

**Dimensions**

<b>Id</b>	<b>Name</b>	<b>Type</b>
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**

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

**Metrics**

<b>Id</b>	<b>Name</b>
adv_responses	Advertiser Ad Responses

<b>Id</b>	<b>Name</b>
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

<b>Id</b>	<b>Name</b>	<b>Type</b>
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>

<b>Id</b>	<b>Name</b>	<b>Type</b>
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

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

## Metrics

<b>Id</b>	<b>Name</b>
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



<b>Id</b>	<b>Name</b>
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

<b>Id</b>	<b>Name</b>	<b>Type</b>
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>

