

BigQuery Reporting & Dataset Information

Introduction

Adhese Gateway (GW) logs all actions taken while receiving a request from a device and returning a response milliseconds later. This data is made available to the Gateway users through BigQuery (BQ) tables that contain results per day and are updated at midnight.

The BQ tables are subject to change. Therefore, if you implement against them, you must be prepared to configure changes to the column structure. We will communicate planned changes prior to any deployments. However, we will not wait for every implementer to update.

Access your Adhese data

As a customer, you can access your data in three different ways, each suitable for a specific use case. These are briefly described below.

- **Through a predefined Google Data Studio report**

Standard Data Studio templates are available to connect to your data source. This gives you immediate insight without any additional development.

- **Access to the Data Studio data source(s)**

This allows you to create your own custom dashboards, which are useful for reporting on specific cases not covered by the standard dashboards.

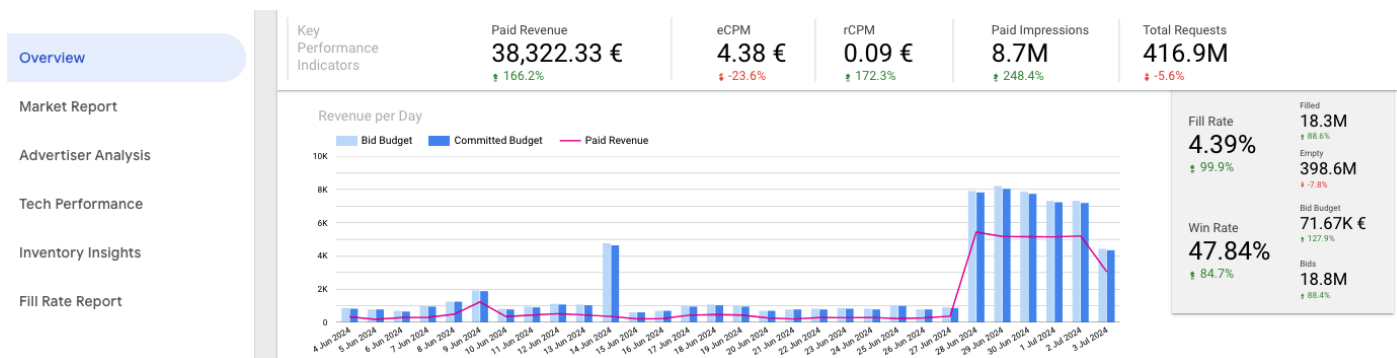
- **Direct access to the BigQuery table(s)**

The more advanced option is to query the dataset(s) or export them directly. This requires some technical knowledge.

If you would like to access your data in any of these ways, please contact [Adhese support](#) and provide a (Google) email address with which we can share access.

Through a Google Data Studio template

At Adhese, we offer a variety of predefined dashboards that provide immediate insights into your data. An example is shown below.



Access to the Data Studio data source(s)

Another option is to get direct access to the underlying data sources. This method makes it possible to create any custom report or dashboard. When working with the data, it is important to understand the different columns and how to interpret them.

Direct access to the BigQuery table(s)

This is the more advanced option for your data team. It allows them to query the data sources directly or export the data to their own data solution.

The following steps are required to access the BigQuery source:

1. Contact [Adhese support](#) and provide a Google email address connected to a [Google Cloud account](#). We'll give the necessary permissions (BigQuery dataViewer, see role details [here](#)).
2. Once access is provided, you can query the different tables.

Ensure you are **within your own Google Cloud project**; otherwise, errors will be returned.

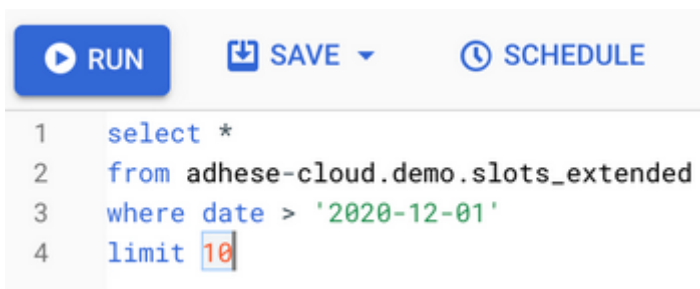
Ensure you use the correct data location; by default, this is **europa-west2**.

