

# Reporting Glossary

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Select desired metrics for your reports in the *Metrics* section of the reporting UI.

## Supply Reports

Supply reports are run by default if no demand dimensions or filters are selected.

Category	Metric	Definition	Calculation	Supply Index View	Troubleshooting Notes
Numbers	Total Calls	All requests to supply tag - every time that SpringServe is pinged			
Numbers	Billable Reqs	Unmonetized requests not blocked by supply tag targeting	Total Calls - Blocked (Targeting) - Impressions		
Numbers	Requests	Requests which pass supply targeting and were not blocked by Pre-Bid IVT filtering	Total Calls - Blocked (Targeting) - Blocked (Pre-Bid IVT)	Lite	
Numbers	Blocked (Total)	All unusable requests blocked by supply targeting and Pre-Bid IVT filtering	Blocked (Targeting) + Blocked (Pre-Bid IVT)		Lots of blocked requests mean that your supply partner is sending inventory that does not pass supply tag targeting. Confirm that they have targeting applied on their side.
Numbers	Blocked (Targeting)	Unusable requests blocked by supply tag, partner, and account level targeting			
Numbers	Opps	Number of times the supply tag VPAID unit is initialized		Lite	Low Opportunity numbers are indicative of being low on the waterfall of your Supply Partner.
Numbers	Missed Opps	Number of times the request passes supply tag targeting but does not pass targeting on any of demand tags on the waterfall		Full	If a tag has a lot of Missed Opportunities, align more demand that meets supply tag targeting or add supply tag targeting to align better with existing demand. In the second case, make sure to share your targeting with your supply partner
Numbers	Imps	Number of times an ad is served		Lite	
Numbers	Player Loads	Number of times that a player loads			Player load events are recorded based on the firing of the player tracking pixel.
Calculations	Usable %	Percentage of requests that pass supply targeting criteria and are not blocked by Pre-Bid IVT filtering	Requests / Total Calls		
Calculations	Blocked % (Total)	Percentage of requests blocked by IVT and supply targeting	Blocked (Total) / Total Calls		If a tag has a high blocked %, it is returning an empty VAST response to your supply partner and they may view your tag as a poor performer. Share your supply tag targeting with your supply partners to reduce this %
Calculations	Blocked % (Targeting)	Percentage of requests blocked by supply targeting	Blocked (Targeting) / Total Calls		
Calculations	Opp %	Percentage of requests that result in an opportunity	Opportunities / Requests	Full	If a tag has a low opportunity %, it is likely low on the waterfall of your supply partner. Ask what you can do to get higher on the waterfall; this may entail going on a white list or having request caps implemented on your tag to prove that your tag can fill if given more opportunities.
Calculations	Opp Fill %	Percentage of opportunities that result in an impression	Impressions / Opportunities	Lite	This metric is useful to show your supply partners when arguing for a higher spot on the waterfall.
Calculations	Request Fill %	Percentage of requests that result in an impression	Impressions / Requests	Lite	
Calculations	Player Fill %	Percentage of requests which result in a player load	Player Loads / Requests		

