Optimization & Reporting

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  - Blacklist and Whitelist Targeting
  - Micro-bidding Tool
  - Automatic Rules for Blacklisting
  - Bid Adjustments

Reporting

Reporting

Statistics Overview

Summary

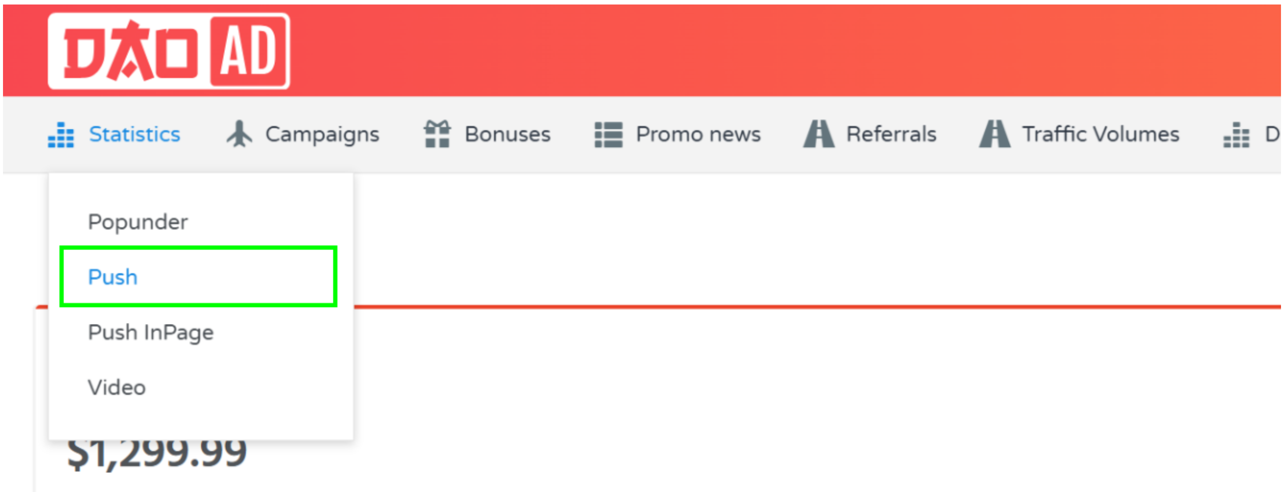
This page explains how to analyze campaign performance using DAO.AD statistics, reports, charts, and filters.

