

# Table columns



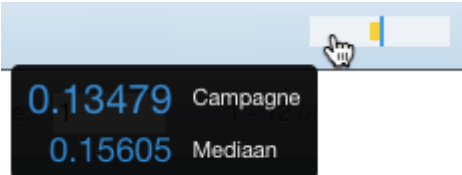


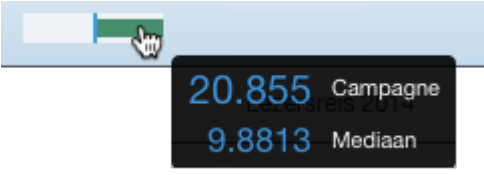
- Table columns in the Adhese interface
- Table columns in the data mining reports
- Table columns in the client reports (Documents tab)

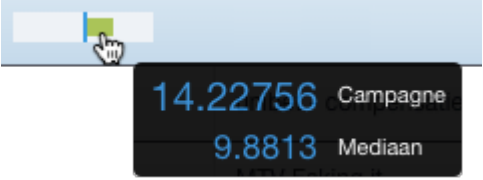


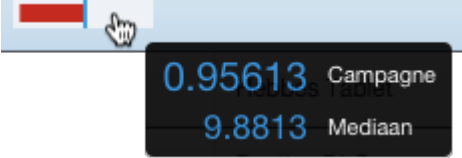
# Table columns in the Adhese interface

This page describes the table columns of the different screens within the interface of Adhese.

## Campaign overview

Column name	Description
Advertiser company (Advertiser)	The name of the advertiser
Budget	The available amount of money
Campaign name	The name of the campaign
Clicks today	Today's number of clicks
Competing with RTB (RTB)	Denotes whether the campaign competes with Real-Time Bidding revenue
Created by	The user who created the campaign in Adhese
Creation date (Created)	The date the campaign is created in Adhese
Creatives status (C.)	The creative status of the campaign indicates the number of uploaded creatives
CTR vs benchmark (CTR/Benchmark)	Compares the CTR of the campaign to the CTR of all other campaigns. This column presents a small horizontal bar chart with the median CTR of similar campaigns indicating the centre. The distance of the campaign CTR to the median is indicated by the coloured bar. See the following images for more information.

	<p>The bar is green as the campaign CTR is far higher than the median</p>
	<p>The bar is light green, as the campaign CTR is slightly higher than the median</p>
	<p>The bar is yellow as the campaign CTR is somewhat less than the median</p>
	<p>The bar is orange as the campaign CTR is less than the median</p>
	<p>The bar is red as the campaign CTR is far less than the median</p>
<p>Delivery rate (DR)</p>	<p>The total number of impressions already served as a percentage of the expected impressions until now</p>
<p>eCPM vs benchmark (eCPM/Benchmark)</p>	<p>The eCPM of the campaign compared to the eCPM of all other campaigns. This column presents a small horizontal bar chart. The median eCPM of all similar campaigns indicates the centre. The distance of the campaign eCPM to the median is indicated by the coloured bar. See the following images for more information.</p>
	<p>The bar is green as the campaign eCPM is far higher than the median</p>

	<p>The bar is light green as the campaign eCPM is slightly higher than the median</p>
	<p>The bar is yellow as the campaign eCPM is slightly less than the median</p>
	<p>The bar is orange as the campaign eCPM is less than the median</p>
	<p>The bar is red as the campaign eCPM is far less than the median</p>
<p>External key</p>	<p>External key of the campaign</p>
<p>From date (From)</p>	<p>Start date of the earliest starting booking</p>
<p>Header status (H.)</p>	<p>The Header status of a campaign denotes if there are any problems with the <i>Campaign</i> header, such as a missing value</p>
<p>Impressions today</p>	<p>Today's number of impressions</p>
<p>Intermediary company</p>	<p>Name of the intermediate party</p>
<p>Internal ID</p>	<p>Internal ID of the campaign</p>
<p>Invoice client company (Invoice client)</p>	<p>The name of the company to whom the campaign is billed</p>
<p>Last edited date (Last edited)</p>	<p>The date the campaign is edited in Adhese for the last time</p>

