Performance Report tutorial

Last Modified on 10/21/2021 11:08 am EDT

The Performance Report is a dynamic tool that was formerly known as the Advanced Report (in the classic UI). The charting tool has been significantly improved, giving you a powerful way to visualize your data to quickly spot trends and isolate where to make optimizations.

Getting started

The charts and graphs displayed on your dashboard give you a quick, high-level look at your account's performance. The button highlighted in red allows you to hide or show the left navigation menu.

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DEMO)		HOME OPTIMIZATIO	INS DEMO H	OME EXAMPLE DASHE	BOARD TESTING	3
55	Dashboards		TOP SITES BY REVENUE	۳.,	Top Partners by Revenue	r.,	Revenue by D Type
	Reports	~	Site example1.com	Net Revenue \$3,238.98	Google Dynamic Alloc		
\$	Site Settings	~	example2.com	\$1,642.18	Sortable Appnexus		Desktop
\$	Billing				Marvel Avengers Fidelity New Beginni OpenX		Smartphone
B	Documentation				Rubicon Red Bull		Tablet
						\$500 \$1K	\$0
			TOP COUNTRIES BY REVENUE	r.,	Fill Rate	۲.,	VIEWED IMPRE
			United States United Kingdom Canada				

Creating your performance report

To create a performance report, click **Reports > Performance Report** on the left navigation menu.

sortable	
DEMO	HOME OPTIMIZAT
Dashboards	TOP SITES BY REVENUE
Reports ^	Site example1.com
Performance Report	example2.com
Saved Reports	
Create New Report	
🔹 Site Settings 🗸 🗸	
\$ Billing	TOP COUNTRIES BY REVENUE
Documentation	United States United Kingdom
	Australia

The default report initially looks like the screen below. We've highlighted the areas that lets you adjust the data in your report.

PERFOR	RMANCE REF	PORT					Q 🗉	
Dimensio DAY	ns +			B	1		Timezone America/Toronto (UTC-05:00) Date Range Last 7 Days	•
Page Views 9,051,032	Page RPM \$3.66	Sessions 7,318,430	Session RPM \$4.52	Requests 27,049,761	Impressions 26,507,839	Fill Rate 98.00%	LINE BAR DONUT TABL Viewed Impressions Viewability Net Revenue 20,154,262 76.03% \$33,111.08	E
Net CPM \$1.25			Page Viev 1.24	ws per Session			Impressions per Page View 2.93	
- Primary Dimer Chart By Day 5.00K	nsion —	¥						

A. Add, remove, or change the dimensions.

- B. Filter your data by account, country, device type, or site.
- C. Select a timezone for the report.
- D. Select a date range for the report.

To adjust the parameters to see your site's performance over the last 24 hours, follow these steps:

- 1. In the Dimensions section, click on the "+"button. This opens a small menu with a list of available dimensions.
- 2. Click Partner and Ad Unit Name. A red "–" button appears when more than one dimension is selected. Clicking the "–" button removes the last dimension on the list. This isn't necessarily the last dimension you added. If you want to delete a specific dimension, click to reveal that dimension's drop-down menu and click the associated remove button at the bottom of the menu.
- 3. Click on the arrow beside the DAY button to open the drop-down Dimensions menu.
- 4. Click Hour to change this tile from Day to Hour. Note that when you select another dimension from one dimension's drop-down menu. It replaces that dimension instead of adding one.

D	imensior	าร										
	DAY	•	PAR	TNER	•	AD UNIT	NAME	•	-	F	-	
	Account			Day			Mont	h		UTM	Campaign	T
	Ad Unit N	Ad Unit Name			Device Type			Page Segment			UTM Content	
_	Buyer Rel	<u>Buyer Relationship</u>			DFP Network		Partner		UTM Medium			
	Connectio	Connection Type			Orde	er Name	<u>Site</u>			UTM	Source	
_	<u>Country</u>		[Hour			Size			UTM	Term	-
D						REMOVE	DAY					I Ca

