Begin forwarded message:

Update:

Since I wrote the original email below I have been able to also extract the current bid information for any given campaign from TJ. Now that both extraction scripts have been prototyped and tested I will be going forward with creating a full featured application. One of the interesting things to note is that because I am accessing this data prior to it being processed by the script on TJ that turns this data into the formated stuff you get on the screen when viewing bids it gives much more information than would normally be available to us.

1st we get many more tags visible, 2nd we get the campaign ID's for each bid which is nice since we can figure out who they belong to based on that info, 3rd we get the daily budget left (DBL) in each campaign though I am not sure it is accurately reported all the time since some of them seem to have all of their budget left which makes no sense, it may be one of those TJ things that takes time to update. I do not really know what what DBPS & DBLPS stand for at the moment though I can only guess it has something to do with daily budget and daily budget left. We dont actually get a traffic share % in the raw data from TJ instead we can calculate it by summing up all of the count fields for one country and then dividing each count field in that geo by the total sum so that it gives us the traffic share %. Right now there is no field that is devoted to identifying which bid is ours but I will add one by having the program just compare the campaign ID of each bid with our own campaign ID.

P.S Something interesting I uncovered is that if you look at the campaign ID's you can see evidence of someone manipulating the bids by running many many campaigns on one spot. We could figure out who it was by looking at the click urls on the ads for phub, they contain the campaign ID in each link (except for iframes). Its my belief that campaigns 58360-58368 all belong to the same person, the chance of all those campaigns having consecutive numbering and being all for roughly the same bid by pure co-incidence is nearly non-existent. I could always be wrong but I don't think so, also perhaps it is TJ themselves? who knows.

