whole period – comprehensive, overall data for an advertiser, publisher, agency or campaign;
 - b) absolute time – we specify time period between exact dates;
 - c) relative time – covering latest days, full days, weeks, full weeks, months or full months:
 - d) days – 24 hours from the exact hour when the report is generated;
 - e) full days – from 00:00 till 00:00 on the previous calendar day;
 - f) weeks – 7 days from the exact day when the report is generated;
 - g) full weeks – a calendar week from Monday till Sunday;
 - h) months – a month from the exact day when a report is generated (e.g. from 10th March to 10th April);
 - i) full months – from the first until the last day of the previous calendar month;
4. **Statistics** – the indicators that should be included in the report section;
5. **Filter the campaigns** (this option is not available if the report is generated for a campaign only and not for all campaigns of an advertiser, agency or publisher) – these are the criteria according to which the campaigns for the report will be selected for inclusion:
 - a) you can specify the exact name of campaigns or specify a set of campaigns where the campaign name starts with particular words or letters (scheme: name_fragment*), contains specified words or letters inside the name (scheme: *name_fragment*) or end with the specified words or letters (scheme: *name_fragment);
 - b) you can define which type of campaigns should be included (exclusive, commercial, self-promotion);
 - c) the report may include information about unused page views in publisher reports;
 - d) and it may include only those campaigns which started or ended within a specified time.
6. **Filter orders** – we can set criteria for which orders to include in the report section, in the same way as using Filter for campaigns, i.e. based on name or start/end time of orders.
7. **Filter advertisers** – (in the view: section for publisher) we can specify exactly which advertisers should be included when generating a report – we specify their exact name or only fragments of their name (see relevant description on campaigns).
8. **Filter the publishers** – (in the view: section for advertiser) we can specify exactly which publishers should be included when generating a report – we specify their exact name or only fragments of their name (see relevant description on campaigns).

After setting the relevant options, you need to confirm the settings of the section by clicking the “add” (if it is a newly created section) or “accept” button (if you just edit an already existing section) at the bottom of the page. It is also possible to copy an existing section by clicking the “duplicate” button. It may come in useful when you would like to add a section for which settings differ only slightly from previously defined sections.

 The format of CTR indicators in period reports can be set to either floating point number (as 0.0012) or percentage (as 0.12%) under “Settings” main menu, in “Account settings” tab. The default floating point number setting might prove useful if you do advanced calculations with the exported data.

5.2 Summary Reports

The “Reports” main tab's “Summary reports”, there is possible to generate a report about all the campaigns and publishers of your account. Generally speaking, with the help of summary reports you can get an overview about the campaigns that were delivered in a certain time period and their results.

E-mail of recipient

Report type summary only summary and day by day data

For selected day 2016 03 21


For selected week 21.03.2016 - 27.03.2016

For selected month 2016 03

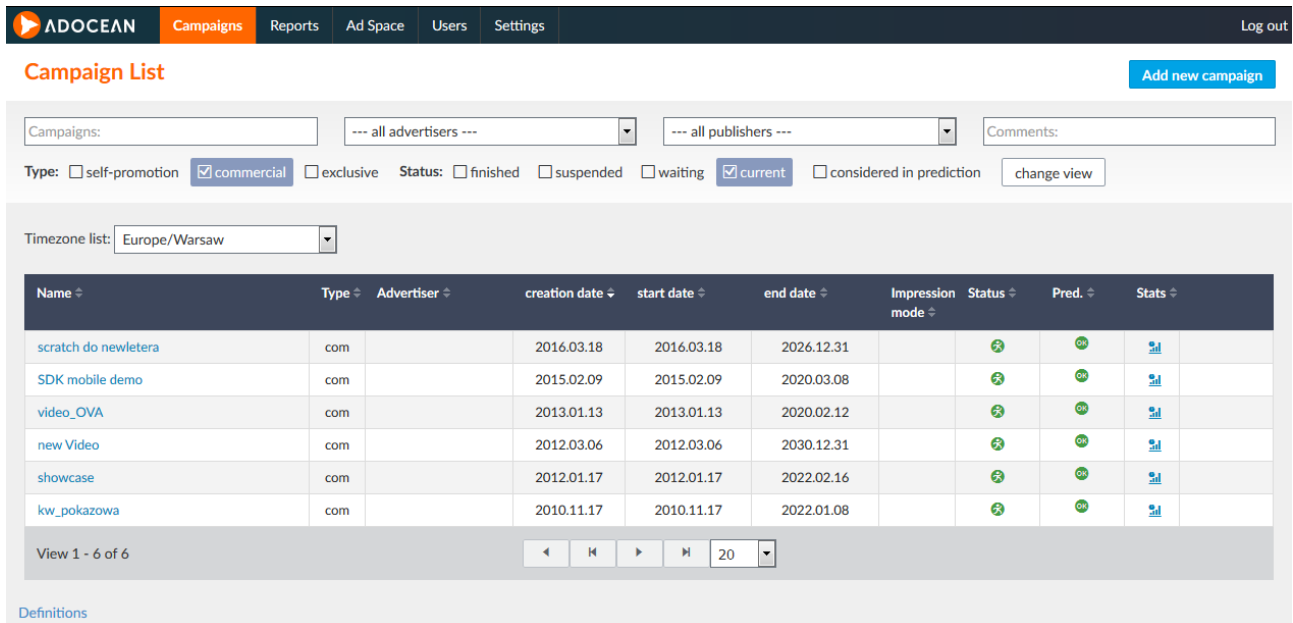
For selected period 2016 03 21 - 2016 03 21

Fig. 22 Summary report options

Summary reports can be generated for a selected day, week, month and also for a custom time period. A custom time period cannot be longer than 90 days. You can set the report to include either only summary data or also day by day data. The report will be sent by e-mail to the recipient address which has been set in the respective field, in CSV format (this can be opened/imported in any of the common office suites). The time of generating and sending out the report depends on the amount of data that has to be processed. If the ordered report covers a longer period of time and if the day by day data presentation is also selected then waiting time may be up to a few hours even. If the size of a summary report is too large, it will be divided into several parts and get compressed. The format of the generated CSV files is as follows: Date, Website, Campaign name, Campaign type, Advertiser, Order, Placement, Category, Creative, Impressions, Reach, Clicks.

 If a report is generated for a custom time period then the “Reach” column will remain empty. It is a result of the fact that such report is generated as a sum of daily reports and for such reports it is not possible to calculate the reach (reach for particular days will not equal reach for a whole period of those days as reach is a non-additive statistic).


6. Campaign management



Name	Type	Advertiser	creation date	start date	end date	Impression mode	Status	Pred.	Stats
scratch do newletera	com		2016.03.18	2016.03.18	2026.12.31				
SDK mobile demo	com		2015.02.09	2015.02.09	2020.03.08				
video_OVA	com		2013.01.13	2013.01.13	2020.02.12				
new Video	com		2012.03.06	2012.03.06	2030.12.31				
showcase	com		2012.01.17	2012.01.17	2022.02.16				
kw_pokazowa	com		2010.11.17	2010.11.17	2022.01.08				

Fig. 23 Campaign List

You can find the list of campaigns under the “Campaigns” main menu. In the upper part of this screen there are options for filtering campaigns (“Campaign Chooser” box) and selecting which ones you would like to display in the list. You may search for campaigns by name or by a particular advertiser/agency/publisher. It is also possible to filter by campaign type (self-promotion, commercial, exclusive), by campaign status (finished, suspended, waiting, current), or by “consider in prediction” option on or off which can be set by selecting the appropriate checkbox and clicking on the “change view” button. Please be advised that selecting “considered in prediction” and “finished” status will always present an empty list as finished campaigns are never considered in prediction.

You can see the list of campaigns below the filtering options. The  button in the top right corner of view, lets you create a new campaign. The first column lists the campaign names. Click a name to go to “Campaigns properties” view. The “Type” column has one of the following labels: “self”, “com” or “excl”, which are abbreviations for the campaign types respectively: self-promotion, commercial and exclusive. If the entire campaign is defined in OverEmit mode (descriptions of these can be found in later sections of the manual) then the “Emission mode” column displays this information. There are icons in the “Status” column showing if a particular campaign is currently being edited, either by you: , or by another user: . Apart from these icons, there are also the ones which indicate if a particular campaign is suspended, waiting, finished or current. In the “Pred.” column there are icons indicating whether a campaign plan can be fulfilled, is endangered, strongly endangered or if the status is unknown. In addition, the icon indicates that for the given campaign “always considered in prediction” option is on, regardless of its status. In the “Stats” column there is a bar chart icon: – click it to go to the campaign statistics view.

i The statistics icon for a campaign is visible only if the first statistics have already been processed by the gDE module for the given campaign (see section [Statistics](#) to learn more about statistics in AdOcean).

You may sort the campaigns table by any the data in any of the columns. To do so, just click on the column header. The column, which the table is sorted by, has a darker upward (ascending) or downward (descending) arrow next to the column title:

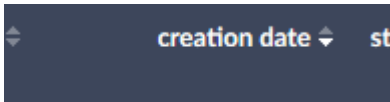


Fig. 24 Sorting columns under Campaigns

The number of campaigns, which were found using the actual filtering options, may be seen in the left part of the table footer. In the middle of the footer you can see the paginating controls. Click an arrow to jump to the first, previous, next or last page in the list of campaigns. Select a value from the drop-down list next to them to show more or less campaigns on one result page:

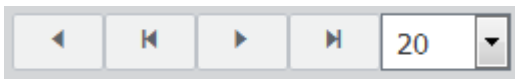


Fig. 25 Paginating under Campaigns

If time zones are switched on for an AdOcean account (any, except those which are part of AdMonitor) then an additional control is presented in the “Campaigns” view:

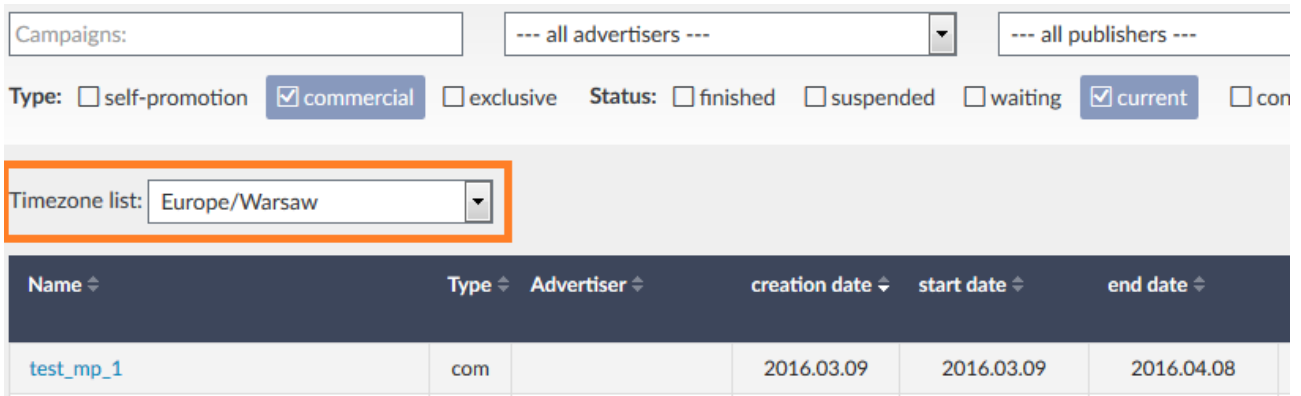



Fig. 26 Displaying campaign Times with different time zones

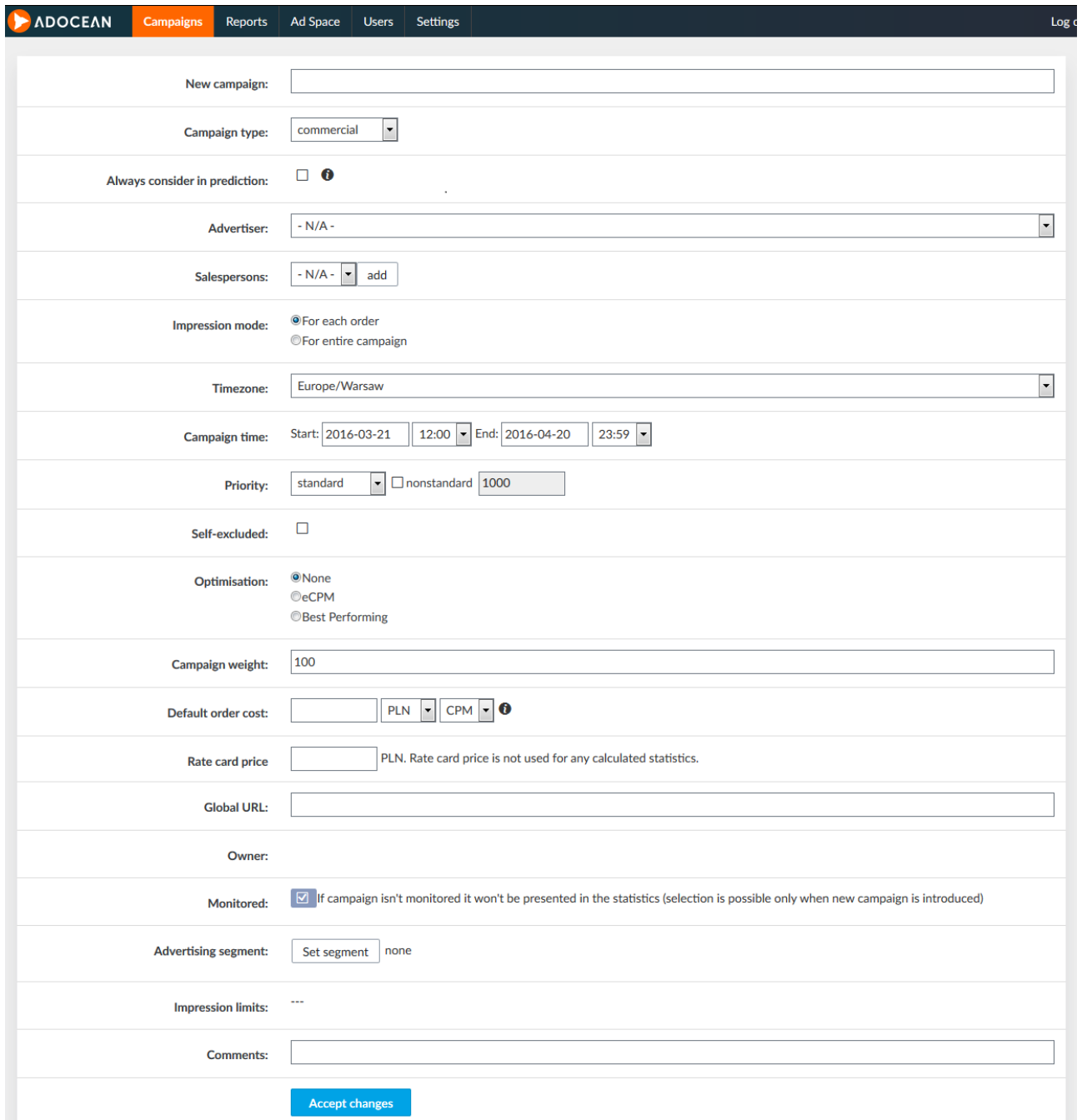
An AdOcean account’s default time zone is set in the “Campaigns” view by default, but it can be changed by selecting one of the available entries from the drop-down list. Doing so reloads the list of campaigns with dates and times presented according to the selected time zone. Such possibility is needed because of the impact on presented dates by time offset changes.

More information about the time zone setting of campaigns can be found on the next pages about campaign properties.

6.1 Defining campaigns

6.1.3 Adding or editing campaigns

To add a new campaign in AdOcean, please navigate to “Campaigns” main tab. Click on the button  and a form will be loaded where you can set the main properties of the campaign.



The screenshot shows the 'New Campaign' form in the AdOcean interface. The form is organized into a series of horizontal sections, each with a label and input fields. The top navigation bar includes 'ADOCEAN', 'Campaigns' (highlighted), 'Reports', 'Ad Space', 'Users', 'Settings', and 'Log out'. The form fields are as follows:

- New campaign:** A text input field.
- Campaign type:** A dropdown menu with 'commercial' selected.
- Always consider in prediction:** A checkbox that is unchecked.
- Advertiser:** A dropdown menu with '- N/A -' selected.
- Salespersons:** A dropdown menu with '- N/A -' selected and an 'add' button.
- Impression mode:** Radio buttons for 'For each order' (selected) and 'For entire campaign'.
- Timezone:** A dropdown menu with 'Europe/Warsaw' selected.
- Campaign time:** Start date: 2016-03-21, Start time: 12:00, End date: 2016-04-20, End time: 23:59.
- Priority:** A dropdown menu with 'standard' selected, an unchecked checkbox for 'nonstandard', and a text input field with '1000'.
- Self-excluded:** An unchecked checkbox.
- Optimisation:** Radio buttons for 'None' (selected), 'eCPM', and 'Best Performing'.
- Campaign weight:** A text input field with '100'.
- Default order cost:** A text input field, a dropdown for 'PLN', a dropdown for 'CPM', and an information icon.
- Rate card price:** A text input field and the text 'PLN. Rate card price is not used for any calculated statistics.'
- Global URL:** A text input field.
- Owner:** A text input field.
- Monitored:** A checked checkbox and the text 'If campaign isn't monitored it won't be presented in the statistics (selection is possible only when new campaign is introduced)'. The checkbox is checked.
- Advertising segment:** A dropdown menu with 'Set segment' selected and 'none' as an option.
- Impression limits:** A text input field with '---'.
- Comments:** A text input field.

At the bottom of the form, there is a blue button labeled 'Accept changes'.

Fig. 27 Campaign properties (new campaign)

The following properties are available for any campaign (some options can only be set if the new campaign has been added already, see the difference between above and figure 30).

1. Campaign name
2. Campaign type (it assigns a default priority to the campaign based on your selection):
 - a) commercial – to deliver orders placed by commercial customers. Such a campaign has higher priority than self-promotion campaigns, but lower than exclusive ones.
 - b) self-promotion – useful for campaigns of low priority, to make use of impressions which would be lost for any commercial or exclusive campaigns.
 - c) exclusive – it is the highest priority, campaigns of this type are delivered in the first place, orders of other campaigns can be delivered only if there is no possibility to deliver the exclusive campaign (e.g. because it reached the number of planned impressions or fulfilled a certain capping or targeting criteria for the given visitor). If you try to define two exclusive campaigns on the same placements, the system warns about the conflict.
3. Always consider in prediction – tick this option to include this campaign in system ad space prediction. The prediction status is calculated regardless of the campaign status (current, waiting, suspended). Prediction of each campaign influences prediction status of all campaigns with this option on. If this option is off the prediction status will not be calculated and this campaign will not influence prediction of other campaigns. Prediction is always calculated for current and waiting campaigns even if the “always consider in prediction” option is not selected, moreover, it is never calculated for finished campaigns.
4. Advertiser – select the advertiser from the list who ordered the campaign (if the advertiser does not exist yet, then you will need to go to “Advertisers” tab in “Users” menu and add it there). This step is important because it is where you also tell the system which advertiser will see campaign statistics after logging in to AdOcean interface with its own access.

Note: the list contains both agencies and advertisers. If an advertiser is not direct but belongs to an agency then it will be listed under the name of its agency, slightly indented. If an advertiser is assigned to several different agencies in your AdOcean account then this advertiser will be listed under every such agency in the drop-down list. Depending on which instance you select from the list, you will give access one or another agency as well to the statistics of a given campaign. If none of the agencies should have access to campaign statistics then simply select the advertiser from the bottom of the list, where it is not connected to any agency at all (displayed without indentation). You can see an example on the figure below, where advertiser entities are marked by numbers (from 1 to 8, top to bottom):

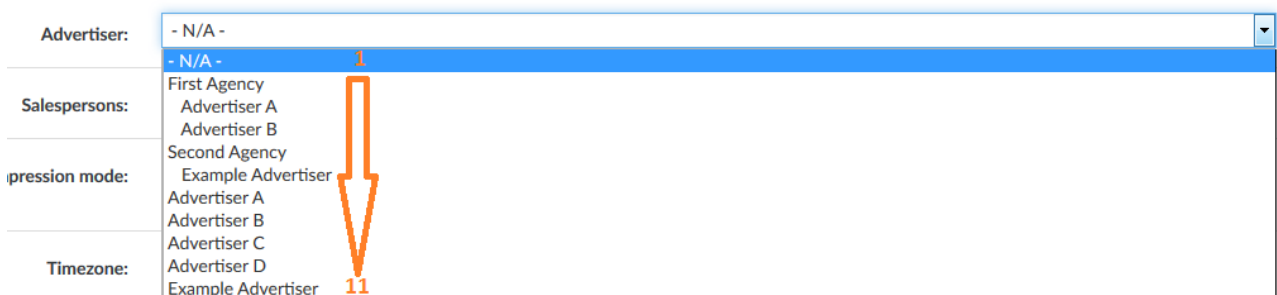


Fig. 28 List of advertisers in Campaign Properties view

Explanation:

1. None of the agencies or advertisers will see campaign statistics after logging in to AdOcean.
 2. Only First Agency will see statistics (could be the case when the agency has a campaign which advertises its own agency solutions and services directly).
 3. Advertiser A and First Agency will see statistics.
 4. Advertiser A, Advertiser B and First Agency will see statistics.
 5. Only Second Agency will see statistics.
 6. Example Advertiser and Second Agency will see statistics.
 7. Advertiser A will see statistics but none of the agencies (Advertiser A is a direct advertiser).
 8. Advertiser B will see statistics but none of the agencies (Advertiser B is a direct advertiser).
 9. Advertiser C will see statistics but none of the agencies (Advertiser C is a direct advertiser).
 10. Advertiser D will see statistics but none of the agencies (Advertiser D is a direct advertiser).
 11. Example Advertiser will see statistics but none of the agencies (Example Advertiser is a direct advertiser).
5. **Emission mode** – it is possible to define the emission mode for each order separately or globally for the entire campaign. After selecting the „For entire campaign” radio button, the number of planned events filed appear along with a option for emission speed percentage, OverEmit and Algorithm modes.. These modes and the number of planned events setting are explained in detail at the description of orders (see section: [Defining the campaign plan](#)).

Note: if you define any mode for the entire campaign, such mode will be automatically set for all orders in the campaign.

6. **Time zone** – with the help of this drop-down list, you are able to apply the appropriate time offset to the campaign. For instance, selecting “Europe/Warsaw” makes the system use UTC+01 standard time and UTC+02 summer time, which is also referred to as 'CET', for the campaign. There are altogether 319 time zone options available in the AdOcean system, categorized by continent/city pairs. Every AdOcean account has a default time zone assigned to it, which is selected by default for newly defined campaigns. The default time zone of an AdOcean account can be changed by Technical Support for users with administration access (including publishers with trafficking access and alias users).

Note: the time zone can be modified only during the first 7 days of the campaign period and if there aren't too many campaigns being recalculated already for your account. If it is necessary to recalculate a more advanced campaign, please contact your local Technical Support.

7. **Campaign dates** – first and last day of the campaign with hourly precision. Setting the start date properly is important for statistical purposes. Practically it is the day when your ads will start to be delivered. Click the start or end date field to bring up a calendar widget for comfortably setting campaign dates.

Note: please pay attention that there are some limitations for setting start and end dates. You cannot do any of the following:

- set a campaign for the period longer than 3 years;
- set the campaign's start date before last midnight;
- change the start date of an ongoing campaign (however, it is possible to change the start date of a campaign which has been defined on the same day);

- set the campaign's end date before the current date and time.
8. **Campaign priority** – priority determines which campaign should be delivered during a given page view if there are more than one campaigns defined on the same placement. The campaign of the highest priority will be selected for delivery by the system. If there are several campaigns of the same priority defined on a particular placement then campaigns are selected randomly by weights.

Note: in case of selecting "nonstandard" priority the value can not be higher than 499 for a self-promotion campaign, it has to be within the range of 500-99999 for a commercial campaign and you cannot set any other value than 1000000 for an exclusive campaign. In case of setting a value that does not fulfil the above restrictions, the system will automatically change it to the nearest possible value.

9. **Campaign weight** – after particular campaigns are selected for delivery on the basis of priority, one of those will be selected at random by weights. Campaign weight is a number (the lowest possible value is 1, the highest is 9999999) that tells the system in what ratio it should be delivered, compared to other campaigns of the same priority. For example, if there are 3 campaigns of the same priority with weights of 100, 200 and 300 respectively then 1/6 of impressions will be delivered from the first campaign, 1/3 from the second one and 1/2 from the third one.
10. **Global URL** – web page address to which campaign creatives redirect clicking users (you may change this address for individual creatives if needed).
11. **Monitored** – determine if the campaign is to be monitored by gDE system (usually all the campaigns are monitored by gDE; if the campaign is not a special one where you deliver some ads but do not need to count statistics, you should leave this setting turned on). If a campaign is not monitored then no statistics will be presented for it.

Note: turn off this option carefully, it cannot be changed in the interface later!

12. **Impression limits** – limits set on the entire campaign independently from impression limits set for particular orders in the campaign (for detailed description of adding limits see section [Setting limits based on selected indicators](#)).
13. **Comment** – optional field to save important information about the campaign.

To create a campaign, click on the "Accept changes" button. The following buttons will appear:

- in the lower part of the view panel (these are present if you are in editing mode):
 - **Accept changes** – to confirm changes made in this view only (i.e. campaign properties);
 - **Delete campaign** – deletes the campaign;
- In the upper right corner of panel
 - **End editing campaign** – when the process of editing a campaign (also the ongoing one) is complete, the introduced changes are transferred to the emitter and they are activated upon the next update of the emitter;

If you are not editing a campaign any more then the following buttons will be available for you:

- at the top of the view pane for campaign properties:
 - **Campaign Edition** – if you need to modify any settings of the campaign, first you have to click this button. It will let you make necessary changes and inform other users who would like to modify the same campaign that is already being edited (only one person can edit a given campaign at any moment to avoid situations where one user overwrites the changes of someone else).

- **Suspend! / Resume!** – these buttons will pause or continue delivery of ads in this campaign respectively (and taking into consideration of course the delivery plans of orders). It is not possible to resume a campaign which does not have at least one correctly defined delivery plan. If the campaign has been resumed already then the “Suspend now!” button appears. Suspending takes effect in up to 30 seconds only, however, resuming needs some minutes (i.e. your campaign will not continue to deliver ads immediately after you click “Resume now”).
- at the bottom of the view pane for campaign properties:
 - **Copy campaign** – this button will duplicate the campaign with exactly the same settings, except the files that have been uploaded under “MEDIA” submenu, and set it as suspended. Campaigns with retargeting cannot be copied.

ADOCEAN
Campaigns
Reports
Ad Space
Users
Settings
Log

- Properties
- Live preview
- Creatives
 - Media files
- Exclusions
- Limits
- Ad Space
 - Publishers
 - Placement categories
 - Placement types
- Plan
 - Orders
 - Surrounds
 - Cappings
 - Targetings
 - Retargetings
 - Progress statistics
- Statistics
 - Tracking scripts
 - Action & SC scripts
 - Period reports
 - Summary report

test_campaign

End editing campaign

Type: com Advertiser: --- creation date: 2016.01.14 start date: 2016.01.14 end date: 2016.03.31 Impression mode: --- Status: ● ● Exclusions: -

Campaign:	<input type="text" value="test_campaign"/>
Campaign type:	<input type="text" value="commercial"/>
Always consider in prediction:	<input type="checkbox"/> ?
Prediction	<input type="text" value="New prediction"/> To order prediction, the campaign can not be in Edit mode (including edit by other users). ?
Advertiser:	<input type="text" value="- N/A -"/>
Salespersons:	<input type="text" value="- N/A -"/> <input type="button" value="add"/>
Impression mode:	<input checked="" type="radio"/> For each order <input type="radio"/> For entire campaign
Timezone:	<input type="text" value="Europe/Warsaw"/>
Campaign time:	Start: 2016.01.14 0:00 End: <input type="text" value="2016-03-31"/> <input type="text" value="23:59"/>
Priority:	<input type="text" value="standard"/> <input type="checkbox"/> nonstandard <input type="text" value="1000"/>
Self-excluded:	<input type="checkbox"/>
Optimisation:	<input checked="" type="radio"/> None <input type="radio"/> eCPM <input type="radio"/> Best Performing
Campaign weight:	<input type="text" value="100"/>
Default order cost:	<input type="text"/> <input type="text" value="PLN"/> <input type="text" value="CPM"/> ?
Rate card price	<input type="text"/> PLN. Rate card price is not used for any calculated statistics.
Global URL:	<input type="text" value="http://www.adocean-global.com"/>
Owner:	mkoczynska
Introduced by:	mkoczynska 2016.01.14, hour: 14:14 (CET)
Last modification time:	2016.03.21, hour: 13:47 (CET)
Monitored:	Yes
Advertising segment:	<input type="text" value="Set segment"/> none
Impression limits:	[Add new limit]
Comments:	<input type="text"/>

Fig. 29 Campaign properties (existing campaign)

The last required step of editing a particular campaign is to finish campaign edition itself. It is done by clicking on the “End editing campaign” button under the “Properties” tab of the “Campaigns” menu. The plans on the emitter server will be updated only after this step. Until you end editing of a campaign, your changes will not go live. If you do not end editing of a campaign and someone else takes over editing by using the “Campaign Edition” button, the changes you have made before will also go live with the other person's changes.

After you set campaign properties, you need to define creatives (either by using a template or by using the built-in types and uploading creative files separately to the server), choose a set of placements to be involved in your campaign, define the delivery plan in the form of orders (i.e. determine which creatives, on which placements and when exactly should be delivered). Additionally, you might define some capping and/or targeting. All these steps are described in the further sections of the manual.


6.1.3.1 Campaign status

Prediction status is presented in two ways: with an icon or as a percentage. Where the planned number of events is set, the column of prediction status contains information about the number of delivered events and the estimated number of number of events delivered till the end of delivery time. For example: '50% / 98%' prediction information in a campaign with 1 000 impressions planned means that 50% of planned events have already been reached (i.e. 500 impressions) and till the end of the campaign's delivery time, 98% of planned impressions is predicted to be delivered (i.e. 980 impressions). Moreover, 3 colours are used to describe different prediction statuses:

Green – delivery plan will be fulfilled;

Yellow – less than 10% of events will be missing for accomplishing the plan;


Red – more than 10% of events will be missing for accomplishing the plan.


The  icon is presented for campaign which are either new, or there was a change in the number of planned events/indicator/emission mode. In case of campaigns with unlimited plans, the prediction status for the campaign itself depends on the predictions of orders.

In these cases four different icons or percentage values are used to describe the status of campaign prediction:

 specifies that the plan will be fulfilled for all orders in a given campaign;

 specifies that at least one order in the campaign is endangered;

 specifies that at least one order in the campaign is strongly endangered;

 specifies that at least one order's in the campaign status is unknown.

When a campaign is being edited, the prediction status has black colour (both the icons and percentage labels). It means that campaign settings were changed and it could have a significant influence on predictions. Black information is compatible with the last prediction status but it also reminds you that the next status may be different from the current one.

6.1.3.2 Prediction system

In the main view of the "Campaigns" menu, in the view of orders ("Plan" submenu of a campaign) and in the "Progress statistics" tab in "Plan" submenu there is a column with "Pred." or "Prediction" label (depending on the view). Prediction status informs you whether the planned number of events in a campaign/order could possibly be accomplished during the set campaign period or not – taking

into account the current pace of ad delivery and other web pages' campaign load. In other words, the system predicts whether the defined plan of a campaign/order is likely to be fulfilled by the emitter or not. The prediction time encompasses the next 30 days and it takes into consideration the following limitations:

- Cappings:
 - Frequency capping,
 - Frequency capping (within campaign duration),
 - Keywords,
 - Regular expressions,
 - Impression program,
 - Aggressive creative capping,
- Targetings:
 - Geotargeting,
 - OS+Browser,
 - OS+Browser Mobile,
 - Population,
 - IP addresses, ranges,
 - Numerical targeting,
 - Customized targeting,
 - Provider (ISP),
 - Screen resolution,

The prediction module does not take into consideration the following limitations:

- Click capping (within campaign duration),
- Best Performing and eCPM optimization,
- Publisher-based ad delivery.



The above listed limitations influence the accuracy of obtained prediction results.


If a campaign/order is inactive or finished then the system does not display any prediction icon.

Our new prediction module is based on impression attempts. Therefore the module needs at least one month of historical data collected already and it is not working on placements, which were defined less than a month before.

6.1.3.3 Editing campaigns

It is possible to modify a campaign and its elements while it is running. You should use the "Campaign edition" button in the main view ("Properties" tab) of a particular campaign. When the campaign editing is finished, you should again go to the main view of the campaign and press the "End editing campaign" button.

In the campaigns list, a campaign which is currently being edited has a special icon in the "Status" column indicating the campaign edition status:  (being edited by you) or  (being edited by another user).

 Changes made to a campaign will not be taken into account (brought live) until the “End editing campaign” button is pressed. You should know that ending a suspended campaign's edition does result in resuming it at the same time. To resume a campaign you should not click “Resume!” button.


6. 1. 3. 4 Monitoring campaigns


To monitor a campaign with the statistics module, you have to select the checkbox for monitoring with gDE system (it is selected by default) in a newly created campaign.




The actions of enabling or disabling a campaign's monitoring are both permanent. If you have made a mistake, you can only delete the created campaign and redefine it, with the correct setting for monitoring.

Data in the statistics module are updated each time a campaign is resumed. After significant changes in configuration (e.g. adding a new creative) the campaign results are recalculated (taking into consideration the new settings) which takes from 15 minutes to several hours, depending on the number of ongoing campaigns in your account and their complexity.

6. 1. 4 Defining creatives

When you go to “Creatives” submenu, it is possible to add a new creative if you click on the  button. You can enter the following information: name and format of the creative, creative template to be used, weight, URL (i.e. the landing page assigned to this creative, if the field is left empty then the campaign's global URL will be used) and comment.

 To each newly created account a list of global creative formats is assigned by default but you can also request to have your own creative formats. To enable or disable global/private creative formats, please contact your local Technical Support office.

To set a creative as active/inactive or aggressive, please select the appropriate checkbox when defining the creative (the feature of aggressive creatives is described in the [Cappings section](#)). By default, all creatives are set as active. If you deselect the “Active” checkbox, it will result in not displaying the particular creative on any placement, regardless of the orders that were defined with it. On the list of creatives, in the “Status” column, inactive creatives are marked with the  icon, just like suspended campaigns. Similarly, active creatives are marked with the  icon. Aggressive creatives are marked with the icon . The status of a creative is also visible in the views of the order, surround, capping and targeting definitions.

