Analytics Report

Range	Custom - Lifetime
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Spend
Conversions
CPM
CPC
CPA
Viewable Impressions
Viewability Rate

Dimensions
Insertion Order
Line Item
Creative
Creative Size
Seller
Publisher
Media Type
Placement

Buyer Geo Report

Range	Last 45 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Conversions
Conversion Rate
Post View Conversion
Post Click Conversion
Spend
CPM

Dimensions
Day
City
Country
DMA
Postal Code
Region
Advertiser
Buying Currency
Line Item
Insertion Order

Device Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Conversions
Spend
CPM

Dimensions
Advertiser
Insertion Order
Line Item
Seller
Publisher
Device Type
Device Make
Device Model
Operating System
Operating System Family
Browser

Site Domain Report

Range	Last 45 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Spend
Conversions
Post Click Conversions
Post View Conversions
CPM
CPC
CPA
Viewability Impressions
Viewability Rate

Dimensions
Site Domain
Mobile Application
Insertion Order
Line Item
Fold Position
Supply Type
Operating System
Operating System Family
Top Level Category
Second Level Category

Engagement Report

Range	Last 365 Days
Interval	Daily, Monthly, Cumulative

Metrics
Impressions
Clicks
CTR
Average Viewable Duration
Total Viewable Duration
Viewable Impressions
Video Completions
Video Completion Rate

Dimensions
Insertion Order
Line Item
Seller
Publisher
Placement
Supply Type
Device Type
Site Domain
Creative Size

Video Analytics Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics	
Impressions	Video Skips
Clicks	Video Start Rate
CTR	Video Skip Rate
Spend	25% Complete
Conversions	50% Complete
CPM	75% Complete
CPC	100% Complete
CPA	Completion Rate
Viewable Impressions	Video Errors
Viewability Rate	Companion Ad Clicks
Video Starts	Companion Ad Imps

Dimensions
Insertion Order
Line Item
Creative
Site Domain
Mobile Application
Device Type
Supply Type
Browser
Video Context
Video Playback Method
Video Player Size

Audio Report

Range	Last 365 Days
Interval	Hourly, Daily, Monthly, Cumulative

Metrics	
Impressions	50% Complete
Clicks	75% Complete
CTR	100% Complete
Spend	Skips
Conversions	Starts
Conversion Rate	Skip Rate
25% Complete	Start Rate

Dimensions
Insertion Order
Line Item
Creative
Publisher
Site Domain
Device Type
Creative Duration