Bid ID	Count	Bid	Calculated %	Daily budget	DBL	DBPS	DBLPS	Campaign ID	Country code	Region	City	Tag
USA
183837	255	1.225	5.8647654094	250	119	0.00922	0.00922	65357	US			blackass,ebony,black,black-bbw,ebonyass,ebonyporn
176837	379	1.22	8.7166513339	20000	19816	1.53019	1.53019	56410	US			blacksonblondes.com,ghetto-booty,black-boobs,blackonblonde,black,ghetto,blackdickswhitechicks.com,ebonys,blackcockstinyteens.com,ebonymovievault.com,blackbootybonanza.com,ebonygirls,blackass,ebonyass,black-pussy,ebony-porn,black-hair,ebony,ghettogaggers.com,black-booty,blackpussy,black-ass,ghetto-,blackhair,ebonysex,blackcreampies.com,ebo
180697	159	1.2	3.6568537259	20000	19892	1.53612	1.53612	59505	US			ebonyexposed,black-lesbians,ebony-sex,black-female,ebony,black-cock-slut,blacksonblondes,black-beauty,blackonblackcrime.com,blackjunglebooty.com,ebonysex,blackdickssweetchicks.com,ebonymax.com,blackboobs,ebonygirls,black-pussy,ebonyass,black-girl,ebony-boobs,black-cocks,blackteen,black-boobs,blackporn,black
197099	72	1.106	1.6559337626	40	14	0.00111	0.00111	76790	US			plumpers,plump,fatties,chubby-girl,chubby,bbws,bbwfingering,plumper,fatty,fat,chubby-babe,bbwsexvideos,bbwhippychick,bbw
197850	6	1.04	0.1379944802	25	23	0.00194	0.00194	77126	US	OR	Eugene	plumpers,bbw,plump-ass,plumper,chubbyworlds.com,plump,chubbyblondy.com,chubbyloving.com,chubby-babe,chubby-girl,bbwsexvideos.com,chubby,bbws,ssbbw,plumperpass.com
180098	7	1.015	0.1609935603	250	250	0.01929	0.01929	59111	US			
183884	2	1.015	0.0459981601	250	250	0.0193	0.0193	65397	US			mistress
180395	14	1.015	0.3219871205	250	250	0.0193	0.0193	59322	US			pregnant,pregnant-fucking,preggo.com,pregnantfever.com,pregnancy,prego,preggers,preggo,lactation,preg,lactating
183916	6	1.015	0.1379944802	250	250	0.0193	0.0193	65420	US			fats-ass,fat-ass,fatwetbooty.com,fatties,fatty,fatass,fat
180526	31	1.015	0.7129714811	250	250	0.01929	0.01929	59400	US			grandmafriends.com,grannies,gran,grannys,granma,grannybet.com,grannygonebad.com,granny,grannie,grandmother,grandma
185709	12	1.015	0.2759898604	40	40	0.00307	0.00307	66723	US			bbw.,plumpers,plump,bbws,bbw,plumper,chubby
188761	11	1.015	0.2529898804	250	250	0.01929	0.01929	71009	US			chubby,bbwhippychick.com,bbw,plumper,plumpers,plump,bbws,bbwhippychick
182648	1	1.015	0.02299908	250	250	0.0193	0.0193	62753	US			transsexual,transex,tranny,tgirls,shemales,ladyboys,transsexuals,transexual,trans,trannies,tgirl,shemale,ladyboy
188803	10	1.015	0.2299908004	250	250	0.01929	0.01929	71030	US			plump,bbws,chubbingloving.com,plumpers,bbwhippychick.com,chubbyloving.com,plumper,bbwsexvideos.com,bbwfingering,chubby-girl,chubby,bbwvault.com,bbwsexvideos,bbwhunter.com,plumperpass.com,bbwhippychick,plump-ass,bbw,chubbyworlds.com,chubbyblondy.com,chubby-babe
192688	11	1.015	0.2529898804	40	38	0.00291	0.00291	73690	US			bbw,plumper,plump,fatties,fat,chubby,bbws,bbwfingering,plumpers,plump-ass,fatty,fatpussy,chubby-girl,bbwsexvideos,bbwhippychick
197213	55	0.922	1.264949402	25	25	0.00193	0.00193	76902	US			ebonymax.com,blacks,booty-shorts,black-cock,blackonwhite,ebony,blackcock,booty-but,ebonyporn,blackbootybeauties.com,bootycallshoots.com,black-kiss,booty-butts,ebony-tits,blackgangwhitebang.com,booty-butt-black,africa,blackdick,bootytalk.com,ebonysex,blacksincracks.com,bootylicious,booty-shake,bbc,blackjuicycreampies.com,darkdick,black-teen
178999	345	0.9	7.9346826127	20000	20000	1.54443	1.54443	58368	US			
178991	339	0.9	7.7966881325	20000	20000	1.54443	1.54443	58360	US			
178992	309	0.9	7.1067157314	20000	20000	1.54443	1.54443	58361	US			
178993	361	0.9	8.3026678933	20000	20000	1.54443	1.54443	58362	US			
178994	345	0.9	7.9346826127	20000	20000	1.54443	1.54443	58363	US			
178995	336	0.9	7.7276908924	20000	20000	1.54443	1.54443	58364	US			
178996	315	0.9	7.2447102116	20000	20000	1.54443	1.54443	58365	US			
182923	331	0.9	7.6126954922	20000	20000	1.54443	1.54443	64542	US			
178998	302	0.9	6.9457221711	20000	20000	1.54443	1.54443	58367	US			
182936	334	0.9	7.6816927323	20000	20000	1.54443	1.54443	64555	US			
SUM	4348		100			18.68515						
CANADA
197595	16	0.855		250	243	0.01873	0.01873	77182	CA			ebonyporn,ebonybabesclub.com,ebonyass,ebony-sex,ebony,black-woman,black-female,black-bbw,ebonysex,ebonymax.com,ebonyassporno.com,ebony-tits,ebony-boobs,blackboobs,black-pussy,black-beauty,black
176829	32	0.85		20000	19816	1.53019	1.53019	56410	CA			black-tits,ebony-sex,black-lesbians,ebony-boobs,black-dick,blacksonblondes.com,black-boobs,ghetto-booty,blackonblonde,black,ghetto,blackdickswhitechicks.com,ebonys,blackcockstinyteens.com,ebonymovievault.com,blackbootybonanza.com,ebonygirls,blackass,ebonyass,black-pussy,ebony-porn,black-hair,ebony,black-booty,ghettogaggers.com,blackpussy,b
180689	12	0.84		20000	19892	1.53612	1.53612	59505	CA			black-girl,ebony-boobs,black-cocks,blackteen,black-boobs,blackporn,black,blackmotherfuckers.com,blackgirl,ebonyporn,blackcockstinyteens.com,ebonyincrediblepass.com,black-white,ebonyexposed,black-lesbians,ebony-sex,black-female,ebony,black-cock-slut,blacksonblondes,black-beauty,blackonblackcrime.com,blackjunglebooty.com,ebonysex,blackdickss
195801	4	0.615		250	249	0.01925	0.01925	75871	CA			plumperpass.com,plumpers,plump-ass,plumper,chubbyloving.com,plump,chubby-girl,chubbyblondy.com,chubby,chubby-babe,bbws,bbwvault.com,bbw,bbwhunter.com
196493	1	0.615		250	249	0.01926	0.01926	76288	CA			bbwhunter.com,plumpers,plumper,plump,chubbyloving.com,chubby-girl,chubby,bbws,bbw,plumperpass.com,plump-ass,chubbyworlds.com,chubbyblondy.com,chubby-babe,chubbingloving.com
196996	1	0.615		250	250	0.01929	0.01929	76694	CA			pregnant-fucking,preggy,preggo,pregant,lactation,lactate,lactaction,pregnantfever.com,pregnant,preggo.com,preggers,preg,lactating,lactalia.com,prego
197313	3	0.615		250	250	0.01929	0.01929	76983	CA			fatwetbooty.com,fattrickxxx.com,fats-ass,fatass,fat,fatty,fatties,fatpussy,fat-ass
190198	3	0.615		40	39	0.00305	0.00305	71939	CA			chubby-girl,bbws,bbw,plumper,fatpussy,fat,chubby,bbwfingering,plumpers,fatty,fat-tits
192694	4	0.615		40	38	0.00291	0.00291	73690	CA			fatties,fat,chubby,bbws,bbwfingering,plumpers,plump-ass,fatty,fatpussy,chubby-girl,bbwsexvideos,bbwhippychick,bbw,plumper,plump
195236	2	0.615		250	249	0.01925	0.01925	75347	CA			chubby-girl,bbwsexvideos.com,chubby,bbws,ssbbw,plumper,plump,chubbyblondy.com,chubby-babe,bbwvault.com,bbwsexvideos,bbw,plumpers,plump-ass,chubbyloving.com
179046	77	0.6		18888	18871	1.45727	1.45727	58414	CA			
179047	82	0.6		18888	18871	1.45727	1.45727	58415	CA			
179040	76	0.6		18888	18871	1.45727	1.45727	58408	CA			
179049	80	0.6		18888	18871	1.45727	1.45727	58417	CA			
179041	89	0.6		18888	18871	1.45727	1.45727	58409	CA			
179050	101	0.6		18888	18871	1.45727	1.45727	58418	CA			
179042	85	0.6		18888	18871	1.45727	1.45727	58410	CA			
179043	75	0.6		18888	18871	1.45727	1.45727	58411	CA			
179044	78	0.6		18888	18871	1.45726	1.45726	58412	CA			
179045	80	0.6		18888	18871	1.45726	1.45726	58413	CA			
140143	5	0.414		60	60	0.00462	0.00462	32459	CA			

