



Dimensions

Id	Name	Type
date	Date	<a href="#">Date</a>
hourOfDay	Hour of Day	<a href="#">Byte</a>
dayOfWeek	Day of Week	<a href="#">Integer</a>
month	Month	<a href="#">YearMonth</a>
publisher	Publisher	<a href="#">Integer</a>
feed	Publisher Feed	<a href="#">Integer</a>
pubsubid	SubID	<a href="#">String</a>
source_pubsubid	Source SubID	<a href="#">String</a>
campaign	Campaign	<a href="#">Integer</a>
offer	Offer	<a href="#">Integer</a>
banner	Banner	<a href="#">Integer</a>
keyword2	Matched Keyword	<a href="#">String</a>
match_type	Match Type	<a href="#">Enum</a> [broad, phrase, exact, synonym,...] <a href="#">Show All</a>
goal	Goal	<a href="#">Integer</a>
country	Country	<a href="#">String</a>
state	State	<a href="#">String</a>
browser_type	Browser Type	<a href="#">Enum</a> [UNKNOWN, OTHER, BOT, IE,...] <a href="#">Show All</a>
browser_version	Browser Version	<a href="#">Integer</a>
os_type	OS	<a href="#">Enum</a> [UNKNOWN, OTHER, OTHER_MOBILE, OTHER_TABLET,...] <a href="#">Show All</a>
os_family	OS Family	<a href="#">Enum</a> [UNKNOWN, OTHER, WINDOWS, LINUX,...] <a href="#">Show All</a>
device_type	Device Type	<a href="#">Enum</a> [UNKNOWN, OTHER, DESKTOP, MOBILE,...] <a href="#">Show All</a>
device_brand	Device Brand	<a href="#">Enum</a> [UNKNOWN, AMAZON, APPLE, ASUS,...] <a href="#">Show All</a>

Filters

Id	Name	Type
date	 Date	<a href="#">DateRange</a> 
campaign	Campaign	<a href="#">TaggedItem</a>
offer	Offer	<a href="#">List</a> <Integer>
country	Country	<a href="#">List</a> <String>
non_zero_rows	Rows Filter	<a href="#">List</a> <String>

Metrics

Id	Name
adv_responses	Advertiser Ad Responses



Id	Name	
adv_impressions	Advertiser Impressions	
adv_clicks	Advertiser Clicks	
adv_cost	Advertiser Cost	
adv_conversions	AD-Kernel Analytics Goals Conversions	
adv_value	AD-Kernel Analytics Goals Value	
adv_target_value	AD-Kernel Analytics Goals Target Cost	
adv_profit	AD-Kernel Analytics Profit	?
adv_roi	AD-Kernel Analytics ROI, %	?
adv_cpc	Advertiser CPC	?
adv_epc	Advertiser EPC	?
adv_cpa	Advertiser CPA	?
adv_position_avg	Advertiser Position	?
adv_conv_rate	Advertiser CR	?
adv_ctr	Advertiser CTR	?
adv_newvisits	Google Analytics New Visits	?
adv_visits	Google Analytics Visits	?
adv_pageviews	Google Analytics Pageviews	?
adv_goalsvalue	Google Analytics Goals Value	?
adv_goalscount	Google Analytics Goals Count	
adv_trafficvalue	Google Analytics Target Cost	?
adv_bounces	Google Analytics Bounces	?
adv_visit_duration	Google Analytics Visit Duration	?
adv_discrepancy	Google Analytics Discrepancy	?
adv_discrepancy_percent	Google Analytics Discrepancy, %	?
adv_visit_duration_avg	Google Analytics Avg. Visit Duration	?
adv_page_depth_avg	Google Analytics Avg. Page Depth	?
adv_bounce_rate	Google Analytics Bounce Rate	?
adv_cpv	Google Analytics CPV	?
adv_target_cost	Target Cost	?

## CPM Advertiser Reports (CpmAdvertiserReports)

Test



### Dimensions

Id	Name	Type
date	Date	<a href="#">Date</a>
hourOfDay	Hour of Day	<a href="#">Byte</a>
dayOfWeek	Day of Week	<a href="#">Integer</a>
month	Month	<a href="#">YearMonth</a>
publisher	Publisher	<a href="#">Integer</a>
zone	Zone	<a href="#">Integer</a>
ssp_publisher_id	SSP Publisher	<a href="#">String</a>
site_domain	SSP Site Domain	<a href="#">String</a>



