AudienceAnywhere

Optimize Report Scheduler

CONTENTS

OVERVIEW

In addition to the summary reports contained in the application, certain Optimize users will have the ability to schedule additional reports to be delivered over the duration of a given campaign.

The types of reports will be supported through scheduled reports are:

SCHEDULED REPORT TYPES	
REPORT TYPE	**DESCRIPTION**
Respondent Data	Provides a household level dataset of impressions that lead to conversions, inclusive of IP and MAID. Note: The respondent level data available in this report is updated every 4 hours.
Attribution	Provides summarized measures of media delivery and attributable conversion rates. Note: The attribution data available in this report is updated every 4 hours.
Attribution + Lift	Provides the above Attribution report, plus an analysis on how conversions have been driven by the specific campaign. Lift reports will typically become available after the campaign has been running for two weeks. However, if the threshold of 100 attributable conversions needed to run a lift analysis has not yet been met, the system will continue two week cycles until the minimum threshold has been reached. Note: The attribution data available in this report is updated every 4 hours.

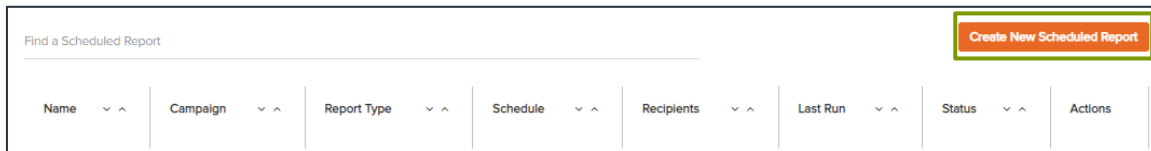This document will take you through the process of scheduling these reports.

identify
deliver
optimize

Note: The Admin user role will have the ability to setup scheduled reports for campaigns that are in flight or launching.

SETUP A SCHEDULED REPORT
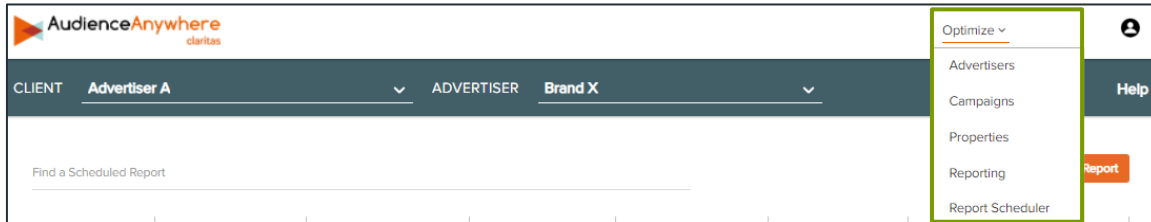
1.   Click on the Optimize module and select Report Scheduler.

2.   (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3.   Click Create New Scheduled Report.

4.   Enter the following details for the scheduled report:

REPORT INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Scheduled Report is identified within AudienceAnywhere. Note: The following special characters cannot be included in the Report's Name: " * / : < > ? \ | + , . ; ' = [ ]
Campaign	Select the campaign you want to collect data from.
Type	Select the report type: − Respondent Data − Attribution / Attribution + Lift Note: Whether Attribution or Attribution + Lift is listed as an available option is dependent on if the selected campaign includes a lift analysis.
Frequency	Select how frequently you would like the report run: − On Demand − Daily: Run daily for the previous day. − Weekly (Mon-Sun): Run on Monday for the previous week. − Monthly: Run on the first of the month for the previous month.

REPORT INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Timeframe	Select the desired timeframe you would like used for the report. If Custom Date Range is selected, you will be prompted to select the start and end dates. Note: Available options may vary, based on the Frequency selected.
De-dupe by	(Optional) Select up to 3 custom variables to be used for de-duping the report output. Note: This option is available for Respondent Data reports.
Recipients	Enter the email addresses that the report should be sent to.
Status	Select either Active or Inactive. Note: Ensure the report is set to active during the campaign timeframe.
Include PII?	If Respondent Data is selected for the report type, you will need to specify if you would like Personal Identifiable Information (PII) included in the report output. If this prompt is left 'OFF' the following PII columns will be masked in the report output: − Conv_IP_Address data will be replaced with #### − Conv_User_Agent and MAID will be replaced with ****
Include Column Headers?	If Respondent Data is selected for the report type, specify if you would like to include Column Headers in the report output.
Output Format	Select the desired report output format: − Compressed (.gz) − Uncompressed (.csv) Note: This option is only available for Respondent Data reports. Additionally, expected uncompressed files will be returned in a compressed format when the .csv file exceeds 2GB.