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Like I was telling you about before I am exploring data mining techniques in order to gather data for reports, alerts, and to possibly automate our bidding among other things.

I want to report that I successfully installed unit miner (the software I am using to do this) on a server of ours and tested the first data harvesting script successfully.

While the first script I made was pretty simple it proved the concept and was easier than I had actually anticipated. This technology holds HUGE potential.

You can see the table of information it generated at the bottom of this email, while it may not appear so exciting what it represents is huge for us.

Here is some of what we can do with this software in relation to TJ now that it has proven its ability to work. I list the least complex task first and the most last.

1. Constantly retrieve current bidding levels and current exposure % of our ads and send summary email reports to us, same thing for campaign overview and individual ad performance. We can have trigger alerts that will send a high priority email instantly if it detects our traffic share % for a given spot has exceded a pre-defined threshold. Same thing for how much it has spent so far, we can have alert threshold to advise us of overspending.

2. Once it retrieves all campaign data from the actual source then send it to our tracker so that its cost figures are 100% accurate and we can better figure out ROI.

3. Store all this data historically in a database then we can go back and look at what the competing bids, exposure %, and how much it spent so far where on pornhub video A(or any other spot) at 4am while we where sleeping or for that matter what it was at 4 am 2 months ago vs at 4 am today. Once you stored all this historical data (one record per campaign per hour) then you could analyze it any way you want. You could make a chart showing how the bids, spending rate, & exposure % change for each spot over 24 hours, how they change over a week (sat & sun Vs weekdays) etc. the possibilites are endless.

