

MIRAGO M3 SYSTEM

The M3 interface is configured and integrated with the styling, logo and font of the hosts corporate branding. Additional bespoke items such as advertiser / publisher terms and conditions, privacy policies and contact pages are also provided.

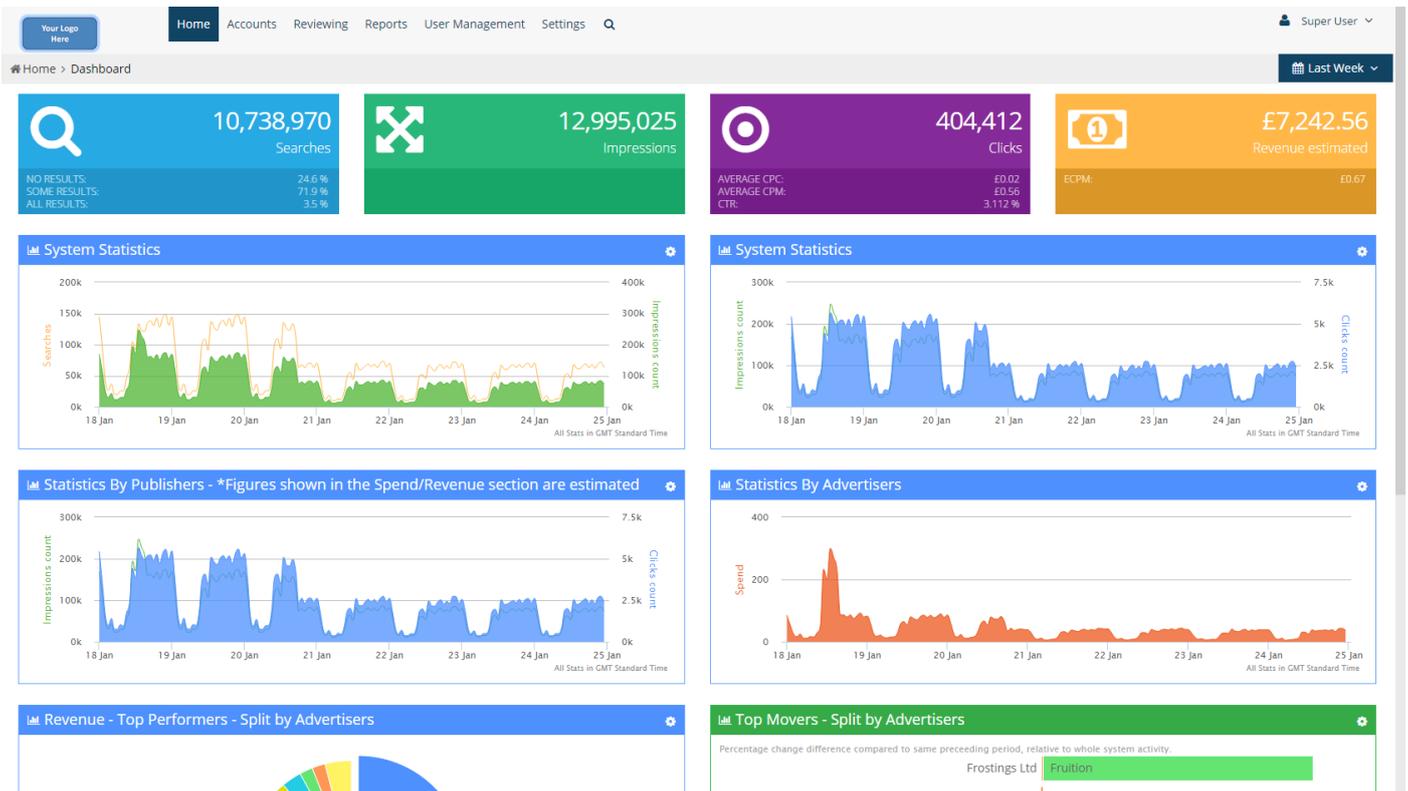
The interface supports English, French, German and Italian. Additional languages can be added upon request.

