

## New Release: 24th June 2009 @ 1900 BST

### New Functionality

Issue 5, 24th June 2009

#### Admin Hover over Help

You will now notice that hover over help has been added to the admin screens within Storm to make administrative tasks easier on the account manager.

#### New Sale/Action Groupings

Three new groupings have been added to the sale/action data view to allow you more information on the domains involved in a sale:

**Visit Landing Start Domain:** The starting domain of the visit's original landing

*Location: Groupings/Sale Visit*

**Visit Start Domain:** The starting domain of the visit where the sale took place

*Location: Groupings/Sale Visit*

**Sale Domain:** The domain where the sale took place

*Location: Groupings/Sale Action*

#### Hide/Show Outside Frame

We have now added the ability to hide the outer frame when viewing reports in dc storm; this will allow more viewing space for analysing data. Under the logo you will find a small arrow allowing you to hide and show the upper panel.

#### Removal of Optimiser 1.0

We finally wave goodbye to the first version of Optimiser with the removal of the Optimiser 1.0 icon from the Explorer menu. All clients have now been successfully migrated across to version 2.0, and have started producing some excellent results.

#### Tips/Tricks: Creative Performance Report



The creative performance report allows you to combine impression and click data with sales data, enabling you to see the true power of your ppc ads.

##### Where?

System Reports/Creative Performance Reports

##### Insight

Try grouping your report by individual elements of your creative ad e.g. add in Creative Line 1 to see the performance of this individual element

##### Action

Include search engine data such as impressions, clicks, cost or impressions per click.

View sales and revenue data and include 'Sales per Click' to see on average how many sales per click your website is generating.

Apply filters to drilldown into your results. For example you could filter on Creative Line 1 to only show data that contains a specific word such as your company name.

Questions or comments? Please email us at [info@dc-storm.com](mailto:info@dc-storm.com) or call 01273 201 301

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