

innervate

●  
**REPORTING  
IN INNERVATE**

# REPORTING IN INNERVATE

Innervate's suite of reporting tools is flexible, powerful, and simple to use. You can develop custom reports that can be manipulated within Innervate or exported. All Innervate reporting data is also accessible via a common API. This paper will explain how the analytics application works and provide an overview of the most commonly used metrics and dimensions.

## CONTENTS

<b>The Innervate Analytics Application</b>	<b>3</b>
Date Ranges	6
<b>Commonly Used Metrics</b>	<b>8</b>
Impressions	8
Viewability	8
Video and Rich Media Interactions	8
Clicks	10
Conversions and Other Post-Click Events	10
Analyzing Conversion Attribution	11
Cost Metrics	12
<b>Basic Financial Metrics</b>	<b>12</b>
Revenue Metrics	12
<b>Commonly Used Dimensions</b>	<b>12</b>
Increments of Time	12
Time Delays as Dimensions	12
Test Data	13
Ad and Asset Data	14
Visitor Data: Passed and Auto-Detected	15
Audience Information	15
Publisher and Placement Data	15

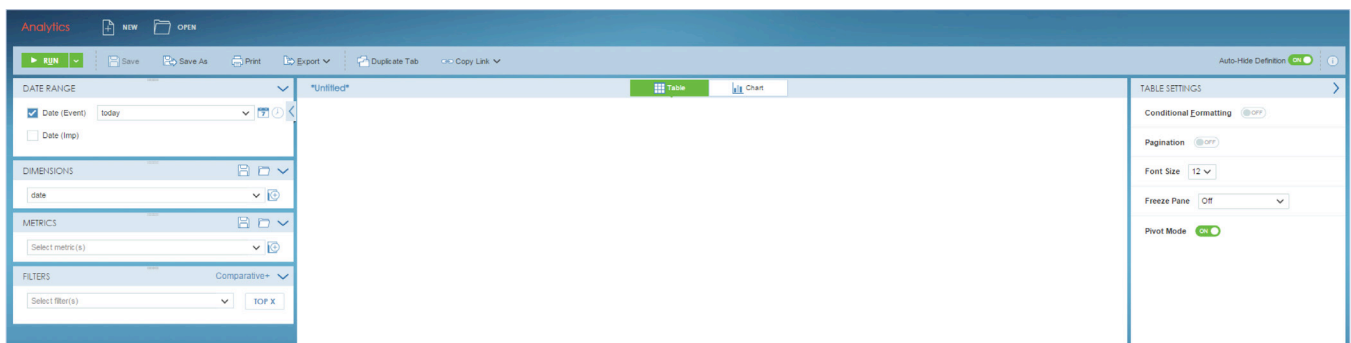
## THE INNERVATE ANALYTICS APPLICATION

The Analytics Application includes the Innervate Report Explorer, where you can search for saved reports, and the Innervate Analytics workspace, where you can create new reports based on any new metrics or dimensions.

### REPORT EXPLORER



### ANALYTICS WORKSPACE



To create a report, select options for the following:

- Date Range (either event and impression based)
- Dimensions (e.g. dates, publisher, audience data like location or demographics)
- Metrics (e.g. impressions served, viewability, clicks, or conversions)
- Filters (e.g. specific campaigns, or user locations)

Here's an example of a simple report:

**DATE RANGE**

Date (Event) yesterday

Date (Imp)

**DIMENSIONS**

Select dimension(s)

Date | Date

Date | Hour

Geo | Country Name

**METRICS**

Select metric(s)

Counts | Impressions

Ad Seen

View%

Counts | Clicks

CTR %

Counts | Conversions

Conv %

Net Conv Yield (\*1M)

Counts | Post Conversions

Cost | Cost

CPM

CPC

CPA

**FILTERS** Comparative+ v

Select filter(s) TOP X

Geo | Country Code

+  

US

GB

### Date Range: Show data only for

- Events that occurred yesterday

### Dimensions: Pivot data by

- Date of Event
- Hour of Event
- Country (name)

### Metrics: Count the following events

- Number of Ad Impressions
- Number of Viewable Ads
- View % (Calculated Field)
- Number of Clicks
- Click Through Rate% (Calculated Field)
- Number of Conversion
- Conversion Rate (Calculated Field)
- Net Conversion Yield (Calculated Field)
- Number of Post Conversions
- Cost
- CPM (Calculated field Cost / Imps \* 1000)
- CPC (Calculated field Cost / Clicks )
- CPA (Calculated field Cost / Conversions)