DASHBOARD

The *dashboard* provides an interactive, at-a-glance, view of system statistics, updated at the end of each hour. A summary of request, impression, click and revenue statistics is visible in the four coloured boxes at the top, the date range for this data is manipulated by the drop down on the right of the below screen shot, in this case 'last week'. In the sections below these boxes, a series of graphs are displayed.

The estimated revenue is titled as such because this is the figure M3 is recording bar any unexpected expenses. Throughout the UI you will therefore see the revenue figure entitled as "estimated" to protect the platform owner.

In the graphs below, the date range for all statistics can be changed via the drop down at the top right of the screen. Data fields and data splits can be individually adjusted for each graph and setting changes will be stored and saved for the next user session.



ACCOUNTS

From the *account* tab, system administrators can access and manage all account types – advertisers, agencies, publishers, consortia and provider feeds.

Company	Account	Manager	Created	Last Active	Account Type	Funds Remaining	Impr	Clicks	Avg Pos	CTR	Avg CPC	Cost
Zone Command	942500	Emma Giles	17/12/2014	25/08/2015	Credit	£13,832,686	1,529,044	17,824	2	1.17 %	£0.10	£1,737.93
The Denim Shop	224673	Emma Giles	25/09/2012	25/08/2015	Credit	£5,505,685	458,606	15,246	1	3.32 %	£0.09	£1,357.92

Users access the system based on their needs and the permissions applied to their profiles. User profiles are split into a number of account types that reflect this. These consist of:

Account Type	Access
System Administrator	Access to all account types. Ability to manage all parts of the system as defined in this document.
Advertiser	Advertisers upload adverts to be displayed to relevant users and pay for such activity.
Agency	Agency accounts hold groups of advertiser account. Each Agency user login provides access to linked advertiser accounts for management and reporting.
Provider	Provider accounts enable the management of 3 rd party ad feed(s) which are used to enhance the advertiser base within the M3 Advertising Platform.
Publisher	Publishers gain their implementation code via account access and display adverts to their users. They are remunerated for their activity
Consortia	Consortia accounts hold groups of publishers. Each consortia user login provides access to associated accounts for management and reporting.

All settings as defined in this document are designed to work in conjunction with the system configurations. Combined, these make the M3 system highly flexible in its delivery and operation. System configurations are set by Mirago at set-up but can be altered if required during the partnership.

N.B. If accounts are not being displayed in the main tables from the accounts tab when using in Chrome, it may be that AdBocker Plus is running. If this is the case, add the M3 domain as a whitelisted site.

REVIEWING

This area of the site is currently under review, for more information please speak to Mirago.

REPORTS

From the *reports* tab, system administrators are able to create new and edit existing reports and manage them using a set of folders (tabs).

Title	Frequency	Date Range	Created	Processed
Event Tests 19/8	Daily	Yesterday	19/08/2015	25/08/2015
provider	Daily	Yesterday	30/07/2015	25/08/2015

The M3 advertising platform includes comprehensive reporting capabilities. Paramount in the design of the reporting suite is flexibility. Unlike some advertising platforms where there are a finite number of predefined reports available, the M3 advertising platform allows users to create reports containing any information and breakdown thereof. Reports can be scheduled on an hourly, daily, weekly, monthly or quarterly basis where relative dates are used. Relative dates

are, for example, yesterday, last week or this month. The meaning of these time periods changes over time, unlike absolute dates such as 1st January 2015.

To simplify the process of creating reports, templates can be set up which are then available to users. A template is, in essence, a report design that any user can adopt or modify for their use. Typically system administrators will create a number of report templates for publishers and advertisers.

There are two fundamental types of reports. These are standard and comparative reports.

Standard reports detail fields such as requests, impression, click and event information for a given time period. Comparative reports provide change analysis between two periods. For example, a comparative report would show the difference in impressions, clicks and click through rates between the current month and the previous one.

