



OVERVIEW OF THE ANALYTICS DASHBOARD

FREOWHEEL
A COMCAST COMPANY

FREEWHEEL ANALYTICS DASHBOARD

1

DEFINE KEY CONCEPTS OF ANALYTICS DASHBOARD

2

DESIGN A CUSTOM REPORT

3

MANAGE REPORT ACCESS AND DISTRIBUTION

CLICHÉ HUNT



DEFINING KEY CONCEPTS OF THE ANALYTICS DASHBOARD

PAST AND FUTURE REPORTS

PAST LOOKING

FUTURE LOOKING



Log Files

Transaction-level data you can ingest into your Business Intelligence tools



Analytics - Historical

Customizable reports on your demand performance

Analytics – Near Real Time

Performance data from the past 24 hours

Analytics – Configuration

Demand metadata for your network



Transactional Forecasts

Dashboard for monitoring performance and delivery your active campaigns

RFP Forecasts

Tool to estimate availability for future campaigns

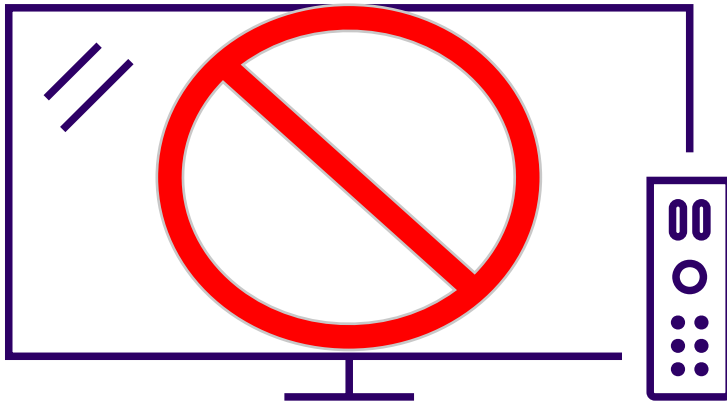


Supply Forecasts

Tool for determining the amount of sellable inventory across various dimensions

INVALID TRAFFIC

IVT is ad traffic that is considered non-genuine and possibly fraudulent. Examples include:



- Automated browsing
- False representation
- Spoofing
- Misleading interfaces
- Hijacked devices
- Phone farms

TYPES OF INVALID TRAFFIC



GIVT

General Invalid Traffic

Non-human traffic that is generally not fraudulent



SIVT

Sophisticated Invalid Traffic

Traffic disguised as normal viewing; requires advanced detection

TYPES OF REPORT

Types of Report

For an MRC report use fields in the MRC Metrics or MRC Dimensions category. Please click [here](#) to view details of accredited metrics and dimensions.

Select Parameters
0 / 55 Selected

AllDimensionsMetrics

Search Dimensions & Metrics

[Parameters Dictionary](#)

> Date And Time Periods

> Network Level

> Demand Entity

> Agency

> Advertiser

<>

DATE RANGE is Last Full Day (08/26/2025 EDT)

Select your parameters to run a report.

Historic

Near Real Time

Forecast BETA

Configuration

* Mandatory Fields

[Back to Saved Reports](#)

Save

Export

Run Report

PARAMETERS

Dimensions					Metrics	
<ul style="list-style-type: none">Descriptive fields with data types including text, date or numeric formatExamples: Advertiser, Campaign Name, IO Start Date, Placement Booked Impressions					<ul style="list-style-type: none">Numeric fields which change based on the time-period or the dimensions in your reportExamples: Click Thru Rate %, Net Delivered Impressions	
Advertiser	Campaign Name	Campaign Start Date	Campaign End Date	Booked Impressions	Click Thru Rate (%)	Net Delivered Impressions
Coca-Cola	Coke Zero Q1 - Q4 25 500K Branding	1/23/2025	12/15/2025	5,200,000	1.65	5,123,891
Coca-Cola	Powerade Q1-Q3 25 450K NE Team	1/5/2025	9/15/2025	1,000,000	2.10	899,122
Coca-Cola	Dasani Q2-Q3 25 250K TMA Agency	4/10/2025	7/10/2025	1,500,000	2.20	1,469,233
Coca-Cola	Fanta Contest Q2-Q3 25 125K	4/10/2025	9/10/2025	2,000,000	2.50	1,989,345

