

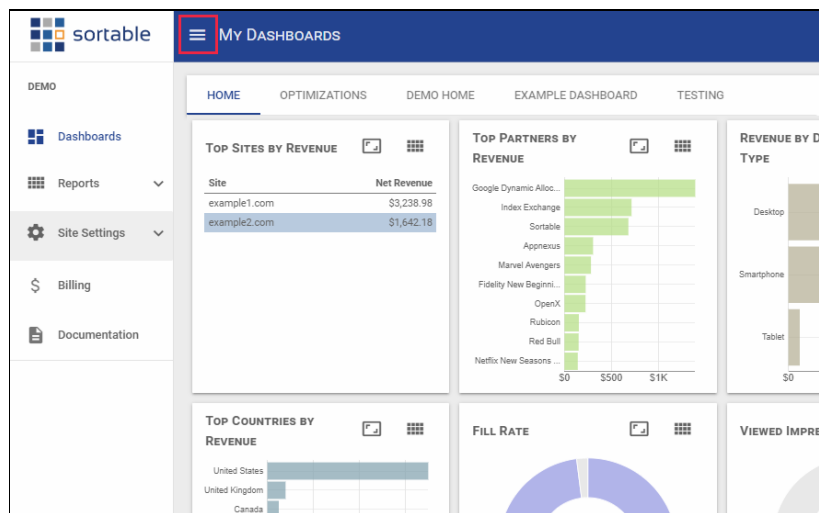
Performance Report tutorial

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.

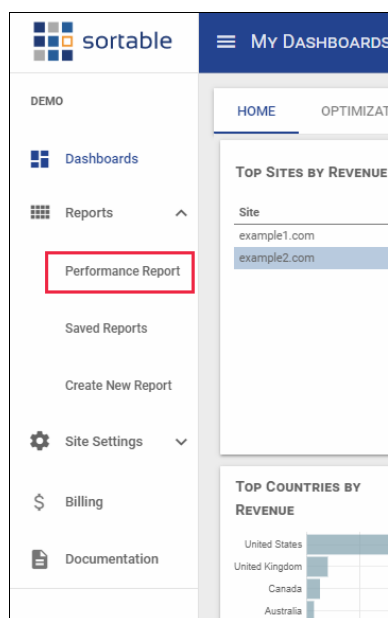
Getting started

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.