Before You Begin

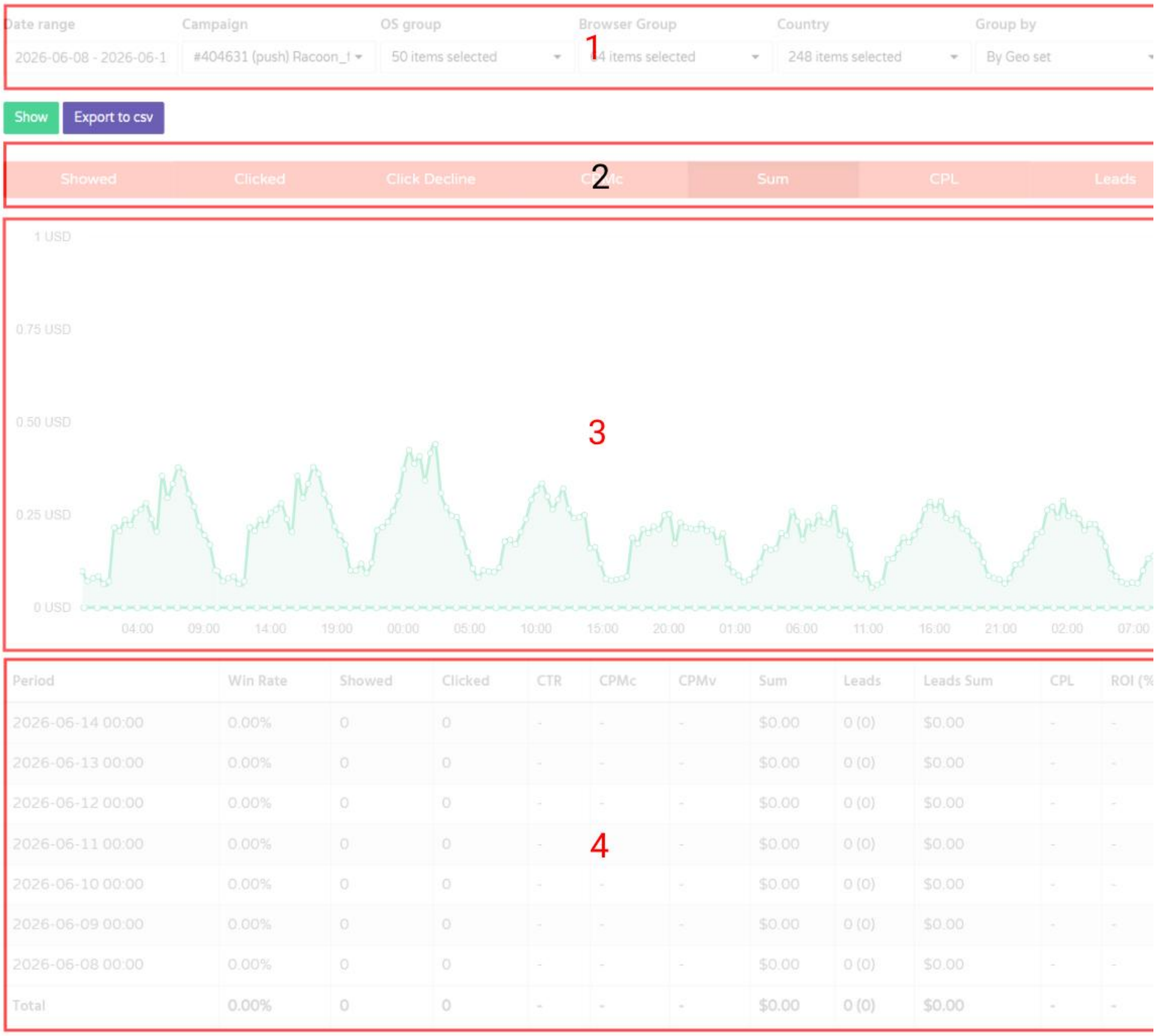
- Role: Advertiser
- Estimated time: 2 minutes

Steps

1. Open the Statistics section from the top navigation menu and select the desired ad format.



2. The Statistics page is divided into four main sections:
   Filters (1), KPI metrics (2), Performance Charts (3), and the Data Table (4).



3. Use the filters to select a date range and refine your report by campaign, operating system, browser, country, or other available dimensions.
4. Use the Group By option to view performance data by day, hour, GEO set, browser, and other categories.

Related

- Micro-bidding Tool
- Automatic Rules for Blacklisting
- Bid Adjustments

- Bid Strategy

Reporting

Statistics KPI

Summary

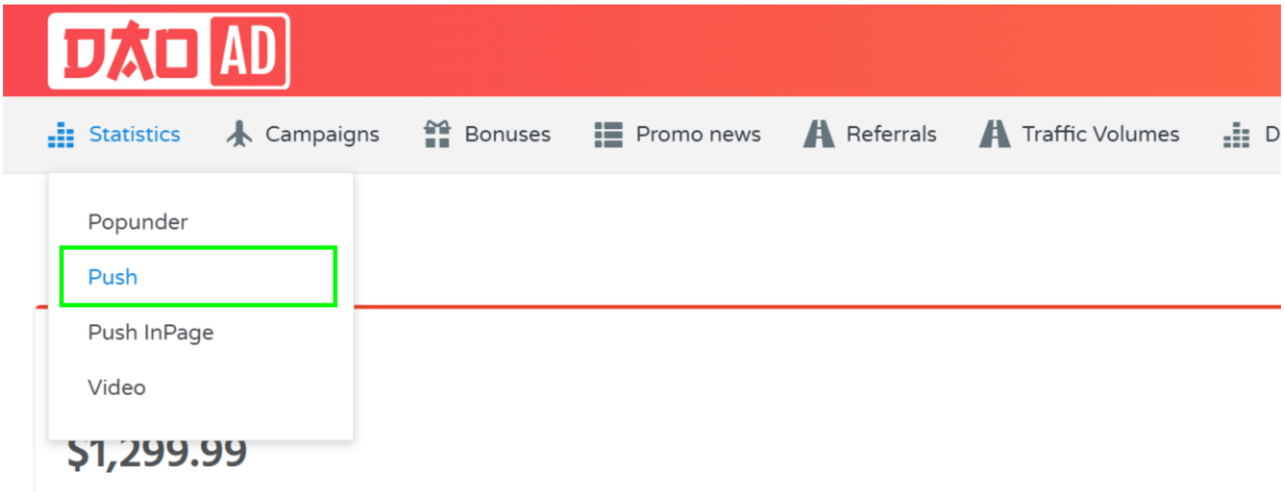
This page provides an overview of statistics filters, grouping options, and KPI metrics available in DAO.AD.

