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Reporting dashboard dimensions reference

English

Reporting dashboard dimensions reference

Use the following dimensions to customize what data points to include in your dashboard report.

App dimensions

You can add the following App data to your dashboard report:

Dimension	Description	Notes
Advertiser Game ID	The alphanumeric identifier of the advertised app.	
Advertiser App ID	A unique identifier of the advertised app.	The App ID is commonly used with API campaign management
Advertiser App Name	The advertised app's name.	
Advertiser Store ID	The identifier of the app listing on the Google Play or Apple App store.	

Campaign dimensions

You can add the following campaign data to your dashboard report:

Dimension	Description
Bidding Strategy	The type of bidding strategy (Manual or Automated) used in the campaign.
Campaign Goal	One of the following campaign goals: <ul style="list-style-type: none">• CPI (Install)• Creative Testing• Event optimization• Retention• ROAS (Return on Ad Spend)
Campaign ID	The unique identifier of individual campaigns.
Campaign Name	The names of individual campaigns.
ROAS Type	One of the following types of ROAS campaigns: <ul style="list-style-type: none">• Ad revenue• In-app purchases (IAP)• Hybrid (both Ad revenue and IAP)

Source Targeting dimensions

You can add the following source data to your dashboard report:

Dimension	Description
Source App Category	The app store category of the app showing your ad.
Source App ID	The unique identifier of the app showing your ad.

Creative dimensions

You can add the following creative pack data to your dashboard report:

Dimension	Description
Creative Pack Name	The names of individual creative packs.
Creative Pack ID	The unique identifier of individual creative packs.
Video length	The duration of individual ad creatives.

Device and Geo Targeting dimensions

You can add the following user device data to your dashboard report:

Dimension	Description	Notes
Country	The user device location.	
Device Language	The user device languages.	
OS Version	The user device OS Version.	
Platform	The user device platform.	
Screen density	The user device screen density	
Screen size	The user device screen size.	The screen size dimension is only available for Android devices.

Event Optimization dimensions

You can add the following event data to your dashboard report:

Dimension	Description
Event	The events completed by users.

Dimension	Description
Event Name Targeting	Whether the campaign targets all events or a specified event.

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