



Google Ad Manager.

Types of Reports in Google Ad Manager (Google DFP)

Publisher eBook

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<https://support.google.com/admanager/answer/2643320>

Introduction

Google Ad Manager (formerly known as DoubleClick for Publishers) has played a significant role in monetizing a website for the publishers.

Being an ad server, Google Ad Manager paves a path for publishers to connect with multiple demand partners (SSPs and ad exchanges) and maximize their ad revenue by selling a pool of ad impressions.

Since Google Ad Manager works with numerous ad networks, exchange, or other third-party partners, it becomes too difficult for publishers to keep a track of the performance of various inventories, demand partners, etc.

Therefore, in an effort to simplify things for publishers, Google's DFP added its Reporting feature to the interface that helps publisher to check almost everything related to the performance of an ad campaign.

So, if you're not aware of the types of Google Ad Manager reports or how to generate them, this eBook will help you to understand different report types available in the Google Ad Manager and how to extract the reports easily.

Most importantly, you will know what reports to pull based on your purpose and how to analyze them.

Note: Our intention is to help Google Ad Manager beginners familiarize themselves with the interface and reporting features. So, the guide talks about the basics and explains the process in a step-by-step manner.

If you are a power user, feel free to skip to the desired section.

Alright, shall we start?

How to Navigate to reports?

Sign in to your GAM network > Reporting (on the side-bar) > Reports > New Report.

Report #1

Historical Report

Historical report is the default and the most-used report in GAM. With the help of this report, you can analyze the historical performance of your ad network, i.e., ad server (header bidding), ad exchange (Google AdX), AdSense, Yield groups (Exchange Bidding), and total performance.

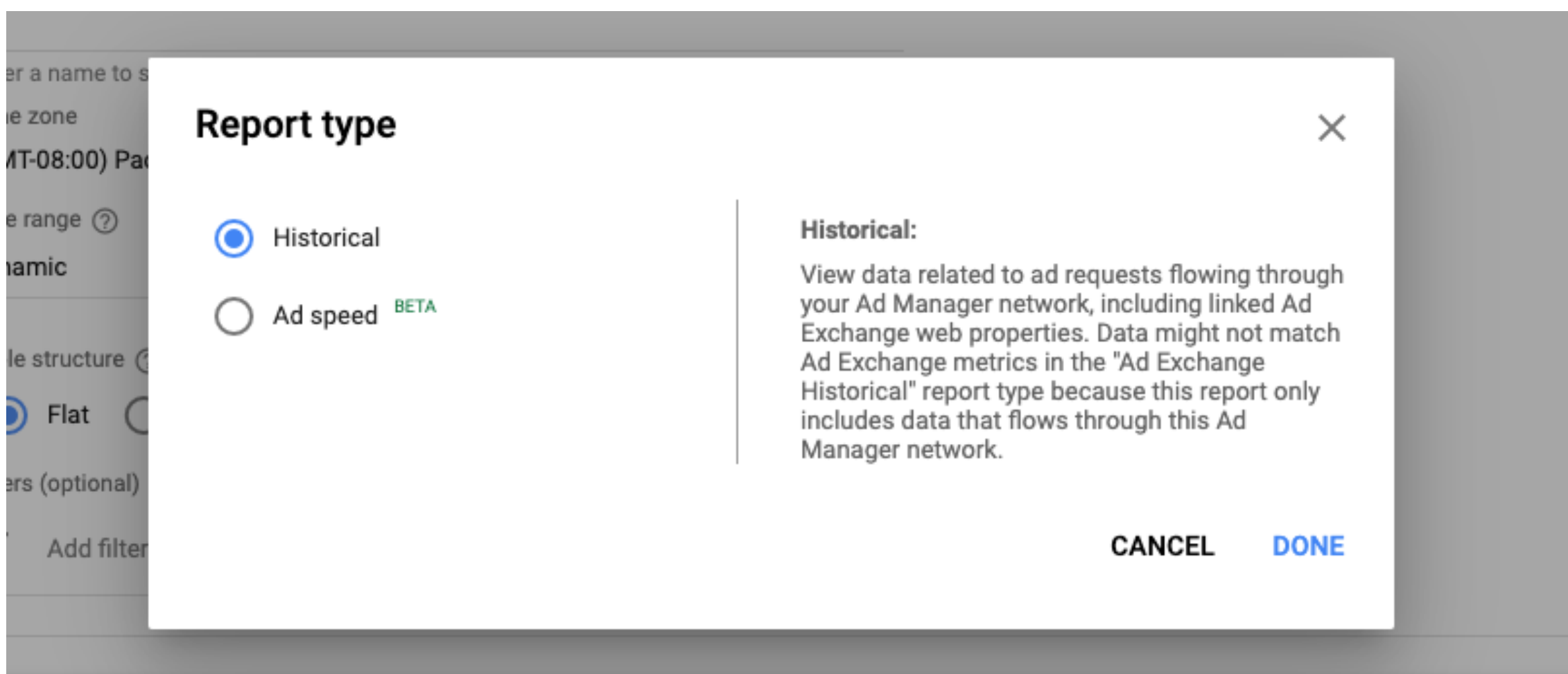
How to Generate a Historical Report?

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Historical](#).



Step 5 : After selecting the report type, select the [time zone](#) and [date range](#). In the date range section, you can select either [dynamic](#) or [fixed](#) date range.

Step 6 : Then, select the list of data you want to select from [Dimensions and Metrics](#) menu. Here, you can select multiple dimensions/metrics which are required to check the AdX performance.

