

# Lookerstudio Report Example

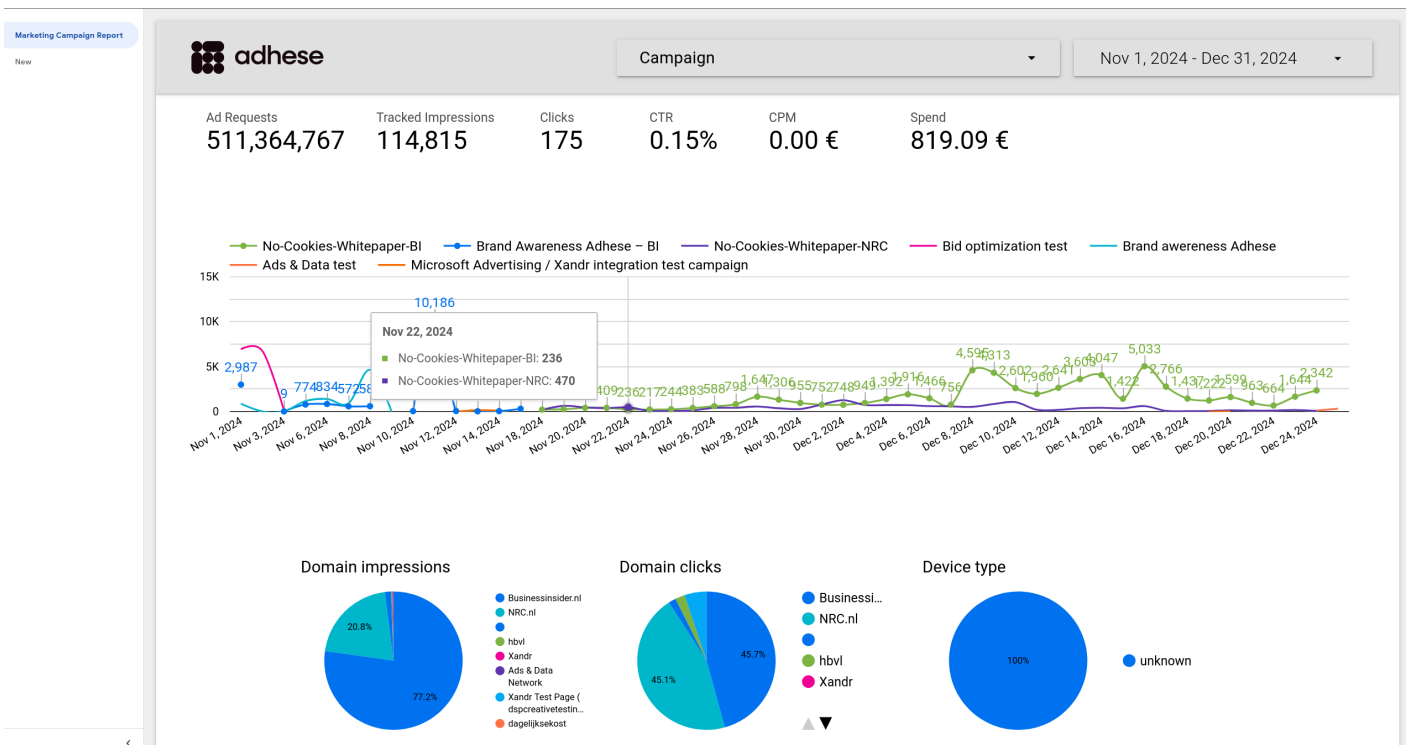
Lookerstudio reporting is a custom feature that requires some implementation work. Please contact support if you want to make use of it.

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.

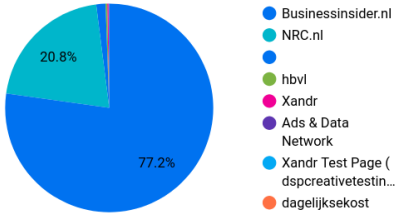
## Report Overview



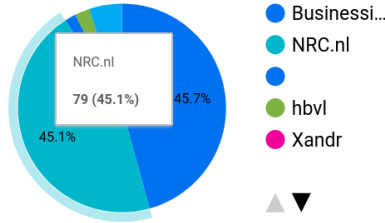
In our Adhese marketing report, we have two filters at the top, metrics for the filtered campaigns and time period below the filters.

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:

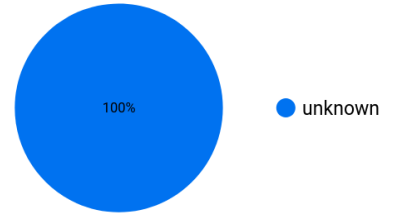
Domain impressions



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 (dspcreativetestin...	Microsoft Advertising / Xandr integra...	300x250	0.25	343	17	0	0%	0.49 €	0.01 €
<b>Grand total</b>				<b>754,938</b>	<b>113,165</b>	<b>172</b>	<b>0.15%</b>	<b>8.13 €</b>	<b>805.67 €</b>

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

Format	budget	Ad Requ	Impressions	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:

✓ Campaign campaign\_id

Q Type to search

- ✓ Microsoft Advertising / Xandr integration test cam... 1
- ✓ Brand awereness Adhese 3
- ✓ Brand Awareness Adhese – BI 4
- ✓ Bid optimization test 5
- ✓ No-Cookies-Whitepaper-BI 7
- ✓ No-Cookies-Whitepaper-NRC 6

Nov 1, 2024 - Dec 31, 2024

Spend

# 819.09 €

Campaign

No-Cookies-Whitepaper-NRC

Fixed

CTR

## 0.15%

CPM

## 0.00 €

Spend

## 819.09 €

hese – BI    — No-Cookies-Whitepaper-NRC    — Bid optimization test    — Xandr integration test campaign

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

Revision #1

Created 14 April 2025 09:00:29 by Casper Steuperaert

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