

Search Advertising Automated Reporting Project

Contact Name: Jin Bae, Online Marketing Manager
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Customer Testimonial:

“We talked to many consultants regarding the program we needed. Paltech Solutions had the best pricing, broken out by section and options. They also delivered on time and are very reliable. Paltech Solutions created an excellent program that automatically creates reports that used to take days to complete. Their after service support is outstanding. Every time we run to a problem, they are very responsive and helpful”

Customer Requirement:

- An application that will pull search advertising data from Google, Yahoo, and MSN servers into a spreadsheet. The application should then automatically generate summary and customer billing reports and save reports in specific folders
- Be able to add/remove customers
- Be able to use on multiple machines within the company
- Be ready in few months

Our Solution:

- The application met all customer requirements
- An application was created using Excel VBA and Perl script to access the API modules of Google, Yahoo, and MSN and download required data
- The downloaded data was converted from XML to Excel format. The required processing and formatting was then performed on the data in MS Excel

Instructions	
"Update the Parameters (i.e. Start and End Date) in the "Google Parameters" sheet.	Go to Google Parameters
"Download Google report using perl as follows: -open command prompt by pressing the "Open Command Prompt" button -type: perl google.pl	Open Command Prompt
"Press the "Create Google Billing Report" button to generate the billing report. The billing report will be saved in "C:\API\Google\Billing"	Create Google Billing Report
"Press the "Create Google Summary Report" button to generate Google summary reports for each customer. The customer reports will be saved in "C:\API\Google\Summary"	Create Google Summary Report
"Download Yahoo "Keyword Performance" button report for the required date range (in CSV for excel format), Unzip and save in "C:\API\Google". Then press the "Create Yahoo Billing Report" button. The billing report will be saved in "C:\API\Google\Billing"	Create Yahoo Billing Report
"Press the "Create Yahoo Summary Report" button to generate Yahoo summary reports for each customer. The customer reports will be added to the reports in "C:\API\Google\Summary"	Create Yahoo Summary Report
"Download MSN "Keyword Performance" report for the required date range (in CSV format) and save in "C:\API\Google". Then press the "Create MSN Billing Report" button. The billing report will be saved in "C:\API\Google\Billing"	Create MSN Billing Report
"Press the "Create MSN Summary Report" button to generate MSN summary reports for each customer. The customer reports will be added to the reports in "C:\API\Google\Summary"	Create MSN Summary Report

Program Interface

Microsoft Excel							
File Edit View Insert Format Tools Data Window Help							
D22 fx 100% Arial							
	A	B	C	D	E	F	G
1	REPORT:	Google					
2	ACCOUNT:	Paltech Solutions					
3	DATE RANGE:	3/1/07 - 3/31/07					
4							
5	Campaign	Ad Group	Site / Keyword	Match Type	Impressions	Clicks	Cost
6	North America	MS Office	Excel Consulting	Broad	9	0	\$0.00
7	North America	MS Office	Excel Programming	Broad	31	2	\$2.73
8	North America	MS Office	Excel Macro	Broad	0	0	\$0.00
9	North America	MS Office	Excel Automation	Broad	1	0	\$0.00
10	North America	MS Office	Microsoft Excel Consulting	Broad	26	1	\$2.59
11	North America	MS Office	Microsoft Excel VBA	Broad	18	0	\$0.00
12	North America	MS Office	Microsoft Excel Visual Basics	Broad	18	0	\$0.00
13	North America	MS Office	Microsoft Excel Services	Broad	11	2	\$5.51
14	North America	MS Office	Microsoft Excel Application	Broad	82	0	\$0.00
15	North America	MS Office	Microsoft Excel Consulting	Broad	164	4	\$7.73
16	North America	MS Office	Microsoft Office VBA	Broad	15	0	\$0.00
17	North America	MS Office	Microsoft Office Visual Basics	Broad	24	0	\$0.00
18	North America	MS Office	Microsoft Office Services	Broad	12	0	\$0.00
19	North America	MS Office	Microsoft Office Application	Broad	5	0	\$0.00
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Sample of Generated Report