Bidder Reporting

The reporting page in your account is the best place to view performance of your Open Market and Deal ID activity. This page will detail the important Open Market and Deal ID metrics to look at, and which reports to run in order to see programmatic performance.

PC Metrics:

Metric	Definition
Bid Requests	The number of times our ad server made an OpenRTB request to the programmatically connected bidder
Bids	The number of times the PC bidder returned a bid in response to an OpenRTB request
Wins	The bid was selected amongst the bids in its tier, and its vast response was used. A win can occur because the bid is the highest or higher bids were tried first and did not fill.
Bid %	Bid rate is how frequently the bidder bids when requested. Calculated by Bids / Bid Requests
Bid Fill %	How frequently the bidder fills when it bids. Calculated by Imps / Bids
Win Fill %	How frequently the bidder fills when its bid wins. Calculated by Imps / Wins
Sell Through %	How frequently the bidder fills when requested. Calculated by Imps / Bid Requests
Win %	How frequently you win. Calculated by Wins / Bid Requests
Bid Score	A measure of how much money you spend per bid request. Calculated by Cost / Bid Requests * 1000
Cost	The sum of your price reduced bids. The amount of money you have spent on media cost.

Publisher Reporting:

You can see your buying activity per publisher partner by adding 'Publisher' as a dimension in your report.

Dimensions:

Open Market & Deal ID Activity:

To see your buying broken out by Deal ID's vs. Open Market, you can run a report setting 'Spend Source' as a dimension.

Dimensions:

Dimensions

Dimensions ❶

[Spend Source ✕]

Report Results:

Spend Source	Bid Requests	Bids	Wins	Imps ⌄	CPM	Bid %	Bid Fill %	Win %	Win Fill %
Deal Bought	54,465,974	1,084,454	1,054,522	324,713	$11.40	1.99%	29.94%	97.24%	30.79%
Open Market Bought	54,345,467	385,756	377,848	63,354	$5.82	0.71%	16.42%	97.95%	16.77%

Deal ID Reporting:

To report on your Deals, you will need to add the dimension 'Supply Tag', and then add a filter for Spend Source to be "Deal Bought".

Dimension and Filters for a Deal ID report:

Dimensions ⌄

Dimensions ❶

[Supply Tag ✕]

Filters ⌄

+ New Filter   Quick Add: [Deal IDs] [Demand Partners] [Demand Tags] [Supply Tags]

| Publishers ▾ | Include | Exclude | ✖ | Spend Source ▾ | Include | Exclude | ❶ ✖ |

[Deal Bought ✕]

Open Market Reporting:

To view inventory sold to your Open Market, run a report with 'Supply Tag' as the dimension, and as a filter for Spend Source filtering for 'Open Market Bought'.

Dimensions and Filter:

Dimensions ⌄

Dimensions ❶

[Supply Tag ✕]

Filters ⌄

+ New Filter   Quick Add: [Deal IDs] [Demand Partners] [Demand Tags] [Supply Tags]

| Publishers ▾ | Include | Exclude | ✖ | Spend Source ▾ | Include | Exclude | ❶ ✖ |

[Open Market Bought ✕]