

Datamine

Data mining is a process that transforms raw data into easily digestible information, allowing users to identify patterns and profiles.

Several data mining reports are available via the *Datamine* tab of the Adhese interface. These reports are exported to a file that can be read in Excel.

To generate a data mining report, click *Datamine* in the left navigation menu. The *Datamine* screen opens.

The screenshot shows the Adhese reporting interface. At the top, there is a dark red header with the Adhese logo and a search bar containing the text "Search adhese ...". Below the header is a light beige sidebar with several icons representing different report categories. The main content area is white and contains the following report categories and sub-items:

- Revenue report**
 - adhese billing
 - per publication
 - per position
 - per campaign
 - per month
 - general
- Inventory**
 - monthly inventory
 - monthly inventory per country
 - daily inventory
- Benchmark**
 - per publication
 - per location
- General reports**
 - per creative per day
 - distribution per publisher
 - viewability report
 - actions report

Refer to [Table columns in the data mining reports](#) to overview and define the data mining report table columns.

Adhese will only retrieve basic information if nothing is returned to the browser in response to a request to serve an ad. Consequently, some table cells in the reports will display an empty value.

To customise the header background colour of Excel reports, [contact Support](#).

Revenue report

Adhese billing

You can create an invoice report for each month. This report provides insight into the number of impressions and clicks for each publication and priority combination.

To create an *Adhese billing* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Adhese billing*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. Click the *Download as Excel file* button.

There are several *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 employed per publication. The Invoice type column can also have the value empty. Unfortunately, an empty request is one for which there were no booked positions at the time; so, no ad was delivered.

The last row of the *Adhese billing* report shows 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. In most cases, the location in question does not exist within the Adhese database. To create a missing location, click [here](#). It is also possible that the client has changed the location URL structure, which affects how the page is recognised.

Per publication

The revenue report per publication contains the total reports for each selected publication within the selected month(s). If a booking ran on the selected publication and began or ended outside the selected period, only impressions and clicks served within the specified period will be included in the report.

To create a *Per publication* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Per publication*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

This report contains information about the number of impressions and clicks for each combination of a selected publication and invoice type (invoice type is the same as the priority of a campaign).

Bookings running on a channel of positions spanning more than one publication are attributed to each specific publication for its taken share.

Per position

The revenue report per position contains essential performance figures, such as click-through rate (CTR) and revenue, for each position on the selected publication(s) and within the selected month(s). This means that if a booking was made on the selected publication and began before the end of the selected month or ended after the start of the first month chosen, its impressions and clicks served in the selected period will be included in the report.

To create a *Per position* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Per position*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Bookings that run on a channel of positions spanning more than one publication are attributed to each specific publication for its taken share.

Per campaign

The revenue report per campaign contains booking reports for each selected publication within the selected month(s). This means that when a booking ran on the selected publication and started before the end of the selected months or ended after the start of the first selected month, its booking data and reached impressions and clicks served in the selected period are included in the report. Bookings spanning multiple months are reported per month.

To create a *Per campaign* revenue report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per campaign*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

This report displays the same variables and metrics as the previous report, the *revenue report per position*.

Per month

This report shows the number of daily visitors, daily impressions, and daily clicks for each creative and position of the selected publications.

To create a revenue report *Per month*:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per month*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

General revenue report

This general report provides a general overview of essential performance figures per device type for each booked position of a campaign.

To create a *general* revenue report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *general*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Inventory report

Monthly inventory

This report shows the number of unique visitors, available impressions, reached impressions, and clicks for each format of the selected publication(s) and the selected month(s). The number of impressions, contacts, and clicks is also distributed separately according to the priority (for example, paying, exchange, or inhouse).

To create a *Monthly inventory* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Monthly inventory*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. Choose a month from the **Period** drop-down.
5. Tick the box to include channels in the report.
6. Click the *Download as Excel file* button.

This report enables you to calculate a position's fill rate, the percentage of its sold volume. Do not tick the Include channels in the report box when creating the report. To calculate the fill rate, divide the number of sold impressions (column X) by the position's volume (column F).

Monthly inventory per country

The *Monthly inventory per country* report divides the number of monthly impressions by the selected countries and aggregates the non-selected countries' impressions. The report also shows the average daily contacts for the specified period.

To create a *Monthly inventory per country* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Monthly inventory per country*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. Choose a month from the **Period** drop-down.
5. Tick the box to include channels in the report.
6. Select or search for one or more countries from the drop-down and click the *Save* button.
7. Click the *Download as Excel file* button.