### Filters: Filter for:

- Countries limited to US and GB

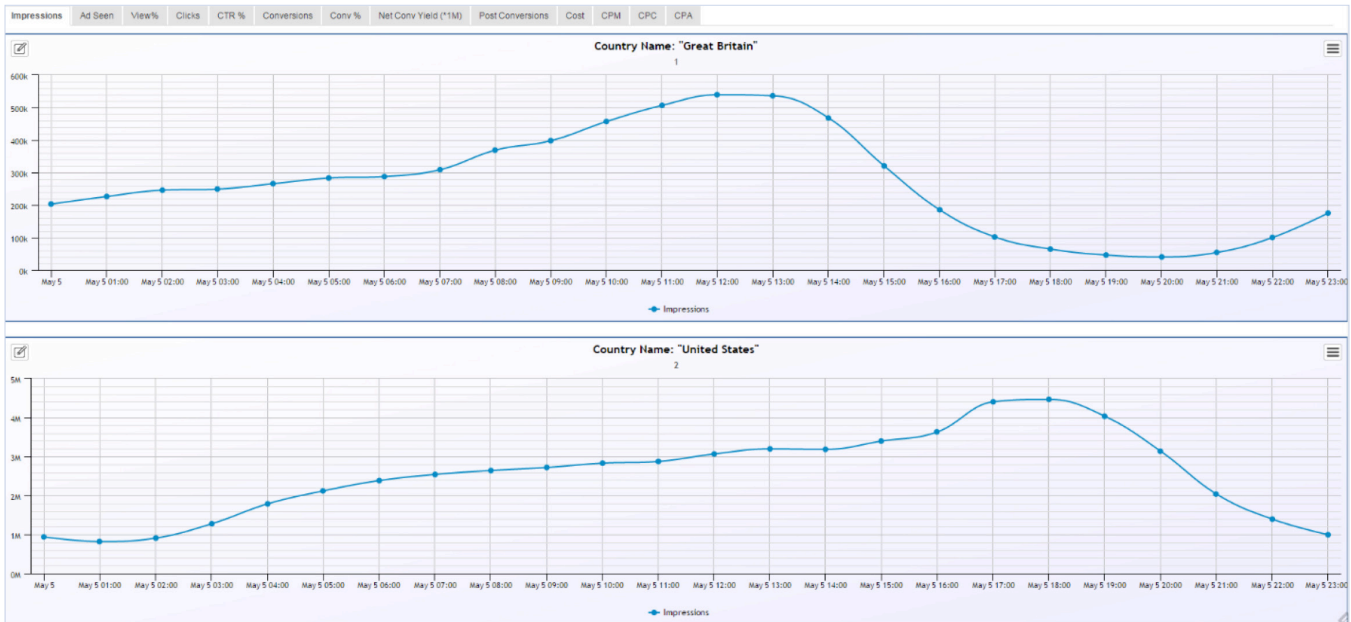
## SAMPLE QUERY DEFINITION

Once your reporting query is defined, you can review your data. You have multiple viewing options, but by default, Innervate displays data as a Pivot Table.