IVT Metrics	Blocked (Pre-Bid Protected)	Unusable requests blocked by Protected. This data is delayed by 2 hours, which can lead to initial zeros in this column. Total calls, Billable requests, and Blocked (Total) will be updated as the Protected data becomes available.			
IVT Metrics	Blocked (Pre-Bid WhiteOps)	Unusable requests blocked by WhiteOps. This data is delayed by 72 hours and this can lead to initial zeros in this column. Total calls, Billable requests, and Blocked (Total) will be updated as the WhiteOps data becomes available.			
IVT Metrics	Blocked (Pre-Bid SpringServe)	Unusable requests blocked because they were deemed to be IVT using SpringServe's proprietary algorithm			
IVT Metrics	Blocked % (Pre-Bid Protected)	Percentage of requests blocked by Protected pre-bid IVT filtering	Blocked (Pre-bid Protected) / Total Calls		
IVT Metrics	Blocked % (Pre-Bid WhiteOps)	Percentage of requests blocked by WhiteOps pre-bid IVT filtering	Blocked (Pre-bid WhiteOps) / Total Calls		
IVT Metrics	Blocked % (Pre-Bid SpringServe)	Percentage of requests blocked by SpringServe Pre-Bid IVT filtering	Blocked (Pre-bid SpringServe) / Total Calls		
IVT Metrics	Moat Imps	Number of impressions analyzed by Moat			
IVT Metrics	Moat Human Imps	Number of Moat impressions filled by humans			
IVT Metrics	Moat Bot Imps	Number of Moat Impressions filled by bots			
IVT Metrics	Moat Human %	Percentage of Moat impressions filled by humans	Moat Human Imps / Moat Imps		
IVT Metrics	Moat Bot %	Percentage of Moat Impressions filled by bots	Moat Bot Imps / Moat Imps		
IVT Metrics	IAS Imps	Number of impressions that were analyzed by IAS			
IVT Metrics	IAS IVT Imps	Number of IAS impressions that were deemed to be IVT			
IVT Metrics	IAS IVT %	Percentage of IAS impressions that were deemed to be IVT	IAS IVT Imps / IAS Imps		
IVT Metrics	Forensiq Imps	Number of impressions that were analyzed by Forensiq			
IVT Metrics	Forensiq IVT Imps	Number of Forensiq impressions that were deemed to be IVT			If a Forensiq risk score of over 65 assigned, it is counted as IVT; A risk score of 65 means that the impression has potential IVT but doesn't necessarily mean it is fraud.
IVT Metrics	Forensiq IVT %	Percentage of Forensiq impressions that were deemed to be IVT	Forensiq IVT Imps / Forensiq Imps		A high percentage of IVTimps means you could look into the source.
IVT Metrics	Protected Imps	Number of impressions that were analyzed by Protected			
IVT Metrics	Protected IVT Imps	Number of Protected impressions that were deemed to be IVT			
IVT Metrics	Protected IVT %	Percentage of Protected impressions that were deemed to be IVT	Protected IVT Imps / Protected Imps		
Quality Metrics	Clicks	Number of times the viewer clicks on the ad			
Quality Metrics	CTR	Click through %	Clicks / Impressions		

Quality Metrics	25% Completes	Number of times the ad is viewed to 25%			
Quality Metrics	50% Completes	Number of times the ad is viewed to 50%			
Quality Metrics	75% Completes	Number of times the ad is viewed to 75%			
Quality Metrics	100% Completes	Number of times the ad is viewed to 100%			
Quality Metrics	Completion %	Percentage of Impressions that are viewed to 100%	100% Completes / Impressions		
Quality Metrics	Moat Viewability %	Percentage of Moat measurable impressions that were viewable for any amount of time			
Quality Metrics	Moat AVoC %	Percentage of Moat measurable impressions where the ad played to completion and was both visible on-screen and audible on complete (AVOC %)			
Quality Metrics	Moat GroupM Viewability %	Percentage of Moat measurable impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length			
Quality Metrics	IAS MRC Viewability %	Percentage of IAS impressions that were viewable for any amount of time			
Quality Metrics	IAS GroupM Viewability %	Percentage of IAS impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length			
Response Metrics	Errors	Number of times that there is no demand tag fill in the waterfall			If Errors are high, reexamine your demand, because the request is going all the way down the waterfall without being filled.
Response Metrics	Error %	Percentage of usable requests that result in an Error	Errors / Requests		
Response Metrics	Timeouts	Number of times the player closes after VPAID has initialized and no ad is returned			If this number is high and the VPAID Window is high, your tag is given a long time to fill but never does; reexamine your demand. If this number is high and the VPAID Window is low, talk to your Supply Partner about why you are being timed out so quickly.
Response Metrics	Timeout %	Percentage of usable requests that result in a timeout	Timeouts / Requests		
Response Metrics	VPAID Window	Average number of seconds that the VPAID is open before timing out without monetizing		Full	
Response Metrics	Supply Response Time	Average number of seconds before an impression is served		Full	
Financials	Revenue	Revenue		Lite	
Financials	Media Cost	Media Cost		Full	
Financials	Third Party Fees	Third Party Fees			
Financials	Total Cost	Total Cost of media and third party fees	Media Cost + Third Party Fees		
Financials	Profit (Gross)	Gross Profit	Revenue - Media Cost		
Financials	Profit (Net)	Net Profit	Revenue - Total Cost	Full	
Financials	Margin (Gross)	Gross Margin	Gross Profit / Revenue		
Financials	Margin (Net)	Net Margin	Net Profit / Revenue	full	

