

how can we help you today?

Type to Search our knowledge base...

Q

[Help Center](#) › [Reports](#)

Related Articles

- [Brand Report](#)
- [Campaign Report](#)
- [Report Builder](#)
- [Conversion Report](#)
- [Goal Report](#)
- [Creative Report](#)
- [Country Report](#)
- [Region Report](#)
- [City Report](#)
- [ISP Report](#)
- [Connection Type Report](#)

App Report

Get the app wise report based on the conversions corresponding to the app metrics.

Reporting options:

Step 1: Campaign: Select the name of the campaign from the drop-down list.

Step 2: Date Range: Select the date range you want to see the report for.

Field	Description
App Name	The Name of the application Note: This is an auto-generated field
Bundle	Note: This is an auto-generated field
CPM	Cost Per Thousand Impressions Note: This is an auto-generated field
Impressions	The number of impressions sent to the advertisers. Note: This is an auto-generated field
Clicks	The number of clicks sent to the advertisers. Note: This is an auto-generated field
CTR	The Click-through rate. Note: This is an auto-generated field
Conversions	The number of conversions reported by the advertisers. Note: This is an auto-generated field
CR	The ratio of conversions to clicks Note: This is an auto-generated field

Cost	Note: This is an auto-generated field
ECPI	Note: This is an auto-generated field

Step 3: Click on the option that you wish to perform

Rest: To re-select the fields

Apply: To get the report

Export: To download the report

Still need help? Contact us: support@xapads.com

Was this article helpful?

✓ Yes

✗ No

Associated Member of



© Copyright Xerxes. All rights reserved