HISTORIC

AllDimensionsMetrics

Search Dimensions & Metrics

[Parameters Dictionary](#)

- > Date And Time Periods
- > Network Level
- > Demand Entity
- > Agency
- > Advertiser
- > Private Listing
- > Exchange Listing
- > Exchange Creative
- > Purchased Order
- > Sold Order
- > Inventory Split
- > Partner Tags Creative
- > Campaign

- > Insertion Order
- > Placement
- > Matched Targeting Items
- > Geography Dimensions
- > Platform Dimensions
- > Audience Dimensions
- > Ad Unit
- > Global Ad Unit
- > Creative
- > DSP
- > Trading Desk
- > Buyer
- > Deal

- > Open Exchange
- > Programmatic Creative
- > Programmatic Metadata
- > Partner
- > Reseller Placement
- > Inbound MRM Rule
- > Video Group
- > Video Series
- > Video
- > Site Group
- > Site
- > Site Section
- > Standard Attributes
- > Yield Optimization
- > MRC Dimensions
- > Privacy Dimensions

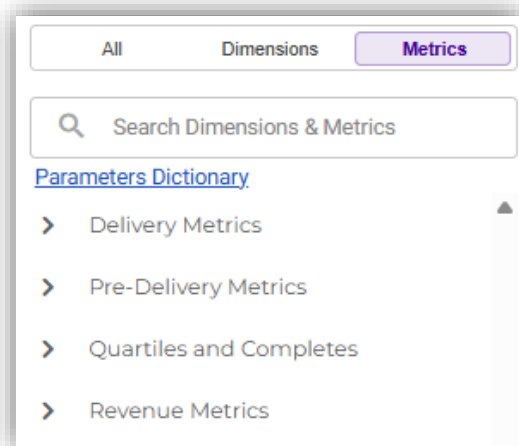
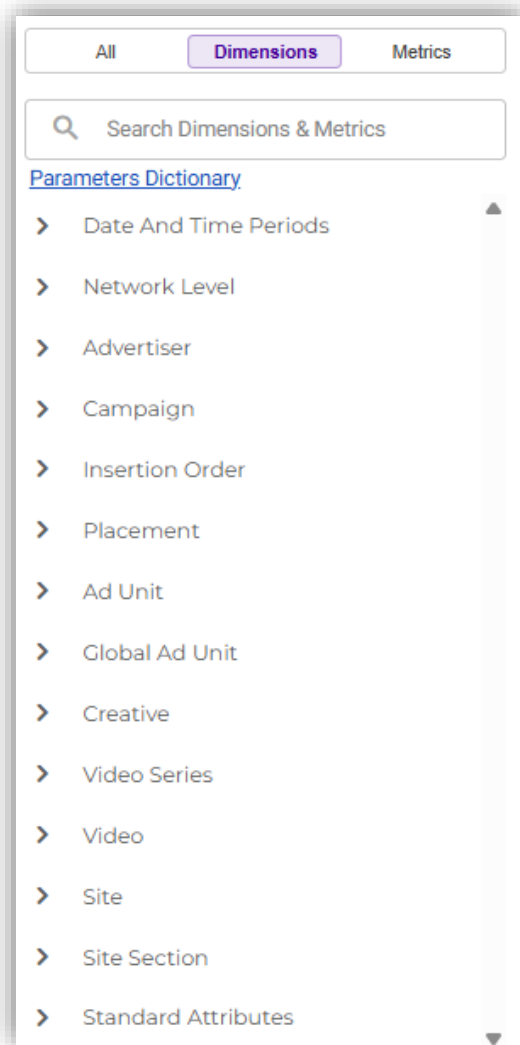
AllDimensionsMetrics

Search Dimensions & Metrics

[Parameters Dictionary](#)

- > Delivery Metrics
- > Pre-Delivery Metrics
- > Ad Interactions
- > Quartiles and Completes
- > Revenue Metrics
- > Opportunity Metrics
- > MRC Metrics
- > ☐ Pre-Filtered Troubleshooting Reasons
- > ☐ Pre-Filtered Slot Level Troubleshooting Reasons
- > ☐ Failed/Filtered Troubleshooting Reasons
- > ☐ Filtered Slot Level Troubleshooting Reasons

