AMP®

Publisher User's Manual

June 2010

Collective Media Confidentiality

Disclaimer

The screen shots included in this document are representative of the types of screens displayed in AMP. The data used in these screen shots has been fabricated and present to illustrate a visual example.

Table of Contents

Overview

This document provides publishers with information for successfully using the following AMP features specifically designed to meet their needs:

> - Dashboard
>
> - Reports
>
> - Finance

Section 1: Working with the Dashboard

When logging into AMP, the Dashboard page displays by default. The Dashboard page provides a graphic overview of a sites's performance. The revenue chart at the top of the page displays how many impressions have been served since the implementation of AMP or in the previous 13 months (whichever is shortest). Pie charts at the bottom of the page display the corresponding data for additional metrics related to the selections used in the Summary widget. The widgets that display can be changed, but the following widgets display by default:

➢ Summary

➢ Top 5 Ad Sizes

Dashboard Interface

The following illustration and supporting text provide an example of the top portion of the dashboard and describes the interface elements before any selections are made.

1. **Title** - Identifies the company name and time period selected.

2. **Show me** drop-down menu - Selection criteria for the **Dashboard**, which is also used as the right axis on the **Comparing vs. XXX** chart.

3. **For Timespan** slider - Used to specify the time period for the selected metric.

4. **For Site** drop-down menu - Allows users to select a specific site or all sites.

5. **Add Widget** drop-down menu - Select a Widget to display on the **Dashboard** page.

Publisher Help Guide

Revenue Charts
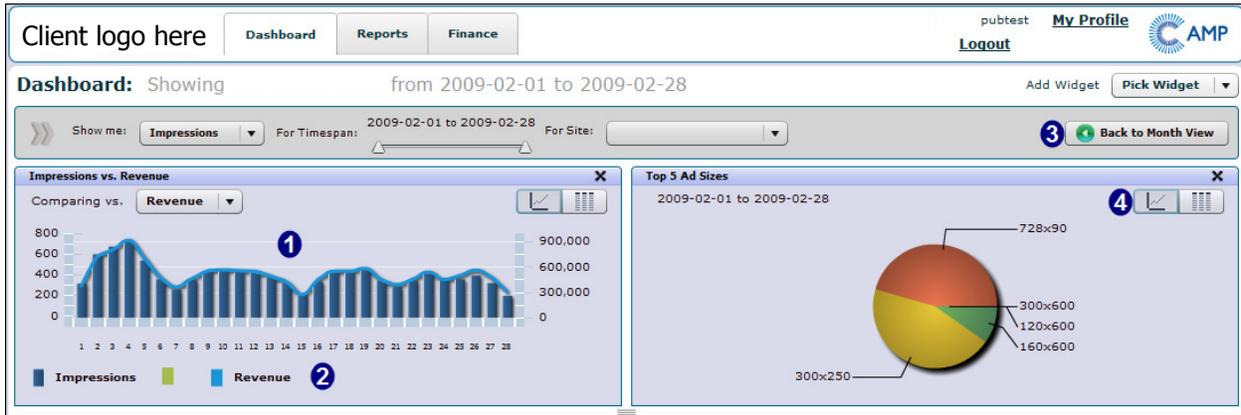
The following illustration and supporting text provide an example of a revenue chart and describes the interface elements in a daily view.


1. **Revenue** chart - Displays data for the selected metrics during the selected timespan. The line superimposed over the bars displays the net value for the secondary metric selected in the Comparing vs. XXX drop-down menu.

    Note: Depending on the selection from the **Comparing vs.** drop-down, this line will represent the Net Revenue, Payout eCPM, Payout eCPA, Payout eCPC, or CTR%.

2. **Legend** - Displays the color legend and description of the data corresponding to the colored lines superimposed over the chart columns.

3. **Back to Month View button** - Switch to the **Show-by-Month** bar graph from the **Show-by-Day** view.

4. [icons] - Toggle between a **Chart** view and **Spreadsheet** view of the **Comparing vs. XXX** chart or **Widgets**. The highlighted icon indicates the current view.

