

# Reporting filters - what and how to check?

**Customise your report based on the available filters.**

Reports

Filter <sup>3</sup>

Export

Filter

Clear All

Campaign

All campaigns

Country

All countries

Sort

View by date

View

Client view

Dates

16 Feb, 2021 - 22 Feb, 2021

Update report

You can generate one report for all your campaigns or select a particular campaign. If you are running campaigns in several different countries, you can generate a report just for one of them by selecting the name of the country. You can choose the view of the report by date, by the campaign, or by country. Each of the filters is displayed in a convenient pop-up. And don't forget to choose the time period.

## Filters

### 1. Campaign

Reports

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Update report

- If you're running few different campaigns and want to see results few campaigns results, you need to select those particular campaigns.

## Campaign

🔍 Search

Check All

Uncheck All

Show Selected

☐ Eskimi DSP campaign - Awareness (ID: 5)

☒ Eskimi DSP demo campaign - Traffic (ID: 6)

SELECT 1

CANCEL

## Campaign

🔍 Search

Check All

Uncheck All

☒ Eskimi DSP campaign - Awareness (ID: 5)

☒ Eskimi DSP demo campaign - Traffic (ID: 6)

SELECT 2

CANCEL

You can search campaign by campaign name, once you select campaigns what you wanted to check - click "Select" and "Update report".

## 2. Country

### Reports

Filter <sup>3</sup>

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Update report

- If you are running campaigns in several different countries, you can generate a report just for one of them by selecting the name of the country.

# Country

Search

Check All

Uncheck All

Show Selected

☐ Angola

☐ Botswana

☐ Ghana

☐ Ivory Coast

☒ Kenya

☐ Lesotho

☐ Malawi

SELECT 1

CANCEL

With such filter you will see results of campaigns which are running only in Kenya.

## 3. Sort

The screenshot shows the 'Reports' section of a dashboard. At the top right, there are 'Filter' and 'Export' buttons. Below the 'Filter' button is a 'Clear All' link. The main area is divided into three sections: 'Filter', 'Sort', and 'View'. The 'Filter' section has two dropdown menus: 'Campaign' (set to 'All') and 'Country' (set to 'All'). Below these is a 'Dates' section with a date range '16 Feb, 2021 - 22 Feb, 2021' and a calendar icon. The 'Sort' section has a dropdown menu with options: 'View by date', 'View by campaign', 'View by country', and 'View by platform'. The 'View' section has a dropdown menu set to 'Client view' and an 'Update report' button. The 'Sort' dropdown menu is highlighted with a purple border, and the 'View by date' option is selected.

With this filter you can choose the view of the report by date, by the campaign, by country or by platform.

### Sort by date:

There you see the results by selected time period:

Date	Impressions	Clicks	CTR	CPM	CPC	Spent
2021-02-22	1,340,915	29,189	2.18%	\$2.13	\$0.10	\$2,850.38
2021-02-21	1,343,495	27,940	2.08%	\$2.11	\$0.10	\$2,830.58
2021-02-20	1,340,531	24,676	1.84%	\$2.11	\$0.11	\$2,832.04
2021-02-19	1,422,276	23,964	1.68%	\$2.01	\$0.12	\$2,851.91
2021-02-18	1,191,969	27,970	2.35%	\$2.41	\$0.10	\$2,872.75
2021-02-17	1,309,174	24,662	1.88%	\$2.17	\$0.11	\$2,834.74
2021-02-16	1,297,595	25,701	1.98%	\$2.20	\$0.11	\$2,860.91
<b>Total:</b>	9,245,955	184,102	1.99%	\$2.16	\$0.11	\$19,933.31

### Sort by campaign:

There you see the results by selected campaign:

ID	Campaign	Impressions	Clicks	CTR	CPM	CPC	Spent
6	<a href="#">Eskimi DSP demo campaign - Traffic (ID: 6)</a>	4,558,775	86,795	1.90%	\$2.19	\$0.12	\$9,996.32
5	<a href="#">Eskimi DSP campaign - Awareness (ID: 5)</a>	4,687,180	97,307	2.08%	\$2.12	\$0.10	\$9,937.00
<b>Total:</b>		9,245,955	184,102	1.99%	\$2.16	\$0.11	\$19,933.31




### Sort by country:

There you see the results by selected countries:

Country	Impressions	Clicks	CTR	CPM	CPC	Spent
Nigeria	9,245,955	184,102	1.99%	\$2.16	\$0.11	\$19,933.31
<b>Total:</b>	9,245,955	184,102	1.99%	\$2.16	\$0.11	\$19,933.31

### Sort by platform:

If you're running Multichannel campaign, there you're able to see campaign results by each platform.

Platform	Impressions	Reach	Clicks	CTR
 Youtube	520,914	316,536	683	0.13%
 Facebook	3,824,540	3,340,751	85,858	2.24%
 Eskimi	20,022,774	9,063,121	175,355	0.88%
Total:	24,368,228	12,732,505	261,896	1.07%

4. Dates

Reports

Filter3Export

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Update report

There you can choose the time period of the campaign.

Today, Yesterday, Last 7 days, This Month, Last Month, All

<

January, 2021

February, 2021

>

M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31							

Cancel

Apply

You can select and check Today, Yesterday, Last 7 days, This Month, Last Month data in the report, or you can manually select the dates. Once it done - do not forget click "Apply" and "Update report".