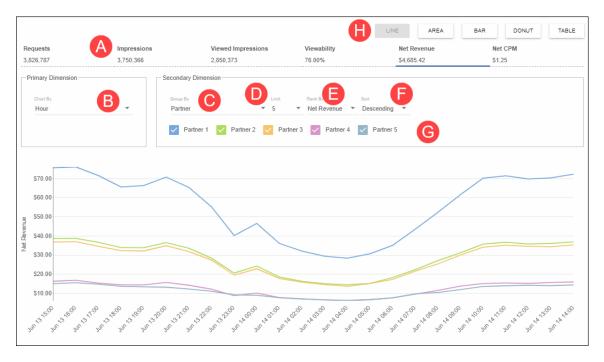
- 5. Click to show the drop-down menu below Date Range.
- 6. Select Last 24 Hours. If you would like to change the timezone, open the drop-down menu below Timezone and select the appropriate timezone. When complete, your settings should look like this:

Dimensions	Timezone America/Toronto (UTC-04:00)
HOUR V PARTNER V AD UNIT NAME V + -	Date Range Last 24 Hours
Search account, country, device type or site	

7. Wait for the report to finish loading.

Controlling the visualizer

The **analyz**able visualizer provides you with many ways to visually represent your data.



You can change the way your data displays by adjusting:

A. The metric being measured in the chart (the y-axis). Note the solid line under that metric and the dashed line below the other metrics.

B. The primary dimension of your chart (the x-axis).

C. The secondary dimension of your chart. This is used to break down the primary dimension into subsections.

D. The number of entries your secondary dimension has. Top 5 is the default, but you can change this to several other multiples of 5.

E. How the secondary dimension is ranked. This determines which secondary dimension elements are shown on the chart. Note that the data showing directly in the chart is still controlled by the metric selected.

F. How the chart is arranged. Select Ascending or Descending.

G. The specific visible elements of your secondary dimension. Check or uncheck items here to determine which display on the chart.

H. The chart/graph type.

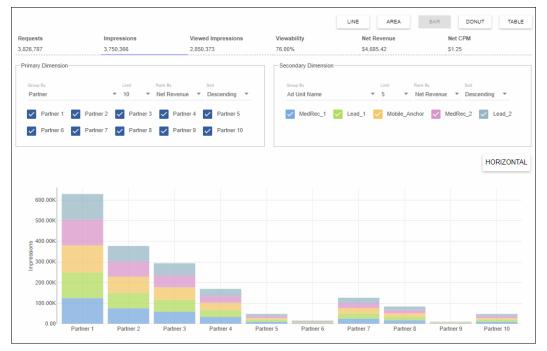
Displaying impressions in a bar graph

1. Set up your chart to show impressions using a bar graph.

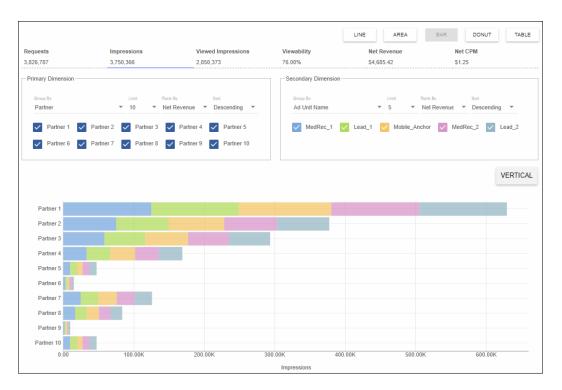
a. Click Impressions. Note that the line under the Impressions number changed from

dashed to solid.

- b. Click BAR.
- 2. Group your primary dimension by Partner, and your secondary dimension by Ad Unit Name. Notice that when the primary dimension was changed, different options appeared for your secondary dimensions. These are available if the primary dimension is a property that can be ranked. Your visualizer should look similar to this, although remember that your data will be different.



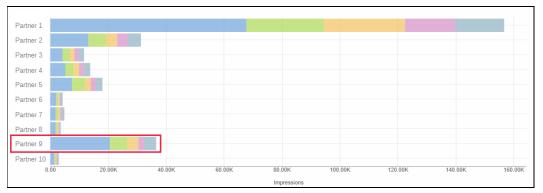
3. Click Horizontal. This option is only available for bar graphs and switches the X and Y axes of your chart.