5. After confirming all selections, click Save.

6. The newly created report will be available on the main Report Schedule page. Click Run to generate the report on demand.
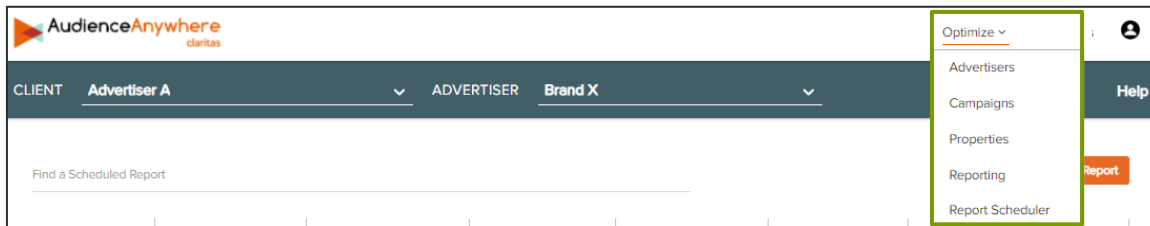
DELETE A SCHEDULED REPORT

Users setup as an Admin have the ability to delete Scheduled Reports.

Follow the below steps to delete a Scheduled Report:

1. Click on the Optimize module and select Report Scheduler.

2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Click the Delete option next to the report you want to delete.
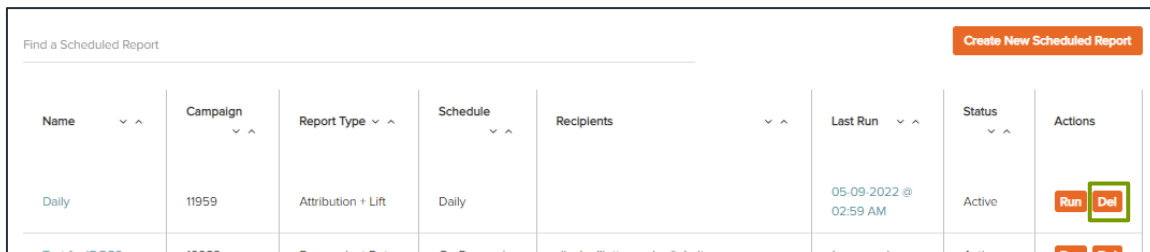
4. A confirmation message appears. Click Delete.

RESPONDENT DATA REPORT OUTPUT

For Campaigns Following the Release of Graph 2.0/Attribution 3.0

Once a Respondent Data report has been generated, a link to the report will be sent via email to all recipients listed. The file will also be available for download within the Optimize Report Scheduler.

Recipients will receive the report through both the campaign and post-period timeframe.

Note: The Respondent Data report will not include the Claritas projection attribution methodology in the report output. This report allows you to view attribution and the match flag for every attributed event.
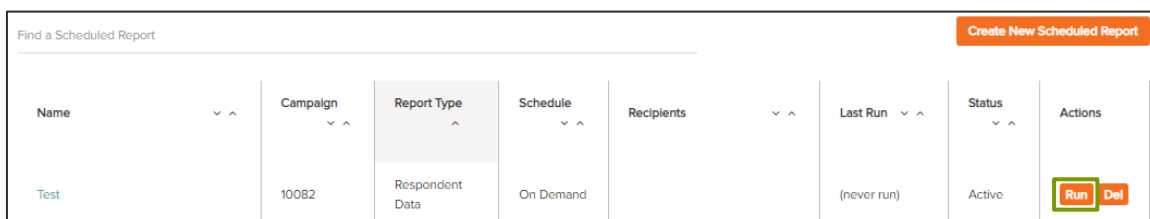
The following data will be available within the report:

RESPONDENT DATA REPORT OUTPUT	
HEADER NAME	**DEFINITION**
conv_dttm	Date and time of the attributed conversion
imp_click_dttm	Date and time of the exposure
sec_diff_utc	The time difference (in seconds) between the exposure and conversion
imp_click_campaign_id	Claritas internal identifier used to define a campaign in the Claritas platform
campaign_name	Name of the campaign being measured
imp_click_partner_id	Claritas internal identifier used to define a media partner in the Claritas platform
partner_name	Name of the partner being measured and running media for the advertiser
lmp_click_placement_id	Claritas' internal identifier that defines an individual placement in the Claritas platform
placement_name	The name of the placement
custom_reference_id	If applicable, this can be used to enable the advertiser or agency to line up their own impression counts from a different system to the Claritas data
imp_click_creative_id	If universal exposure pixels are leveraged, the third party creative ID will automatically populate here
goal_name	Name of the conversion or engagement
goal_id	The goal ID generated by the Optimize module at the time of setup
property_id	The property ID
conversion_type	Mostly used in display to delineate post view or post click attribution - values are either pv (post-view) or pc (post-click)
conv_ip_address	IP address of the conversion or engagement
maid	The Mobile Advertising ID being passed when available on Impression and/or click. (iOS and Android)
conv_user_agent	Web conversions: The user agent of the conversion or engagement. In-app conversions: The user agent of the impression.
conv_revenue	If this data is passed, it will display the revenue of the conversion that took place on the advertiser's website
conv_custom_var_1	Custom Variable - typically set up to pass through a variable from the advertiser's website
conv_custom_var_2	Custom Variable - typically set up to pass through a variable from the advertiser's website