Creative properties:	
Name of creative:	<input type="text" value="billboard"/>
Creative format:	<input type="text" value="Billboard"/>
Creative template:	<input type="text" value="Billboard"/>
Weight:	<input type="text" value="100"/>
Creative codes defined:	undefined!!!
Active:	<input checked="" type="checkbox"/>
Aggressive:	<input type="checkbox"/>
Self-excluded:	<input type="checkbox"/>
URL:	<input type="text"/>
Third party click tracking URL:	<input type="text"/>
Comment:	<input type="text"/>

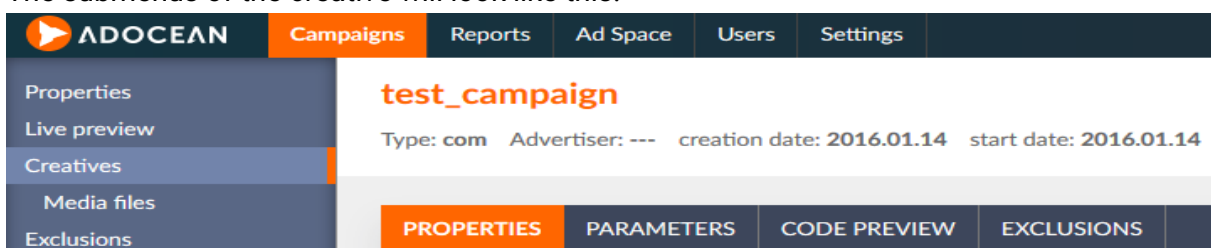
Fig. 30 Creative properties

When you add a new creative and define its properties, the system is still not told exactly what type of creative code and file should be used. As a next step, you need to use a creative template. Some global templates are already defined in your account for the most common formats. When using a creative template, you are provided with a set of options in the “PARAMETERS” submenu of the creative – here you just need to enter some parameters like height, width or the redirecting variable used in the file and upload a creative file to get a fully functional creative.

i It is also possible to create your own, additional creative templates (see section [Creative templates](#) for a detailed description of it).

Next click on “Add creative” and start defining the creative code (if you are using a creative with Simple template) or to set the creative parameters (in case you selected other template to be used).

The submenus of the creative will look like this:



The screenshot shows the ADOCEAN interface with a navigation bar containing 'Campaigns', 'Reports', 'Ad Space', 'Users', and 'Settings'. The 'Campaigns' menu is open, showing a list of submenus: 'Properties', 'Live preview', 'Creatives', 'Media files', and 'Exclusions'. The 'Properties' submenu is selected, displaying the following information:

- test_campaign**
- Type: com Advertiser: --- creation date: 2016.01.14 start date: 2016.01.14
- Submenu tabs: **PROPERTIES**, PARAMETERS, CODE PREVIEW, EXCLUSIONS

Fig. 31 Submenus when the creative uses a template

6.1.3. Simple template

6.1.3.1 IMG (image) section

You can set the following options for image type of creatives: "File URL" – actual location of a particular image file (.jpg, .gif, etc.) on the emitter or on an external server, width and height of the creative, style attributes (you can add your custom CSS definition to the image) and target (i.e. the window or frame where the landing page should open if you click on the creative). Certain creative formats have predefined creative size but these preset width and height values can also be overwritten.

6.1.4.1 JS and HTML section

If you enter a JavaScript type of creative code then you do not have to use the <SCRIPT> tag at the beginning of the code and the </SCRIPT> tag at the end. You can also add JavaScript code if you set up an HTML type of creative but in that case you do have to use the script tags in the creative code. The JS or HTML creative code will be delivered by the emitter to users via a set of document.write() functions where the arguments will be the separate lines of the creative code.

i You can mix JS and HTML with the other types. A common example for this is when you have an IMG banner prepared according to the technical specification of AdOcean, but an agency or advertiser would also like to count statistics with a 3rd party ad server. In such scenario, you could set up the creative first as IMG and then also insert the 3rd party impression tracking script as JS or HTML code (depending on what type of code it is).

PROPERTIES	PARAMETERS	CODE PREVIEW	EXCLUSIONS
Set creative parameters:			
IMPORTANT! Please read this Coalition for Better Ads compliance document to prevent ad blocking by Google Chrome.			
Creative:	Simple		
Template name:	Simple		
▲ HTML			
HTML Code:	<ul style="list-style-type: none"> <%%REDIR%%> to count clicks (clicks won't be counted when creative is reviewed) <%%TARGET_URL%%> to embed defined in the campaign or creative URL <%%PROTO%%> to embed the protocol dynamically ('http'/'https', e.g.: <%%PROTO%%>://creatives.adocean.pl/...) <%%EXPANSIONHIT%%> to count expansions <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> <%%FILE_6%%> (file.jpg) </div> <p>add in place of cursor to embed creative defined in 'Media files' tab</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <pre><input type="button" value="load banner" onClick="load1()"; name="button1"> <%%EXPANSIONHIT%%></pre> </div>		
▼ JavaScript			
▼ Image			
<input type="button" value="accept"/>			

Fig. 32 Defining JS and HTML creatives

If you decide to use your own JS/HTML code, there are 5 macros that you can use to refer to files or URLs set in AdOcean interface. These tags will always be converted to the proper URL or protocol by the emitter when delivering the creatives:

Tag	Description
<%%REDIR%%>	It is changed into a link which counts clicks on the advertisement.
<%%TARGET_URL%%>	It is changed into the landing page URL which is defined either for the whole campaign or on the level of the creative.
<%%PROTO%%>	If this macro is used, it will be changed either into "http" or "https", depending on the protocol used by a particular site.
<%%FILE_n%%>	It is changed into the absolute URL of the creative file which has been uploaded to the server before, under the "MEDIA" submenu. The proper value of "n" can be checked from the drop-down list of files uploaded under "MEDIA". You can also just select the file you need to use in the creative code and click "add in place of cursor" to insert the proper macro in the JS/HTML code.
<%%EXPANSIONHIT%%>	It is changed into an expansion tracking JavaScript code.
<%%TIMESTAMP%%>	If you insert it in a creative code, it will be replaced by a unique numerical string (a timestamp) when the ad is being delivered on a page (see section Appendix C – Using third party ad server tags in AdOcean for practical examples).
<%%EXPR_t%%>	An alternative for <%%TIMESTAMP%%> macro.

Table 2 – Macros' descriptions

The way of uploading files and finding out their script ID (e.g. "<%%FILE_6%%>") used by the system to refer to them is described in the next chapter ([The Media submenu](#)).

Creative code may be pasted into the field reserved in the AdOcean interface for the creative code. Additionally, it is possible to add an external JavaScript file to the creative code by entering the path to the external file (the added script will be interpreted prior to the creative code). Please do not forget about adding the following code part at the end of the file if it is not there already:

```
if(typeof(_ado_code)!="function"){_ado_code()};
```

i If a creative is delivered by a gDE+ (gemiusDirectEffect Plus) display script, AdOcean will not count clicks by default. When display script is a single, standard clickTag in the gDE+ creative, then clicks will be counted in AdOcean, after activation of the gDE+ feature on the main account. In order to activate it, please contact your local technical support.

In the case of defining creatives as both JS and HTML type, it is possible to add an independent external file to JS type. The sequence of execution will be the following:

- external file for JS;
- JS code;
- HTML code

6.1.2 Guidelines concerning the contents of appended external scripts

- It is possible to define any functions, objects and variables in the external scripts – they will be visible in the subsequent parts of the creative code.
- It is recommended to use a document.write() method to insert instructions or commands which change the state of a browser upon the moment of interpretation.

For example, instead of using:


```
alert ('ok')
```

we recommend:

```
document.write("<script type='text/javascript'>alert('ok')</script>");
```

- It is not recommended to add any subsequent, nested external scripts because Internet Explorer will interpret these scripts only after having completed the delivery of a creative.

6.1.3 Copying creatives

Each creative can be copied within the same campaign or from another campaign to the currently edited one. To copy a creative within the same campaign, select the proper checkbox in the “Action” column and click on the  icon (“duplicate selected”). Creatives copied this way will be named according to the following pattern: *NNN_copy_DDD*, where NNN is the name of the copied creative and DDD is the date when it was copied. You can search for creatives to be copied by the name or form of the creative.

Creative chooser

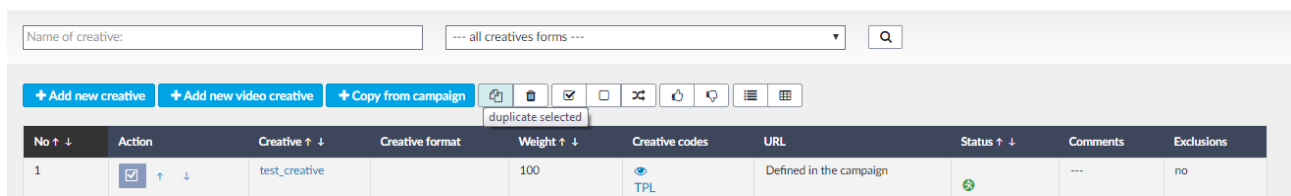




Fig. 33 Selecting a creative for copying

To copy a creative from another campaign, click on the  button and filter out the appropriate campaign by its name. You can also search for creatives to be copied by the name or form of the creative, or by the advertiser assigned to the campaign in which such a creative can be found. To copy a creative, select the proper checkbox in the “Action” column and click on the  icon (“duplicate selected”). The name of the copied creative will be the same as the original one.

Creative chooser

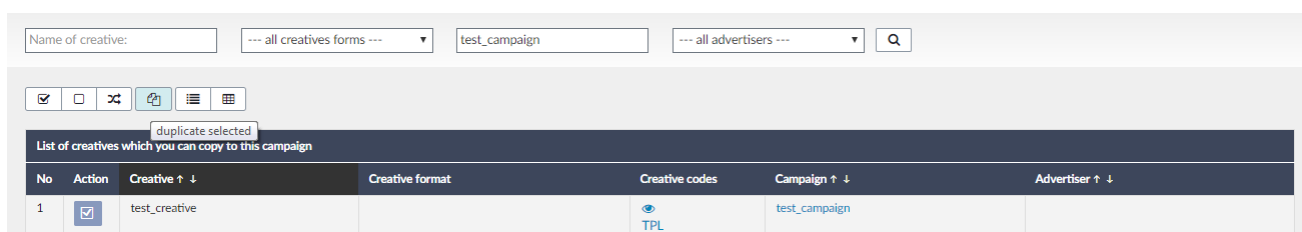


Fig. 34 Selecting a creative for copying from another campaign

6. 1. 5 The Media files tab

The "Media files" tab in "Creatives" submenu consists of two parts. In the upper part of the view there is a pane which allows the uploading of a creative file on one of the available creative servers. Adding such creative servers to the list is possible based on Client request, after a prior agreement with AdOcean.

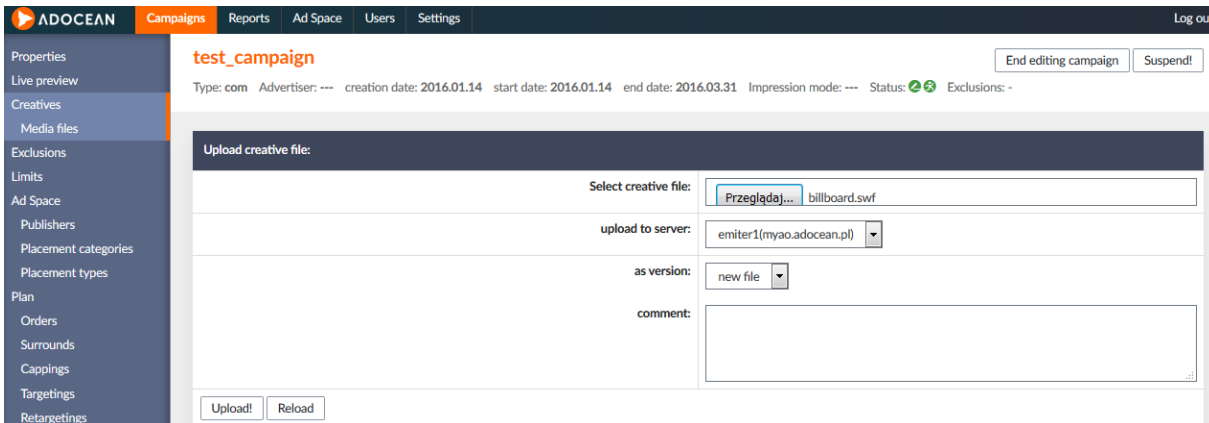


Fig. 35 Uploading files under Media files

To add creative servers to your AdOcean account, you are kindly asked to provide authorised employees of AdOcean Ltd. with access data to the server. The requirements for a creative server are: access through SSH, installed rsync and http server. The list below holds information that AdOcean will need to know to set an additional creative server for you:

- domain of the server,
- chosen server name (an identifier which appears in the interface),
- AdOcean account name (login) where the server should be visible,
- URL path of folder where files will be stored.

When one or more new creative server has been added, you are able to upload there creatives directly using the "Media files" tab. To upload a file on a server you should select the file (using the "Browse" button) then select the file version and the creative server that should store and serve the file. You can also add a comment to the file if necessary (e.g. what was changed in it compared to the previous version). In order to start the process of uploading, please click the "Upload!" button. Clicking the "Reload" button will refresh the view so you are able to check this way if an upload has already finished or not.



Creatives are uploaded in a background process and you can initiate the uploading of another file immediately after the previous one, without the need to wait until the last upload is finished. In the lower part of "Media files" view pane you can see the list of creatives which have already been uploaded to the server and also those which are currently being uploaded:

Uploaded files for campaign:









No.	Name	Action	Script id	Server	Status	Version	Creative	Comment
1.1	ao_scratch.png	 	<%%FILE_1%%>	emiter1 (myao.adocean.pl)	ok	1	billboard	---
2.1	billboard.swf	 	<%%FILE_2%%>	emiter1 (myao.adocean.pl)	ok	1		---
3.1	peelaway_450x450.s		---	emiter1 (myao.adocean.pl)	up: 	1	---	---

Fig. 36 List of files under Media files

The columns in the table contain the following information:

- **Name** – the name of uploaded file;
- **Action** – clicking the eye icon () shows the preview of a file, clicking the bin icon () deletes a file from the creative server;
- **Script id** – a macro in the form of <%%FILE_n%%>, which can be used while editing a creative in “Creatives” submenu in the “File URL” field (to refer to the location of a file on the creative server) or in the creative code. For example (based on files shown on Figure 40 above): when adding an IMG type of creative, you have to replace the default “http://” string in the “File URL” field by “<%%FILE_1%%>” to use the “ao_scratch.png” file for the creative;
- **Server** – the creative server where a file is being stored;
- **Status** – informs if a creative is already accessible on the server (“ok” status) or not yet because it is still being uploaded (an animated  icon indicates the ongoing transfer/removal of a file), please remember that you can click the “Reload” button any time to see if a process has been finished or not;
- **Version** – version number of a file;

Note: the <%%FILE_n%%> macro which is used to refer to a creative appears only at the last (highest) creative version (with “ok” status) – the same will apply if you use the macro: it will always refer to the highest version of a file.

- **Comment** – optional notes that were saved for the file.

A “Media files” tab is also available in the views of editing creatives. This tab may be used the same way as the “Media files” tab in the main view while defining subsequent steps of a campaign. The only difference is that where files will be visible: if you upload a file in the “Media files” tab on the level of the campaign (as the second step of campaign definition) it will be available for any creative in the campaign. If you upload a file under the “Media files” tab of a certain creative under creative settings then the file will be available only for that given creative.



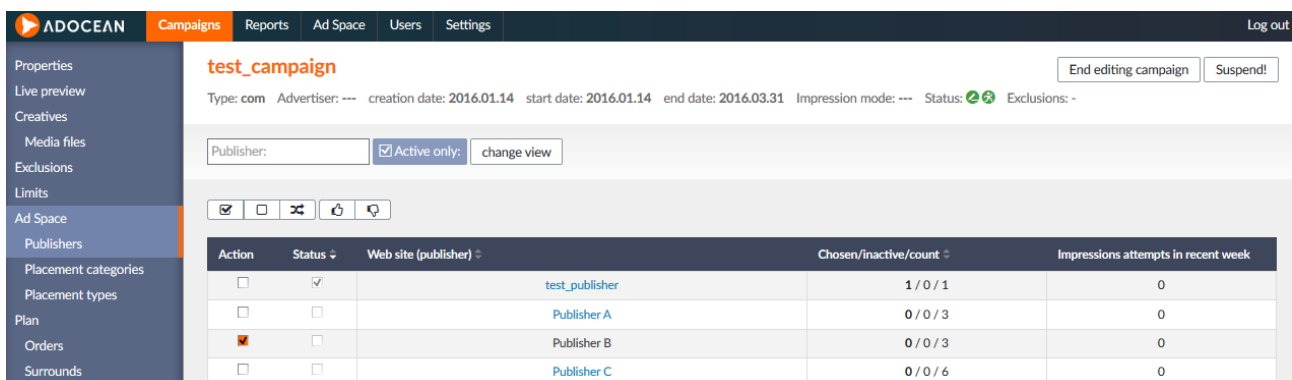
Files are assigned to a <%%FILE_n%%> macro while sending information to emitters. The result of deleting/adding a new version of a file will go live after the next update of data on emitters. There is a tweak, though, if you need to immediately replace a file: delete the current, highest version and upload the next version with the same file name (this way, the next version will have the same macro).

6. 1. 6 Selecting advertising space for the campaign

The “Ad Space” submenu is used to choose the advertising space where a particular campaign will be delivered. When you go to this submenu, you will see 3 tabs that help you assign placements to a campaign in different ways: “Publishers”, “Placement categories” and “Placement types”. This step is necessary to let the system know which placements should be made available for you when defining the exact orders of your campaign.

6.1.6.1 The Publishers tab

Under the “Publishers” tab you can select which placements (which publisher’s advertising space) will take part in the campaign. To select/deselect several websites (advertising spaces) at a time, use the “mark all” () , “unmark all” () or “invert selection” () icons. After you have selected the appropriate websites (using the checkboxes in the “Action” column), you can confirm your selection with the “set selected as active” () icon. You may also deselect websites that you have selected earlier by clicking on the “set selected as inactive” () icon.



The screenshot shows the ADOCEAN interface for a campaign named "test_campaign". The left sidebar contains a navigation menu with options like Properties, Live preview, Creatives, Media files, Exclusions, Limits, Ad Space, Publishers (selected), Placement categories, Placement types, Plan, Orders, and Surrounds. The main content area shows campaign details: Type: com, Advertiser: ---, creation date: 2016.01.14, start date: 2016.01.14, end date: 2016.03.31, Impression mode: ---, Status: , Exclusions: -. There are buttons for "End editing campaign" and "Suspend!". Below this, there is a "Publisher:" input field, a checked "Active only" checkbox, and a "change view" button. A toolbar contains icons for "mark all", "unmark all", "invert selection", "set selected as active", and "set selected as inactive". A table lists publishers with columns for Action, Status, Web site (publisher), Chosen/inactive/count, and Impressions attempts in recent week.

Action	Status	Web site (publisher)	Chosen/inactive/count	Impressions attempts in recent week
<input type="checkbox"/>	<input checked="" type="checkbox"/>	test_publisher	1 / 0 / 1	0
<input type="checkbox"/>	<input type="checkbox"/>	Publisher A	0 / 0 / 3	0
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Publisher B	0 / 0 / 3	0
<input type="checkbox"/>	<input type="checkbox"/>	Publisher C	0 / 0 / 6	0

Fig. 37 Selecting publisher advertising space for a campaign

The “Chosen/inactive/count” column may be of additional help for you. It shows how many placements from a particular website are selected at the moment for the campaign, how many inactive placements there are in that advertising space and the total number of placements there. The number in “Impression attempts in recent week” column shows how many times the placements on a website were requested to deliver and ad by the system in the past week.

If you would like to select not the whole website but only certain placements from it, please click on the name of the website (publisher) and a new view will be loaded with the advertising space of the publisher displayed on the left (see below). You can select individual placements using the checkboxes next to them and you can add the selected ones to the campaign by clicking on the “Commit changes” button at the bottom of the tree view.

Publisher Info:

Name:	Publisher A
Login:	Publisher_AA
Comment:	---

Unselected zones will be deleted from the campaign, provided that they are in no orders or cappings


Publisher advertising space:

+ - ↕ ⌵ ☑ ☐ ↻

- ☑ Publisher A
 - ☐ placement 1 None
 - ☑ placement 2 None
 - ☐ placement 3 None

commit changes

Node's data:

Node's name:	Publisher A
If Master:	---
URL:	
Reach Distribution:	

[\[back to site's view \]](#)

Search placements

Active only

Fig. 38 Selecting exact placements for a campaign

6. 1. 6. 2 The Placement categories tab

Under the “Placement categories” tab you can select not complete advertising spaces or exact placements of publishers separately but – in an aggregated way – such placements, which are labelled with a certain category or subcategory.


Categories/(Sub)Sites:

☑ ☐ ↻ ⌵ ☑ ☐ ↻

Action	Status	Main Categories	Site	Chosen/inactive/all
<input type="checkbox"/>	<input type="checkbox"/>	Sport	Publisher A	0 / 0 / 3
<input type="checkbox"/> ↵	<input type="checkbox"/>	Games (1)		0 / 0 / 9

Fig. 39 Selecting placements by their category for a campaign

If a main category has also subcategories, it is possible to select placements by those subcategories as well. To do this, click on the ↵ icon.

The selection of placements can also be done by using both tabs, “Publishers” and “Placement categories”. An example for this scenario could be when you have a category which is used on 4 different publisher's (“Pub A”, “Pub B”, “Pub C”, “Pub D”) advertising spaces and you would like to set up your campaign in a way that placements with this category will only be selected from advertising space of “Pub A” and “Pub C” but not the other publishers. To do it the fastest way, you would have to go first to “Placement categories” tab under “Ad Space” and add placements with the particular category to the campaign. As next step, you would go to the “Publishers” tab where you would see that some placements are assigned to the campaign now from all 4 publishers who have that category in their advertising spaces. To remove “Pub B” and “Pub D” publishers' placements, you would just need to select them in the “Action” column and remove them by clicking on the  icon (“set selected as inactive”).

6. 1. 6. 3 The Placement types tab

The “Placement types” tab works in a similar way to the “Placement categories” tab but here you can select placements by their type for your campaign in an aggregated way (e.g. select every placement with the placement type “Window/Layer”).

i It is not possible to deselect placements which are already part of any order (either the ordinary or the surround type) or any capping.

6. 1. 7 Defining the campaign plan

Defining the campaign plan consists of creating orders or surrounds (which are a special type of order) and setting any capping or targeting that the campaign requires. When you go to the “Plan” submenu of your campaign, there will be 6 tabs available to you: “Orders”, “Surrounds”, “Cappings”, “Targetings”, “Retargetings” and “Progress statistics”.

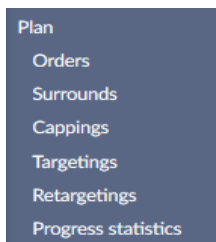


Fig. 40 Tabs in the PLAN submenu of a campaign

Each tab (except “Progress statistics”) is intended for defining the appropriate part of the campaign plan.

6. 1. 7. 1 The elements of a campaign plan

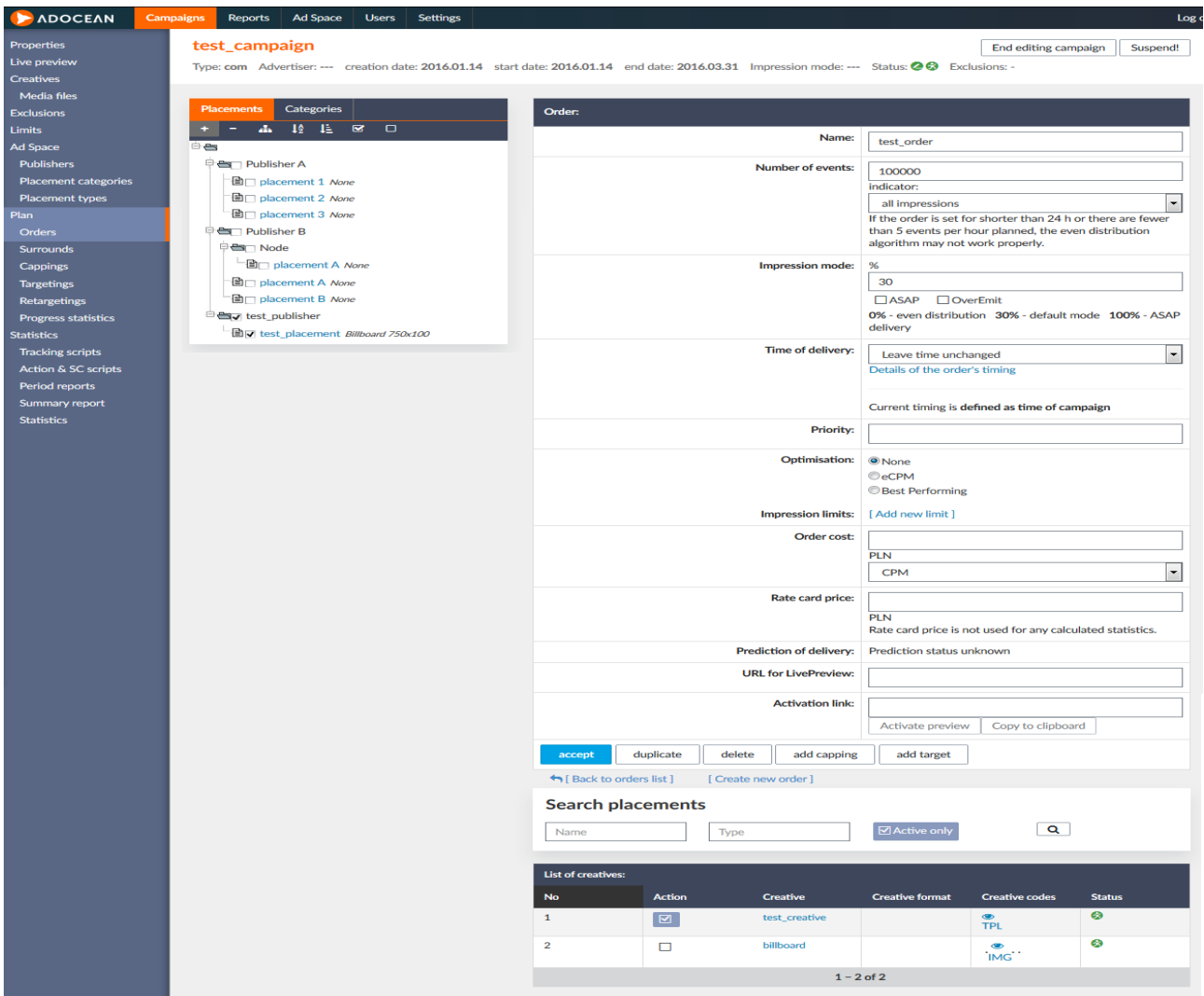
In every campaign there are so-called “orders” in which you connect placement(s) to creative(s), defining for the system where certain ads will be delivered in your advertising space. In general, you will have as many orders in a campaign as the number of different creative forms used. Obviously, you are not advised to connect for example a skyscraper creative to placements which are inserted at such part of web pages, where leaderboard ads are planned to be displayed because it would break the layout.

When it comes to orders, there is a special type of it called “surround”. This type of order can be used to ensure that two or more banners will always be visible together during the same page view (it is useful if you have synchronised banners that require their complementary banners to be delivered on the same page). Surround orders can only be set for Slave placements of the same Master node. You can also have some type of capping or targeting set up in the campaign, either connected to an order/surround or independently. Both can be used to restrict delivery of the ads to certain users and/or certain circumstances.

Each of these elements are described in details in the following sections.

6.1.8 Orders

To define an order you should indicate which creatives of the given campaign, in which period of time and on which placements are to be displayed. When you go to “Orders” tab and click on the button **+ Add a new order to the campaign**, enter a name for the order which best describes its content for you, the planned number of events, the emission speed, the time of delivery and its priority.



The screenshot shows the ADOCEAN interface with the 'Orders' tab selected. The main area displays the 'Order' configuration for a campaign named 'test_campaign'. The order name is 'test_order' and the number of events is set to 100,000. The impression mode is set to 30% and the time of delivery is set to 'Leave time unchanged'. The optimization is set to 'None' and the order cost is set to 'PLN'. The rate card price is also set to 'PLN'. The prediction of delivery is 'Prediction status unknown' and the URL for LivePreview is empty. The activation link is also empty. Below the order configuration, there is a search for placements and a list of creatives.

Search placements

Name: Type: Active only

List of creatives:

No	Action	Creative	Creative format	Creative codes	Status
1	<input checked="" type="checkbox"/>	test_creative		TPL	
2	<input type="checkbox"/>	billboard		IMG	

1 - 2 of 2

Fig. 41 An example for the order editing view

As the next step, please link creative(s) with relevant placements (sets of placements) for which the order will be defined. You can do it by selecting the appropriate checkboxes in the advertising space tree on the left and the appropriate creatives on the bottom of the view pane.

Important notes about orders:

- If a name for the order is not given, it will be named by the system as “without name”.

- The number of all events may be defined as any number greater than “0” or as “-1” – then it is treated as infinite. A difference between giving a very large number and “-1” is that when giving “-1” there will be no limitation on the number of events per hour. When giving an exact number, the number of events per hour will be limited to achieve an even delivery of the order's creatives through the whole delivery time of the order.
- The emission speed is set to 30% by default. However, this default value can be changed for each AdOcean account on the request of the account owner (to change the default emission speed value, please contact your local Technical Support office).
- If a set of creatives or a set of placements for the order are not given (at least one creative and one placement is needed), an error message will be displayed and you will be taken back to the order edition view to let you fix the order's setup.

6. 1. 8. 1 Choosing the advertising space for an order

The advertising space (a set of placements) for the order may be chosen in two ways. You can choose appropriate placements or categories (i.e. all the placements which belong to particular category). To select the advertising space by placements, tick the checkboxes corresponding to the desired placements.

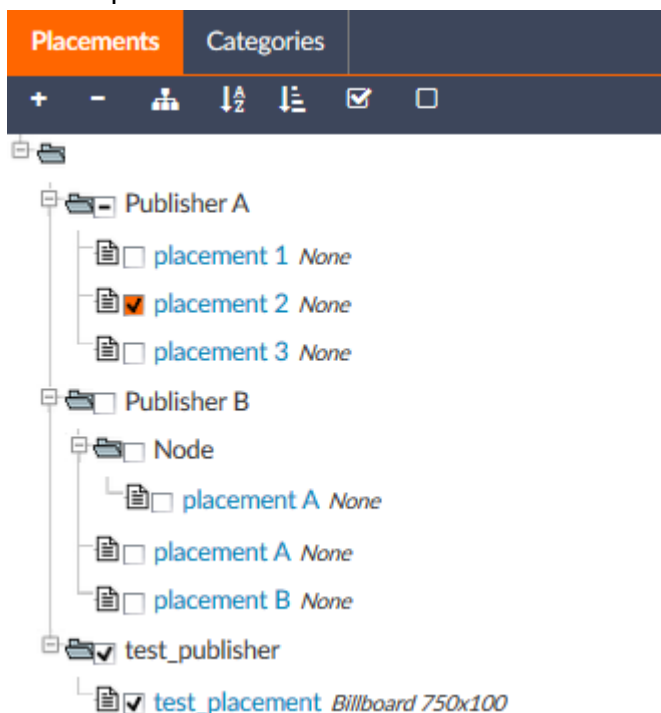


Fig. 42 Choosing advertising space for an order by placements

Search placements

Active only

Fig. 43 Search placements option

It is possible to use the search field to list only certain placements in the tree view on the left side, you can search for the placements by their name or type. This search option is also available while defining cappings or targetings.

To choose placements by their category, you need to click the “Categories” link on top of the advertising space tree view on the left. Next to each category name you can see two numbers separated with a “/” character. The first one informs about the number of placements already chosen from that particular category (those placements which were chosen under the placements tab of the tree view also count), the second one informs about the number of all available placements in that particular category. In this case the checkboxes have 3 possible states: unchecked, “+” or “-”. If you click and see the “+” character in a checkbox then all the placements of that particular category will be added to the order. If you click once more and see the “-” character in a checkbox then it means that the placements (which were already chosen from that particular category) will be removed from the order.

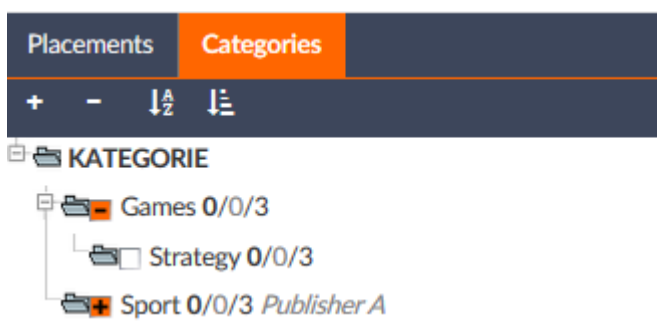


Fig. 44 Choosing advertising space for an order by categories

You can accept settings for a new order with the “add” button, if the order already existed then with the “accept” button. Below the table of order properties (with “Order:” label in the table's header) you will see the following buttons: “accept”, “duplicate” – creates a copy of the order, “delete” – deletes the order, “add capping” – makes it possible to add a capping to the order, “add targeting” – it lets you add a targeting to the order.

i When you add a capping or targeting by the “add capping” or “add targeting” buttons in the editing view of an order then those will apply only to that particular order. It means that if the same creative-placement pairs are used in other cappings or targetings as well, there will be no conflict.

In the table of the order properties you can define the time of delivery (i.e. the duration) of an order. The time of delivery is set to the same period as the duration of the whole campaign by default. There are four options available next to the “Time of delivery” label:

- “Set campaign’s time” – selecting this option sets the order's time of delivery for the complete duration of the parent campaign.
- “Change time (simple)” – to change the start and end dates for the time of delivery, click on the field with dates to bring up a calendar where you can select the appropriate dates or enter them (in the “Current timing is delivery in day from / to” fields), using the YYYY-MM-DD format. Next, there is an option to specify the exact hours (or range of hours) when creatives of the order should be delivered. Additionally, by selecting the appropriate radio button you define the order to deliver creatives only on weekdays (from Monday to Friday), only on weekends (on calendar days of Saturday and Sunday) or on any day. To check for which hours the delivery has been set, click on the link “Details of the order's timing” link. A new layer will be loaded for you with a large calendar displaying days of a given month


and hour ranges for whole days. This table will show you when ads will be delivered according the time of delivery settings. If a field is marked by green, then creatives will be delivered at that time (i.e. the corresponding day and hour); if a field is empty (light blue), there will be no delivery at all.

Example:

Dates from: 2010.03.01 to: 2010.03.31
Hours: 7-18, 20-22
Delivery only on workdays.


After clicking “accept”; such definition will make the delivery of ads start on the 1st of March (Monday) at 7:00, they will last until 18:59. Then the delivery continues at 20:00 and will take place for three hours. Next day impressions will start at 7:00 in the morning, will last until 22:59 with one hour break (19:00-19:59) - such delivery will take place until Saturday when delivery will be interrupted and continue only on 8th of March (Monday) at 7:00 in the morning. Delivery will permanently stop on the 31st of March in this example.

- “Change time (advanced)” – selecting this option automatically opens an overlay window with detailed editing options for the time of delivery.
- In the section of the time of delivery there is a “Details of the order's timing” link which leads to the panel with detailed (hourly) presentation of the order's time of delivery. If the “Change time (advanced)” option is not selected, then this view is set as “read only” (editing will not be possible). There is an additional way of switching to editing mode in the detailed overlay window by clicking on the “Switch to editing mode” button in the top-left corner of the view. In other cases (when not the “Change time (advanced)” option has been selected) the advanced view remains read- only.

 When editing a previously defined order, one more option is available: “Leave time unchanged”. This option is set by default and enables to save changes of the order by keeping the existing time of delivery settings.

6. 1. 8. 2 Detailed definition view for the time of delivery

Selecting the “Change time (advanced)” option will bring up an overlay window where it is possible to edit the time of delivery with hourly precision (it is also possible to get to this overlay window from the “Orders” tab of the “Plan” submenu, at the view with the list of orders you can click on the linked time information of a particular order in the “Time period” column). Green cells in the table correspond to those hours on given days when creatives of the order should be delivered. To delete the previously set delivery time completely, click on the “Select none” button above the table, which will reset the time of delivery for a given month (the month which is currently being edited). When removing hours from the time of delivery the green cells turn into empty (yellow) ones.

