

OVERVIEW OF THE ANALYTICS DASHBOARD

FREEWHEEL
A COMCAST COMPANY

FREEWHEEL ANALYTICS DASHBOARD

1

DEFINE KEY CONCEPTS OF ANALYTICS DASHBOARD

2

DESIGN A CUSTOM REPORT

3

MANAGE REPORT ACCESS AND DISTRIBUTION

CLICHE 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



Transactional Forecasts

Dashboard for monitoring performance and delivery your active campaigns



Supply Forecasts

Tool for determining the amount of sellable inventory across various dimensions



Analytics – Near Real Time

Performance data from the past 24 hours

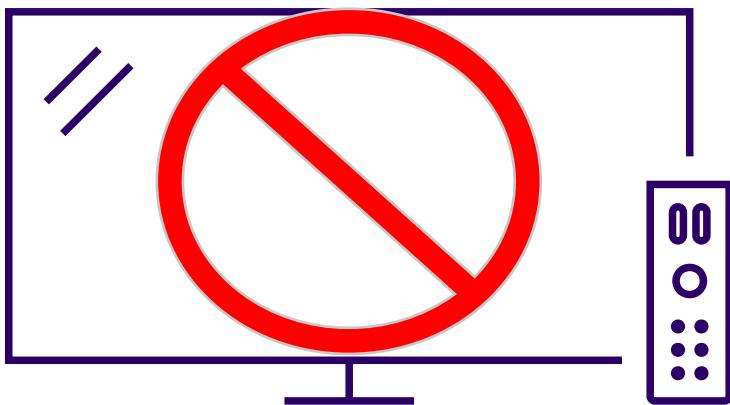
Analytics – Configuration

Demand metadata for your network

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

All Dimensions Metrics

 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) 

Historic 

- Historic
- Near Real Time
- Forecast 
- Configuration



Select your parameters to run a report.

* 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 format Examples: 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 report Examples: 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

The image shows two side-by-side panels of a reporting interface, likely for media or advertising data. Both panels have a header with tabs: 'All' (gray), 'Dimensions' (purple, selected), and 'Metrics' (gray). Below the tabs is a search bar labeled 'Search Dimensions & Metrics'.

Left Panel (Dimensions):

- 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

A vertical scroll bar is positioned between the left and right panels.

Right Panel (Metrics):

- 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

Below the metrics list are several troubleshooting sections:

- 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

The image displays two separate search interface mockups, each featuring a header with tabs for "All", "Dimensions", and "Metrics". The "Dimensions" tab is selected in the left panel, and the "Metrics" tab is selected in the right panel. Both panels include a search bar labeled "Search Dimensions & Metrics" and a "Parameters Dictionary" section.

Dimensions Panel (Left):

- Date And Time Periods
- Network Level
- Advertiser
- Campaign
- Insertion Order
- Placement
- Ad Unit
- Global Ad Unit
- Creative
- Video Series
- Video
- Site
- Site Section
- Standard Attributes

Metrics Panel (Right):

- Delivery Metrics
- Pre-Delivery Metrics
- Quartiles and Completes
- Revenue Metrics

FORECAST

The image displays two identical search interface mockups side-by-side, illustrating the 'Dimensions' and 'Metrics' tabs.

Top Bar: All, Dimensions (highlighted in purple), Metrics

Search Bar: Search Dimensions & Metrics

Dictionary Section: Parameters Dictionary

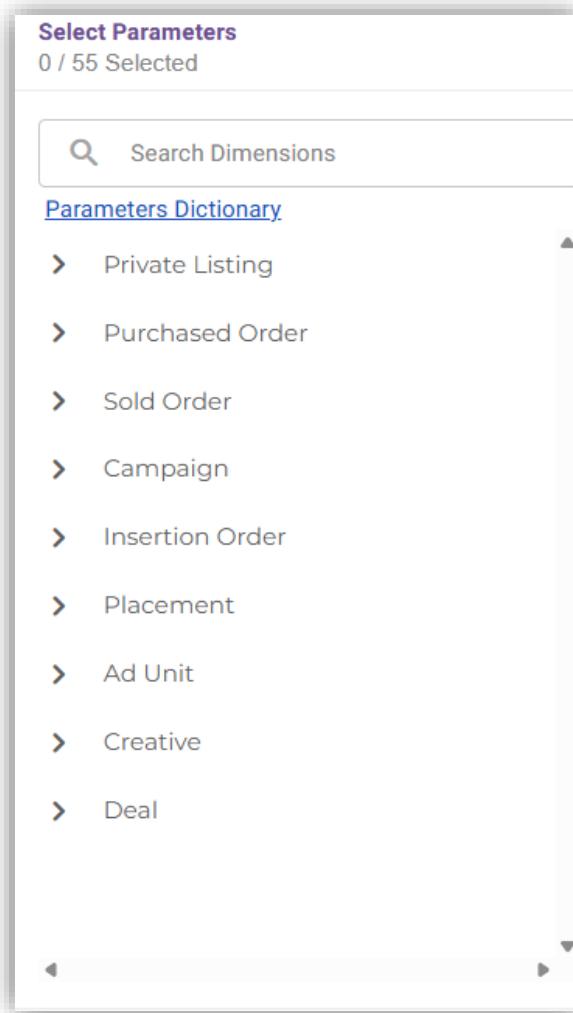
Dimensions Tab Mockup (Left):