4. Automatically manage our bids. It can submit form data so what this means is that if we where to setup some rules for it to follow it could manage bidding levels on TJ automatically during all hours of the night (or day for that matter) so that it adjusted the bids with the goal in mind to maintain a specific exposure % or what ever other rules you wanted it to follow. You could gradually introduce this, for example you could set this up on one of our smallest campaigns as a proof of concept then deploy it to more and more campaigns once it has proven to be reliable. You might think because TJ can do some weird things sometimes that it would be hard for a robot to compensate for some of the things tj does (like take a long time to reflect changes, give misleading exposure % figures, etc.) but it would actually be quite easy to setup some quality control routines to give the robot the ability to compensate for those quirks.

Here is example of how it could work.

A.Robot checks bid levels. If TJ returns empty result as it sometimes does then robot will simply keep retrying until it does not receive empty result.

B. Robot compares bidding levels to historic ones from short time ago, If bidding levels have changed recently have it also compare exposure %, if exposure percentage is same as before it can be assumed it has not updated to reflect new bidding levels so robot will continue to go back to step A. until this criteria is met.

C. If it passes logic check at step B then have robot loosely calculate what the acceptable range of exposure % would be based on current bid levels and budget figures. (at this point it is assumed we would have enough historic data to roughly reverse engineer the bidding algorithm used by TJ, does not have to be exact simply needs to generate min & max acceptable range. If the reported exposure % from tj falls within the acceptable min & max figures then it is considered a valid figure by robot and it procedes to step D, if not it goes back to step A.

D. Now exposure % has been validated as a real number so it compares current exposure % of our campaign to the set target. If they match it just goes back to step A. and the whole process repeats, It can be set to wait a pre-defined amount of time between attempting again to reduce load on the server as checking it every second is a waste. If current expsosure does not meet target then it proceeds to step E

E. If it passes all previous logic checks robot calculates roughly what change in bid is needed to achieve target exposure %. you could also additionally set max bid it should not go over no matter what or min bid or a rule to not go more than X cents above the next highest bidder or a modifier that adjusts bidding rules depending on how many other bids are in the system or any other additional rules it should follow.

F. Robot implements bidding level change.

G. Robot uses same logic as in step B then if it pases it also applies logic from Step C, if both pass it continues to step H.

H. If both checks from step G pass then it measures current exposure % then if it is still not at target exposure % it will try to gradually walk it in by using step I.

I. Robot will change bid in very small increments to attempt to walk it in until the target exposure % is met. After each small bid adjustment it waits for a while then applies logic from Step B & C and not until both pass will it compare current exposure to target exposure again. If target exposure was not met it will try step H again. This cycle will continue until the target is met or max amount of attempts has been met.

Or here is a more simplified version:
A. Robot Checks Bid Levels.

B. Robot sets bid level to match the highest bid that has a large budget and that is not ours and does not have keywords. or it could be set to keep it 1 cent under the highest bid or any other rule you want it to follow.

5. Like option #4 except that it could leverage conversion data from our tracker to implement CPA based automated bidding. It would apply modifiers to the bidding strategies in option 4 based on the conversion data from the tracker in an effort to automatically achieve certain CPA goals. This is very similar concept to the automated Target CPA bidding used by google ad words.

Sample Extracted Data (just an example, its not the full list):
The robot was able to login in to TJ, extract this information, and store it to a spreadsheet file. All without any human interaction. While pretty basic it proves the concept and much more complicated tasks can be created.

