Online Search Engine Advertising Data Visualization Tool - a crossfilter application

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Crossfilter

• Fast Multidimensional Filtering

• for Coordinated Views
Crossfilter

- Speed
  - Demo: elastic_lists
Online Advertising

• Website: expedia.com

• Keyword: “flights to boston”, “cheap hotels near me”, “flights to Chicago”
  o Live demo on Google
Optimize Ads Campaign

• Report & Data

• SEMrush.com
  o Regular users, can’t afford expensive services, want data without limitation on the domain and keywords
  o Live demo on semrush.com
What do we want?

• Features for an ideal visualization tool
  o Browser-based
  o Fast & efficient
  o Multiple views for different dimensions
  o Easy and straightforward to interact with
My new visualization tool

• Live demo.
My new visualization tool

• Good:
  o Scale.
  o Fast in three ways.
  o Browser-based.
  o Multiple views.

• Limitation:
  o Limitation on precise value
  o More details in the result list
Thanks

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