

Introduction

The Ad Manager that comes with CommerceCM is a great way to draw attention to your products and promotions. Statistics on impressions and click through ratios help you monitor the interest that your ads create.

Ad Spots can be implemented on any page template in your site. Positioning and dimensions of Ad Spots are determined in the design phase and vary from customer to customer. If your site uses Ad Spots, each one will be assigned a unique descriptive name. The Image Manager will have corresponding categories that control the size of the uploaded images based on the dimensions of the Ad Spot. This prevents layout problems caused by uploading miss-sized ads.

If you want to begin running ads in a new location, your developer or designer will have to modify the page templates for your site.



This homepage from Purdy's in 2005 uses five Ad Spots. The main ad is usually static, and the four Ad Spots on the right side cycle through various ad panels.



Robeez Footwear uses two Ad Spots once users have selected their language and currency. Usually each Ad Spot only runs a single ad at a time.



In addition to the more common ads on the homepage, Pharmacy Mix has one Ad Spot that runs at the bottom of the left navigation column.

For this manual, we used the CommerceCM demonstration site at <http://demo.commercecm.com>. Content and layout is subject to change.

Landing page

You access the Ad Manager using the Marketing Menu in your store.

Quick Stats

Statistics	Impressions	Clicks	CTR
YTD: 2006	36	0	0.00 %
Last Month: Mar	0	0	-
Month to Date: Apr	36	0	0.00 %

Create New Ad

Hotspot: -- Select HotSpot --
Ad Image:
CONTINUE >>

Data Controller

Show Results for: EN-US
Results During: - ALL - OR
From Date: (mm/dd/yy) 01/01/2000 To Date: 12/31/2099 **SHOW RESULTS**

The Quick Stats show you some overview statistics on the performance of your ads. These are aggregate numbers for all of your ad spots. Data can be affected by site redesigns that include more Ad Spots, and by the nature of the Ads that you are running.

Impressions are the number of times your ads have appeared on your web pages.

Clicks show the number of times that a visitor has clicked on an ad image.

CTR is the Click Through Ratio for all of your ads. This is the most important number to monitor across all of your ads.

The Data Controller at the bottom of the screen allows you to generate reports on your Ad activity. The reports are loaded onto the page below the data controller.

The site we are managing has three Ad Spots on the homepage as shown below with their labels



Creating a new Ad

The process of creating a new Ad does not create a new Ad Spot on the site. It allows you associate an image with an Ad Spot and set the campaign criteria.

Before beginning this process, you will have to create and upload appropriately sized Ad panels through the Image Manager. While the Ad Manager will scale the images to the appropriate size for the Ad Spot, we recommend that care be taken to create and upload Ad panels of the correct size. Resizing an image can cause blurring and loss of image quality.

Using the Create New Ad control at the top right of the landing page, select which Ad Hotspot you want to create a new Ad for. Each Hotspot is associated with an image category that contains ad panels that you have previously uploaded.

Create New Ad

Hotspot:	-- Select HotSpot --
Ad Image	-- Select HotSpot -- Home Page Bottom Left Ad Home Page Bottom Right Ad Home Page LeftNav Ad - Not Used Home Page Top Right Ad

Once you have selected the Spot, a list of available images from the corresponding image category is loaded into the Ad Image menu.

Create New Ad

Hotspot:	Home Page Bottom Right Ad
Ad Image	Powerful Ad Manager Powerful Ad Manager RefID Manager

I am going to create a new ad based on the “RefID Manager” image, so I will select it then click “Continue.”

Create New Ad

Hotspot:	Home Page Bottom Right Ad
Ad Image	RefID Manager

Image Preview



Create Languages

EN-US	Copy data from: -Selec	Impressions: 0 Clicks: 0 CTR: -
Name / Alt Text:	Put alt text here	Weight: 0 / 0
Link:	- Select Window -	Product: Alba Advanced Sea Algae Enzyme-Facial Scrub
SAVE		

Step two of the process shows you your selected image. If you selected the wrong image, you can use the control at the top left to change your image selection.

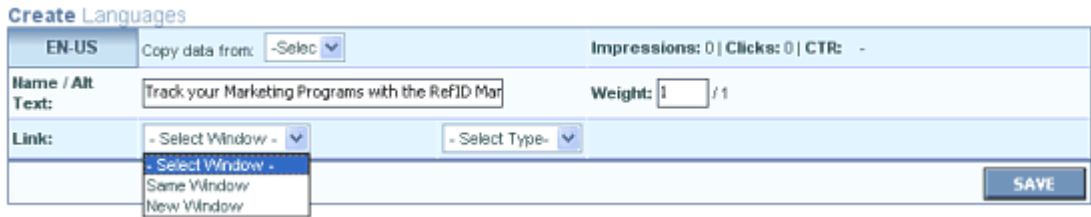
The Create Languages control allows you to create the ad settings for each language your site is running. For simplicity the manual is based on a single language site. Please refer to your Multi-Lingual eCommerce documentation if required.

The Alt Text is displayed in your Ad Manager reports and is used as Alt Text for your ad panels. Alt text shows up in the tool tips when visitors hover their mouse cursor over the Ad, is used by screen readers for the visually impaired and is indexed by the search engine robots.