Once they have been defined, reports are generated by a scheduling process which stores the completed report ready for use thereafter. This means that at the start of the month, for example, all monthly reports are prepared overnight and are immediately ready for access when needed or emailed to the recipient if this option is selected. All reports, however created, can then be inspected and downloaded or received via email as required. For a full explanation of reporting fields please see section M3 [Reporting](#).

USER MANAGEMENT

The *user management* tool allows system administrators to create and manage login credentials for new and existing system users. For each user, controlling the permissions they have to access to. Permissions breakdown below.

A breakdown of the system level permissions is detailed below, many of these are repeated for the different login types, i.e. advertiser level logins, but differing permissions are detailed in the relevant sections of this document.

Permission	Actions allowed with permission set to True
System management	High level permission – access to system level configs, rules system, phrase lists, category lists, API documentation, financial reports, and shuffle management
Network management	High level permission – ability to affect Network name, ad targeting options, Pricing model, Media types, Channels, miscellaneous settings, Feed controls, zone management.
User Management	Ability to set up new users and manage permissions applied to those users
Can Create Account	Creation of new advertiser, publisher, agency and consortia accounts
Campaign Management	Management of advertiser and provider campaigns
Finance Management	Management of account and campaign budgets
Publisher Management	Ability to affect and manage publisher accounts and all settings within them
Reporting	Rights to set up and edit custom reports
Reviewing	Permission to review new and edited items
API Read/Write	With this permission set to True the login can access the API
Add Funds	This permission gives the user the ability to add internal

	funds, edit Credit limits and IOs to accounts.
Source Management	This permission allows the user to manage source inclusions and exclusions.
Beacon Management	Permission gives the user the ability to manage Beacons.
Network Assignment	This permission allows the user to manage and set Networks to the various levels available in the system, dependant on configs.
Advertiser Floor Price Assignment	Rights to apply and manage a floor price at advertiser level.

SETTINGS – SYSTEM TOOLS

From the settings tab, system administrators can access and manage networks and *system tools*; if they have the System management permission set to true.

The screenshot shows the 'Settings' page with the 'URL and User-Agent Targeting' section selected. The left sidebar contains a menu with items: URL and User-Agent Targeting, Normalisation, Phrase List, Category List, Shuffle, and Financial Details. The main content area has a search bar and a table with columns: Priority, URL Pattern, User Agent Pattern, Keywords, and Channels. The table is currently empty, displaying 'No data to display'.

Each of these manageable tabs is detailed below.

URL and User-Agent Targeting

URL targeting enables system administrators to assign a sector or keyword to a specific URL pattern for use during ad selection. Matching sector or keyword adverts are then served, securing relevancy to web page content.

This rules system is used when you want to manage the traffic running through your platform by URL management rather than the feed controls and other selection modes.

The screenshot shows the 'System Tools' page with the 'URL and User-Agent Targeting' section selected. The left sidebar contains a menu with items: URL and User-Agent Targeting, Normalisation, Phrase List, Category List, Shuffle, and Financial Details. The main content area has a search bar and a table with columns: Priority, URL Pattern, User Agent Pattern, and Keywords. The table is currently empty, displaying 'No data to display'.

The URL pattern determines which matching adverts are selected for each URL query. The presence of an asterisk denotes a wildcard rule with its application set out below:

URL Pattern	Input Example	Advert Selection Response	Examples - Will match	Examples - Won't match
Exact Match	www.example.com	Rule limited to this	www.example.com	example.com/sub

		domain only		
End Wildcard	www.example.com*	This domain and all its path pages	example.com/sub	info.example.com
Start Wildcard	*example.com	All sub domains and the exact domain only	info.example.com	example.com/sub
Contains	*example.com*	All sub domains and all suffix pages	info.example.com/sub	Matches All

User agent targeting uses the rule application as above, but enables the targeting of sector or keyword adverts in response to specific user agent pattern entries. For example, if the user agent string contains 'iPhone' or 'apple', 'mobile' sector adverts will be served.

In addition, it is possible to enter a combination of both patterns to target URLs and users even more accurately.