#	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Date	Hour	Country Name	Impressions	Ad Seen	View%	Clicks	CTR %	Conversions	Conv %	Net Conv Yield (*1M)	Post Conversions	Cost	CPM	CPC	CPA	
2015-05-05	0	Great Britain	203,293	142,081	69.89%	2,032	1.00%	57	2.81%	280	13	\$133.87	\$0.66	\$0.07	\$2.35	
		United States	937,981	632,438	67.43%	3,709	0.40%	164	4.42%	175	39	\$490.32	\$0.52	\$0.13	\$2.99	
	1	Great Britain	226,511	181,248	80.02%	1,720	0.76%	48	2.79%	212	5	\$121.04	\$0.53	\$0.07	\$2.52	
		United States	819,492	584,151	68.84%	2,967	0.36%	131	4.42%	160	23	\$428.50	\$0.52	\$0.14	\$3.27	
	2	Great Britain	245,961	199,430	81.08%	1,789	0.73%	43	2.40%	175	11	\$137.61	\$0.56	\$0.08	\$3.20	
		United States	909,406	615,190	67.65%	3,361	0.37%	119	3.54%	131	22	\$492.73	\$0.54	\$0.15	\$4.14	
	3	Great Britain	249,297	206,702	82.91%	1,809	0.73%	53	2.93%	213	13	\$131.08	\$0.53	\$0.07	\$2.47	
		United States	1,276,302	788,498	61.78%	6,265	0.49%	181	2.89%	142	34	\$827.12	\$0.65	\$0.13	\$4.57	
	4	Great Britain	265,993	222,307	83.58%	1,835	0.69%	50	2.72%	188	10	\$136.04	\$0.51	\$0.07	\$2.72	
		United States	1,785,460	1,015,166	56.86%	10,051	0.56%	246	2.45%	138	50	\$1,094.64	\$0.61	\$0.11	\$4.45	
	5	Great Britain	283,339	237,549	83.84%	1,993	0.70%	65	3.26%	229	23	\$149.07	\$0.53	\$0.07	\$2.29	
		United States	2,118,842	1,247,199	58.86%	9,345	0.44%	351	3.76%	166	65	\$1,231.18	\$0.58	\$0.13	\$3.51	
6	Great Britain	287,860	247,136	85.85%	2,093	0.73%	58	2.77%	201	16	\$154.13	\$0.54	\$0.07	\$2.66		
	United States	2,382,521	1,458,840	61.23%	10,730	0.45%	384	3.58%	161	79	\$1,382.68	\$0.58	\$0.13	\$3.60		
7	Great Britain	309,016	255,045	82.53%	2,622	0.85%	96	3.66%	311	16	\$187.56	\$0.61	\$0.07	\$1.95		
	United States	2,538,984	1,574,989	62.03%	11,928	0.47%	427	3.58%	168	99	\$1,396.25	\$0.55	\$0.12	\$3.27		
8	Great Britain	369,176	290,446	78.67%	3,836	1.04%	120	3.13%	325	36	\$246.57	\$0.67	\$0.06	\$2.05		
	United States	2,640,815	1,655,987	62.71%	11,888	0.45%	422	3.55%	160	100	\$1,420.93	\$0.54	\$0.12	\$3.37		
9	Great Britain	398,246	309,110	77.62%	4,134	1.04%	112	2.71%	281	35	\$258.17	\$0.65	\$0.06	\$2.31		
	United States	2,719,114	1,701,671	62.58%	12,605	0.46%	450	3.57%	165	103	\$1,435.33	\$0.53	\$0.11	\$3.19		
10	Great Britain	457,184	360,422	78.84%	4,803	1.05%	145	3.02%	317	30	\$306.15	\$0.67	\$0.06	\$2.11		
	United States	2,828,873	1,729,269	61.13%	14,259	0.50%	452	3.17%	160	79	\$1,618.83	\$0.57	\$0.11	\$3.58		
11	Great Britain	506,700	390,166	77.00%	5,645	1.11%	153	2.71%	302	45	\$329.36	\$0.65	\$0.06	\$2.15		
	United States	2,872,949	1,769,676	61.60%	14,841	0.52%	491	3.31%	171	72	\$1,736.59	\$0.60	\$0.12	\$3.54		
12	Great Britain	539,560	416,098	77.12%	6,024	1.12%	182	3.02%	337	38	\$356.83	\$0.66	\$0.06	\$1.96		
	United States	3,064,600	1,814,086	59.19%	17,193	0.56%	448	2.61%	146	77	\$1,841.47	\$0.60	\$0.11	\$4.11		

### EXAMPLE DATA AS A PIVOT TABLE IN THE ANALYTICS WORKSPACE

You can also visualize data as a chart. When there are multiple dimensions, they appear either as separate charts or as multiple Y values on the same chart. In the example below, countries are presented as separate charts, while the metrics are separated into tabs.



## EXAMPLE DATA VISUALIZED AS A LINE CHART

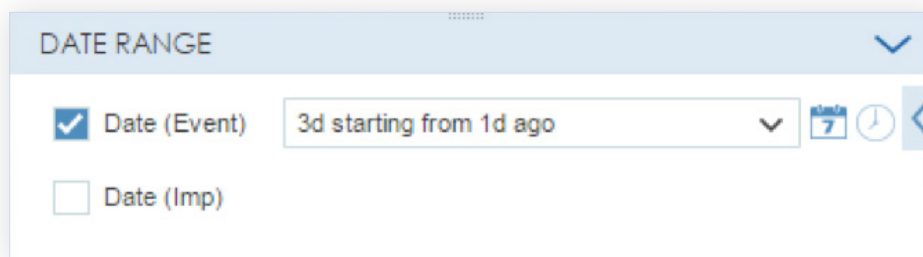
In addition to basic table and chart visualizations, the system supports:

- Dynamic Pivot Tables
- Dynamic Filters
- Sparklines
- Multi-Dimensional Charts
- Drill-Down Charts
- Comparative (24 hour) Charts
- Bar & Column Charts
- Pie Charts

## DATE RANGES

All queries can be restricted by either:

- The timestamp of the event measured (for example, if you're pulling a report on conversations, the date of the conversion.)
- The timestamp of the ad being served (Innervate supports multiple measures for the time of an impression—including the time that the tag is requested, or when the ad loads.)