Before You Begin

- Role: Advertiser
- Estimated time: 2 minutes

Steps

1. Open the Statistics section from the top navigation menu and select the desired ad format.



2. The following filters are available:

a. Date range - Filter statistics by a selected date range. The maximum available reporting period is 60 days.

b. Campaign - Filter statistics for a specific campaign.

c. OS group - Analyze performance by operating system.

d. Browser Group - View statistics grouped by browser type.

e. Country - View performance data by country.

f. Group by - Available grouping options:

1. by hours - Displays statistics grouped by hour within the selected date range.
2. by days - Displays statistics grouped by day.
3. by month - Displays statistics grouped by month.
4. by countries - Aggregates statistics by country.
5. by geo set - Aggregates statistics by GEO set.
6. by creative - Aggregates statistics by creative.
7. by campaign - Aggregates statistics by campaign.
8. by browsers - Aggregates statistics by browser.
9. by browser family - Aggregates statistics by browser family.

3. The report table contains the following KPI Definitions:

- **Period** - dates and hours
- **Win Rate** – percentage of auction wins compared to total bidding opportunities.
- **Showed** - Total number of ad impressions served.
- **Clicked** - Total number of clicks received.
- CTR **–** percentage of impressions that resulted in a click.
- **CPMc** - Average cost per 1,000 clicks.
- **CPMv** - Average cost per 1,000 impressions.
- **Sum** - Total advertising spend for the selected reporting group.
- **Leads** - Total number of conversions. Postback tracking must be configured.
- **Leads sum** - Total revenue generated from recorded conversions.
- CPL - Average cost per lead.
- **ROI (Return on Investment)** – profitability percentage based on advertising spend and conversion revenue.

Related

- Statistics Overview
- Export Reports to CSV
- Micro-bidding Tool
- Automatic Rules for Blacklisting
- Statistics Overview

Export Reports to CSV

Summary

Learn how to export campaign statistics from DAO.AD into a CSV file for reporting and optimization purposes.

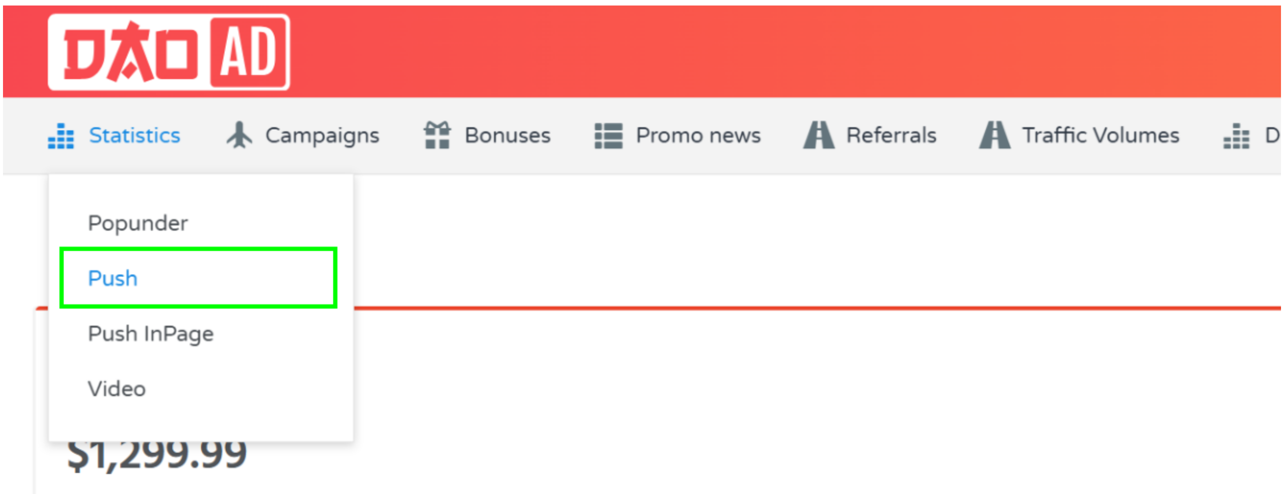
Exported CSV files can be used for offline reporting, campaign analysis, custom dashboards, and data processing in tools such as Microsoft Excel, Google Sheets, or BI platforms.