Normalisation

Keyword bidding allows advertisers to bid for requests containing specific terms of interest. Rather than requiring advertisers to bid on all common forms of a specific term, the M3 platform provides a facility called *normalisation*.

The screenshot shows the M3 platform's settings interface. At the top, there is a navigation bar with 'Home', 'Accounts', 'Reviewing', 'Reports', 'User Management', and 'Settings'. The 'Settings' menu is active, and the user is identified as 'Super User'. Below the navigation bar, the breadcrumb trail is 'Home > Settings > Normalisation'. The main content area is divided into three tabs: 'Configurations', 'System Tools', and 'Network Management'. The 'Configurations' tab is selected, and the 'Normalisation' option is highlighted in the left-hand menu. The main content area shows a 'Show System Overrides only' checkbox which is checked. Below this, there is a table with columns for 'From', 'To', 'Language', and 'Country'. The table is currently empty, displaying 'No data to display'.

Every instance of the M3 system automatically inherits a global list of normalisation rules consisting of over 118,000 entries. The default behaviour of the page is to only show any overrides relating to the system otherwise loading all of the default keywords can delay page load. To see these defaults please Un-tick the 'Show System Override only' option. System administrators can add to or edit this global list though the use of system overrides.

The purpose of this is to treat all forms of a word as a single term. For example colour, colours, color, coloured and so on are normalised to colour (for UK based systems). Consequently advertisers need only bid once on the term colour and their bid will automatically match all requests using any of the terms.

Normalisation can be generic or specific to individual languages and countries. Some terms such as 'hotels' being the plural of 'hotel' are generic and apply to all countries and languages. Such a normalisation would be added without any language or country restrictions.

Some terms such as normalisation between 'lawyers' and 'attorneys' is more language / country specific. Users with an accept-language of en-GB are likely to consider these to be equivalent whereas users whose accept language is en-US may consider them different. In this case the normalisation between 'lawyer' and 'attorney' would be applied only to users whose accept-language is en-GB.

Phrase Lists

The M3 platform allows system administrators to define lists of terms which can be used in the management of advertiser accounts, publishers and the system itself these are called *phrase lists*.

The screenshot shows the M3 platform's 'Settings' page, specifically the 'Phrase List' section. The interface includes a navigation menu on the left with options like 'URL and User-Agent Targeting', 'Normalisation', 'Phrase List' (highlighted in red), 'Category List', 'Shuffle', and 'Financial Details'. The main content area has tabs for 'Configurations', 'System Tools', and 'Network Management'. Below these are buttons for '+ Create Phrase List', 'Edit', and 'Delete'. A table displays existing phrase lists:

Name	Flag
<input checked="" type="checkbox"/> Excluded Words Lists	Exclusion
<input type="checkbox"/> Gambling	None

At the bottom, there is an 'Add Phrases' section with a search input and a table of terms:

Phrase	Match Basis
<input type="checkbox"/> ab lounge xl	Exact
<input type="checkbox"/> ab toner	Exact
<input type="checkbox"/> ab trimmer	Exact
<input type="checkbox"/> abacus	Exact
<input type="checkbox"/> abay	Exact
<input type="checkbox"/> abbey george jones	Exact
<input type="checkbox"/> abbey.antiques	Exact
<input type="checkbox"/> abe's odyssey	Exact
<input type="checkbox"/> abercrombie and fitch	Exact
<input type="checkbox"/> abercrombie fitch	Exact
<input type="checkbox"/> abercrombie&fitch	Exact
<input type="checkbox"/> abey	Exact
<input type="checkbox"/> abi titmuss	Exact
<input type="checkbox"/> able jacks	Exact

A phrase list is, in essence, a named list of related terms. An example of a phrase list might be called 'Gambling Terms' comprising words such as 'poker', 'betting', 'roulette', 'blackjack' and 'casino'. Another phrase list could be 'Travel Terms' consisting of 'flight', 'vacation', 'hire car', 'hotel' and 'fly drive'.