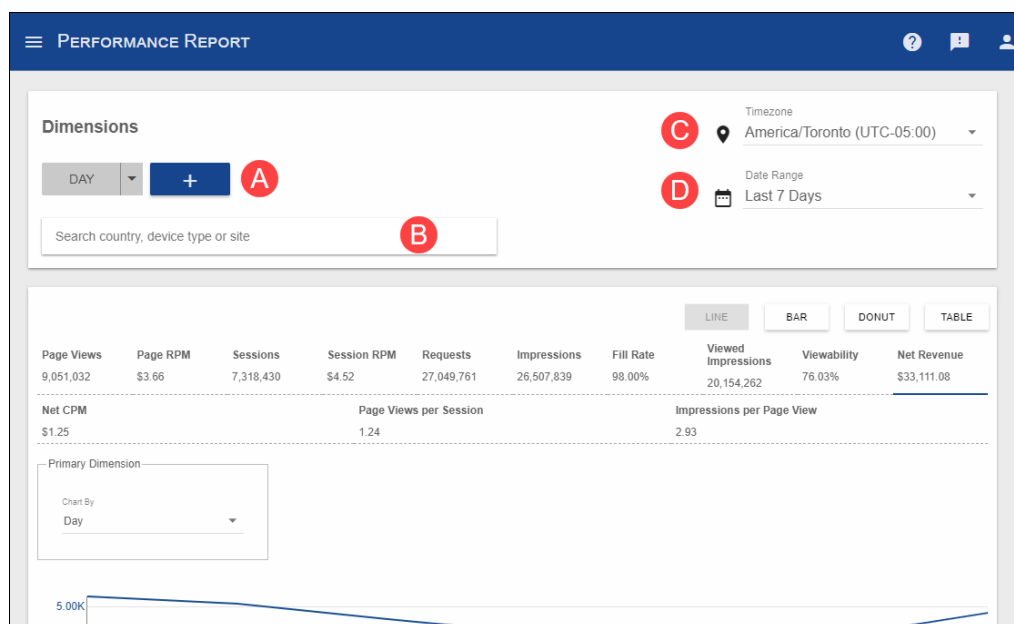


Creating your performance report

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



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



A. Add, remove, or change the dimensions.

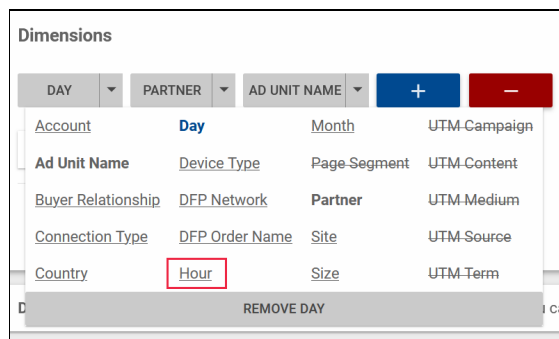
B. Filter your data by account, country, device type, or site.

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.



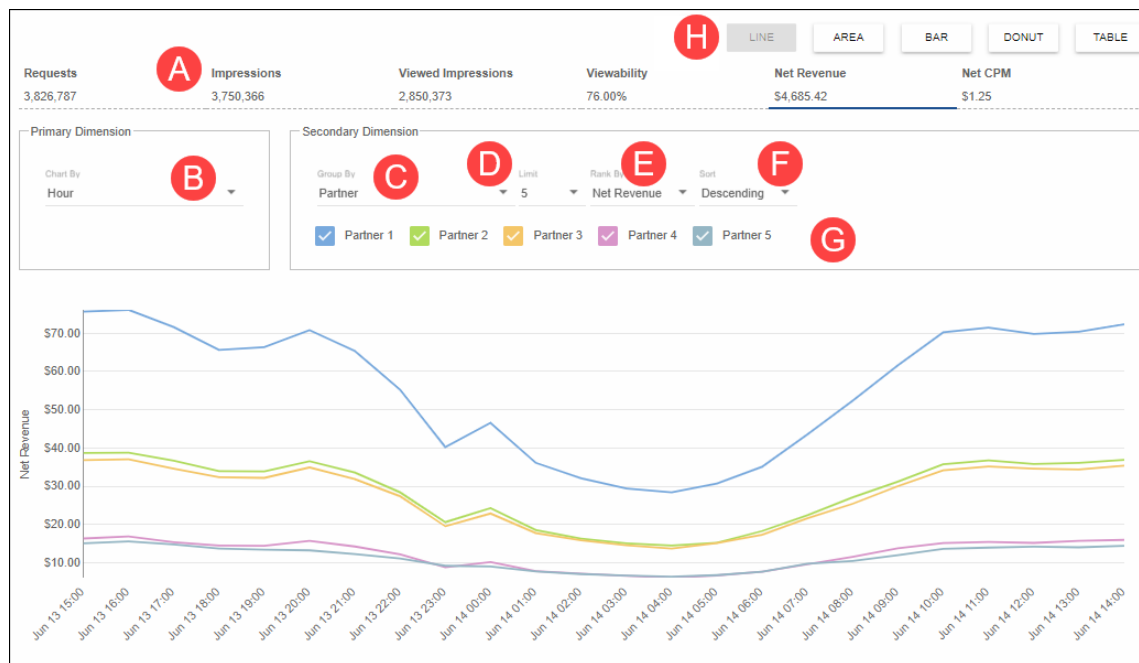
5. Click to show the drop-down menu below Date Range.
6. Select **Last 24 Hours**. If you would like to change the timezone, open the drop-down menu below Timezone and select the appropriate timezone. When complete, your settings should look like this:



7. Wait for the report to finish loading.

Controlling the visualizer

The analyzable 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.

