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AM *wiki times*

HELPING CREATE, ORGANIZE AND SHARE KNOWLEDGE FOR ADMARVEL TEAM AND USERS.

Expanding the Wiki Footprint!

This is just the second *AM wiki times* issue, but we have made incredible progress in expanding the wiki's reach with the recent launch of the [AdMarvel Support](#) portal. For starters, the docs were from the previous one. Within three months of the launch, multiple improvements led to enhanced usability and usage. Reflected in the 35% NEW visitors referring the Support portal (source: Google Analytics – December usage).

We are delighted to announce the maiden *Cool Quotient Award* to the much-deserving *Application Engineering* team (US & India). They win a \$250 cash prize. Congrats, guys!

As we navigate through 2014, let us strive to make the wiki a better knowledge destination!

AdMarvel Support / Home ~ User Guides

Click on a user guide below to understand how the AdMarvel Platform works for different users:

User Guide	Description	Primary Audience	Updated
1 Campaign Manager Overview for Publishers	Setting up and optimizing campaigns in the AdMarvel system.	Publishers	November 2013
2 Campaign Manager Overview for Advertisers	Setting up campaigns by advertisers.	Advertisers and Ad Networks	November 2013
3 AdMarvel Platform Overview	Managing campaigns and generating reports.	Publishers	November 2013
4 Publisher Implementation Overview	Publisher implementation process in AdMarvel.	Publishers	N/A
5 Standard and Custom Variable Targeting	Provides high level overview of campaign targeting based on unique parameters (Standard and Custom).	Publishers	N/A
6 AdMarvel Custom Target Parameter Reporting	Enables publishers to capture data and report on that data.	Publishers	N/A
7 AdMarvel Glossary	Provides an alphabetical list of terms regarding AdMarvel System and their meanings.	Publishers	N/A



Wiki Updates

We now have two expanding wikis to provide an update. The internal knowledge system housing the cross-functional team spaces and the external-facing Support portal that houses the AdMarvel user guides, API docs, integration guides, etc.

A shout out is due to the [wiki team](#) comprising IT, NOC, Engineering, and of course, Documentation, for having tirelessly worked to rollout the Support portal and for continuing to strive to make improvements to further the portal's usability.

Following is the usage highlights (source: Google Analytics):

- Top 10 page views (in January) for the internal wiki and external Support portal:
 1. Support portal (external) homepage
 2. Wiki (internal) dashboard
 3. NOC: AdMarvel Server List
 4. Product Management: January to March 2014 Release Plan
 5. Support: Campaign Manager Overview for Publishers
 6. Engineering: Homepage
 7. Support: AdMarvel Platform Overview
 8. NOC: AdMarvel Delivery Server List (New)
 9. PubOps: Best Practices page
 10. Operations: Homepage
- India still tops the total number of visits (2594) with US coming in a close second (2028 visits)
- The average duration of visit per user is up by 2 minutes to 9 minutes
- New wiki visitors is up to 35% (January, 2014) vis-à-vis 29% previously (November, 2013)

In case you add a document to the external Support portal, then reach out to the [Documentation](#) team.

Did You Know?

The Confluence wiki has some neat features to improve your information experience:

- **Orphan Pages:** Is the left navigation getting too deep and complicated? No worries! Create orphan pages and link it from within the content.
- **Network Updates:** Add users you work with closely to your favorite list and view all their wiki updates in the Network tab on the dashboard.
- **Watch Pages:** Get an email notification whenever the pages that you track are updated (Tools > Watch).
- **Like:** Compliments can do wonders. So click the “Like” button when you come across a page that you love! Apart from the motivation, it will indicate to the owner that they are going in the right direction.
- **Import Docs:** You can directly import .doc files into Confluence (in the source format), thus saving you migration time.

Read more about the features and usage in the [wiki orientation guide](#).

Wiki Feedback...

We now come to the fun part (yes, the sarcasm is intentional). But seriously, we need to hear your opinions... the good, the bad, and (especially) the ugly. We want to understand how you feel about the wiki, additional features you need, and what would encourage you to use it even more! Your constructive feedback is useful and highly appreciated by the [wiki team](#).

Feel free to email your ideas, requirements, and brickbats to wiki@admarvel.com.



AdMarvel

Cool Quotient Award

This column focuses on a wiki space that is developing efficiently and meeting the core wiki objectives or an individual whose contribution to the wiki made a positive impact.

As said before, **this month's \$250 cash prize goes to the Application Engineering US & India team in Operations.** They deserve this as the team members are demonstrating increasing usage of the wiki to improve/create processes and knowledge, whilst keeping their team space up-to-date with project information, reports, etc. Keep up the good work, folks – the wiki team is here to help you!

WIKI TWISTER From Email to Wiki...



“Frequent communication with customers about the product is critical to our success. The Product Team is leveraging Confluence-based wikis internally and via our Support portal, to further empower stakeholders with one click access to the AdMarvel service offering.”

*[Amit Bhojwani](#)
Sr. Director
Product Management
AdMarvel*