Once the system administrator has created one or more phrase lists, they can be linked to advertisers and publishers within the accounts. They can also be used to manage the system itself. When a list is linked to a publisher, for example, it can be used as either an exclusion or inclusion list. An exclusion list means that an advertiser is automatically excluded for queries containing any of the terms in that list. Conversely inclusion lists imply that advertisers are only considered when a query contains at least one of the terms in the list.

The important point about phrase lists is that they can be updated at any point. If an advertiser is using the gambling list as a way of avoiding all such queries, then new terms such as 'jackpot' can be added to the existing list. Thereafter that advertiser and anyone else using the gambling list will automatically exclude or include requests containing the new terms. It is not necessary to individually update each relevant advertiser and publisher.

When the system administrator creates a phrase list, they also define the words and phrases relevant to that list. Thereafter the list can be used by advertisers and publishers. The system administrator can also specify that the phrase list affect the system itself.

There are three options for the phrase list flag when it is created by the system administrator. It can be an exclusion list; in which case queries containing any of the specified words and phrases will automatically return no results. Conversely it can be an inclusion list; wherein only queries containing at least one of the words or phrases will return any results. Finally it can be set as none meaning that the list has no effect on the system itself but is available for use at advertiser and publisher level.

Category List

The system *category list* enables system administrators to determine the audience targeting options that will be available to advertisers and publishers.

The screenshot shows a web application interface for managing categories. At the top, there is a navigation bar with links for Home, Accounts, Reviewing, Reports, User Management, and Settings. A search icon and a user profile labeled 'Super User' are also present. Below the navigation bar, there is a breadcrumb trail: Home > Settings > Category List. A secondary navigation bar contains three tabs: Configurations, System Tools, and Network Management. On the left side, there is a vertical menu with several options: URL and User-Agent Targeting, Normalisation, Phrase List, Category List (highlighted with a blue background and a red border), Shuffle, and Financial Details. The main content area features a prominent green button labeled 'Add Categories' and two empty text input fields, each labeled 'Categories'.

Advertiser and publishers are able to target their campaigns and inventory depending on which category types are selected, as below:

Category Type	Description	Examples
Location (Geo-targeting)	A system administrator defines a global or regional hierarchy list which matches to the user location for effective advertiser traffic targeting. The location hierarchy list can be drilled down to town level. Available locations are determined by entries within the MaxMind database	Europe > UK > London Europe > France > Paris
Browsers	Browser targeting is the ability to deliver a campaign or creative only to specific web browsers or even to specific web browser versions. It is useful when an ad creative is not compatible with all browsers or browsers versions.	Chrome Firefox Internet Explorer (IE) Opera Safari
Operating System	Target audiences that use a specific Operating System. This is perfect for ad campaigns targeting software and OS-specific products (such as apps or games).	Windows Linux OS/X
Device Type	A broad method for advertisers to target audiences by the type of device they use	Desktop Mobile Tablet Console
Device	A more specific method of targeting audience based on the particular brand of device they are using	Apple Nokia HTC

Carrier Targeting	A tool to enable the targeting of particular users on different mobile network operators.	02 Vodafone T-Mobile Three
Connection Type	Target specific connection type	Cable / DSL Cellular Dialup

For any additions or changes to lists in a system please contact a M3 consultant.

Shuffle

For each request, once available adverts are selected for relevance, they are then ranked according to bid price or bid price in junction with CTR, depending on the settings for the relevant network (see [network – miscellaneous](#)). In addition, the *shuffle* mechanism can be applied. Shuffle allows a system administrator to set an adjustable percentage rate for each available advert position which subtly varies the ranking order of adverts.

The screenshot shows the 'Settings > Shuffle' page. The left-hand menu has 'Shuffle' highlighted. The main content area contains two tables under the heading 'Result Position (Capsule Slot)'. The first table shows 'Unshuffled Advert (Ranking Order)' with 12 columns representing positions 1-12. The second table shows percentage-based result positions for the same 12 columns.