Before You Begin

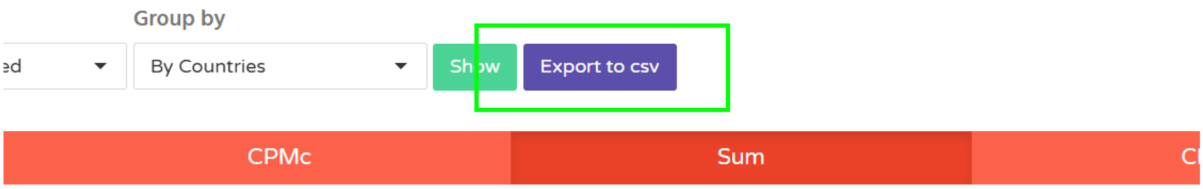
- Role: Advertiser
- Estimated time: 2 minutes

Steps

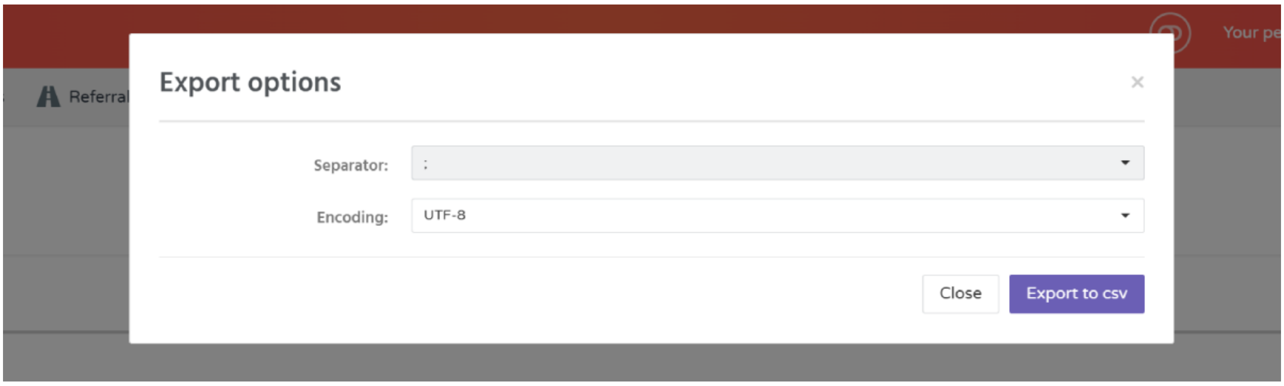
1. Open the Statistics section from the top navigation menu and select the desired ad format.



2. Apply the desired filters, date range, and grouping options.
3. Click the **Export to CSV** button located next to the filter section.



4. Select the preferred export options. Select Separator and Encoding and click **Export to csv**



Related

- Statistics Overview
- Statistics KPI
- Micro-bidding Tool
- Automatic Rules for Blacklisting

Optimization

Blacklist and Whitelist Targeting

Summary

Use blacklists and whitelists to block or allow traffic from specific sources and IP ranges.

Before You Begin

- Role: Advertiser
- Required information:
  - source IDs
  - IP addresses or CIDR ranges
- Estimated time: 2-4 minutes

Steps

Option 1: Blacklisting of sources

1. On the campaign creation page, locate the **Black\White list** section and the **Blacklist of sources**
2. Enter the Source IDs to block, separated by commas.

Option 2: Whitelisting of sources

1. On the campaign creation page, locate the **Black\White list** section and the **Whitelist of sources**
2. Enter the Source IDs to allow, separated by commas.

> **Information:** Use the `{source_id}` parameter in your tracking URL or postback to identify traffic sources.

Option 3: IP and CIDR Whitelisting/Blacklisting

1. On the campaign creation page, locate the **Black\White list** section and the **Whitelist of CIDR/IP**
2. Enter IP addresses or CIDR ranges in the appropriate whitelist or blacklist field. Both IPv4 and IPv6 CIDR ranges are supported.