The table names are structured as follows: `adhese-cloud.${customer}.${table_name}`

Where `${customer}` is your Adhese account name, and `${table_name}` is the table you are trying to query. See details about the different tables below.

You can find your Adhese account name in the URL used to log in to the Adhese platform (e.g. <https://demo.adhese.org/>)

A test query could look as follows:



```
1 select *
2 from adhese-cloud.demo.slots_extended
3 where date > '2020-12-01'
4 limit 10
```

If this works, you should be able to use any [BigQuery functionality](#) to further process your data.

If you still have any questions, please don't hesitate to contact us at [Adhese support](#).

Overview of Collected Data

Two sets of data are collected during the lifetime of a single GW request/response: the **Media set** and the **Market set**.

The Media set contains all the information about the request, including the device it originated from, the content associated with it, the user associated with it (if any), and so on. The exact attributes of the media set differ for each GW account, depending on the available data and the context configured for that account.

The Market set contains the communication log between GW and the active markets for a given GW account. Market standards determine which attributes are available, though some are not available in all markets. The Market set contains all incoming bid responses from all active markets with advertiser and price information.

Basic table schema

Big Query – Adhese Schema

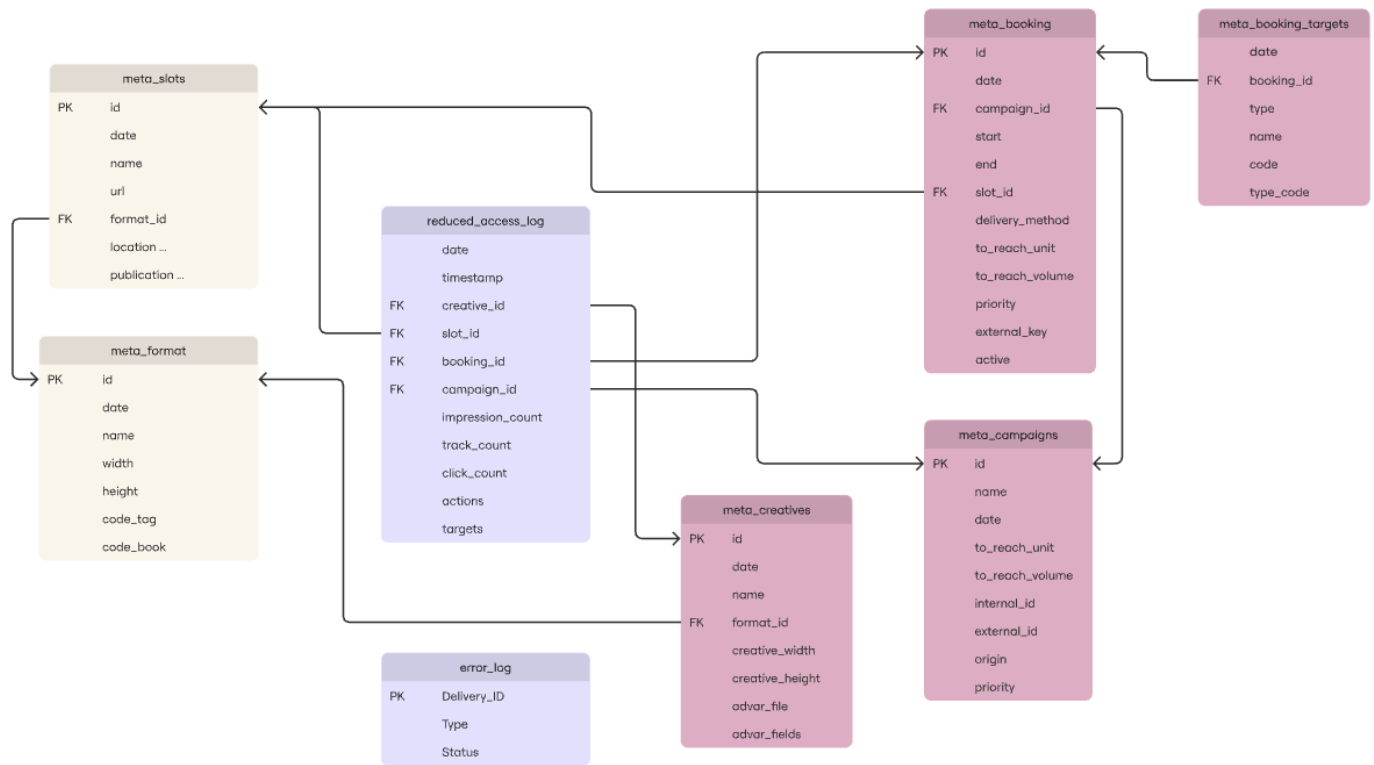


Table descriptions

slots_extended

```
adheses-cloud.${customer}.slots_extended
```

This table contains the Market data set. Each row contains the number of bid responses per day, aggregated in latency buckets of 10ms.

Show table

Field name	Type	Mode	Description
date	DATE	NULLABLE	The date on which these bid requests were received.
slot	RECORD	NULLABLE	
slot. id	INTEGER	NULLABLE	The ID of the slot the bid request was made from.
slot. code	STRING	NULLABLE	The code of the slot the bid request was made from.
publication	RECORD	NULLABLE	
publication. name	STRING	NULLABLE	The publication name in the Adhese dbase.
publication. url	STRING	NULLABLE	The publication URL in the Adhese dbase.
