**Adnetik Product Documentation**

08/24/2011

# 

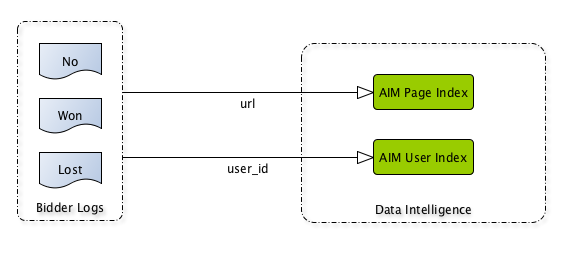
# 

# Bid Log Fields

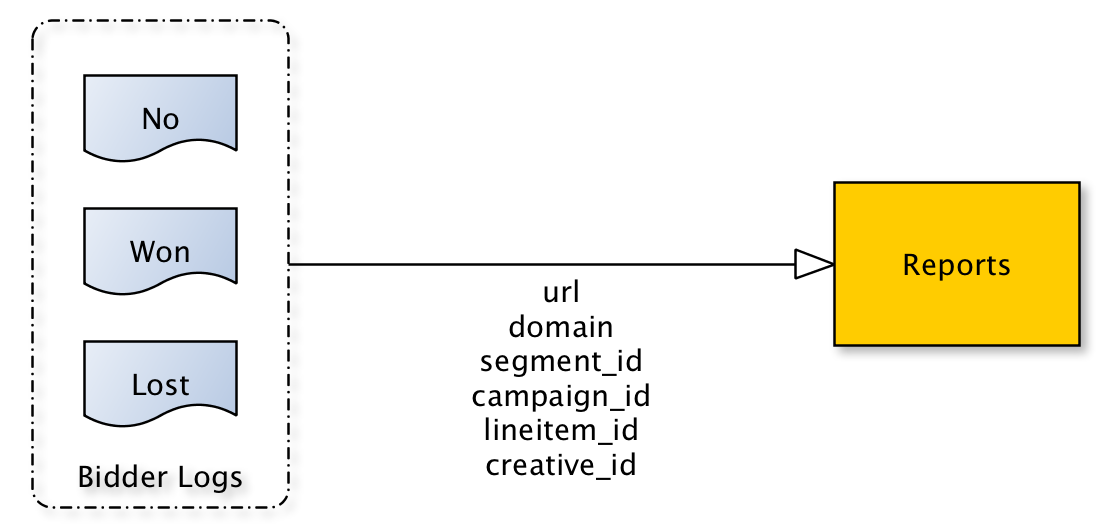
Big logs include No Bid, Won Bid, and Lost Bid data returned from the RTB environment.

|  |  |  |
| --- | --- | --- |
| Field Name | Description | Type |
| auction\_id | Unique auction ID | string |
| impression\_id | Unique impression ID | string |
| advertiser\_id | Advertiser ID | integer |
| campaign\_id | Campaign ID | integer |
| line\_item\_id | Line item id | integer |
| creative\_id | Creative id | integer |
| url | Publisher URL | string |
| domain | Publisher domain | string |
| exchange\_user\_id | User ID | string |
| wtp\_user\_id | User ID | string |