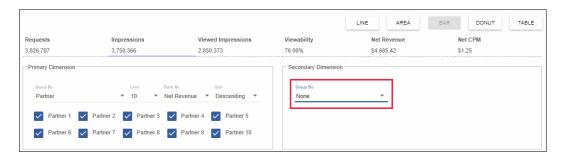
Hover over individual bars to see a breakdown of the data based on the selected secondary dimension (Ad Unit Name in this case). Please note that the data in these screenshots has been fabricated for this demonstration. The data you see will be a reflection of your own site.

Analyzing the data

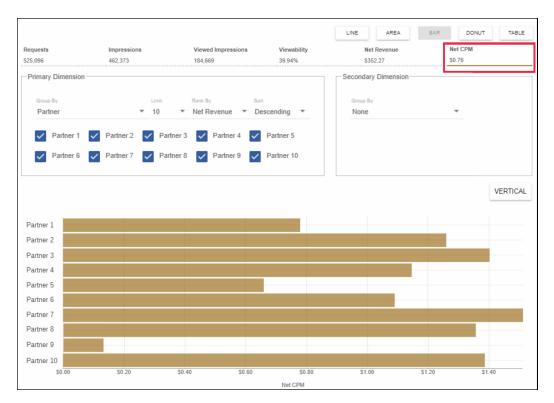
Next, we are going to use these charts to analyze our site. In the following chart, we can see an unexpected result. In general, we expect impressions and revenue to be fairly closely related. Since these bars are ranked by Net Revenue, we would expect the lower bars to also have a low number of impressions, but we can see that Partner 9 has the second highest.



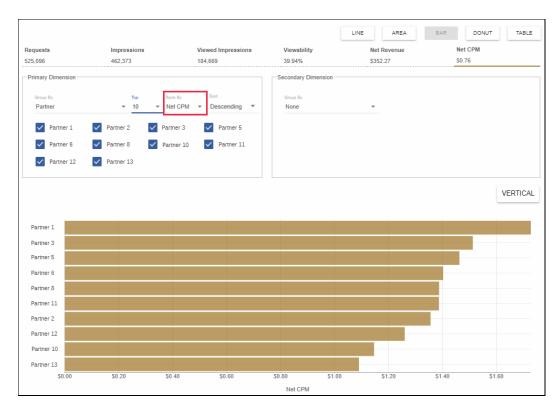
We can use the tools in Performance Reports to have a closer look at this. Since we are only reviewing partner performance, to make it easier to troubleshoot we'll remove the secondary dimension by selecting **None**.



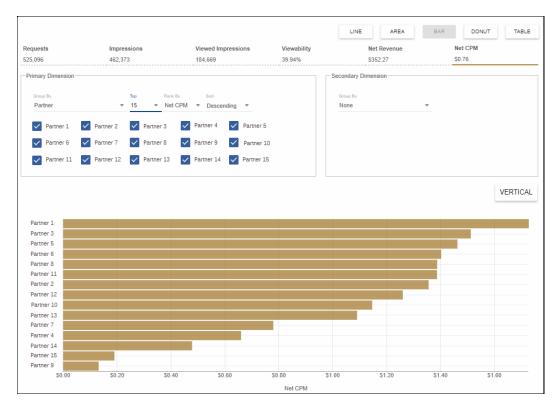
Next, we want to see how much the partners are paying for their impressions. We do this by clicking **Net CPM** in the metrics area.



We can see that Partner 9 has a significantly lower CPM than the other partners, but it is hard to see the partner CPMs relative to each other. To change the order, set Rank By to **Net CPM**.



This is much clearer, but since Partner 9 is not in the Top 10 by Net CPM, it is not on this chart. To show more data, we need to see more entries. On the Top drop-down menu, change this value from 10 to 15.



From this, we can see that Partner 9 has the lowest CPM of the partners displayed, which explains

why it has such a high impression volume, but low revenue. This gives us a basic understanding of what is occurring, and we can use this information to help direct the next steps of the investigation.

Using the table

The table lets you see the raw data that make up your charts.