format	RECORD	NULLABLE	
format. name	STRING	NULLABLE	The format name in the Adhese database.
format. width	INTEGER	NULLABLE	The format width in pixels for this Bid Response.
format. height	INTEGER	NULLABLE	The format height in pixels for this Bid Response.
publisher	RECORD	NULLABLE	
publisher. name	STRING	NULLABLE	The name of this location in the Adhese dbase.
market	RECORD	NULLABLE	
market. name	STRING	NULLABLE	The market instance name as known in the Adhese configuration.
market. currency	STRING	NULLABLE	The currency this market uses for bid responses.
bid	RECORD	NULLABLE	
bid. count	INTEGER	NULLABLE	The number of bid responses for this record.

bid. amount	FLOAT	NULLABLE	The total value of the bid responses for this record in market.currency.
bid. winning	RECORD	NULLABLE	
bid.winning. count	INTEGER	NULLABLE	The number of winning bid responses for this record.
bid.winning. amount	FLOAT	NULLABLE	The total value of the winning bid responses for this record in market.currency.
bid. tracked	RECORD	NULLABLE	
bid.tracked. count	INTEGER	NULLABLE	The number of rendered bid responses for this record. (aka paid impressions)
bid.tracked. amount	FLOAT	NULLABLE	The total value of the rendered bid responses for this record in market.currency.
seatId	STRING	NULLABLE	The seat ID as known by this market.
domain	STRING	NULLABLE	The "OpenRTB domain" field, containing the domain of the advertising party or brand for this Bid Response.
dealId	STRING	NULLABLE	The deal ID as known by this market.
crId	STRING	NULLABLE	The creative ID as known by this market.
discountRate	FLOAT	NULLABLE	The value of the multiplier applied to this bid response.
exchangeRate	FLOAT	NULLABLE	The value of the exchange rate at the moment of the bid between market.currency and EUR.
latency	INTEGER	NULLABLE	The value of the latency bucket for these bids.

deviceType	STRING	NULLABLE	The label of the device that generated the bid request (phone, desktop, tablet, tv).
consent	BOOLEAN	NULLABLE	Indication of consent for the bid requests to this market.

reduced_access_log

```
adheses-cloud.${customer}.reduced_access_log
```

This table contains direct ad server and campaign data. It can be joined with the metadata tables below.

