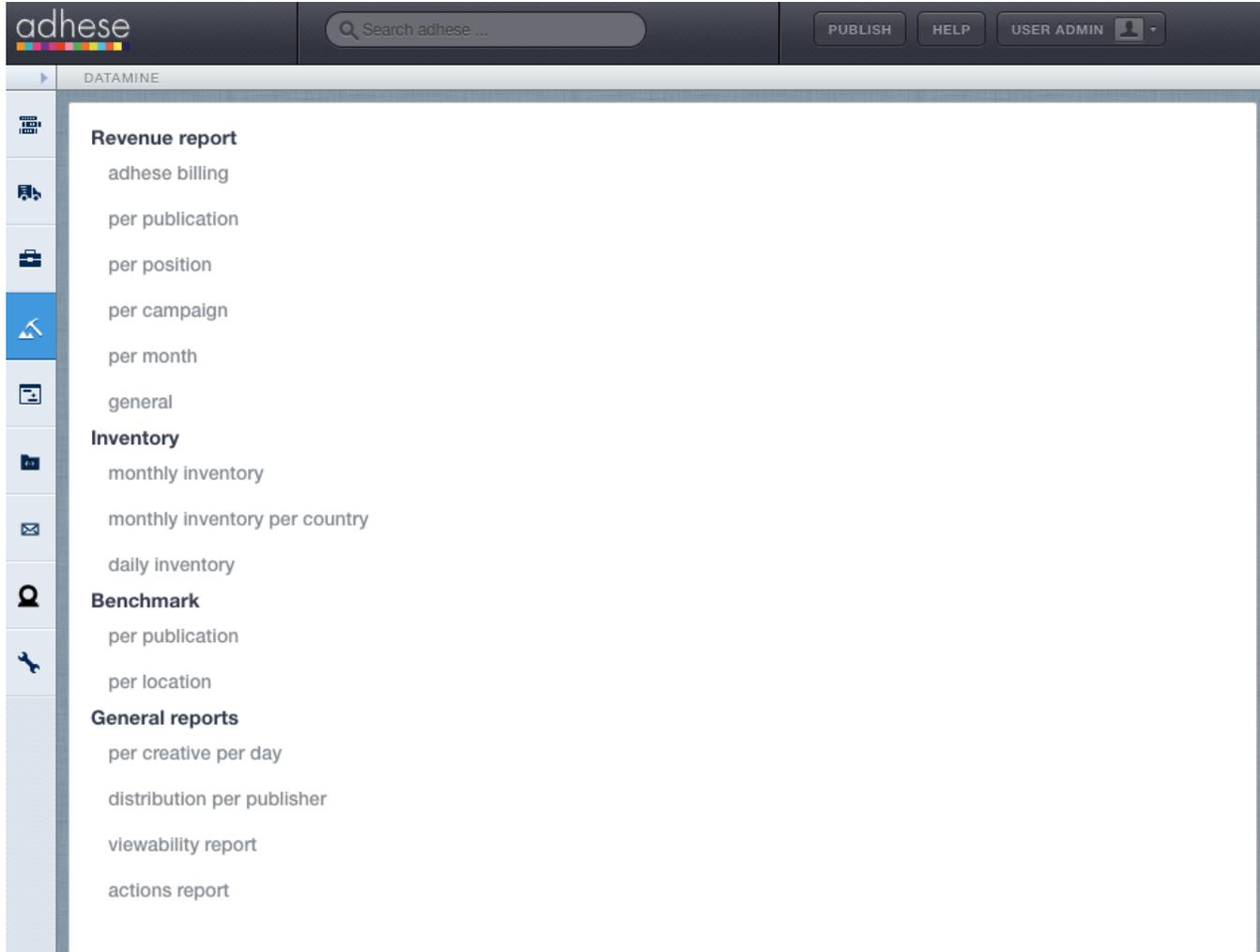


Datamine

Data mining transforms raw data into easy-to-understand and useful information to discover patterns or profiles.

Several data mining reports are available via the *Datamine* tab of the Adhese interface. These reports are exported to a file that can be read in Excel.

To generate a data mining report, click *Datamine* in the left navigation menu. The *Datamine* screen opens.



Refer to [Table columns in the data mining reports](#) to overview and define the data mining report table columns.

i Adhese will only retrieve basic information if nothing is sent back to the browser in response to a request to serve an ad. As a consequence, some table cells in the reports will have the text *empty* as a value.

i To customize the header background colour of Excel reports, [contact Support](#).

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Revenue report

Adhese billing

You can create an invoice report for each month. This report contains information about the number of impressions and clicks for each publication and priority combination.

To create an *Adhese billing* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Adhese billing*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. Click the *Download as Excel file* button.

i There are several kinds of *priorities* or invoice types, like *paying* or *inhouse*. Therefore, the same publication can appear multiple times in the list, depending on the different priority types that have been employed per publication. The *Invoice type* column can also have the value *empty*. Empty requests are requests for which there were no booked positions at that moment, so no ad was delivered.

i The last row of the *Adhese billing* report shows the number of erroneous requests. Erroneous requests are ad requests for which no corresponding position (i.e., the combination of a location and a format) exists in Adhese. In most cases, the location does not exist in Adhese. To create a missing location, click [here](#). It is also possible that the client has changed the location URL structure (namely how the page is recognized).