DATE RANGE

Date (Event) 3d starting from 1d ago

Date (Imp)

The date range expression can be relative (e.g. last week, no matter what today's day is), absolute (e.g. April 7th at 5PM through April 9th at 10 PM), or intra-day (e.g. comparing hours based on the current time). The system also supports local time for day parting.

#	A	B	C	D	E	F
	Impression Date	Date	Event Aging	Impressions	Clicks	Conversions
	2015-04-30	2015-04-30	1) < 5 sec	743,139	480	0
			2) 5 - 15 sec	66,771	1,619	0
			3) 15 sec - 1 min	134,012	11,071	0
			4) 1 min - 5 min	0	4,155	3
			5) 5 min - 1 hour	0	1,388	23
			6) 1 hour- 5 hour	0	213	5
			7) 5 hour- 1 day	0	59	1
		2015-05-01	7) 5 hour- 1 day	0	59	1
			8) 1 day - 2 days	0	6	1
	2015-05-02	8) 1 day - 2 days	0	5	1	
		9) > 2 days	0	1	0	

## COMMONLY USED METRICS

### IMPRESSIONS

The Innervate system provides a number of different ways to measure impressions. Here is an example of the different impression metrics in a sample report:

IAB Certified Viewability report   Date Range: [May 5, 2015 - May 5, 2015]														Data as of: 15:25pm [05/06/2015]
#	A	B	C	D	E	F	G	H	I	J	K	L	M	
Date	Impressions (Ad Served)	Impressions (ad loaded)	Measured Impressions	Measured Rate	Viewable Impressions	Viewable Rate	Non-Viewable Measured Impressions	Non-viewable Rate	Ad Visible - Right Away	Ad Visible - Latent	Ad Not Visible	Ad Viewability Undetermined		
2015-05-05	256,064,455	240,642,872	229,636,290.00	95.43%	54,471,899	23.72%	175,164,391	76.28%	42,716,961	11,754,938	186,919,329	11,006,582.00		
Grand Total [Count:1]	256,064,455	240,642,872	229,636,290.00	95.43%	54,471,899	23.72%	175,164,391	76.28%	42,716,961	11,754,938	186,919,329	11,006,582.00		

Innervate's impression metrics are structured to conform to standard IAB Definitions and the following measures have been certified by BPA Worldwide:

- Ad Impressions served by the ad server (the number of times the tag is called)
- Ad Impressions loaded by the browser or SDK (ads fully delivered to the publisher and rendered)

### VIEWABILITY

Innervate also measures viewable ad impressions in adherence to the MRC standard: more than 50% of the ad must be visible for more than one second.

In addition to viewable and non-viewable, Innervate has defined a third metric called "Latent Visible," which is defined as a viewable ad with a "latent" delay. An ad is considered latent visible if more than 50% of its pixels are in view for more than one second, more than 10 seconds past the load event. The delay is often due to publishers caching the ad, or a user scrolling to reach an ad that initially appeared below the fold.