Daily inventory

This report details the number of daily impressions and contacts for the selected month(s) and each format in the selected publication.

To create a *Daily inventory* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Daily inventory*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Benchmark reports

Sometimes, it is not possible to track clicks from third-party creatives. Therefore, these third-party creatives are not considered when creating the datamine benchmarking reports.

Per publication

This report shows the overall average CTR per contact and impression for the selected formats and publications. It also displays the number of impressions, contacts, and clicks.

To create a *Per publication* CTR benchmark report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per publication*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. In the **Format** field, select one or more Formats from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Per location

This report shows the average CTR per contact and impression for the selected formats and all selected publications' locations.

To create a *Per location* CTR benchmark report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per location*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. In the **Format** field, select one or more Formats from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

General reports

Per creative per day

This report renders daily performance figures for each creative in the selected period.

To create a *Per creative per day* general report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per creative per day*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Click the *Download as Excel file* button.

The number of impressions delivered is reported for each position. Positions that did not have any impressions delivered are not included in the report, even if they were booked on one of the

selected dates.

There are no channels in this report; only the individual positions of a channel are reported.

If the amount of generated lines exceeds the standard limit of a spreadsheet, the report is cut off at that limit, and the filename is appended by *.partial*.

Distribution per publisher

The *Distribution per publisher* report provides a comprehensive overview of campaign performance by publisher, showcasing delivery metrics for each campaign between the specified start and end date. The report includes the most important figures for each booking.

To create a Distribution per publisher report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Distribution per publisher*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Click the *Download as Excel file* button.

The *Distribution per publisher* report differentiates between the details of a booked position and that of a delivered position. This information is useful when a campaign is booked on a channel. The report indicates the precise location where the campaign was delivered.

Viewability report

The *Viewability* report shows the impressions and contacts per event and action for a given date range.

To create a Viewability report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Viewability report*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Select one or more publications
5. Click the *Download as Excel file* button.

Action report

The *Action* report shows the impressions and contacts per event and action for a given date range.

To create an *Action* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Action report*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Select one or more publications
5. Click the *Download as Excel file* button.

Create custom reports with Excel PivotTables

This chapter outlines a basic road map for creating custom Excel reports, as the data mining reports can be used to create custom reports and charts in Excel.

We will use the per creative per day report as an example throughout the chapter. It is essential to read this chapter in its entirety, as the various exercises follow each other.

Create a basic report spreadsheet

To create a basic spreadsheet for the *Per creative per day* report:

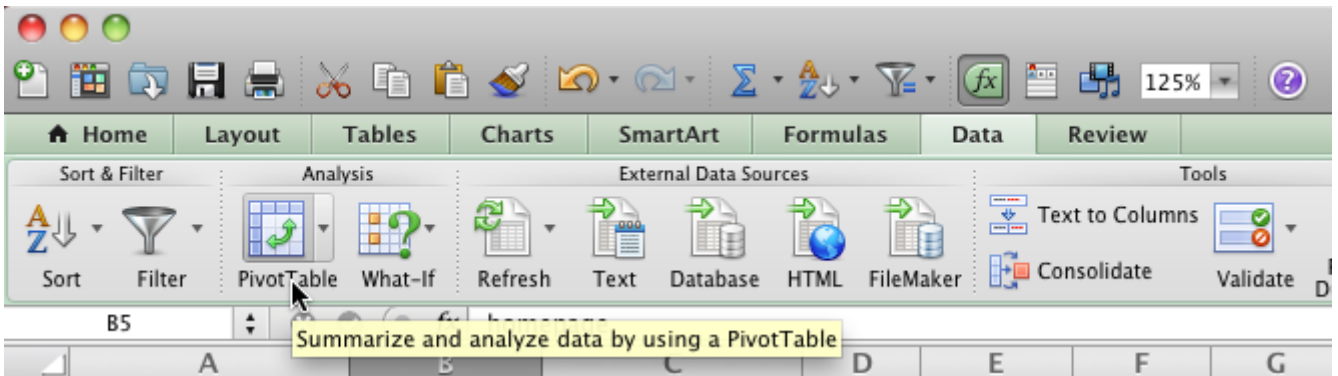
1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. In the menu, under General reports, click *Per creative per day*.
3. Click the **From** field, a small calendar opens.
 - First, select the first date of the period you wish to create a report for.
 - Select the last date of the period you wish to create a report for.
4. Click the *Download as excel-file* button to generate and download the *Per creative per day* report.
5. Open the file in Microsoft Excel. The spreadsheet lists the daily number of contacts, impressions, and clicks and the daily click-through rate for all bookings a creative is combined with.