Financials	RPM	Revenue per thousand impressions	Revenue / 1,000		
Financials	CPM	Cost per thousand impressions	Cost /1,000		
Financials	PPM (Gross)	Gross Profit per thousand impressions	Profit / 1,000		
Financials	PPM (Net)	Net Profit per thousand impressions	Net Profit / 1,000		

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## Demand Reports

These metrics are shown when including Demand dimensions or filters, on the Demand Tag page, and the Waterfall tab of a Supply Tag.

Category	Metric	Definition	Calculation	Demand Tag View	Waterfall Page View	Troubleshooting Notes
Numbers	Ad Reqs	Number of times a demand tag receives a request		Lite	Lite	
Numbers	Ads	Number of times a demand tag returns a non-empty VAST response				An impression cannot be served when there is no Ad returned. When the number of Ads is low, your demand partner is returning empty VAST responses. This usually happens when there is a misalignment in targeting or required macros are not being passed. Any demand tag macros must be implemented on the Supply Tag in order to be passed.
Numbers	Opps	Number of times the demand tag VPAID is initialized		Full	Full	
Numbers	Imps	Number of times the ad request results in an impression		Lite	Lite	
Calculations	Ad %	Percentage of ad requests that result in an ad	Ads / Ad Requests		Full	When the Ad % is low, check with your demand partner to find out what is required to get a non-empty VAST response from their tag. This could be due to targeting misalignment or missing macros.
Calculations	Opp %	Percentage of ad requests that result in an opportunity	Opportunities / Ad Requests	Full	Full	
Calculations	Req Fill %	Percentage of ad requests that result in impressions	Impressions / Ad Requests	Lite	Lite	
Calculations	Opp Fill %	Percentage of ad requests that result in a demand tag opportunity	Impressions / Opportunities		Full	
IVT Metrics	Moat Imps	Number of impressions analyzed by Moat				
IVT Metrics	Moat Human Imps	Number of Moat impressions filled by humans				
IVT Metrics	Moat Bot Imps	Number of Moat impressions filled by bots				
IVT Metrics	Moat Human %	Percentage of Moat impressions filled by humans	Moat Human Imps / Moat Imps			
IVT Metrics	Moat Bot %	Percentage of Moat impressions filled by bots	Moat Bot Imps / Moat Imps			
IVT Metrics	Forensiq Imps	Number of impressions that were analyzed by Forensiq				
IVT Metrics	Forensiq IVT Imps	Number of Forensiq impressions that were deemed to be IVT				If a Forensiq risk score of over 65 assigned, it is counted as IVT; A risk score of 65 means that the impression has potential IVT but doesn't necessarily mean it is fraud.
IVT Metrics	Forensiq IVT %	Percentage of Forensiq impressions that were deemed to be IVT	Forensiq IVT Imps / Forensiq Imps			A high percentage of IVT imps means you could look into the source.
IVT Metrics	IAS Imps	Number of impressions that were analyzed by IAS				

