Table columns in the client reports (Documents tab)

This page describes the table columns of the Adhese client reports from the Documents tab.

Invoice report

The Invoice report contains information about the cost price of a campaign and, if applicable, about the rate card. The *Invoice* report includes the following figures for each booking:

Column name	Description
From	Start date of the booking
Till	The end date of the booking
Price type	Chosen tariff type, e.g. CPC or CPM
Impressions	Number of booked impressions
Rate	Tariff of the pricing model of the rate card
Value	The financial value of the booking
Discount	Applied discount or surplus
Total budget	The total financial value of the booking that takes the discount or surplus into account
Wave id	The ID of the rate (.xls file only)

The *Invoice* report summarises all bookings and includes the total campaign cost price, including VAT.

Campaign report

The *Campaign* report contains the following figures about the campaign and its bookings:

Column name	Description
Booking	Name of the booking
From	Start date of the booking
Till	The end date of the booking
Booked	The to reach volume
Contact/Day	The total number of contacts
Impressions	The total number of impressions
Clicks	The number of clicks
Click rate	The click-through rate

Campaign profiling report (deprecated)

The *Campaign profiling* report contains campaign performance data for each individual booking and its profile targets. The data is divided by the device type the visitor uses to access the publication: desktop, tablet, or phone.

> The *Campaign profiling report* has been deprecated and will be removed.

The *Campaign profiling* report contains the following figures for each booking and its profile targets:

Column name	Description
Publication	Name of the publication
Product	Name of the location
Format	Name of the format
Creative name	Name of the creative
Language	The value of the language targeting variable

Country	The value of the country targeting variable
Region	The value of the region targeting variable
Age	The value of the age targeting variable
Gender	The value of the gender targeting variable
Sexual orientation	The value of the sexual orientation targeting variable
Relationship	The value of the relationship targeting variable
Education	The value of the education targeting variable
City	The value of the city targeting variable
CityGroup	The value of the city group targeting variable
Brand	The value of the brand targeting variable
Interest	The value of the interest targeting variable
Platform	The value of the platform targeting variable, for example, phone, tablet, or desktop
Contacts	Total number of contacts or unique visitors
Impressions	Total number of impressions
Clicks	Total number of clicks
From	Start date
Till	End date

Campaign report per position

Column name	**Description**
Booking	The ID of the booking
Netto price	
Publication	Name of the publication
Product	Name of the location
Format	Name of the format

From	Start date
Till	End date
Booked	The to reach volume of the booking
Contacts/Day	The number of contacts for the position
Impressions	The number of impressions for the position
Clicks	The number of clicks for the position
Click rate	The click-through rate of the position
Wave ID	The ID of the wave
Publisher	Name of the publisher

Campaign actions report per position (optional)

Column name	**Description**
Publication	Name of the publication
Position Id	The ID of the position
Position name	Name of the position
Location Name	Name of the location
Format Name	Name of the format
Booked Position Id	The ID of the booked position
Booked Publication	Name of the booked publication
Booked Position Name	Name of the booked position
Booked Location Name	Name of the booked location
Booked Format Name	Name of the booked format
Date	The date of the day the events were measured
Traffic Id	The ID that denotes the connection between a creative and a booking
Creative Id	The ID of the creative

Booking Id	The ID of the booking
Event	The type of event: log (request) or track (impression measurement, additional data). For more information, refer to Impression measurement
Action	The (optional) label of the track event
Value	The (optional) value of the (optional) label of the track event
Impressions	The number of impressions
Contacts	The number of contacts or unique visitors

Video report spreadsheet

Global-View

Column Name	Description
Campaign	Name of the campaign
Booking	Name of the booking(s)
Creative	Name of the creative(s)
From	Begin date
Till	End date
Start	Number of impressions
FirstQuartile	Percentage of first quartile views
MidPoint	Percentage of midpoint views
ThirdQuartile	Percentage of third quartile views
Complete	Percentage of completed views
Clicks	The number of ad clicks

Detail view

Column Name	Description
Date	All dates in the campaign
Creative Id	The ID of the creative
Creative	Name of the creative

Booking Id	The ID of the booking
Booking	Name of the booking
Start	Number of started impressions
FirstQuartile	Number of impressions first quartile
MidPoint	Number of impressions at the midpoint
ThirdQuartile	Number of impressions third quartile
Complete	Number of impressions complete
Clicks	The number of ad clicks

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