Media company	Name of the media company
Priority	The priority level of the campaign
Progress status (Progr.)	The Campaign progress status, the number of served impressions to the total number of desired impressions
Reached clicks	Total number of clicks already delivered
Reached impressions (Reached impr.)	Total number of impressions that are already served
RTB	A button is shown when one or more bookings are in competition with RTB revenue. The button is light blue if only a selection of the campaign's bookings is in competition. The button is dark blue if all campaign's bookings are in competition.
Running status (Running)	The status of the campaign denotes the health of a campaign's bookings
Stars status (S.)	The star status of a campaign
To date (To)	The end date of the latest ending booking
To reach unit (Unit)	Unit of the campaign's objective
To reach volume (Volume)	The volume the campaign should reach
Traffic status (Tr.)	Summary of traffic statuses checks if everything is correct concerning the attachment of a booking to a creative
Valid till	The date until an option is valid

# Booking overview

Column name	Description
Booked unit	The unit of the booking's objective

Clicks today	Today's number of clicks
Clicks/Impressions (CTR)	The number of clicks as a percentage of the total number of impressions
Competing with RTB (RTB)	Signifies whether a booking is in competition with RTB revenue by denoting <i>yes</i> or <i>no</i> .
Creatives status (Cr.)	Indicates the number of creatives that are attached to the booking
Daily end time (End time)	The daily end time of the booking
Daily start time (Start time)	The daily start time of the booking
Delivery constraint (Constraint)	The applied frequency cap
Delivery method (Delivery)	The chosen delivery method for a booking
Delivery rate (DR)	The number of impressions already served as a percentage of the expected impressions until now
Effective CPM (eCPM)	The effective cost per thousand impressions of the booking
External key	External key of the booking
Format height	The height (in pixels) of the format's dimension
Format ID (Form. ID)	The ID of the format
Format name	Name of the format
Format width	The width (in pixels) of the format's dimension
From date (From)	Delivery start date of the booking
Gross price	The gross price of the booking
Impressions today	Today's number of impressions
Inventory share (SH)	The percentage of the position's expected inventory that the booking takes up at the current hour of the day
Location	Name of the location
Location ID (Loc. ID)	The ID of the location
Position	Name of the booked position
Position ID (Pos. ID)	The ID of the booked position
Price	The unit price of the booking
Pricing calculation unit (Pricing)	The pricing type of the booking, such as CPM or CPC
Publication	Name of the publication
Publication ID (Pub. ID)	The ID of the publication

Rate	The applied commission percentage
Reached clicks	Total number of clicks already delivered
Reached impressions (Reached)	The number of impressions already served
Running status (Running)	The status of a booking denotes the health of a booking
Stars status (S.)	The star status of a booking
Targeting	The applied targeting parameters
To date (To)	The delivery end date of the booking
To reach volume (Booked)	The volume the booking should reach
Wave	The ID of the rate where the commercial products belong to The Wave functionality is client-specific.

# Creative overview

Column name	Description
Clicks today	Today's number of clicks
Clicks/Impressions (CTR)	The number of clicks as a percentage of the total number of impressions
Format	The type of format
Format ID (Form. ID)	The ID of the format
Height	The creative's height (in pixels)
Impressions today	Today's number of impressions
Last modified	The last time the creative was edited
Name	Name of the creative
Size	The file size of the creative
Stars status (S.)	The star status of a creative
Width	The creative's width (in pixels)

# Traffic tab

Column name	Description
#	The ID of the booking
Position	Position's name of the booking
Targeting	Targeting properties of the booking
Start	Start date
End	End date
Ext. key	External key
#	The ID of the creative
Name	Name of the creative
Format	Format of the creative
Last modified	Last modification date

# Delivery overview

Column name	Description
Booked unit	The unit of the booking's objective
Campaign	Name of the campaign
Campaign ID (#C.)	The ID of the campaign
Clicks/Impressions (CTR)	The number of clicks as a percentage of the total number of impressions
Competing with RTB (RTB)	Signifies whether a booking is in competition with RTB revenue by denoting <i>yes</i> or <i>no</i> .
Creatives status (Cr.)	Indicates the number of creatives that are attached to the booking
CTR/benchmark	The CTR of the booking is compared to the CTR of bookings booked at the same position.
Daily end time (End time)	The daily end time of the booking
Daily start time (Start time)	The daily start time of the booking
Delivery constraint (Constraint)	The applied frequency cap
Delivery method (Delivery)	The chosen delivery method for a booking
Delivery rate (DR)	The number of impressions already served as a percentage of the expected impressions



