

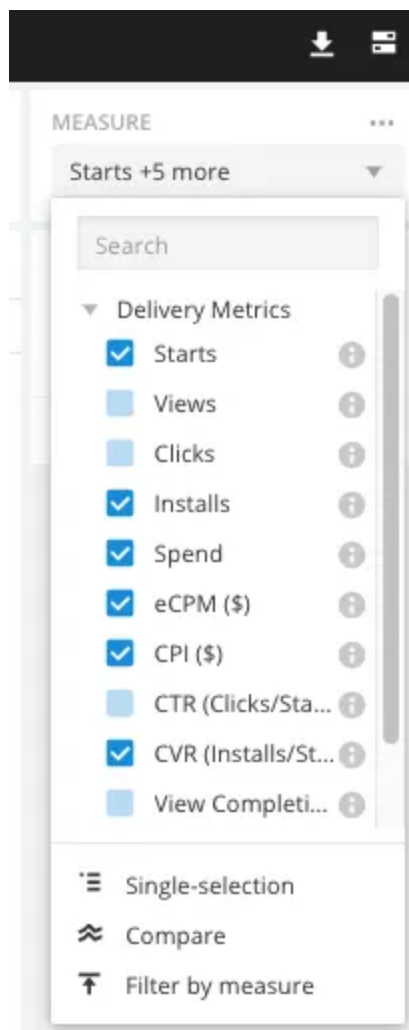


Reporting and analytics ■ Report Builder ■ Report Builder data cube reports ■
Measure panel reference

English

Measure panel reference


The right navigation panel displays the **MEASURE** settings. Click the overflow options icon to compare or filter by individual metrics, and the drop-down menu to select which metrics to apply.



Dx Metrics

Use Dx metrics when you want to review your campaign results according to predetermined timeframes. Dx metrics are available for day-zero (D0), day-one (D1), day-three (D3), and day-seven (D7) timeframes. To ensure you get the most accurate results, crossreference the Time dimension when reviewing Dx metrics. Dx metrics are updated according to the following timetables:

- D0 data is updated 24 hours after install.
- D1 data is updated 48 hours after install.
- D3 data is updated 96 hours after install.
- D7 data is updated 192 hours after install.
- D14 data is updated 360 hours after install.

 **Note:** Ad networks and MMPs have varying methods for calculating these metrics. As a result, some calculation discrepancies will occur.

When you select the **Time** dimension, and the metric no longer displays 0 , the metric has been updated.

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Documentation

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