Step 7 : [Save](#) and [Run](#) your query.

You can analyze how each and every demand partners have performed, impressions & revenue split b/w them, average eCPM, ad viewability, unfilled impressions, and more.

Report #2

Ad Exchange Historical

An Ad Exchange Historical Report provides a combined view of performance of publishers' primary ad exchange account linked to the Google Ad Manager (DFP) server. It can be used to check how other line items or demand partners are competing with the AdX in the auctions.

How to Generate an Ad Exchange Historical Report

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Historical](#).

Step 5 : After selecting the report type, select the [time zone](#) and [date range](#). In the date range section, you can select either [dynamic](#) or [fixed](#) date range.

Step 6 : Then, select the list of data you want to select from [Dimensions and Metrics](#) menu. Here, you can select multiple dimensions/metrics which are required to check the AdX performance.

Step 7 : [Save](#) and [Run](#) your query.

- Ad Exchange ?

- Ad Exchange impressions
- Ad Exchange targeted impressions DEPRECATED
- Ad Exchange clicks
- Ad Exchange targeted clicks DEPRECATED
- Ad Exchange CTR
- Ad Exchange revenue
- Ad Exchange average eCPM
- Ad Exchange impressions (%)
- Ad Exchange clicks (%)
- Ad Exchange revenue (%)
- Ad Exchange Active View eligible impressions
- Ad Exchange Active View measurable impressions
- Ad Exchange Active View viewable impressions
- Ad Exchange Active View % measurable impressions
- Ad Exchange Active View % viewable impressions
- Ad Exchange Active View Revenue
- Ad Exchange responses served

Report #3

Future Sell-through

*Only available in Google Ad Manager 360.

Future Sell-through report enables a publisher to check availability of number of ad impressions in the Google Ad Manager (DFP). It displays number of forecasted, available and reserved ad impressions so that you can improve your sell-through rate (STR).

How to Generate a Future Sell-through Report

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Future Sell-through](#) report.

Step 5 : After selecting the report type, select the [time zone](#) and [date range](#). In the date range section, you can select either [dynamic](#) or [fixed](#) date range.

Step 6 : Then, select the list of data you want to select from [Dimensions and Metrics](#) menu.

Step 7 : [Save](#) and [Run](#) your query.

With the help of a Future Sell-through report, publishers can find following information:

- Forecasted impressions
- Available impressions
- Reserved impressions, and
- Sell-through rate.

Your sales team can guarantee impressions to close more deals and you can split-up your inventories optimally.

Report #4

Reach Report

*Only available in Google Ad Manager 360.

A Reach enables a publisher to know about the number of unique visitors exposed to different advertisers, line items, or ad units in the Google Ad Manager account over a period of time*.

How to Generate a Reach Report?

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Reach](#) report.

Step 5 : After selecting the report type, select the [time zone](#) and [date range](#). In the date range section, you can select either [dynamic](#) or [fixed](#) date range.

Step 6 : Then, select the list of data you want to select from [Dimensions and Metrics](#) menu. Here, you can select multiple dimensions/metrics which are required to check.

Step 7 : [Save](#) and [Run](#) your query.

With the help of a Reach report, publishers can find following information on Weekly or Monthly basis, and for last 63 days -

- Total Unique Visitors (total number of unique visitors reached by the ads from your network),
- Total Reach Impressions (total number of impressions served to the unique audience), and
- Average Impressions/unique visitor.

*With the help of Reach report, publishers cannot check impressions from AdSense and Ad Exchange.

Report #5

Ad Speed (Beta)

As the name implies, you can check the load speed/rendering time of ads with the help of Ad Speed Reports in Ad Manager. It is still in beta, but it can be a good starting point to discover the heavy-loading ads and other speed-related performance issues across your network.

How to Generate an Ad Speed Report?

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Ad Speed](#).

Then, you can select the required dimensions and metrics to run the report as usual.

Search...

Recently used

All

Creative load time [?]

Creative load time 0 - 500ms (%) ^{BETA}

Creative load time 500ms - 1s (%) ^{BETA}

Creative load time 1s - 2s (%) ^{BETA}

Creative load time 2s - 4s (%) ^{BETA}

Creative load time 4s - 8s (%) ^{BETA}

Creative load time >8s (%) ^{BETA}

Non-viewable impression reasons [?]

Slot never entered viewport (%) ^{BETA}

User scrolled before ad filled (%) ^{BETA}

User scrolled/navigated before ad loaded (%) ^{BETA}

User scrolled/navigated before 1 second (%) ^{BETA}

Other non-viewable impression reasons (%) ^{BETA}

Report #6

Partner Finance

*Only available in Google Ad Manager 360.

Partner Finance report in Google Ad Manager are introduced to help publishers' who monetize their content on the website of host publishing partner. It helps the publishers to track assignments and revenue splits between the two.

How to Generate a Partner Finance Report?

Step 1 : Sign-in to [Google Ad Manager](#).

Step 2 : Click [Reports](#) > [Query](#).

Step 3 : Then, click [New query](#). Enter a name for the new query.

Step 4 : Choose the report type [Partner Finance](#) report.

Step 5 : After selecting the report type, select the [time zone](#) and [date range](#). In the date range section, you can select either [dynamic](#) or [fixed](#) date range.

Step 6 : Then, select the list of data you want to select from [Dimensions and Metrics](#) menu.

Step 7 : [Save](#) and [Run](#) your query.

With the help of a Partner report, publishers can find following information -

- Number of Host impressions
- Host Revenue and eCPM
- Partner Revenue and CTR
- Total monetizable content views, etc.

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