

Report terms

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Date Range

Select a timezone for your report; all of the following selections are based on the selected timezone. This field defaults to the timezone selected when you created your dashboard. Timezones are listed by region and time relative to [UTC](#).

Term	Description
Yesterday	Previous calendar day
Today So Far	Current day
This Week	Current calendar week so far, starting from Sunday
This Month	Current calendar month so far
Last Month	Previous calendar month
Last 24 Hours	From 24 hours before the current time, up to the most recent available data
Last 7 Days	Previous 7 days, not including the current date
Last 30 Days	Previous 30 days, not including the current date
Customize	Creates one or two drop-down menus for you to pick the start and end date. You can't pick a start or end date after the current date. The end date cannot be before the start date. The current date is circled.

Filters

Create a filter to affect the data pulled. The filter is applied even if the filtered dimension is not selected in the Dimensions section. Selected filters can be removed by clicking on the trash can associated with each filter.

For more information on the filter types available, see the Dimensions section (below).

Term	Description
Equals	Provides items with the exact text entered for the chosen dimension

Not Equals Term	Provides all items except those with the exact text entered for the chosen dimension
Contains	Provides items that have the entered text anywhere for the chosen dimension
Not Contain	Provides items that do not have the entered text anywhere for the chosen dimension

Dimensions

Term	Description	Freestar Analytics		FFP*	PR*
		AR*	HB*		
Account	Name of the customer in Freestar's database	✓	✓		✓
Ad Format	Type of ad format Choose from Display, Instream Video, Native, Outstream Video, Sponsored Video, and/or Unknown.	✓	✓		
Ad Unit (Name)	Name of the ad unit in the Freestar platform	✓		✓	✓
Browser	Type of browser associated with the data	✓			
Browser Version	The version of the browser associated with the data	✓			
Buyer Relationship	Indicates whether the impression is filled by a buyer that is managed by Freestar or the publisher	✓		✓	✓
Campaign Type	Identifies whether campaigns in self-serve are direct or house. All impressions that are not through self-serve are labelled as "Unknown."	✓			
Connection	Identifies the type of connection for the impressions Possible entries include: <ul style="list-style-type: none"> • HB – Header bidders • S2S – Freestar server-to-server • DFP/AdX – Google AdX 				

Type Term	<ul style="list-style-type: none"> Unfilled – Unfilled requests Description <ul style="list-style-type: none"> DFP – Direct and house campaigns 	✓ Freestar Analytics		✓ FFP*	✓ PR*
	Please note that only header bidders run through Freestar's platform are listed as HB. Externally-run header bidders display as DFP Connection Type.				
Country	Country of the data If the data is downloaded from a report with over 20,000 rows, these display as country codes.	✓	✓	✓	✓
CPM Bucket (\$0.10 increments)	Bid distributions tracked in 10 cent increments.				
CPM Bucket (\$0.25 increments)	Bid distributions tracked in 25 cent increments.				
Day	The date of the data, based on the selected timezone .	✓	✓	✓	✓
Deal ID	The ID of the deal, in case the creative comes from specific deal.				
Delivered Size	The rendered size of the creative or the size of the ad that was displayed.				
Device Type	<p>The device type associated with the data. Device types are:</p> <ul style="list-style-type: none"> Desktop Smartphone Tablet Unknown (device type could not be detected) <p>If data is downloaded from a report with over 20,000 rows, these display as D, S, T, and U, for desktop, smartphone, tablet, and unknown respectively.</p>	✓	✓	✓	✓
DFP Network	Number of the DFP network associated with the data	✓			✓
DFP Order	Name of the DFP order associated with the data	✓			✓

Name	This is useful for establishing the value of direct deals.	Freestar			
Term Format	Description The format of the ad. For example, banner or video.	Analytics		FFP*	PR*
Hour	Hour of the data, based on the selected timezone	✓	✓	✓	✓
Month	Month of the data, based on the selected timezone	✓	✓		✓
OS	The Operating System of the user. For example, Windows, Mac, iOS, or Linux.	✓			
Page Segment	Tracks segment key-value pairs set on the page	✓			✓
Page-Level Targeting	Report by a DFP-Key that is targeted on the page level On the report setup screen, only enter the key for the key-value pair. In the report, the value of that key is reported, or "No Matching Key-Value" for all entries where the key is not found.	✓			
Partner	Winner of the impression Header bidders are labelled by name. AdX and EBDA are contained in "Google Dynamic Allocation". Everything else, including direct deals, are in a partner named "DFP" followed by the DFP number. For a breakdown of the items inside of that entry, select the DFP Order Name dimension alongside Partner.	✓	✓	✓	✓
Referrer	This dimension reveals how users reached the website (URL of previous request that linked to the new URL). It is reported by site (for example, Google, Facebook, Instagram, etc).	✓			
Referrer Type	Referral types include direct (referrer or source is empty), email (traffic labeled with "email" anywhere in the referrer string), site (traffic referred by the site itself), internal, AMP, and search (traffic labeled by top search engines).	✓			
Refresh	Whether or not a given impression was a refreshed impression	✓			