- > 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

Metrics Tab Mockup (Right):

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

CONFIGURATION



DIMENSIONS AND METRICS

The screenshot shows a hierarchical list of dimensions and metrics under the category "Ad Interactions".

- Measurable Overlay Ads Closed Impressions
- Measurable Overlay Ads Expanded/Minimized Impressions
- Measurable Video Ads Expanded/Collapsed Impressions

A callout box highlights the first item, "Measurable Overlay Ads Closed Impressions", with the description: "The number of overlay ads that could be closed".

Parameter Definitions

Hover over any listed parameter to review a brief description.

The screenshot shows the "Select Parameters" interface with the "Dimensions" tab selected. It displays a list of parameters with checkboxes:

- Advertiser External ID
- Advertiser ID
- Advertiser Industry
- Advertiser Meta Data
- Advertiser Name

The Parameters Dictionary provides definitions for available dimensions and metrics

DIMENSIONS AND METRICS

Parameters Dictionary

- Private Listing Advertiser Brand Restriction
- Private Listing Advertiser Restriction
- Private Listing Allow Buyers See Priority

Parameter Conflict

This parameter is disabled because conflicting parameters were selected.
The following parameters must be removed:

Advertiser External ID
Advertiser ID
Advertiser Name

[Remove conflicting parameter\(s\)](#)

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

Search Dimensions

[Parameters Dictionary](#)

Purchased Order

- Purchased Order Advertiser Brand Restriction
- Purchased Order Advertiser Restriction
- Purchased Order CPM
- Purchased Order Creative Duration Restriction

In order to run or save a report with 'Purchased Order' Dimensions, please place 'Purchased Order ID' on the report template

Purchased Order ID

Add together Cancel

Parameter Codependency

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

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

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 3 4

All Dimensions Metrics

Search Dimensions & Metrics 5

Parameters Dictionary

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

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

Date Picker

Fixed date range Please Select A 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	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30						1	2	3	4	5	6	7
							8	9	10	11	12	13	14
							15	16	17	18	19	20	21
							22	23	24	25	26	27	28
							29	30	31				

* Mandatory Fields Back to Saved Reports

Save Export Run Report

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

Search Dimensions 3

Parameters Dictionary 4

- Deal Name
- Deal OSI (%)
- Deal Override Priority
- Deal Pacing
- Deal Platform Targeting Description
- Deal Price
- Deal Price Model

6 Dimensions

Deal ID	Deal Name	Deal Price	Deal Type	External Deal ID	Deal P
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Historic ▾ 2 Forecast BETA Configuration

* Mandatory Fields 5 Back to Saved Reports 6 Save 7 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

Need Help With Analytics?

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

Description

- **Report template** contains the specifications (time period, filters, data fields). Report Templates are held in the queue for 30 days after fixed / recurring date range passes.
- **Report instances** when you run an existing report, that instance will remain visible in this the queue for 7 days.

REPORTING SCOPE

Report Availability

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

The screenshot shows a user interface for selecting a date range. At the top left is a 'Date Range' section with three radio button options: 'Fixed Date Range' (selected), 'Calendar Periods', and 'Rolling Periods'. Below each option are two dropdown menus: 'Last Full Day' and 'Past 2 Days'. 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

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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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 a course page from the FreeWheel Academy. At the top, there's a purple header bar with the FreeWheel Academy logo, a search bar, and a magnifying glass icon. Below the header, the breadcrumb navigation shows: Back > MRM: Ad Management and Decisioning > My courses and learning plans > Programmatic Insights (Live). The main content area features a dark blue box labeled "INSTRUCTOR TRAINING" with "LIVE" in yellow. To its right, the course title "Programmatic Insights (Live)" is displayed, along with the session information "Session: February 20th: Programmatic Insights". A yellow ribbon banner indicates "Course completed on 02/20/2024". Below this, there are two download links: "New Programmatic Insights for Campaign Traffickers Course PDF" and "New Programmatic Insights for Campaign Traffickers Agenda". A button labeled "Post Training Survey" is also visible. The "CONTENT" tab is highlighted in purple, while the "OVERVIEW" tab is in grey.

THANK YOU

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