

Print | Close Window

Subject: [FWD: TJ Data Harvesting & Automation]
From: quinlan@superbalife.com
Date: Mon, May 14, 2012 1:46 pm
To: quinlan@superbalife.com
Attach: bottom.letterhead
bottom.letterhead

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 scrip 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 the 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 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 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 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 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 o

Bid ID	Count	Bid	Calculated %	Daily budget	DBL	DBPS	DBLPS	Campaign ID	Country code	Region	City	Tag
USA												
183837	255	1.225	5.864	7654094	250	119	0.00922	0.00922	65357	US		blackass,ebony,black,black-bbw,ebonyass,ebonyporn
176837	379	1.22	8.71665	13339	20000	19816	1.53019	1.53019	56410	US		blacksonblondes.com ,ghetto-booty,black-boobs,blackonblonde,black,ghetto, blackdickwhitechicks.com ,ebonys, blackcockstinyteens.com ,pussy,ebony-porn,black-hair,ebony, ghettoqaggers.com ,black-booty,blackpussy,black-ass,ghetto,ebonyexposed,black-lesbians,ebony-sex,black-female,ebony,black-cock-slut,blacksonblondes,t beauty, blackonblackcrime.com , blackjunglebooty.com ,ebonysex, blackdickssweetchicks.com , ebc boobs,black-cocks,blackteen,black-boobs,blackporn,black, blackmotherfuckers.com ,blackgirl
180697	159	1.2	3.65685	37259	20000	19892	1.53612	1.53612	59505	US		plumpers,plump,fatties,chubby-girl,chubby,bbws,bbwfingering,plumper,fatty,fat,chubby-babe,bbw
197099	72	1.106	1.65593	37626	40	14	0.00111	0.00111	76790	US		
197850	6	1.04	0.137994	4802	25	23	0.00194	0.00194	77126	US	OR	Eugene
180098	7	1.015	0.160993	5603	250	250	0.01929	0.01929	59111	US		plumpers,bbw,plump-ass,plumper, chubbyworlds.com ,plump, chubbyblondy.com , chubbyloving.com , bbwsextideos.com ,chubby,bbws,ssbbw, plumperpass.com
183884	2	1.015	0.045998	1601	250	250	0.0193	0.0193	65397	US		mistress
180395	14	1.015	0.321987	1205	250	250	0.0193	0.0193	59322	US		pregnant,pregnant-fucking, preggo.com , pregnantfever.com ,pregnancy,prego,preggers,preggo,la
183916	6	1.015	0.137994	4802	250	250	0.0193	0.0193	65420	US		fats-ass,fat-ass, fatwetbooty.com ,fatties,fatty,fatass,fat
180526	31	1.015	0.71297	14811	250	250	0.01929	0.01929	59400	US		grandmafriends.com ,grannies,gran,grannys,granma, grannybet.com , grannygonebad.com ,granny
185709	12	1.015	0.275988	9604	40	40	0.00307	0.00307	66723	US		bbw,plumpers,plump,bbws,bbw,plumper,chubby
188761	11	1.015	0.252989	8804	250	250	0.01929	0.01929	71009	US		chubby, bbwhippychick.com ,bbw,plumper,plumpers,plump,bbws,bbwhippychick
182648	1	1.015	0.022999	08	250	250	0.0193	0.0193	62753	US		transsexual,transex,tranny,tgirls,shemales,ladyboys,transsexuals,transexual,trans,transnies,tgirl,s
188803	10	1.015	0.229990	8004	250	250	0.01929	0.01929	71030	US		plump,bbws, chubbingloving.com ,plumpers, bbwhippychick.com , chubbyloving.com ,plumper, bbw girl,chubby, bbwvaul.com ,bbwsextideos, bbwhunter.com , plumperpass.com ,bbwhippychick,plum
192688	11	1.015	0.252989	8804	40	38	0.00291	0.00291	73690	US		bbw,plumper,plump,fatties,fat,chubby,bbws,bbwfingering,plumpers,plump-ass,fatty,fatpussy,chl
197213	55	0.922	1.26494	9402	25	25	0.00193	0.00193	76902	US		ebonymax.com ,blacks,booty-shorts,black-cock,blackonwhite,ebony,blackcock,booty-but,ebony,tits, blackgangwhitebang.com ,booty-butt-black,africa,blackdick, bootytalk.com ,ebonysex, blacksin teen
178999	345	0.9	7.93468	26127	20000	20000	1.54443	1.54443	58368	US		
178991	339	0.9	7.79668	81325	20000	20000	1.54443	1.54443	58360	US		
178992	309	0.9	7.10671	57314	20000	20000	1.54443	1.54443	58361	US		
178993	361	0.9	8.30266	78933	20000	20000	1.54443	1.54443	58362	US		
178994	345	0.9	7.93468	26127	20000	20000	1.54443	1.54443	58363	US		
178995	336	0.9	7.72769	08924	20000	20000	1.54443	1.54443	58364	US		
178996	315	0.9	7.24471	102116	20000	20000	1.54443	1.54443	58365	US		
182923	331	0.9	7.61269	54922	20000	20000	1.54443	1.54443	64542	US		
178998	302	0.9	6.94572	221711	20000	20000	1.54443	1.54443	58367	US		
182936	334	0.9	7.68169	27323	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-t-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,booty,blackonblonde,black,ghetto, blackdickwhitechicks.com ,ebonys, blackcockstinyteens.com ,pussy,ebony-porn,black-hair,ebony,black-booty, ghettoqaggers.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 ,white,ebonyexposed,black-lesbians,ebony-sex,black-female,ebony,black-cock-slut,blacksonblor 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, chubbyblc
196493	1	0.615			250	249	0.01926	0.01926	76288	CA		bbwhunter.com ,plumpers,plumper,plump, chubbyloving.com ,chubby-girl,chubby,bbws,bbw, plum 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
197313	3	0.615			250	250	0.01929	0.01929	76983	CA		fatwetbooty.com , fatrickxxx.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,bbwsexvidec
195236	2	0.615			250	249	0.01925	0.01925	75347	CA		chubby-girl, bbwsextideos.com ,chubby,bbws,ssbbw,plumper,plump, chubbyblondy.com ,chubby-l
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		