 At the very moment of deleting all possible delivery times, the edited order switches into a “blocked” state. It means that creatives will not be delivered from this order. Such orders will have the word “blocked” displayed in the in the Time Period column in views with the list of orders.

You can set an hour for delivery by clicking on the appropriate cell which corresponds to a given day and a given hour. Multiple hours can be selected by holding the left mouse-button and dragging the cursor over the cells in the table (this way you can mark an entire area). A shortcut for selecting the whole day/week of a month for delivery is the click on the selected day/week (the cells at the top

with numbers mark the days and weeks) – the same applies to the horizontal selection which lets you select a specific hour of a day just by clicking on the cell displaying the selected hour. Clicking on a previously marked field will remove it from the delivery times.



Fig. 45 Detailed time of delivery editing view

i Please remember that if an order (or the whole campaign) has the OverEmit function additionally set, the order will be delivered in OverEmit mode as this option has a priority even over the orders with “blocked” status. The OverEmit functionality is described on the next pages.

6. 1. 8. 3 Number of events setting

You can plan either your whole campaign or its orders based on a certain indicator type by specifying the goal in the “Emission mode” field at the view of campaign or order properties. If you would like to set a goal on the level of the campaign, you need to set the “Emission mode” option to “For entire campaign” at the campaign properties view, if you would like to specify different goals on the level of orders then you need to select the “For each order” option at the same place.


To set a goal, you only need to enter the number to be reached and the type of the event (i.e. the indicator which may be “successful clicks”, “actions”, “post-click actions”, “post-view actions”, “all impressions” or “all clicks”), as seen in the figure below:


Order:	
Name:	Refactoring
Emission mode:	Number of events: <input type="text" value="10000"/> indicator: <input type="text" value="all impressions"/>
	Emission speed: <input type="text" value="30"/> % <input type="checkbox"/> ASAP <input type="checkbox"/> OverEmit 0% - even distribution 30% - default mode 100% - ASAP delivery <div style="background-color: #f0f0f0; padding: 5px; font-size: small;"> If the order is set for shorter than 24 h or there are fewer than 5 events per hour planned, the even distribution algorithm may not work properly. </div>

Fig. 46 Number of events setting

This setting defines which indicator (event type) needs to be used by the emission mode algorithms of the system.

For example: if you set a goal of 5000 all clicks for an order and set the emission mode percentage to 0% then in case of an order time of 100 hours, the system will plan to deliver the ads in such way that in every hour it pauses the ad delivery after a number of 50 all clicks have already been generated (1/100th of 5000 all clicks is exactly 50, as the system is planning on an hourly level). With the help of these settings you could set your order to deliver clicks in an even pace.

 If you set the number of events to “-1” then the emission mode settings will be disabled since an unlimited number of events cannot be planned in any pace, in such case the ads will be delivered whenever it is possible.

The  icon will appear in the “Status” column if the plan is fulfilled based on the goal set for the order or campaign but the time period for delivering the ads is still not over. The icon helps you to make a difference between campaigns and orders which finished because of the end date has passed already and those which finished because of reaching the number of planned events.

6. 1. 8. 4 Emission mode: Emission speed percentage settings

The percentage value of the Emission speed field specifies the acceleration of delivering ads, based on the event type you have planned your order or the whole campaign on.

0% in the Emission speed field means even distribution based on the selected event.

For example: there is an order which lasts for 5 days with a number of 5000 all impressions set. In such case, when 0% has been set in the Emission speed field, the emitter distributes the impressions

evenly, that is approximately 1000 impressions per each day (taking into account the weights for particular days – i.e. that generally there can be fewer impressions delivered over the weekends).

The even distribution algorithm has some restrictions of which you need to be aware. If planning is set for the entire campaign and the number of planned events is also set, then the largest possible value in the Emission speed field is 50. Turning the algorithm on (by accepting changes) results in overwriting the plans of all orders within the campaign and setting their “Number of events” value to “-1” and “all impressions” as an indicator. The algorithm’s main goal is to fulfil the plan of the campaign while securing the equal distribution of events over the campaign’s or order’s time period.

To make sure that the algorithm is working properly (if any of the following indicators is selected: “successful clicks”, “actions”, “post-click actions”, “post-view actions”, “all impressions”, or “all clicks”), the given order (if planning is based on orders) or the order with the shortest time of delivery in the campaign (in case of planning for the entire campaign):

- for **commercial and exclusive campaign type** has to be set for longer than 48 hours and at least 5 events per hour should be planned.
- for **self-promotion campaign** type has to be set for longer than 7 days and at least 120 events per day should be planned.

In case of the “all impressions” indicator, the given order (if planning is based on orders) or the order with the shortest time of delivery in the campaign (in case of planning for the entire campaign):

- for **commercial and exclusive campaign** type has to be set for longer than 24 hours and at least 5 impressions per hour should be planned.
- for **self-promotion campaign** type has to be set for longer than 7 days and at least 120 events per day should be planned.

100% in the emission speed field means maximum acceleration. The emitter, if is possible, will try to deliver all selected events within the next hours. This function operates similarly as in the case of setting the number of events to “-1”. The only difference is that the delivery stops after reaching the defined number of events. In other words, the creatives will be delivered until the moment of fulfilling the goal defined as the “number of events” in accordance with the following rule: a campaign is being delivered at the maximum pace allowed by the algorithm, ensuring that no negative impact will be caused on the plans of other campaigns, up to the time of fulfilling the planned number of events in the order”. Selecting the “ASAP” checkbox has the same effect as setting the emission speed to 100%.

x% in the emission mode field will be explained by the example of the 30% emission speed mode.

This algorithm will plan events in accordance with the following principles:

- 70% of the planned number of events will be distributed evenly by the algorithm (taking into account the hourly and daily weights per hours) for the whole period of the order duration;
- 30% of the planned number of events will be distributed evenly for 70% (calculated as 100%-30%) of the order’s time of delivery (taking into account the hourly and daily weights).

For example: let us assume that all hourly and daily weights are equal and the “30%” emission speed has been set for a 100 hours long order with the planned number of all impressions set to 10000. In such case, the “30% emission speed” algorithm will plan 70% of impressions, that is $10000 \times 70\% = 7000$ impressions, evenly for the whole period of the order duration (100 hours). The remaining 30% of impressions, that is $10000 \times 30\% = 3000$ impressions, will be also distributed evenly, but only for 70% (100%-30%) of the order duration time. As a result, the emitter’s preliminary planning shall be the following:

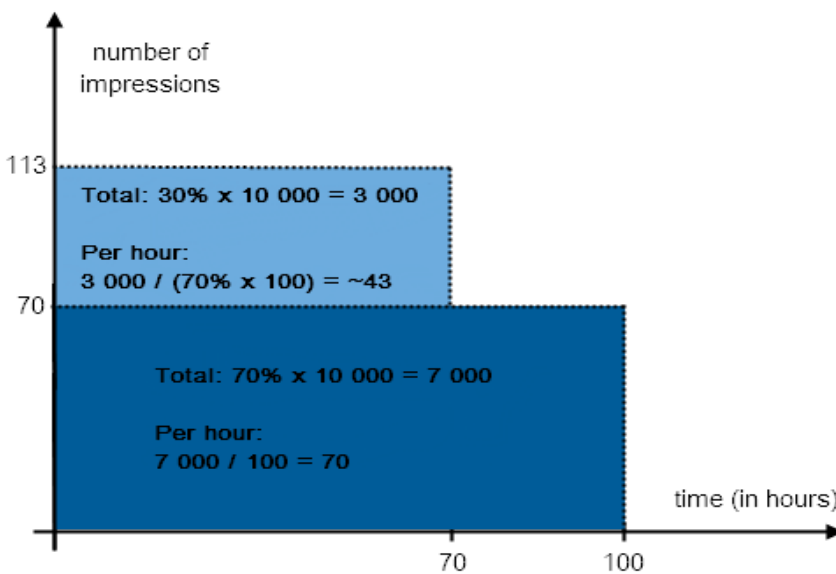


Fig. 47 Visualization of the 30 percent of emission speed example

Within the first hour the emitter plans approximately 113 impressions. At the beginning of the second hour the emitter checks how many impressions should be performed in accordance with the preliminary planning, and then plans impressions for the next hour in such way that the plan for these first two hours is fulfilled. It means that if in the first hour 113 impressions of an advertisement were delivered, that is exactly as many as it was planned and in the next hour the emitter will plan again 113 impressions. However, if the plan is not fulfilled for some reason and the emitter was able to deliver only 90 impressions, in the next hour all impressions that have not been realised earlier will be added the original plan, so the plan will be $113+(113-90)=136$ impressions. The plan for each subsequent hour, apart from the earlier planned number of impressions, is complemented by impressions that have not been performed within the previous hours.

Any other emission speed percentage (other than 0% or 100%) values will act similarly. If variable “T” signifies the campaign duration time (in hours) and variable “P” is the number of planned events then the basic plan of the emitter assumes for each hour the distribution of events in accordance with the following algorithm:

- for $(100\%-x\%) \times T$ hours (from the campaign’s start): $\frac{((100\%-x\%)*P)}{T} + \frac{((100\%-x\%)*P)}{((100\%-x\%)*T)}$,
- for the next $x\%$ hours: $\frac{((100\%-x\%)*P)}{T}$.

Explanation: imagine a situation in which an order is defined with a frequency capping of 1xUU and the emitter plans to distribute all impressions evenly. At the beginning, most likely the impressions amount planned by the emitter will be achieved, because in the first days of the order's duration, the majority of users will be new users to the campaign and for them the limiting condition (capping 1xUU) will not be met. However, the problem may occur as the time passes and the order duration is getting closer to the end: most of users have already seen the advertisement, but the emitter continues to distribute impressions evenly, not knowing that the capping will make most of the ad deliveries impossible (the system cannot predict the effect of cappings and targetings on the number of possible impressions for the future!). In such a situation, the best solution would be if the emitter planned a larger amount of impressions at the beginning of the campaign/order than in the final days.

6. 1. 8. 5 Emission mode: OverEmit settings

The OverEmit function can be used to force the system to deliver ads from an order after the originally set order period has ended, if the planned number of events has not been fulfilled on time. This extra delivery of ads will be achieved with 100% ASAP emission speed. Time of delivery is not observed any more when OverEmit mode is on. This means that if an order's timing was defined for every day between 10-15 and the order is switched to OverEmit mode (when the order's duration is over) then this order will be delivered all the time, without taking into account the previously set range of hours. When you select the OverEmit option, one more checkbox appears: "only after campaign's end date". This function causes that the OverEmit algorithm will work only after the campaign's end date has passed. In other words, if your order's end date was set to 2 weeks before than the campaign's end date, then OverEmit will be activated for the order 2 weeks after its end, adapting to the campaign's end date instead.



Notes on ASAP and OverEmit functions:

- If the delivery plan is not fulfilled in case of blocked orders then, after the end of the campaign period, the emitter will also start delivering the blocked orders when using OverEmit option.
- If OverEmit function is defined for the whole campaign, all the campaign orders are getting delivered according to the campaign settings. Thus, if a campaign has OverEmit option set, it is not possible to change it for particular orders. An option should be defined for the whole campaign only if you know that a OverEmit mode will be suitable for every order of a campaign.
- If you set both ASAP and OverEmit functions, ads will be delivered first in ASAP mode (while the order is active); if an order is not completely delivered within the originally set delivery time for this order, it changes to OverEmit mode which operates as ASAP, but only when the defined order time is already over.
- OverEmit works for maximum 30 days after the end of the campaign. Campaigns using OverEmit function cannot be longer than 2 years and 11 months.

6. 1. 8. 6 Priorities and weights: the logic of selecting a creative for delivery

Very often a situation occurs when multiple creatives can be delivered on the same placement. In such situations system must determine which creatives from available orders will be delivered and in what sequence they will be showed. This assessment is performed by the emitter when it receives information that an ad will be delivered on a given placement.

Such an assessment is made on the basis of priorities and weights of campaigns, orders, and creatives and it is performed in the following way:

- Firstly, the system gathers all orders that can be delivered on a given placement. Orders whose plans for a number of events are already fulfilled and with fulfilled cappings are not included. For example, an advertisement from an order with a 3xUniqueUser capping set has been seen only once by a given user. In this case such an order will be included in the sequence.
- Secondly, orders are grouped according to their **campaign priorities**. Creatives from the campaign of the highest priority are delivered first. If several campaigns have the same priority they are further set according to **campaign weights**. Campaign weights work similar as creative weights explained below. If after such organizing of the campaigns there are several orders that can be delivered the order with the highest **order priority** is selected.
- Lastly, when an order is chosen, creatives to delivery are selected randomly according to their **creative weight**. This selection may be different if a type of capping of an impression program is set to a different option than random.

The scheme below presents the process and logic of selecting creatives for delivery and the influence of priorities and weights on this choice. In this example there are 5 campaigns consisting of creatives that can be delivered on the same placement.

In the first step of the selection process, only campaigns with unfulfilled plans, cappings, proper targeting, etc. are taken into consideration. From the 5 campaigns, one (Campaign 5) is targeted to US and thus its creatives are rejected by the system.

When campaigns are chosen, the system checks impression plans for each of the campaigns. With set number of impressions for a given period, the system calculates number of planned impressions per second. In the example below, Campaign 1 is planned for 30 impressions per second, Campaign 2 – 50 impressions per second, and Campaigns 3 and 4 – 80 impressions per second.

In the next step, the system checks priorities of the available campaigns. The campaigns with the highest priority are selected first and available impressions are distributed among them. The example presents two situations: with impression limits equal 80 and 100. In the first situation, the limit of 80 impressions is fully fulfilled by the Campaigns 1 and 2, according to their impressions plans, as these campaigns have the highest priority (priority = 1000). In the second situation, the additional 20 impressions that are not fulfilled by the Campaigns 1 and 2 can be fulfilled by campaigns with lower priority i.e. Campaigns 3 and 4 (priority = 100).

When campaigns are set according to their priorities, the system takes the campaign weights into consideration. In the example below there are again two situations: with impression plans equal 30 and 60. Because of the higher priorities in the previous step Campaigns 1 and 2 are considered first, even though Campaigns 3 and 4 have greater weights. In consequence, Campaigns 1 and 2 fulfill the entire impression plans and Campaigns 3 and 4 are rejected. The weights of Campaigns 1 and 2 decide how many impressions from the plan will be fulfilled by a given campaign. Most of the impressions are taken by the Campaign 1 as its weight equals 200 and weight of the Campaign 2 equals 100.

After deciding which campaign is first taken into account, the system check the orders of this campaign and sets them according to their priorities. This works the same as with campaign

priorities. In the example below, Order 2 has a greater priority than Order 1 and thus it is considered first.

When the orders are prioritized, the system checks weights of the creatives in the order of the highest priority. The creative is chosen randomly, but the weights have a great influence on the chance of selecting the creative of a greater weight. In the example, Creative 2 has the weight equal 400 while Creative 1 has the weight equal 100. In such a situation, Creative 2 will be selected 4 times on 5.

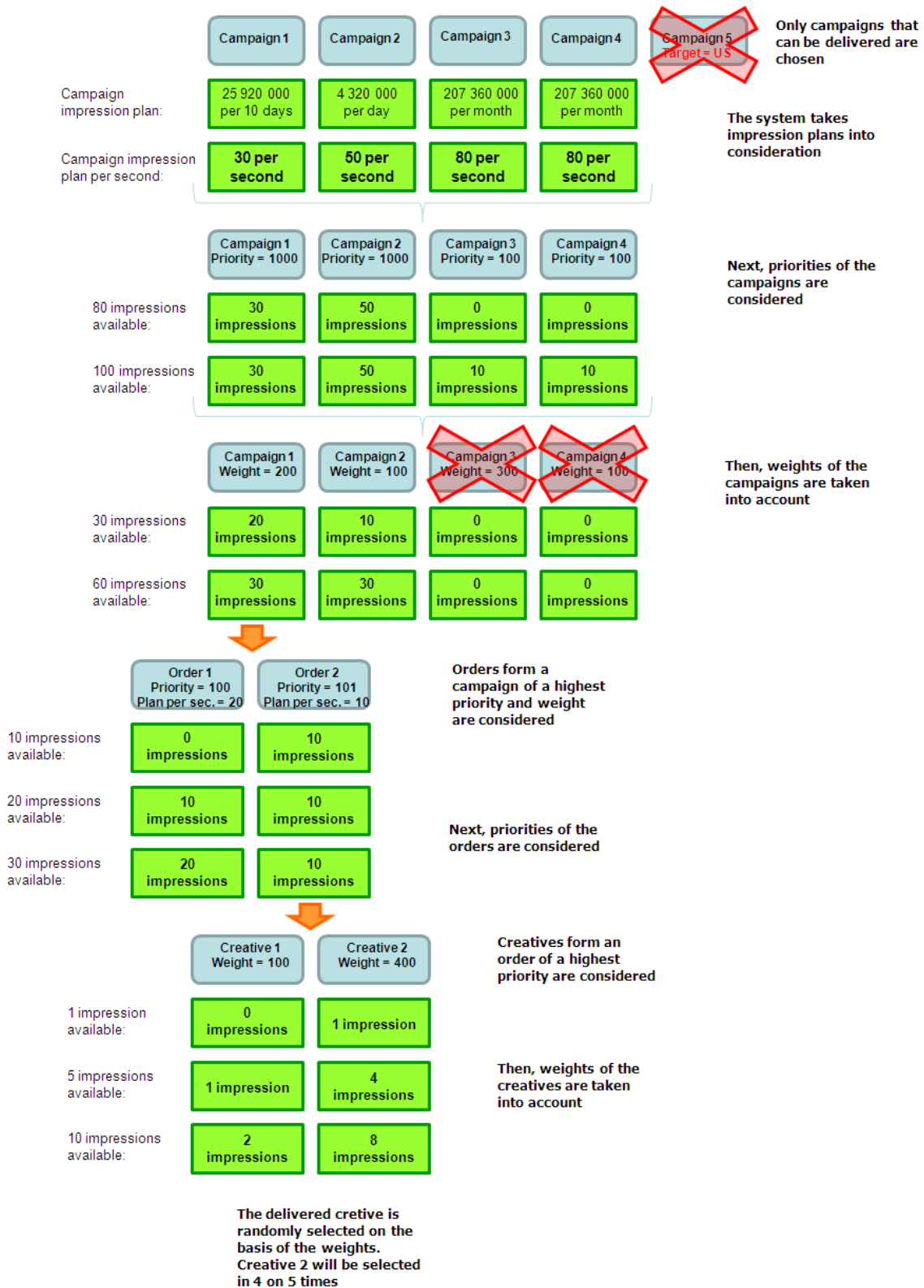





Fig. 48 The logic of selecting creatives

6. 1. 8. 7 Order and creative status

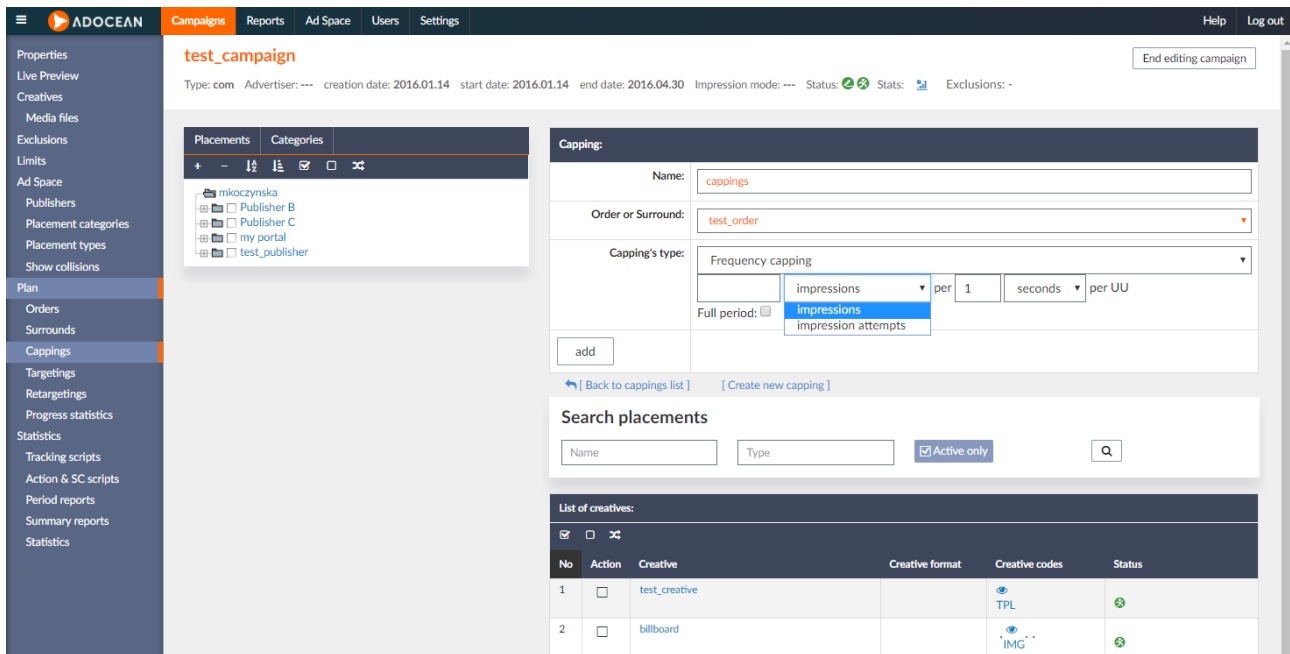
An order, similarly to any campaign, may have one of the four statuses: waiting, active, finished and inactive. It is possible to immediately block an order by selecting its checkbox in the “Action” column in the list of orders and clicking on the icon  (“set the selected as inactive”). If you would like to unblock an order, you need to select the checkbox next to the order and click on the icon  (“set the selected as active”).

It is also possible to immediately block a particular creative. The way of doing it is the same as in case of orders, described above. Any creative may be active (green icon) or inactive (red icon). Activation and deactivation of creatives takes place across all placements to which a particular creatives is connected for delivery.

 If you copy an order then the new copy will have an inactive status by default. This eliminates the need to manually inactivate such orders before you make changes to them, automatically preventing the delivery of any copied instance.

6. 1. 9 Cappings

Cappings (as well as targetings) are defined for a set of creatives combined with a set of placements (“independent”) or directly for an order. The difference between cappings and targeting is that cappings include all the types of targeting for which a cookie file is required (except keyword capping), while all those types that do not use a cookie file belong to targeting (except users share targeting).




The screenshot shows the AdOcean interface for configuring a capping. The main content area is titled 'test_campaign' and includes a 'Capping' configuration form. The form has the following fields:

- Name:** cappings
- Order or Surround:** test_order
- Capping's type:** Frequency capping
- Frequency:** impressions per 1 seconds per UU
- Full period:** impressions (dropdown), impression attempts (dropdown)

Below the form is a 'Search placements' section with input fields for 'Name' and 'Type', and a checkbox for 'Active only'. At the bottom is a 'List of creatives' table:

No	Action	Creative	Creative format	Creative codes	Status
1	<input type="checkbox"/>	test_creative		TPL	
2	<input type="checkbox"/>	billboard		IMG	

Fig. 49 Example for setting frequency capping for an order

When defining a capping you can set a name for it, determine if the capping should be assigned to an order or if it is independent and select one of the available cappings types (description below). For an independent capping you also need to define a set of placements and creatives to which it is going to be assigned. It is possible to copy already defined cappings by selecting the checkbox in the “Action” column next to the desired capping and clicking on the icon  (“duplicate selected”). The following types of cappings are available in AdOcean:

6. 1. 9. 1 First Party Cookie capping

Taking into account global tendencies leading to a complete removal of 3rd party cookies at some point in the future, AdOcean has developed a first party cookie capping in order to safeguard cappings for generations to come.

FPC allows publishers to keep users’ capping within the first party domain and/or its subdomains.

First Party Cookie capping is being held exclusively within first party domain or/and its subdomains, the exact setting can be adjusted as explained later. First Party Capping does not allow cappings to be shared between separate domains (example.com / trueexample.com / newexample.com) even if those are being hosted by the very same publisher, on the very same host machine.

FPC works via ado.js script. Furthermore the ado.js has to be executed within the 1st party context, if ado.js is embedded inside an iframe placement code, AMP or any other 3rd party service, the FPC is not going to work.

Sidenotes:

1. Works only with browsers supporting the ES6, including Promise and fetch APIs
2. First Party Capping does not work with Prebid adapters
3. First Party Capping does not allow for retargeting
4. The aomini.js script does not allow for FPC.

In order to run the FPC, configuration adjustments have to be set within the ado config field.

```
ado.config({
  mode: "old",
  consent: true,
  fpc: "auto",
  defaultServer: "example1.adocean.lan",
  cookieDomain: "SLD"
});
```

Parameters regarding FPC workflow values:

Parameter	Value	Description
fpc	<i>auto</i>	FPC will be activated only if ado.js detects the browser does not support 3rd party cookie.
	<i>flase</i>	FPC will be deactivated.
defaultServer	<i>'test.adocean.pl'</i>	A string with emitter domain. It is used to check if browser supports 3rd party cookie. If defaultServer is present there's no need to define the server field inside master/placement codes.
cookieDomain*	<i>SLD</i>	Second Level Domain - cookie will be held within the main domain eg.: for sport.example.com cookie will be kept for entire example.com domain. With "SLD" cookie is going to be shared between all available subdomains eg.: news.example.com, fashion.example.com etc.
	<i>HOC</i>	Host Only Cookie - default option. Cookie is set separately per each given domain and/or subdomain.
	<i>'any domain'</i>	Any domain eg.: any.example.com cookie will be kept for a given domain and its subdomains eg.: any1.any.example.com. Domain has to be a part of domain where the ado.js is being hosted otherwise it's going to work like "HOC" mode.

* cookieDomain - an optional param. Defines domain for which cookie will be kept.

If a user data has to be removed in order to comply with GDPR, ado.js enables a

dedicated script for this purpose.: `ado.removeUserData();`

6. 1. 9. 2 Click capping (within campaign duration)

A capping for limiting the number of clicks that can be generated by the same unique user (cookie) over the campaign period.

6. 1. 9. 3 Frequency capping

A capping for defining how many times a unique user (cookie) may be exposed to an advertisement in a given time period. You can choose “impressions” or “impression attempts” to specify whether the capping counter is to be increased after an impression or impression attempt.

Note: Regardless of this setting, frequency capping for placements based on video profiles is always based on impressions.

Time period can be defined as any number of seconds, minutes, hours, days, weeks or months. By default, the defined time period is counted from the moment the capping is set and is applied to an order or campaign. For example, if a trafficker sets 1 UU/day capping and a user sees the ad at 13:00 then the ad will not be displayed again for the user until 13:00 on the following day. In other words, the default daily capping is in reality a 24-hour capping. It works the same way for longer or shorter periods as well. Setting an hourly capping at 14:25 will mean capping restriction between the 25th minute of every hour.

To change this behavior and to adapt to calendar days, weeks, months or to full minutes and hours, you need to check the “Full period” option. For example: if frequency capping is set for 1 day with the “Full period” option turned on then the user from our previous example, who sees an ad at 13:00, will be exposed to the ad again from 00:00 instead of 13:00 on the following day. In a similar fashion, if the user sees the ad at 23:55 then the ad could be delivered again from 00:00.

6. 1. 9. 4 Frequency capping (within campaign duration)

A capping for defining how many times a unique user (cookie) may be exposed to an advertisement during the whole campaign period. You can choose “impressions” or “impression attempts” to specify whether the capping counter should be increased after an impression or impression attempt.

Note: Regardless of this setting, frequency capping for placements based on video profiles is always based on impressions.

6. 1. 9. 5 Impression program

The impression program capping can be used to define the logic of rotating different creatives on the same set of placements.

If you select the **random weighted** option then the selected creatives are delivered randomly by taking into account the weights set for them.

Example: if you have the following creatives: creative_1 – 70% weight, creative_2 – 20% weight, creative_3 – 10% weight, then these creatives are delivered randomly but the probability of delivering them during a given page view is 70% for creative_1, 20% for creative_2 and 10% for creative_3.

If you choose the **cyclical** option then selected creatives are delivered to a unique user (cookie) in a cyclical way, in the order the creatives are listed. In the example above, it would work in the following way: creative_1 → creative_2 → creative_3 → creative_1 → creative_2 → ... The order of creatives can be changed in the “CREATIVES” submenu, by using the colored arrows in the “Action” column of the table with the list of creatives.



There is a risk that orders might be defined in such way that a cycle will be stopped at one moment, making it impossible to deliver the planned number of events.

Consider the following scenario, for example:

Order_1: creative_1 on placement_1 – number of impressions 1000.

Order_2: creative_2 on placement_1 – number of impressions 1.

Order_3: creative_3 on placement_1 – number of impressions 1000.

If you add cyclical impression program to such orders then the rotation would look like: creative_1 → creative_2 → creative_3 → creative_1 but then (in the second cycle) the number of planned impressions (only 1) for the second order will be fulfilled already and it will cause the whole cycle to stop and there will be no more impressions delivered for the other orders (lack of 998 impressions for Order_1 and lack of 999 impressions for Order_3).

If you choose the **sequential** option then impressions will be delivered to a unique user (cookie) in a specific order and when a sequence is finished, the last creative of the order will be kept displaying until the order finishes.

Example: you have three creatives: creative_1, creative_2, creative_3 and you set a sequential impression program for these in the order in which they were mentioned above. In such case the sequence of creatives would be: creative_1 → creative_2 → creative_3 and then, after this initial sequence is finished, only creative_3 would be delivered every time as the last element of the sequence.

6. 1. 9. 6 Risks related to impression programs

- If one creative in a cycle or sequence fails, the ordinal number in the cookie determines which creative could be next – if the creative with that ordinal number is not among the set of creatives which could be delivered next time, the sequence will be interrupted. This may happen because the needed creative is not used at all in the order or the creative is not part of the impressions program's further parts any more (the sequence already ended or the delivery of the creative is not possible because of another, fulfilled capping or a particular targeting).
- If there is a bigger number of creatives in an order than in the assigned impression program then impressions will be divided between creatives possible for impression according to their weights.
- In case of different sequences/cycles overlapping, the system could switch from one to the other. Because of this the possibility of introducing overlapping impressions programs has been blocked.

6.1.9.7 Conclusions related to the use of impression programs

- While defining an impression program you should always pay attention to cappings which could forbid impression of one of the creatives in a cycle/sequence. The only exception is when you introduce a capping (e.g. 3xUU frequency capping) on the last creative of the sequence.
- General rule: **the set of creatives and placements in an order and in the impression program connected to it should be identical** (unless there is a special reason to have it like that).

i Defining a type of capping is permanent, i.e. this type cannot be changed; only parameters can be changed. It is due to a type of entry in cookie which is different for different types of capping. A solution in such a situation is to delete a capping and to create it once again.

6.1.9.8 Keywords

Keyword capping delivers advertisements only in case the given keyword is present in the placement code where the ad is supposed to be displayed. You can insert the keyword(s) in the AdOcean placement codes from basically any source: your own database, from the URL parameters or from a previously submitted form. The capping will work if:

- the word or set of words have been inserted in the desired AdOcean placement codes,
- the keywords type of capping has been set in your AdOcean campaign in the interface (if any of the provided keywords will be present in the related placement codes then the capped creative will be delivered).

Keywords can be inserted in an impression script by extending it with the “key=” or “word=” parameter and entering the list of words separated by commas or you can alternatively insert every keyword in a different “key=” or “word=” parameter. You can find examples on how to insert keywords in standard placement codes under [Examples for using keywords and numerical targeting](#) in section [Advanced placement code configuration](#). The correct operation of this capping is guaranteed with ASCII characters from 33 (!) to 126 (~) (except “,” and “:.”). Keywords are case insensitive, meaning that difference between capital and small letters are ignored (all capital letters are changed into small ones). In addition, words may have the escape characters “+” and “%HH” (where “HH” stands for an arbitrary hexadecimal code) which are replaced respectively by a space character or a character with the provided hexa code.

i To be able to use diacritic characters as well in the placement codes, a special setting is needed for your account. Please contact your local Technical Support office if you would like to request to turn it on (some limitations apply).

In AdOcean you also have the possibility to use PCRE syntax when setting the expression for a keyword capping. The so-called 'regular expressions' help you to define certain rules and use these when deciding whether some keyword should deliver an ad or not. This can save you a lot of time if you have to set up a keyword capping with a huge set of keywords available.

Examples:

deliver an ad if keywords include either "white dog" or "black cat":

```
^(white+\s+dog|black+\s+cat)$
```

deliver an ad for any keyword starting with the substring "cat" (like: cat, category, catalogue, etc.):

```
^cat.*
```

deliver an ad if somebody, who subscribed for example to your newsletters, did not use an e-mail address of a certain domain (useful to promote your own e-mail service only to those who do not use it):

```
^(?!.*(@domain).)*.*(@).*
```

i If you pass on more than one keyword in your placement codes or impressions scripts then for exclusion-based regular expressions (when you set up an expression including keywords to which you do not want to deliver an ad) you need to separate those keywords in the placement codes or impression scripts by different characters than commas (for example "|" or "@").

6. 1. 9. 9 The age of the AdOcean cookie

A capping to deliver advertisements only to those users, whose AdOcean cookie is older than the campaign's beginning (the cookie existed before the start date of the campaign).

6. 1. 9. 10 Aggressive creative capping

Aggressive creatives are those ones which are especially intrusive for the visitors of your website (they have a very big size and cover much of the content, for example). Such creatives will use the same frequency capping which will be checked independently for any campaign and order (in contrast to other cappings which work for a particular campaign only). The capping for aggressive creatives can be defined in a separate place, under the "Settings" main menu and "Global cappings" tab. It is necessary to specify how many times the aggressive creatives could be delivered to one unique user on the entire advertising space of your AdOcean account, during a specified period of time (seconds, minutes, hours, days, weeks, months or years).

i A creative may be set as aggressive by selecting the appropriate checkbox under the "PROPERTIES" tab of it.

6. 1. 10 Global cappings

Global cappings make it possible to add shared limitation for selected orders of any campaign which are available in your AdOcean account. Three types of global cappings are available:

- Frequency capping
- Frequency capping (within campaign duration)
- Click capping (within campaign duration)

Global cappings are available under the "Settings" main tab, "Global cappings" tab, below the settings of aggressive creative capping. In this main view you can see the list of all global cappings which are already defined in your account.