Create a pivot table

A **pivot table** summarizes data and reveals patterns and trends.

To create a pivot table:

1. Click any cell that contains text or numbers.
2. Click the *PivotTable* button in Excel.



3. Depending on your Excel version, a dialogue window may ask you to confirm which data you want to analyze and where you want to place the pivot table. If you see the Create PivotTable dialogue, click *OK* to confirm the default values.
4. Excel creates a pivot table based on all data in the current worksheet and places it in a new worksheet. Depending on the Excel version, your new pivot table may be empty or filled with default parameters.

Change the content of a pivot table

The pivot table we are going to recreate is quite basic. It shows you the daily number of impressions and clicks for each type of format.

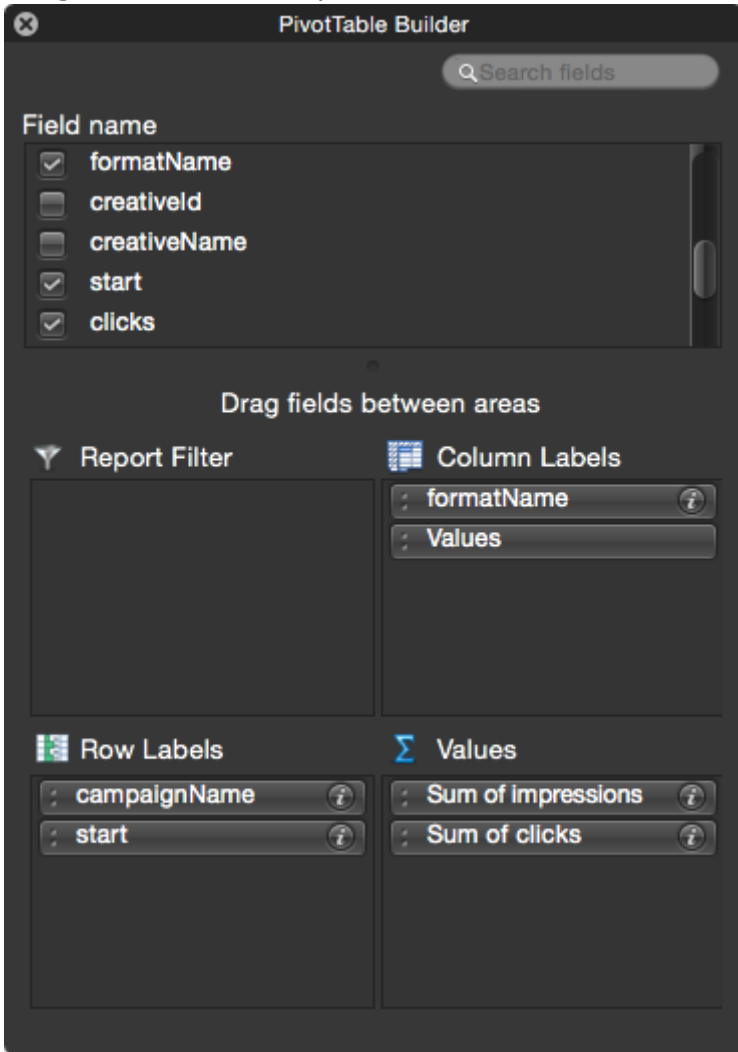
	Column Labels		Medium Rectangle		Total Sum of Impressions	Total Sum of clicks
Row Labels	Leaderboard	Sum of impressions	Sum of clicks	Sum of impressions	Sum of clicks	
▼ The Book Store		3154	304	1053	94	4207 398
2015-01-06		211	15	73	6	284 21
2015-01-07 00:00:00		399	34	145	14	544 48
2015-01-08 00:00:00		412	47	145	5	557 52
2015-01-09 00:00:00		385	37	120	18	505 55
2015-01-10 00:00:00		375	34	127	13	502 47
2015-01-11 00:00:00		349	30	115	6	464 36
2015-01-12 00:00:00		359	38	123	13	482 51
2015-01-13 00:00:00		352	44	118	11	470 55
2015-01-14 00:00:00		312	25	87	8	399 33
▼ The Clothes Store		3847	359	1111	104	4958 463
2015-01-26 00:00:00		360	25	122	13	482 38
2015-01-27 00:00:00		709	63	211	20	920 83
2015-01-28 00:00:00		704	85	199	25	903 110
2015-01-29 00:00:00		693	45	208	19	901 64
2015-01-30 00:00:00		686	76	207	16	893 92
2015-01-31 00:00:00		695	65	164	11	859 76
▼ The Computer Store		5264	505			5264 505
2015-01-06		226	23			226 23
2015-01-07 00:00:00		315	36			315 36
2015-01-08 00:00:00		278	21			278 21
2015-01-09 00:00:00		316	32			316 32
2015-01-10 00:00:00		320	30			320 30
2015-01-11 00:00:00		308	41			308 41
2015-01-12 00:00:00		318	32			318 32
2015-01-13 00:00:00		361	35			361 35
2015-01-14 00:00:00		381	40			381 40
2015-01-15 00:00:00		521	44			521 44
2015-01-16 00:00:00		438	40			438 40
2015-01-17 00:00:00		459	38			459 38
2015-01-18 00:00:00		408	23			408 23
2015-01-19 00:00:00		270	28			270 28
2015-01-20 00:00:00		211	27			211 27
2015-01-21 00:00:00		134	15			134 15
Grand Total		12265	1168	2164	198	14429 1366

