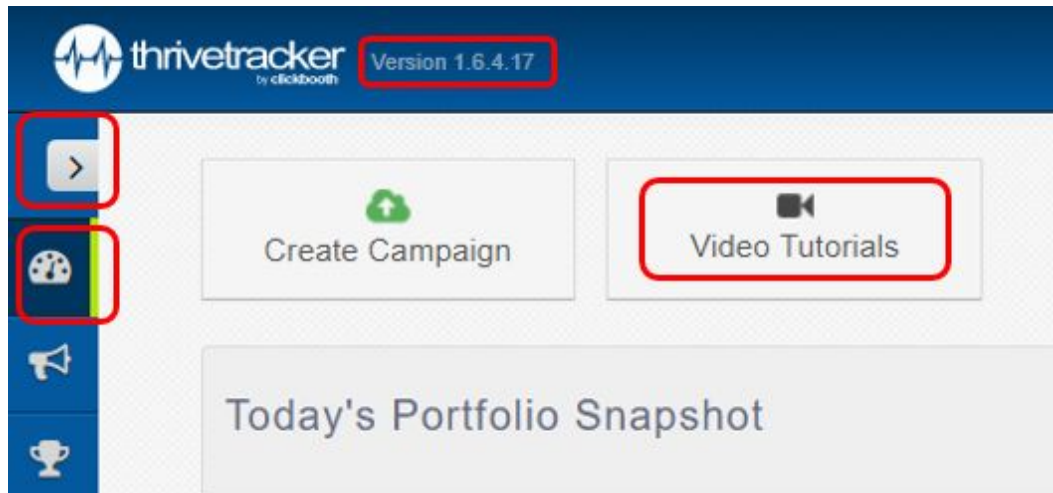


Let's talk now about the dashboard of your ThriveTracker platform.



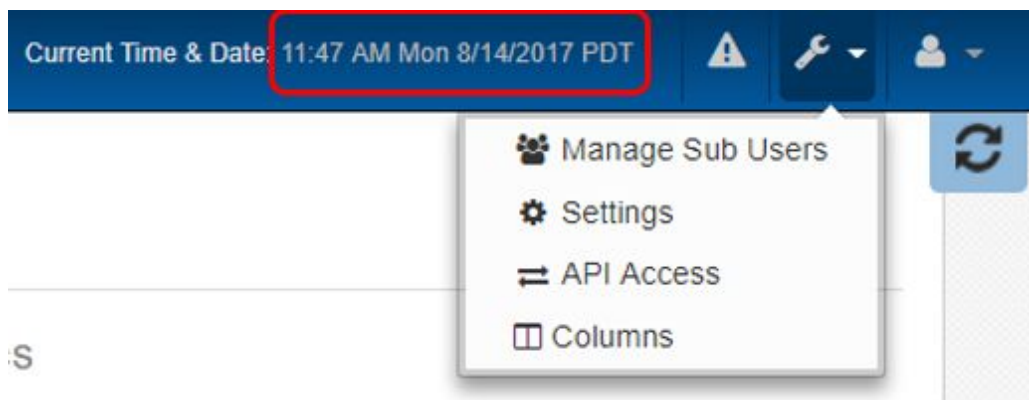
In the graphic above, we are looking at the top left corner of your platform window, and you'll notice there are four main highlights:

Top Bar - This will show you which version of ThriveTracker you are currently running. If you are on our Cloud-Hosted install, this will update automatically from our staff. If you are on our Self-Hosted install, you will be notified when a new version is available for update.

Top Left - This is a tool that will expand or collapse the menu items in the left sidebar. This function is always accessible and helps to get to know the different icons and what they reference.

Bottom Left - This is the icon to always bring you back to the Dashboard View.

Far Right - This button will bring you to our Video Tutorials section. This library will give you in-depth tours of some of our biggest and best features or most important processes.



In this graphic, we are looking at the top right view of your platform window:

