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Reporting dashboard filters reference

English

Reporting dashboard filters reference

Use the following filters to refine the data included in your dashboard report.

Filter	Description	Notes
Advertiser App Name	Display data for specific apps by selecting the individual app names.	
Advertiser Game ID	Display data for specific apps by selecting the individual Game IDs.	
Advertiser Store ID	Display data for specific apps by selecting the individual Store IDs.	
Advertiser App ID	Display data for specific apps by selecting the individual App IDs	
Bidding strategy	Display data from campaigns that use a particular bidding strategy. You can choose either Automated or Manual bidding.	This filter is available as a beta release.
Campaign Name	Display data for specific campaigns by selecting the individual campaign names.	
Campaign ID	Display data for specific campaigns by selecting the individual Campaign IDs.	

Filter	Description	Notes
Campaign Goal	Display data for campaigns of a certain type.	Choose from the following campaign types: <ul style="list-style-type: none"> • CPI • Creative Testing • Event optimization • Retention • ROAS
Creative Pack Name	Display data for particular creative packs by selecting the individual Creative pack names.	
Creative Pack ID	Display data for particular creative packs by selecting the individual Creative pack IDs	
Country	Display data for user devices in specific countries by selecting the individual countries.	
Device Language	Display data for user devices with specific languages by selecting the individual languages.	
Event Name Targeting	Display data from campaigns that target all events or that target specific events by selecting the targeting option.	
Event Optimization Type	Display data from specific kinds of Event Optimization campaigns by selecting the individual Event optimization types.	
OS Version	Display data user devices with specific operating system versions by selecting the individual OS versions.	
Platform	Display data for iOS devices or Android devices by selecting the desired platform.	

Filter	Description	Notes
ROAS type	Display data for types of Return on Ad Spend campaigns by selecting the individual ROAS types.	Choose from the following ROAS types: <ul style="list-style-type: none">• In-app Purchases• Ad revenue• Hybrid
Screen Density	Display data for user devices with specific screen densities by selecting the individual density specifications.	
Screen Size	Display data for user devices with specific screen sizes by selecting the individual screen sizes.	The screen size filter is only available for Android devices.
Source App Category	Display data for categories of apps that display your ad by selecting the individual store categories.	
Source App ID	Display data apps that display your ad by selecting the individual Source App IDs.	
Video length	Display data for particular lengths of video ads by selecting the specific ad length.	

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