eCPM/benchmark	The eCPM of the booking is compared to the eCPM of bookings booked at the same position.
Effective CPM (eCPM)	The effective cost per thousand impressions of the booking
External key	External key of the booking
Format height	Height of the format's dimension (in pixels)
Format ID (Form. ID)	The ID of the format
Format name (Format)	Type of format
Format width	Width of the format's dimension (in pixels)
From date (From)	Delivery start date of the booking
Gross price	The gross price of the booking
Inventory share (SH)	The percentage of the position's expected inventory volume that the booking takes up at the current hour of the day
Location	Name of the location
Location ID (Loc. ID)	The ID of the location
Position	Name of the booked position
Position ID (Pos. ID)	The ID of the booked position
Price	The unit price of the booking
Pricing calculation unit (Pricing)	The pricing type of the booking, for example, CPM
Priority	The priority level of the campaign
Publication	Name of the publication
Publication ID (Pub. ID)	The ID of the publication
Rate	The applied commission percentage
Reached clicks	Total number of clicks already delivered
Reached impressions (Reached)	The number of impressions already served
Running status (Running)	The status of the booking denotes the health of the booking
Stars status (S.)	The star status of a booking
Targeting	Applied targeting parameters
To date (To)	The delivery end date of the booking
To reach volume (Booked)	The volume of impressions or traffic the booking should reach

# Inventory overview

Column name	Description
Campaign	Name of the campaign
Campaign ID (#C.)	The ID of the campaign
Cumulative impressions (Cumulative)	The number of impressions (of a competitive booking with a higher campaign priority) that gets delivered first before the selected campaign will deliver
Format ID (Form. ID)	The ID of the format
Format name (Format)	Type of format
From date (From)	Start date of the booking's delivery
Impressions	Total number of impressions that are already served
Location	Name of the location
Location ID (Loc. ID)	The ID of the location
Position ID (Pos. ID)	The ID of the position
Priority	The priority level of the campaign
Publication	Name of the publication
Publication ID (Pub. ID)	The ID of the publication
To date (To)	The end date of the booking's delivery

## Rate cards

## Administration screen

### Rate cards screen

Column name	Description
Name	Name of the rate card
Active	Status of the rate card

Valid from	Start date of the rate card's validity period
Valid till	The end date of the rate card's validity period

## Rates screen

Column name	Description
UMA id	A shortened code for a specific rate or tariff that is used as an agreement between agencies and publishers
Name	Name of the rate
Formats	Formats that belong to the rate
Unit	The to reach unit, e.g., impressions or clicks, of the rate's objective
Pricing	The pricing model, e.g., CPM or CPP
Tariff	The tariff of the pricing model

## Commercial products table

Column name	Description
Publication	Name of the publication
Position	Name of the location
Format	Name of the format
Share	The distribution of impressions relative to other commercial products within the rate
To Reach Unit (Unit)	The objective's unit, e.g., clicks or impressions
Minimum volume (Min vol.)	The minimum volume of impressions, clicks, etc., the commercial product should obtain
Maximum volume (Max vol.)	The maximum volume of impressions, clicks, etc., the commercial product should obtain
Delivery method (Delivery)	The chosen delivery method, e.g., AUTO or SOV
Delivery parameter (Param.)	The delivery percentage, if SOV is the delivery method
Minimum hours (Min h.)	The minimum duration of the validity period
Maximum hours (Max h.)	The minimum duration of the validity period

# Offer and option screen

## Financial tab

Table column	Description
Wave ID	The ID of the wave
Rate	Name of the rate
UMA id	A shortened code for a specific rate or tariff that is used as an agreement between agencies and publishers
Tariff	The applied tariff of the pricing model
Pricing	The pricing model, e.g., CPM or CPP
Time period	For the CPP pricing model, the pricing time value and unit
Start date	Start date of the campaign
End date	The end date of the campaign
Quantity	Quantity of the rate
Budget	The amount of the rate multiplied by the tariff

## Available rates table

Table column	Description
UMA id	A shortened code for a specific rate or tariff that is used as an agreement between agencies and publishers
Name	Name of the rate
Format	Formats that belong to the rate
To Reach Unit	The to reach unit, e.g., impressions or clicks, of the rate's objective
Pricing	The pricing model, e.g., CPM or CPP
Tariff	The applied tariff of the pricing model
Time value	For the CCP pricing model, the pricing time value
Time unit	For the CCP pricing model, the pricing time unit, i.e., day or hours

# Alerts

## Alerting overview

Table column	Description
ID	The ID of the alert
Recipients	Persons who will receive the alert
Name	Name of the alert
When	When an alert is checked
Triggers	What event triggers the alert

## Mail template overview

Table column	Description
ID	The ID of the template
Name	Name of the mail template
Uses	The number of times the template is applied to an alert

# Table columns in the data mining reports

This page describes the table columns of the Adhese data mining reports.