RESPONDENT DATA REPORT OUTPUT	
HEADER NAME	**DEFINITION**
conv_custom_var_3	Custom Variable - typically set up to pass through a variable from the advertiser's website
conv_custom_var_4	Custom Variable - typically set up to pass through a variable from the advertiser's website
imp_click_custom_var_1	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_2	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_3	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_4	Custom Variable - typically set up to pass through a variable from the publisher or adserver
conv_device_type	The device used while converting. See below for the legend to decypher the letter to its corresponding device type
placement_platform	The placement type/media the impression or click is attributed to. See below for the legend to decipher the letter to its corresponding device type
deterministic_match	A deterministic ID was used to match the conversion to an exposure. Examples: MAID and CUID
household_verified_match	The Claritas Identity Graph was used to match the conversion to an exposure
high_probabilistic_match	Claritas used it's Probabilistic+ ID to match the conversion to an exposure
ip_match	Claritas used an IP address ONLY to match a conversion to an exposure
attributable_units	Reflects decay due to brand preference. Value range of 0-1.

The following table contains the device type legend:

DEVICE TYPE LEGEND	
DEVICE CODE	**DEVICE TYPE**
d	Desktop
m	Media Player (OTT)
p	Mobile Phone
s	Set Top Box
t	Tablet
v	TV
e	E-Reader
g	Game Console

DEVICE TYPE LEGEND	
DEVICE CODE	DEVICE TYPE
o	Other
x	Mobile Device (phone or tablet)
w	Smart Watch
d	Desktop
m	Media Player (OTT)
p	Mobile Phone
s	Set Top Box

Report Output, File Specifications

The following table specifies the data type and character length for each data element in the Respondent Data report output.

Note: The output file is comma delimited, and double quotes are used as the text qualifier and for empty fields.

RESPONDENT DATA REPORT OUTPUT, FILE SPECIFICATIONS		
NAME	DATA_TYPE	LENGTH
conv_dttm	timestamp	
imp_click_dttm	timestamp	
sec_diff_utc	long	
imp_click_campaign_id	long	
campaign_name	string	255
imp_click_partner_id	long	
partner_name	string	100
imp_click_placement_id	long	
placement_name	string	255
custom_reference_id	string	45
imp_click_creative_id	string	100
goal_name	string	100
goal_id	long	
property_id	long	
conversion_type	string	2

RESPONDENT DATA REPORT OUTPUT, FILE SPECIFICATIONS		
NAME	**DATA_TYPE**	**LENGTH**
conv_ip_address	string	46
Maid	string	100
conv_user_agent	string	500
conv_revenue	decimal(10,2)	
conv_custom_var_1	string	255
conv_custom_var_2	string	255
conv_custom_var_3	string	255
conv_custom_var_4	string	255
imp_click_custom_var_1	string	255
imp_click_custom_var_2	string	255
imp_click_custom_var_3	string	255
imp_click_custom_var_4	string	255
conv_device_type	string	1
placement_platform	string	1
deterministic_match	byte	
household_verified_match	byte	
high_probabilistic_match	byte	
ip_match	byte	
attributable_units	double	

ATTRIBUTION REPORT OUTPUT

Once an Attribution report has been generated, a link to the report will be sent via email to all recipients listed. The file will also be available for download within the Optimize Report Scheduler.

Recipients will receive the report through both the campaign and post-period timeframe.

Note: The Attribution report output will include the Claritas projection attribution methodology in the report output.

The following data will be available within the Attribution report:

ATTRIBUTION REPORT OUTPUT	
HEADER NAME	**DEFINITION**
Impressions	Number of Impressions Measured
Clicks	Number of times the ad has been clicked
Engagements	Attributed engagements. The count of specific engagements being measured and returned will depend on the advertiser's need and campaign setup.
Conversions	Attributed conversions. The count of specific conversions being measured and returned will depend on the advertiser's need and campaign setup.
CPM Media	CPM of the Media Buy. This either comes from the defined value when setting up the Campaign Placements, or provided by the advertiser/publisher and manually entered.
Cost	Calculated Cost based on the CPM
CPA	Calculated Cost per Acquired Customer based on media spend and number of attributed conversions

ATTRIBUTION + LIFT REPORT OUTPUT

Once an Attribution + Lift report has been generated, a link to the report will be sent via email to all recipients listed. The file will also be available for download within the Optimize Report Scheduler.