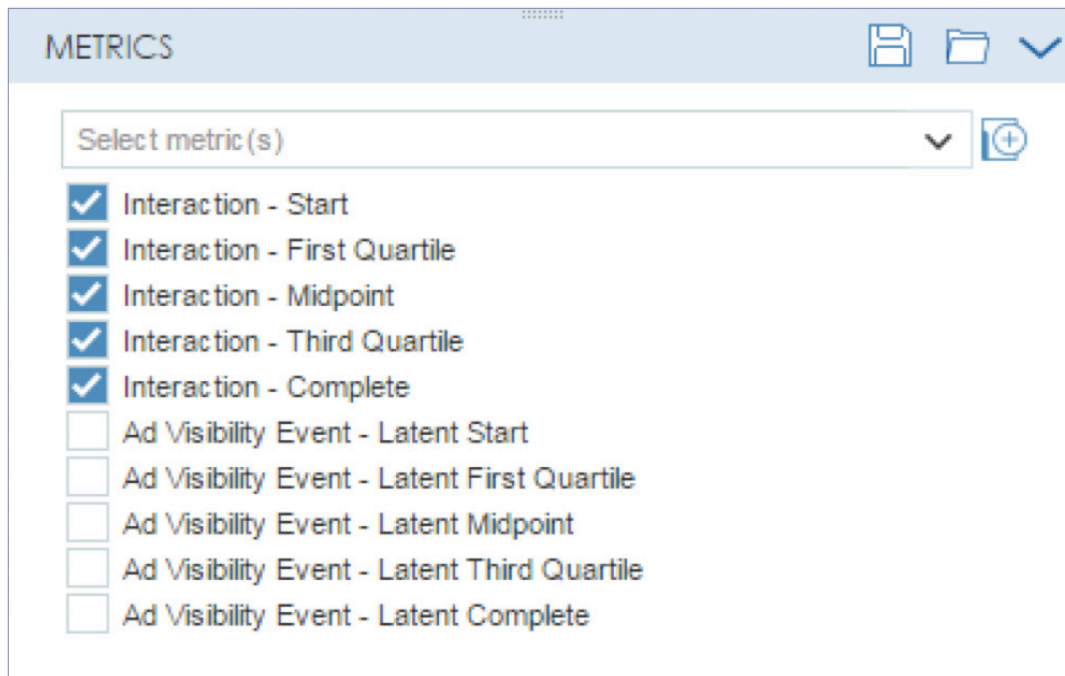
### VIDEO AND RICH MEDIA INTERACTIONS

Innervate supports a number of metrics designed to measure how the user interacted with the ad in addition to simply clicking.

For Video playback and any other linear type of ad, Innervate measures visibility events as a percentage of the timeline completed as supported by VAST or VPAID standards. The standard events are divided into quartiles. In addition, the system also tracks when goals are completed with some delay.



Video ads may also include a companion display ad, and Innervate will track any interaction with the Video Companion Ad.

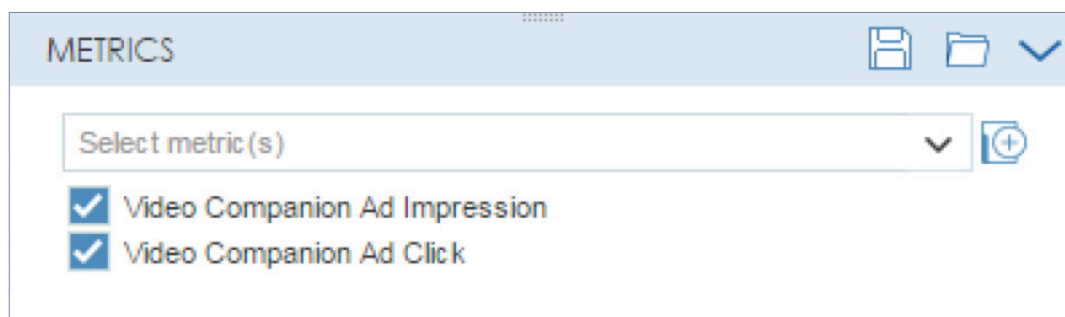


The screenshot shows a window titled "METRICS" with a search bar containing "Select metric(s)". Below the search bar, a list of metrics is displayed with checkboxes. The following metrics are checked:

- Interaction - Start
- Interaction - First Quartile
- Interaction - Midpoint
- Interaction - Third Quartile
- Interaction - Complete

The following metrics are not checked:

- Ad Visibility Event - Latent Start
- Ad Visibility Event - Latent First Quartile
- Ad Visibility Event - Latent Midpoint
- Ad Visibility Event - Latent Third Quartile
- Ad Visibility Event - Latent Complete



The screenshot shows a window titled "METRICS" with a search bar containing "Select metric(s)". Below the search bar, a list of metrics is displayed with checkboxes. The following metrics are checked:

