DID YOU KNOW? THE REFERRAL BONUS IS REVISED UP TO \$6000! SEND RESUMES FOR THE JOB OPENINGS TO JOBS@OPERAMEDIAWORKS.COM

**Primary Audience** 

Advertisers and Ad

Publishers

Networks

Publishers

Publishers

Publishers

Publishers

Publishers

Updated

November

Novembe

Novembe

2013

2013

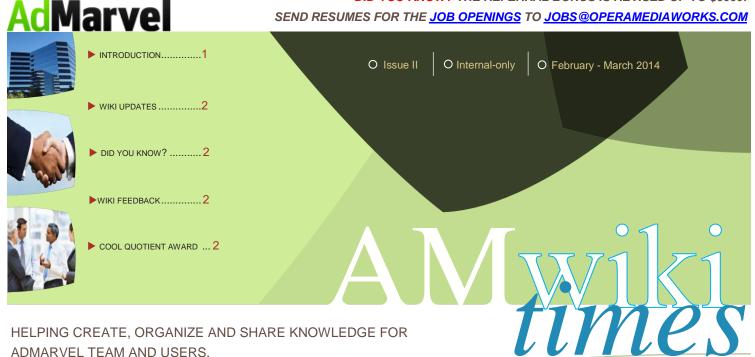
2013

N/A

N/A

N/A

N/A



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

Description

Setting up and optimizing campaigns in the AdMarvel system.

Provides high level overview of campaign targeting based on unique parameters

Provides an alphabetical list of terms regarding AdMarvel System and their

Setting up campaigns by advertisers.

(Standard and Custom)

meanings

Managing campaigns and generating reports.

Publisher implementation process in AdMarvel.

Enables publishers to capture data and report on that data

# 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!



## Wiki Updates

AdMarvel Support / Home ~ User Guides

Campaign Manager Overview for

Campaign Manager Overview for

Publisher Implementation Overview

6 AdMarvel Custom Target Parameter

3 AdMarvel Platform Overview

5 Standard and Custom Variable

**User** Guide

Publishers

Advertisers

Targeting

Reporting

7 AdMarvel Glossary

2

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 <u>wiki team</u>.

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





## **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!





"Frequent communication with customers about the product is critical to our success. The Product Team is leveraging Confluencebased wikis internally and via our Support portal, to further empower stakeholders with one click access to the AdMarvel service offering." <u>Amit Bhojwani</u> Sr. Director Product Management AdMarvel