ID	Url	Name	Ads Count	Zone	Start Date	End Date	Clicks	Impressions	CTR	CPM	Cost	Current Time
17456	http://www.trafficjunky.net/campaign/stats?id=17456&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 315x300	13	GEO Pornhub Video A			487	200672	0.24%	$0.584	$117.120	2012-05-11 19:58:04
17444	http://www.trafficjunky.net/campaign/stats?id=17444&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	12	GEO Tube8 Video C			180	364989	0.05%	$0.248	$90.462	2012-05-11 19:58:04
17882	http://www.trafficjunky.net/campaign/stats?id=17882&startDate=2012-05-11&endDate=2012-05-11	Ron Jeremy v3 900x250	2	GEO Pornhub Footer			169	668355	0.03%	$0.100	$66.921	2012-05-11 19:58:04
17460	http://www.trafficjunky.net/campaign/stats?id=17460&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 315x300	12	GEO Keezmovies Video B			155	109615	0.14%	$0.597	$65.388	2012-05-11 19:58:04
75571	http://www.trafficjunky.net/campaign/stats?id=75571&startDate=2012-05-11&endDate=2012-05-11	Ipad Phub - Vid B	6	Ipad Video B - 315x300			2089	229681	0.91%	$0.250	$57.421	2012-05-11 19:58:04
74235	http://www.trafficjunky.net/campaign/stats?id=74235&startDate=2012-05-11&endDate=2012-05-11	Doctors - Youporn NTV A - USA	9	GEO Youporn VideoA			206	67722	0.30%	$0.789	$53.449	2012-05-11 19:58:04
17441	http://www.trafficjunky.net/campaign/stats?id=17441&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	12	GEO TUBE 8 FOOTER SQUARE			53	844145	0.01%	$0.059	$50.061	2012-05-11 19:58:04
18074	http://www.trafficjunky.net/campaign/stats?id=18074&startDate=2012-05-11&endDate=2012-05-11	Hub VidA Australia	8	GEO Pornhub Video A			147	34602	0.42%	$1.369	$47.371	2012-05-11 19:58:04
21085	http://www.trafficjunky.net/campaign/stats?id=21085&startDate=2012-05-11&endDate=2012-05-11	Tube 8 Vid A UK	16	GEO Tube8 Video A			103	48305	0.21%	$0.520	$25.119	2012-05-11 19:58:04

17544	http://www.trafficjunky.net/campaign/stats?id=17544&startDate=2012-05-11&endDate=2012-05-11	Ron	1	XTube Straight Index Header	427	101381	0.42% $0.180	$18.254	2012-05-11 19:58:04
17462	http://www.trafficjunky.net/campaign/stats?id=17462&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 315x300	14	Extremetube Video A	136	45164	0.30% $0.350	$15.796	2012-05-11 19:58:04
17411	http://www.trafficjunky.net/campaign/stats?id=17411&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	12	Extremetube Footer Squares	137	378761	0.04% $0.041	$15.456	2012-05-11 19:58:04
18079	http://www.trafficjunky.net/campaign/stats?id=18079&startDate=2012-05-11&endDate=2012-05-11	Hub VidA New Zealand	12	GEO Pornhub Video A	76	22546	0.34% $0.600	$13.528	2012-05-11 19:58:04
74236	http://www.trafficjunky.net/campaign/stats?id=74236&startDate=2012-05-11&endDate=2012-05-11	Doctors Phub - NTV A - USA	7	GEO Pornhub Video A	51	13277	0.38% $0.997	$13.238	2012-05-11 19:58:04
17414	http://www.trafficjunky.net/campaign/stats?id=17414&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	8	Mixed 300x250	160	73302	0.22% $0.161	$11.803	2012-05-11 19:58:04
17889	http://www.trafficjunky.net/campaign/stats?id=17889&startDate=2012-05-11&endDate=2012-05-11	extreme 950 footer	1	Extremetube Footer	70	125518	0.06% $0.090	$11.297	2012-05-11 19:58:04
17410	http://www.trafficjunky.net/campaign/stats?id=17410&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	12	GEO Keezmovies Footersquares	9	161317	0.01% $0.064	$10.260	2012-05-11 19:58:04
17888	http://www.trafficjunky.net/campaign/stats?id=17888&startDate=2012-05-11&endDate=2012-05-11	tube 8 950 footer	1	GEO Tube8 Footer	4	37928	0.01% $0.148	$5.602	2012-05-11 19:58:04
17458	http://www.trafficjunky.net/campaign/stats?id=17458&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 315x300	12	GEO Keezmovies Top Square	3	7523	0.04% $0.481	$3.622	2012-05-11 19:58:04
18075	http://www.trafficjunky.net/campaign/stats?id=18075&startDate=2012-05-11&endDate=2012-05-11	Hub VidA Ireland	7	GEO Pornhub Video A	15	6292	0.24% $0.170	$1.070	2012-05-11 19:58:04
18076	http://www.trafficjunky.net/campaign/stats?id=18076&startDate=2012-05-11&endDate=2012-05-11	Hub VidA VI US	12	GEO Pornhub Video A	7	997	0.70% $0.080	$0.080	2012-05-11 19:58:04
17543	http://www.trafficjunky.net/campaign/stats?id=17543&startDate=2012-05-11&endDate=2012-05-11	Ron	1	XTube Straight 404 Page	24	1542	1.56% $0.030	$0.046	2012-05-11 19:58:04

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