Per publication

The revenue report per publication contains total reports for each selected publication within the selected month(s). When a booking ran on the selected publication and started before the end of the selected months or ended after the start of the first selected month, only the impressions and clicks served in the selected period are included in the report.

To create a *Per publication* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Per publication*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

This report contains information about the number of impressions and clicks for each combination of a selected publication and invoice type (invoice type is the same as the priority of a campaign).

Bookings running on a channel of positions spanning more than one publication are attributed to each specific publication for its taken share.

Per position

The revenue report per position contains essential performance figures, such as the CTR and revenue, for each position on the selected publication(s) and within the selected month(s). This means that when a booking ran on the selected publication and started before the end of the selected months or ended after the start of the first selected month, its impressions and clicks served in the selected period are included in the report.

To create a *Per position* revenue report:

1. Click *Datamine* in the left navigation menu. The *Datamine* screen opens.
2. Click *Per position*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Bookings that run on a channel of positions spanning more than one publication are attributed to each specific publication for its taken share.

Per campaign

The revenue report per campaign contains booking reports for each selected publication within the selected month(s). This means that when a booking ran on the selected publication and started before the end of the selected months or ended after the start of the first selected month, its booking data and reached impressions and clicks served in the selected period are included in the report. Bookings spanning multiple months are reported per month.

To create a *Per campaign* revenue report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per campaign*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

This report displays the same variables and metrics as the previous report, the *revenue report per position*.

Per month

This report shows for each creative and position of the selected publications the number of daily visitors, daily impressions, and daily clicks.

To create a revenue report *Per month*:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per month*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

General revenue report

This general report shows for each booked position of a campaign a general overview of essential performance figures per device type.

To create a *general* revenue report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *general*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Inventory report

Monthly inventory

This report shows the number of unique visitors, available impressions, reached impressions and clicks for each format of the selected publication(s) and the selected month(s). Also, the number of impressions, contacts, and clicks are separately distributed using the priority (for example, paying, exchange, or inhouse).

To create a *Monthly inventory* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Monthly inventory*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. Choose a month from the **Period** drop-down.
5. Tick the box to include channels in the report.
6. Click the *Download as Excel file* button.

With this report, you can calculate the **fill rate** of a position. The fill rate is the percentage of the position's volume that was sold. Create a report, but do not tick the *Include channels in report* box. To calculate the fill rate, divide the number of sold impressions (column X) by the position's volume (column F).

Monthly inventory per country

The *Monthly inventory per country* report divides the number of monthly impressions by the selected countries and aggregates the non-selected countries' impressions. The report also shows the average number of daily contacts for the selected period.

To create a *Monthly inventory per country* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Monthly inventory per country*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. Choose a month from the **Period** drop-down.
5. Tick the box to include channels in the report.
6. Select or search for one or more countries from the drop-down and click the *Save* button.

7. Click the *Download as Excel file* button.

Daily inventory

This report contains the number of daily impressions and contacts for the selected month(s) and each format in the selected publication.

To create a *Daily inventory* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Daily inventory*.
3. In the **Period** field, select one or more months from the list and click the *Save* button.
4. In the **Publication** field, select one or more publications from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Benchmark reports

Sometimes it is not possible to track clicks from third-party creatives. Concerning the datamine benchmarking reports, these third-party creatives are not taken into consideration to create the reports.

Per publication

This report shows the overall average CTR per contact and impression for the selected formats and publications. The number of impressions, contacts, and clicks are displayed as well.

To create a *Per publication* CTR benchmark report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per publication*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. In the **Format** field, select one or more Formats from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

Per location

This report shows the average CTR per contact and impression for the selected formats and all selected publications' locations.

To create a *Per location* CTR benchmark report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per location*.
3. In the **Publication** field, select one or more publications from the list and click the *Save* button.
4. In the **Format** field, select one or more Formats from the list and click the *Save* button.
5. Click the *Download as Excel file* button.

General reports

Per creative per day

This report renders daily performance figures for each creative in the selected period.

To create a *Per creative per day* general report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Per creative per day*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Click the *Download as Excel file* button.

The number of impressions delivered is reported for each position. Positions that did not have any impressions delivered are not reported – even though they might be booked at one of the selected dates for the report.

There are no channels in this report; only the individual positions of a channel are reported.



From version 2.0.33 onwards: If the amount of generated lines exceeds the standard limit of a spreadsheet (i.e., 20²⁰ rows), the report is cut off at that limit, and the filename is appended by *.partial*.

Distribution per publisher

The *Distribution per publisher* report shows all relevant information about campaigns per publisher and how they delivered between the selected start and end date. The report contains the most important figures for every single booking.

To create a Distribution per publisher report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Distribution per publisher*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Click the *Download as Excel file* button.



The *Distribution per publisher* report makes a difference between the details of a booked position and that of a delivered position. This information is useful when a campaign is booked on a channel. The report displays the specific location where the campaign was delivered.

Viewability report

The *Viewability* report shows the impressions and contacts per event and action for a given date range.

To create a Viewability report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Viewability report*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Select one or more publications
5. Click the *Download as Excel file* button.

Action report

The *Action* report shows the impressions and contacts per event and action for a given date range.

To create an *Action* report:

1. Click *Datamine* in the left navigation menu. This opens the *Datamine* screen.
2. Click *Action report*.
3. Click the **Date range** field. This opens a calendar. Select a start and end date.
4. Select one or more publications
5. Click the *Download as Excel file* button.