Comparison Charts

The following illustration and supporting text provide an example of a comparison chart and describes the interface elements after drilling down on a widget.
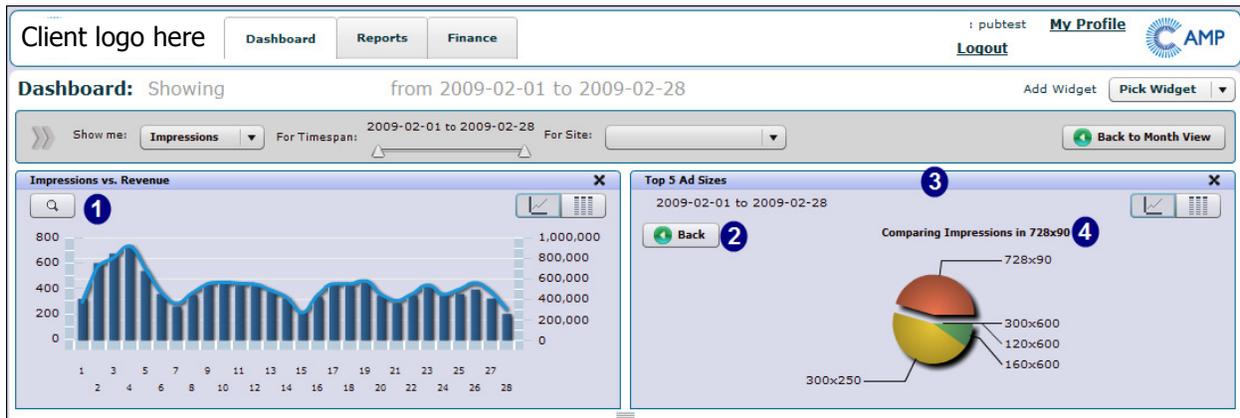
1. **Zoom/Expand** - Allows the user to switch to the original view after drilling down on a specific area of a widget in the Dashboard.

2. **Back** button - Allows the user to switch to the original view after drilling down on a specific area of a widget in the Dashboard.

3. **Widget** - Displays additional data for the specific metric and timespan selected.

4. **Comparison** chart - Displays comparisons for the selected data.

Publisher Help Guide

Utilizing a Dashboard View

The following section explains what can be accomplished on the Dashboard page.

1. The **Dashboard** tab displays by default upon log in. Click the Dashboard tab from anywhere in the system to access the Dashboard.

2. Use the **For Site** drop-down list to select either an individual site or all sites (for those publishers that have more than one site).

3. Select a metric from the **Show me** drop-down menu.

   In the Month View, the revenue chart at the bottom of the page displays the data and corresponding widgets for the last 13 months or since the AMP3 implementation (whichever is shortest).

4. To compare the metric selected in Step 3 to another metric, select a secondary metric from the **Comparing vs. XXX** drop-down menu.

5. To change the time period for the selected metric, drag the arrows on the **For Timespan** slider.

6. To drill down to the daily data for a selected metric, click on the desired column in the "Impressions vs." widget.

   Note: After drilling down, click the **Back to Month View** button to display the data for the previous 13 months.

7. To view data specific to the lines superimposed over a bar in the revenue chart, hover the mouse directly over the desired line to display a pop-up window.

8. Use the [chart icon] [spreadsheet icon] buttons to toggle between the **Chart** view and **Spreadsheet** view in a widget.

9. Click on any item in a widget to view data specific to that item in both widgets.

Section 2: Working with Reports

When logging into AMP for the first time, selecting the **Reports** tab will display with no report loaded. The Reports portion of the platform provides a method to generate specific, raw data related to campaigns. Once a report has been generated, the **Copy** and **Excel** download functions can be used to achieve more in-depth manipulation or presentation of the information. The items in the **List** and **Detail** drop-down lists are grouped by category and not in alphabetical order. For example, the ad-related items are grouped together; the inventory-related items are grouped together, etc.

The Reports tab provides publishers the following report types:
- Delivery
- Financial

Reports Interface

This following illustration and supporting text provide an example of the top portion of the Reports tab and descriptions of the interface elements.
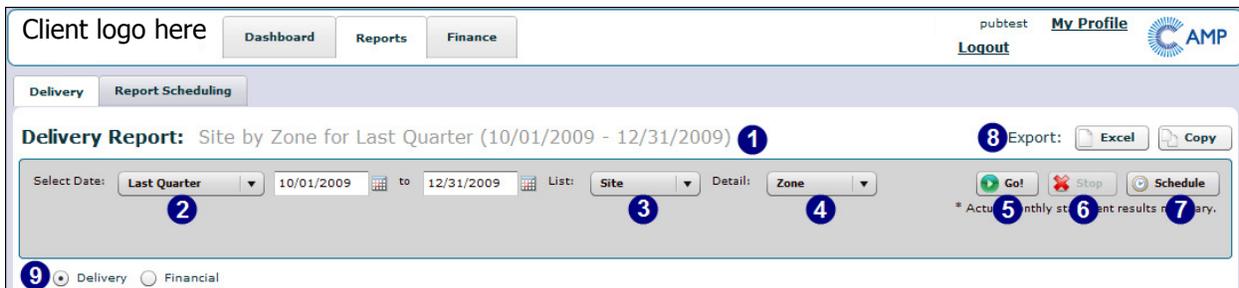
1. **Report** title - Describes the report that is displayed and identifies the metrics selected for current view.

