Reports and analytics

The home dashboard, campaign analytics, basic and advanced reports, the report registry and what to do if a report is empty.

Impression data arrives from Google Ad Manager after the daily sync. Until then, reports correctly show an empty state.

Who sees what

- An advertiser — only its own campaigns.
- A rights holder, sales house or OTT platform — the inventory linked to them.
- The portal team — everything permitted or the data of the selected company.
- A user without a company or inventory gets an empty result.

Home

Active campaigns, yesterday's impressions, impressions for the period, reach by platform, impression plan completion and budget usage.

Campaign analytics

Campaign → **Analytics** tab:

1. Period: today, 7 days, 30 days, the whole term or custom.
2. Breakdown: date, channel or platform.
3. Impressions, reach, impression plan and budget completion, a chart.

Reach for a custom period is calculated by a separate request. While the campaign runs, reach is "preliminary"; after it ends — "final".

Additional on-demand reports (region, city, device, hour, targeting, reach for a period) are built in GAM asynchronously — status "Submitted → Running → Done".

Basic reports

Reports → Basic reports. The table updates right after the parameters change.

1. **Metric:** impressions, reach or revenue (calculated as impressions × campaign CPM).
2. **Rows:** date, channel, platform, campaign.
3. **Columns** (optional): for a pivot comparison, for example campaigns × platforms. Date can't be a column; one dimension can't be both a row and a column.
4. **Period:** day, 7 days, 30 days, current month or custom — up to three months.

The result can be searched, sorted and exported to CSV or Excel.

> **Note:** Reach is unique viewers; it can't be summed by day. So for reach only the "platform" or "campaign" rows are available, without columns and without a custom period.

Advanced reports

Reports → Advanced reports — the result is always a file in the registry.

- **Metrics** (several): impressions, reach, revenue, impressions × duration in seconds, campaign count.
- **Aggregation** for additive metrics: sum or daily average.
- **Rows and columns** (several): date, hour, channel, platform, campaign, device, region, city.
- **Period:** today by hour, today, 7 days, current week, 30 days, current month, custom.

Click **Generate** — the portal chooses the method itself: automatically from daily data, via an asynchronous GAM request or as a manual order for the portal team. An identical request isn't duplicated — the ready result is added to your registry as shared.

Report registry

Icon	Meaning
□	Ready — click the ID to download the file
□	Queued or running
□	Error
□ / □	Automatic / manual generation
□	Flagged as defective
□	A shared result of another requester

Actions: □ copy parameters to the builder (dates aren't copied), □ /□ set or clear the defective flag, □ regenerate a defective report, □ delete your own order. A shared record can't be deleted as your own. When a report is ready, the company gets a notification.

The report is empty

Check the period, the active company, whether there are published campaigns and whether the GAM sync has run (data appears the next day).