Adhese distinguishes between four different types of data mining reports:

For more information about the reports, please refer to [Datamine](#).

## Revenue reports

### Adhese billing

Column name	Description
Publication	Name of the publication
Start date	Start date
End date	End date
Reached impressions	Total number of impressions
Reached clicks	Total number of clicks
Invoice type	Type of priority, for instance, exchange or inhouse
Type	Type of format: normal or stack

There are several kinds of *priorities* or invoice types, like paying or inhouse. Therefore, the same publication can appear multiple times in the list, depending on the different priority types that have been employed per publication. The Invoice type column can also have the value empty. An empty request is one for which there are no booked positions at the time, therefore no ad is delivered.

The final row of the *Adhese billing* report reports the number of erroneous requests. Erroneous requests are ad requests for which no corresponding position (i.e., the combination of a location and a format) exists in Adhese.

## Per publication

Column name	Description
Publication	Name of the publication
Start date	Start date
End date	End date
Reached impressions	Total number of impressions
Reached clicks	Total number of clicks
Invoice type	Type of priority, for instance, exchange or inhouse
Type	Type of format: normal or stacked

## Per position

Column name	Description
Publication	Name of the publication
Location	Name of the location
Format	Type of format
Campaign name	Name of the campaign
Campaign Key	External key or ID of the campaign
Sector	The sector in which the advertiser is operative
Booking Key	External key or ID of the booking
Start date	Start date
End date	End date
Pricing type	The way the advertiser is billed, for example, CPC or CPM
Rate	The rate of the campaign

Booked volume	Total number of booked impressions for the booked position
Reached impressions	Total number of impressions
Reached clicks	Total number of clicks
CTR	The number of clicks as a percentage of the total number of impressions
Reached contacts	Total number of unique visitors
CTR/contact	The number of clicks as a percentage of the total number of unique visitors
Revenue	The booking's profit
eCPM	Effective Cost per Thousand Impressions
Advertiser	Name of the advertiser
Invoice customer	The party to whom the campaign should be billed
Advertiser	Name of the advertiser
Invoice type	The type of priority, such as paying, exchange or inhouse
User	The person that created the campaign

## Per campaign

Column name	Description
Publication	Name of the publication
Location	Name of the location
Format	Name of the format
Campaign Name	Name of the campaign
Campaign key	External key or ID of the campaign
Sector	The sector in which the advertiser is operative
Booking Key	External key or ID of the booking
Start date	Start date
End date	End date
Pricing type	The way the advertiser is billed, like CPC or CPM
Rate	The rate of the campaign



Booked volume	Total number of booked impressions for the booking
Reached impressions	Total number of impressions
Reached clicks	Total number of clicks
CTR	The number of clicks as a percentage of the impressions
Reached contacts	Total number of unique visitors
CTR/contact	The number of clicks as a percentage of the unique visitors
Revenue	The campaign's profit
eCPM	The effective cost per thousand impressions
Advertiser	Name of the advertiser
Invoice customer	The party to whom the campaign should be billed
Priority	The type of priority, for example, paying, exchange or inhouse
User	The person that created the campaign
Position Active	Whether the position is still active or not
Wave ID	Wave ID, if applicable
Publisher	Name of the publisher

## Per month

Column name	Description
Date	Date of the day of the month
Campaign ID	The ID of the campaign
Campaign Name	Name of the campaign
Booked Publication ID	The ID of the booked publication
Booked Publication Name	Name of the booked publication
Booked Location ID	The ID of the booked location
Booked Location Name	Name of the booked location
Booked Position ID	The ID of the booked position
Booked Position Name	Name of the booked position
Booked Format ID	The ID of the booked format

