Reporting filters - what and how to check?

Customise your report based on the available filters.
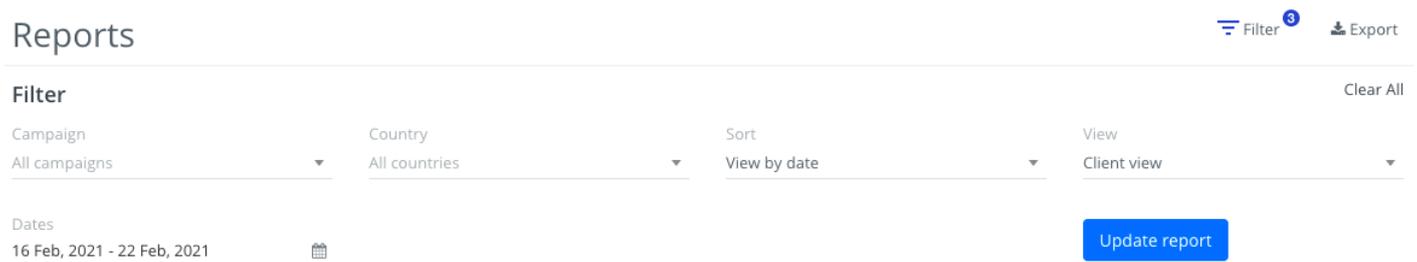

You can generate one report for all your campaigns or select a particular campaign. If you are running campaigns in several different countries, you can generate a report just for one of them by selecting the name of the country. You can choose the view of the report by date, by the campaign, or by country.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

Filters
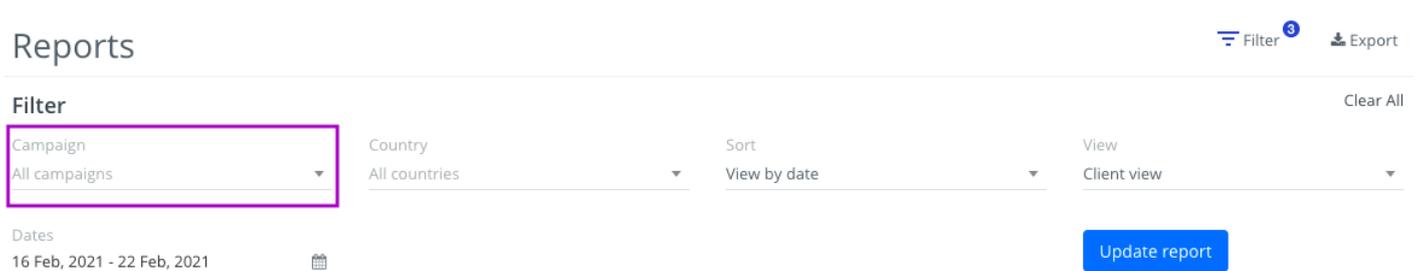
1. Campaign

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

Campaign

Q Search

Check All   Uncheck All   Show Selected

☐ Eskimi DSP campaign - Awareness (ID: 5)

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

SELECT 1   CANCEL

Campaign

Q 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 ³   ⬇ Export

Filter   Clear All

Campaign	Country	Sort	View
All campaigns ▾	All countries ▾	View by date ▾	Client view ▾

Dates
16 Feb, 2021 - 22 Feb, 2021   📅

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.

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

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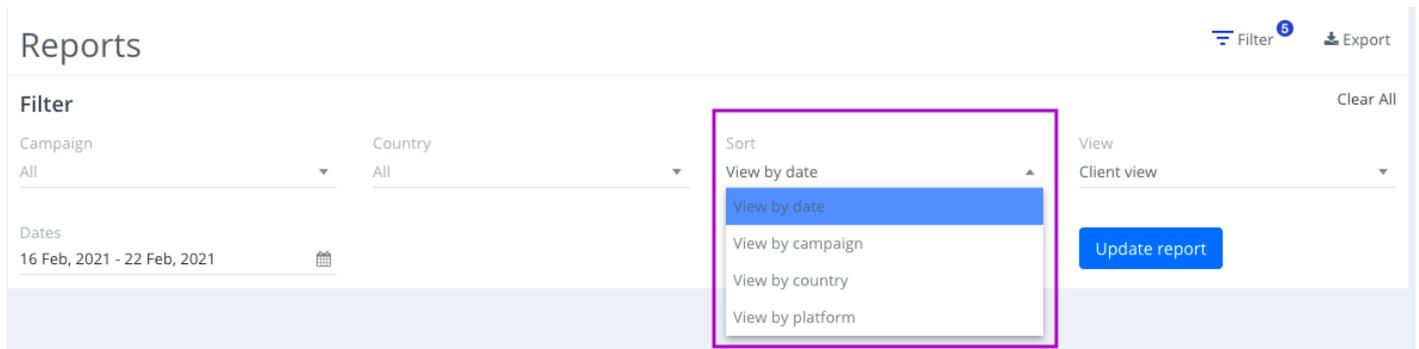
With this filter you can choose the view of the report by date, by the campaign, by country or by platform.

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
Total:	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	Eskimi DSP demo campaign - Traffic (ID: 6)	4,558,775	86,795	1.90%	$2.19	$0.12	$9,996.32
5	Eskimi DSP campaign - Aware ness (ID: 5)	4,687,180	97,307	2.08%	$2.12	$0.10	$9,937.00
Total:		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
Total:	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%
f Facebook	3,824,540	3,340,751	85,858	2.24%
E 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

≡ Filter ³   ⬇ Export

Filter   Clear All

Campaign	Country	Sort	View
All campaigns ▾	All countries ▾	View by date ▾	Client view ▾

Dates
16 Feb, 2021 - 22 Feb, 2021   📅

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

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

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".

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