This report is designed to provide visualizations of the pricing competitiveness between our participating publishers and advertisers, and how the competitiveness effects CTR.

Definitions

* Entity – Either an advertiser or a publisher. The user of the report defines which entity the report is referenced to via filters.
* Win – When an entity has a price that is $1 or lower then all other entities in an ad call.
* Loss – When an entity has a price that is $1 or more then all other entities in an ad call.
* Tie – When an entity has a price that is within $1 of any other entity in an ad call.
* Cartel – The umbrella company that an OTA might belong to, ex. Expedia, Orbitz, or Priceline.
* Rank In Page – Position of the ad call in the list page results.

Dashboards

* Wins and Losses Longitudinals – This dashboard shows the Win, Tie and Loss Rate, as well as the CTR, for each entity. If the filter “Include Advertisers, Publishers, Both” is set to “Both”, then each line represents aggregated results for an entity as both a publisher and an advertiser.
* PCT of Wins and Losses –
  + The first chart shows what the average percent price differential is to the runner up price in the case of a win.
  + The second chart shows what the average percent price differential is to the winning price in the case of a loss.
  + The third and fourth charts show the percentage of wins and losses, in which the price is more then 50% different then the winning or loosing price. These two charts are essentially a measure of how accurate our network pricing is.
* Fixed Time – Shows the same information as the previous two dashboards but in a stacked graph format over the time period set by the user.
* Cartels –
  + The first chart plots the number of other cartel members in the same cartel as the publisher against CTR and loss rate. Due to the increased likelihood of a tie, we expect the loss rate to decrease, and the CTR to increase as the number of other cartel members increases.
  + The second chart plots the number of other cartel members in the same cartel as the advertiser against CTR and win rate. Due to the increased likelihood of a tie, we expect the win rate to decrease, and the CTR to decrease as the number of other cartel members increases.
  + The bottom two graphs show the percentage of other cartel members in publisher and advertiser ad calls.
* Head to Head – This dashboard lets the user see how two entities compete against each other. The user needs to pick which two entities to compare in the Entity 1 and Entity 2 dropdowns.
* By Entity – View the competitiveness of a single entity against any combination of other entities. Select your reference entity in the “Entity to View” drop down. Using the “Compare 1 – 5” drop downs the user can select which specific entities were in the ad calls that you want to see. The dropdown “Specific Other Entity Combinations To Compare Against” works the same as the “Compare” drop downs, and lets the user pick any specific ad call combinations to view.
* CTR By Wins and Loses - Shows how publisher and advertiser CTR changes by number of wins and loses.