



English

# Get started with the Reporting dashboard



**Note:** The current version of the Reporting dashboard is a beta release. The features and documentation might change between now and the next release.

The Reporting dashboard is a customizable reporting tool in the [Unity Ads User Acquisition dashboard](#) that enables you to review the campaign data you choose.

When you open the **Reporting > Dashboard** from the secondary navigation menu, you can configure the data displayed there in the following ways:

- To select the main parameters of your report, use the [viewing options menu](#).
- To decide which key performance indicators to review, use the [Metrics sidebar](#).
- To decide which data points you want to include, use the [Dimensions sidebar](#).
- To refine which campaign data to display, use the [Filter bar](#).

## Use the viewing options menu to set report parameters

Use the menu bar at the top of the Reporting dashboard to choose what kind of report you want to create. You'll configure the following options:

### Select the date range

To choose the time period of campaign data you want to review, do the following:

1. Select the date range dropdown in the menu bar.
2. Set the report time period. You can set the dates in the following ways:
  - Enter the date range in the two date fields.
  - Select the date range using the calendar.
  - Use the date range presets like **Last 3 days** and **D0 Cohort**
3. Select **Ok** to save the date range.

## Choose a chart type

To choose how you want your data displayed, select the chart type icons in the menu bar. You can choose between the following chart types:

- Table
- Line graph
- Bar graph

## Set data granularity

To choose how frequent you want your data points to be, select the granularity dropdown in the menu bar. You can choose from the following granularity settings:

- Hourly
- Daily
- Weekly
- Monthly

To view your overall campaign data in a table, with no granularity setting, Select **Clear** in the granularity dropdown.

## Compare date ranges

To compare your campaign performance between two different time periods, do the following:

1. Enable the **Compare** toggle in the menu bar.
2. Select **Previous Period** to select a comparison date range.

3. Select the comparison time period from the available presets or enter your own dates. To enter your own dates, do the following:
  1. Select **Custom date**.
  2. Choose the date range on the calendar.
  3. Select **Apply** to keep your selection.

## Use the Metrics sidebar to select key performance indicators

Use the **Metrics** sidebar to choose what key performance indicators you'd like to use to review your campaign performance. Choose from the following categories of metrics:

Metric category	Description
<a href="#">Default</a>	Display standard advertising metrics like Starts, Views, and Clicks.
<a href="#">Ad Revenue</a>	Display ad revenue.
<a href="#">In-app Purchases</a>	Display in-app purchase revenue.
<a href="#">Retention</a>	Display retention rates.
<a href="#">Return on Ad Spend</a>	Display your return on your advertising costs.
<a href="#">Event optimization</a>	Display event rates and completions.

When you select any metric outside of the Default category, you'll configure the time interval you want to use with the metric. Choose from the following intervals:

- **D0** (day-zero)
- **D1** (day-one)
- **D3** (day-three)
- **D7** (day-seven)
- **D14** (day-fourteen)

Refer to [Reporting dashboard metrics reference](#) for descriptions of all available metrics.

# Use the Dimensions sidebar to select data types

Use the **Dimensions** sidebar to choose the kind of data you want to include in your report. Choose from the following kinds of dimensions:

Dimension type	Description
<a href="#">Apps</a>	Add app data like <b>App Name</b> and <b>Game ID</b> to your report.
<a href="#">Campaigns</a>	Add campaign data like <b>Bidding Strategy</b> and <b>Campaign Name</b> to your report.
<a href="#">Source Targeting</a>	Add source app data like <b>Source App Category</b> and <b>Source App ID</b> to your report.
<a href="#">Creatives</a>	Add creative pack data like <b>Creative Pack Name</b> and <b>Video Length</b> to your report.
<a href="#">Device and Geo Targeting</a>	Add user device data like <b>Country</b> and <b>Platform</b> to your report.
<a href="#">Event Optimization</a>	Add event data like <b>Event</b> name and <b>Event Name Targeting</b> to your report.

Refer to [Reporting dashboard dimensions reference](#) for descriptions of all available dimensions.

## Use the Filter bar to refine data

Use the **Filter** bar to further refine what data you include in your dashboard report. To add filters to your report, do the following:

1. Click the **Filters** button in the menu bar.
2. Select **Add filters**.
3. Select filters from the list or use the search bar to search for specific filters.
4. Click **Apply** to keep your selections.

Refer to [Reporting dashboard filters reference](#) for descriptions of all available filters.

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