To recreate the above pivot table, we need to change it by dragging items between the Row Labels, Column Labels, and Values areas in the PivotTable Builder.

To change the pivot table:

1. Go to the PivotTable builder.
2. Select the following variables in the **Field name** section:
 - `campaignName`,
 - `formatName`,
 - `start`,
 - `clicks`,
 - `impressions`.
3. Drag the `campaignName` and `start` variable in the **Row Labels** area. Put the `start` variable under the `campaignName` variable.
4. Drag the `formatName` variable to the **Column Labels** area.

5. Drag the *clicks* and *impressions* variable to the **Values** area.



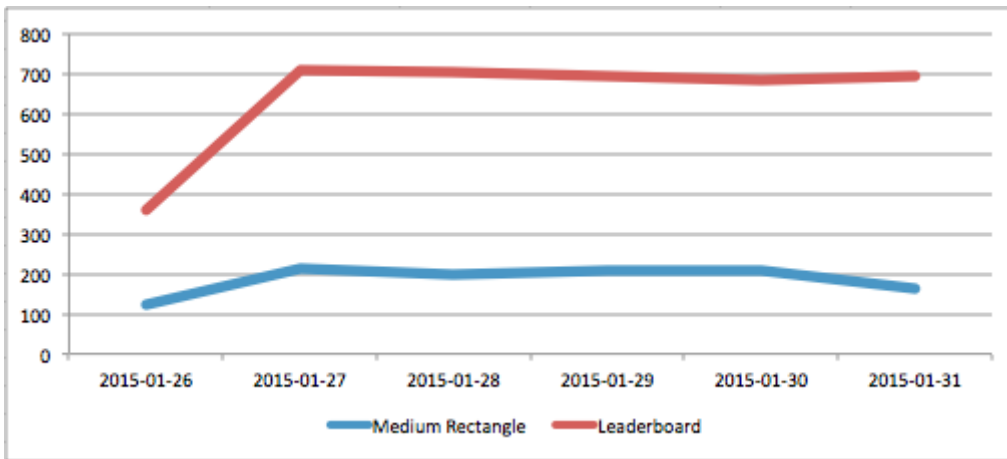
Add new variables or drag variables from area to area to get acquainted with pivot tables' intricacies. The content of the pivot table will change according to the adjustments in the PivotTable Builder.

Other uses of a pivot table

Data mining reports allow you to produce more than pivot tables alone. For example, you can use the pivot table's data to plot graphs or make comparisons.

Plot a graph

We will graph the evolution of a campaign's daily impressions for the leaderboard and medium rectangle format.



To get the above graph, create a pivot table first (see Create a PivotTable and Change the content of a PivotTable).

To restrict the report to an individual campaign, click the filter icon next to *Row Labels* and deselect the campaigns you do not want to see in the report.

Row Labels	Sum of impressions	Sum of clicks	Sum of impressions	Sum of clicks	Total Sum of impressions	Total Sum of clicks
The Clothes Store	1111	104	4958	463		
2015-01-26	122	13	482	38		
2015-01-27	211	20	920	83		
2015-01-28	199	25	903	110		
2015-01-29	208	19	901	64		
2015-01-30	207	16	893	92		
2015-01-31	164	11	859	76		
Grand Total	1111	104	4958	463		

Then, select the values from the *Sum of impressions* columns and insert a chart.