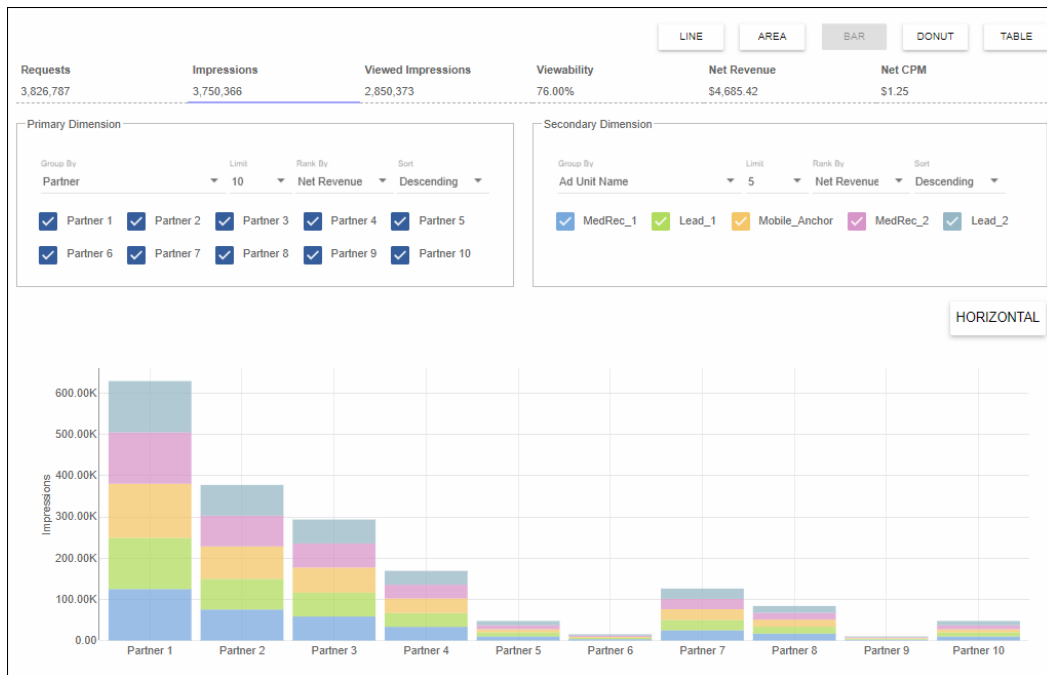
a. Click **Impressions**. Note that the line under the Impressions number changed from

dashed to solid.

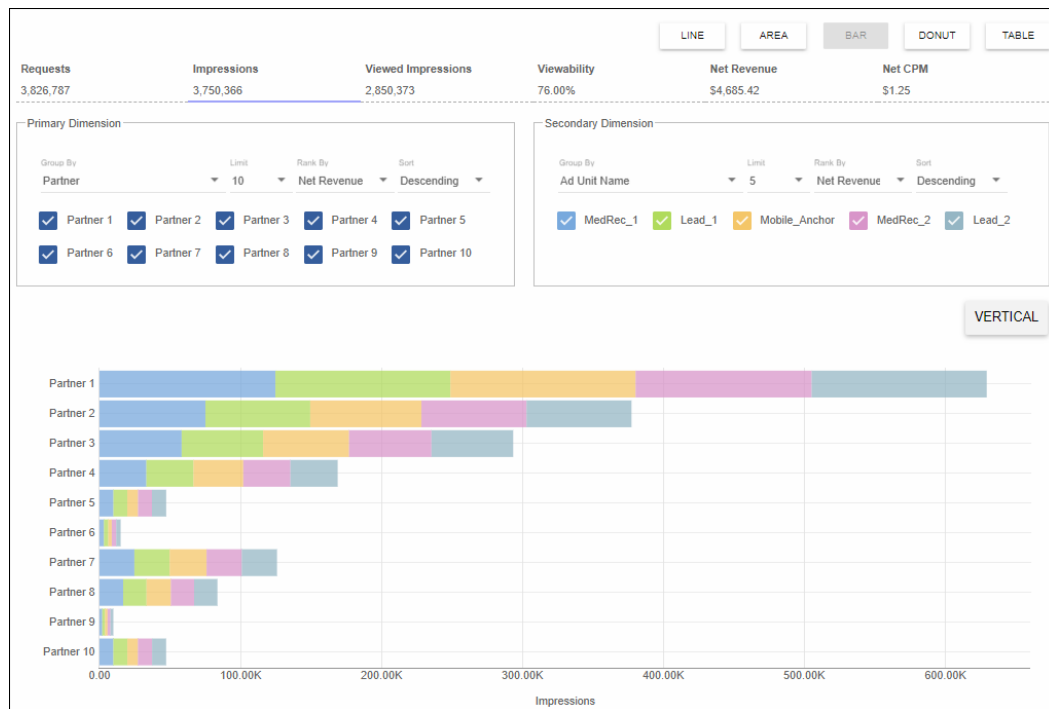
b. Click **BAR**.