Troubleshooting

Issue: I'm still receiving traffic from a blacklisted source

Solution:

- blacklist changes are not always applied instantly. Users who already received a notification may still generate clicks.

Verification

After saving the campaign, the configured Source IDs or IP ranges will appear in the corresponding blacklist or whitelist field.

Related

- Targeting by vertical
- Traffic volume and bid recommendations
- Targeting by operating system
- Automatic Rules for Blacklisting

Micro-bidding Tool

Summary

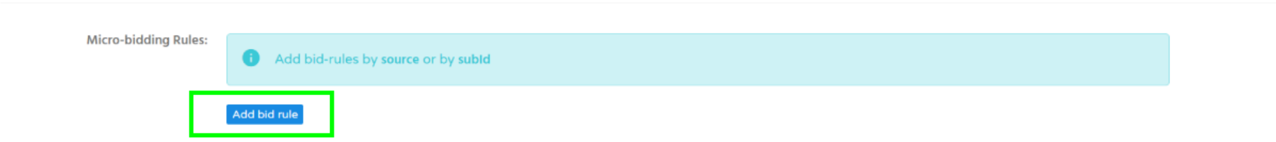
Use the Micro-bidding Tool to assign different bids to specific Source IDs or Sub IDs.

Before You Begin

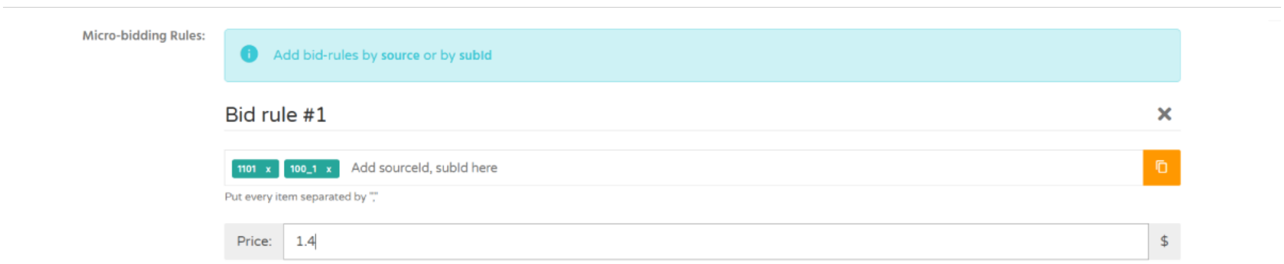
- Role: Advertiser
- Required information:
  - source IDs and/or Sub IDs
- Estimated time: 2-4 minutes

Steps

1. Locate the **Black/Whitelist** section and the Micro-bidding Rules field.
2. Click **Add bid rule** to create a new bidding rule.



3. Enter the Source IDs or Sub IDs and set a custom bid for them.



> **Information:** Micro-bidding rules override the default campaign bid for the specified Source IDs or Sub IDs.

4. Repeat the process to create additional bidding rules if needed.

Troubleshooting

Issue: I don't know the Source IDs or Sub IDs

Solution:

- use the `{source_id}` and `{sub_id}` parameters in your tracking URL or postback to identify traffic sources and sub-sources.

Verification

After saving the campaign, the configured source IDs or sub-source IDs will appear in the corresponding bid-rule field.

Related

- Blacklist and Whitelist Targeting
- Traffic volume and bid recommendations
- Automatic Rules for Blacklisting

Automatic Rules for Blacklisting

Summary

Automatic Rules for Blacklisting allow you to automatically block unprofitable traffic sources based on custom conditions.

Before You Begin

- Role: Advertiser
- Estimated time: ~5 minutes

Steps

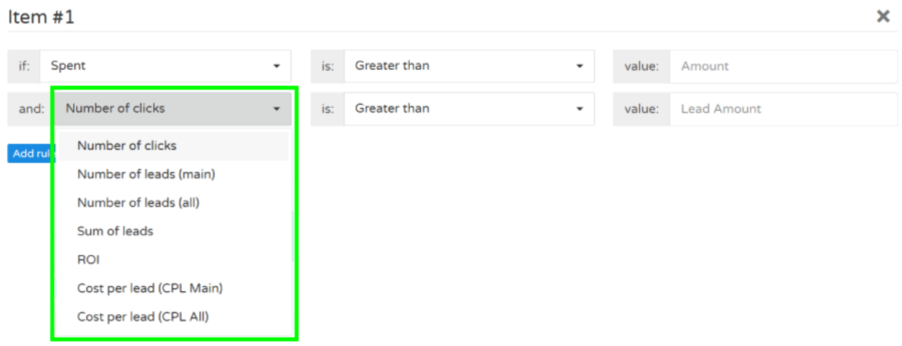
1. Locate the **Black/Whitelist** section and the Automatic rules for BL area.
2. Click **Add rule** to create a new blacklisting rule.