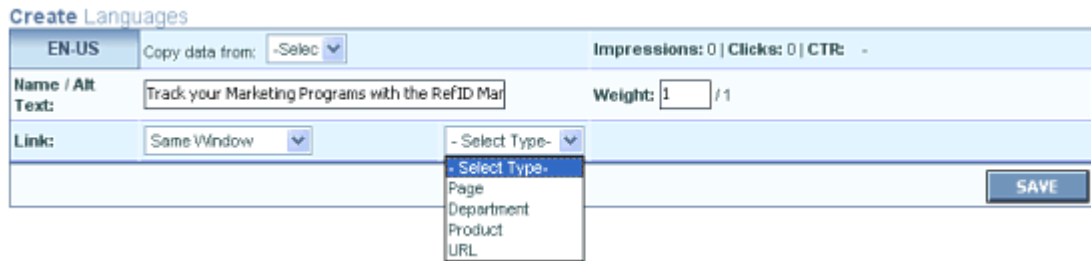
The Weight determines how often the ad is shown in the selected position. Weight is expressed as a fraction based on the total weights of all active ads in that location. For example if there are two ad images running in an Ad Spot, and each one has a weight of one, each add will show approximately half the time, or one of every two impressions (1/2). If one of the ads has a weight of two and the other a weight of one, then one ad will appear 2/3 of the time and the other ad 1/3 of the time based on a total weight for the Spot of 1+2=3.

The last line of the control allows you to determine what happens after the ad is clicked by a site visitor.

The first menu, - Select Window – lets you determine if you want the ad to open a new browser window or simply take the user to the page using the same browser window. Most customers will use the Same Window option however if you are sponsoring or promoting an event, you might want an ad to take your site visitors to the other site in a new window so they can learn more then return to your store to shop.



The second menu, - Select Type - allows you to select the type of page you want to link to. You have four options. Your selection here determines what data is loaded into the final menu. Your options and their characteristics are:



1. Page: This loads your menus from SiteCM into the final drop down menu as shown on the next page.

Create Languages

EN-US	Copy data from: <input type="button" value="-Select"/>	Impressions: 0 Clicks: 0 CTR: -
Name / Alt Text:	<input type="text" value="Track your Marketing Programs with the RefID Mar"/>	Weight: <input type="text" value="1"/> / 1
Link:	<input type="button" value="Some Window"/> <input type="button" value="Page"/> <input type="button" value="US/Canada (EN-US)"/>	<input type="button" value="US/Canada (EN-US)"/> <ul style="list-style-type: none"> - * leftnav * - - About this Site - - why choose Commercecn - - shipping - - returns

If your site does not use SiteCM for content management, this feature will not work.

2. Department: Loads the Departments from your Department Manager into the final drop down menu.
3. Product: Loads the Products from your Product Manager into the final drop down menu.
4. URL allows you to specify any URL using standard syntax such as <http://www.idealerver.com>

Create Languages

EN-US	Copy data from: <input type="button" value="-Select"/>	Impressions: 0 Clicks: 0 CTR: -
Name / Alt Text:	<input type="text" value="Track your Marketing Programs with the RefID Mar"/>	Weight: <input type="text" value="1"/> / 1
Link:	<input type="button" value="Some Window"/> <input type="button" value="URL"/> <input type="text"/>	<input type="button" value="SAVE"/>

When your campaign is complete you can click Save and you will be returned to the Site Ad Manager landing page.

Reports

The Data Controller on the landing page gives you access to reports on your ad performance. Using these reports you can modify your ad weights, delete ads, or click through to modify other ad campaign characteristics.

Reports can be generated for any language you are running, and can be filtered quickly by month, or for more control, by shorter or longer periods.

Using the default settings and clicking on “Show Results,” we are shown the following report.

Data Controller

Show Results for: Results During: OR
 From Date: (mm/dd/yy) To Date:

expand all [+]	US-EN: Description	items (weight)	impressions	clicks	CTR
[+]	Home Page Top Right Ad(350/200)	2	258	11	4.26 %
[+]	Home Page Bottom Left Ad(150/385)	1	258	3	1.16 %
[+]	Home Page Bottom Right Ad(150/200)	2	258	2	0.78 %
[+]	Home Page LeftNav Ad - Not Used(86/163)	0	0	0	-

The Report shows each ad spot and the spots dimensions, the number of items, impressions, clicks and Click Through Ratio (CTR). Notice how the Home Page Top Right Ad has the highest click through ratio. It is the largest ad, and occupies the most prominent position.

All Ads have the same number of impressions which is expected because all Ads appear in the same place, the Home Page.

To view specific details on an Ad Spot, click on the [+] symbol at the start of the row to expand the data for that Spot.

expand all [+]	US-EN: Description	items (weight)	impressions	clicks	CTR
[+]	Home Page Top Right Ad(350/200)	2	258	11	4.26 %
[+]	Home Page Bottom Left Ad(150/385)	1	258	3	1.16 %
[+]	Home Page Bottom Right Ad(150/200)	2	258	2	0.78 %
	Ad Manager	<input type="text" value="1"/> / <input type="text" value="2"/> (50.00 %)	258	2	0.78 %
	Track your Marketing Programs with the RefID Manager. Click Here!	<input type="text" value="1"/> / <input type="text" value="2"/> (50.00 %)	0	0	- %
[+]	Home Page LeftNav Ad - Not Used(86/163)	0	0	0	-

This shows the items and their relative weights for the Ad Spot that I just created the new ad for. Both ads are weighted one and will be shown 50 per cent of the time. The older ad has recorded all of the impressions and clicks.

You can delete an Ad from this page however doing so will eliminate all of your historical data. If you are running a multi language site, deleting an ad will remove all language variants of the ad.

To stop an ad from displaying you can change the weight to 0 (zero) and click the update button at the bottom of the page.

To edit any other aspects of a campaign, you can click the description of the ad and go through to an editing form based on the Create New Ad form discussed above.