

# Performance Reporting - Internal -

## 1. How to run the report

### 1.1 Go to the order and click on “ Run Report “

ID: 2781623416 Time: Nov 30, 2020 2:23 PM GMT+1 - Dec 31, 2020 11:59 PM GMT+1 Total proj

Line items: **Delivering (12)** Paused (2) Completed (1)

Impressions ?	Viewable impressions ?	Clicks ?	CTR ?
3,563,500	N/A	3,744	0.11%

**RUN REPORT** EXPORT ORDER ▾ MORE ACTIONS ▾

### 1.2 In the standard report, click on the “ Edit “ button

Recent results: Dec 18, 2020 7:03:24 PM - Completed ▾

Total rows ?	Start date	End date
154	11/30/2020	12/18/2020

**EDIT ?** EXPORT RESULTS ▾ SHARE

### 1.3 Select the date range

Date range ?

Fixed ▾ Nov 30 – Dec 18, 2020 ▾

Table structure ?

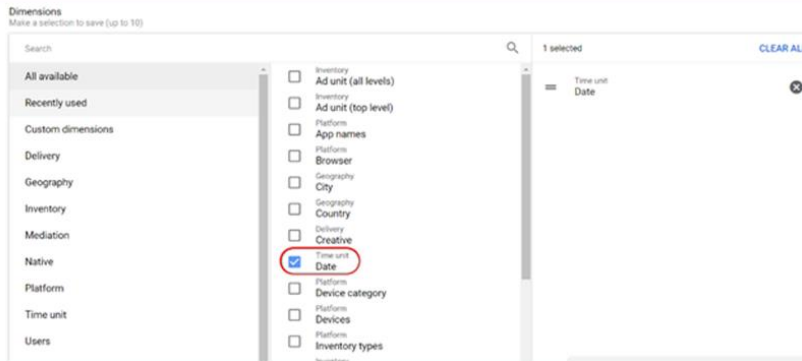
Flat  Hierarchical

# Performance Reporting

## - Internal -

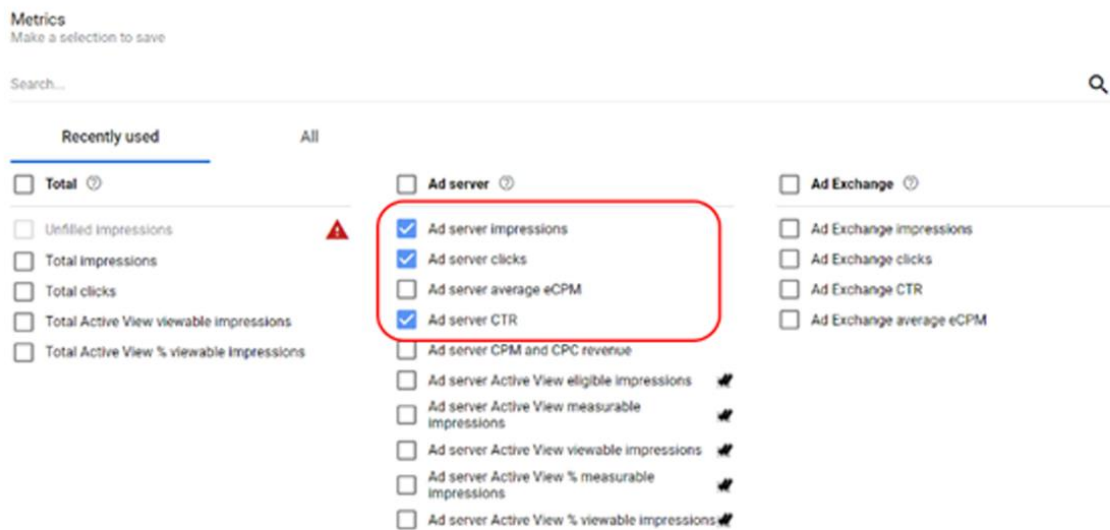
## 2. How to get Impressions / Click and CTR data

### 2.1 Select "Date" as a dimension

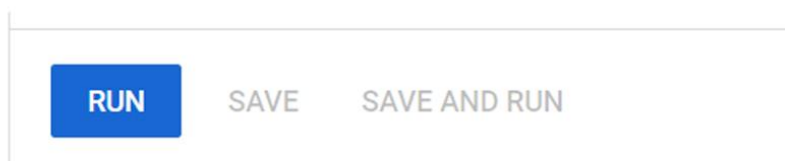


### 2.2 Select

Ad Server Impressions | Ad Server clicks | Ad Server CTR



### 2.3 Finally click on "Run" button

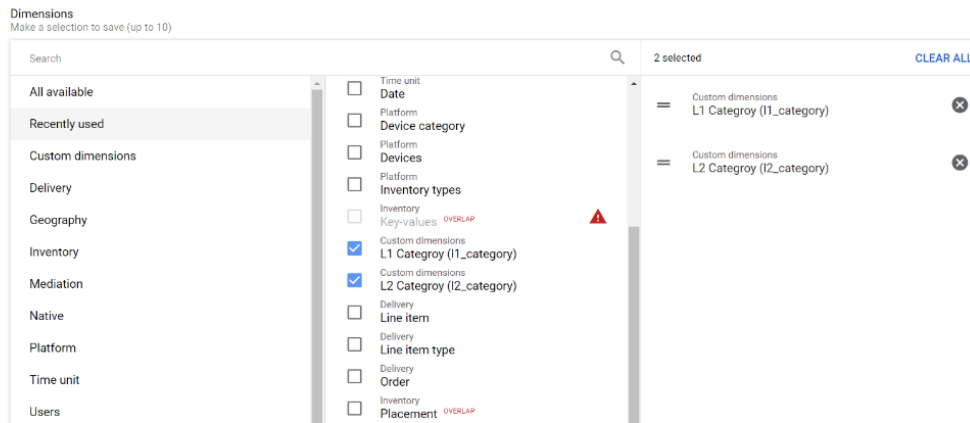


# Performance Reporting

## - Internal -

### 3. How to get category level data

#### 3.1 Select L1 or L2 Category based on your requirement



#### 3.2 Click on “ Run “ button to generate the report