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.



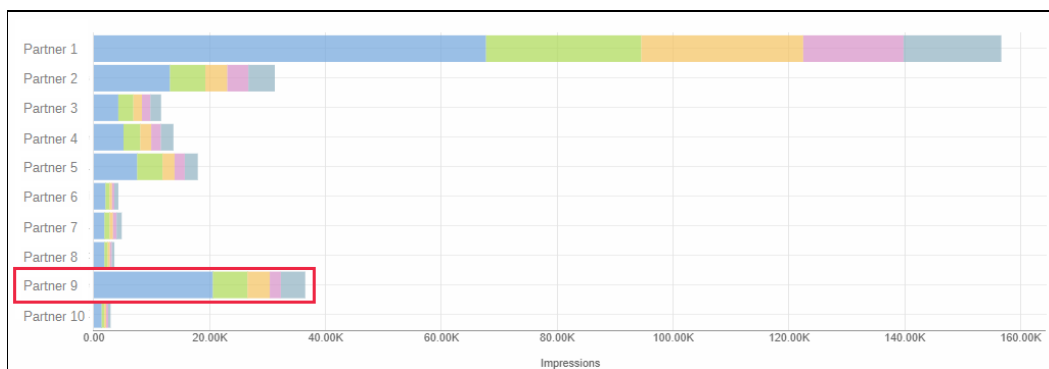
3. Click **Horizontal**. This option is only available for bar graphs and switches the X and Y axes of your chart.



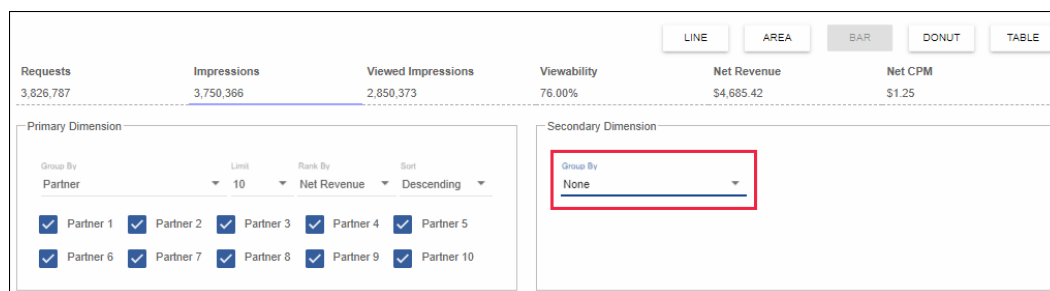
Hover over individual bars to see a breakdown of the data based on the selected secondary dimension (Ad Unit Name in this case). Please note that the data in these screenshots has been fabricated for this demonstration. The data you see will be a reflection of your own site.