IVT Metrics	IAS IVT Imps	Number of IAS impressions that were deemed to be IVT				
IVT Metrics	IAS IVT %	Percentage of IAS impressions that were deemed to be IVT	IAS IVT Imps / IAS Imps			
IVT Metrics	Protected Imps	Number of impressions that were analyzed by Protected				
IVT Metrics	Protected IVT Imps	Number of Protected impressions that were deemed to be IVT				
IVT Metrics	Protected IVT %	Percentage of Protected impressions that were deemed to be IVT	Protected IVT Imps / Protected Imps			
Quality Metrics	Clicks	Number of times the viewer clicks on the ad				
Quality Metrics	CTR	Click through %	Clicks / Impressions	Full		
Quality Metrics	25% Completes	Number of times the ad is viewed to 25%				
Quality Metrics	50% Completes	Number of times the ad is viewed to 50%				
Quality Metrics	75% Completes	Number of times the ad is viewed to 75%				
Quality Metrics	100% Completes	Number of times the ad is viewed to 100%				
Quality Metrics	Completion %	Percentage of Impressions that are viewed to 100%	100% Completes / Impressions			
Quality Metrics	Moat Viewability %	Percentage of Moat impressions that were viewable for any amount of time				
Quality Metrics	Moat AVoC %	Percentage of Moat impressions where the ad played to completion and was both visible on-screen and audible on complete (AVOC %)				
Quality Metrics	Moat GroupM Viewability %	Percentage of Moat measurable impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length				
Quality Metrics	IAS MRC Viewability %	Percentage of IAS impressions that were viewable for any amount of time				
Quality Metrics	IAS GroupM Viewability %	Percentage of IAS impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length				
Response Metrics	Errors	Number of times the demand tag errors - typically the demand tag does not have demand				Run a VAST Error Code report to see what kinds of Errors are occurring. Talk to your demand partners if Errors are high.
Response Metrics	Errors %	Percentage of requests that lead to an error	Errors / Ad Requests			
Response Metrics	Timeouts	Number of times the demand tag is timed out by the VPAID			Lite	The demand tag is taking longer than 20 seconds to respond.
Response Metrics	Timeout %	Percentage of Ad Requests that result in a Timeout	Timeouts / Ad Requests			
Response Metrics	Demand Response Time	Average number of seconds that a Demand tag takes to respond with an ad		Full		
Financials	Revenue	Revenue		Lite	Full	

Financials	Media Cost	Media Cost		Full	Full	
Financials	Third Party Fees	Third Party Fees				
Financials	Total Cost	Total Cost of Media and Third Party Fees	Media Cost + Third Party Fees			
Financials	Profit (Gross)	Gross Profit	Revenue - Media Cost			
Financials	Profit (Net)	Net Profit	Revenue - Total Cost	Full	Full	
Financials	Margin (Gross)	Gross Margin	Gross Profit / Revenue			
Financials	Margin (Net)	Net Margin	Net Profit / Revenue	Full	Full	
Financials	RPM	Revenue per thousand impressions	Revenue / 1,000		Full	
Financials	CPM	Cost per thousand impressions	Cost / 1,000		Full	
Financials	PPM (Gross)	Gross Profit per thousand impressions	Gross Profit / 1,000			
Financials	PPM (Net)	Net Profit per thousand impressions	Net Profit / 1,000		Full	
Financials	Score	Net Revenue per 1,000,000 requests.	1,000,000 * Profit / Ad Requests	Lite	Lite	

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## Bidder Reports

Bidder reports will be run when Bidder Accounts is selected as a filter or dimension or when filtering by Open RTB demand class or Deal ID.

Category	Metric	Description	Calculation	Troubleshooting Notes
Numbers	Bid Requests	Number of requests for a bid to a bidder within Programmatic Connect		
Numbers	Bids	Number of responses from a bidder which contain a bid		
Numbers	Wins	Number of times the bidder's response is chosen		
Numbers	Imps	Number of times an ad is served		
Calculations	Bid %	Percentage of bid requests that result in a bid	Bids / Bid Requests	
Calculations	Bid fill %	Percentage of bids that result in an impression	Imps / Bids	
Calculations	Sell Through %	Percentage of bid requests that result in an impression	Imps / Bid Requests	
Calculations	Win %	Percentage of bid requests that result in a win	Wins / Bid Requests	
Calculations	Win Fill %	Percentage of wins that result in an impression	Imps / Wins	
IVT Metrics	Moat Imps	Number of impressions analyzed by Moat		
IVT Metrics	Moat Human Imps	Number of Moat impressions filled by humans		
IVT Metrics	Moat Bot Imps	Number of Moat impressions filled by bots		
IVT Metrics	Moat Human %	Percentage of Moat impressions filled by humans	Moat Human Imps / Moat Imps	