					A Format Long	Show Rows	1 - 25 of 8715	
Hour 🚔	Partner 🌲	Ad Unit Name 🌲	Requests 🌲	Impressions ≑	Viewed Impressions \Rightarrow	Viewability 🚖	Net Revenue 🌲	Net CPM
Aug 27 14:00	Partner 6	medrec_1	85	85	43	50.59%	\$0.11	\$1.2
Aug 27 14:00	Partner 7	GPUBoss_medrec_2_E	49	49	5	10.20%	\$0.03	\$0.6
Aug 27 14:00	Partner 1	medrec_1	28	28	8	28.57%	\$0.06	\$2.1
Aug 27 14:00	Partner 6	lead_2	92	92	58	63.04%	\$0.11	\$1.2
Aug 27 14:00	Partner 11	lead_3	74	74	31	41.89%	\$0.11	\$1.4
Aug 27 14:00	Unfilled	GPUBoss_lead_4_B	57	0	0	0.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 9	lead_3	1,296	1,296	381	29.40%	\$0.13	\$0.1
Aug 27 14:00	Partner 6	GPUBoss_medrec_2_F	5	5	0	0.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 11	default	1	1	0	0.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 3	medrec_2	33	33	3	9.09%	\$0.04	\$1.2
Aug 27 14:00	Partner 13	GPUBoss_lead_4_F	2	2	1	50.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 3	GPUBoss_lead_4_B	2	2	1	50.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 1	medrec_2	11	11	0	0.00%	\$0.04	\$3.6
Aug 27 14:00	Partner 3	lead_3	134	134	37	27.61%	\$0.19	\$1.4
Aug 27 14:00	Partner 2	GPUBoss_lead_1_E	355	355	161	45.35%	\$0.00	\$0.0
Aug 27 14:00	Partner 8	GPUBoss_lead_2_E	2	2	1	50.00%	\$0.01	\$5.0
Aug 27 14:00	Partner 7	GPUBoss_lead_5_E	9	9	1	11.11%	\$0.01	\$1.1
Aug 27 14:00	Partner 3	GPUBoss_medrec_1_B	3	3	1	33.33%	\$0.00	\$0.0
Aug 27 14:00	Unfilled	GPUBoss_lead_4_E	10	0	0	0.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 12	sky_1	6	6	4	66.67%	\$0.03	\$5.0
Aug 27 14:00	Partner 14	blog_ad_1	5	5	0	0.00%	\$0.02	\$4.0
Aug 27 14:00	Partner 4	728x90	1	1	1	100.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 2	GPUBoss_medrec_2_B	2	0	0	0.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 11	GPUBoss_medrec_1_B	1	1	1	100.00%	\$0.00	\$0.0
Aug 27 14:00	Partner 12	lead_5	3	3	0	0.00%	\$0.01	\$3.3
Totals			525.096	462.373	184.669	39.94%	\$352.27	\$0.7

- 1. Change how data is displayed. Long shows the full numbers, while Short rounds off the values and abbreviates them to make it easier to read at a glance.
- 2. Filter your data to only include entries with certain text.
- 3. Choose how many rows of data to show per page
- 4. Click the filter button to enable filtering of your various dimensions and metrics. This adds a filter icon above every column in your table.
 - Click on a filter icon above a column to see a complete list of entries for that column.
 Uncheck the ones you want to filter out.
 - When you click on the filter icon above a column, a dialog box display that contains a Search bar, and two buttons labelled **Clear** and **Select all**.
 - Clear unchecks every entry for that column.
 - Search lets you to filter your list with only items that contain certain text.
 - Select all selects all of the items in that column.
- 5. Download a CSV copy of your report.

6. Move forward and backward between pages of data.

In addition to features listed above, click the name of any metric to sort the data in ascending order (lowest values at the top). Click it again to sort it in descending order (highest values at the top). Please note that the options selected here only impact the data in the table and do not affect the chart.

In this tutorial, we learned to access Freestar Analytics, create a Performance Report, and to visualize the data. We also used those options to help understand an unexpected trend. We hope you find **analyz**able useful, and continue to explore the available analytics to build the report of your dreams.

For more information, see our documentation at help.freestar.com. If you have any questions, contact us at accountmanagement@freestar.com.

For industry insights and information about our product offerings, check out our blog!

Want to see our products in action? For a demo, fill out a form here.