3. Configure rule conditions to automatically blacklist unprofitable sources.
   Each rule uses IF-THEN logic. If both configured conditions are met, the traffic source is automatically added to the campaign blacklist.

   The first part of condition, it's one of these parameters:
   1. Spent
   2. Show

3. Click

4. The second condition can use one of the following metrics:
    1. Number of clicks
    2. Number of leads (main)
    3. Number of leads (all)
    4. Sum of leads
    5. ROI
    6. Cost per lead (CPL main)
    7. Cost per lear (CPL all)



5. Repeat the process to create additional autoblacklisting rules if needed.

Troubleshooting

Issue: Sources are not being added to the blacklist automatically

Solution:

- Verify that your campaign has a correctly configured postback.
- Make sure conversion data is being received in campaign statistics.
- Check that the automatic rule conditions have been met.
- Confirm that the campaign is active.

Issue: ROI, CPL, or lead-based rules are not working.

Solution:

- Verify that conversion postbacks are being received.
- Make sure lead values are passed correctly in the postback.

- Wait until enough clicks and conversions have been collected to meet the rule conditions.

Verification

When a rule is triggered, the corresponding Source ID will be automatically added to the campaign blacklist.

Related

- Blacklist and Whitelist Targeting
- Traffic volume and bid recommendations
- Micro-bidding Tool

Bid Adjustments

Summary

This guide explains how to optimize campaign performance by adjusting bids based on traffic quality, conversion rates, and profitability.

Before You Begin

- Role: Advertiser
- Required information:
  - Active campaign with traffic data
  - At least 500–1000 impressions or several conversions
- Estimated time: 5 minutes

What is bid adjustment?

Bid adjustment is the process of increasing or decreasing your bid to maximize ROI and campaign performance.

Increasing bids may help you:

- Win more auctions
- Receive more traffic
- Scale profitable placements

Decreasing bids may help you:

- Reduce spending
- Improve ROI
- Eliminate unprofitable traffic

When should you adjust bids?

Recommended situations:

Increase bid when:

- ROI is positive
- Conversions are consistent
- Traffic volume is limited
- High-performing zones lose auctions

Decrease bid when:

- ROI is negative
- CPC is too high
- Traffic does not convert
- Cost exceeds revenue

Bid adjustment strategy

Conservative Optimization

ROI > 30%	Increase bid by 5-10%
ROI 0 - 30%	Keep current bid
ROI < 0%	Decrease bid by 5-10%

Aggressive Scaling

ROI > 50%	Increase bid by 15 - 25%
ROI 10 - 50%	Increase bid by 5 - 10%
ROI < 0%	Decrease bid by 10 - 20%

Optimization by Traffic Source

Zone / Placement Optimization

Increase bids for:

- Top converting zones
- High CTR placements
- Consistent profitable sources

Decrease bids for:

- High spend, no conversions
- Low-quality placements
- Sources with poor ROI

GEO Optimization

GEO	ROI	Action
US	45%	Increase bid
DE	28%	Keep
BR	-15%	Decrease bid

Device Optimization

Device	ROI	Action
Android	38%	Increase bid
iOS	12%	Keep
Desktop	-22%	Decrease bid

Best Practices

- Avoid large bid changes.
- Adjust bids gradually.
- Wait for sufficient data before making decisions.
- Review campaign performance daily.
- Combine bid adjustments with blacklists and whitelists.

Common Mistakes

Increasing bids without enough data

Optimizing after only a few clicks

Ignoring ROI and focusing only on CTR

Making multiple bid changes within a short period

Scaling unprofitable traffic

Related

- Statistics KPI
- Statistics Overview
- Blacklist and Whitelist Targeting

- Automatic Rules for Blacklisting
- Micro-bidding Too