	1	2	3	4	5	6	7	8	9	10	11	12
Advert 1	70	19	8									
Advert 2	25	36	12									
Advert 3	4	26	18									
Advert 4	1	9	19									
Advert 5		3	16									
Advert 6		2	8									
Advert 7		2	6									
Advert 8		1	3									
Advert 9		1	2									
Advert 10		1	2									
Advert 11			2									
Advert 12			1									

	1	2	3	4	5	6	7	8	9	10	11	12
Advert 1	69.88 %	8.70 %	2.55 %	18.87 %	-	-	-	-	-	-	-	-
Advert 2	25.18 %	33.57 %	6.80 %	33.48 %	0.97 %	-	-	-	-	-	-	-
Advert 3	3.92 %	32.72 %	15.32 %	33.04 %	14.95 %	0.05 %	-	-	-	-	-	-

Without shuffle, the top ranking advert always appears first, the next best advert always appears second and so on. With shuffle, the top ranking advert almost always appears first but is occasionally replaced by the next best advert and even more occasionally by the third best advert. Likewise the second best advert is usually shown in the second position but is occasionally replaced by the third or fourth best adverts. Any advert that has been replaced by a lower ranking advert may well appear in a lower position.

There are two main system benefits using shuffle:

1. Whilst the general ranking of adverts is maintained, lower ranking adverts do gain some exposure. In addition, for networks using bid price and CTR price ranking, poorly performing adverts will continue to be displayed giving them a chance to improve their ranking if their performance improves.
2. The varying order of adverts avoids overexposure causing advert blindness.

Finance Details

The *finance details* section allows a system administrator to view the system transactions that have taken place for all account types within a selected time period. The report will contain credit card and invoice transactions where relevant. Reports are also available download in .csv xls format.

Type	Inv No	Company	Account	Advertiser Id	Date	Net Amount	Discounted Net Amount	VAT Code
ADJ\$\$\$	164	Princeton Property	617173	9	21/08/2015 09:16	£10,000.000	£10,000.000	£2,000.000
ADJ\$\$\$	163	Frostings Ltd	844772	10	20/08/2015 09:58	£10,000.000	£10,000.000	£2,000.000
ADJ\$\$\$	162	London Car Spares	558233	2	14/08/2015 14:28	£9,000.000	£6,750.000	£1,350.000

3 transactions

Advertisers can be charged by credit card and their account is credited in advance with funds. The M3 platform uses Braintree and Netbanxs for credit card processing. System owners manage the account with the card processing agents and M3 facilitates the credit payments to be processed.

Alternatively, advertisers can be sent a monthly invoice for funds spent for the previous month. Monthly invoice accounts are managed either by the use of insertion orders or a monthly credit value allowing the account to spend up to a pre-agreed limit.

For further information [see here](#).

API Documentation

System administrators are able to download all updated *API documentation* for all areas of the M3 system in the system tools section.

Click to download the latest API documentation (29/09/2015) [Download API](#)

BEACONS

Beacons are small graphic images (also known as tracking pixels/tags) that can be embedded into any web page, to identify and anonymously track the interest subjects of a user, e.g. 'automotive'. These web pages can be entirely independent of the system publishers or advertiser network. When a new or existing user visits any web page containing any beacon, an anonymous 'user profile' record is registered on the M3 system. The 'user profile' is updated to record the beacons from all pages.

When the user then visits a publisher web page containing a system ad unit, M3 will select all adverts relevant for any of the beacons relevant for that user. From that list of relevant adverts, the best advert or adverts are selected based upon standard advert ranking criteria, such as price and performance. Adverts selected in response to user beacons may be configured to take priority over other ad serving types possible for that ad unit e.g. keyword/channel.

During system set up, the master list of available beacons can be defined. We would normally suggest the beacon list entered matched any sectors/channels within the system for consistency.

SYSTEM EVENTS

System events are essentially a way to track an action, otherwise known as CPA (cost per acquisition) and may also be referred to as CPL (cost per lead) or CPE (cost per event). Events can be set at both system and individual campaign level.