To add a new global capping you need to click on the button [Add new global capping](#). You will be presented with a view where you can select campaigns to be included in the global capping:

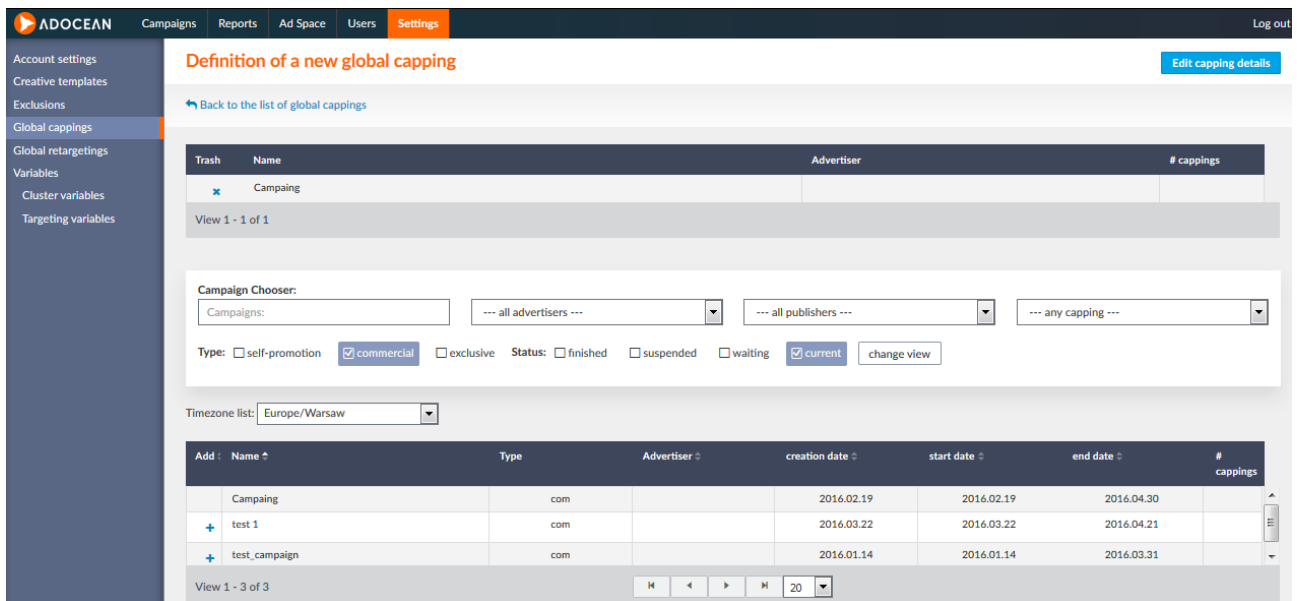


Fig. 50 Global cappings main view

You can add a campaign to the global capping by clicking the icon **+**. The campaigns you have added appear in the "List of added campaigns" table. The icon **x** lets you remove a particular campaign from the list.

It is possible to search for the specified campaign based on the campaign name, assigned advertiser, the status or type of the campaign, etc.

In the "# cappings" column you can see the number of cappings assigned to a particular campaign (it equals the sum of dependent cappings of orders within the campaign, independent and global cappings). Clicking on the number representing the amount of related cappings of a campaign redirects you to the "PLAN" submenu and "Cappings" tab of that particular campaign. In that view a list of cappings for the campaign and their parameters are displayed to you.

After pressing the "Edit capping details" button a new view will appear:

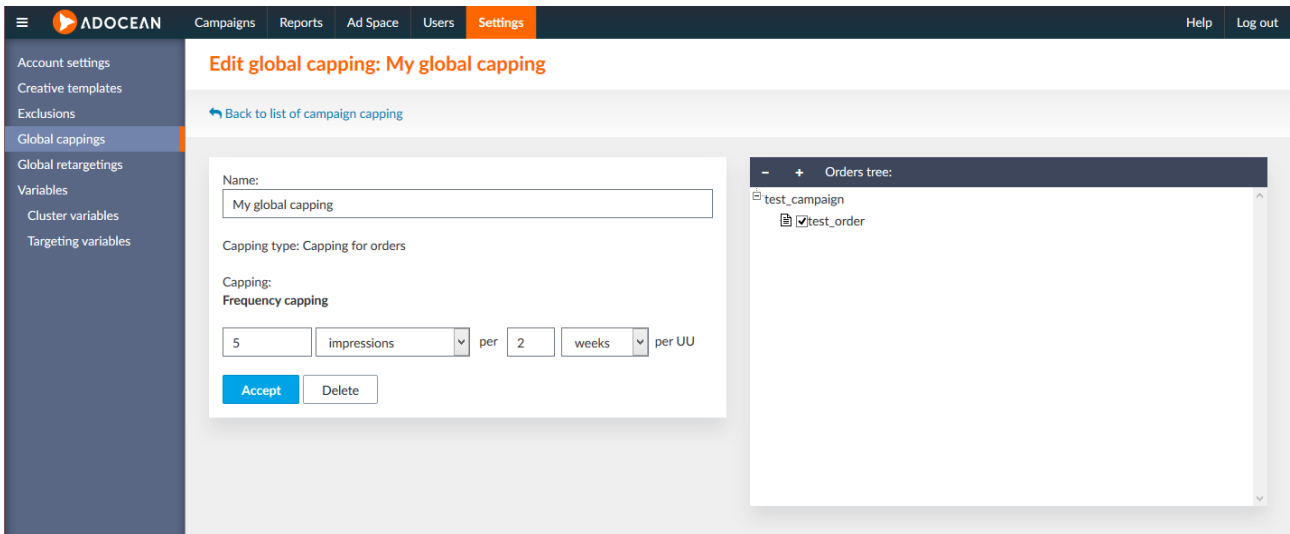


Fig. 51 Editing the details of a global capping

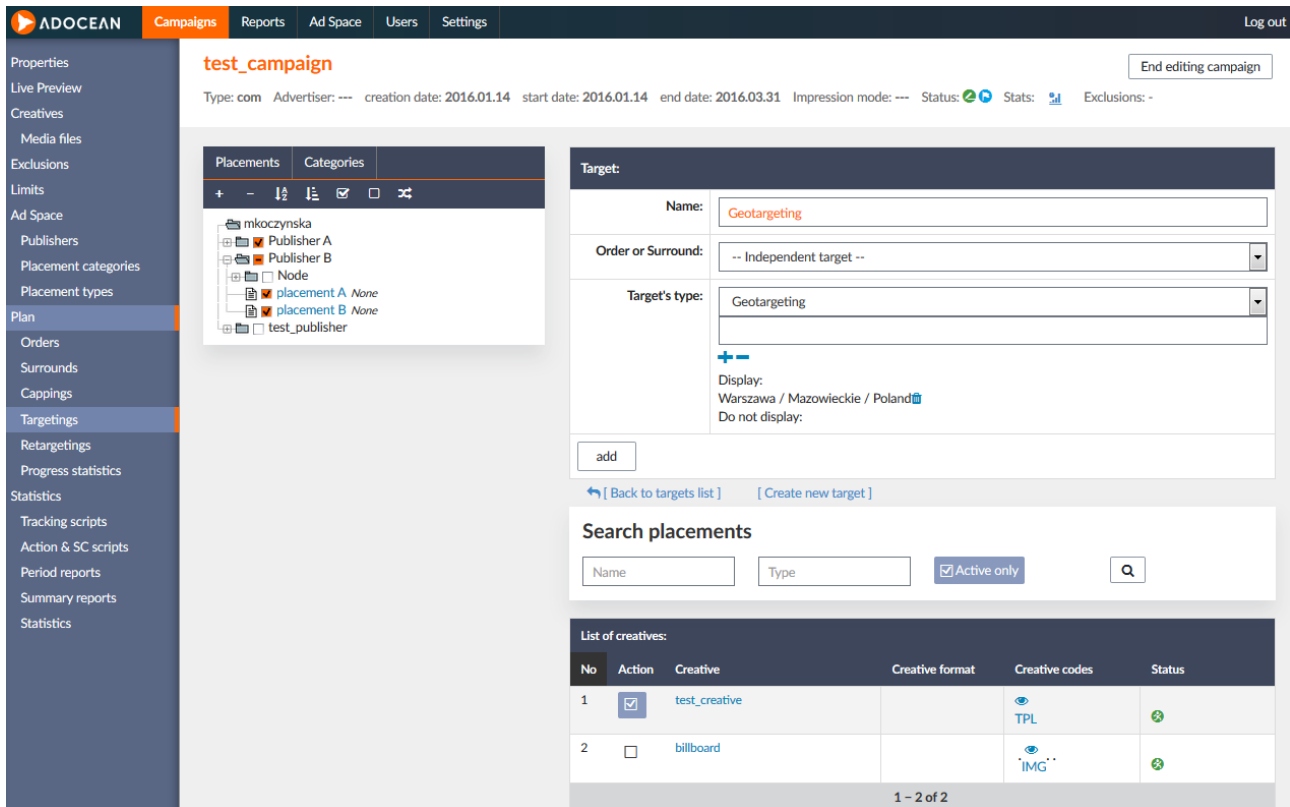
In this view you need to define the name of the global capping, its type and you also need to select orders from previously added campaigns to which the global capping should be applied. If you do not select any orders then the capping will take no effect.

If there is any global capping defined for a particular campaign then these global cappings are also visible in the campaign's "Plan" submenu and "Cappings" tab. The list of such global cappings uses the following scheme for the names of list elements: Capping_name (capping_name - Global cappings)

Clicking any element in the list will redirect you to the view of global capping settings.

6.1.11 Targetings

Targetings are managed in the "Plan" submenu of a campaign, under the "Targetings" tab. When you define a targeting, you may give a name for it (optional), you need to determine if the targeting is assigned to an order or if it is independent and select a targeting type. For an independent targeting you should define a set of placements and creatives to which it is going to be applied. Any existing targeting can be copied or deleted, just like cappings.



test_campaign End editing campaign

Type: com Advertiser: --- creation date: 2016.01.14 start date: 2016.01.14 end date: 2016.03.31 Impression mode: --- Status: 🟢 Stats: 📊 Exclusions: -

Placements Categories

- mkoczynska
 - ☑ Publisher A
 - ☑ Publisher B
 - Node
 - ☑ placement A None
 - ☑ placement B None
 - ☑ test_publisher

Target:

Name:

Order or Surround: -- Independent target --

Target's type: Geotargeting

Display: Warszawa / Mazowieckie / Poland

Do not display:

[\[Back to targets list \]](#) [\[Create new target \]](#)

Search placements


Name Type Active only

List of creatives:

No	Action	Creative	Creative format	Creative codes	Status
1	<input checked="" type="checkbox"/>	test_creative		TPL	🟢
2	<input type="checkbox"/>	billboard		IMG	🟢

1 - 2 of 2

Fig. 52 Independent geotargeting example

 If you set more than one targeting for the same set of placements then the logical relation between those will be “and”. It means, that all of the targeting criteria must be met during a request to deliver the targeted ad.

The following types of targeting are available in AdOcean:

6. 1. 11. 1 Geotargeting

Geotargeting makes it possible to deliver creatives to users from the selected countries, regions or cities. In order to look up a location for the targeting, just start to type the name of place in the search bar. The drop-down list below the bar contains matching locations. If you enter less than three characters then the list of locations is restricted to those names, which consist of only one or two letters (like Aš, a Czech town in the Karlovy Vary region). If you type three or more characters then there is no limitation on the length of listed location names. Partial matches are listed only if the search term appears at the beginning of a location name. In case of compound names, where parts of the name are separated by space or dash (-), the search phrase must correspond to the beginning of at least one of the members. For example: New York is found when the search phrase is either new or york.

Target:

Name:	<input type="text"/>
Order or Surround:	-- Independent target --
Target's type:	Geotargeting
	<input type="text" value="pra"/> <ul style="list-style-type: none"> Praha / Czech Republic Prahova / Romania Prabuty / Pomorskie / Poland Praszka / Opolskie / Poland Prazmow / Mazowieckie / Poland Prachatice / Jihocesky / Czech Republic Praha / Praha / Czech Republic Plzeň / Plzeň / Czech Republic
<input type="button" value="add"/>	
← [Back to targets list	



Fig. 53 Looking up geographical names

Search results are listed in the following order:

- all matching countries in alphabetical order;
- all matching regions/counties in alphabetical order;
 - if the search string matches regions from different countries then the region of that country, which is assigned to your AdOcean account, is listed first;
- all matching towns in alphabetical order;
 - if the search string matches towns from different countries then the town of that country, which is assigned to your AdOcean account, is listed first;

Search is case insensitive and special characters do not affect the search results. For example: the city of Łódź is listed in results either when you use *łódź*, *lodz* or *Lodz*.

You may set to either target the selected geographical location or to exclude it explicitly from ad delivery. There are two icons next to the input field of the geographical name:

- the icon  adds the location as a place that should be targeted with the ad
- the icon  excludes the location from ad delivery

An example for geographical targeting to whole Poland, except the town of Krakow:

Target:	
Name:	<input type="text" value="Poland except Krowow"/>
Order or Surround:	-- Independent target --
Target's type:	Geotargeting
	<div style="border: 1px solid #ccc; padding: 5px;"> <p style="margin: 0;">+ -</p> <p style="margin: 0;">Display:</p> <p style="margin: 0;">Poland </p> <p style="margin: 0;">Do not display:</p> <p style="margin: 0;">Krakow / Malopolskie / Poland </p> </div>
<input type="button" value="add"/>	

Fig. 54 Targeting Poland, except Krakow

Any previously added location may be removed by clicking the trash bin icon next to it.

The final expression is constructed based on the two groups under *Display* and *Do not display* labels. If the same location is chosen for the both groups then the system will not target that location (i.e. it is handled as an item for the *Do not display* group only). If a location in *Do not display* group overlaps some in *Display* group, then the ad will not be delivered to this location set in the *Do not display*, only to the rest of the incorporating locations (see our example with Poland and Krakow above).

6. 1. 11. 2 OS+Browser

With this type of targeting you can deliver ads only to such users who use a particular operating system (OS) or browser. This can be especially useful if you have such a special creative that does not work under certain operating systems or browsers as intended.



Important notes about OS+Browser targeting:

- if no operating system and no browser is selected – it means "deliver to all",
- if anything is selected – it means "deliver to the selected",
- lines in the same column are connected with the "or" logical operator,
- columns are connected with the "and" logical operator.

For example, if you select all the browsers, advertisements will not be delivered to other, unrecognised browsers. It works the same way in case of operating systems.

6. 1. 11. 3 OS+Browser Mobile

You can use this type to target a particular mobile OS (like the Android platform), a particular mobile browser or even specific mobile devices (see the figure below for an example). The logical relation between options of the same types (so between mobile browsers or devices) is 'OR', meaning that if you check both "Android" and "iPhoneOS" options then ads will be delivered if either the first or the

second is used on a user's device. But the logical relation between operating systems and browsers is 'AND', meaning that if you check both "Android" and "Chrome Mobile" then only those users will have an ad delivered on their devices who use Chrome Mobile under Android and not some other type of mobile OS. The list of mobile devices is updated regularly based on Gemius S.A. research data.

Target:

Name:

Order or Surround: -- Independent target --

Target's type: OS+Browser Mobile

<p>Operating systems:</p> <p><input type="checkbox"/> Android</p> <p><input type="checkbox"/> Windows Phone 7</p> <p><input type="checkbox"/> Windows Phone 8</p> <p><input type="checkbox"/> Windows Phone 8.1</p> <p><input type="checkbox"/> iOS</p>	<p>Browsers:</p> <p><input type="checkbox"/> All Chrome Mobile</p> <p><input type="checkbox"/> All WebKit Mobile</p> <p><input type="checkbox"/> Chrome Mobile 33.x and lower</p> <p><input type="checkbox"/> Chrome Mobile 34.x - 37.x</p> <p><input type="checkbox"/> Chrome Mobile 38.x - 42.x</p> <p><input type="checkbox"/> Chrome Mobile 43.x</p> <p><input type="checkbox"/> Chrome Mobile 44.x</p> <p><input type="checkbox"/> Chrome Mobile 45.x</p> <p><input type="checkbox"/> Chrome Mobile 46.x</p> <p><input type="checkbox"/> Chrome Mobile 47.x and higher</p> <p><input type="checkbox"/> GemiusSDK</p> <p><input type="checkbox"/> GemiusSDK 2.x</p> <p><input type="checkbox"/> IEMobile</p> <p><input type="checkbox"/> OperaMobile</p> <p><input type="checkbox"/> WebKit Mobile 3.x and lower</p> <p><input type="checkbox"/> WebKit Mobile 4.x</p> <p><input type="checkbox"/> WebKit Mobile 5.x</p> <p><input type="checkbox"/> WebKit Mobile 6.x</p> <p><input type="checkbox"/> WebKit Mobile 7.x</p> <p><input type="checkbox"/> WebKit Mobile 8.x</p> <p><input type="checkbox"/> WebKit Mobile 9.x and higher</p>
--	--

Samsung		
Apple		

[\[+Add new\]](#)

add

Fig. 55 Targeting to specific smartphone devices

The technology used by AdOcean makes it possible to serve ads only on such mobile devices, where the mobile browser can properly handle Javascript code (it has full support for it)!

You may also target to specific mobile devices. Under the list of operating systems and browsers there is an additional drop-down list and a text field. The list contains the names of mobile device manufacturers, the text field may be used to search for exact models, based on the selected manufacturer in the list.

Target's type:

<p>Operating systems:</p> <input type="checkbox"/> Android <input type="checkbox"/> Windows Phone 7 <input type="checkbox"/> Windows Phone 8 <input type="checkbox"/> Windows Phone 8.1 <input type="checkbox"/> iOS	<p>Browsers:</p> <input type="checkbox"/> All Chrome Mobile <input type="checkbox"/> All WebKit Mobile <input type="checkbox"/> Chrome Mobile 33.x and lower <input type="checkbox"/> Chrome Mobile 34.x - 37.x <input type="checkbox"/> Chrome Mobile 38.x - 42.x <input type="checkbox"/> Chrome Mobile 43.x <input type="checkbox"/> Chrome Mobile 44.x <input type="checkbox"/> Chrome Mobile 45.x <input type="checkbox"/> Chrome Mobile 46.x <input type="checkbox"/> Chrome Mobile 47.x and higher <input type="checkbox"/> GemiusSDK <input type="checkbox"/> GemiusSDK 2.x <input type="checkbox"/> IEMobile <input type="checkbox"/> OperaMobile <input type="checkbox"/> WebKit Mobile 3.x and lower <input type="checkbox"/> WebKit Mobile 4.x <input type="checkbox"/> WebKit Mobile 5.x <input type="checkbox"/> WebKit Mobile 6.x <input type="checkbox"/> WebKit Mobile 7.x <input type="checkbox"/> WebKit Mobile 8.x <input type="checkbox"/> WebKit Mobile 9.x and higher
---	---

Samsung		🗑️
Apple	ip	🗑️
[+Add new]	iPhone iPod iPad	

Fig. 56 Searching for a specific mobile device for targeting

As you can see in the figure above, if you select “Apple” from the drop-down list of manufacturers then enter the letter ‘i’ in the text field, only Apple devices will be listed for you, which contain the

entered letter. If you enter more letters in the search text field, the returned number of device models also becomes less.

6. 1. 11. 4 Population

It lets you target to settlements based on the size of the population. The database of population size is updated regularly based on information obtained by Gemius S.A.

6. 1. 11. 5 IP addresses, ranges

Targeting is also possible to exact IP addresses or a range of IP addresses. In one targeting it is advised not to add more than 10 IP addresses/ranges (if you add more complicated expressions, it may significantly slow down the operation of AdOcean). An IP-related expression can be entered in the "Target expression" field when Geotargeting type has been selected and is based on the same principles as the geotargeting expression. The variable used to refer to IP addresses in the expression is "i".

Examples of targeting expressions based on IP addresses:

```
i=213.25.67.88  
(i&255.255.224.0)==212.76.32.0 – here a bit mask is used with the "and" operator, this way you may also define IP  
ranges but it can be done in a more simple way:  
(i>212.76.32.0)&&(i<212.76.63.255)  
Both the 2nd and 3rd example means targeting to IP addresses beginning with 212.76.32.1 and ending with  
212.76.63.254.
```

6. 1. 11. 6 Numerical targeting

Numerical targeting gives you a possibility to deliver advertisements in such cases when a given numeric variable, inserted in the placement code, takes a certain value. Similarly to keywords, the variable and its value have to be inserted in the placement codes. In case of impressions script you need to add variables and values in the following form: "/varname=value". Please pay attention not to use the reserved names of "/key=" and "/word=". The values will of course need to be changing with every page view, based on user-related or some other kind of information (depending on the source of the numerical data). If you want to use keywords and numerical targeting simultaneously, based on more than one parameter, then the impression script should take the following form:

```
(...)  
src="" + location.protocol + '//myao.adocean.pl/_/' + (new Date()).getTime() + '/ad.js?id=MeDrVm8DiLorzTORc3Y3fdXjT  
4okgB59487zDXCOgb_X.A7/x=' + screen.width + '/y=' + screen.height + '/key=' + word1 + ',' + word2 + '/varname1=' + value1  
+ '/varname2=' + value2 + ' (...)
```

Like targeting to IP addresses, numerical targeting can also be set up by using the geographical targeting's "Target expression" field. You can write the targeting expressions here using your numeric variables, their possible values and the common "&&" and "||" logical operators. However, a more convenient way of targeting based on numeric variables is "customized targeting" which is described on the next pages.

Examples:

`(&_name1<2000)||(&_name2=1000)` – which stands for targeting to those users for whom the value of the variable `_name1` is lower than 2000 or the value of the variable `_name2` equals 1000

`(&_name1<3000)&&(&_name1>2000)` – which stands for targeting to those users for whom the value of the variable `_name1` falls within the range (2000,3000)

i The name of the variable, which is used in targeting, has to be preceded by an underscore.

An example of using Keywords and numeric variables with placement codes:

```
<div id="ado-gR1RHY9SHHm.v1wTRuKEib6x7kdBW5uKxid4n7Pw2Hx.97"></div>
<script type="text/javascript">
/* (c)AdOcean 2003-2010 */
ado.placement({
  id: 'ado-gR1RHY9SHHm.v1wTRuKEib6x7kdBW5uKxid4n7Pw2Hx.97',
  server: 'myao.adocean.pl',
  keys: ['key1', 'key2', 'key3'],
  vars: {
    var1: 'value1',
    var2: 'value2',
    var3: 'value3'
  }
});
</script>
```

and an alternative way of using keywords and numeric variables (compatible backwards):

```
<script type="text/javascript">
/* Your code */
/* variable 'sex' has 2 possible values: 1=male, 2=female */
var myVars = "&userdb_id=2012&sex=1&yearofbirth=1981";
var myKeys = "fantasy,peter_jackson,the_lord_of_the_rings";
</script>

<!-- Placement -->
<script type="text/javascript">
/* (c)AdOcean 2003-2010 */
ado.master({id: 'gR1RHY9SHHm.v1wTRuKEib6x7kdBW5uKxid4n7Pw2Hx.97',
  server: 'myao.adocean.pl',
  keys: myKeys,
  vars: myVars
});
</script>
```

6. 1. 11. 7 Customized targeting

Customized targeting is the successor of numerical targeting in a new and more user-friendly way. The aim of introducing customized targeting was to give you more control but at the same time also easier management of your numeric variables that you target to on your advertising space.

Definition of the available variables for customized targeting

The first step of using customized targeting is to set up the list of available numeric variables of your web portfolio under "Settings" main menu's "Variables" menu and "Targeting variables" tab. On this page you can see the list of available variables for customized targeting.

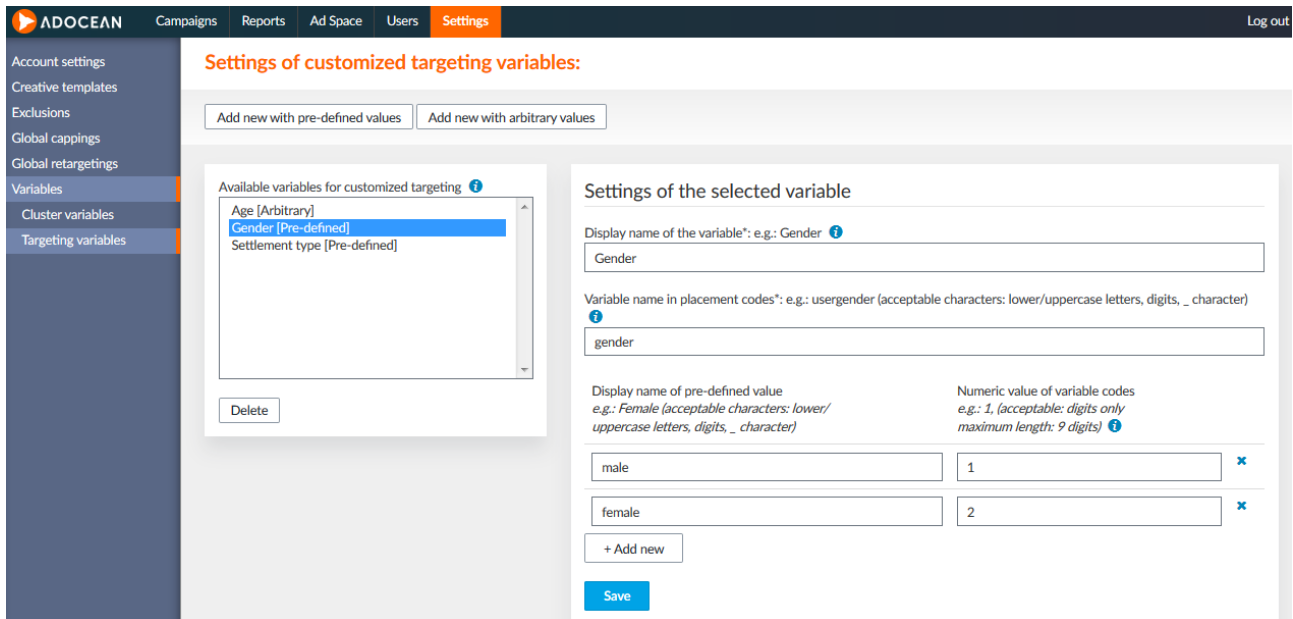


Fig. 57 List of available variables for customized targeting

These variables can have either the type of "pre-defined" or "arbitrary". The difference between these is the range of values expected in the AdOcean placement codes.

Pre-defined variables are good for such cases when the possible values are limited in number and you expect specific input via the variable. A good example for this is when you use customized targeting for user-related information and you would like to target to the gender of a user. In the placement codes you would pass on for example "1" for the "usergender" variable if the particular user is male and "2" if the user is female. In this case, you have 2 possible values for the gender variable ("usergender"), the information is, so to say, "pre-defined". In case of pre-defined values you will be able to constitute the possible values with labels and when you edit later a customized targeting expression, you will see for instance "Male" and "Female" in the list of available values instead of writing targeting expressions like "_usergender==1" or "_usergender==2".

Variables with arbitrary values on the other hand can have a wide range numbers as result. The best example for such variable is the age of the user or the year of birth (where possible values start from usually 1900 and last up to the current year). When using such numeric information it makes no sense to label all of the possible values, the numbers are informative enough.

To set up the numerical variables which you use in your AdOcean placement codes, you have to click the "Add new with pre-defined values" or the "Add new with arbitrary value" button under the list of available variables, depending on what values you would like to target to with a particular variable.

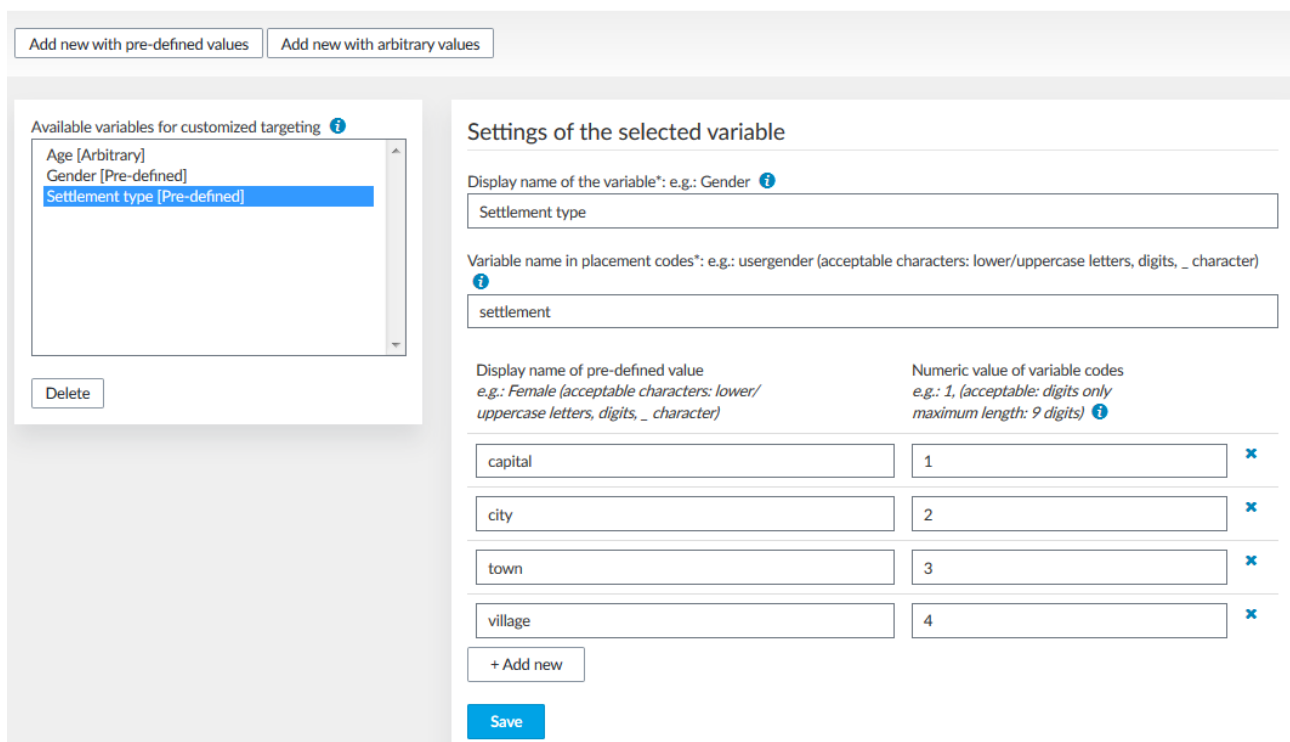
For example, if you have information about your users concerning the type of the settlement they live (for the sake of simplicity, let's assume it can be only a choice of: capital, city, town or village) you need to create a variable with pre-defined values. When you click the "Add new with pre-defined values" button, a new interface part will become visible on the right side. This is the place where you can enter information about the variable. You need to provide a display name for it which will be visible for you when set up a customized targeting for an order later. You also need to enter the

name of the variable as it will be present in your AdOcean placement codes in the source of your web pages (please note: if you do not enter the variable name correctly then your targeting will not work!).

Next, you need to click "[+ Add new]" to add the possible values of the variable. For every value you need to provide a display name (this is how you will see it represented when editing customized targeting for an order) and the related value which will be present in the placement code. If the "capital" settlement type is saved by the numeric value of "1" in your user database and you insert this value in the AdOcean placement code as well if the given users lives in a capital city, then the first entry would be "capital" as the "Display name of pre-defined value" and "1" as the "Value in placement code". The rest of the possible, pre-defined values have to be created in the same way. After you created every entry, you need to click the "Save" button. The newly created customized variable will appear in the list of available variables on the left side of the view.

i There is a "Delete" button under the list of available variables for customized targeting, which makes it possible to remove a selected variable. The removal has no influence on already defined targeting expressions. A deleted variable will no longer appear in the interface when setting up targeting for a campaign.

Settings of customized targeting variables:



The screenshot shows the 'Settings of the selected variable' interface. On the left, a list of 'Available variables for customized targeting' includes 'Age [Arbitrary]', 'Gender [Pre-defined]', and 'Settlement type [Pre-defined]'. The 'Settlement type [Pre-defined]' variable is selected. Below this list is a 'Delete' button. On the right, the settings for the selected variable are shown. The 'Display name of the variable' is 'Settlement type'. The 'Variable name in placement codes' is 'settlement'. Below these are two columns: 'Display name of pre-defined value' and 'Numeric value of variable codes'. The table below shows four entries: 'capital' with value '1', 'city' with value '2', 'town' with value '3', and 'village' with value '4'. There is a '+ Add new' button and a 'Save' button at the bottom.

Fig. 58 Adding a new variable with pre-defined values

When you edit the settings of a variable with arbitrary values then you also have enter the display name and the name of the variable as it is inserted in your AdOcean placement codes. However, instead of entering display name and value pairs for such variable, you only have to provide the range

of numbers that may be assigned to the variable. The range can be entered in the "Accepted range of values" field in the "X:Y" format, where X is the smallest and Y is the largest possible value.

Settings of customized targeting variables:

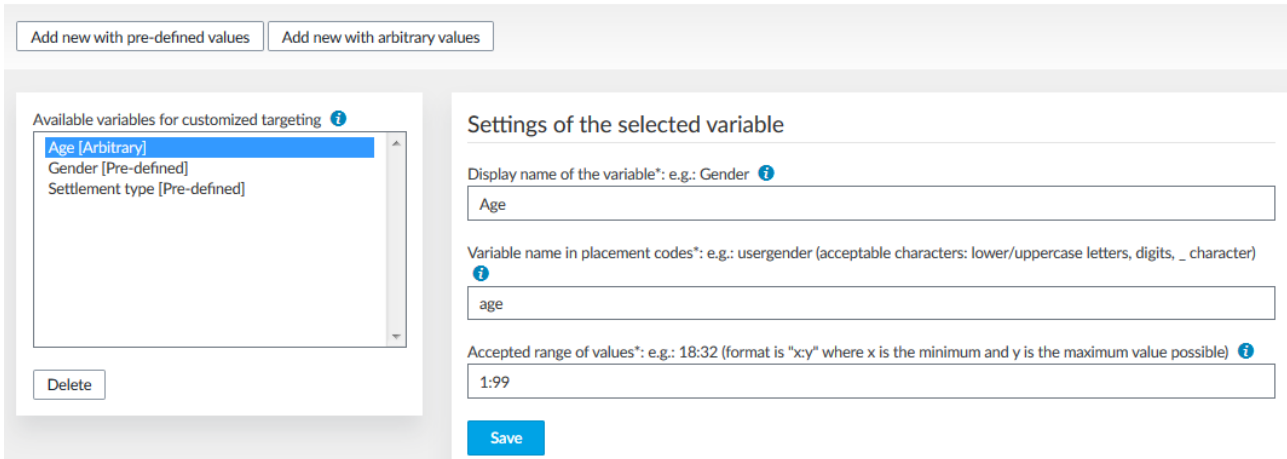


Fig. 59 Adding a new variable with arbitrary values

If you need to change the display names or possible values of any variable, you only need to click on its name in the list of "Available variables for customized targeting" and its settings will be loaded on the right side of the view.

Setting customized targeting for an order



Select a campaign and an order in it where you would like to target the advertisement based on a numeric variable. Go to the editing view of the order then click the "add target" button. In the "Target's type" section, please select "Customized targeting" from the drop-down list. In the view of this targeting type you see the following information, from the top to the bottom:

1. Targeting expression -This is the place where you have an overview of the complete targeting expression that has been set. Targeting expressions may include 1, 2 or 3 different group of expressions which may be connected with the "AND" logical operator or the "OR" operator.
2. Groups - In every expression group you may add several conditions. Every condition (part of expression) may be also connected with the "AND" or the "OR" operators. Expressions in the same group will be evaluated together in contrast to expressions from other groups, which will be evaluated separately (this is also emphasized in the interface by grouping the expressions in brackets if they belong to the same expression group).


To add a new group, you have to click the icon **+** next to the last "Group" tab. You can also delete a group of expressions with the blue "x" in the top right corner of the "Group" tab. Please note that the first group can never be deleted. If you have 2 or 3 groups then you will see a drop-down list between the tabs, where you can select the relation between them.

3. Expression Editor - At the bottom you can see expressions of the currently selected "Group" tab. In this part of the view, you can select one of the available variables for customized targeting, set the mathematical operator to compare the value that will be passed on to the placement code and the value that you intend to target to and set the targeting value that will be compared to the numeric variable's actual value in the placement code (which changes during every request to the placement).


When you are finished by setting a condition, click on the "Add expression button" to add it to the group's expressions.

You can delete certain expressions in a group by clicking the icon  next to it, or you can also delete all expressions in the selected group by clicking the "Clear expression" button. If you need to edit an already existing expression element in the selected group then click on the icon  next to it.