Analyzing the data

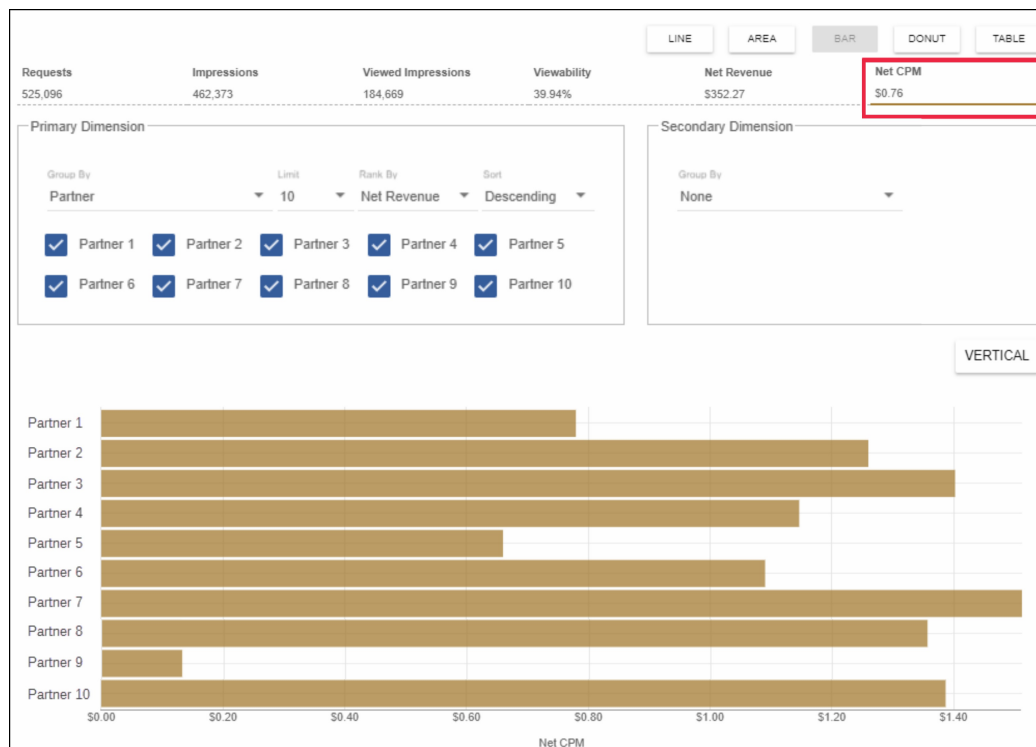
Next, we are going to use these charts to analyze our site. In the following chart, we can see an unexpected result. In general, we expect impressions and revenue to be fairly closely related. Since these bars are ranked by Net Revenue, we would expect the lower bars to also have a low number of impressions,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



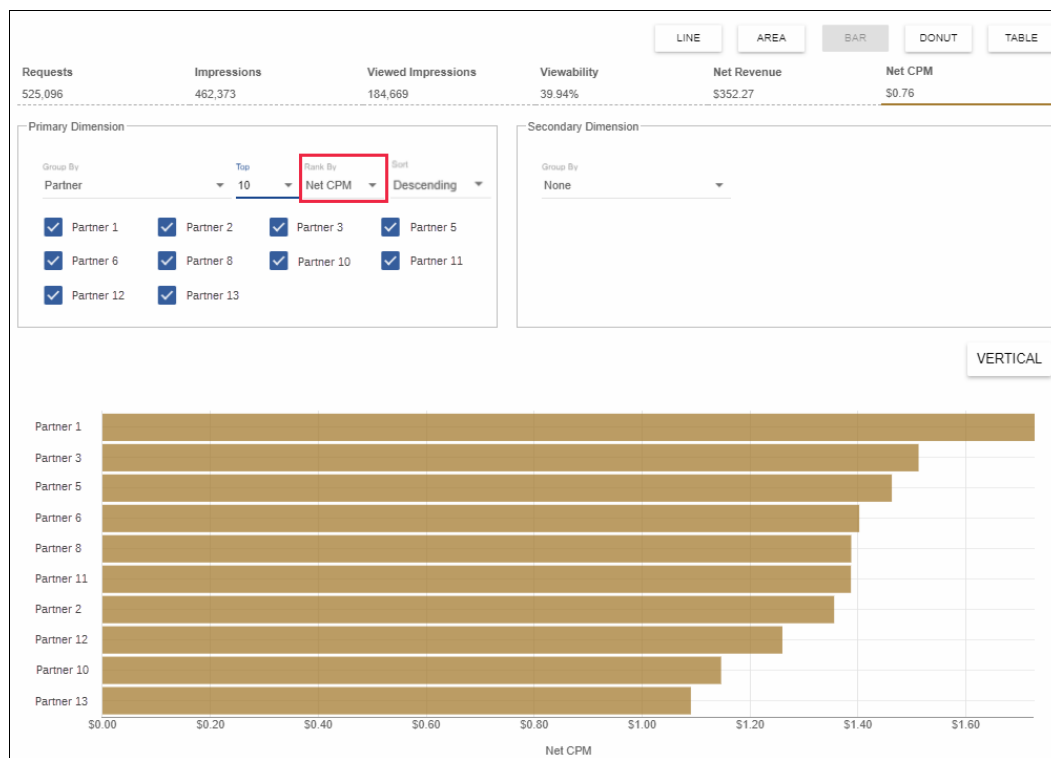
We can use the tools in Performance Reports to have a closer look at this. Since we are only reviewing partner performance, to make it easier to troubleshoot we'll remove the secondary dimension by selecting **None**.



