Freestar Analytics – Introduction

At Freestar, we are always dreaming up ways to help our customers make better business decisions. As a company built on data-driven decisions, our mission is to arm our customers with accurate information presented in useful ways — so you can optimize your programmatic ad inventory and maximize your potential advertising revenue.

Freestar Analytics gives you the power to create and generate reports with your data. Learn what is working and uncover opportunities to improve and grow your revenue. Complete with data visualizations and new dimensions, you get the tools to do deeper analysis than ever before.

Some of the our dimensions and features include:

- Timezone options in a date range
- Report level filters
- Metric level filters
- New data dimensions (Buyer Relationship, Connection Type)
- Hourly reports
- Bar and donut charts
- Visualize up to 25 data points
- Save reports

Share your thoughts and feedback

Your home dashboard is your default view when you navigate to https://analytics.sortable.com. Had a chance to explore? Let us know what you think by clicking the feedback button 🖳 on the top right of the dashboard and submitting your comments.

Freestar Analytics has been built based on conversations with our customers about what would be most helpful in your day-to-day. Don't hesitate to share your thoughts or ideas — we value your feedback.

Navigation tutorial

View this handy tutorial document for a guided walk through Freestar Analytics. Get step-by-step instructions on available functionalities and learn to generate your first reports.

Have a look around https://help.freestar.com for more tutorials and resources to help you use our UI. If you have any questions, please send them to accountmanagement@freestar.com. In the meantime, happy exploring!

Sincerely,

The Freestar Team

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.