Booked Format Name	Name of the booked format
Delivery Publication ID	The ID of the delivered publication
Delivery Publication Name	Name of the delivered publication
Delivery Location ID	The ID of the delivered location
Delivery Location Name	Name of the delivered location
Delivery Position ID	The ID of the delivered position
Delivery Position Name	Name of the delivered position
Delivery Format ID	The ID of the delivered format
Delivery Format Name	Name of the delivered format
Creative ID	The ID of the creative
Creative Name	Name of the creative
Rate	The rate of the campaign
Price	The unit price of the booking
Impressions	Number of impressions
Clicks	Number of clicks
Clickrate	The click-through rate
Contacts	Number of contacts

## General

Column name	Description
Campaign ID	The ID of the campaign
Campaign name	Name of the campaign
Campaign internal reference	Internal ID of the campaign
Campaign external reference	The external ID of the campaign
Advertiser	Name of the campaign's advertiser
Account manager	Name of the campaign's account manager
Media customer	Name of the campaign's media company
Intermediary customer	Name of the campaign's intermediary company
Invoice client	Name of the campaign's invoice client

Priority	The priority of the campaign
Campaign budget	The net campaign price (i.e. net total from financial or sum of the bookings net prices)
Booking ID	The ID of the booking
Booking publisher	Publisher of the booking's position
Booking publication	Publication of the booking's position
Booking location	Location of the booking's position
Booking format	Format of the booking's position
Booking external reference	External key of the booking
To reach volume	The volume of impressions, clicks, etc. the booking should obtain
To reach unit	The unit of the objective's volume, e.g. impressions or clicks
Start date	The beginning date of the booking's delivery period
End date	The end date of the booking's delivery period
Delivery method	The chosen delivery method of the booking
Pricing type	The pricing model of the booking, e.g. CPC or CPM
Unit price	The net unit price of the booking
Netto price	Net booking price
Rate	Rate of the campaign
Wave ID	The ID of the Wave, if applicable
Delivery publisher	The publisher of the booking's delivered impression
Delivery publication	The publication of the booking's delivered impression
Delivery location	The location of the booking's delivered impression
Delivery format	The format of the booking's delivered impression
Device	The type of device
Reached impressions	The number of reached impressions for the booking
Reached contacts	The number of reached contacts for the booking
Reached clicks	The number of reached clicks for the booking
CTR	The click-through rate of the booking
CTR/contact	The click-through rate of the booking based on the number of contacts

ECPM	The effective cost per thousand impressions
Revenue	The revenue of the position
Campaign properties	
Booking properties	

# Inventory reports

## Monthly inventory report

Column name	Description
Publication	Name of the publication
Location	Name of the location
Format	Name of the format
Unique visitors per day	The average number of daily visitors
Unique visitors per day last year	The average number of daily visitors from the previous year
Available impressions per month	Number of monthly impressions that are available to be booked
Start date	Start date
End date	End date
Paying ad impressions/month	Number of monthly impressions for all paying ads
Paying ad clicks/month	Number of monthly clicks for all paying ads
Paying CTR	Click-through rate for all paying ads
Sales house ad impressions/month	Number of monthly impressions for all sales house ads
Sales house ad clicks/month	Number of monthly clicks for all sales house ads
Sales house CTR	Click-through rate for all sales house ads
Exchange ad impressions/month	Number of monthly impressions for all exchange ads
Exchange ad clicks/month	Number of monthly clicks for all exchange ads
Exchange CTR	Click-through rate for all exchange ads
Inhouse ad impressions/month	Number of monthly impressions for all inhouse ads

Inhouse ad clicks/month	Number of monthly clicks for all inhouse ads
Inhouse CTR	Click-through rate for all inhouse ads
Stopper ad impressions/month	Number of monthly impressions for all stopper ads
Stopper ad clicks/month	Number of monthly clicks for all stopper ads
Stopper CTR	Click-through rate for all stopper ads
Total ad impressions/month	Number of monthly impressions for all ads or sold impressions
Total ad clicks/month	Number of monthly clicks for all ads
Total CTR	Click-through rate for all ads
Empty ad impressions/month	Number of impressions that did not serve an ad

## Monthly inventory per country report

Column name	Description
Publication	Name of the publication
Location	Name of the location
Format	Name of the format
Type	The request type (empty, track, or logrequest)
Country	Name of the country
Contacts	Number of unique visitors for the selected period, country and relevant position
Impressions	Number of impressions for the selected period, country and relevant position
Start	The earliest start date of a booking on the relevant position
End	The latest end date of a booking on the relevant position