When you have finished with setting up a customized targeting, please click the "add" button, as usual.


 Customized targeting cannot be edited after they have been added. In case you discover something that should be changed, you will need to delete the customized targeting and then construct it again completely.

You can still set numerical targeting expressions in the old way, via the "Geographical" targeting type's interface, if you need to set even more complicated expressions than what you can achieve by using the new customized targeting type.

 See the previous chapter ([Numerical targeting](#)) for examples on how to insert numeric variables for targeting in the AdOcean placement codes.

6. 1. 11. 8 Provider (ISP)

Targeting is also possible depending on the Internet Service Provider (ISP) of the users.

 This type of targeting requires an initial database setup in every country, right now only some selected countries have this targeting possibility. If this type of targeting is not available in your country, yet, but you would like to use it for your campaigns then please contact with your local Technical Support office.

6. 1. 11. 9 Screen resolution

Targeting for users who use the specified screen resolution. You may use the pre-defined screen resolutions or you may also define your own. The "x" and "y" variables used for defining the targeting expression take the relevant values of screen resolutions ("x" stands for the width, "y" stands for the height of the screen size in pixels).

6. 1. 11. 10 Users Share


The number entered into the field with "Value (0.00 – 100.00)" label defines what percentage of users can be exposed to your campaign (in other words: to what ratio of visitors can the system deliver advertisements).

For instance, if the value is set to 25%, then every fourth request to a given placement will deliver the creative. Unique users (cookies), who will have the creative displayed to, will always fall into the category of the target group during subsequent page views. If a given user, who is assigned to the target group at the first occasion, executes further page views then she or he will always get the advertisement delivered. If the user was not assigned to the target group at first then the advertisement will not be displayed during subsequent page views, either.


6. 1. 12 Surround orders


A special type of order is the surround order, which can be simply called "surround". In this type of order, creatives are assigned to a slave placements on a one-to-one basis, which means that one creative is delivered on a particular placement, while another one is delivered to the other placement on the same web page, during the same page view. In other words: we can make sure that if we have two creatives that belong together then: if either of the two creatives are selected for delivery during a page view then the accompanying creative(s) will also be delivered at the same time. Consequently, surround is the proper solution to set up synchronized banners where every ad element has to be delivered during a given page view to have the desired effect.

Surrounds require placement codes to be used in Master-Slave construction (for more details, please check section [Creating ad space: nodes, placements, Master-Slave configuration](#)). A surround can only be set for slaves that belong to the same master node.

 Surround operates based on the rule of "all or nothing". The first creative displayed from the surround's assigned creatives makes the other slave placements to deliver the other ones (in such case, other orders or surrounds will not be delivered on the affected slave placements). If there is any criterion which makes it impossible to deliver at least one of the creatives defined in the surround then none of them will be delivered and for every slave placement a different order or surround will be selected for delivery.

6. 1. 12. 1 Defining surround orders

- Define the advertising space in Master-Slave construction.
- Create a new campaign or edit an existing one.
- Define the creatives which will be delivered as part of a surround.
- Select placements for the campaign – choose the Master node under which you have the slave placements that will be connected with the surround order.
- Go to the order management submenu – click on "Plan".
- Click on "Surrounds" tab – in order to add new surround order, click on the  button
- Enter a name for the surround, define the planned number of all impressions, the emission mode, the time of delivery and the priority as in a standard order.
- Assign the appropriate creatives to selected slave placements by clicking on "SEL" next to the name of any placement. It will make the drop-down list of available creatives appear. Select the creative which should be delivered on a particular placement then click on "OK" to accept the connection for that placement. Creatives can be changed or deleted from a placement by clicking on "SEL" once again.
- Accept your settings by clicking the "add" or "accept" button.

 During one delivery of a surround order, impressions for every creative defined in the surround are counted. The number of all impressions defined in the interface stands for all impressions of all creatives in the surround order. (If you have 2 creatives in the surround and want to deliver them as one coherent advertisement 20 000 times, the number of all impressions have to be set to 20 000 x 2, i.e. 40 000!)

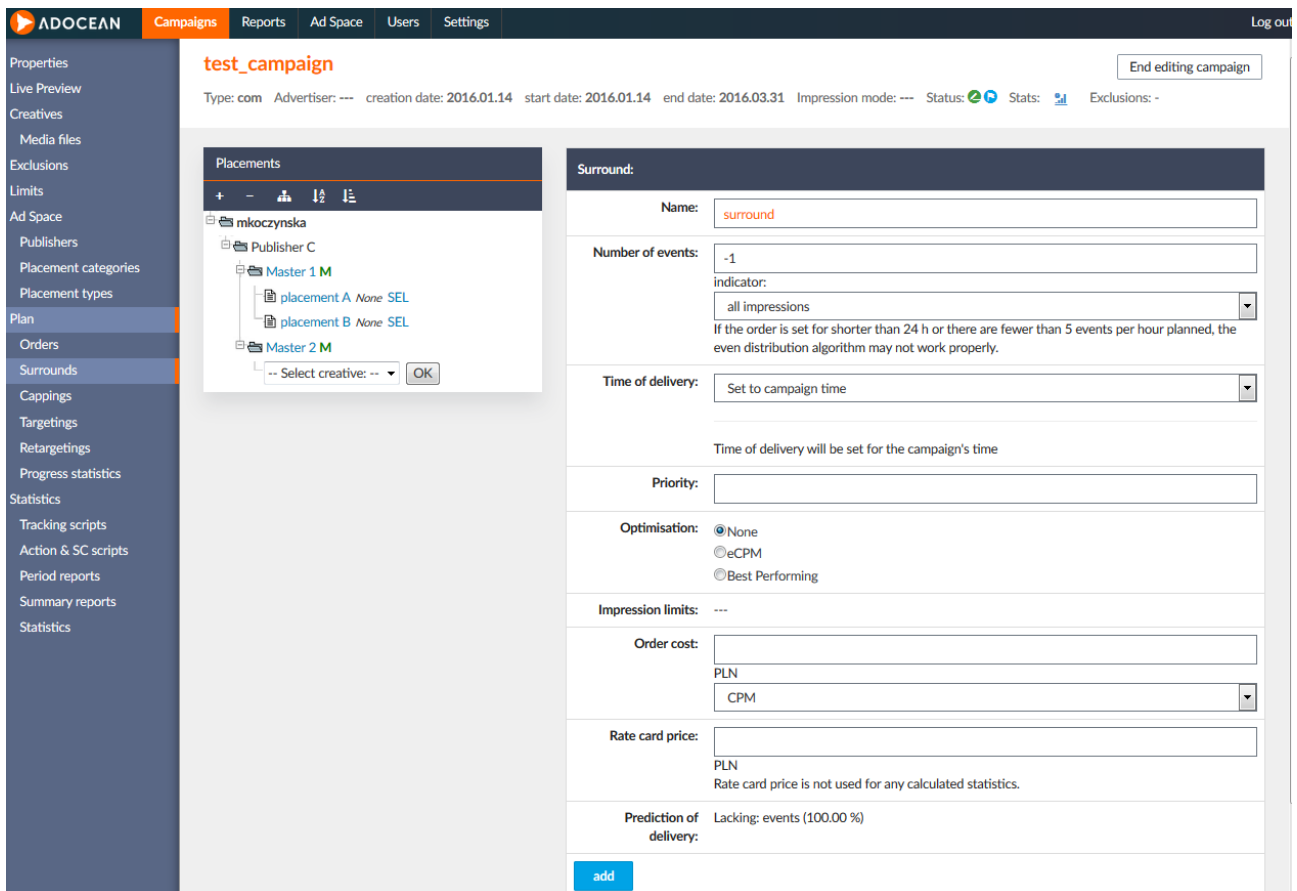



Fig. 60 Defining a surround order

It is also possible to copy a surround order within the campaign by selecting the checkbox of a particular surround

in the “Action” column and clicking on the  (“Duplicate selected”) icon. The surround may be copied together with cappings targetings connected to it – the system will ask you about your choice in the form of an alert message when clicking the “Duplicate selected” icon.

6. 1. 13 Publisher-based ad delivery

The efficiency of online campaigns also depends on how well an ad server can automatically prioritize ad delivery on numerous websites of the same online portfolio. AdOcean has an advanced feature that helps you prioritize ad delivery based on the importance or general capacity of your websites (represented as publishers in the system).

The feature provides two additional properties for publishers:

- Publisher share
- Publisher priority

Every publisher in your account may have different default shares and priorities set, but of course you also have the possibility to override these default values on campaign level.

6. 1. 13. 1 Ad delivery based on publisher shares

If you would like to deliver ads on different publisher advertising spaces by keeping a certain ratio between them, then you need to set your campaign or order to make use of publisher shares.

All the publishers have a default share which can also be overridden in a campaign or an order. This value is a number between 0 and 100 (interpreted as 0% and 100%) or "N/A" (not available).

Ad delivery based on publisher shares will make the system evaluate all the publisher shares set for the campaign or order and automatically deliver events according to these ratios. Since AdOcean works with hourly delivery plans in the backend, the performance of the publishers is also revised in every hour. The way this delivery works is best explained through the following example.

You set up an order with 4 publishers and the following publisher shares:

- Publisher A share = **60%**
- Publisher B share = **30%**
- Publisher C share = **N/A**
- Publisher D share = **N/A**

For the sake of simplicity, let us assume that the number of all impression planned is 10 000 and the order is only set for 10 hours, meaning that 1 000 impressions will be planned by the system for every hour.

With such publisher shares set, the system will divide the deliverable impressions with the following planned numbers for every hour:

- Publisher A: **600 impressions** (60% of 1 000 impressions)
- Publisher B: **300 impressions** (30% of 1 000 impressions)
- Publisher C and D: **100 impressions** in any ratio (remainder of the total 100% is 10)

As you can see from the above example, "N/A" share setting is understood by the system as: "any value is possible here, which remains from a total 100%, after taking into account shares with an exact value and the potential of the publishers". In this case, Publisher C and D have the "N/A" option set for share, so it means that the system assigns in an hour 600 impressions for Publisher A, 300 impressions for Publisher B and the Publisher C and D have $1\ 000 - (600 + 300) = 100$ impressions left to deliver. This number of impressions will be delivered taking into consideration the potential of these publishers. It may be 1:99 or even 50:50 ratio, depending on how many page views they will have potentially to deliver the remaining impressions.

As mentioned before, shares are recommended to be between 0 and 100 values but it is not obligatory. Taking this into account with the fact that you may set such shares for publishers in the order, which will sum up to more than 100% at the end, it is important to keep in mind that the system will convert any values for the delivery plan to fit the calculation algorithm. In other words, if you set two publishers for an order and both have 60% share set, the system will handle these values as 50% and 50% (summing up to exactly 100%). If the two publishers have a sum of percentages less than 100% then the same adjustment will be done.

What is happening if any of the publishers cannot deliver the planned number of events? In such case the system will slow down the delivery pace of ads at the other publishers, too, until the belated publisher can catch up with the others. The reason is that the core principle of publisher shares is to maintain the set ratios at any cost, even if it means that a belated publisher with poor performance will hold back the other publishers as well.

An alternative way of having some kind of share of events between publishers in the past was to set up separate orders for every publisher, and to set manually calculated number of events for each of them.

6.1.13.2 Ad delivery based on publisher priorities

If you would like to deliver ads on different publisher advertising spaces by keeping a strict order between them, then you need to set your campaign or order to make use of publisher priorities.

All the publishers have a default priority which can also be overridden in a campaign or an order. This value ranges from 0 to 100, where 0 is the lowest and 100 is the highest priority. If you set up delivery of ads based on publisher priorities then the system will try fulfilling the number of planned events at the publisher with the highest priority first. If it is not possible (the publisher with the highest priority does not have enough page views to deliver these ads), then ads will be pushed to the publisher with the next highest priority and it goes on until all the number of planned events get delivered in the actual hour. As AdOcean makes delivery plans based on full hours, ads will be delivered again from the next hour on the ad space of the publisher, which has the highest priority set.

An example:

You set up an order with 4 publishers and the following publisher priorities:

- Publisher A priority = **100**
- Publisher B priority = **90**
- Publisher C priority = **10**
- Publisher D priority = **10**

For the sake of simplicity, let us assume that the number of all impression planned is 10 000 and the order is only set for 10 hours, meaning that 1 000 impressions will be planned by the system for every hour.

Let us also assume that during an hour the system can deliver only 900 impressions on the placements of Publisher A. The plan for that hour still lacks 100 impressions, which is going to be delivered then on placements of Publisher B.

If Publisher B also does not have enough page views during that same hour to deliver the ad, and for example it can only deliver 50 instead of 100 impressions, the system will check which publisher comes next in the priority list. There are 2 publishers, C and D, with the same priority, so the system will push ads to those placements until 50 impressions get delivered. Since Publisher C and D have the same priority, it also means that the 50 impressions will be distributed randomly between those two advertising spaces.

If Publisher A has enough potential in a given hour to deliver the planned number of events then publishers with lower priority will not deliver any advertisement for the order.

6. 1. 13. 3 Changing the default mode of ad delivery on account level

The feature of publisher shares and priorities is hidden in your campaign editing views and in "Ad Space" main menu by default. If you decide to take advantage of it and would like to see order editing views with either publisher share or publisher priority options turned on by default, you can do so in your account.

Navigate to the "Settings" menu then go to the "Account settings" tab there. This view displays your account level settings for the default delivery mode of campaign and orders. If the "Enable publisher-based delivery modes" checkbox in unchecked then you will not see any publisher share or publisher priority settings in the interface. In case the checkbox is selected, the default delivery mode can be set to the following values by the help of three radio buttons:

- None - your campaigns and orders will be created by having the standard, current delivery mode set. However, you will have a drop-down list under "CAMPAIGN PROPERTIES" to switch to delivery based on publisher shares or publisher priorities.
- Share - your campaigns and orders will be created by having the delivery based on publisher shares option selected by default.
- Priority - your campaigns and orders will be created by having the delivery based on publisher priorities option selected by default.

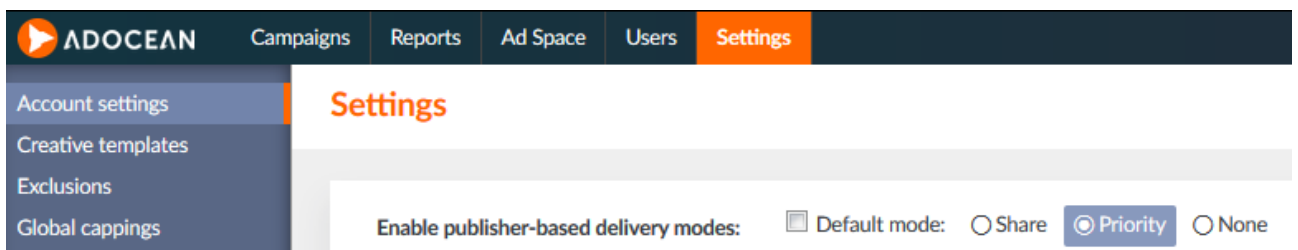


Fig. 61 Account settings for publisher-based ad delivery

6. 1. 13. 4 Setting up the default shares and priorities

The default publisher shares and priorities can be set up under the "Ad Space" main menu. The currently set default shares and priorities can be seen in the list of publishers.

If you would like to change the default shares, you can do so by clicking the $\$$ icon. The view will be reloaded and text fields become available in the column, where you can change the default values. When finished, just click the $\$+$ icon above the table.

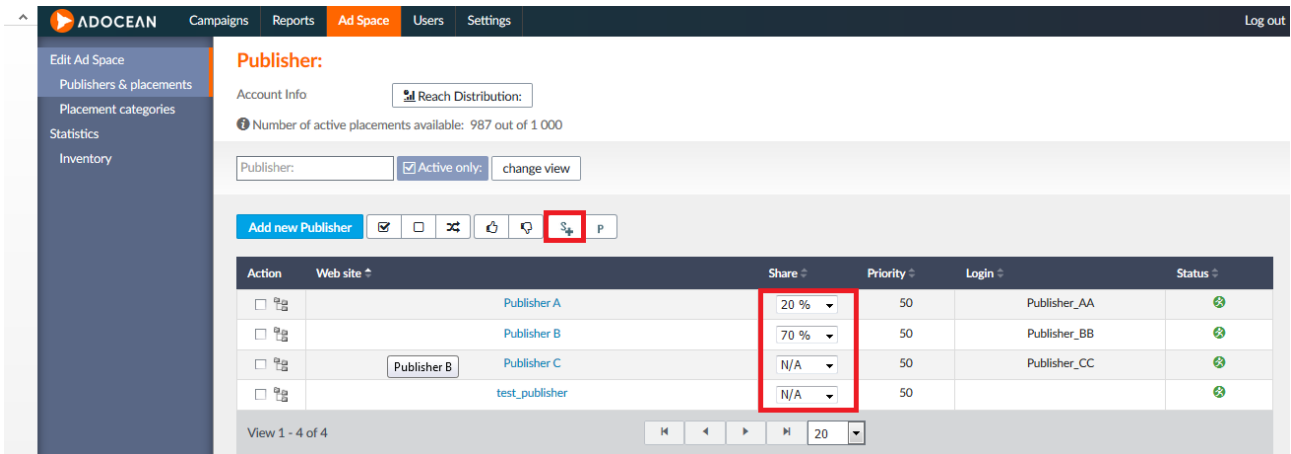


Fig. 62 Saving the changes of publisher shares

Publisher priorities can be changed in the same way: click the **P** icon, then modify the default values in the text fields and finally, click the **P+** icon above the table to approve your changes.

6. 1. 13. 5 Delivering ads based on publisher shares or priorities on order vs. campaign level

As it was referred to in this description before, delivery based on publisher shares or priorities is possible on the level of orders and also on the level of a whole campaign. It depends on your selection of "Emission mode" under the "CAMPAIGN PROPERTIES" submenu of a campaign.

test_campaign

Type: com Advertiser: --- creation date: 2016.01.14 start date: 2016.01.14 end date: 2016.04.30 Impression mode: --- Status: ✔ Stats: 📊 Exclusions: 1/3

End editing campaign

Suspend!

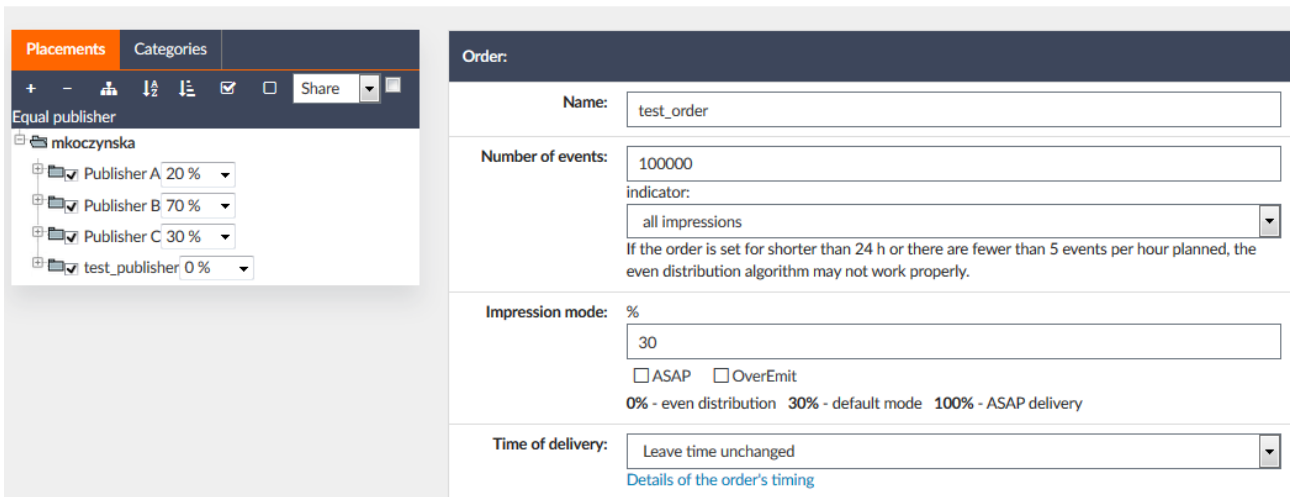


Fig. 63 An example order definition view when "Emission mode" is set to "For each order" in campaign properties

If "Emission mode" is set to "For each order" then publisher share or priority settings will become available in the order and surround editing views.

Please note that you have to save a newly created order or surround first to be able to tweak the publisher shares or priorities there. Before clicking the "add" button in the order or surround adding view, these publisher values are not visible.

If it is set to "For entire campaign" then the publisher share or priority setting become available under the "Ad Space" submenu of the edited campaign.

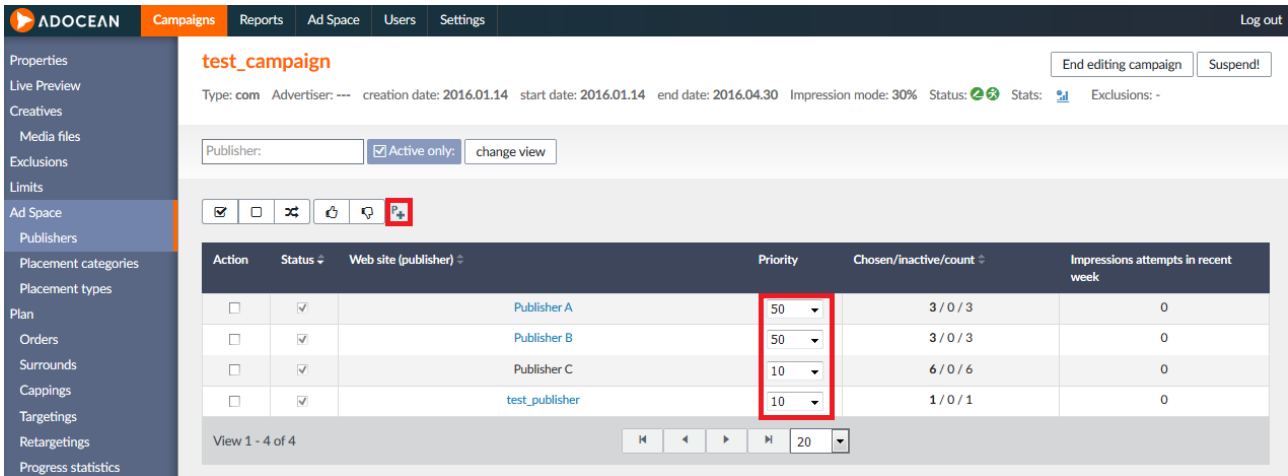


Fig. 64 An example of the "Publisher" submenu of a campaign when "Emission mode" is set to "For entire campaign" in campaign properties

6. 1. 14 eCPM and Best Performing optimisation

6. 1. 14. 1 eCPM optimization

The eCPM (effective CPM) feature lets you compare the income of different campaigns or orders. Optimisation of campaigns by eCPM allows publishers to maximize their income, no matter based on which model the ad space for a campaign has been sold (impressions - CPM, clicks - CPC or actions - CPA). The eCPM indicates the estimated earnings of the publishers for every thousand impressions.

The eCPM indicator is calculated as: $eCPM = \text{estimated income} / \text{number of all impressions} \times 1000$



Estimated income is calculated simply by taking the set cost of the selected model and the most up-to-date value of the relevant indicator (e.g. the number of all clicks in case of CPC).

Optimisation by eCPM is possible on 2 levels:

- on account level, in order to display the most effective creatives by eCPM from all the campaigns where eCPM optimisation is turned on;
- on the level of orders, in order to display the most effective creatives by eCPM only from orders within the same campaign, where eCPM optimisation is turned on.

6. 1. 14. 2 Cost information

Before starting to work with eCPM optimisation, the system needs to know the default currency in which you issue invoices to your advertisers about the costs of delivering their campaigns on your websites. To do so, please go to the "Account settings" tab under the "Settings" main tab in the AdOcean interface. Select the appropriate default currency for your account from the drop-down list and then save it. In case you issue invoices for some campaigns in another currency, you may override the currency setting for costs in campaigns where it is needed.

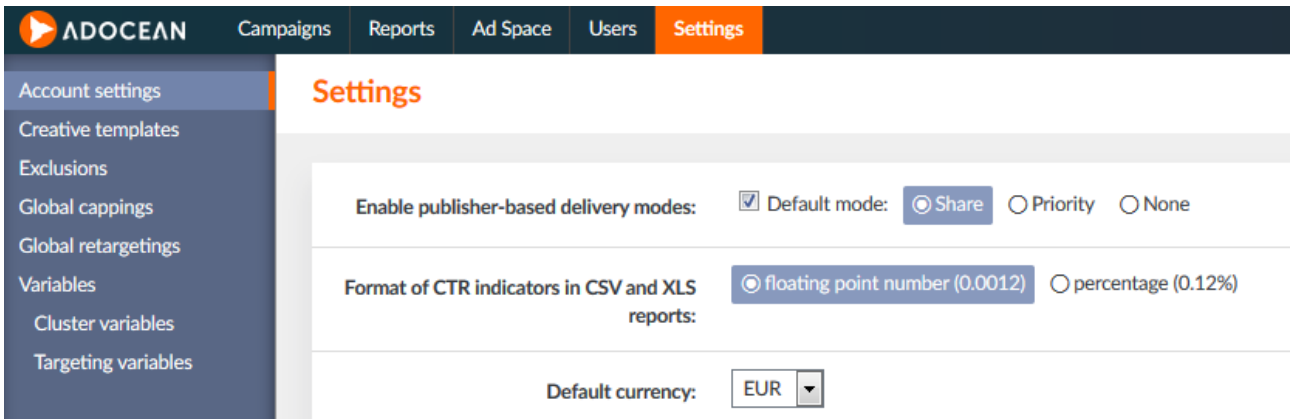


Fig. 65 Setting the default currency under "Account Settings"

Another important thing to know about cost-related information that only administrator type of users see it by default. However, there is an additional option for advertisers, agencies and salespersons to have access to such information. To grant access to cost information, please go to the PROPERTIES view of any user in the ADVERTISERS, AGENCIES or SALESPERSONS menu then tick the "Access to cost info" checkbox and save the change.

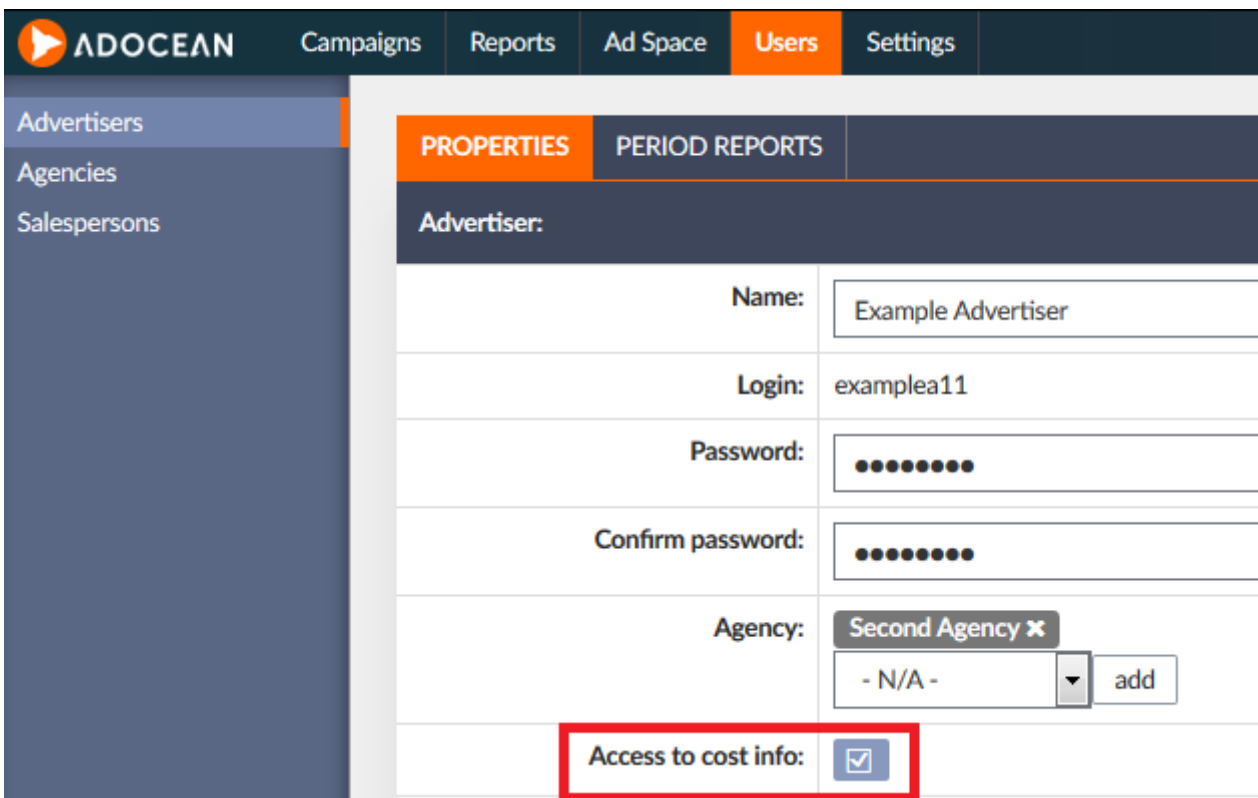


Fig. 66 Granting access to an advertiser to see cost information

i Granting access to cost information has an effect on the "Statistics" views only. Cost settings of campaigns and orders can only be seen by users if the "Preview of all campaign settings" option is turned on for them.

Costs can be defined in CPM, CPC or CPA model and the selected currency in the “Properties” view of campaigns and in the order editing views. If eCPM optimisation is turned on for a campaign or order then setting the costs is required, for any other campaigns or orders it is optional. Cost-related information is presented in the “Statistics” menu of a campaign under the “Campaigns” main tab, in the following views:

- Summary of a campaign
- Summary of an order
- Order ranking

The system calculates 4 indicators for the whole campaign period and custom time periods (only if costs have been defined for the campaign and its orders):

- Total cost: the system calculates the subtotal of orders of the same model at first then the subtotals are summed again to get the total cost. Subtotals are calculated by taking orders of the same model and matching the set costs with the related statistics. For example in case of CPM-based orders, the system takes the CPM cost of a given order and then checks the number of all impressions (in case of CPC the number of all clicks, in case of CPA the number of actions is relevant).
- CPM: the hypothetical Cost per Mille of a campaign, if it were sold completely based on this model.
- CPC: the hypothetical Cost per Click of a campaign, if it were sold completely based on this model.
- CPA: the hypothetical Cost per Action of a campaign, if it were sold completely based on this model.

Campaign Cost	
Total cost	486 PLN
CPM	1 000 PLN
CPC	7.04 PLN
CPA	---

Fig. 67 Cost of a campaign in “Summary” statistics view

6. 1. 14. 3 Best Performing optimization

The Best Performing option for campaigns lets you effectively manage your campaigns on a large advertising space. It helps to deliver creatives on those placements automatically, which produce the best results based on a selected indicator.

Optimization by Best Performing is possible on 2 levels:


- on account level, in order to display the most effective creatives by Best Performing from all the campaigns where Best Performing optimization is turned on;
- on the level of orders, in order to display the most effective creatives by Best Performing only from orders within the same campaign, where Best Performing optimization is turned on.

Best Performing optimization may be based on one of the following indicators: CTR, UCTR, CTR d.i., UCTR d.i., AR-V, AR-U, CR-V, CR-U.

6. 1. 14. 4 About the optimization algorithm

The eCPM and Best Performing optimizations both use the same base algorithm and take place at two levels: first at placement level and then at creative level. In other words, the system makes a decision first about where to deliver an ad and then about what exactly to display of the available choices (as a placement has always several creatives connected to it from various campaigns).

Campaign priorities are the most important factor for the algorithm: changes achieved by the optimization always leave the set campaign priorities intact. Campaign weight comes next (in case there are more campaigns with the same priority connected to the same placement) and finally the modified creative weights. Order priorities are ignored by system, except when a creative is defined in several orders, as the order with the highest priority is selected for delivery then.

 The eCPM and Best Performing optimizations do not modify campaign priorities, so campaigns with different priorities than the optimised one's are never disturbed. The eCPM and Best Performing optimization works strictly between campaigns with the same priority only.

Example for creative level optimization:

Let us assume that on a placement (marked by 'P'), we have defined:

- campaign A with priority of 1000 + eCPM, creatives C1 and C2,
- campaign B with priority of 1001, creatives C3 and C4,
- campaign C with priority of 1000 + eCPM, creatives C5 and C6,
- campaign D with priority of 1000 + BP by CTR, creatives C7 and C8,
- campaign E with priority of 1000 + BP by CTR, creatives C9 and C10,
- campaign F with priority of 1000 + BP by UCTR, creatives C11 and C12.

First of all, campaign B will be delivered, as it has the highest campaign priority. In case when campaign B cannot be delivered (for example because of a frequency capping), one of the other campaigns is selected.

In case when campaign A or C is selected (taking into account their campaign weight as usual), the system chooses one of the following creatives: C1, C2, C5 or C6 (according to the standard Best Performing algorithm), in other words: one from all creatives defined in all campaigns with the **same priority** and the **same optimization settings**.

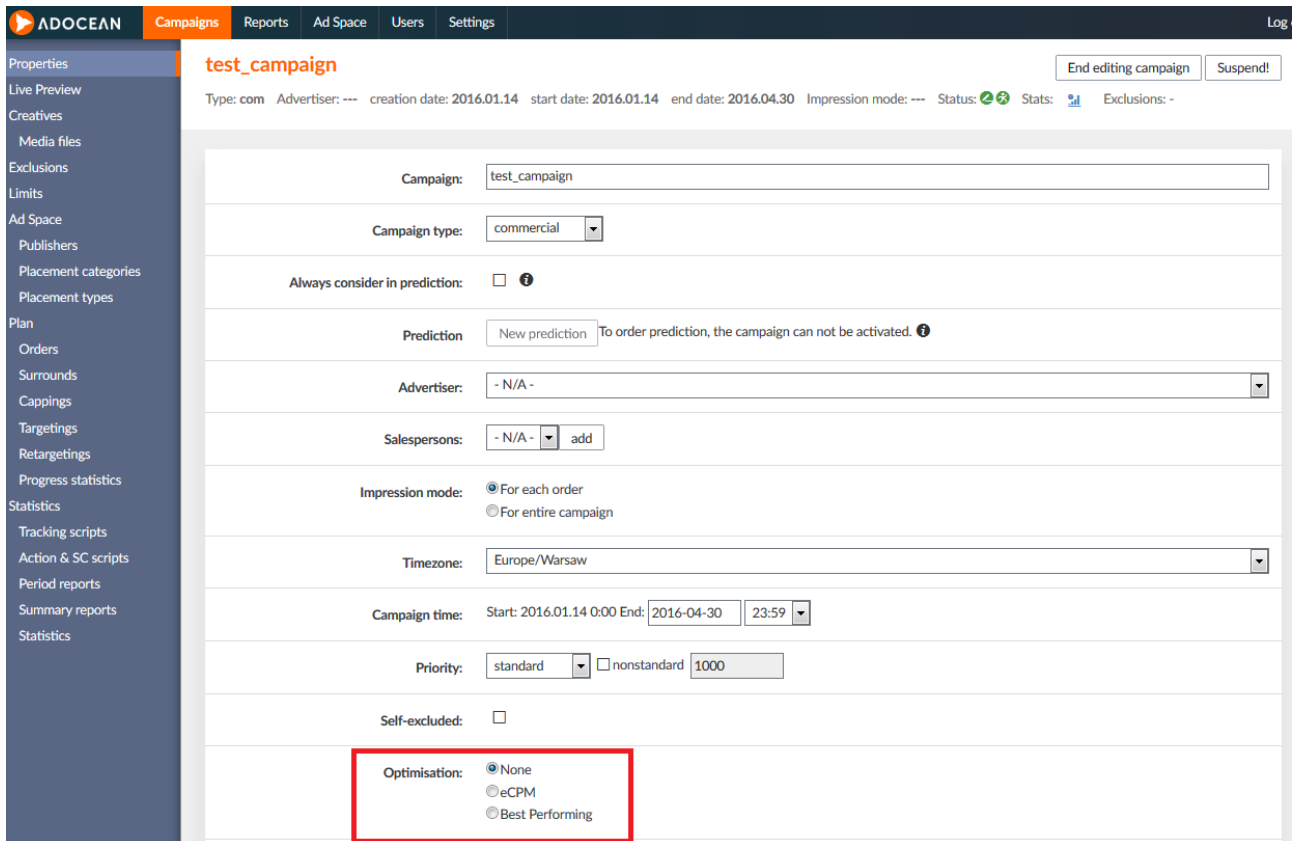
In case when campaign D or E is selected (this selection is based on campaign weight, as usual) then the system chooses one of these creatives: C7, C8, C9 or C10 (according to the standard Best Performing algorithm).