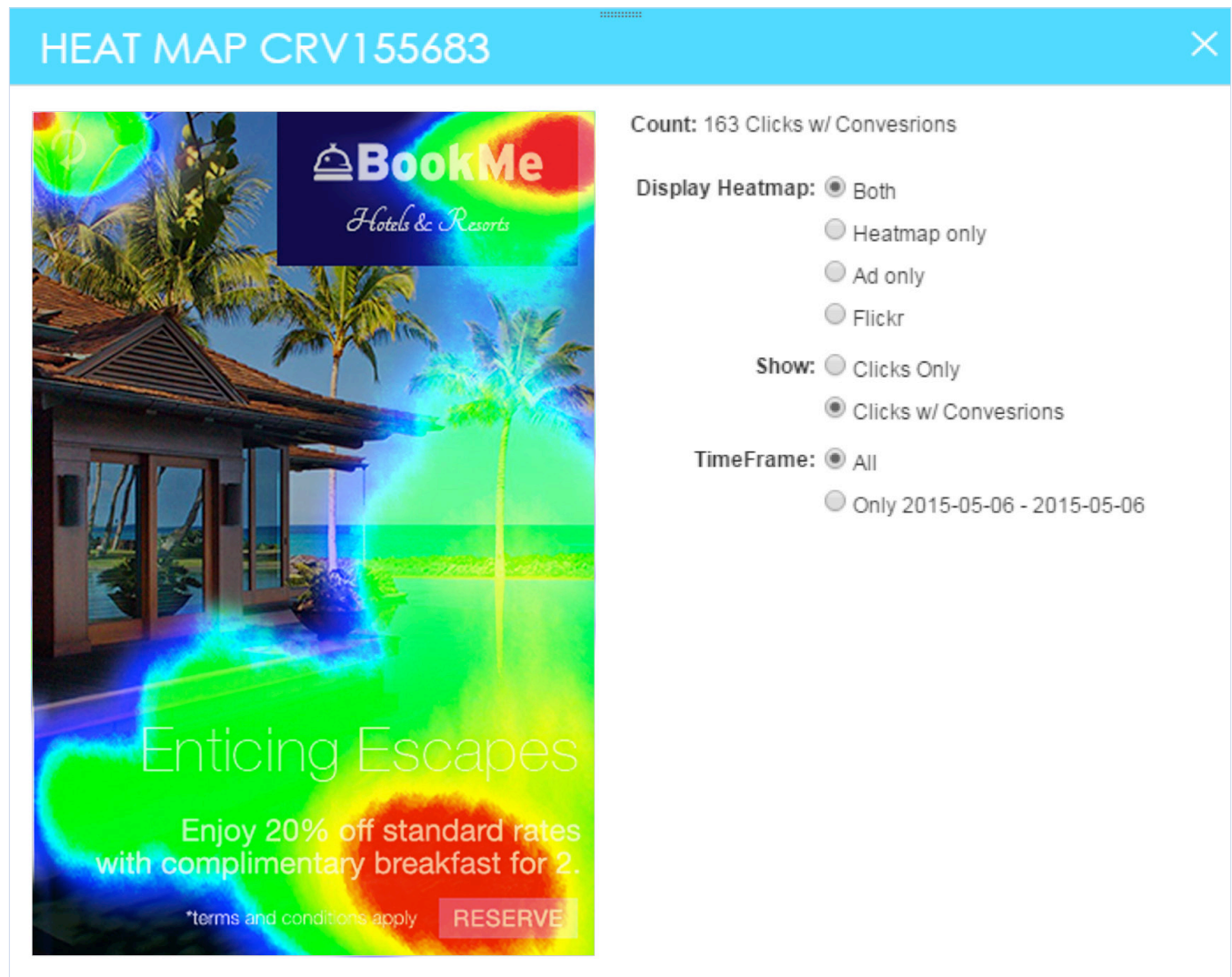
- Video Companion Ad Impression
- Video Companion Ad Click

For rich media ads (including MRAID standard expandables), Innervate provides two basic events: click to expand and mouse movements. Within mouse movements, Innervate tracks mouse over, clicks within an ad (without exiting), and for mobile, Innervate can track an individual's swipe, zoom, or whether the user rotated their device to change orientation. All rich media interactions can be connected with any custom conversion or post-conversion events.

## CLICKS

Measuring the context of the click is integral to making the right optimizations. In addition to standard click and CTR tracking, Innervate supports heatmap parameterized click and conversion tracking, showing you where users clicked and which aspects of an ad drew the most attention.

Each click is assigned as X/Y value, as you can see here:



## CONVERSIONS AND OTHER POST-CLICK EVENTS

In addition to standard clicks, you can define an unlimited number of custom funnel events to measure and optimize against—this could be a typical conversion like an app install, a purchase or any other desirable event a customer or prospect might take, like signing up for a newsletter.

Each of these events is associated with a measurement pixel (typically managed by a system like TagMan). For mobile campaigns, Innervate uses IDFA or AAID for attribution.