179043	75	0.6	18888	18871	1.45726	1.45726	58412 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	50.414		60	60	0.00462	0.00462	32459 CA

Quinlan Ginsberg
Superbalife International, LLC.
Cell # (310) 873-8303
ICQ # 633279852
Skype: Quinlan.Ginsberg

----- Original Message -----

Subject: TJ Data Harvesting & Automation

From: <quinlan@superbalife.com>

Date: Fri, May 11, 2012 7:11 pm

To: "Fred Buckley" <fredbuckley88@hotmail.com>

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 and

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 succe

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 la

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 will send a high priority email instantly if it detects our traffic share % for a given spot has exceeded a pre-defined threshold. Same thing for how much it has 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

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 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) the 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

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 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 (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 beca 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 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 % 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 budge 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. I min & max figures then it is considered a valid figure by robot and it proceeds 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 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 exposure does not

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 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

F. Robot implements bidding level change.

G. Robot uses same logic as in step B then if it passes 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. 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 whi 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 me

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 ur

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 b 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 w

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 created.

ID	Url	Name	Ads Count	Zone	Start Date	End Date	Cli
17456	http://www.trafficjunky.net/campaign/stats?id=17456&startDate=2012-05-14&endDate=2012-05-14	Ron V3 & V4 315x300	13	GEO Pornhub Video A			

	http://www.trafficjunky.net/campaign/stats?id=17444&startDate=2012-05-11&endDate=2012-05-11			
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
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
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
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
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
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
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
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
17544	http://www.trafficjunky.net/campaign/stats?id=17544&startDate=2012-05-11&endDate=2012-05-11	Ron	1	XTube Straight Index Header
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
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
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
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
17414	http://www.trafficjunky.net/campaign/stats?id=17414&startDate=2012-05-11&endDate=2012-05-11	Ron V3 & V4 300x250	8	Mixed 300x250
17889	http://www.trafficjunky.net/campaign/stats?id=17889&startDate=2012-05-11&endDate=2012-05-11	extreme 950 footer	1	Extremetube Footer
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
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
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
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
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
17543	http://www.trafficjunky.net/campaign/stats?id=17543&startDate=2012-05-11&endDate=2012-05-11	Ron	1	XTube Straight 404 Page

Quinlan Ginsberg
 Superbalife International, LLC.
 Cell # (310) 873-8303
 ICQ # 633279852
 Skype: Quinlan.Ginsberg