Only the system administrator can create system level events which are then automatically available to all advertisers. They are shared by all advertisers and can be selected in the relevant section of their UI.

When setting up events you apply a name, a default conversion value, an event price and flag indicating how any events that don't match a preceding click should be treated.

Events can be used for CPA conversion tracking, post click user tracking and for VAST, advert response tracking. VAST players can fire events to record volume changes, quartile targets and other actions that are of interest to advertisers.

The name of an event is used to identify the user action. For CPA this would typically be something like registration of interest e.g. 'automotive' or purchase.

The conversion value is an arbitrary monetary value which advertisers assign to the event. It has no purpose or effect on the M3 system other than to allow an advertiser to produce reports including the conversion values. Typically the conversion value is used to record the value of the goods that have been purchased and can thus be used to determine the ROI (return on investment) of the advertising campaign.

The event price is only used in CPA systems. Campaigns using the CPA model use the event price to indicate the commission they choose to pay for that event. The event price is the amount deducted from the advertiser's budget of which a percentage is paid to the publisher from whom the preceding click originated.

Events may occur after a click or may occur simply because a user completes a purchase on the advertiser's site. If there is no relevant preceding click, the unmatched event treatment flag determines how an event should be treated. It may be ignored completely, it may be counted only, it may be counted and have its conversion value recorded or it may be treated as a normal event.

VAT RATES

At system set up, a list of *VAT* (also known as Sales Tax) codes and percentage (%) rates are applied, the rates being relevant to the VAT legislation within the system default country. When advertiser accounts are created, the relevant VAT code is selected indicating the rate of VAT that the advertiser is liable for on the ad spend.

CURRENCIES

At system set up, a system is allocated a default *currency*, usually inherited from the system registered country address. Available currencies are US Dollars \$, Euros €, Sterling £ and Rupees.

System and publisher reports inherit the system default currency.

Advertisers are able to select the currency of their choice for payment if required.

MULTI CURRENCY PRICE RANGE

A system administrator can choose from the *multi-currency price range* options available via M3 and set system minimum and maximum impression and click prices per system currency. This setting prevents system administrators entering values below or above these accepted values in advertiser accounts whilst they use the interface.

These settings override the values set at network level, which prevents advertisers from setting a price below a specified minimum. Hence, if a lower bid price is agreed for a specific advertiser, the system administrator can input this lower value on the interface but the advertiser is restricted from doing so.

TIME ZONES

At system set up, a system is allocated a default *time zone* usually inherited from the system country time zone. There is a standard list of available time zones.

System and publisher reports inherit the system default time zone.

Advertisers are able to select a time-zone of their choice which is used for their ad-serving and reporting.

NETWORK GROUPS

A *network group* can be added which itself contains networks. The network group is a placeholder for groups of networks and has no actual setting itself and all criteria are handled at network level. This allows for the system administrator to have more flexibility in designing the system hierarchy. For example, a 'text' network group can be created and under that, CPC, CPM and CPA networks could be added allowing advertiser and publishers to target their advertising more effectively – this also encourages affective bidding auctions as similar adverts are competing together.

Network Management

Network Groups

Main Network Intext Intext Test Network Group test prova eDintorni Pippo

+ New Network Group Edit Network Group Name Main Network

Name	Selection Mode	Pricing Per Click	Price Per Impression	Pricing Per Event
Display CPM	Multiple Selection Modes	min: £0.00	min: £0.00	Yes
Mobile CPM	Multiple Selection Modes	min: £0.00	min: £0.00	No
Prova Spain	Multiple Selection Modes	min: £0.00	no min	No
Text PPC	Multiple Selection Modes	min: £0.01	no min	No
Video Network	Multiple Selection Modes	no min	min: £0.01	No
Video Network 2	Keyword	no min	min: £0.10	No
ywyyk	Multiple Selection Modes	no min	no min	No

7 networks

Network groups can have separate logins, if individual logins to them are required. This allows them to be handled as different sections of the system if required.