#	A Ad Size	B Impressions	C Clicks	D Direct Conversions	E Assisted Conversions	F Total Conversions	G Post Conversions
	1024x768 (1024x768)	98,520	11,975	14	13	27	6
	300x250 (300x250)	216,026	1,251	3	1	4	3
	320x480	1,333	90	0	0	0	0
	320x480 (320x480)	538,364	29,578	82	22	104	34
	320x50	135,824	558	0	7	7	0
	320x50 (320x50)	2,365,776	4,827	42	6	48	11
	480x320 (480x320)	199,304	8,343	28	1	29	14
	728x90 (728x90)	758,070	4,297	9	8	17	3
	768x1024	9,259	1,649	5	2	7	4
	768x1024 (768x1024)	20,245	1,913	2	1	3	1
	Leaderboard (728x90)	44,283	435	1	0	1	1
	<b>Grand Total [Count:11]</b>	<b>4,387,004</b>	<b>64,916</b>	<b>186</b>	<b>61</b>	<b>247</b>	<b>77</b>

## ANALYZING CONVERSION ATTRIBUTION

Conversion modeling is based on interaction type (e.g. click), the attribution model (e.g. first, last, or linear) and the attribution window (e.g. seven days).

ATTRIBUTION MODELING WIZARD
✕

1 Select Dimension
2 Select Filter
3 Select Date Range

**Required**

Interaction Type + ▼

- Impression ✕
- Click ✕

Attribution Model + ▼

- First Interaction ✕
- Last Interaction ✕
- Linear ✕

ATTRIBUTION MODELING WIZARD
✕

1 Select Dimension
2 Select Filter
3 Select Date Range

**Required**

Date Range ▼ yesterday 📅

Lookback (days) 7

## COST METRICS

Innervate can track a matrix of both estimated and actual costs that originate from the Innervate system and from third-parties (i.e. sellers).

## BASIC FINANCIAL METRICS

### REVENUE METRICS

The Innervate system automatically tracks pro-forma revenue and attributes it to campaigns. Revenue can be modeled in two ways:

- A standard CPA associated with a specific event (i.e. assign every conversion a dollar value)
- A dynamic revenue number passed via pixel or API for lifetime revenue accrual (e.g. every time the customer makes a purchase, the dollar amount will be passed to Innervate and accounted for).

## COMMONLY USED DIMENSIONS

### INCREMENTS OF TIME

Data can be pivoted against different increments of time. You can use periods of time ranging from 10 minute increments to a full year. The Innervate system also supports Fiscal Years, Weekends and Days of the Week. Basic time dimensions include:

Today, Yesterday, this week, last week, this month, last month, this quarter, last quarter, this year, last year, hours (1h, 24h, 72h), days (7d, 14d, 30d), months (1m, 3m, 6m), years (1y, 2y, 10y).

### TIME DELAYS AS DIMENSIONS

Many events occur with a significant delay after the initial serving of the ad, and Innervate allows you to use this delay as a dimension. In the most basic use case, you can measure the speed with which the ad loads, but you can also use this capability to measure other events like the time difference between the time the first ad was served and a conversion or some other custom funnel event.

More generally, you can review the time differences between any two events by comparing the Event timestamp to the Impression Timestamp—for example you can view the delay between a tag being called and the ad loading, or the time differential between a conversion and the initial impression.

## TEST DATA

Tests have a number of specialized dimensions and metrics, including the following: Ad Test Name, Ad Test Duration (days), Ad Test Successful, Ad Test Lift %, Ad Test Phase, Ad Test Total Ads. Here's a sample report showing data from a typical test:

#	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Ad Test Name	Ad Test Lift%	Ad Test Winning Ad	Ad Test Cumulative Phase	Ad Tag	Ad Test Control	Goal Score	% of Best	Confidence	Impressions	Clicks	CTR %	Conversions	Conv %
	ag135-02	0.00%	crv112908	1	crv112908	0	485	Max	----	5,175,021	125,835	2.43%	2,508	1.99%
	ag135-03	71.86%	crv117346	2	crv117346	0	1,094	Max	----	59,408	704	1.19%	65	9.23%
crv112908					1	637	-41.81%	99.27%	59,689	789	1.32%	38	4.82%	
crv117347				0	354	-67.62%	100.00%	59,276	359	0.61%	21	5.85%		
crv117345				0	184	-83.17%	100.00%	59,745	385	0.64%	11	2.86%		
	ag135-04	0.00%	crv117346	3	crv117346	0	677	Max	----	996,775	12,222	1.23%	675	5.52%
crv117346					0	662	Max	----	1,178,964	13,744	1.17%	781	5.68%	
crv117346				1	575	Max	----	205,055	1,406	0.69%	118	8.39%		
crv118152				0	126	-78.04%	100.00%	213,690	6,619	3.10%	27	0.41%		
crv118142				0	73	-87.26%	100.00%	204,594	513	0.25%	15	2.92%		
Undefined				0	0	-100.00%	100.00%		166	3	1.81%	0	0.00%	
crv117346				1	452	Max	----	473,125	3,568	0.75%	214	6.00%		
	ag135-05	0.00%	crv117346	7	crv117346	1	451	Max	----	478,595	3,596	0.75%	216	6.01%
crv117346					1	535	Max	----	515,634	3,198	0.62%	276	8.63%	
crv118341				0	95	-82.30%	100.00%	517,336	1,356	0.26%	49	3.61%		
	ag135-06	0.00%	crv117346	9	crv117346	1	383	Max	----	12,554,263	96,994	0.77%	4,806	4.95%
crv117346					1	212	-44.63%	83.69%	14,152	339	2.40%	3	0.88%	
crv112908				0	212	-44.63%	83.69%	14,152	339	2.40%	3	0.88%		
crv117346				1	665	Max	----	393,981	4,227	1.07%	262	6.20%		
	ag135-06	0.00%	crv117346	10	crv119010	0	632	-4.97%	43.54%	394,006	4,713	1.20%	249	5.28%
crv119008					0	439	-34.01%	100.00%	394,235	4,812	1.22%	173	3.60%	
crv119009				0	430	-35.33%	100.00%	395,287	4,806	1.17%	170	3.69%		
crv117346				1	509	Max	----	5,507,795	69,830	1.27%	2,801	4.01%		
crv119010				0	497	-2.36%	62.68%	5,504,257	85,064	1.55%	2,733	3.21%		

