## Advertiser DMP – Reporting and Netezza Integration (v1.2)

**Advertiser DMP Reporting – Phase 1**

* Provide Analytics based on activity on Client’s site
  + Report by
    - Client’s Site
    - Client’s Product Category
  + Reuse current analytic reports (in Publisher DMP) as follows:
    - Social Media Report

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* + - * Constraints
        + Rename “Audience Group(s)” to “Site”
      * Dimensions
        + Rename “Audience Group” to “Site”
      * Metrics
        + Rename “Unique Users” to “Unique Visitors”
      * Time Settings
        + Date Range: Yesterday, Last 7 Days, Last 30 Days, Last 90 Days, Custom
        + View: Aggregate, Daily
      * Save, Schedule and Email – unchanged
    - Audience Categories Report

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* Constraints
  + Per above changes
* Dimensions
  + Rename “Audience Group” to “Site”
  + Page URL 🡪 need to decide if 3 levels deep is sufficient when we’re dealing with a client like a retailers
* Metrics
  + Per changes in Social Media Report
* Time Settings
  + Per changes in Social Media Report
* Save, Schedule and Email – unchanged
  + - Audience by Channel Report 🡪 rename to “Audience by Product Category”. We will reuse the current Channel structure for Product Category

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* + - * Constraints
        + Add constraint “Site”

Should be multi-select

* + - * + Add constraint “Product Category” (choosing channels is currently in dimensions, but should be a constraint)

Should be multi-select (and dependent on the Site(s) selected, i.e. if client has 2 sites and product categories that are different on site 1 vs. site 2, the list of Product Categories in drop down will be different

Add All as an option at top of drop down list

* + - * Dimensions
        + Remove the drop downs from dimensions (moved to Constraints per above)
        + Rename “Audience Group” to “Site”
        + Rename “Channel” to “Product Category”
        + Dimensions should be: Audience Category, Data Source, Site, Product Category
      * Metrics
        + Per changes in Social Media Report
      * Time Settings
        + Per changes in Social Media Report
      * Save, Schedule and Email – unchanged
    - Segment Forecast Report 🡪 rename to “Segment”

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* + - * Constraints
        + Rename “Audience Group(s)” to “Site”
      * Dimensions
        + Rename “Audience Group” to “Site”
      * Metrics
        + Per changes in Social Media Report
      * Time Settings
        + Per changes in Social Media Report
      * Save, Schedule and Email – unchanged
    - Audience Segment Overlap Report

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* + - * Constraints
        + Rename “Audience Group(s)” to “Site”
      * Dimensions
        + Rename “Audience Group” to “Site”
      * Metrics
        + Rename “Overlapping UU” to “Overlapping UV”
        + Rename “Non-Overlapping UU” to “Non-Overlapping UV”
      * Time Settings
        + Per changes in Social Media Report
      * Save, Schedule and Email – unchanged
    - Cross Categories Report

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* + - * Constraints
        + Rename “Demography Type” to “Demographic Category”
        + Rename “Audience Group(s)” to “Site”
      * Dimensions
        + Rename “Audience Group” to “Site”
        + Rename “Demographic Source” to “Demo Data Source”
        + Rename “Behavioral Category” to “Interest/Intent/Other”
        + Rename “Behavioral Source” to “Interest/Intent/Other Data Source”
      * Metrics
        + Per changes in Social Media Report
      * Time Settings
        + Per changes in Social Media Report
      * Save, Schedule and Email – unchanged

**Advertiser DMP – Log Format Phase 1**

Single AdDMP log should allow combined cross-campaign and cross-site audience analytics.

Standard event parameters are written:

Time | GUID | User ID | Pixel ID | Location URL | Referrer URL | OptedOut | User Platform | User OS | User Browser | User City | User Country Code | User Region Code | Remote Address | User Zipcode | User MetroCode | Data Owner Categories JSON | Data Consumer Segments | Event\_JSON

Event JSON:

{

type: [ “impression”, “click”, “tracking”, “conversion”, “engagement” ],

advertiser\_id: “advertiser Id”,

campaign\_id: “campaign Id”,

creative\_id: “creative Id”,

product\_JSON: [ {product\_id:”product\_id1”, product\_category:”product\_category1” }, … {product\_id:”product\_idN”, product\_category:”product\_categoryN”} ]

order\_amount: “order amount in cents”,

order\_id: “order Id”,

media\_partner\_id: “media partner id”

}

**Event Type and Non Standard Parameters Mapping**

Below table maps event typse to fields that apply to them

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| **Event Type** | **Fields** |
| Impression | advertiser\_id, campaign\_id, creative\_id, media\_partner\_id |
| Click | advertiser\_id, campaign\_id, creative\_id |
| Conversion | advertiser\_id, product\_JSON, order\_amount, order\_id |
| Tracking | advertiser\_id, product\_JSON |
| Engagement | advertiser\_id, campaign\_id, creative\_id, media\_partner\_id |

**Phase 1 - Assumptions**

1. Engagement is not in phase 1
2. That Netezza will perform attribution based off of advertiserId and userId
   1. Clicks will be calculated based upon the amount of time elapsed between an impression and the next tracking event.
   2. Click to conversion will be calculated based upon the amount of time elapsed between a click and a conversion
   3. View-Through conversion will be calculated based upon the amount of time elapsed between an impression and a conversion without a click.
3. We will need to make sure that we don’t double up on clicks when the advertiser is using our ad server and using a ‘true click’ or redirect