REAL TIME



FORECAST

AllDimensionsMetrics

Search Dimensions & Metrics

[Parameters Dictionary](#)

- > Date And Time Periods
- > Network Level
- > Geography Dimensions
- > Audience Dimensions
- > Global Ad Unit
- > Video Group
- > Video Series
- > Video
- > Site Group
- > Site
- > Site Section
- > Standard Attributes

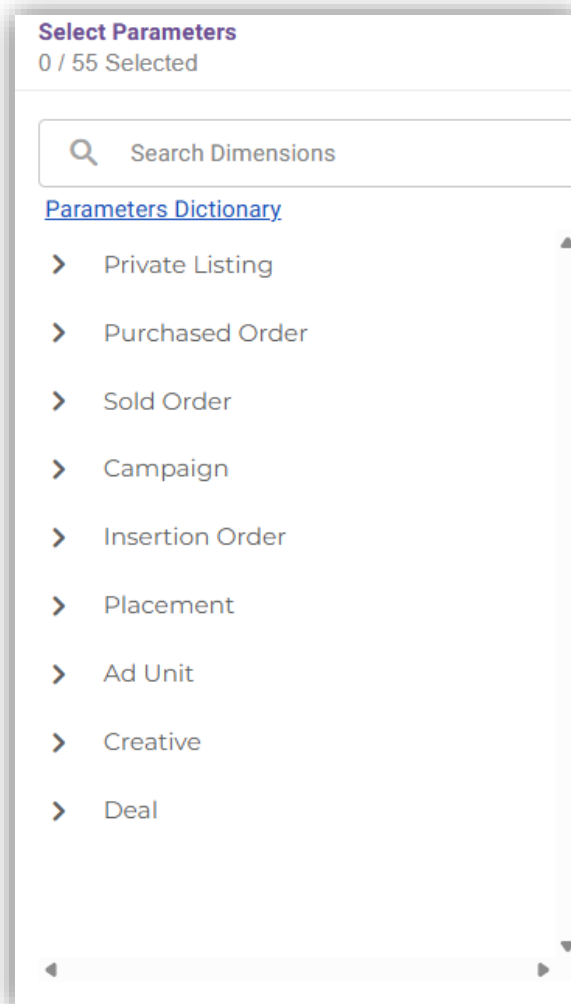
AllDimensionsMetrics

Search Dimensions & Metrics

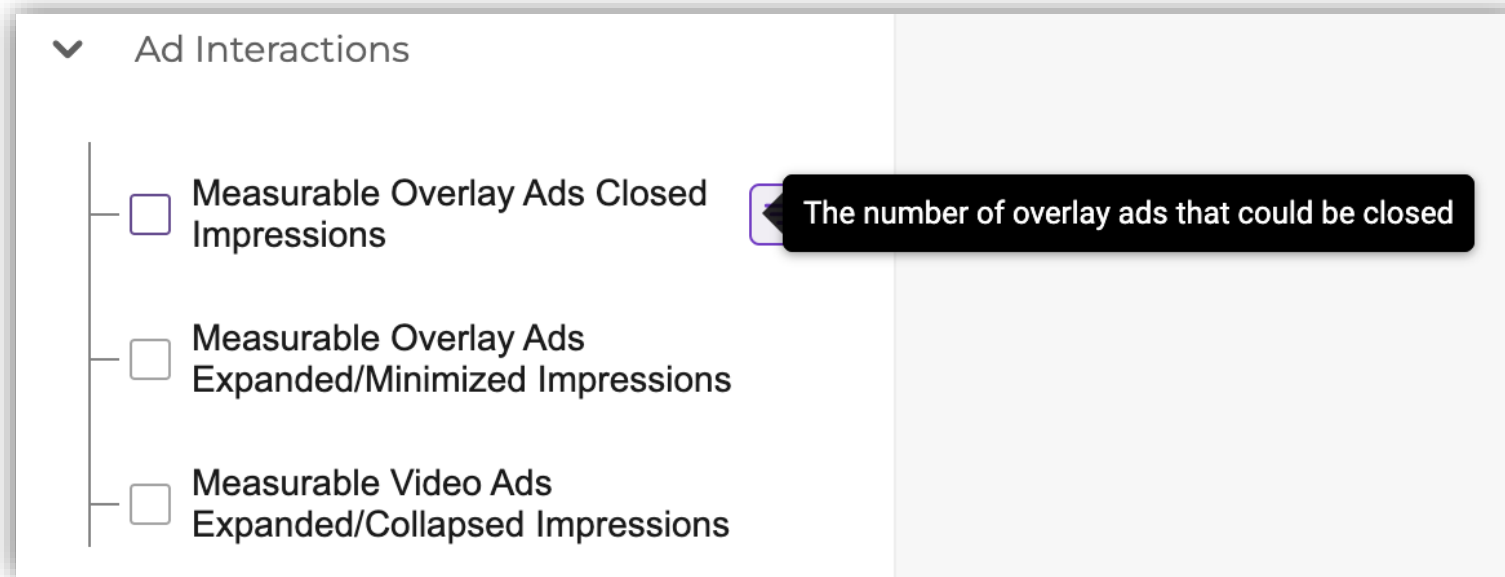
[Parameters Dictionary](#)

