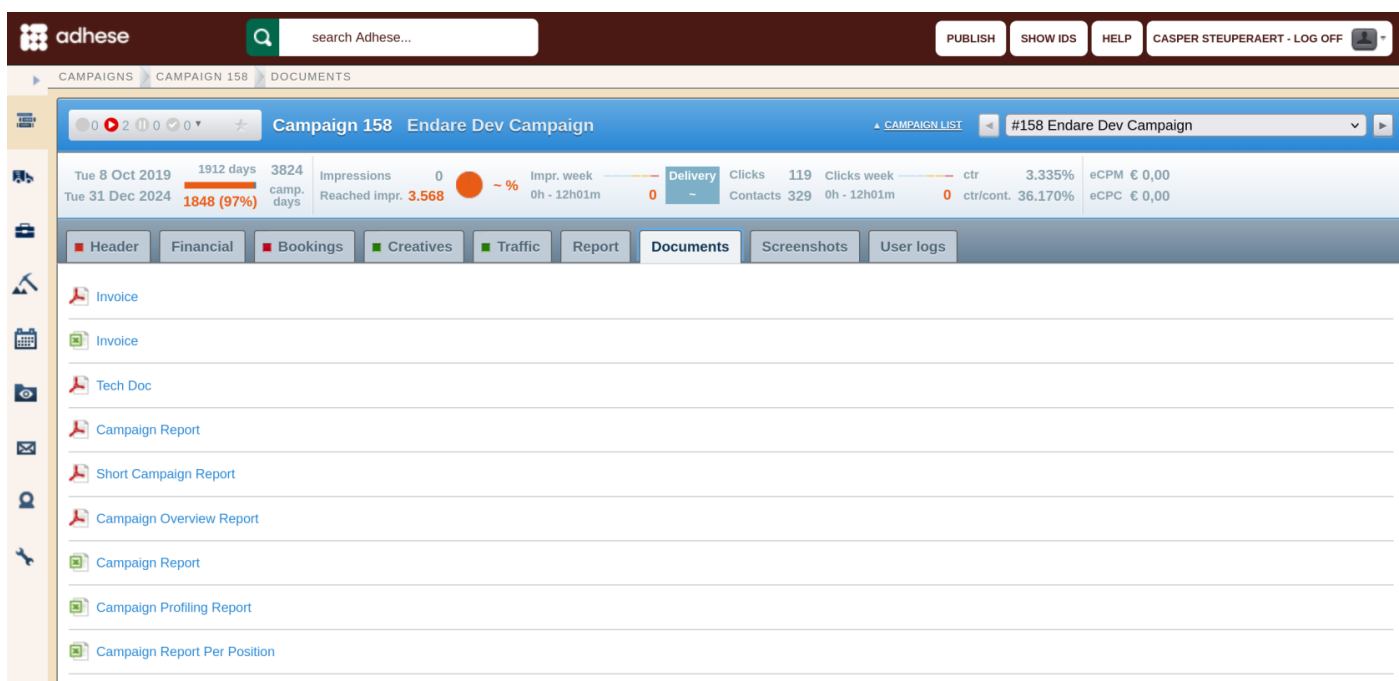


Documents tab: client reports

You can create client reports within the interface of Adhese. These reports allow you to determine which information you wish to share, ranging from a comprehensive daily performance report to a summary report.

Once you have selected a campaign, you can download several client reports from the *Documents* tab. The publisher determines which documents will be included in this overview. Adhese exports the spreadsheet documents to a file that can be read in Excel.



The screenshot shows the Adhese interface for Campaign 158. The top navigation bar includes the Adhese logo, a search bar, and buttons for 'PUBLISH', 'SHOW IDS', 'HELP', and 'CASPER STEUPERAERT - LOG OFF'. Below the navigation bar, the 'DOCUMENTS' tab is selected, showing a list of reports: Invoice, Tech Doc, Campaign Report, Short Campaign Report, Campaign Overview Report, Campaign Report, Campaign Profiling Report, and Campaign Report Per Position. The main content area displays campaign statistics for 'Campaign 158 Endare Dev Campaign'.

Campaign 158 Endare Dev Campaign		1912 days		3824 camp. days		Impressions 0		Reached impr. 3.568		Impr. week 0h - 12h01m		Delivery 0		Clicks 119		Clicks week 0h - 12h01m		ctr 3.335%		eCPM € 0,00	
Tue 8 Oct 2019		1848 (97%)																			
Tue 31 Dec 2024																					

For more information about the definition of the different table columns from the spreadsheet reports, refer to [Table columns in the client reports \(Documents tab\)](#).

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

All reports are updated daily at midnight.