# Bid Log Mapping to Data Intelligence



# Bid Log Mapping to Reports

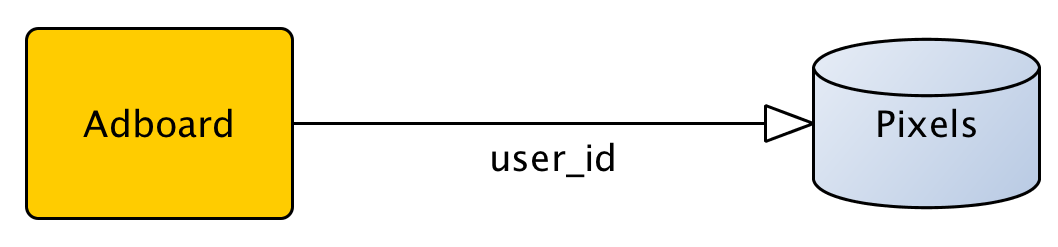


# AdBoard Fields

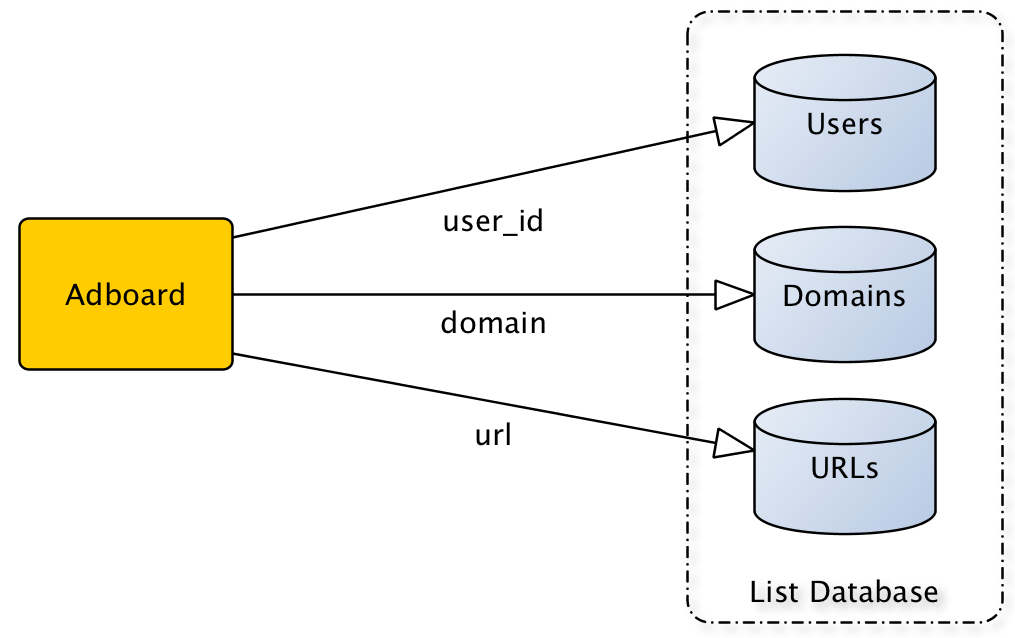
AdBoard is Adnetik’s internal CRM/ERP for managing campaigns. Its local database contains all campaign setup information, including pixels, ad tags, and targeting lists (users, domains, URLs).

|  |  |  |
| --- | --- | --- |
| Field Name | Description | Type |
| campaign\_id | Unique ID | integer |
| lineitem\_id | Unique ID | integer |
| creative\_id | Unique ID | integer |
| pixel\_id | Unique ID | integer |
| list\_id | Unique ID | integer |

# Adboard Mapping to Pixel Database



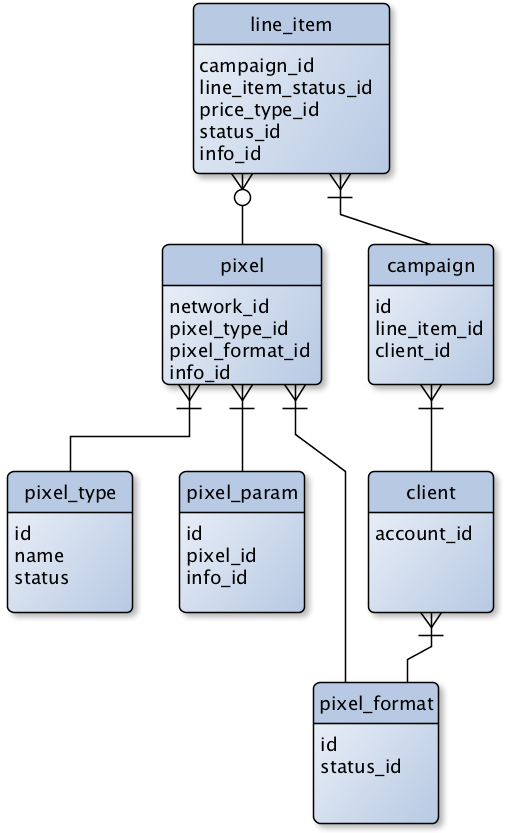
# Adboard Mapping to Lists Database



# Pixel Fields

|  |  |  |
| --- | --- | --- |
| Field Name | Description | Type |
| Campaign . campaign\_id | Unique ID | Int |
| LineItem . line\_item\_id | Unique ID | Int |
| Pixel . pixel\_id | Unique ID | Int |
| Pixel\_type . id | Unique ID | Int |
| Pixel\_format . id | Unique ID | Int |

## Pixel, Related Tables Schema



# Bidder Logs Mapping to DFA

|  |  |  |
| --- | --- | --- |
| Adnetik Log Field | DFA Field | Notes |
| Auction\_id | Impressions . user\_id | ID for unique auction event. |
| Auction\_id | Clicks . user\_id | ID for unique auction event. |
| Auction\_id | ~ | ID for unique auction event. |
| Advertiser\_id | Ad . advetiser\_id | Advertiser associated with ad |
| Campaign\_id | Campaigns . buy\_id | Campaign associated with ad |
| Line\_item\_id | ~ | Adnetik’s proprietary grouping of tactics (eg. *Retargeting*) |
| Creative\_id | Ad . ad\_id | ID of creative that was imp/clicked |
| ~ | Page . site\_id | Closest mapping may be *Adnetik . line\_item\_id* |
| ~ | Page . placement\_id |  |