## Daily inventory report

Column name	Description
Date	Day of the month

Publication	Name of the publication
Location	Name of the location
Format	Name of the format
Impressions	Number of daily impressions
Contacts	Number of daily unique visitors
Position name	Name of the position
Publication ID	The ID of the publication
Location ID	The ID of the location
Position ID	The ID of the positions
Format ID	The ID of the format

# CTR benchmark reports

## Profile averages

Column name	Description
Age	The age
Region	The region
Country	The country
Sex	Gender
CTR/impr	The average click-through rate per impression for each selected format, month and profile
CTR/contact	The average click-through rate per contact for each selected format, month and profile
Clicks	Number of clicks for each selected format, month and profile
Impressions	Number of impressions for each selected format, month and profile

## Per publication

Column name	Description
Publication	Name of the publication
Format	Name of the format
Impressions	Number of impressions
Clicks	Number of clicks
CTR	Click-through rate per impression
Contacts	Number of unique visitors
CTR/contact	Click-through rate per impression

## Per location

Column name	Description
Publication	Name of the publication
Location	Name of the location
CTR/contact	The average click-through rate per contact for each selected format
CTR	The average click-through rate per impression for each selected format

## General reports

### Per creative per day

Column name	Description
Campaign ID	The ID of the campaign
Campaign name	Name of the campaign
Campaign external key	External ID or key of the campaign
Booking ID	The ID of the booking
Booking external key	External ID or key of the booking

Publication name	Name of the publication
Location name	Name of the creative's location
Format name	Name of the creative's format
Creative ID	The ID of the creative
Creative name	Name of creative
Creative format name	Name of the creative's format
Start	Start date
Clicks	Daily number of clicks
Contacts	Daily number of unique visitors
Impressions	Daily number of impressions
Clickrate	Daily click-through rate

## Distribution per publisher

Column name	Description
Campaign Name	Name of the campaign
Campaign ID	The ID of the campaign
Advertiser	Name of the advertiser
Campaign Internal Reference	The ID of the campaign
Campaign External Reference	External key or ID of the campaign
End date	End date of the campaign
Start date	Start date of the campaign
Booking Publisher	Name of the booked publisher
Booking Publication	Name of the booked publication
Booking Location	The booked location of the booking's position
Booking Format	The booked format or creative of the booking
Booking External Reference	External key or ID of the booking
Delivery Publisher	Name of the publisher where the ad is delivered
Delivery Publication	Name of the publication where the ad is delivered



Delivery Location	Name of the location where the ad is delivered
Delivery Format	Name of the format where the ad is delivered
Pricing Type	The way the advertiser is billed, like CPC or CPM
Rate	The tariff for the pricing type
Delivery Type	The delivery method
To Reach Unit	The unit of the objective
To Reach Volume	The type of volume the campaign should reach, such as clicks or impressions
Reached Impressions	The number of served impressions
Reached Clicks	The number of clicks
CTR	The click-through rate
Revenue	Did the booking yield any monetary profits?

## Viewability report

Column name	Description
Campaign ID	The ID of the campaign
Campaign Name	Name of the campaign
Publication Name	Name of the publication
Position ID	The ID of the position
Location Name	Name of the location
Format Name	Name of the format
Creative ID	The ID of the creative
Creative Name	Name of the creative
Creative Format Name	Name of the creative format
Date	The date
Action	The label of the track event
Impressions	Number of impressions
Contacts	Number of contacts
Device type	Name of the device (Desktop, Tablet, Phone and Unknown)

# Action report

Column name	Description
Publication Name	Name of the publication
Position ID	The ID of the position
Position Name	Name of the position
Location Name	Name of the location
Format Name	Name of the format
Booked Position ID	The ID of the booked position
Booked Publication	Name of the publication
Booked Position Name	Name of the booked position
Booked Location Name	Name of the booked location
Date	Date
Traffic ID	The ID of the traffic between booking and creative
Creative ID	The ID of the creative
Booking ID	The ID of the booking
Creative Format Name	Name of the creative format
Event	
Action	The label of the track event
Value	
Impressions	Number of impressions
Contacts	Number of contacts
Device type	Name of the device (Desktop, Tablet, Phone and Unknown)
Campaign ID	The ID of the campaign

# Table columns in the client reports (Documents tab)

This page describes the table columns of the Adhese client reports from the [Documents tab](#).