Id	Name	Type
site_id	SSP Site Id	<a href="#">String</a>
app_bundle	SSP App Bundle	<a href="#">String</a>
app_domain	SSP App Domain	<a href="#">String</a>
app_name	SSP App Name	<a href="#">String</a>
app_id	SSP App Id	<a href="#">String</a>
campaign	Campaign	<a href="#">Integer</a>
offer	Offer	<a href="#">Integer</a>
banner	Banner	<a href="#">Integer</a>
keyword2	Matched Keyword	<a href="#">String</a>
match_type	Match Type	<a href="#">Enum</a> [broad, phrase, exact, synonym,...] <a href="#">Show All</a>
goal	Goal	<a href="#">Integer</a>
country	Country	<a href="#">String</a>
state	State	<a href="#">String</a>
browser_type	Browser Type	<a href="#">Enum</a> [UNKNOWN, OTHER, BOT, IE,...] <a href="#">Show All</a>
browser_version	Browser Version	<a href="#">Integer</a>
os_type	OS	<a href="#">Enum</a> [UNKNOWN, OTHER, OTHER_MOBILE, OTHER_TABLET,...] <a href="#">Show All</a>
os_family	OS Family	<a href="#">Enum</a> [UNKNOWN, OTHER, WINDOWS, LINUX,...] <a href="#">Show All</a>
device_type	Device Type	<a href="#">Enum</a> [UNKNOWN, OTHER, DESKTOP, MOBILE,...] <a href="#">Show All</a>
device_brand	Device Brand	<a href="#">Enum</a> [UNKNOWN, AMAZON, APPLE, ASUS,...] <a href="#">Show All</a>

Filters

Id	Name	Type
date	 Date	<a href="#">DateRange</a> 
campaign	Campaign	<a href="#">TaggedItem</a>
offer	Offer	<a href="#">List</a> <Integer>
country	Country	<a href="#">List</a> <String>
non_zero_rows	Rows Filter	<a href="#">List</a> <String>

Metrics

Id	Name
adv_responses	Advertiser Ad Responses
adv_impressions	Advertiser Impressions
adv_clicks	Advertiser Clicks
adv_cost	Advertiser Cost
adv_conversions	AD-Kernel Analytics Goals Conversions
adv_value	AD-Kernel Analytics Goals Value



Id	Name	
adv_target_value	AD-Kernel Analytics Goals Target Cost	
adv_profit	AD-Kernel Analytics Profit	?
adv_roi	AD-Kernel Analytics ROI, %	?
adv_cpc	Advertiser CPC	?
adv_epc	Advertiser EPC	?
adv_cpa	Advertiser CPA	?
adv_position_avg	Advertiser Position	?
adv_conv_rate	Advertiser CR	?
adv_win_rate	Advertiser Win Rate	?
adv_cpm	Advertiser eCPM	?
adv_ctr_imp	Advertiser CTR	?
adv_target_cost2	Target Cost	?

## Clicks Reports (XmlClickReports)

Test

### Dimensions

Id	Name	Type
date	Date	<a href="#">Date</a>
hourOfDay	Hour of Day	<a href="#">Byte</a>
data_center	Data Center	<a href="#">String</a>
query	Search Keyword	<a href="#">String</a>
site_domain	Site Domain	<a href="#">String</a>
country	Country	<a href="#">String</a>
region	Region	<a href="#">String</a>
city	City	<a href="#">String</a>
connection_type	Connection Type	<a href="#">Enum</a> [UNKNOWN, WIFI_CABLE, CELLULAR]
carrier	Carrier	<a href="#">Integer</a>
browser_type	Browser Type	<a href="#">Enum</a> [UNKNOWN, OTHER, BOT, IE,...] <a href="#">Show All</a>
browser_version	Browser Version	<a href="#">Integer</a>
device_type	Device Type	<a href="#">Enum</a> [UNKNOWN, OTHER, DESKTOP, MOBILE,...] <a href="#">Show All</a>
device_brand	Device Brand	<a href="#">Enum</a> [UNKNOWN, AMAZON, APPLE, ASUS,...] <a href="#">Show All</a>
os_type	OS	<a href="#">Enum</a> [UNKNOWN, OTHER, OTHER_MOBILE, OTHER_TABLET,...] <a href="#">Show All</a>
os_family	OS Family	<a href="#">Enum</a> [UNKNOWN, OTHER, WINDOWS, LINUX,...] <a href="#">Show All</a>
language	User Language	<a href="#">String</a>
publisher	Publisher	<a href="#">Integer</a>
feed	Publisher Feed	<a href="#">Integer</a>
pubsubid	SubID	<a href="#">String</a>
original_pubsubid	Original SubID	<a href="#">String</a>
campaign	Campaign	<a href="#">Integer</a>