Recipients will receive the report through both the campaign and post-period timeframe.

Note: The Attribution + Lift report output will include the Claritas projection attribution methodology in the report output.

The following data will be available within the Attribution + Lift report:

ATTRIBUTION + LIFT REPORT OUTPUT	
HEADER NAME	**DEFINITION**
Impressions	Number of impressions measured
Clicks	Number of times the ad has been clicked
Engagements	Attributed engagements. The count of specific engagements being measured and returned will depend on the advertiser's need and campaign setup
Conversions	Attributed conversions. The count of specific conversions being measured and returned will depend on the advertiser's need and campaign setup.
Incremental Events	Projected counts of the isolated effectiveness for a placement or goal
Incremental Lift Percentage	Percent lift based on the effectiveness of the placement or goal.
CPM Media	CPM of the Media Buy. This either comes from the defined value when setting up the Campaign Placements, or provided by the advertiser/publisher and manually entered.
Cost	Calculated Cost based on the CPM
CPA	Calculated Cost per Acquired Customer based on media spend and number of attributed conversions
CPiA	Cost per incremental acquisition. Note: this calculation is included in the report output if a CPM is provided for placements within the campaign.

APPENDIX

For Campaigns Prior to the Release of Graph 2.0/Attribution 3.0

The following data will be available within Respondent Data reports for legacy campaigns created prior to the release of Graph 2.0/Attribution 3.0.

RESPONDENT DATA REPORT OUTPUT	
HEADER NAME	**DEFINITION**
conv_dttm	Date and time of the attributed conversion
imp_click_dttm	Date and time of the exposure
cid	Context ID-typically set up to pass through a variable from the media partner or ad-server
campaign_id	Claritas internal identifier used to define a campaign in the Claritas platform
campaign_name	Name of the campaign being measured
partner_id	Claritas internal identifier used to define a media partner in the Claritas platform
partner_name	Name of the partner being measured and running media for the advertiser
placement_id	Claritas' internal identifier that defines an individual placement in the Claritas platform
placement_name	The name of the placement
custom_reference_id	If applicable, this can be used to enable the advertiser or agency to line up their own impression counts from a different system to the Claritas data
creative_id	If universal exposure pixels are leveraged, the third party creative ID will automatically populate here
goal_name	Name of the conversion or engagement
conversion_type	Mostly used in display to delineate post view or post click attribution - values are either pv (post-view) or pc (post-click)
conv_ip_address	IP address of the conversion or engagement
conv_user_agent	The user agent of the conversion or engagement
custom_var_1	Custom Variable - typically set up to pass through a variable from the advertiser's website
custom_var_2	Custom Variable - typically set up to pass through a variable from the advertiser's website
custom_var_3	Custom Variable - typically set up to pass through a variable from the advertiser's website
custom_var_4	Custom Variable - typically set up to pass through a variable from the advertiser's website
conv_revenue	If this data is passed, it will display the revenue of the conversion that took place on the advertiser's website

RESPONDENT DATA REPORT OUTPUT	
HEADER NAME	**DEFINITION**
idfa	The Mobile Advertising ID being passed through the IDFA parameter on Impression and/or click. (iOS and Android)
sec_diff_utc	The time difference (in seconds) between the exposure and conversion
deterministic_match	A deterministic ID was used to match the conversion to an exposure. Examples: IDFA and CUID
high_probabilistic_match	Claritas used it's Probabilistic+ ID to match the conversion to an exposure
probabilitstic_match	A low probabilistic ID was used to match the conversion to an exposure. Examples: IP and Lookalike
ip_match	Claritas used an IP address ONLY to match a conversion to an exposure
conv_device_type	The device used while converting. See below for the legend to decypher the letter to it's corresponding device type
placement_platform	The placement type/media the impression or click is attributed to. See below for the legend to decypher the letter to it's corresponding device type
cem_verified	The Claritas Identity Graph was used to match the conversion to an exposure
imp_click_custom_var_1	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_2	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_3	Custom Variable - typically set up to pass through a variable from the publisher or adserver
imp_click_custom_var_4	Custom Variable - typically set up to pass through a variable from the publisher or adserver

The following table contains the device type legend:

DEVICE TYPE LEGEND	
DEVICE CODE	**DEVICE TYPE**
d	Desktop
m	Media Player (OTT)
p	Mobile Phone
s	Set Top Box
t	Tablet
v	TV
e	E-Reader
g	Game Console

DEVICE TYPE LEGEND	
DEVICE CODE	**DEVICE TYPE**
o	Other
x	Mobile Device (phone or tablet)
w	Smart Watch
d	Desktop
m	Media Player (OTT)
p	Mobile Phone
s	Set Top Box

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