## Invoice report

The [Invoice report](#) contains information about the cost price of a campaign and, if applicable, about the rate card. The *Invoice* report includes the following figures for each booking:

Column name	Description
From	Start date of the booking
Till	The end date of the booking
Price type	Chosen tariff type, e.g. CPC or CPM
Impressions	Number of booked impressions
Rate	Tariff of the pricing model of the rate card
Value	The financial value of the booking
Discount	Applied discount or surplus
Total budget	The total financial value of the booking that takes the discount or surplus into account
Wave id	The ID of the rate (.xls file only)

The *Invoice* report summarises all bookings and includes the total campaign cost price, including VAT.

## Campaign report

The *Campaign* report contains the following figures about the campaign and its bookings:

Column name	Description
-------------	-------------

Booking	Name of the booking
From	Start date of the booking
Till	The end date of the booking
Booked	The to reach volume
Contact/Day	The total number of contacts
Impressions	The total number of impressions
Clicks	The number of clicks
Click rate	The click-through rate

# Campaign profiling report (deprecated)

The *Campaign profiling* report contains campaign performance data for each individual booking and its profile targets. The data is divided by the device type the visitor uses to access the publication: desktop, tablet, or phone.

The *Campaign profiling* report has been deprecated and will be removed.

The *Campaign profiling* report contains the following figures for each booking and its profile targets:

Column name	Description
Publication	Name of the publication
Product	Name of the location
Format	Name of the format
Creative name	Name of the creative
Language	The value of the language targeting variable
Country	The value of the country targeting variable
Region	The value of the region targeting variable
Age	The value of the age targeting variable
Gender	The value of the gender targeting variable

Sexual orientation	The value of the sexual orientation targeting variable
Relationship	The value of the relationship targeting variable
Education	The value of the education targeting variable
City	The value of the city targeting variable
CityGroup	The value of the city group targeting variable
Brand	The value of the brand targeting variable
Interest	The value of the interest targeting variable
Platform	The value of the platform targeting variable, for example, phone, tablet, or desktop
Contacts	Total number of contacts or unique visitors
Impressions	Total number of impressions
Clicks	Total number of clicks
From	Start date
Till	End date

# Campaign report per position

Column name	Description
Booking	The ID of the booking
Netto price	
Publication	Name of the publication
Product	Name of the location
Format	Name of the format
From	Start date
Till	End date
Booked	The to reach volume of the booking
Contacts/Day	The number of contacts for the position
Impressions	The number of impressions for the position
Clicks	The number of clicks for the position
Click rate	The click-through rate of the position

Wave ID	The ID of the wave
Publisher	Name of the publisher

# Campaign actions report per position (optional)

Column name	Description
Publication	Name of the publication
Position Id	The ID of the position
Position name	Name of the position
Location Name	Name of the location
Format Name	Name of the format
Booked Position Id	The ID of the booked position
Booked Publication	Name of the booked publication
Booked Position Name	Name of the booked position
Booked Location Name	Name of the booked location
Booked Format Name	Name of the booked format
Date	The date of the day the events were measured
Traffic Id	The ID that denotes the connection between a creative and a booking
Creative Id	The ID of the creative
Booking Id	The ID of the booking
Event	The type of event: log (request) or track (impression measurement, additional data ). For more information, refer to <a href="#">Impression measurement</a>
Action	The (optional) label of the track event
Value	The (optional) value of the (optional) label of the track event
Impressions	The number of impressions
Contacts	The number of contacts or unique visitors

# Video report spreadsheet

## Global-View

Column Name	Description
Campaign	Name of the campaign
Booking	Name of the booking(s)
Creative	Name of the creative(s)
From	Begin date
Till	End date
Start	Number of impressions
FirstQuartile	Percentage of first quartile views
MidPoint	Percentage of midpoint views
ThirdQuartile	Percentage of third quartile views
Complete	Percentage of completed views
Clicks	The number of ad clicks

## Detail view

Column Name	Description
Date	All dates in the campaign
Creative Id	The ID of the creative
Creative	Name of the creative
Booking Id	The ID of the booking
Booking	Name of the booking
Start	Number of started impressions
FirstQuartile	Number of impressions first quartile
MidPoint	Number of impressions at the midpoint
ThirdQuartile	Number of impressions third quartile
Complete	Number of impressions complete
Clicks	The number of ad clicks