

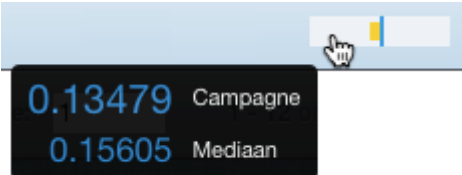


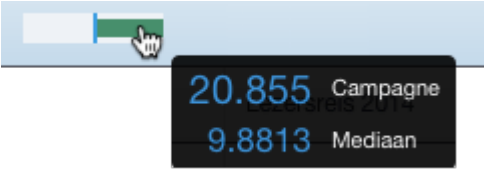


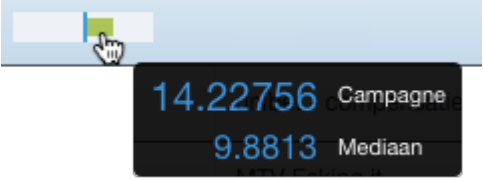


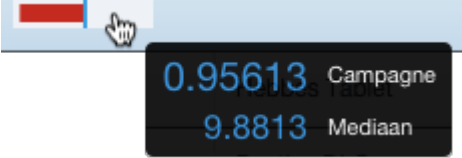
# Table columns in the Adhese interface

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

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