- > Delivery Metrics
- > Revenue Metrics
- > Opportunity Metrics

CONFIGURATION

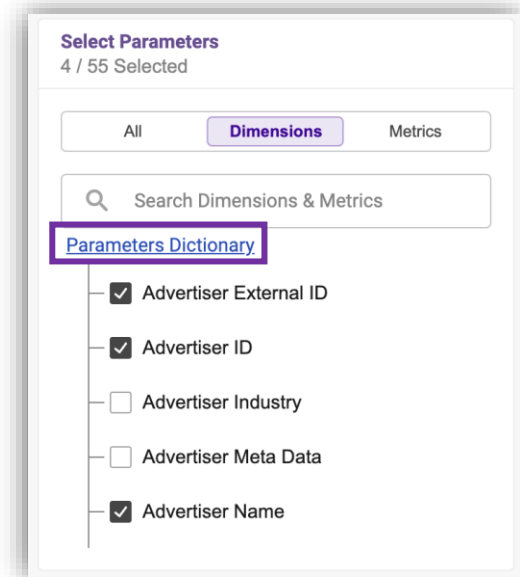


DIMENSIONS AND METRICS






Parameter Definitions

Hover over any listed parameter to review a brief description.




The Parameters Dictionary provides definitions for available dimensions and metrics

