

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:

The screenshot displays a reporting interface with several sections:

- Dimensions:** A dropdown menu is open, showing a search bar with 'Publisher' entered and a close button (X).
- Filters:** A dropdown menu is open, currently empty.
- Metrics:** A dropdown menu is open, showing various metric categories:
 - Numbers:** Bid Requests, Bids, Wins, Imps (all in teal buttons).
 - Calculations:** Bid %, Bid Fill %, Sell Through %, Win %, Win Fill % (all in teal buttons).
 - IVT Metrics:** MOAT Imps, MOAT Human Imps, MOAT Bot Imps, MOAT Human %, MOAT Bot % (all in light blue buttons).
 - Quality Metrics:** Clicks, CTR, 50% Completes, 75% Completes, 100% Completes, Completion % (all in light blue buttons).
 - Response Metrics:** Bidder Errors, Demand Response Time (all in light blue buttons).
 - Financials:** Bid Score, Total Cost, CPM (all in light blue buttons).

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 ⓘ

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 ⓘ

Supply Tag ✕

Filters

+ New Filter

Quick Add: Deal IDs Demand Partners Demand Tags Supply Tags

Publishers Include Exclude ✕

Spend Source 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 ⓘ

Supply Tag ✕

Filters

+ New Filter

Quick Add: Deal IDs Demand Partners Demand Tags Supply Tags

Publishers Include Exclude ✕

Spend Source Open Market Bought ✕