In case when campaign F is selected (again, depending on campaign weight), the system chooses either C11 or C12 creative (according to the standard Best Performing algorithm).

Please refer to [Appendix B – Best Performing and eCPM algorithm](#) for a detailed description about how exactly creative weights are modified by the standard algorithm.

6. 1. 14. 5 Setting up eCPM and Best Performing optimization in the interface

It is possible to set eCPM or Best Performing optimization either for the whole campaign or for the orders separately (similarly to how emission mode works).



The screenshot displays the 'test_campaign' configuration page in the ADOCEAN interface. The left sidebar lists various menu items such as Properties, Live Preview, Creatives, Media files, Exclusions, Limits, Ad Space, Publishers, Placement categories, Placement types, Plan, Orders, Surrounds, Cappings, Targetings, Retargetings, Progress statistics, Statistics, Tracking scripts, Action & SC scripts, Period reports, Summary reports, and Statistics. The main content area shows the following settings:

- Campaign:** test_campaign
- Campaign type:** commercial
- Always consider in prediction:**
- Prediction:** New prediction (Note: To order prediction, the campaign can not be activated.)
- Advertiser:** - N/A -
- Salespersons:** - N/A - add
- Impression mode:** For each order, For entire campaign
- Timezone:** Europe/Warsaw
- Campaign time:** Start: 2016.01.14 0:00 End: 2016-04-30 23:59
- Priority:** standard (nonstandard: 1000)
- Self-excluded:**
- Optimisation:** None, eCPM, Best Performing

Fig. 68 Optimization setting at campaign properties

Order:

Name:

Number of events:
indicator:

If the order is set for shorter than 24 h or there are fewer than 5 events per hour planned, the even distribution algorithm may not work properly.

Impression mode: %

 ASAP OverEmit
0% - even distribution 30% - default mode 100% - ASAP delivery

Time of delivery:
[Details of the order's timing](#)

Current timing is defined as time of campaign

Priority:

Optimisation: None
 eCPM
 Best Performing
computed by statistics

Fig. 69 Optimization setting in an order editing view

When selecting a method of optimization for the entire campaign, it is not possible to change it for a single order. Setting different optimization modes for orders is only possible, if optimization is turned off on campaign level ("None" option is selected at campaign properties).

Selecting an optimization method on campaign level means that all orders in the campaign have the same optimization mode as the campaign itself, even if they had a different method defined before on order level.


i If use Best Performing optimization and later on you add a new creative then this new creative is treated by the system as one with highest efficiency (i.e. delivering it according to its original weight), until 1000 cookies are exposed to the creative and calculations with the base indicator may be started.

6.2 Live Preview

The LivePreview feature lets you preview creatives in the live content of your web pages without even having a campaign or an order started. Its great advantage is that you can check how a certain creative will look on your website but in such way that you do not expose the visitors of your website to it. You, as an administrator can turn on/off LivePreview for a whole campaign or any order of a campaign to see the result of the current settings.

6.2.3 The principles behind LivePreview

LivePreview is using a cookie-based solution, thus it is always connected with a particular web browser's particular profile, which was used to activate the feature. The web browser has to accept cookies of course to be able to turn on LivePreview. Once LivePreview has been activated, the activated user remains in preview mode until the feature is deactivated (which does not mean that on other pages, where advertising space is defined, the user will also be in LivePreview mode – on any pages, where the previewed campaign or order has not been defined, the creatives of ongoing campaigns will be delivered as usual, all statistics will be counted and cappings and targeting will be performed as well). The creatives and clicks which are generated in LivePreview mode are not included in statistics.

 The LivePreview feature requires placement codes to be used on your website with the appropriate option turned on!

6.2.3.1 Campaign preview

If you turn on LivePreview for a whole campaign then the orders defined in the campaign are selected randomly for delivery (suspended orders are not taken into consideration but suspended creatives in active order are). If a placement has more than one creative assigned to it, creatives will be also displayed randomly – order priority, creative weight, cappings and targetings are not taken into consideration (however, suspended creatives are taken into consideration in the preview mode to allow the system to draw information from them). Self-exclusion will be taken into consideration.

6.2.3.2 Order preview

If a placement has more than one creative assigned to it, creatives will be displayed randomly. Creative weight, cappings and targetings are not taken into consideration, however, both suspended creatives and suspended orders can be used for Live Preview mode.

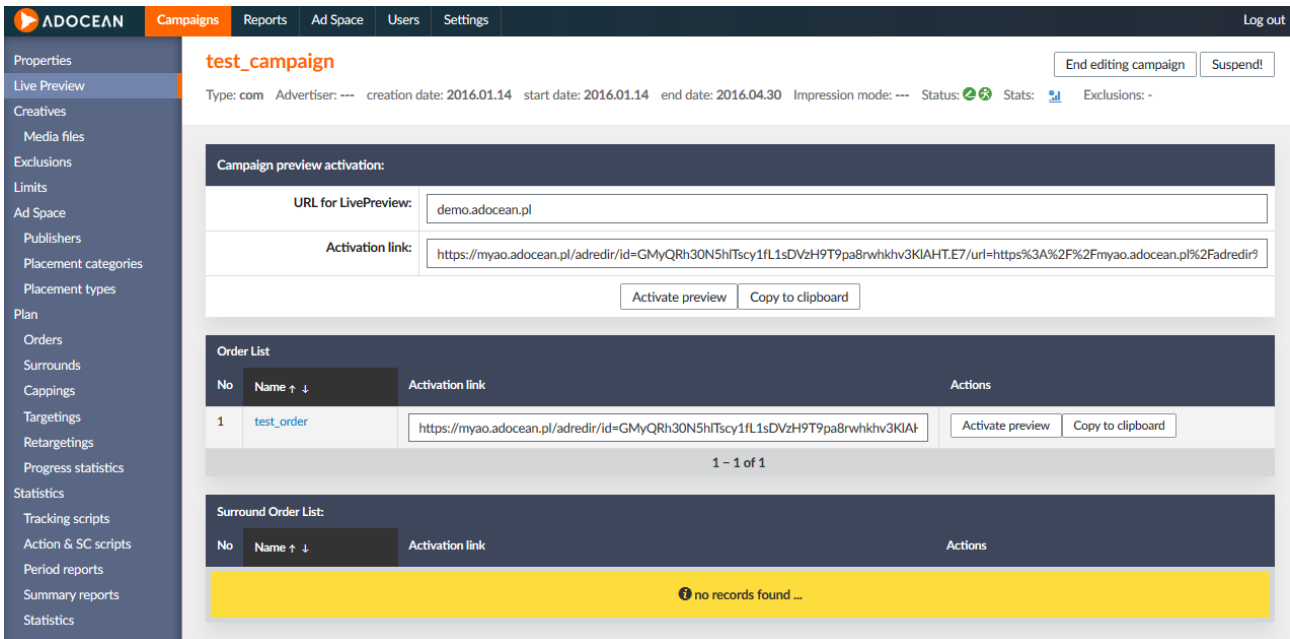
6.2.4 Activation of LivePreview

The LivePreview option can be activated either by using the “Live Preview” tab from the “Campaigns” menu or from the order editing views.

6.2.4.1 Activation via the LivePreview tab under Campaigns menu

In the “URL for LivePreview” field you have to enter the URL address of such web page, where the campaign/order is set to be delivered and you would like to activate the preview for. The “Activation link” field, which contains the special activation link for the preview, will be completed automatically as soon as a URL address is entered in the “URL for LivePreview” field above it. When you click the “Activate preview” button, the provided URL will open in a new window with the LivePreview turned

on (i.e., if you enter demo.adocean.pl as URL for preview then the LivePreview of the campaign is available on each page within demo.adocean.pl, for example at demo.adocean.pl/news or demo.adocean.pl/information. Naturally, LivePreview is activated only for those placements of the advertising space, which have been defined to display creatives of the previewed campaign/order. The “Order List” table displays all the orders defined for a particular campaign while in “Surround Order List” you can see of course only the surround type of orders. After clicking the “Activate preview” button next to an order, LivePreview will be activated only for the selected order's creatives.



The screenshot shows the ADOCEAN interface for editing a campaign. The main content area is titled "test_campaign" and includes a sidebar with navigation options like Properties, Live Preview, Creatives, etc. The "Live Preview" section is active, showing the "Campaign preview activation" form. This form has two input fields: "URL for LivePreview:" with the value "demo.adocean.pl" and "Activation link:" with a long, complex URL. Below these fields are "Activate preview" and "Copy to clipboard" buttons. Below the activation form is an "Order List" table with one row containing an order named "test_order" and its activation link. Below the "Order List" is a "Surround Order List" section which currently shows "no records found ...".

Fig. 70 LivePreview activation from Campaigns menu

6. 2. 4. 2 Activation via the order editing views

Similarly to how it is described above, you have to enter the URL to be used for activating the LivePreview in the “URL for LivePreview” field in an order editing view and the activation link will be generated automatically by the system. After clicking the “Activate preview” button, you will see the order in LivePreview mode in a newly opened tab or window. It works the same way as when activating it from the Campaigns menu's Live Preview tab (see next page for an activation example).

Order:

Name:

Number of events:
indicator:

If the order is set for shorter than 24 h or there are fewer than 5 events per hour planned, the even distribution algorithm may not work properly.

Impression mode: %

 ASAP OverEmit
0% - even distribution 30% - default mode 100% - ASAP delivery

Time of delivery:
[Details of the order's timing](#)

Current timing is **defined as time of campaign**

Priority:

Optimisation: None
 eCPM
 Best Performing

Impression limits: [\[Add new limit \]](#)

Order cost:
 PLN

Rate card price:
 PLN
Rate card price is not used for any calculated statistics.

Prediction of delivery: Prediction status unknown

URL for LivePreview:

Activation link:

Fig. 71 LivePreview activation from order editing view

6.2.5 Turning off LivePreview

If you are in LivePreview mode, the system will inform you about this by displaying the following overlay toolbar in the top right corner of a given web page:

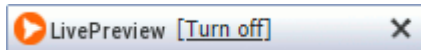


Fig. 72 Turning off LivePreview


To turn off LivePreview mode, you have to click on the underlined “[Turn off]” link. If you click the “X” on the overlay toolbar then you can make the toolbar disappear but LivePreview will not get turned off. After reloading the page, the toolbar will be displayed again will reappear to inform you that you are still in the LivePreview mode.

7. Creating and using exclusions

7.1 General information about exclusions

The exclusions functionality lets you define campaigns/creatives which the emitter will not display simultaneously on a web page. The option is available for advertising spaces defined in Master-Slave configuration and it aims to exclude a particular creative or groups of creatives (even all creatives of a particular campaign) from display to a user during one page view. For instance, the feature may be used to avoid exposure of a visitor to ads of two competitive companies at a time. The subjects to exclusion may be:

- entire campaigns;
- entire campaigns against particular creatives;
- or particular creatives against other creatives.

 Exclusions work on the level of Master nodes in your advertising space. Placements on a web page are in most cases created under one Master node but you need to be careful when having Slave placements of more than one Master node implemented on a single page. In such case, excluded ads might appear during the same page view if they are delivered by different Master nodes!

Three types of exclusion are available in AdOcean:

- **group with group** – two groups of campaigns/creatives are defined. For example, if 3 campaigns/creatives are added to the first group, while only one campaign/creative to the other group, then whenever any of the first group's three creatives is selected for delivery, the campaign/creative in the other group will not be displayed during the same page view. It works identically the other way around, too: if campaigns/creatives from the second group are delivered then campaigns/creatives from the first group will not be.
- **mutual** – in this case on group of campaigns/creatives is defined, where the selection of any campaign/creative for delivery will disable the delivery of any other campaign/creative in the defined set (during the same page view).
- **self-exclusion** – when a campaign or creative is excluded with itself. It is a useful option if a given creative might appear on different placements on the same page based on order plans and you would like to avoid such scenario.

i Exclusions start to function only when the next hourly delivery plans are generated. Please keep in mind that you may need to wait either only 15 minutes or one hour to see the effect on your website.

You can see the list of exclusions for your account and you can define new ones in the “Settings” menu's “Exclusion” tab.

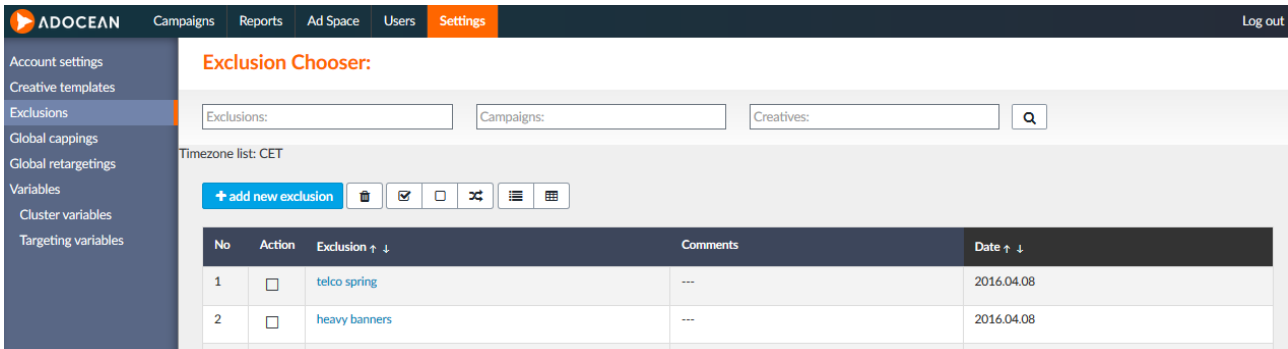


Fig. 73 List of exclusions

In the campaign summary bar (see an example below on Figure) you can find an “Exclusions” column with a link and information on the number of creatives of the campaign taking part in exclusions. If there is only one such creative, the link leads directly to “Exclusions” tab of this particular creative in the “Creatives” submenu; in case of more than one creatives are part of some exclusion, the link leads to the view where all these creatives are listed.

Campaing

Type: com Advertiser: --- creation date: 2016.02.19 start date: 2016.02.19 end date: 2016.04.30 Impression mode: 30% Status: Stats: Exclusions: 2/9

[Campaign Edition](#) [Suspend!](#)

Fig. 74 Information about exclusions in campaign summary bar

In a campaign's “Creatives” submenu, where you have the list of creatives of that campaign, you can also see a column indicating whether a particular creative is part of any exclusions or not.

7.2 Defining and editing exclusions

In order to add a new exclusion, please go to the “Settings” menu and select the “Exclusions” tab. In the header of the table listing exclusions, click on the button [+ add new exclusion](#).

Fill in the “Name” field (the “Comment” is optional) and then select the type of exclusion required: “group with group” or “mutual”. These types are described in details in the following sections. Save the exclusion properties by clicking the “add” button.

7.2.3 Defining “group with group” exclusions

If you select the “group with group” type for an exclusion then the following view will be displayed:

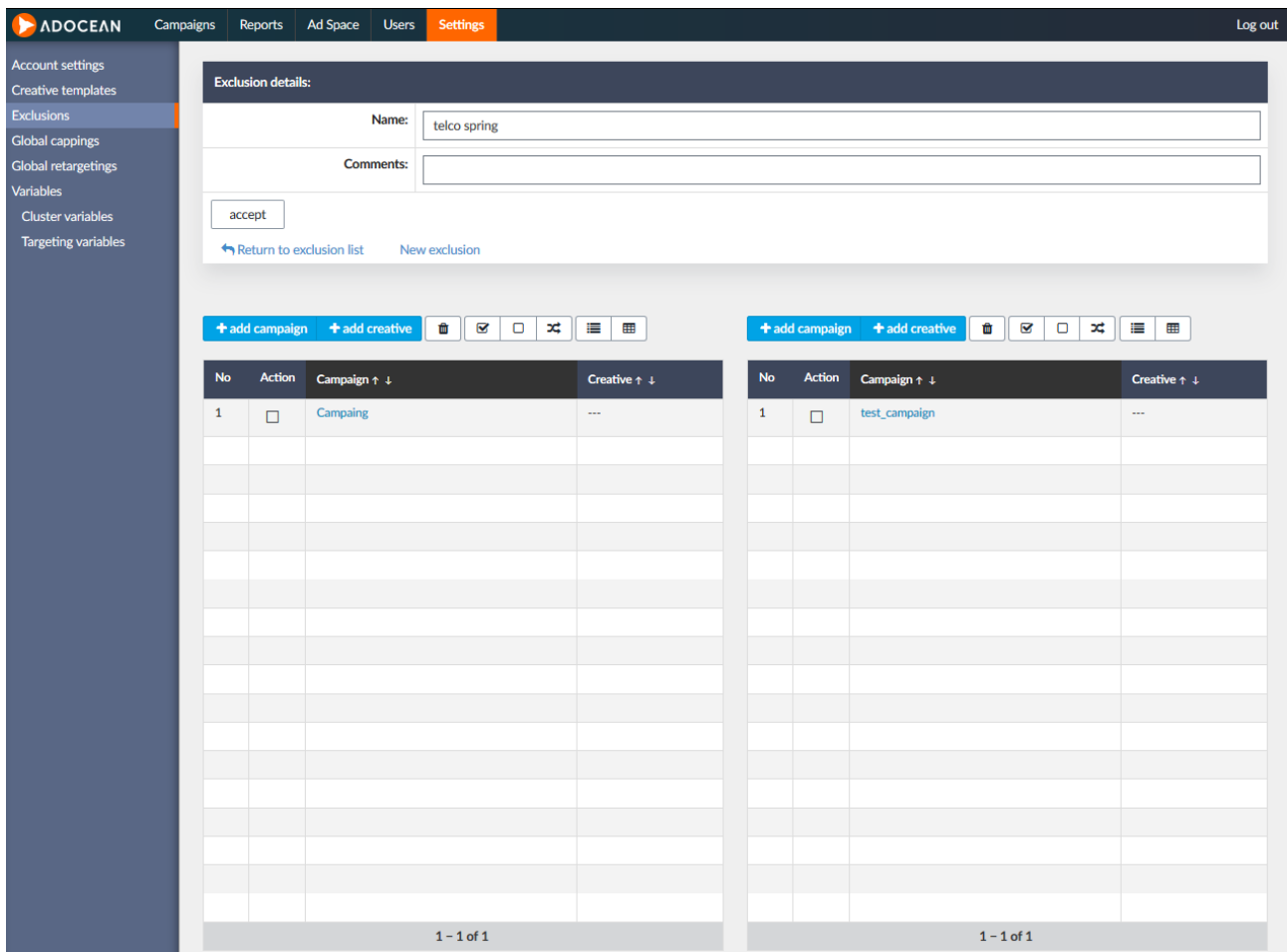


Fig. 75 View of a group with group type of exclusion

To add a new campaign or creative in the “First group of excluded campaigns/creatives”, click on the link “add campaign” or the “add creative” button. You will be presented with the following view:

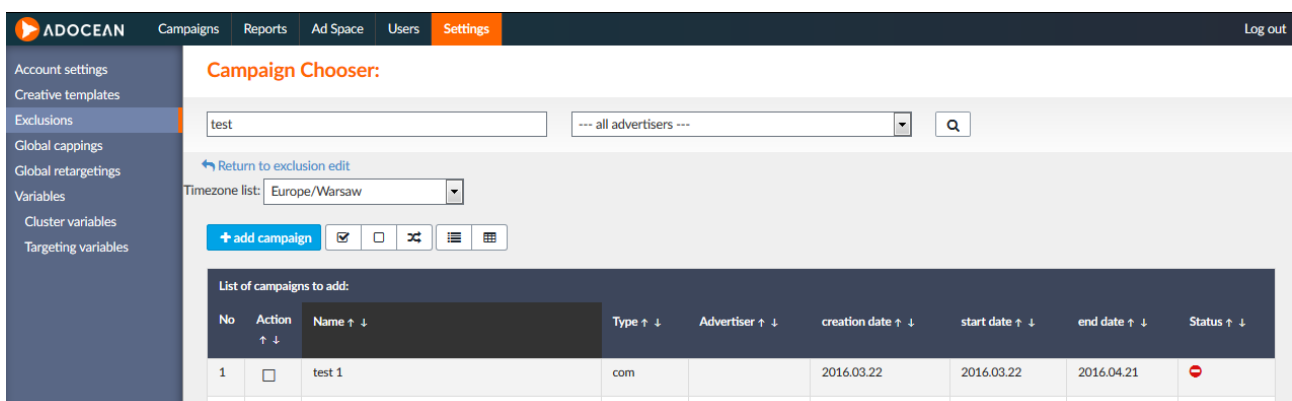


Fig. 76 Searching for campaigns to be included in an exclusion

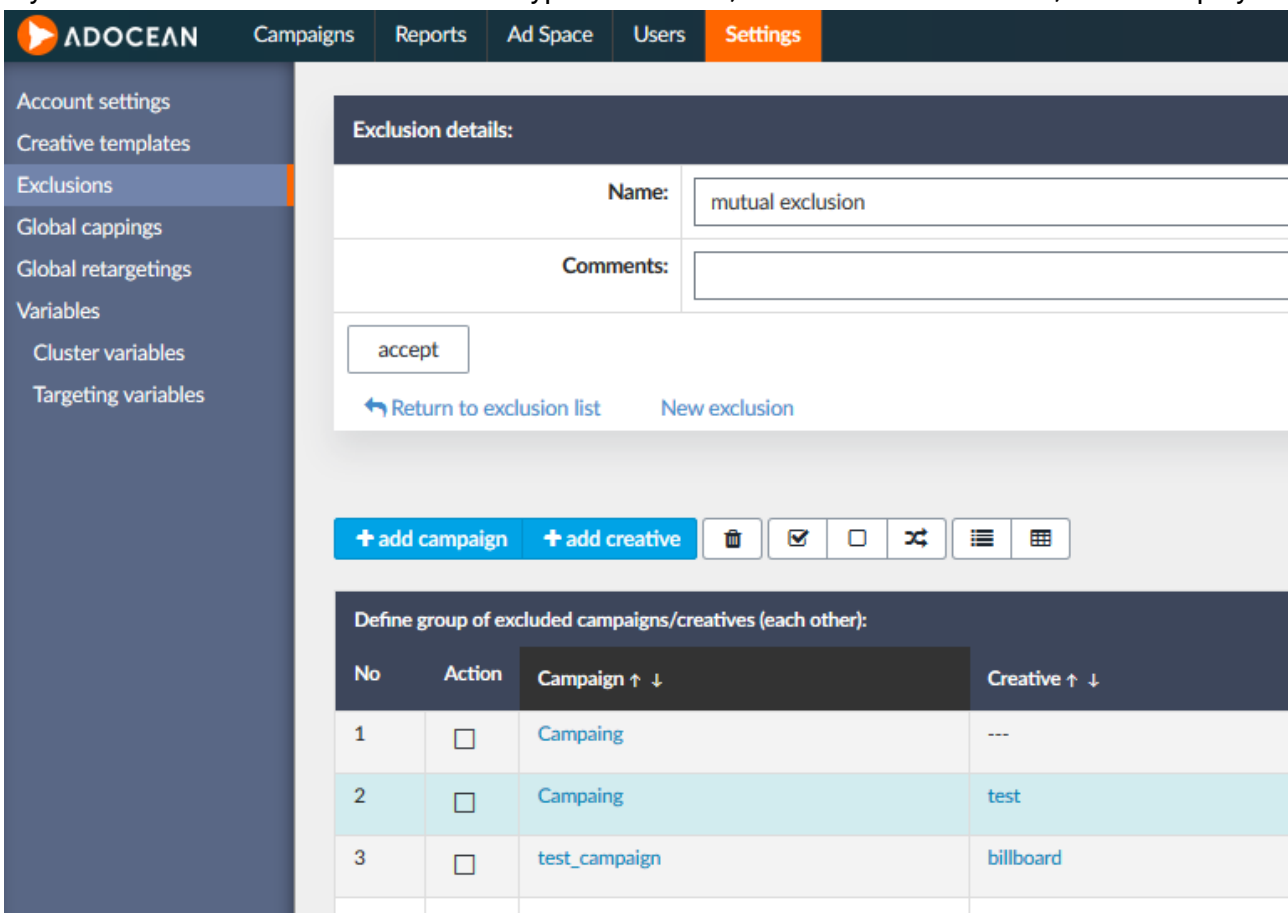
One or more campaigns can be selected by ticking the checkboxes in the “Action” column and then clicking the button **+ add campaign**. You have the possibility to filter the list of campaigns based on the name or the advertiser of campaigns.

i You cannot add such campaigns to exclusions which are being edited by someone at the moment.

If you wish to add a creative to an exclusion, the way of doing it will be similar to the way of adding campaigns. Again, you will have the possibility to filter the list of available creatives to find the creative you are looking for more easily. You can search for creatives by name, by format, by the name or the advertiser of the campaign in which they are used. Once the campaigns/creatives are added to the exclusion, confirm it by clicking the “accept” button in the middle of the view, above the list of first and second group of excluded campaigns/creatives.

7.2.4 Defining “mutual” exclusions

If you select an exclusion with “mutual” type then a view, similar to the one below, will be displayed:




The screenshot shows the ADOCEAN interface with the 'Settings' tab selected. The left sidebar contains various settings options, with 'Exclusions' highlighted. The main content area displays the 'Exclusion details' form for a mutual exclusion. The form includes fields for 'Name' (containing 'mutual exclusion') and 'Comments'. Below the form is an 'accept' button and two links: 'Return to exclusion list' and 'New exclusion'. Below the form is a toolbar with buttons for '+ add campaign', '+ add creative', and several icons. Below the toolbar is a table titled 'Define group of excluded campaigns/creatives (each other):'.


No	Action	Campaign ↑ ↓	Creative ↑ ↓
1	<input type="checkbox"/>	Campaing	---
2	<input type="checkbox"/>	Campaing	test
3	<input type="checkbox"/>	test_campaign	billboard

Fig. 77 View of a mutual type of exclusion


To add a campaign/creative to the group of mutually excluded campaigns/creatives, click on the “add campaign” or “add creative” links. Adding campaigns and creatives is performed in the same way as defining exclusions for a “group with group” type of exclusion.

7.2.5 Managing existing “group with group” and “mutual” exclusions

To edit an already existing exclusion, click on its name in the list of exclusions. You can then delete a campaign/creative from the existing exclusion by ticking the appropriate checkbox in the “Action” column and clicking on the  (“delete the selected”). If you wish to delete an entire, previously

defined exclusion then tick the appropriate checkbox in the “Action” column in the list of exclusions and click on the icon  (“delete the selected”).

When you select a campaign under the “Campaigns” menu and go to the submenu then you will see an additional “Exclusions” tab there. By clicking that tab you can see the list of exclusions in which that particular campaign takes part. Such tab is also available when you go to the “Creatives” submenu of a campaign, in its view you see the list of particular creatives which are part of any exclusion.

 Please pay attention when setting up exclusions, it may be the root of such problems when ads are not delivered as expected on your web pages. It is advised to evaluate always whether you need to add entire campaigns or only a particular creative to an exclusion. In some case it might be sufficient to add only certain creatives to exclusions and not restricting other creatives of a given campaign in terms of chances for delivery.

7.2.6 Defining self-exclusions

As mentioned previously, particular creatives or all creatives of a campaign (i.e. the campaign itself) might be self-excluded. The “Self-excluded” option is to be found under the views of campaign and creative properties.

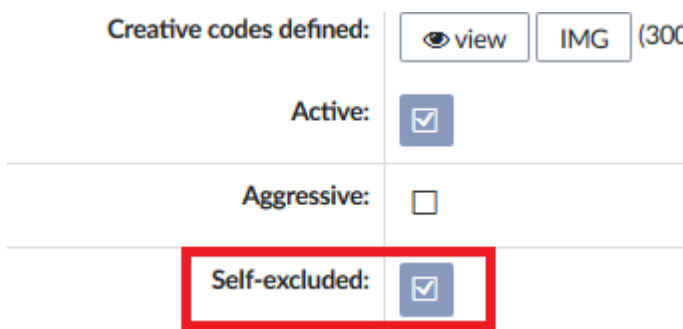


Fig. 78 Self-excluded option at creative properties

8. Inventory module

The ‘Inventory’ module of the AdOcean system is a new functionality allowing you to estimate the amount of the free advertising space. This functionality is now available in AdOcean interface for Administrators, Salespersons, and Publishers with Agency access

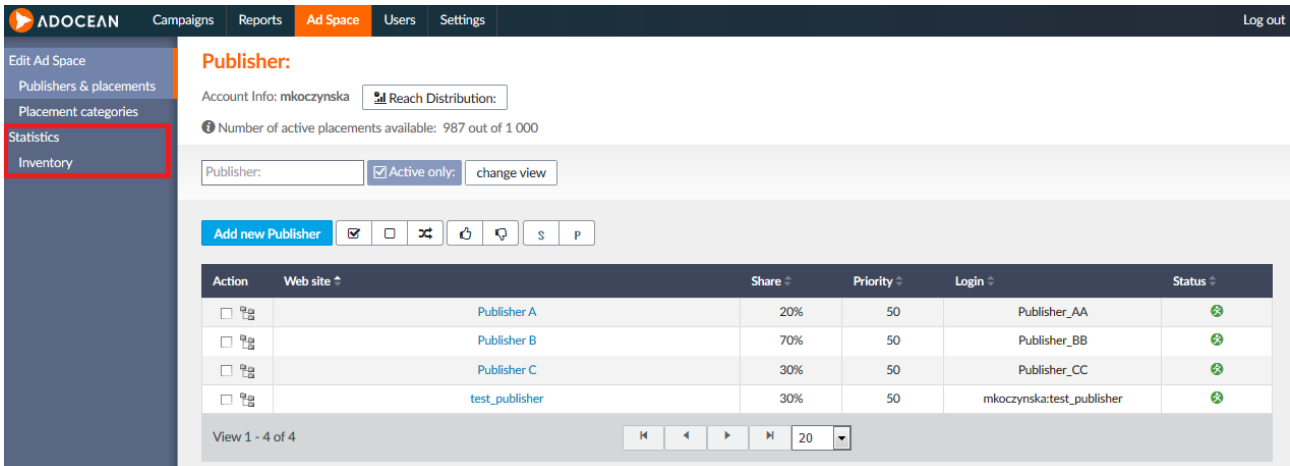
Free advertising space estimation, also called Prediction, is realized on the basis of historical data. Due to that fact, Prediction is unavailable for advertising spaces with history shorter than 35 days. In addition the estimation is based on impressions of the default campaign. In consequence, Prediction may also be unavailable if the default campaign has no impressions.

The data presented in this section are estimated for all campaigns in a given advertising space regardless of the user or a user’s campaign access.

Publishers with Agency access can access only their own advertising space. In addition, they cannot view categories or placement types in the data table.

8.1 Inventory Module Overview

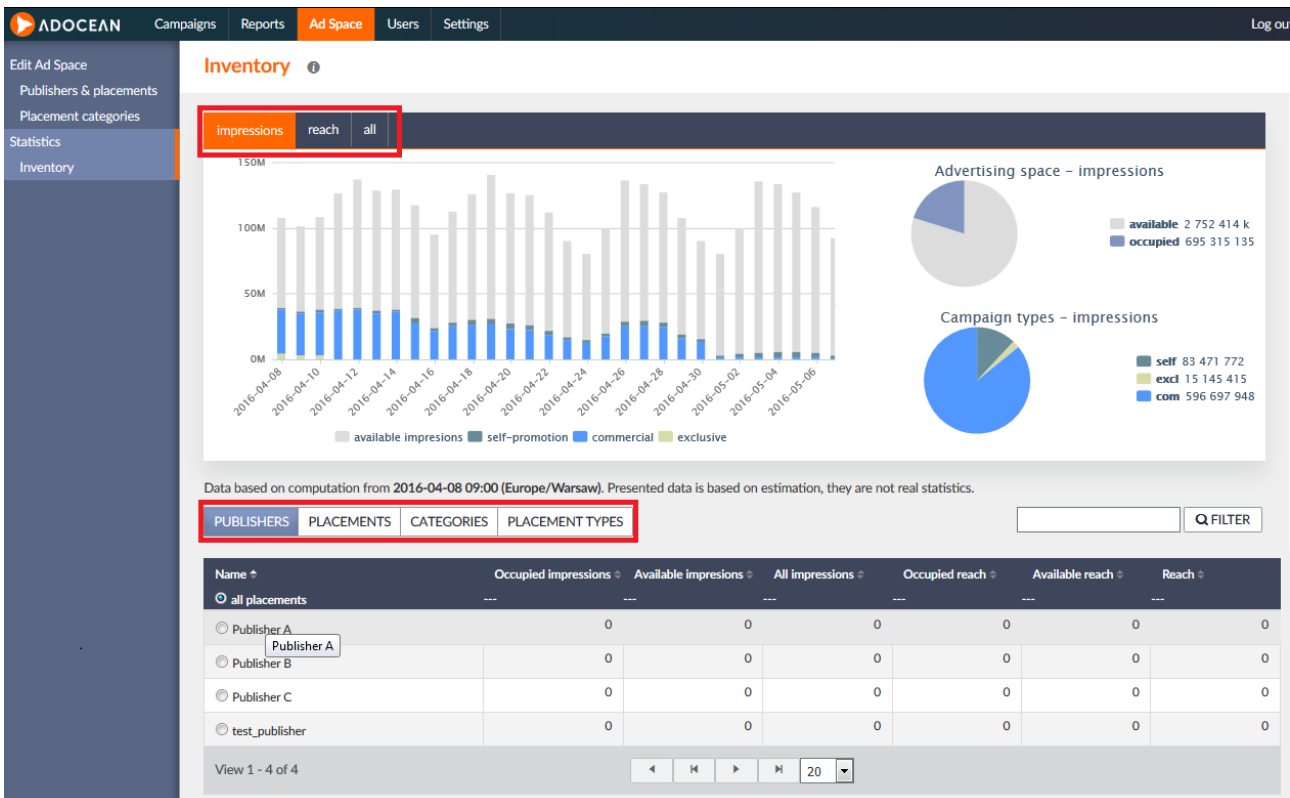
The Inventory module is available in the Ad Space menu's.



Action	Web site	Share	Priority	Login	Status
<input type="checkbox"/>	Publisher A	20%	50	Publisher_AA	✔
<input type="checkbox"/>	Publisher B	70%	50	Publisher_BB	✔
<input type="checkbox"/>	Publisher C	30%	50	Publisher_CC	✔
<input type="checkbox"/>	test_publisher	30%	50	mkoczynska:test_publisher	✔

Fig. 79 Inventory module

In general, 'Inventory' contains charts and a data table which present statistics for the advertising space. 'Inventory' consists of three chart tabs for impressions, reach, and all (impressions and reach) as well as three data table types: publishers, categories, and placement types.