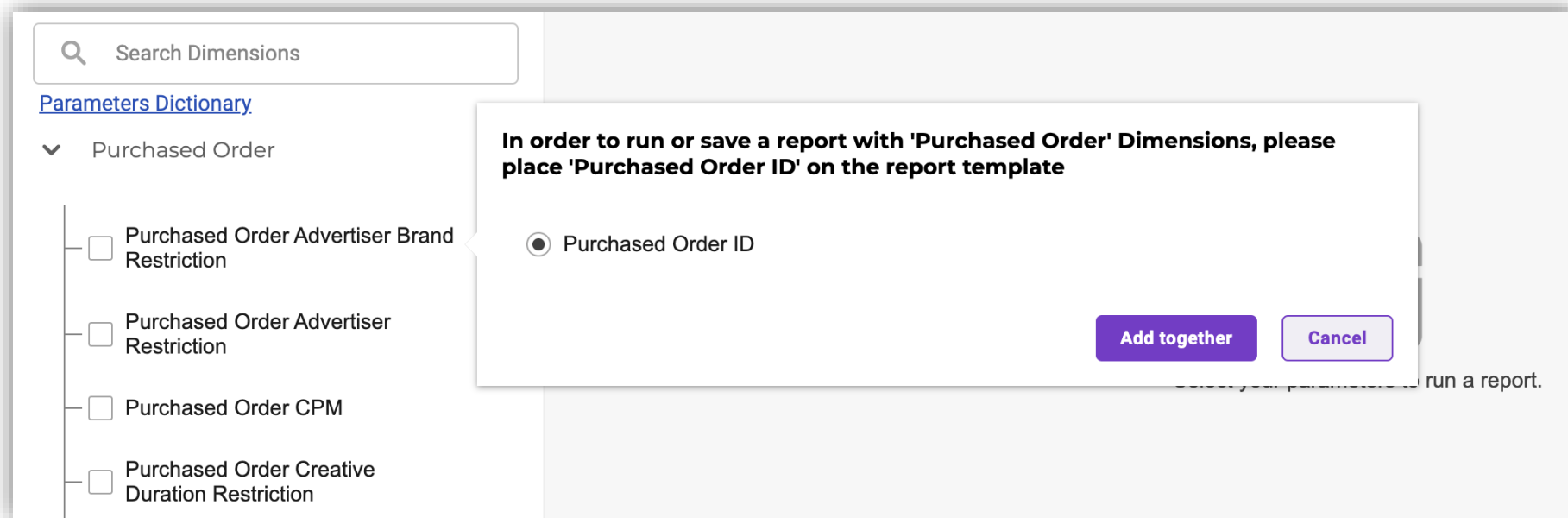
DIMENSIONS AND METRICS

Parameters Dictionary		Parameter Conflict
<input type="checkbox"/> Private Listing Advertiser Brand Restriction		<p>This parameter is disabled because conflicting parameters were selected.</p> <p>The following parameters must be removed:</p> <ul style="list-style-type: none">Advertiser External IDAdvertiser IDAdvertiser Name <p>Remove conflicting parameter(s)</p>
<input type="checkbox"/> Private Listing Advertiser Restriction		
<input type="checkbox"/> Private Listing Allow Buyers See Priority		

Conflicting Parameters

Not all parameters can be selected together on the same report. The grayed-out selection identifies the conflicted parameter. Click the  icon for more details.

DIMENSIONS AND METRICS



Parameter Codependency

You may be prompted to bundle parameters together to successfully create some reports.

CLICHÉ HUNT

DON'T LOOK A GIFT HORSE IN THE MOUTH



DESIGNING CUSTOM REPORTS

CREATE HISTORIC REPORT

Create a New Standard Report

- 1 Name Report
- 2 Select Historic Mode
- 3 Select Dimensions
- 4 Select Metrics
- 5 Search Dimensions & Metrics
- 6 Assign Date Range
- 7 Save Report
- 8 Export Report
- 9 Run Report

Advertiser Revenue Report 1 2 **Historic**

For an MRC report use fields in the MRC Metrics or MRC Dimensions category. Please click [here](#) to view details of accredited metrics and dimensions.

Select Parameters
2 / 55 Selected

All **Dimensions** Metrics

5 Search Dimensions & Metrics

[Parameters Dictionary](#)

- ☐ Advertiser Budgeted Impressions
- ☒ Advertiser External ID
- ☒ Advertiser ID
- ☐ Advertiser Industry
- ☐ Advertiser Meta Data

6 **DATE RANGE** is Last Full Day (09/25/2024 PDT)

Date Picker

☒ Fixed date range

September 2024							October 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7			1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

* Mandatory Fields [Back to Saved Reports](#) Save Export Run Report

7 **8** **9** Expand data set view

Standard Reports

Generate Historic Reports for streamlined comprehensive reporting from MRM ad event data. This provides access to granular-level performance metrics across many dimensions enabling a range of users to gain insight into your inventory and maximize revenue.

CREATE CONFIGURATION REPORT

Create a New Domain Report

1 Name Report

2 Select Configuration Mode


3 Search Parameters

4 Select Parameters

5 Save Report

6 Export Report

7 Run Report

Existing Deals Report  1

Select Parameters
6 / 55 Selected

3 Search Dimensions

[Parameters Dictionary](#)

☒ Deal Name

☐ Deal OSI (%)

☐ Deal Override Priority

☒ Deal Pacing

☐ Deal Platform Targeting Description

☒ Deal Price


☐ Deal Price Model

4

6 Dimensions

Deal ID	Deal Name	Deal Price	Deal Type	External Deal ID	Deal P
---------	-----------	------------	-----------	------------------	--------

2

Historic 

Historic

Near Real Time

Forecast **BETA**

Configuration


5


6

7

* Mandatory Fields

[Back to Saved Reports](#)

Save 

Export 

Run Report

Description

Creating a Configuration Report allows you to report on your metadata, as well as anything else you would not otherwise be able to report on from the UI.