Term	Description	Freestar Analytics	FFP*	PR*
	Number of impressions based on the number of			
Refresh Depth	times they were refreshed Refresh Depth 0 is the initial page load, and the depth is incremented by 1 every time the ad slot is refreshed.	✓		
Requested Size	Sizes contained in the ad request If an ad unit has multiple sizes, those sizes are in a single line.		✓	
Segment	Value used for Freestar optimization tests	✓		
Site	Domain that the impression served on	✓	✓	✓
Size	Dimensions (size) of the ad that served	✓	✓	✓
Slot-Level Targeting	Report by a DFP-Key that is targeted on the ad-slot level On the report setup screen, only enter the key for the key-value pair. In the report, the value of that key is reported, or "No Matching Key-Value" for all entries where the key is not found.	✓		
Top 100 URL	The top 100 URLs of the dataset by revenue	✓		
UTM Campaign	UTM metric for tracking campaign	✓		✓
UTM Content	UTM metric for tracking content	✓		✓
UTM Medium	UTM metric for tracking medium	✓		✓
UTM Source	UTM metric for tracking source	✓		✓
UTM Term	UTM metric for tracking term	✓		✓

AR* – Ad Revenue Report

HB* – Header Bidding Report

FFP* – Freestar for Prebid

PR* – Performance Report

Metrics

Metrics are the measurable elements based on the selected dimensions.

Term	Description	Freestar Analytics		FFP*	PR*
		AR*	HB*		
Avg time to respond (ms)	The average time a Partner took to respond to the bid requests.				
Bids	Number of bids the partner made		✓	✓	
Fill Rate	Percentage of ad requests that received an impression Fill rate = $\frac{\text{Impressions}}{\text{Requests}}$	✓			✓
Gross CPM	CPM based on total revenue before Freestar's costs Gross CPM = $\frac{\text{Gross revenue}}{\text{Impressions}} \times 1000$	✓	✓	✓	
Gross Revenue	Total revenue earned before Freestar costs have been removed	✓	✓	✓	
Impression Rate	How often a partner wins an impression when they get an ad request Impression rate = $\frac{\text{Won bids}}{\text{Requests}}$		✓		
Impressions	Ads that are successfully retrieved and displayed on the page	✓		✓	✓
Impressions per Page View	Number of impressions per page view Impressions per page view = $\frac{\text{Impressions}}{\text{Page views}}$				✓
Net CPM	CPM based on revenue after Freestar's costs	✓		✓	✓

Term	Net CPM = $\frac{\text{Net revenue}}{\text{Impressions}} \times 1000$ Description	Freestar Analytics	FFP*	PR*
Net Revenue	Total revenue earned for the account after Freestar's costs have been removed	✓	✓	✓
Lost Opportunity Revenue	This amount tracks the total amount for every instance when a bidder has the highest price bid, but does not serve an impression.			
Offered (Gross) CPM	CPM based on Offered Gross Revenue This is the CPM the partner would have had if they won 100% of the bids they made. $\text{Offered gross CPM} = \frac{\text{Offered gross revenue}}{\text{Bids}} \times 1000$		✓	
Offered Gross Revenue	Total revenue the partner offered in bids This is the revenue that would have been acquired from this partner if they had won 100% of the bids made.		✓	
Page Views	Number of pageviews associated with the data A new page view occurs when a user navigates, or the newpage function is called.			✓
Page Views per Session	Average number of page views per session $\text{Page views per session} = \frac{\text{Page views}}{\text{Sessions}}$			✓
Page RPM	Average value of 1000 page views $\text{Page RPM} = \frac{\text{Net revenue}}{\text{Page views}} \times 1000$			✓
Participation (Rate)	How often the partner bids when they receive a request $\text{Participation rate} = \frac{\text{Bids}}{\text{Requests}}$		✓	✓
Requests	Number of requests	✓	✓	✓
Revenue	The amount of money the partner says they're going to pay.			
	Number of sessions associated with the data			

Sessions Term	Description	Freestar Analytics		FFP*	✓ PR*
	A session is a period of site usage. A session ends either when the page has not been interacted with for 30 continuous minutes, or at midnight UTC.				
Session RPM	Average value of 1000 sessions Session RPM = $\frac{\text{Net revenue}}{\text{Sessions}} \times 1000$				✓
Timeout Rate	How often the partner times out Timeout rate = $\frac{\text{Timeouts}}{\text{Requests}}$		✓		
Timeouts	Number of times the partner timed out A time out is when a partner does not return a bid to an ad request within the timeout period.		✓		
Viewability	Percentage of impressions that were viewed Viewability = $\frac{\text{Viewed impressions}}{\text{Impressions}}$	✓			✓
Viewed Impressions	Number of impressions that were viewed by the measurement DFP uses (IAB standard) Viewed impressions are impressions that had at least 50% of their pixels visible in the browser for at least one continuous second. For ads greater than 242,000 pixels, only 30% of the pixels need to be visible in the browser for one continuous second. https://support.google.com/dfp_premium/answer/4524488?hl=en	✓			✓
Win Rate	How often a partner wins when they bid Win rate = $\frac{\text{Won bids}}{\text{Bids}}$		✓	✓	
Won Bids	Number of bids the partner won This is the equivalent of impressions in other reports.		✓		

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PR* – Performance Report

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](#).