Name	Occupied impressions	Available impressions	All impressions	Occupied reach	Available reach	Reach
all placements	---	---	---	---	---	---
<input type="radio"/> Publisher A	0	0	0	0	0	0
<input type="radio"/> Publisher B	0	0	0	0	0	0
<input type="radio"/> Publisher C	0	0	0	0	0	0
<input type="radio"/> test_publisher	0	0	0	0	0	0

Fig. 80 Inventory module - publisher list

8.2 Impressions tab

The 'impressions' tab contains three charts which present consistent data with regard to impressions performed in the 30 days period from the current day. The bar chart as well as two pie charts present different aspects of the same statistics.

The bar chart presents day-to-day distribution of the impressions with estimated availability of the advertising space. Indicating any of the bars on the chart will display detailed data about the impressions in the connected day of the campaign.

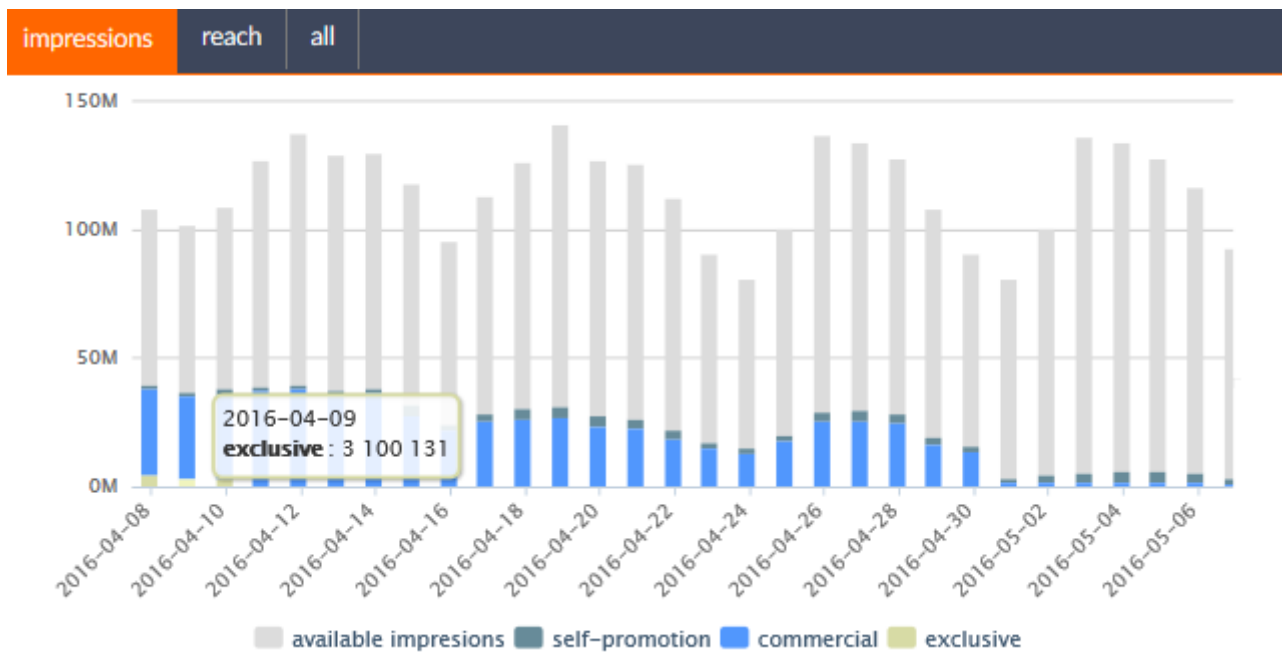


Fig. 81 Estimated number of impressions – bar chart

The two pie charts present similar estimation of the advertising space use. The first one presents a division on used and available space, while the second one displays detailed division on commercial, self-promoting, and exclusive campaign impressions.

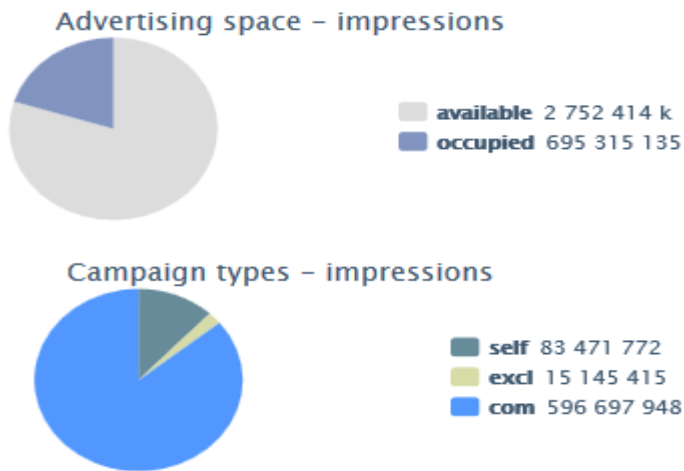


Fig. 82 Estimated number of impressions - pie charts

Similar to the bar chart if you indicate any part of the pie chart a detailed information about a given portion of the chart.

8.3 Reach tab

The 'Reach' tab is the second of the tabs in the 'Inventory' module. It contains similar elements as the 'impressions' tab, however, the 'reach' tab contains only one pie chart.

Again, the bar chart presents 30 days prediction of the advertising space use from the current day but this time statistics present number of users.

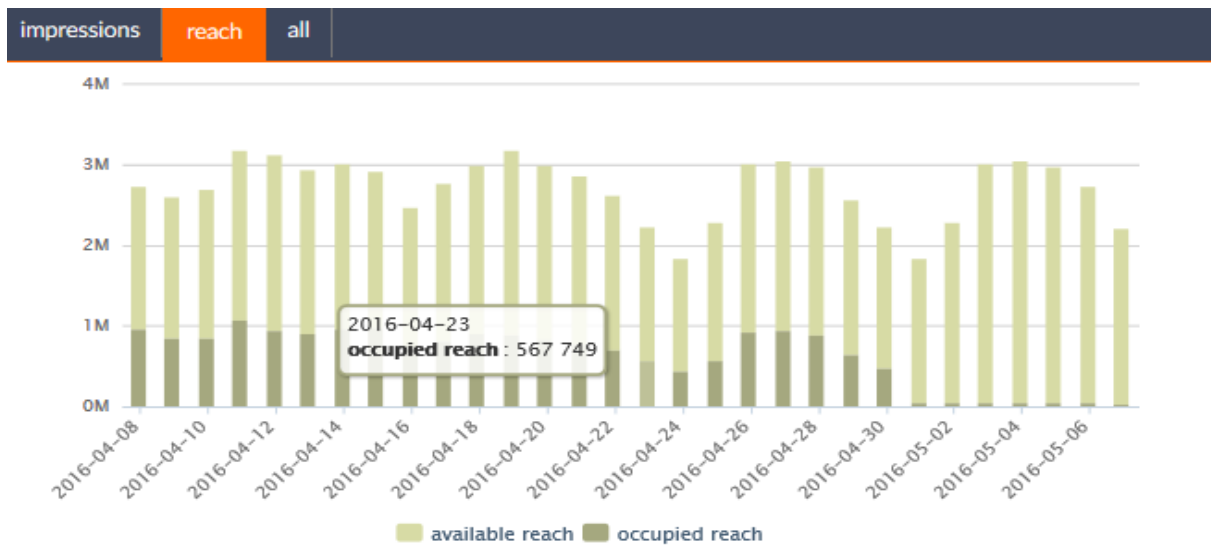


Fig. 83 Estimated reach - bar chart

In case of 'reach' prediction 'available reach' represents users for whom new advertisements may be displayed and it is a maximum reach that could be obtained for a new campaign, while 'occupied reach' represents users who cannot be served with any new advertisements, it is not the same as a total reach for all campaigns in an advertising space. The sum of 'available reach' and 'occupied reach' is a total estimated reach for a whole advertising space.

Beside the bar chart, the single pie chart is presented. It displays similar data as the bar chart, available and occupied reach, i.e. users who can or cannot be served with new advertisements.



Fig. 84 Estimated reach - pie chart

Indicating any part of the bar chart or pie chart will display a detailed information about the indicated section, just like it works for 'impression' charts.

8.4 All tab

The last tab in named 'all' and it contains the bar chart only. This section presents data for both impressions and users. The bar chart displayed in the 'all' tab consists of two axes, left axis representing impressions and right axis representing reach.

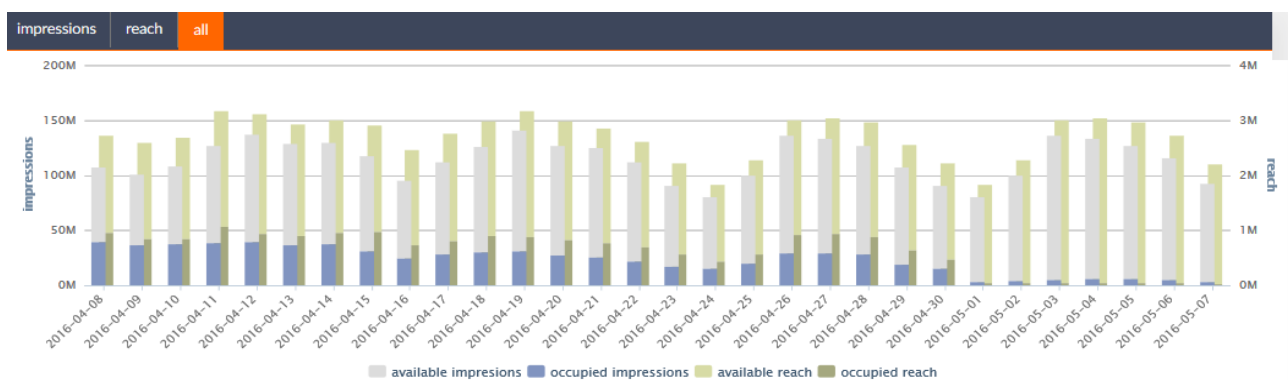


Fig. 85 All tab - bar chart

The bar chart in the 'all' tab also presents detailed information about the estimated use of the advertising space for a given day when the bar connected to that day is indicated. All data presented on the charts in all three tabs are calculated according to the default time zone of the main account.

8.5 Data table

Below the charts of the three tabs a data table is presented. This table displays values for impressions and reach in one of three modes: publishers, categories, or placement types. Impressions and reach are divided similar as on the charts into 'occupied impressions', 'available impressions', 'all impressions', 'occupied reach', 'available reach', and 'reach'.

PUBLISHERS		PLACEMENTS		CATEGORIES		PLACEMENT TYPES		FILTER	
Name	Occupied impressions	Available impressions	All impressions	Occupied reach	Available reach	Reach			
all placements									
<input type="radio"/> BannerGG 400x50	0	0	0	0	0	0			
<input type="radio"/> Billboard 750x100	0	0	0	0	0	0			
<input type="radio"/> Button1 120x90	0	0	0	0	0	0			
<input type="radio"/> Button2 120x60	0	0	0	0	0	0			
<input type="radio"/> Button3 140x40	0	0	0	0	0	0			
<input type="radio"/> Button4 180x100	0	0	0	0	0	0			
<input type="radio"/> Button5 155x60	0	0	0	0	0	0			
<input type="radio"/> Button6 150x60	0	0	0	0	0	0			
<input type="radio"/> Button7 155x80	0	0	0	0	0	0			
<input type="radio"/> Full Banner 468x60	0	0	0	0	0	0			
<input type="radio"/> Half Banner 234x60	0	0	0	0	0	0			
<input type="radio"/> HalfPage Ad 300x600	0	0	0	0	0	0			
<input type="radio"/> HTML	0	0	0	0	0	0			
<input type="radio"/> Large Rectangle 336x280	0	0	0	0	0	0			
<input type="radio"/> Leaderboard 728x90	0	0	0	0	0	0			
<input type="radio"/> Medium Rectangle 300x250	0	0	0	0	0	0			
<input type="radio"/> MessageGG 400x265	0	0	0	0	0	0			
<input type="radio"/> Micro Bar 88x31	0	0	0	0	0	0			
<input type="radio"/> Non standard	0	0	0	0	0	0			
<input type="radio"/> None	0	0	0	0	0	0			

Fig. 86 Inventory module - placement types

By default, the table presents all publishers, categories (with subcategories), and placement types. If all placements are set, the charts also present data for all the placements, not necessarily however, all the categories. You can select one of the table elements by pressing the button beside this element. In such a case, the charts will present data only for the selected element.

The 'filter' field in the top left corner of the table allows you to search for a specific element in the table. The picture below presents the case where the search is set for two sequences: 'button' and '60'.

PUBLISHERS PLACEMENTS CATEGORIES PLACEMENT TYPES				Q FILTER		
Name ↕	Occupied impressions ↕	Available impressions ↕	All impressions ↕	Occupied reach ↕	Available reach ↕	Reach ↕
○ all placements	---	---	---	---	---	---
○ Button1 120x90	0	0	0	0	0	0
○ Button2 120x60	0	0	0	0	0	0
○ Button3 140x40	0	0	0	0	0	0
○ Button4 180x100	0	0	0	0	0	0
○ Button5 155x60	0	0	0	0	0	0
○ Button6 150x60	0	0	0	0	0	0
○ Button7 155x80	0	0	0	0	0	0
○ Full Banner 468x60	0	0	0	0	0	0
○ Half Banner 234x60	0	0	0	0	0	0
○ HalfPage Ad 300x600	0	0	0	0	0	0
○ Skyscraper 120x600	0	0	0	0	0	0
○ Square Button1 125x125	0	0	0	0	0	0
○ Square Button2 155x155	0	0	0	0	0	0
○ Wide Skyscraper 160x600	0	0	0	0	0	0

View 1 - 14 of 14

Fig. 87 Inventory module – filtering

In such a case, the table will filter all elements with the 'button' sequence and all elements with the '60' sequence, and not only elements that contain both sequences.


Please be advised that the table in 'categories' mode contain all placement categories and subcategories. However, because the AdOcean system allows for adding a placement to several categories or not adding to any of the categories predicted values for main categories may be different than predicted values for the whole advertisement space.

9. Statistics

9.1 About statistics in general

AdOcean's statistics module is based on the methodology of gemiusDirectEffect (gDE), the ad server used by direct advertisers and agencies.

There are two ways to display campaign statistics in AdOcean:

- click on the "Campaigns" main tab to see the list of your campaigns, select a campaign and then go to the "Statistics" tab in "Statistics" submenu
- under the "Campaigns" main tab, click on the  icon at the end of the table row of a particular campaign, the one you would like to see statistics for (it is a shortcut to a particular campaign's "Statistic" submenu, see the figure below).








end date ▾	Impression mode ▾	Status ▾	Pred. ▾	Stats ▾
2016.04.30	30%			

Fig. 88 Statistics icon in the campaigns list

When you go to the statistics view of a campaign then you are presented with a summary view by default. In this summary view, you can see the following blocks of information:

- **Basic campaign information** – information about the status, statistics model, start and end dates of the campaign.
- **Select time period** – you have the possibility to display statistics not only for the whole campaign period but also for any hour of a day, day, week or month in AdOcean. But you also have an option to define your custom time periods that you would like to see the results of a campaign for. In this table you can set up your custom time periods to be used for analysis later. Click on the “Add” link next to the drop-down list of already available time periods to create your new custom period. Irrespective of the periods defined before the “Total for whole campaign” option is always available. Before statistics for the newly defined period become available, the campaign has to re-calculate. This part of the table also provides information on the campaign’s monitoring period and the time at which the data was most recently updated. Moreover, you can see here information about:
 - the time when the first statistics were calculated – in the “Data from” row
 - the time when the last pack of raw statistics have been calculated – in the “Data to” row
 - the time when the already processed statistics have been last re-calculated – in the “Last update” row
- **Real time statistics**  – in this table you can see the statistics which are calculated in real time for your campaign (this table is also available if you select a particular order from the “ORDER” drop-down list on the top of the page).
- **Campaign summary** – this table contains the most important indicators for the whole campaign period and for all dimensions of the campaign by default. Naturally, if you filter statistics to a certain order, creative, placement, category, etc. then the statistics will also be updated here respectively.
- **Actions summary** – aggregated statistics concerning the actions of the campaign (data is only available for campaigns in which actions were defined);
- **Other events** – a cumulative number of events executed before the campaign’s start date and after the end date of the campaign. Events are understood here as those measured by gDE scripts, i.e. impressions, clicks, closures, expansions. The data is refreshed once a day.

 The small  icon in the table headers can be used to export detailed statistics in CSV format (you can import this data in any of the popular office suites).

 Statistics are presented according to the defined time zone property of campaigns. A campaign’s time zone is indicated under the Properties tab in Campaigns menu.

ADOCEAN Campaigns Reports Ad Space Users Settings Log

Advertiser: adocean_demo (b.d) Campaign type: Commercial

STATISTICS Summary ORDER ----- All ----- CREATIVE ----- All -----

RESULTS COMPARISON

- for entire campaign
- for selected placement
- for selected placements category
- for selected creative category

Basic campaign information

Status: Current

Statistics model: Campaign with expansions and actions

Start date: 09.02.2015 (04:00 pm)

End date: 08.03.2020 (11:59 pm)

Select time period: Total for whole campaign Add Delete

Data from: 09.02.2015 (04:00 pm)

Data to: 11.04.2016 (07:00 am) =

Last update: 11.04.2016 (07:00 am) =

Real time statistics

All impressions: 2 027

All clicks: 27

The statistics above are updated in real time and they show total numbers for the whole campaign period.

Campaign Summary

Number of impressions	cookie	non-cookie	#
	2 027	---	---
Reach	221		
Number of expansions	---		
UExp	---		
Number of clicks	cookie	non-cookie	#
	27	---	27
	first	next	#
	27	---	27
UC	26	---	26
Number of successful clicks	---		
SUC	---		
CTR	1.33 %		
UCTR	11.76 %		
CTR d.i.	1.28 %		
UCTR d.i.	11.31 %		
CR-V	---		
CR-U	---		
Frequency	9.17		
Average time from cookie impression to expansion	---		
Average time from cookie impression to first click	16.9 s		

Actions summary

Number of actions	pc	pv	#
	---	---	---
UA	---	---	---
AR-V	---	---	---
AR-U	---	---	---
Average time from first click to first post-click activity	---		
Average time from cookie impression to first post-view activity	---		

Other events

Number of events before campaign's start	???
Number of events after campaign's end	???

Fig. 89 Summary view in Statistics

The statistics for commercial and exclusive campaigns are usually updated once every two hours, while for self-promotion campaigns data gets updated once every 24 hours only. The situation is different for campaigns in which changes have been made when they were current (or when they

finished) – data of such campaigns need processing from the beginning of the campaign period. It is obvious that quantity of data for processing is considerable. Therefore, to prevent a negative impact on the update of current campaigns without any changes made to them, the modified campaigns are recalculated as part of a separate process or queue. Depending on the number of campaigns which require re-calculation and on the quantity of data (number of creatives, placements, impressions, campaign duration), the time for updating such campaign may last from several minutes up to a few hours.

i Some indicators are updated not only 2-hourly but in real time: “all impressions”, “all clicks” and “impression attempts” are presented with the most up-to-date numbers in the AdOcean interface (you can read more about real time statistics in the next section).

You have several options to display statistics for a certain dimension (placement, creative, category, order) of a campaign:

- the “STATISTICS” drop-down list lets you select the statistic that you would like to analyze in more details (with the help of bar charts, for instance)
- the “ORDER” drop-down list lets you select a specific order of the campaign, for which you would like to present statistics
- the “CREATIVE” drop-down list allows you to choose only one creative and view the statistics for it

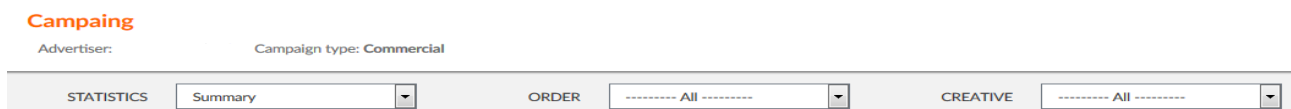


Fig. 90 Options to change Statistics view 1

- the left side of the window contains a box with two tabs, with different options for both – “RESULTS” lets you display statistics for the entire campaign or filter for the selected placement, placement category or category of creatives (the latter one includes filtering options based on the type and also the format of creatives);



Fig. 91 Options to change Statistics view 2.

- the “COMPARISON” tab lets you compare the statistics for maximum 4 creatives, orders, placements or placement categories – you need to select up to 4 elements for comparison by ticking the appropriate checkboxes and then click the “OK” button.

If you select a different element from the “STATISTICS” drop-down list than “Summary”, the view will include more specific and detailed information for the selected statistic. In most cases the data in

such views can be displayed by hours, days of the week, days of the month, calendar weeks and calendar months. After selecting a statistic from the list, a view which is similar the one below will be displayed:

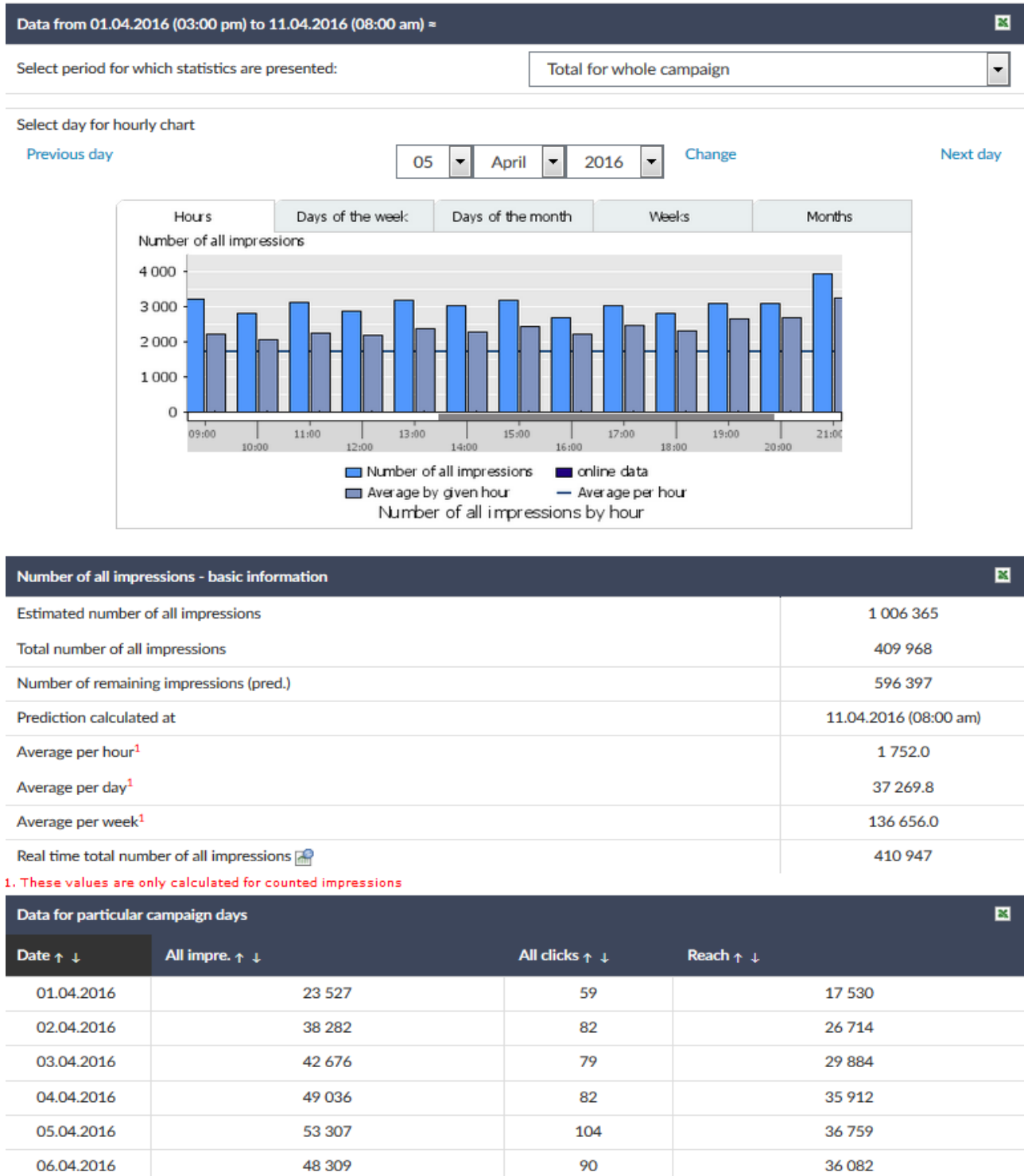


Fig. 92 An example for detailed statistics view

Such detailed views let you:

- select a custom time period for analysis, if there are any available;
- see the results of the selected statistic in the form of a bar chart for hours of a given day (you can set the day in the right above the bar chart or use simply the “Next day” and “Previous day” links), for days of weeks, days of months, full weeks and full months – just click the appropriate tabs in the bar chart to change the time units;
- see basic information about the selected statistic (total number, averages and the real time result as well, if available);
- see day by day results of some selected statistics – the indicators can be chosen via the checkboxes at the bottom of the page (you can select up to 6 of these and then you need to click the “Change” link).

Please note that there are some special presentations of statistics and in those views the way data are presented will be different (e.g. in case of the different types of rankings).

The bar charts display not only absolute values but also averages (with violet bars and a blue horizontal line). The values are displayed if you move the mouse pointer over a particular bar.

The tables with day by day data can be sorted based on a particular column's values by clicking the arrows next to the column titles. Pagination is possible with the help of the arrows and linked page numbers at the bottom of the table.

9.2 User and impression prediction

The statistics calculated in AdOcean also present estimated values of impression and users generated by the campaign. The estimated data are presented in the “Data for particular campaign days” table as well as additional indicators on the chart.


The estimated number of impression and estimated reach are presented from a current day. That means that both on the chart and in the table the number of all impressions/reach for a current day is a sum of realized and estimated impressions/reach. Both bar charts and numbers in the table when indicated with a mouse cursor will display a detailed information on the number of impressions realized and estimated by AdOcean.

In addition, the “Number of all impressions” table presents time and date of prediction calculation, estimated number of all impressions, and estimated number of remaining impressions for the rest of the campaign or next 30 days (if the campaign is longer than 30 days from a current day).

Prediction is not presented for other objects such as creatives or placements.

9.3 Real time statistics

The following statistics are calculated in real time in AdOcean: “all impressions”, “all clicks” and “impression attempts”.

In case of real time statistics you not have to wait for the 2-hourly statistics updates, since these indicators are presented in the interface as online data, i.e. without any delay in processing as in case of other indicators. Please note, however, that only the aforementioned 3 statistics are presented as real time data: the remainder of the indicators still rely on the 2-hourly updates. In the sections of the interface where real time statistics are presented, you will see the special  icon.

The real time number of impression attempts can be seen for a given campaign under the “Campaigns” tab, in the selected campaign's “Progress statistics” tab in “Plan” submenu.

The real time number of “all impressions” and “all clicks” are displayed in the in “Statistics” tab in “Statistics” submenu of a selected campaign in several views:

- in the “Summary” view, if a whole campaign or a particular order is set for the view (if you filter to a specific placement, placement category, creative category or creative, then the online statistics will not be available – it is only available on the level of a whole campaign or an order)
- in the “All impressions” and “All clicks” statistics views you will see dark blue bars in the bar chart for the last hours where real time data is presented, the rest of the bars will have their usual colours and these will represent numbers that were calculated until the last update of all indicators (the 2-hourly update of all unique statistics). Moreover, in the table under the bar graph, you will also see an additional row with either the label “Real time total number of all impressions” or “Real time total number of all clicks” - depending which view you have selected from the “Statistics” drop-down list.

i Real time statistics are presented only for the whole campaign or for a selected order, if you filter data for a specific creative, placement, etc. or you use the comparison views then real time statistics will not be visible.

9.4 Impression attempts

The statistics of impression attempts are to be found in the in “Progress statistics” tab in “Plan” submenu of a particular campaign.

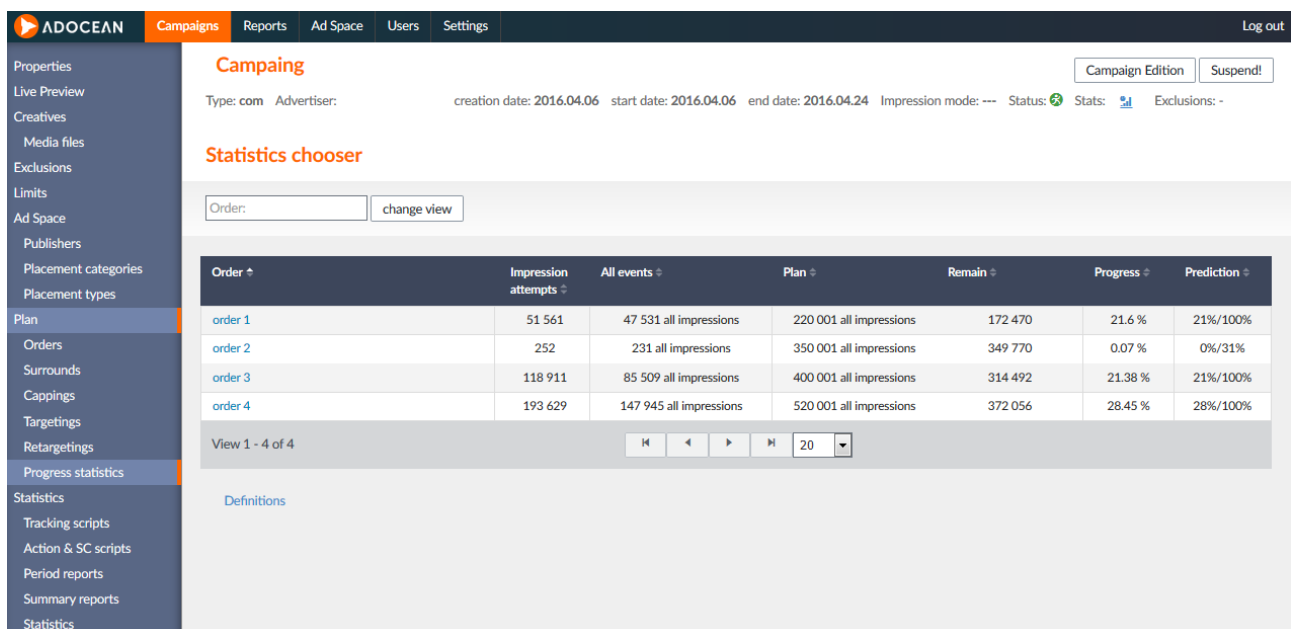



Fig. 93 Impression attempts statistics

The view, as seen on the picture above, presents impression statistics on the level of orders and it consists of the following columns:

- Name of the order;


- “Impression attempts” – contains the number of impression attempts for a particular order. Impressions attempts are data from the emitter not corrected by the gDE statistics module. The gDE data eliminate from the impression attempts those events when the delivery has not been performed (e.g. due to a broken Internet connection, closing the browser tab/window, navigating to another web page before the advertisement could be loaded, lack of the slave code, error in a creative's JavaScript causes problems in counting the impression by the gDE statistics module). Usually, the difference between the number of impressions and impressions attempts amounts to 5-10% (see the note at the bottom for the most frequent reason and its explanation);
- “All events” – the number of all impressions for a particular order which is the data already corrected by the gDE statistics module;
- “Plan” – it shows the number of planned events for a particular order;
- “Remain” – the number of events that has not been delivered yet, compared to the Plan;
- “Progress” – the progress of delivering the number of planned events expressed as percentage (equals to: events / planned events x 100%);
- “Prediction” – a detailed description can be found in the section about Prediction system (in [Adding or editing campaigns](#)).

 The most frequent reason of having a huge number of impressions attempts and only some or no impressions at all is the lack of Slave scripts in a page while the Master script is present.

What is happening in such case?

- The Master script connects to the emitter server and sends information about the Slaves which belong to it and requests an ad for each of those scripts. The emitter sends back the appropriate data and impressions attempts are counted.
- Since the Slave scripts are not present and no ad can be delivered in that case, no impressions will be counted (impressions are only counted if a creative code of an ad has been successfully executed on a web page).

You can see information under the table about time of last gDE statistics update. The statistics of impression attempts show real time data (but the presentation itself does not update in real time).

 The time of last gDE statistics update specifies the time when non-zero statistics have been last added to the database. If there are no impressions within a given period of time, nothing will be added to the database and consequently, the date and time will not be updated either.

9.5 Setting limits based on selected indicators

There is a possibility of setting limitations based on particular statistics for any campaign or order. Adding a limit for a campaign/order for one of the statistics means that after reaching the limit the campaign/order will be automatically suspended by the system.

Limits can be defined while editing a particular campaign, using the “Limits” submenu or after clicking on the “Add new limit” link in the campaign properties view.

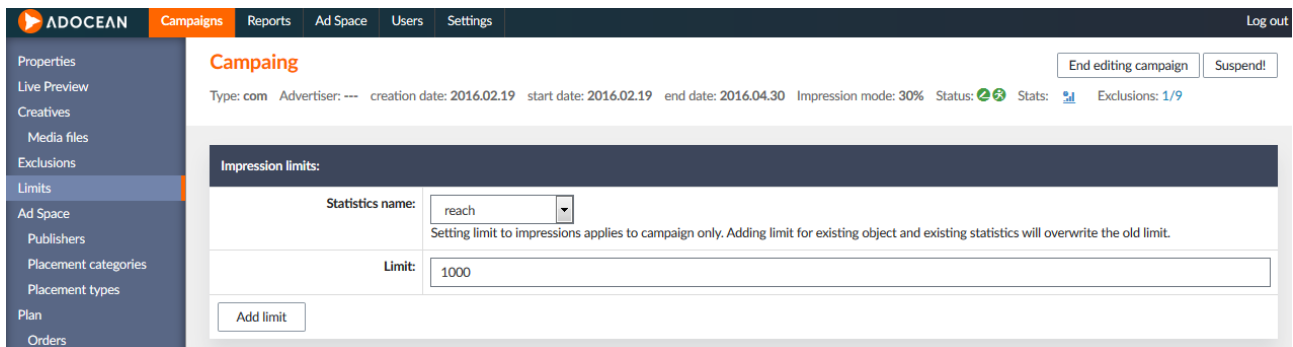


Fig. 94 Impression limits submenu of campaigns

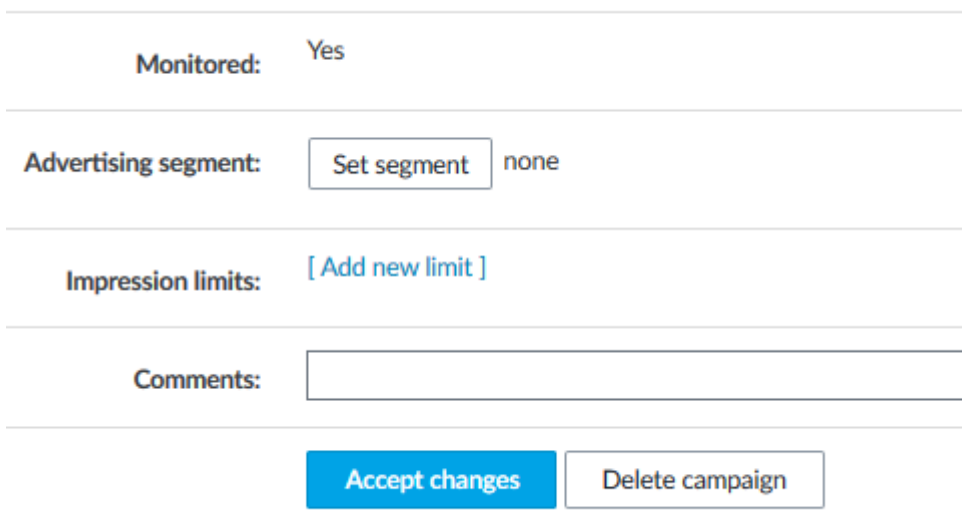



Fig. 95 Shortcut to Impression Limits submenu in Campaign Properties

You need to select an indicator from the drop-down list of available statistics (reach, successful clicks, SUC, actions, UA, post-click actions, post-view actions, UA-pc, UA-pv, all impressions, all clicks, all UC) for which a limit should be set. Next, you need to enter in the “Limit” field the number of events that needs to be achieved to force the system to suspend the campaign/order.