Show table			
Field name	Type	Mode	Description
date	DATE	NULLABLE	The date the request was made
timestamp	TIMESTAMP	NULLABLE	Timestamp (grouped per hour) on which the request was made
creative_id	INTEGER	NULLABLE	The ID of the creative that was delivered
slot_id	INTEGER	NULLABLE	The ID of the slot for which the request was made
booking_id	INTEGER	NULLABLE	The ID of the booking that was delivered
campaign_id	INTEGER	NULLABLE	The ID of the campaign that was delivered
impression_count	INTEGER	NULLABLE	Each time an ad is requested, one impression is counted. This does not correspond to an IAB paid impression.
track_count	INTEGER	NULLABLE	When an ad is rendered on a page, 1 track is counted. This corresponds to an IAB paid impression.
raw_track_count	INTEGER	NULLABLE	Raw amount of tracked impressions that were made before filtering out the duplicates
click_count	INTEGER	NULLABLE	Each time a user clicks on an ad, 1 click is counted
raw_click_count	INTEGER	NULLABLE	Raw amount of clicks that were made before filtering out the duplicates

actions	STRING	REPEATED	A viewable impression is counted when a 'Adhese_IABview' or 'mrc_viewable' action is present.
targets	RECORD	REQUIRED	Contains the default and custom parameters that are set up. Contact the support team for more information about each field under targets.

Metadata tables

Updated daily with metadata for primary keys in the reduced_access_log table.

meta_slots

```
adhese-cloud.${customer}.meta_slots
```

Extra information regarding slots (= positions) can be found [here](#)

Show table

Field name	Type	Mode	Description
date	DATE	NULLABLE	
id	INTEGER	NULLABLE	
name	STRING	NULLABLE	
url	STRING	NULLABLE	
position_type	STRING	NULLABLE	position type as defined when creating a slot
template_file	STRING	NULLABLE	
location_id	INTEGER	NULLABLE	
location_name	STRING	NULLABLE	
location_url	STRING	NULLABLE	
location_code	STRING	NULLABLE	
publication_id	INTEGER	NULLABLE	
publication_name	STRING	NULLABLE	
publication_url	STRING	NULLABLE	

publisher_id	INTEGER	NULLABLE	
publisher_name	STRING	NULLABLE	

meta_format

adheses-cloud.\${customer}.meta_format

Extra information regarding formats can be found [here](#)

Show table

Field name	Type	Mode	Description
date	DATE	NULLABLE	
id	INTEGER	NULLABLE	
name	STRING	NULLABLE	
width	INTEGER	NULLABLE	
height	INTEGER	NULLABLE	
code_tag	STRING	NULLABLE	Code used to request the format
code_book	STRING	NULLABLE	Code used to link formats (subformat setup)
code_import	STRING	NULLABLE	

meta_creatives

adheses-cloud.\${customer}.meta_creatives

Extra information regarding creatives can be found [here](#)

Show table

Field name	Type	Mode	Description
------------	------	------	-------------

date	DATE	NULLABLE	
id	INTEGER	NULLABLE	
name	STRING	NULLABLE	
type	STRING	NULLABLE	
format_name	STRING	NULLABLE	
format_width	INTEGER	NULLABLE	
format_height	INTEGER	NULLABLE	
creative_width	INTEGER	NULLABLE	
creative_height	INTEGER	NULLABLE	
creative_url	STRING	NULLABLE	
size_kb	INTEGER	NULLABLE	size restriction if configured
advar_fields	RECORD	REPEATED	advar template fields
advar_file	STRING	NULLABLE	chosen advar template

size_kb does not contain the actual size of the uploaded files within the creative.

meta_booking

adheses-cloud.\${customer}.meta_booking

Extra information regarding bookings can be found [here](#)

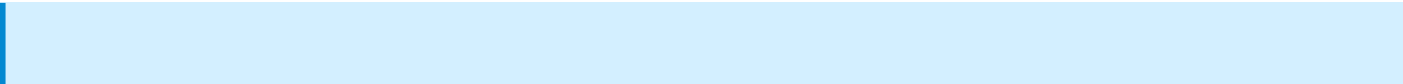
Show table

meta_booking			Description
Field name	Type	Mode	
date	DAT	NULLABLE	
id	INTEGER	NULLABLE	
campaign_id	INTEGER	NULLABLE	
slot_id	INTEGER	NULLABLE	