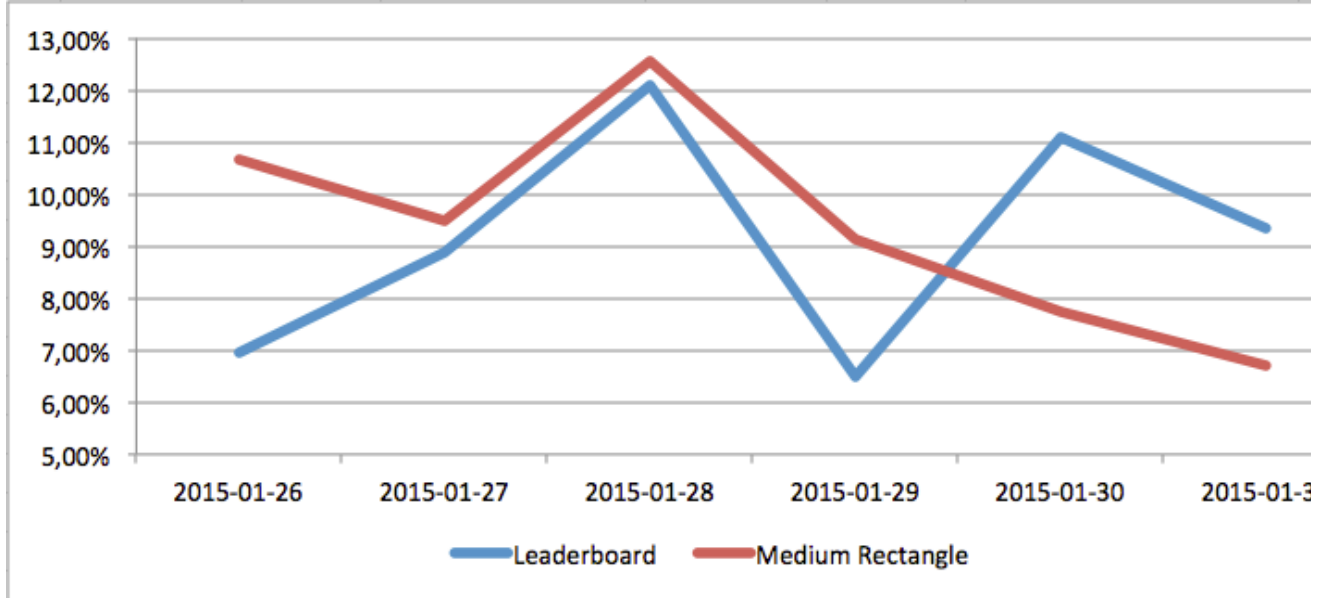
Compare the daily click-through rate of formats

To compare the click-through rates for the various formats of a campaign:

1. Add a calculated field to the pivot table. Go to the *Insert* menu and click *Calculated Field* The *Insert Calculated Field* dialogue window opens.

2. Provide a name in the **Name** field, for example, Click-rate.
3. Insert the formula in the **Formula** field.
4. Click the *Add* button to save the calculated field.
5. Click the *Ok button*.
6. To add the newly created calculated field to the pivot table, drag the *Click-rate* variable to the **PivotTable Builder's Values section**.
7. Select the values and
 - Add a conditional formatting rule (Format > Conditional Formatting ...) to highlight high and low values in the pivot table, and/or
 - Plot a chart to visualize the comparison.

Column Labels	Leaderboard			Medium Rectangle			Total Sum of impressions	Total Sum of clicks	Total
Row Labels	Sum of impressions	Sum of clicks	Click-rate	Sum of impressions	Sum of clicks	Click-rate			
▼ The Clothes Store	3847	359	9,33%	1111	104	9,36%	4958	463	
2015-01-26	360	25	6,94%	122	13	10,66%	482	38	
2015-01-27	709	63	8,89%	211	20	9,48%	920	83	
2015-01-28	704	85	12,07%	199	25	12,56%	903	110	
2015-01-29	693	45	6,49%	208	19	9,13%	901	64	
2015-01-30	686	76	11,08%	207	16	7,73%	893	92	
2015-01-31	695	65	9,35%	164	11	6,71%	859	76	
Grand Total	3847	359	9,33%	1111	104	9,36%	4958	463	



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