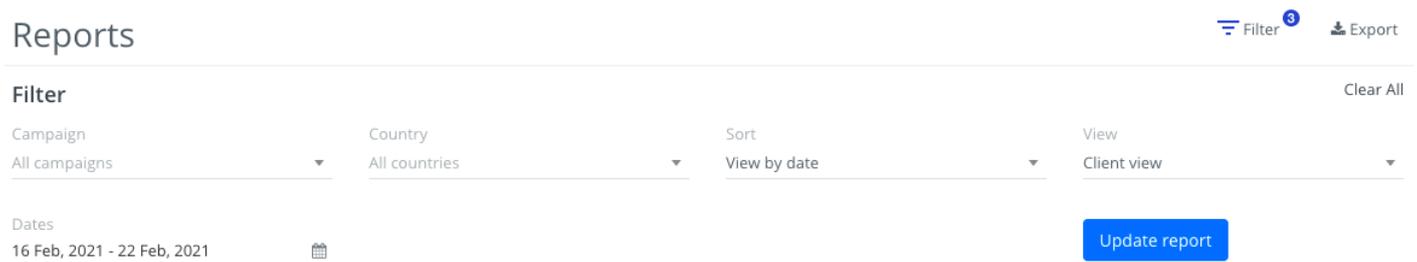


# Reporting filters - what and how to check?

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

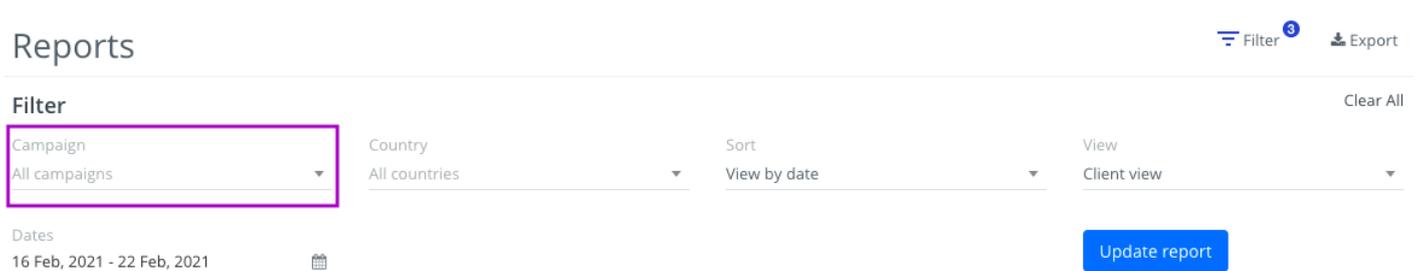


The screenshot shows the 'Reports' section of a dashboard. At the top right, there are 'Filter' and 'Export' buttons. Below the 'Filter' button is a 'Filter' section with four dropdown menus: 'Campaign' (set to 'All campaigns'), 'Country' (set to 'All countries'), 'Sort' (set to 'View by date'), and 'View' (set to 'Client view'). There is a 'Clear All' link on the right. Below the filters is a 'Dates' section with a date range '16 Feb, 2021 - 22 Feb, 2021' and a calendar icon. A blue 'Update report' button is located to the right of the date range.

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



This screenshot is identical to the one above, but the 'Campaign' dropdown menu in the 'Filter' section is highlighted with a purple border. The dropdown menu is open, showing 'All campaigns' as the selected option.

- 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> Export

Filter Clear All

Campaign All campaigns	<input type="text" value="Country"/> All countries	Sort View by date	View 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.

# Country

Search

Check All

Uncheck All

Show Selected

Angola

Botswana

Ghana

Ivory Coast

Kenya

Lesotho

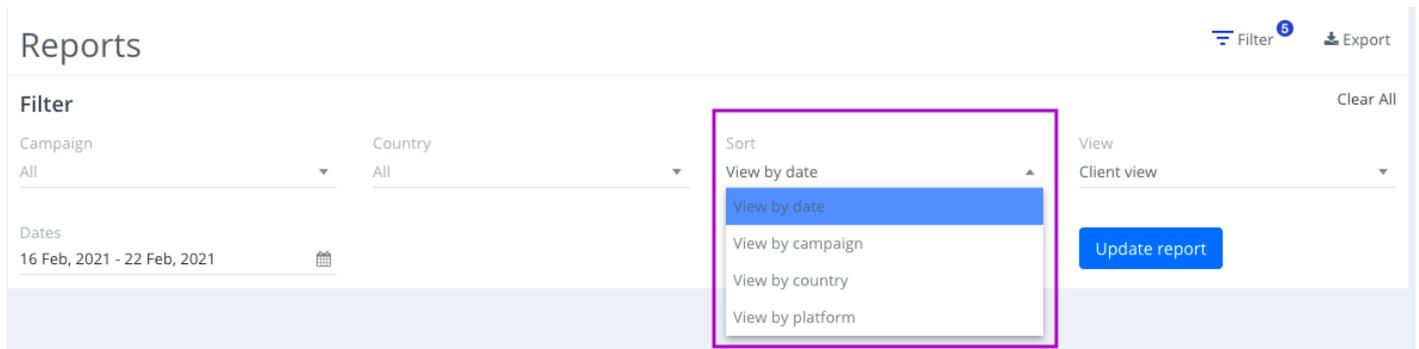
Malawi

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' interface. At the top right, there are 'Filter' and 'Export' buttons. Below the header, there are three main sections: 'Filter', 'Sort', and 'View'. The 'Filter' section has 'Campaign' and 'Country' dropdowns, both set to 'All'. The 'Dates' section shows '16 Feb, 2021 - 22 Feb, 2021'. The 'Sort' dropdown menu is open, showing options: 'View by date' (highlighted), 'View by campaign', 'View by country', and 'View by platform'. The 'View' section has a 'Client view' dropdown and an 'Update report' button.

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

## 4. Dates

### 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

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".

Revision #3

Created 22 February 2021 14:01:57 by Veronika

Updated 7 May 2024 08:48:14 by Elvinas Kazlauskas