start	TIMESTAMP	NULLABLE	
end	TIMESTAMP	NULLABLE	
delivery_method	STRING	NULLABLE	
to_reach_unit	STRING	NULLABLE	e.g. impressions/clicks
to_reach_volume	INTEGER	NULLABLE	amount of units to reach
priority	STRING	NULLABLE	
capping	STRING	NULLABLE	
delivery_limit	STRING	NULLABLE	
pricing_type	STRING	NULLABLE	
unit_price	FLOAT	NULLABLE	
external_key	STRING	NULLABLE	
comment	STRING	NULLABLE	
daily_start	INTEGER	NULLABLE	
daily_end	INTEGER	NULLABLE	
exclusive	BOOLEAN	NULLABLE	
compete_with_rtb	BOOLEAN	NULLABLE	
together_with	INTEGER	REPEATED	
active	RECORD	NULLABLE	
active.monday	BOOLEAN	NULLABLE	
active.tuesday	BOOLEAN	NULLABLE	
active.wednesday	BOOLEAN	NULLABLE	
active.thursday	BOOLEAN	NULLABLE	
active.friday	BOOLEAN	NULLABLE	
active.saturday	BOOLEAN	NULLABLE	
active.sunday	BOOLEAN	NULLABLE	

meta_campaign

adheses-cloud.{\$customer}.meta_campaign



Extra information regarding campaigns can be found [here](#)

Show table

Field name	Type	Mode	Description
date	DATE	NULLABLE	
id	INTEGER	NULLABLE	
name	STRING	NULLABLE	
priority	STRING	NULLABLE	
created_by	STRING	NULLABLE	
to_reach_unit	STRING	NULLABLE	e.g. impressions/clicks
to_reach_volume	INTEGER	NULLABLE	amount of units to reach
advertiser_company	STRING	NULLABLE	
invoice_company	STRING	NULLABLE	
media_company	STRING	NULLABLE	
intermediary_company	STRING	NULLABLE	
client_contacts	STRING	NULLABLE	
internal_id	STRING	NULLABLE	
external_id	STRING	NULLABLE	
account_managers	STRING	NULLABLE	
public_comment	STRING	NULLABLE	
internal_comment	STRING	NULLABLE	

meta_booking_targets

`adheses-cloud.${customer}.meta_booking_targets`

Contains for each booking the target group, target label and target code that is used in that booking.

Extra information regarding targeting can be found [here](#)

Show table

Field name	Type	Mode	Description
date	DATE	NULLABLE	
booking_id	INTEGER	NULLABLE	
type	STRING	NULLABLE	target name
type_code	STRING	NULLABLE	target prefix
name	STRING	NULLABLE	target value name
code	STRING	NULLABLE	target value code

meta_dooh_player (not available)

`adhese-cloud.${customer}.meta_dooh_player`

Show table

Field name	Type	Mode	Description
id	INTEGER	NULLABLE	
date	DATE	NULLABLE	The date on which these bid requests were received.
store_city	STRING	NULLABLE	
store_id	STRING	NULLABLE	
store_formula	STRING	NULLABLE	Type of store.
store_channel	STRING	NULLABLE	
store_category	STRING	NULLABLE	
store_latlong	STRING	NULLABLE	Latitudinal and longitudinal coordinates of the store.

store_adress	STRING	NULLABLE	
store_postal_code	STRING	NULLABLE	

Other

error_log

```
adhese-cloud.${customer}.error_log
```

This is a generic table used to store errors. For instance, it can be employed to identify unmatched slot requests.

Show table			
Field name	Type	Mode	Description
date	DATE	NULLABLE	
error_type	STRING	NULLABLE	
message	STRING	NULLABLE	
count	INTEGER	NULLABLE	

Possible error types

SLOT_ID_UNKNOWN	The code of the requested position in the ad request does not match a position in Adhese
CREATIVES_ID_TOO_LONG	The creative identifier in the click tracking URL is not a valid ID.
SLOT_ID_UNKNOWN	sl target could not be matched to a valid slot id
XANDR_SLOT_ID_UNKNOWN	sl target could not be matched to a valid slot id and starts with xandr_
BAD_CLICK_URL	An invalid value was found in the click url. Related to the click part, e.g. /ad695511-11419

BAD_TRACK_URL	An invalid value was found in the track url. Related to the track part, e.g. 581025-mrc_50_1s.track
REQUEST_PARAMETER_DUPLICATE	e.g more than one sl parameter was found
REQUEST_PARAMETER_MISSING	e.g no sl parameter was found

Revision #59

Created 11 June 2024 09:44:17 by Casper Steuperaert

Updated 5 March 2026 11:42:36 by Kim Van Crombrugge