

Lookerstudio

- [Lookerstudio Report Example](#)

Lookerstudio Report Example

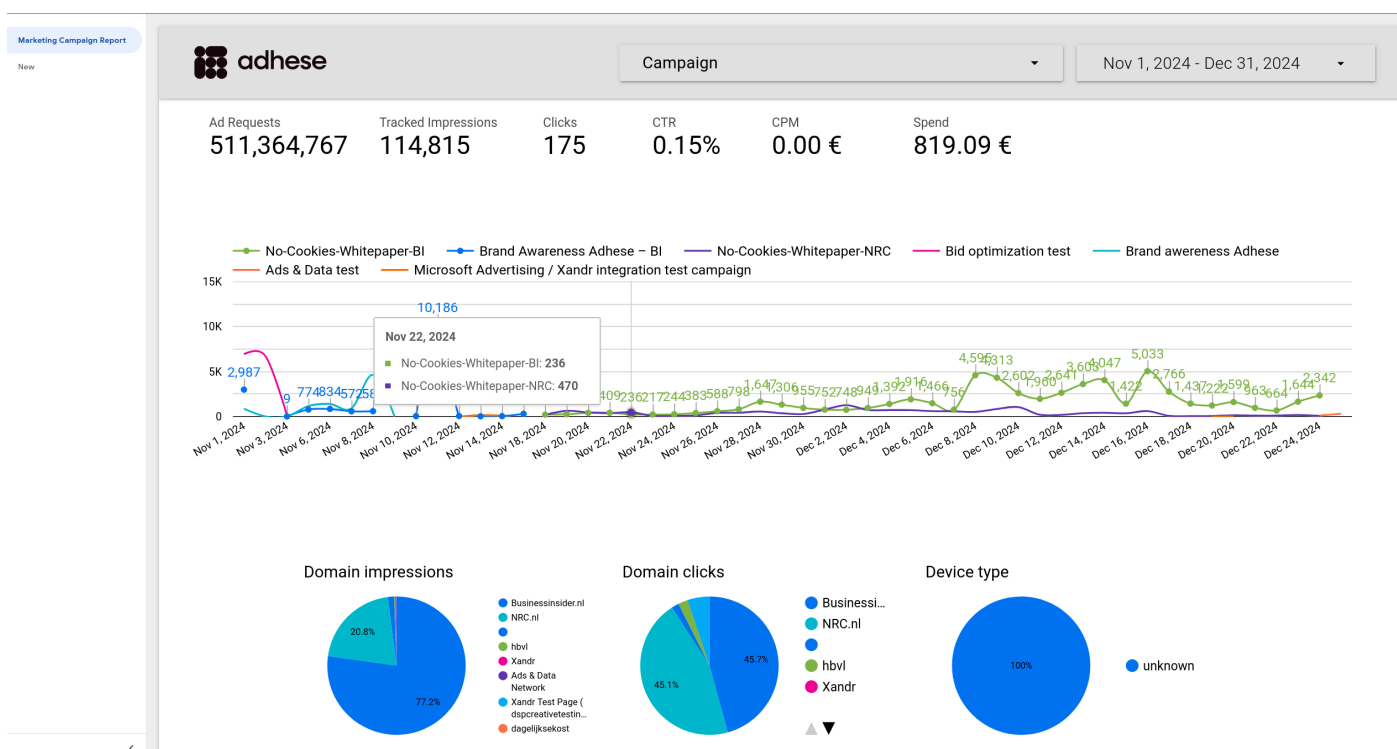
Lookerstudio reporting is a custom feature that requires some implementation work. Please contact support if you want to make use of it.

For more customisable reporting than is available within Adhese itself, we can provide our clients with Lookerstudio reports based on data exported to BigQuery.

In this page, we will give an example from our own marketing account.

Note that this is a fairly simple report and that every client's report can differ based on the metrics configured to appear in the reporting on Lookerstudio.

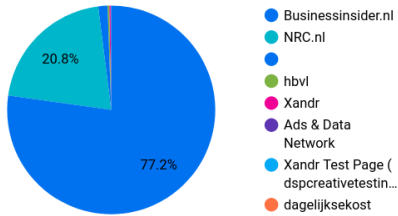
Report Overview



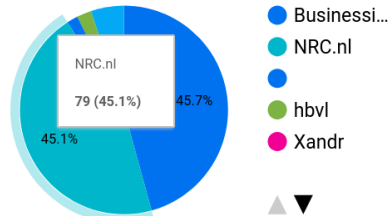
In our Adhese marketing report, we have two filters at the top, metrics for the filtered campaigns and time period below the filters.

