

# 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
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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

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