2. **Select Date** drop-down menu - Allows the selection of a specific time period, such as Year-to-Date, Last Quarter, etc.
   Note: Selecting an option from the Select Date drop-down list populates the time range fields automatically. Users can also click the calendar icons to select specific dates for the time range.

3. **List** drop-down menu - Allows the selection of the main metric used for cross-referencing against other metrics.

4. **Detail** drop-down menu - Allows the selection of a secondary metric used for cross-referencing against the main metric selected from the List drop-down.

5. **Go!** button - Generates a report using the current selections.

6. **Stop** button - Stop a report from running.

> **Note:** This button is only active after the **Go!** button is clicked.

7. **Schedule** button - Allows a user to schedule reports to be delivered via email.

8. **Export** buttons - The Copy and Excel download functions can be used to achieve more in-depth manipulation or presentation of information.

9. **Delivery/Financial** radio buttons – The columns of data in the report will vary depending on which radio button is selected.

> ➢ **Delivery** radio button - Displays a delivery-oriented view of data for the selected metrics.
> ➢ **Financial** radio button - Displays a financially-oriented view of data for the selected metrics.

Report Data

This following illustration and supporting text provide an example of the bottom portion of the Reports tab and describes the interface elements when no filters are applied.

Name	Imps	Clicks	CTR %	PI Actions	PC Actions	Total Actions	AR %
AETN	1,021,433	265	0.026%	1,212	8	1,220	0.001%
cm.aetn/_default	1,021,340	265	0.026%	1,212	8	1,220	0.001%
cm.aetn/c_Miscellaneous	90	0	0.000%	0	0	0	0.000%
cm.aetn/c_none	3	0	0.000%	0	0	0	0.000%
AETN Crime and Investigation	2,935	16	0.545%	2	0	2	0.000%
AETV Biography	115,888	27	0.023%	11	0	11	0.000%
AETV History	13,441,916	7,325	0.054%	11,970	240	12,210	0.002%
Grand Total	14,582,172	7,633	0.052%	13,195	248	13,443	0.002%

1. **Report** - The view after a report generates and displays on the screen.

2. **Filters to apply** list - Allows the user to select a different subtotal group using the same report criteria.

3. **Clear Filters** button – Click this button to remove the current filter. This button only displays once a filter has been applied. Filters are created by selecting a main metric and generating a new report or by making a selection from the **Filters to apply** list.

Commonly Used Reports for Publishers

The following table shows a list of commonly used AMP3 reports that can be generated by making a selection from the Select Date, List, and Detail drop-down menus, by selecting the appropriate radio button or by using a filter.

List drop-down menu	Detail drop-down menu	Select Date drop-down menu	Radio button	Filter	Task or Result
Ad Size	Site	Specific Dates	Financial	n/a	View what percentage is being earned per unit per Site and where (if any) adjustments in pricing or volume are needed.
Zone	Advertiser	Yesterday	Delivery	by site	View whether or not the proper Campaigns are being delivered to the proper Zones of a particular site.

Creating a Report:

1. Click the **Reports** tab.

2. Select a time period for the report from the **Select Date** drop-down menu.

   Note: To enter specific dates, select the "Specify Dates" option and use the calendar icons to select the desired dates.

3. Use the **List** drop-down menu to select the main cross-referencing metric and then select a secondary metric from the **Detail** drop-down menu.

4. Click the **Go!** button. The report generates and displays on the screen.

5. To generate a different report type using the same criteria, select the desired radio button.

Filtering a Report:

1. Once a report has been generated, click on any item in the report to use that value for additional cross-referencing.

   Note: If an item has a "+" next to it, click it to expand the view to view more detailed data.

2. Once a report value has been selected, it will display in the **Filters to Apply** drop-down above the report.

   Note: To select multiple values to use as filter criteria, hold the **Ctrl** key while selecting each value. You can then scroll through the **Filters to Apply** list to switch between criteria.