In the middle you have a historical graph of the amount of impressions per campaign and below pie charts with metrics on the distribution of impressions, clicks and device types. If you hover over the pie charts you will see exact metrics:

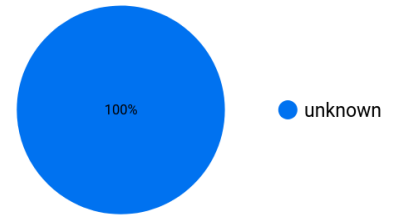
Domain impressions



Domain clicks



Device type



Format
Domain

| Domain | Campaign | Format | budget | Ad Requests | Tracked Impressions | Clicks | CTR | AVG CPM | SPEND |
|-----------------------------|--|---------|--------|-------------|---------------------|--------|-------|---------|----------|
| 1. Ads & Data Network | Ads & Data test | 970x250 | 0.35 | 34,999 | 0 | 0 | 0 | 2.98 € | 0 € |
| 2. Ads & Data Network | Ads & Data test | 970x250 | 0.5 | 10,530 | 108 | 0 | 0% | 4.25 € | 0.46 € |
| 3. Businessinsider.nl | No-Cookies-Whitepaper-BI | 300x250 | 240 | 121,794 | 39,595 | 40 | 0.1% | 5.1 € | 201.93 € |
| 4. Businessinsider.nl | No-Cookies-Whitepaper-BI | 970x250 | 260 | 119,994 | 18,877 | 24 | 0.13% | 11.05 € | 208.59 € |
| 5. Businessinsider.nl | Bid optimization test | 300x250 | 300 | 55,299 | 13,792 | 9 | 0.07% | 5.46 € | 75.44 € |
| 6. Businessinsider.nl | Brand Awareness Adhese – BI | 970x250 | 252 | 96,885 | 4,792 | 2 | 0.04% | 13.29 € | 67.09 € |
| 7. Businessinsider.nl | Brand Awareness Adhese – BI | 300x250 | 252 | 104,240 | 11,594 | 5 | 0.04% | 5.7 € | 69.22 € |
| 8. NRC.nl | No-Cookies-Whitepaper-NRC | 300x250 | 240 | 65,620 | 6,546 | 21 | 0.32% | 5.1 € | 33.38 € |
| 9. NRC.nl | No-Cookies-Whitepaper-NRC | 970x250 | 260 | 14,795 | 8,333 | 30 | 0.36% | 11.05 € | 92.08 € |
| 10. NRC.nl | Brand awereness Adhese | 300x250 | 126 | 112,531 | 8,765 | 26 | 0.3% | 6 € | 52.55 € |
| 11. NRC.nl | Brand awereness Adhese | 970x250 | 125 | 377 | 217 | 2 | 0.92% | 12.5 € | 2.7 € |
| 12. Xandr | Microsoft Advertising / Xandr integra... | 300x250 | 6.25 | 13,322 | 0 | 0 | 0 | 2.12 € | 0 € |
| 13. Xandr | Microsoft Advertising / Xandr integra... | 300x250 | 16.8 | 2,909 | 227 | 0 | 0% | 3.74 € | 0.94 € |
| 14. Xandr Test Page (den... | Microsoft Advertising / Xandr integra... | 300x250 | 0.05 | 243 | 17 | 0 | 0% | 0.42 € | 0.01 € |
| Grand total | | | | 754,938 | 113,165 | 172 | 0.15% | 8.13 € | 805.67 € |

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Below the pie charts we have a table overview of various metrics by domain, campaign and format combination.

Formatformat_id

Type to search

300x2502

970x2504

| Format | budget | Ad Requ | ions | Clicks | CTR | AVG CPM | SPEND |
|---------|--------|---------|-------|--------|-------|---------|----------|
| 970x250 | 0.35 | 34 | 0 | 0 | 0 | 2.98 € | 0 € |
| 970x250 | 0.5 | 10 | 108 | 0 | 0% | 4.25 € | 0.46 € |
| 300x250 | 240 | 121 | 9,595 | 40 | 0.1% | 5.1 € | 201.93 € |
| 970x250 | 260 | 119 | 8,877 | 24 | 0.13% | 11.05 € | 208.59 € |
| 300x250 | 300 | 55 | 3,792 | 9 | 0.07% | 5.46 € | 75.44 € |
| 970x250 | 252 | 96 | 4,792 | 2 | 0.04% | 13.29 € | 67.09 € |
| 300x250 | 252 | 104 | 1,594 | 5 | 0.04% | 5.7 € | 69.22 € |

You can filter the tables based on what formats and domains you want to see.

Report Filters

You can filter the report either by campaign or by date with the filters at the top of the page:

Campaigncampaign_id

Type to search

Microsoft Advertising / Xandr integration test cam...1

Brand awereness Adhese3

Brand Awareness Adhese – BI4

Bid optimization test5

No-Cookies-Whitepaper-BI7

No-Cookies-Whitepaper-NRC6

Spend

819.09 €

Nov 1, 2024 - Dec 31, 2024

Campaign

No

Fixed

Start Date

NOV 2024

End Date

DEC 2024

NOV

DEC

Cancel

Apply

CTR

0.15%

CPM

0.00 €

Spend

819.09 €

hese – BI

No-Cookies-Whitepaper-NRC

Bid optimization test

egration test campaign

The metrics at the top and data displayed will change to reflect your chosen filters.