If you would like to define impression limits for particular orders and not the whole campaign then it can be done by clicking on the “Add new limit” in the edit view of an order, which also redirects to “Limits” tab but with the particular order being set as the level of applying the limit. The procedure is similar to defining a limit for an entire campaign but there is also an additional drop-down list with the “Applies to:” label where you can select any order or surround that exists in the campaign to apply the limit to.

 Limits based on “all impressions” and “all clicks” indicators are checked in almost real time (in ca. 10 minute intervals), the rest of the indicators in case of setting them as limits are evaluated using data from the last gDE statistics update and by applying a special algorithm on such data to predict if in the next hour the campaign/order could probably be suspended or not (the system will resume the campaign/order if it suspended it before but then turned out that a few events are still missing to reach the set limit).

9.6 Definition of statistics

Definitions of statistics, you can read using the link “Definitions” at the bottom of any page.

9.7 Viewability & Dwell

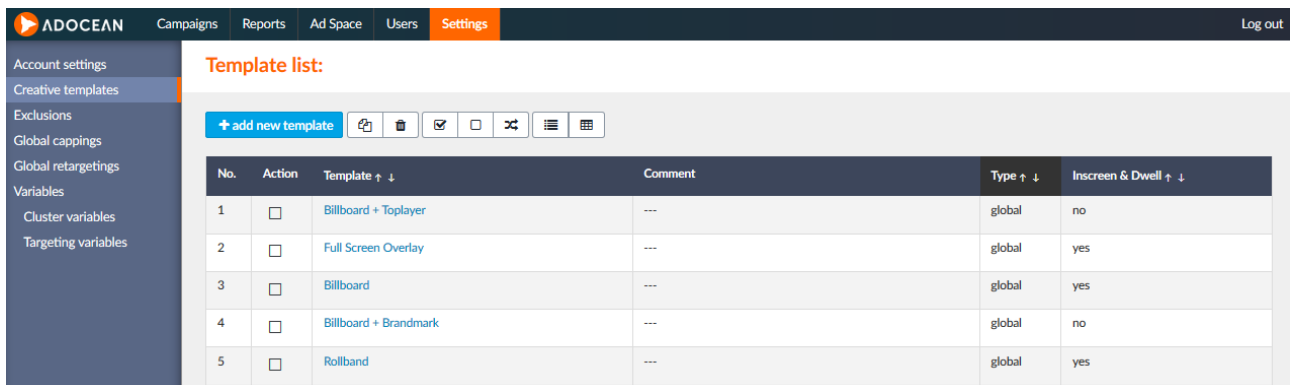
This section describes how to add Viewability & Dwells Support in creatives..

9.7.1 How to enable measurement in creatives.

The viewability & dwell measurement is enabled per account.

Apart from adding viewability & dwell API calls, the template and creative must be marked as supporting viewability & dwell measurement.

Whether a particular template supports viewability & dwell measurement or not, is indicated by the word “yes” in the Viewability & Dwell column on the Template list.



No.	Action	Template ↑ ↓	Comment	Type ↑ ↓	Inscreen & Dwell ↑ ↓
1	<input type="checkbox"/>	Billboard + Toplayer	---	global	no
2	<input type="checkbox"/>	Full Screen Overlay	---	global	yes
3	<input type="checkbox"/>	Billboard	---	global	yes
4	<input type="checkbox"/>	Billboard + Brandmark	---	global	no
5	<input type="checkbox"/>	Rollband	---	global	yes

Fig. 96 Viewability & Dwell column with supported templates.

If you want to enable the Viewability & dwell in your template, mark it as Viewability & dwell supporting in the template properties page.

Templates that have been used in creatives, cannot be edited. Please contact your local Technical Support office, if you want to have viewability support added to such a template.

Important: Changing templates does not automatically enable the viewability & dwell measurement in creative codes, for which this template is used. If you want to add viewability measurement to creatives based on a changed template, you need to edit the creative and enable the checkbox for Counting Viewability & Dwells.

PROPERTIES	PARAMETERS	CODE PREVIEW	EXCLUSIONS
Creative properties:			
Name of creative:	<input type="text" value="Billboard"/>		
Creative format:	<input type="text" value="- N/A -"/>		
Creative template:	<input type="text" value="Billboard"/>		
Weight:	<input type="text" value="100"/>		
Creative codes defined:	undefined!!!		
Active:	<input checked="" type="checkbox"/>		
Counting Inscreen & Dwell	<input checked="" type="checkbox"/>		
Aggressive:	<input type="checkbox"/>		

Fig. 97 Activation of Viewability & Dwell measurement in creatives properties

After saving creative properties, the creative code is updated with a new template code and Viewability & Dwell measurement is enabled.

Accuracy

Viewability & Dwell metrics operate in an asynchronous environment, so results may vary depending on other tasks running on the page, especially other scripts and plugins may affect measurement. Websites that use placement codes are less prone to external influences than websites that use impression scripts, thanks to caching and synchronization code used in placement codes.

Viewability & Dwell metrics are properly measured only for creatives:

- having a single rectangle shaped element container with dimensions equal to the ad size (i.e. creatives with toplayer and billboard are not supported)
- not opened in a new window

If a creative is opened in frame/iframe, measurement is done properly if the creative is opened in one of the following browsers: Firefox, Google Chrome, Internet Explorer 11 or Microsoft Edge.

Other browsers have not been tested.

9.7.2 Viewability & Dwell API

Creatives based on templates or JavaScript/HTML in Simple template have simple API for enabling measurement.

To enable measurement you should call the Viewability&Dwell API function

`gao.inscreenRegisterElement(htmlElementId, uniqueMacroValue)`.

htmlElementId - ID attribute of the ad or its container (having same dimensions as the measured ad)

uniqueMacroValue - result of the macro "`<%%UNIQUE%%>`"

Viewability API is available only if Viewability & Dwell measurement has been enabled for the given creative, so you should always check if this function is available.

```
if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
    gao.inscreenRegisterElement(someAdHtmlElementId, "<%%UNIQUE%%>");
```

Measurement should be done immediately after the ad element has been created.

```
// ...
var someAdHtmlElementId = "someAdContainer";
document.write('<div id="" + someAdHtmlElementId + ""
style="width:100px;height:20px;">Hello AdOcean!!!</div>');
if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
    gao.inscreenRegisterElement(someAdHtmlElementId, "<%%UNIQUE%%>");
// ...
```

If the creative is constructed asynchronously (i.e.: the code that is loaded by `'document.write("<script...'` or executed with the use of `setTimeout()`) activation should be done in the same way.

```
// ...
setTimeout(function() {
    var someAdHtmlElementId = createSomeAdElement();
    if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
        gao.inscreenRegisterElement(someAdHtmlElementId, "<%%UNIQUE%%>");
}, 100);
// ...
```

Execution of `gao.inscreenRegisterElement()` starts measurement and only the first call for a given *uniqueId* is processed. All subsequent calls are ignored.

In HTML based creatives, JavaScript code should be added.

```
<h1 id="<%%UNIQUE%%>_myh1">HTML based creative</h1>
<script type="text/javascript">
if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
gao.inscreenRegisterElement("<%%UNIQUE%%>_myh1", "<%%UNIQUE%%>");
</script>
```

9.7.3 Simple template creatives

Image creatives support the Viewability & Dwell measurement without any changes. HTML & JavaScript creatives use Viewability & Dwell API like shown below:

JS creative

```
document.write('<b>JS</b>');
document.write('<img id="<%%UNIQUE%%>_myimg" src="<%%FILE_2%%>">');
if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
gao.inscreenRegisterElement("<%%UNIQUE%%>_myimg", "<%%UNIQUE%%>");
```

HTML creative

```
<h1 id="<%%UNIQUE%%>_myh1">HTML based creative</h1>
<script type="text/javascript">
if (typeof gao === "object" && typeof gao.inscreenRegisterElement === "function")
gao.inscreenRegisterElement("<%%UNIQUE%%>_myh1", "<%%UNIQUE%%>");
</script>
```

Mixed creatives

If the creative is defined as a mixed type, i.e.: JS+HTML or IMG+HTML, measurement will be done only on the first part.

Measurement/Display order in creatives is the following:

- IMG
- JS
- HTML

Measurements in creatives with multi elements

Currently it is not possible to measure simultaneously more than one element of a single creative. However, in some cases you may want to measure only one anyway. For example on the drawbridge type of ad.

Drawbridge type of ad consists of 3 elements. Two static ones and one which is shown after the mouse pointer moves over the static elements. The measurement is made on the dynamic element.

9.7.4 Non-JavaScript creatives (XML for Video/Applications etc.)

Basics

To measure Viewability & Dwell metrics, Video Players and Applications must send hits that describe what happened on the client's side.

An example of a hit, that describes that a creative was on the user's screen for 30000ms and was shown after 2000ms after server sent it to the user.

http://pro.hit.gemius.pl/_1404918650347/redot.gif?id=xxx/stparam=sgqtkdupe/sarg=533E914AC1C99341&extra=isn%3d1%7cism_t%3d30000%7cism_d%3d2000

Viewability Macro

Creative templates can use a macro that provides an URL for tracking viewability of creatives:

<%%INSCREEN_DWELL_HITURL%%>

9.7.5 How to measure ads viewability

Measurement methods should be adjusted to creative formats and places where they are shown. An impression is counted, when minimum 50% of a creative is visible on the user's screen in an active window and active tab.

10. Creative templates

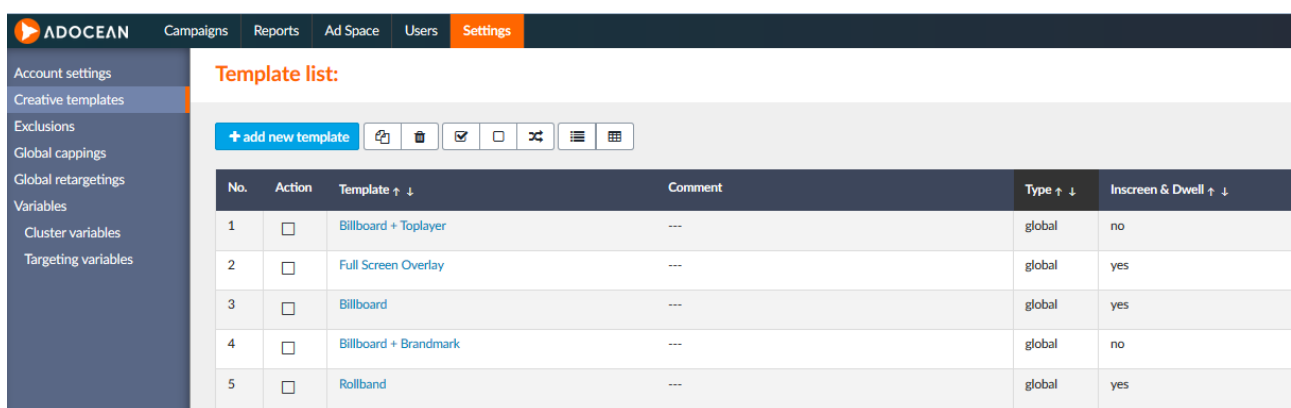
AdOcean can not only handle any HTML or JavaScript creative code. but it also gives you the possibility to save your most frequently used, custom creative codes as templates in the system. The creative templates let you experiment with more advanced creative forms that you develop. Naturally, the system provides you with the macros that help you to properly deliver your customized creatives and count statistics in a way that fits AdOcean's standards.

Additional benefits of using creative templates:

- your account already contains so-called “global templates” of the most popular creative forms,
- you have the full control over the data that campaign traffickers can set or upload when using your templates during campaign edition,
- creative templates provide an easier and more comfortable way to campaign traffickers to define creatives.

10.1 Defining creative templates

To define a creative template, please go to the “Settings” menu and then to the “Creative templates” tab. The list of available creative templates will be displayed to you there.



No.	Action	Template ↑ ↓	Comment	Type ↑ ↓	Inscreen & Dwell ↑ ↓
1	<input type="checkbox"/>	Billboard + Toplayer	---	global	no
2	<input type="checkbox"/>	Full Screen Overlay	---	global	yes
3	<input type="checkbox"/>	Billboard	---	global	yes
4	<input type="checkbox"/>	Billboard + Brandmark	---	global	no
5	<input type="checkbox"/>	Rollband	---	global	yes

Fig. 98 Creative templates list

To add a new template, click on the  button. To copy an existing template, tick the checkbox next to the template in the “Action” column and then click the  (“duplicate selected”) icon.

10. 1. 3 The template edition view

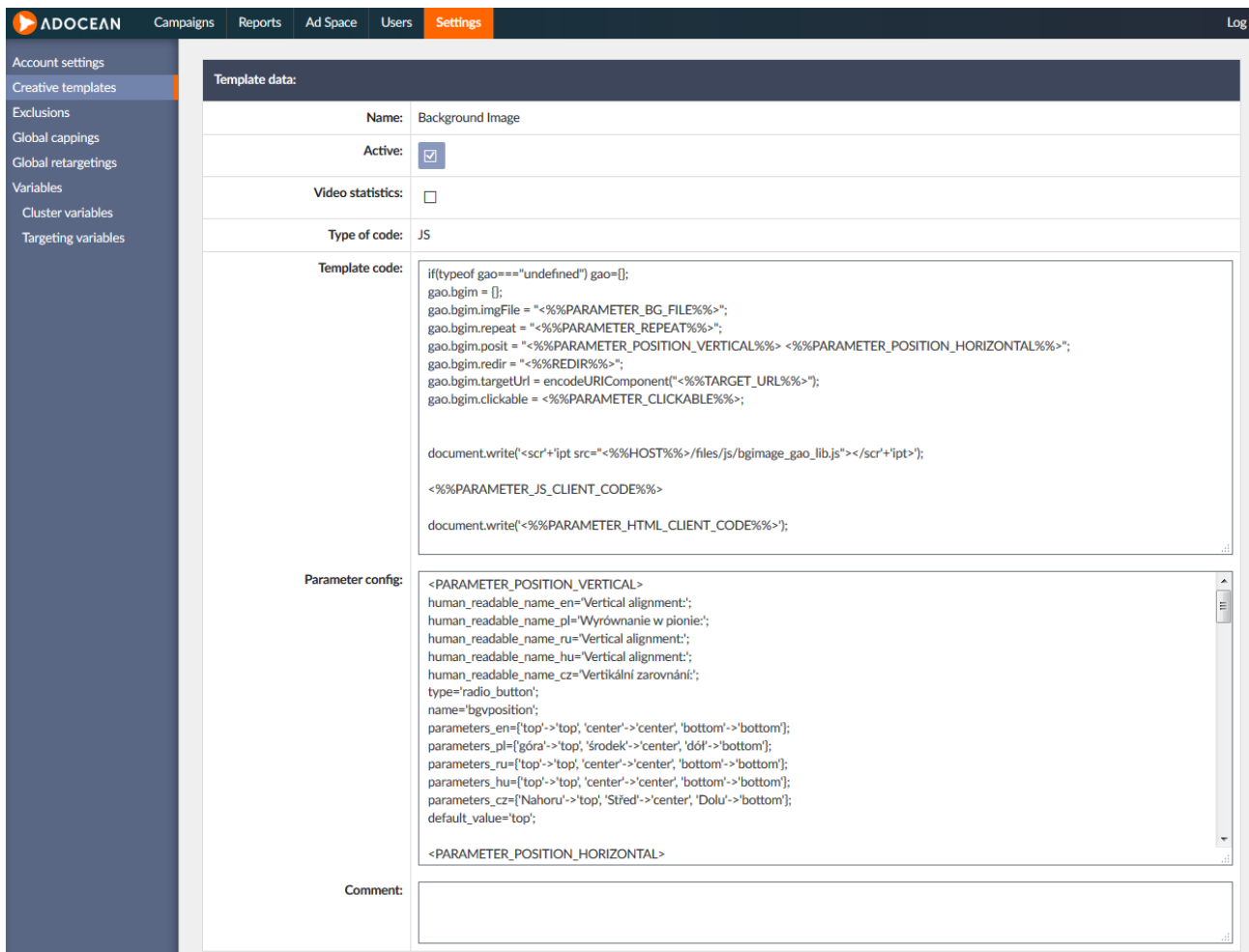


Fig. 99 Example of a template code definition

The following fields can be set while defining a creative template:

- Name – the name of the template (this is what your campaign traffickers will see as well).
- Active – if checked, the template will be available while defining creatives, otherwise it will be hidden to campaign traffickers (you can hide your outdated templates this way).
- Type of code – it can be HTML, JS or XML (defines the way your creative needs to be delivered).
- Template code – the creative code itself, including AdOcean macros in the form of `<%%PARAMETER_NAME%%>` that allow changing of some parts of the creative code with pre-defined possibilities, without the need to rewrite the creative code itself. Only those parts constituted by macros will be changeable in the creative, the rest of the code will be constant.
- Parameter config – the macros to be used in the template code can be defined here.
- Comment – a text field which allows you to add comments to the template (optional).

10. 1. 4 Setting up macros for the template code

The macros which can be used in template codes can be defined by the following tags in the parameter configuration field:

- # – comment (lines starting with the # character are treated as a comment);
- **<PARAMETER_X>** – where “X” is any sequence of characters consisting of upper-case letters and underline characters, e.g. <PARAMETER_WIDTH> (this example macro could be used to describe a creative's width);
- **human_readable_name_xx** – where “xx” must be a valid language code (en / pl / cz / de / ru), this tag defines the label that campaign traffickers will see next to the given parameter's form field when they are defining a creative in a campaign based on the template;
- **type** – the type of the form field that users will see in the interface for the given parameter. Currently available values for the type tag are:
 - input_text (text field)
 - text_area
 - select (a drop-down list)
 - file
 - check_box (description below)
 - radio_button (description below)
- **max_size**
 - in case of the “input_text” or “text_area” form field types, “max_size” defines the maximum number of characters which can be entered into the form field (white space, especially end-of-line characters are also counted)
 - in case of the “file” field type, the parameter defines the maximum file size in bytes (if a limit defined in such way is bigger than the global one defined for the account, the global limit will be taken into account);
- **size** – defines the length of a form field
 - in case of an “input_type” form field you need to provide one number to set the length
 - in case of “text area” the size definition consists of two numbers representing width and height of the area, for example: size=400,300;
- **name** – the name of a form field (only lower-case letters and underline characters are allowed);
- **default_value** – the default value of a form field (it is possible to use UTF-8 encoded characters here);
- **validation** – a regular expression using the PHP syntax to which the values, entered by campaign traffickers during the process of defining a particular creative, will be matched;
- **empty** – defines if a form field may be left empty or must be filled in by the campaign traffickers; possible values are: “Y” – the field may be left empty, “N” – the field must be filled in;
- **extension** – defines the file extensions accepted by the “file” type of form field. If this tag is used for a field type other than “file”, it will be ignored. If the extension tag is not for a “file” type of field then only image files (gif, jpg, jpeg, jpe) will be accepted for upload;
- **parameters_xx** – where “xx” must be a valid language code (en / pl / cz / de / ru). This tag should be used for “select” type of fields (drop-down lists). The display names and values of drop-down list's elements should be assigned to such tag. The value of “parameters_xx” tag should be inserted after an equals sign, between curly brackets, according to the following pattern:

```
{'first string in the list'→'value_1', 'second string in the list'→'value_2'};
```

- **options** – optional tag which allows to define additional flags, separated by comma

```
options='addslashes,removelinebreaks';
```

- *addslashes* – escape single (') and double (") quotation marks and backslash (\) in the text entered in the form field
- *removelinebreaks* – removes line breaks from text entered in the given form field
- *replacebreak* – escape line breaks in text ('\\n' → 'n')

- *htmlspecialchars* – converts the following special characters to HTML entities, if entered in a parameter field when defining a creative:
 - ampersand (& → &)
 - double quote (" → ")
 - less than (< → <)
 - greater than (> → >)

Radio button

In the case of the radio button, it is required to use the `parameters_xx` tag (where `xx` is a two-letter language abbreviation) to define the values substituted for the macro data and labels visible in the form - similarly to the drop-down list.

Defining 2 parameters in the `parameters_xx` tag will display 2 radio buttons in the form.

You can define the default value using the `'default_value'` tag.

Example:

```
<PARAMETER_SWF_TRANSPARENCY>
human_readable_name_en='Brandmark display mode:';
human_readable_name_pl='Tryb wyświetlania brandmarka:';
type='radio_button';
parameters_en={'transparent'->'transparent', 'opaque'->'opaque'};
parameters_pl={'przezroczysty'->'transparent', 'nieprzezroczysty'->'opaque'};
default_value='transparent';
```

Checkbox

In the case of a checkbox, 1 or 0 values are always substituted for the macro (1 - checkbox checked, 0 - unchecked).

The default value (0 or 1) is defined with the tag `'default_value'`.

Example:

```
<PARAMETER_FLASH_VERSION_DETECTION>
human_readable_name_en='Flash version detection:';
human_readable_name_pl='Detekcja wersji flash'a:';
type='check_box';
default_value='1';
```



Values of the `"human_readable_name_xx"`, `"type"`, `"name"`, `"default_value"`, `"validation"` and `"empty"` tags should be inserted after the equals sign, between single quote characters (`'`). The end of a line has to be marked by a semi-colon (`;`) character.

Example:

```
# Sample configuration file:
<PARAMETER_WIDTH>
human_readable_name_en='Banner width:';
type='input_text';
max_size=4;
size=30;
default_value='468';
validation='^[0-9]*$';
empty='N';
```

```

<PARAMETER_HEIGHT>
human_readable_name_en='Banner height:';
type='input_text';
max_size=4;
size=30;
default_value='468';
validation='^[0-9]*$';
empty='N';

<PARAMETER_SWF_TRANSPARENCY>
human_readable_name_en='Banner display mode:';
type='select';
parameters_en={'transparent'->'transparent', 'opaque'->'opaque'};
default_value='transparent';

<PARAMETER_BACKGROUND_COLOR>
human_readable_name_en='Background color:';
type='input_text';
size=30;
default_value='#ffffff';
empty='N';

<PARAMETER_SWF_FILE>
human_readable_name_en='Swf file:';
type='file';
default_value="";
empty='N';
extension='swf';
# max file size should be 50 kB, i.e. 51 200 bytes
max_size=51200;

```

Based on the example above, the following macros can be used in the creative code (set up in the “Template code” field):

- <%%PARAMETER_WIDTH%%>, <%%PARAMETER_HEIGHT%%>,
- <%%PARAMETER_SWF_TRANSPARENCY%%>,
- <%%PARAMETER_BACKGROUND_COLOR%%>, <%%PARAMETER_SWF_FILE%%>.



It is worth examining the definitions of the global creative templates, they are good examples on how to define macros and their parameters, and how to use them in template codes.



It is also advised that you thoroughly check any new creative template and use it only in a test campaign first, before starting to use it massively across several campaigns. The reason is that template codes and parameter configs can only be edited if the given template is not used in any campaign. Thus, if there is any problem during tests of the new template, you should have a situation when you only need to re-set one test creative (not to use the problematic new template) to be able to make necessary modifications. As a workaround, you could make a copy of a problematic template and then start editing the new copy, deactivating (hiding from campaign edition views) the wrong template.

10.2 Definition of creatives via creative templates

Enter campaign edition mode for any campaign, go to the “Creatives” submenu and add a new creative. Select one of the available creative templates from the “Creative template” drop-down list

and click on the “add creative” button at the bottom of the view. You will be taken to the “PARAMETERS” tab of the creative you are editing, it is the place where you can set the parameters which are needed for the creative's functioning. After filling in the appropriate fields and uploading the creative file(s) click on the “add creative” button. The creative will appear in the list of creatives in the “Creatives” submenu.

After having added a new creative by using a template, you can freely modify any of its parameters, including uploading new files, if needed. In order to check if macros were inserted correctly in the template code, click on the “CODE PREVIEW” tab. The code in this view is not editable.

11. Appendices

11.1 Appendix A – AddSpace interface

The AddSpace interface is an additional tool to let you to automatically generate advertising space with the help of properly formatted CSV file. If the CSV file contains data in the way it is required than the definition in the file can be uploaded via this special interface and nodes/placements will generated automatically by the system, retaining also such extra information as the type, assigned categories or size and format restrictions of a placement. The interface is available at the following URL: <https://addspace.adocean.pl/> .

Instruction

1. Open session in AO API

(main account login where you want to add placement)

<http://api.adocean.pl/xml/adserver.php>

```
http://api.adocean.pl/xml/OpenSession.php?ignoreEmptyParams=Y&timeZone=&userID=&login=LOGIN+&md5passwd=&passwd=PASSWORD&LOGIN=&encodingOn=Y&Submit=Submit+Query
```

2. Get Publisher ID

(need to know name of publisher)

<http://api.adocean.pl/xml/advspace.html>

```
http://api.adocean.pl/xml_admin/GetPublishersList.php?ignoreEmptyParams=Y&timeZone=&sessionID=SESSION_ID&detailsLevel=standard&namePattern=&onlyActive=Y&onlyWithTrafficAccess=N&sortField=&sortOrder=&lowerLimit=&upperLimit=
```

GetPublishersList

timeZone:

sessionID:

detailsLevel: standard, predictionStats

namePattern:

onlyActive: Y, N

onlyWithTrafficAccess: Y, N

sortField: none, name, login, defaultPriority,

sortOrder: none, asc, desc

lowerLimit:

upperLimit:

3. Access to the AddSpace tool

Enter <http://addspace.adocean.pl/> and use one of log in method (login/password of main account or opened main account sessionID)

Open session:

Login

Password

Existing session:

SessionID

4. Get Publisher tree from AO

Fill the form by using publisherID from which you want to download placements tree and select encoding and separator.

GetPlacements

PublisherID:

Character encoding: UTF-8 ISO-8859-2 CP1250

Field separator: tab comma semicolon

[Get placements](#)

Click on *Get placements* button to download CSV file.

Example of received placement tree:

```
Publisher name
,"gemius",FOLDER
,,,"contact","None","fr:Mobile display"
,,,"Homepage",MASTER
,,,"Billboard","Billboard 750x100","c:nowa","c:750x100","sr:750x100","fr:Billboard"
```

where:

- **c:** - Category
- **sr:** - Restrictions by creative size
- **fr:** - Restrictions by creative format

5. Add Placements

Fill existing structure of CSV file to update placements or add new placements (example for field separator: comma):

```
,"SPACE",FOLDER
,,,"SPACE_1","None"
,,,"SPACE_MASTER",MASTER
,,,"SPACE_2","None","c:nowa","sr:1x1","sr:20x40","fr:Banner"
```

Add file to the *File name* field and set parameters:

- to add placement - click on *Add placements* button without parameters change
- Update of existing placement tree - set *Update: Y*

- Add or modification of restrictions - set *Process restrictions*: Y

AddPlacements

File name: Nie wybrano pliku
(example file: [example.csv](#))

Character encoding: UTF-8 ISO-8859-2 CP1250

Field separator: tab comma semicolon

Update: N Y

If the existing placements should be modified.
 Modified are: a placement type, the categories of a placement, restrictions if "Process restrictions" is set to Y.

Process restrictions: N Y

Values for newly created video placements:

Default block duration (in seconds):

Max creatives in block:

[Add placements](#)

Fig. 100 AddSpace interface

i NOTICE: If file have many rows operation can takes a few minute. If any row is incorrect, page will return error with a number of wrong row.

After upload file you will see notifications with information about result of operation:

```
Request has been processed successfully.Added nodes: 4Update operations count: 3Operations
log:Added folder SPACE

Added new placement: SPACE_1

Added folder SPACE_MASTER

Added new placement: SPACE_2


New restriction: 20x40 added for placements SPACE_2

New restriction: 1x1 added for placements SPACE_2

New restriction form: 70 added for placement SPACE_2
```

At the end you can use *Get Placements* one more time to check how placement tree is looking:

```
Publisher name  
,"gemius",FOLDER  
,,,"contact","None","fr:Mobile display"  
,,,"Homepage",MASTER  
,,,"Billboard","Billboard 750x100","c:nowa","c:750x100","sr:750x100","fr:Billboard"  
,"SPACE",FOLDER  
,,,"SPACE_1","None"  
,,,"SPACE_MASTER",MASTER  
,,,"SPACE_2","None","c:nowa","sr:1x1","sr:20x40","fr:Banner"
```

 **NOTICE:** *Logout* button will log out you from AddSpace tool, but will not close opened session. To close session go to AdOcean API and use `CloseSession` command.

Functionality

By AddSpace user **can**:

- add placements to existing folder or build completely new structure with folders and placements (all new added placements will have new ID's),
- update placement type and categories.

User **can't**:

- move placements between folders,
- changes names of existing placements.
- use the same name of placement under one node/master

11.2 Appendix B – Best Performing and eCPM algorithm

Best Performing optimisation helps you effectively manage advertising campaigns on bigger advertising spaces. Its aim is to automatically deliver those creatives more often (with a modified weight), which are the most efficient based on a particular indicator (e.g. CTR). The same algorithm

is also used for eCPM optimisation, which helps you push those campaigns more, which bring you a bigger income (calculated by the performance and cost of ads).

11.2.3 Description of the algorithm

The algorithm starts working when a reach of 1000 visitors (cookies) is accomplished. The reach is checked first for a given placement-creative pair in the order. If the reach is not sufficient on that level then it is checked for the given creative in the order altogether for all connected placements. If the reach is not sufficient even on that level then it is checked for the creative for the whole campaign. If reach proves to be sufficient at any of the above steps, the given creative will be taken into account in the algorithm.

If there are at least two creatives on a given placement, which fulfil the reach conditions, the algorithm starts working. In case of other creatives, when the reach is not accomplished, they are delivered according to the weight set in the AdOcean interface.

The way in which the algorithm changes creative weights, based on the selected indicator:

At first the system calculates a weight modifier, let us mark this modifier by “m”. The first step is to normalize the statistics (value of Best Performing's selected indicator or eCPM value) and divide them into three ranges to get the appropriate modifier for each creative:

- **0 – 0.5:** the creative gets a weight modifier of 10 ($m = 10$)
- **0.5 – 0.75:** the creative gets a weight modifier of 70 ($m = 70$)
- **0.75:** the creative gets a weight modifier of 100 ($m = 100$)

11.2.4 Algorithm example

Assumptions:

- On p1 placement c1, c2, c3 creatives are defined
- Each creative accomplished a reach of 1000 cookies
- CTR statistics are the following for the creatives (it could also be eCPM value, depending on which optimisation is chosen):
 - c1 – 99%
 - c2 – 60%
 - c3 – 30%

Steps of the algorithm:

1. Statistics value normalization
 - a) $c1 - 99\% / 99\% = 1$
 - b) $c2 - 60\% / 99\% = 0.61$
 - c) $c3 - 30\% / 99\% = 0.33$
2. Matching creatives with the modifier ranges:
 - a) 0 – 0.5: modifier for c3 (0.33) will be $m = 10$
 - b) 0.5 – 0.75: modifier for c2 (0.61) will be $m = 70$
 - c) 0.75: modifier for c1 (1) will be $m = 100$
3. The probability (“p”) of delivering the creatives on a given placement will be:
 - a) $p_{c1} = 100 / (100 + 70 + 10) = 0.556$

- b) $p_{c2} = 70 / (100 + 70 + 10) = 0.389$
- c) $p_{c3} = 10 / (100 + 70 + 10) = 0.056$

11.3 Appendix C – Using third party ad server tags in AdOcean

In this appendix you can find examples on how to insert third party ad server tags in AdOcean to ensure proper measurement. The problem with ad serving, if more ad servers are involved, is that clicks are only counted by default in that ad server which hosts the creative itself.

AdOcean provides you with different macros to be used in creative codes, and one of these can also be used to redirect a landing page request (when someone clicks on a creative) to the AdOcean hitcollector server at first to count a click there as well. This is the `<%%REDIR%%>` macro. The figure below shows how clicks are counted if a third party ad tag is used in AdOcean to deliver an advertisement.



Fig. 101 Click tracking with 3rd party ad servers involved

The visitor of a web page clicks on the ad which is served by the third party ad server. If you have inserted the `<%%REDIR%%>` macro in the 3rd party ad tag at the proper place while defining the ad in the AdOcean interface, then the clicking visitor will be redirected first to the hitcollector of AdOcean to count the click.

- AdOcean will redirect the user to the URL which was defined in the 3rd party ad tag, which is normally a server of the 3rd party that is used to count the click and get the information about the landing page URL.
- The 3rd party ad server, after counting the click, will redirect the user to the landing page which was set there for the advertisement.

Another useful macro is `<%%TIMESTAMP%%>` (an alternative for it is `<%%EXPR_t%%>`). If you insert it in the creative code, it will be replaced by a unique numerical string (the Unix timestamp of the code's execution) when the ad is being delivered on a page. On the following pages you can see examples for how to extend 3rd party ad tags with AdOcean macros. The 3rd party ad tags in our examples need to be saved in an AdOcean campaign as HTML type of creatives.

11.4 Adding click tracking to AdOcean impression scripts in


third party ad servers

If an advertisement is served from AdOcean, but a third party is also involved on the publisher side, then an impressions script needs to be sent to the third party. The advantage of an AdOcean impression script is that it is only a single piece of code and can be easily added to any third party ad server as an HTML type of creative.

There is a possibility to add click tracking of a third party ad server to an AdOcean impression script by using the **/redir=** parameter in the script, after the **'+screen.height+'** part of the code. The “redir” parameter will take any URL address which follows the equation sign (=) and redirect to that tracking URL first to let the third party ad server count the click. Only after this step will the AdOcean impressions script redirect the user to the landing URL which was set for the creative in AdOcean.

Example:

```
<script type="text/javascript"><!--<![CDATA[
/* (c)AdOcean 2003-2010 */
if(location.protocol.substr(0,4)=='http')document.write(unescape('%3C')+<script id="test.placement_3rdparty"
src="">location.protocol+'//myao.adocean.pl/_'+(new
Date()).getTime()+'/ad.js?id=mJ0wwX4bJ8VgVQzIQ02oCaV1kdbtmacG_bztmH7sWVP.x7/x='+screen.width+'/y='
+screen.height+'
/redir=http://third-party-ad-server.com/clickthrough?id=1234567890.12345/url="
type="text/javascript"+unescape('%3E%3C')+</script'+unescape('%3E'));
//]]></script>
```

 It is important that keywords or other parameters must all be placed before the “redir” parameter. Redirection to the third party click tracking will only work properly if “redir” is the last among the parameters in the AdOcean impression script.



Gemius S.A.

48 Domaniewska Street

02-672 Warsaw, Poland

Phone: + 48 22 390 90 90

+ 48 22 378 30 50

Fax: + 48 22 874 41 01

contact@gemius.com

www.gemius.com