Invoice

The *Invoice* report provides details of the cost price of a campaign. The cost price is calculated using the number of booked impressions, the chosen tariff type (such as CPM and CPC), and the agreed-upon unit price. If applicable, the *Invoice* report contains rate card-specific information.

An *Invoice* report is an effective tool for confirming an option or offer with a potential advertiser. The report can be downloaded in PDF or Excel format.

Tech doc

This report lists all creatives of the campaign. For each creative, the following information is provided: name of position, start and end dates, format, dimensions, and file size.

Campaign report

The *Campaign* report is a complete report about the campaign. The report contains:

- An executive summary presenting figures regarding the total number of impressions, contacts and clicks;
- A table depicting the performance of each individual booking;
- A line chart illustrating the campaign's daily performance (impressions and clicks);
- A table describing the campaign's daily performance;
- A table depicting the daily performance of each individual creative;
- A table describing the daily performance of each individual booking.

A similar *Campaign* report is available for download in spreadsheet format. This report contains the following information:

- A summary of the bookings' performance;
- The daily performance of each booking;
- The daily performance of each creative.

Short campaign report

It is not always necessary to send a full report to the client. The *Short campaign* report (PDF) provides an executive summary of the campaign's performance for each booked position.

Campaign overview report

The *Campaign overview report* (pdf) provides information about the pricing type, the number of booked and delivered impressions, the number of clicks, and the click-through rate for each booking in the campaign. When several creatives are attached to a booking, the number of impressions, clicks, and the click-through rate are reported per creative.

Campaign report per position

The *Campaign report per position* contains campaign performance data for each individual position where the booking has been served. Besides, when the booking is booked at a channel, this report presents the unique positions in which the booking has been served within that channel.

Export campaign 3rd party tags

The *Export campaign third-party tags* report is a text file that contains all third-party tags for the selected campaign – ready for implementation in any other ad server or content management system.

Due to pending improvements, this report is currently unavailable.

Campaign actions report per position

The *Campaign actions report per position* contains all custom actions logged for a creative. The data in this report enables you to create reports per creative, booking, and publication—both booked and delivered. For more information regarding the definition of the different table columns, refer to the [Table columns in the client reports \(Documents tab\)](#).

Video report per campaign

The video report per campaign needs to be activated before it is available. Contact Adhese support if you do not have this report available and would like to.

This report is only available for download if the booking format has been determined to have completion rate events, as defined in the **Has completion rate events** drop-down in the *Create a new template* screen (refer to [Create a format](#) for more information). If a campaign contains bookings that do not have a valid format, the *Video report link per campaign* will not be visible in the interface.

The *Video report per campaign* is modelled after the *Short campaign report* because it has a similar structure. The initial page of the report presents an executive summary of the campaign's performance. The second page contains the completion rate for VAST-specific progress and the number of click-throughs for each booking and creative.

The completion rate is calculated based on the following VAST-defined events: **start**, **firstQuartile**, **midpoint**, **thirdQuartile** and **complete**. Start impressions and clicks are shown as numbers, while firstQuartile, midpoint, thirdQuartile and complete are percentages. For example, the percentage of firstQuartile is calculated as follows:

$$(\text{amount of } \mathbf{firstQuartile} \text{ impressions}) / (\text{amount of } \mathbf{start} \text{ impressions}) * 100$$

Video report spreadsheet

The video report spreadsheet needs to be activated before it is available. Contact Adhese support if you do not have this report available and would like to.

This report is only available for download if the booking format has been determined to have completion rate events, as defined in the **Has completion rate events** drop-down in the *Create a new template* screen (refer to [Create a format](#) for more information). If a campaign contains bookings that do not have a valid format, the **Video report link per campaign** will not be visible in the interface.

The *Video report spreadsheet* is an Excel sheet that contains two tabs.

The first tab of the Video report spreadsheet contains an executive summary of the campaigns, bookings, and creatives performances.

The completion rate is calculated based on the following VAST defined events: **start**, **firstQuartile**, **midpoint**, **thirdQuartile** and **complete**. Start impressions are shown as numbers, while firstQuartile, midpoint, thirdQuartile and complete are percentages. For example, the percentage of firstQuartile is calculated as follows:

$$(\text{amount of } \mathbf{firstQuartile} \text{ impressions}) / (\text{amount of } \mathbf{start} \text{ impressions}) * 100$$

The second tab of the *Video report spreadsheet* contains the raw daily data for each creative used to calculate the summary on the first tab.

Revision #9

Created 11 June 2024 10:56:24 by Casper Steuperaert

Updated 24 March 2025 09:42:51 by Casper Steuperaert