MANAGING REPORT ACCESS AND DISTRIBUTION

MANAGING A REPORT TEMPLATE

Managing Report Template

1 Report Page Filter

2 Search Function

3 Run Status

4 Report Schedule

5 Share Report

6 Last Update / Last Run

7 Bulk Delete

8 Create New Report

9 Run Report / Ellipses

Analytics

1

2

4

5

6

7

8

9

Need Help With Analytics?

Search

Actions

Create Report

Run Status	Report Name	Report Schedule	Share Report	Last Updated	Last Run	Actions
<div>3</div>	<div><div>CREATIVE DURATION REPORT</div><div>Created by BVI@Tim's_</div></div>	<div>Reoccurring</div> <div>Edit</div>	<div>None Set</div> <div>Edit</div>	<div>09/30/2024</div> <div>11:18:09 PDT</div>	<div>09/30/2024</div> <div>11:05:06 PDT</div>	<div>Run Report</div>
	<div><div>SS BIDS - FAILS REPORT</div><div>Created by BVI@Tim's_</div></div>	<div>Create Schedule</div>	<div>None Set</div> <div>Edit</div>	<div>09/30/2024</div> <div>10:52:38 PDT</div>		<div>Run Report</div>
	<div><div>CREATIVES - DURATION REPORT</div><div>Created by BVI@Tim's_</div></div>	<div>Reoccurring</div> <div>Edit</div>	<div>None Set</div> <div>Edit</div>	<div>09/29/2024</div> <div>18:55:03 PDT</div>	<div>09/29/2024</div> <div>18:55:03 PDT</div>	<div>Run Report</div>
	<div><div>Creative Config. report</div><div>Created by BVI@Tim's_</div></div>	<div>Create Schedule</div>	<div>None Set</div> <div>Edit</div>	<div>09/29/2024</div> <div>17:24:46 PDT</div>		<div>Run Report</div>

REPORTING SCOPE

Report Availability

- Report Instances are available for 7 days after they are generated

The screenshot shows a configuration window for report availability. It has a title bar 'Report Availability' and a close button. The main content area is divided into two sections: 'Date Range' and 'Aggregation Level'. The 'Date Range' section has three radio buttons: 'Fixed Date Range' (selected), 'Calendar Periods', and 'Rolling Periods'. To the right of these are three dropdown menus: 'Please select a date range' (with a calendar icon), 'Last Full Day' (with a question mark icon), and 'Past 2 Days'. The 'Aggregation Level' section has a dropdown menu with the text 'Aggregate over entire selected time period'. At the bottom right are 'Cancel' and 'Save' buttons.

Date Range

☒ Fixed Date Range ☐ Calendar Periods ☐ Rolling Periods

Please select a date range

Last Full Day

Past 2 Days

Aggregation Level

Aggregate over entire selected time period

Cancel Save

Data Availability

- Daily** data available for any 3-month range within 18 months, if historical data for that period is available.
- Weekly, Monthly, Quarterly** summary data available for 18 months prior to current date

Real Time Data

- Previous 24 hours

Scheduled Reports

- Generated overnight
- Available by 9:00 AM in your time zone

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DEFINE KEY CONCEPTS OF ANALYTICS DASHBOARD

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DESIGN A CUSTOM REPORT

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MANAGE REPORT ACCESS AND DISTRIBUTION

RESOURCES

1. [Hub](#) Page
2. Course link to access PDF
3. Course completion email / link to survey (tell us what you think!)

The screenshot shows the FreeWheel Academy interface. At the top, there's a search bar and a navigation breadcrumb: "Back > MRM: Ad Management and Decisioning > My courses and learning plans > Programmatic Insights (Live)". Below this, a purple box labeled "INSTRUCTOR TRAINING" with a "LIVE" tag is visible. The main heading is "Programmatic Insights (Live)" with a sub-heading "Session: February 20th: Programmatic Insights". A yellow badge on the right says "Course completed on 02/20/2024". Below the heading, there are two tabs: "OVERVIEW" and "CONTENT", with "CONTENT" being the active tab. The content area lists three items: "New Programmatic Insights for Campaign Traffickers Course PDF" (File download), "New Programmatic Insights for Campaign Traffickers Agenda" (File download), and "Post Training Survey" (Survey). The "Post Training Survey" item is highlighted with a purple box.

THANK YOU

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