IVT Metrics	Moat Bot %	Percentage of Moat impressions filled by bots	Moat Bot Imps / Moat Imps	
IVT Metrics	Forensiq Imps	Number of impressions that were analyzed by Forensiq		
IVT Metrics	Forensiq IVT Imps	Number of Forensiq impressions that were deemed to be IVT		If a Forensiq risk score of over 65 assigned, it is counted as IVT; A risk score of 65 means that the impression has potential IVT but doesn't necessarily mean it is fraud.
IVT Metrics	Forensiq IVT %	Percentage of Forensiq impressions that were deemed to be IVT	Forensiq IVT Imps / Forensiq Imps	A high percentage of IVT imps means you could look into the source.
IVT Metrics	IAS Imps	Number of impressions that were analyzed by IAS		
IVT Metrics	IAS IVT Imps	Number of IAS impressions that were deemed to be IVT		
IVT Metrics	IAS IVT %	Percentage of IAS impressions that were deemed to be IVT	IAS IVT Imps / IAS Imps	
IVT Metrics	Protected Imps	Number of impressions that were analyzed by Protected		
IVT Metrics	Protected IVT Imps	Number of Protected impressions that were deemed to be IVT		
IVT Metrics	Protected IVT %	Percentage of Protected impressions that were deemed to be IVT	Protected IVT Imps / Protected Imps	
Quality Metrics	Clicks	Number of times the viewer clicks on the ad		
Quality Metrics	CTR	Click through %	Clicks / Impressions	
Quality Metrics	25% Completes	Number of times the ad is viewed to 25%		
Quality Metrics	50% Completes	Number of times the ad is viewed to 50%		
Quality Metrics	75% Completes	Number of times the ad is viewed to 75%		
Quality Metrics	100% Completes	Number of times the ad is viewed to 100%		
Quality Metrics	Completion %	Percentage of Impressions that are viewed to 100%	100% Completes / Impressions	
Quality Metrics	Moat Viewability %	Percentage of Moat impressions that were viewable for any amount of time		
Quality Metrics	Moat AVoC %	Percentage of Moat impressions where the ad played to completion and was both visible on-screen and audible on complete (AVOC %)		
Quality Metrics	Moat GroupM Viewability %	Percentage of Moat measurable impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length		
Quality Metrics	IAS MRC Viewability %	Percentage of IAS impressions that were viewable for any amount of time		
Quality Metrics	IAS GroupM Viewability %	Percentage of IAS impressions where the video player is 100% in view, with the sound on, and the for the video to run for at least half of the duration (cumulative) of the video length		
Response Metrics	Bidder Errors	Number of times the bid request does not result in an impression		
Response Metrics	Demand Response Time	Average number of seconds that a Demand tag takes to respond with an ad		

Financials	Revenue	Revenue		
Financials	Media Cost	Media Cost		
Financials	Third Party Fees	Third Party Fees		
Financials	Total Cost	Total Cost of Media and Third Party Fees	Media Cost + Third Party Fees	
Financials	Profit (Gross)	Gross Profit	Revenue - Media Cost	
Financials	Profit (Net)	Net Profit	Revenue - Total Cost	
Financials	Margin (Gross)	Gross Margin	Gross Profit / Revenue	
Financials	Margin (Net)	Net Margin	Net Profit / Revenue	
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Financials	PPM (Gross)	Gross Profit per thousand impressions	Gross Profit / 1,000	
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