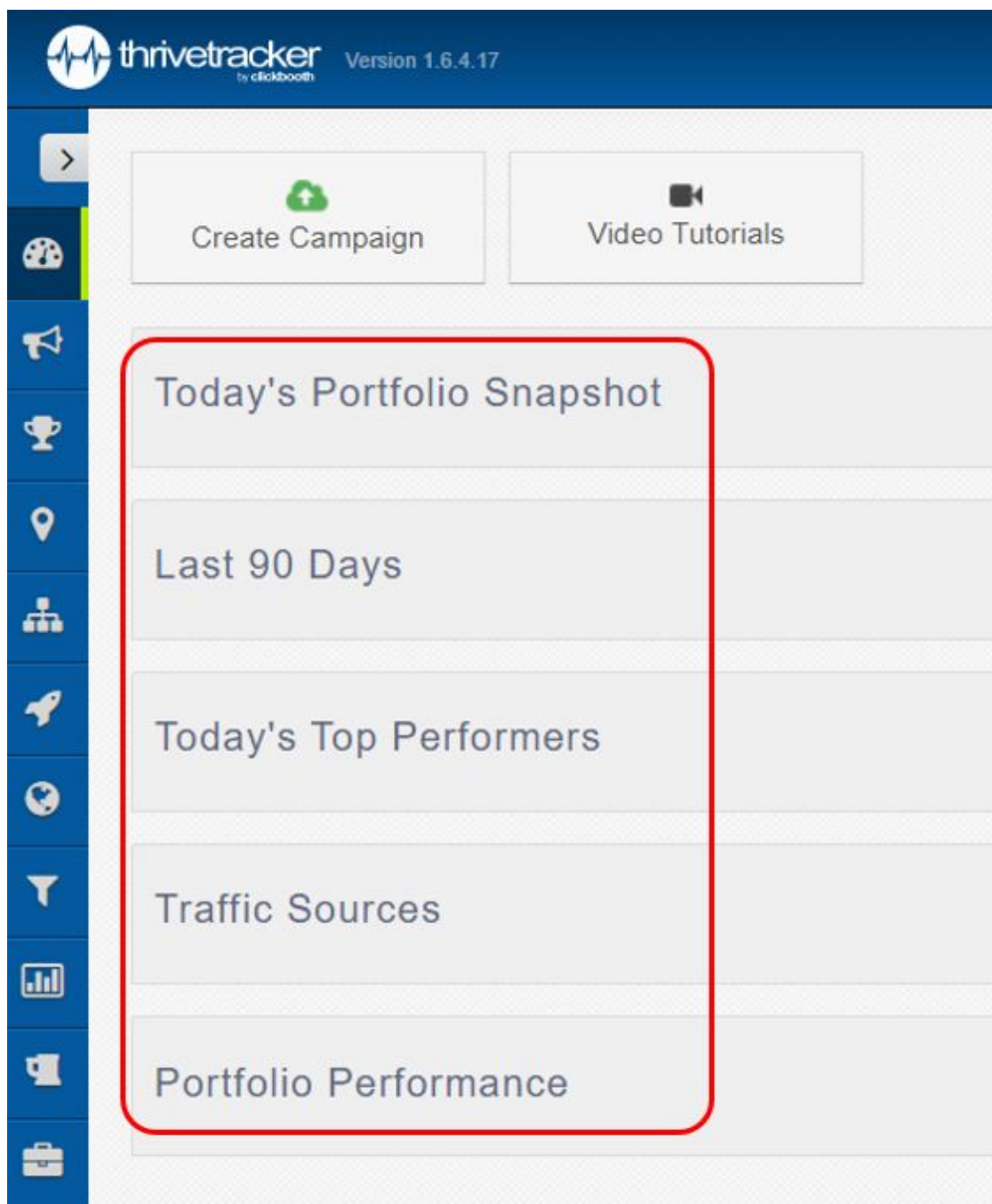
Current Date and Time - This will be specific to you and your install, based on how you configured the install. This can always be changed, but you will want to use the timezone that you prefer to measure all items from (I would consider this whatever timezone you call home).

Notifications - The triangle with an “!” in it is our notifications center. This will be utilized for a variety of purposes, including platform updates and new releases, updates from your job queue, and more.

Settings - The wrench represents your settings menu and this is the menu we highlighted here. From this menu, you can manage your Sub Users and what access permissions they have, you can access the settings page, our API documentation, and define which columns of information are most important to you in your default reporting display.

Account - The account menu, far right along the top, will give you access to your ThriveTracker account information, billing information, support center window, and the option to log out of the system.

Refresh - The refresh option, beneath the account menu, will refresh the stats on the page. This refresh can happen as often as every 10 minutes, so if you have left your screen for a longer period of time, it will give you newly updated stats. Just the same, these aggregated stats will update every ten minutes while you are working within your platform.



In the graphic above, you're looking at the five main sections of the Dashboard display in a collapsed view. The default setting will have all of these sections expanded whenever you navigate to the dashboard.

Today's Portfolio Snapshot - A summary of the current day. Get a look at an up-to-date aggregation of your currently active campaigns, the day's returns, the volume you're seeing, and the metrics associated with your overall volume.

Last 90 Days - This graph will give you five different looks at these combinations:

Profit & Return On Investment (default view)

Cost (daily total) & Cost Per Click (average per day)

Clicks (daily total) & Click Through Rate (average per day)

Conversions (daily total) & Conversion Rate (average per day)

Revenue (daily total) & Profit (daily total).

Today's Top Performers - Here, you'll find the top 4 performing campaigns of the day in each of the following categories: Most Profitable, Top Spenders, Highest ROI, and Loss Leaders. You'll want to especially prioritize seeing which campaigns are located in the top 4 for "Loss Leaders", as they are likely not profitable and you may not want to be spending any money on those. Meanwhile, you could always take the funds from those Loss Leaders and apply them towards your Most Profitable!

Traffic Sources - Every traffic source you've currently added into your campaigns will show up here, and this will give you a chance to compare the aggregated stats you've seen in the above sections with what you're spending your money on. This view helps to make quick and informed decisions, but take note that the default view is always showing only the current day's stats. You can always adjust the view to include the performance of multiple days.

Portfolio Performance - Everything you see here is going to show you how successful you are with the help of ThriveTracker. See aggregated stats for each of the previous seven days, as well as totals for the previous 7-day period, 15-day period, and 30-day period. Still further down the list, have a look at month-to-date, last month, month before last, and all-time.

Once you've built your campaigns, much of your daily optimizations can be made based upon what you find in your Dashboard view. The information here is always going to be ready for your viewing and can be all you need to see. However, the Dashboard only gives you a look at 1% of the information available to you at all times regarding the operation of your campaigns and your business. Tomorrow, we'll start looking at which traffic sources are your best bet while getting started.