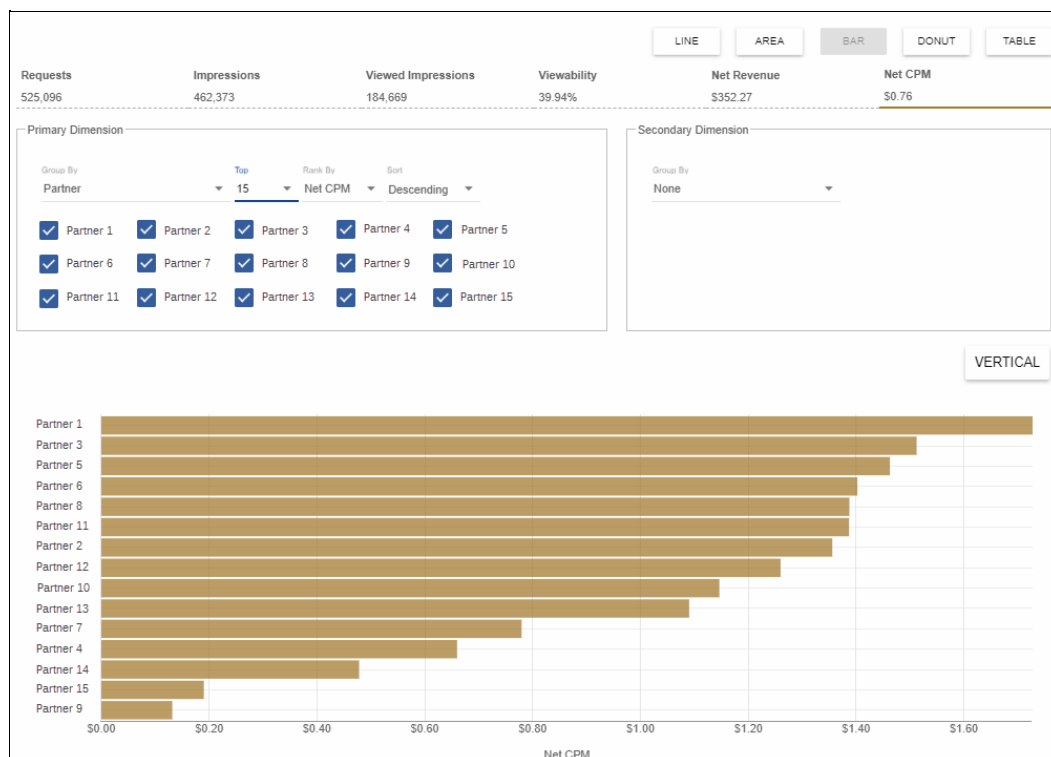
Next, we want to see how much the partners are paying for their impressions. We do this by clicking **Net CPM** in the metrics area.



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

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 **analyzable** 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](#).