3. Click **Go!**. The report generates and displays on the screen.

4. To further cross reference the data, select an option from the Alternate Filter drop-down menu and click the **Go!** button again to generate a new report using the new filter criteria.

   Note: To generate a different report type using the same criteria, click the desired radio button.

Exporting a Report from AMP3:

1. Generate and filter the report.

2. Click the **Copy** button at the upper-right of the screen.

3. Open **Microsoft Excel** and paste the data into the spreadsheet.

   The report data is now available for manipulating and formatting in Excel.

   OR

1. Generate and filter the report.

2. Click the **Excel** button at the upper-right of the screen.

3. The report is downloaded as .XLS spreadsheet file.

   The report data can now be viewed and formatted in Excel.

Filtering Reports User Scenario

In this example, you will create a revenue report that shows all zones by site for the last quarter. The report then needs to be filtered in order to look at multiple individual sites.

1. Click the **Reports** tab.

2. Select "Last Quarter" from the **Select Date** drop-down menu.

3. Select "Site" from the **List** drop-down menu.

4. Select "Zone" from the **Detail** drop-down menu.

5. Select the **Financial** radio button.

6. Click **Go!**. *The report displays.*

○ Delivery ● Financial					
Name ·▲	Imps	Clicks	Total Actions	Net Rev	eCPM
⊞ AETN	1,021,433	265	1,220	$929.47	$0.91
⊞ AETN Crime and Investigation	2,935	16	2	$2.33	$0.79
⊞ AETV Biography	115,888	27	11	$97.48	$0.84
⊞ AETV History	13,441,916	7,325	12,210	$12,771.64	$0.95
Grand Total	14,582,172	7,633	13,443	$13,800.92	$0.95

7. Select the first site to be filtered on and click the **Go!** Button.

   The filtered report generates and displays on the screen.

8. Click the "+" sign next to the site name to see all zones associated with this site.

○ Delivery ● Financial				Filters to apply (1)	
			Clear Filters	AETN	
Name ·▲	Imps	Clicks	Total Actions	Net Rev	eCPM
⊟ AETN	1,021,433	265	1,220	$929.47	$0.91
cm.aetn/_default	1,021,340	265	1,220	$929.39	$0.91
cm.aetn/c_Miscellaneous	90	0	0	$0.08	$0.88
cm.aetn/c_none	3	0	0	$0.00	$1.00
⊞ AETN Crime and Investigation	2,935	16	2	$2.33	$0.79
⊞ AETV Biography	115,888	27	11	$97.48	$0.84
⊞ AETV History	13,441,916	7,325	12,210	$12,771.64	$0.95
Grand Total	14,582,172	7,633	13,443	$13,800.92	$0.95

9. To see the data for a different site, select the desired site from the **Alternate Filters** drop-down menu. The new report automatically generates and displays on the screen.

10. Please note that the Alternate Filter field is not updated if you make changes to your report criteria. To update the options available in the Alternate Filter drop-down, you must click the C*lear Filter* button and re-select your criteria.

> For example, if you changed the Time Frame for a report without clearing the filter, the options in the Alternate Filter field would not be updated for the new date range. This means that options that are available in the new date range, but had not been available in the original date range, would not display in the drop-down list.

> When you select your filter criteria, AMP populates the Alternate Filter field by retrieving only options that meet the date range for the report, rather than searching through all the records for matches. This method takes advantage of the increased speed in AMP and provides you with faster results.

Section 3: Working with Statements

Click the **Finance** tab to display a list of available statements in reverse chronological order. The **Statements** portion of the platform generates a finance statement in PDF format for the month specified.

Statements Interface Descriptions

The following illustration and supporting text provide an example of the **Statements** page and describes the interface elements.

1. **Month** drop-down menu - Used to select the statement month.

2. **Refresh Months** button – Click this button to refresh the available options in the Month drop-down menu.