You can also access test data outside the Analytics workspace, in the Creative Group view. The Creative Group includes a simplified view of the test phases and associated data:

CREATIVE NAME	POSITION	% OF MAX	CONFIDEN..	SCORE	RPS	CLICKS	CTR%	CONVS	CONVS%	GOALS
crv15342 - BookMe - 320x480 - Graphical Concept	Challenger A	---	---	633	30,205	1,998	5.32%	19	1.19%	19
crv15334 - BookMe - 320x480 - White Space Concept	Challenger C	-16%	30%	633	30,016	1,634	5.11%	16	1.04%	16
crv15875 - BookMe - 320x480 - English - Split concept	Challenger D	-26%	62%	466	30,061	1,317	4.38%	14	1.06%	14
crv15876 - BookMe - 320x480 - English - Blue Concept	Challenger E	-42%	86%	366	30,094	1,033	3.43%	11	1.06%	11
crv15333 - BookMe - 320x480 - Centered Concept	Challenger B	-54%	95%	289	31,111	1,051	3.38%	9	0.86%	9

## AD AND ASSET DATA

Innervate tracks detailed information about each ad and its assets. This includes basic information like the ad size, weight and duration as well as advanced information like how long it has been since the ad was created or updated. Ad dimensions include:

## VISITOR DATA: PASSED AND AUTO-DETECTED

Data about users and placements is passed to Innervate from the exchange or publisher, but in cases where it is unavailable, the system will automatically detect visitor information. Innervate will indicate whether a piece of information about a visitor was passed to the system from the publisher or DSP, or whether it was auto-detected. Visitor dimensions include audience data like age and gender, device used, browser, OS, and location information from country down to DMA and ZIP.

## PUBLISHER AND PLACEMENT DATA

Innervate also pulls in information about exchanges, individual publishers, and individual placements under three categories: "Sellers", "Placement Groups" and "Placements."

### AD RELATED DIMENSIONS

DIMENSIONS

Select dimension(s) ▼ +

Crosstab  Drilldown

- Ad | Ad Load Time
- Ad | Ad ID
- Ad | Ad Tag
- Ad | Ad Preview
- Ad | Ad Name
- Ad | Ad Name + Preview
- Ad | Ad Name + Thumbnail
- Ad | Ad Name + Heatmap
- Ad | Ad Size
- Ad | Ad Weight (KB)
- Ad | Ad Video/RM Duration
- Ad | Is Interstitial
- Ad | Ad Language
- Ad | Ad Type
- Ad | Ad Rotation Sequential Ad Position (Req)
- Ad | Ad Template
- Ad | Ad Template Id
- Ad | Ad Updated Age (days)
- Ad | Ad Created Age (days)
- Ad | Ad Created By
- Ad | Ad Created Date
- Ad | Ad Updated Date

### AD ASSET RELATED DIMENSIONS

DIMENSIONS

Select dimension(s) ▼ +

Crosstab  Drilldown

- Ad | Ad Asset ID
- Ad | Ad Asset Tag
- Ad | Ad Asset Name
- Ad | Ad Asset Version Name
- Ad | Ad Asset Version File
- Ad | Ad Asset Platform
- Ad | Ad Asset Version Height
- Ad | Ad Asset Version Width
- Ad | Ad Asset Vertical