3. **Download** button - Generates the statement for the specified month in PDF format.
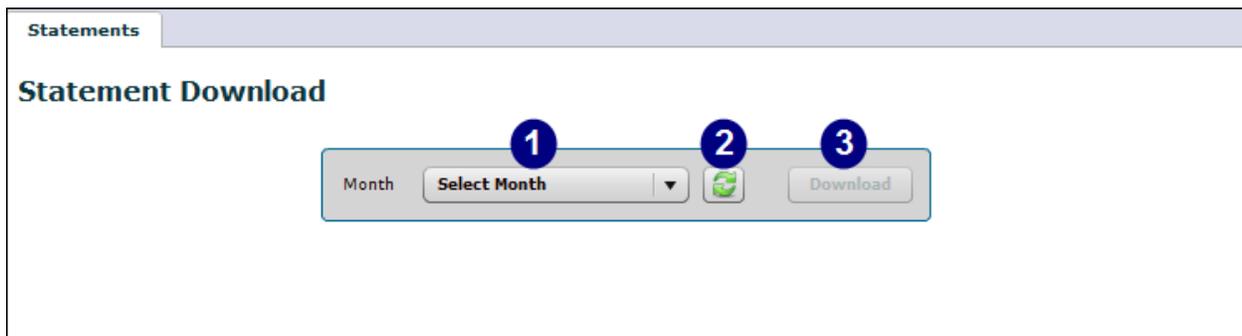
The following illustration provides an example of the top portion of a PDF statement, which displays the ad network information.

The following illustration and table provide an example of the top and middle portions of the monthly statement and descriptions of the elements in the statement.

Note: Please note that the **Impressions** column in the Statement refers to paid impressions only.


Site Name	Payout Description	Impressions	Payout Rate	Payout
Site Name	728x90	2,442,228	$0.70	$1,653.31
Site Name	160x600	1,504,145	$0.80	$1,195.82
Site Name	300x250	1,883,119	$0.95	$1,747.88
Site Name		29,380	$1.50	$42.84
Site Name		18,084	$1.50	$26.32
Site Name		8,443	$1.50	$12.16
Site Name		8,274	$1.50	$12.30
Site Name (TOTAL)		5,893,673		$4,690.64
Site Name 2	728x90	7,088,018	$0.70	$4,811.46
Site Name 2	160x600	7,048,014	$0.80	$5,575.15
Site Name 2	300x250	7,063,365	$0.95	$6,536.81
Site Name 2		37,290	$1.50	$55.05
Site Name 2		33,580	$1.50	$49.14
Site Name 2		17,605	$1.50	$26.22
Site Name 2		10,929	$1.50	$16.08
Site Name 2 (TOTAL)		21,298,801		$17,069.92
		27,192,474		$21,760.56

Statement ① Date: May / 2008 Publisher ID : 000

② Publisher: Publisher Name

③

Collective Media, Inc. Billing Statement Disclaimer: ④

This statement was generated in a previous version of AMP.

As a result, the data in this statement may not match the data in the Delivery reports in the current version of AMP.

This statement however should still be considered the statement of record with regard to historical payouts.

1. **Statement** information - Displays the statement date and publisher ID.

2. **Publisher** information - Displays the publisher contact name and publisher address information.

3. **Column** headings - Provides statement information for:

   ➢ Site Name

   ➢ Payout Description

   ➢ Payout Rate

   ➢ Impressions

   ➢ Payout

4. **Disclaimer** - Outlines the company's disclaimer.

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Generating Monthly Statements

Follow these steps to generate a monthly statement in PDF format:

1. Click the **Finance** tab.
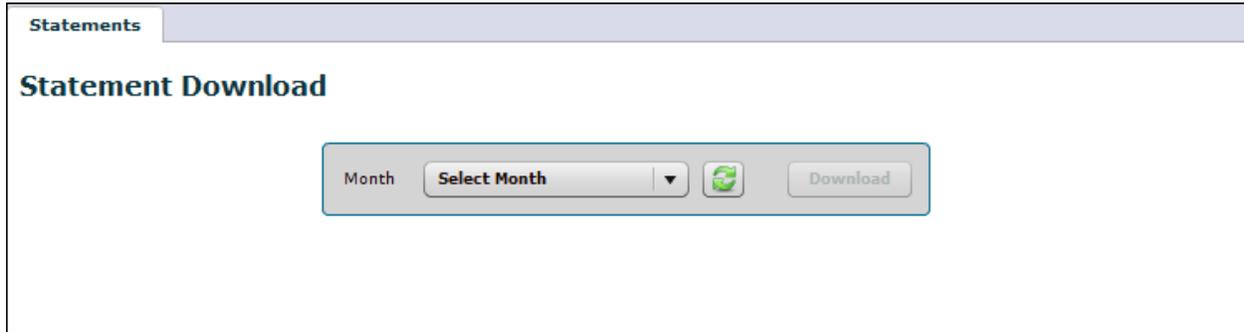
2. Select the month to use in the statement from the **Select Month** drop-down menu.

3. Click the **Download** button.

The statement for the specified month generates in PDF format for viewing, printing, or saving.