

Seller Brand Review Report

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This report provides a view of brand performance across all of your inventory. You can:

- review what creative has served on your inventory and how it performed.
- review creative performance by audit status.
- review client brand category performance across all of your inventory.

The `time_granularity` of the data is `daily`. For instructions on retrieving a report, see the [Report Service](#) or the [Example](#) below.

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Time Frame

The `report_interval` field in the JSON request must be set to one of the following:

- `yesterday`
- `last_7_days`
- `last_30_days`
- `month_to_date`
- `last_month`

To run a report for a custom time frame, set the `start_date` and `end_date` fields in your report request. For more details about these fields, see [Report Service](#).

Data Retention Period

Data in this report is retained for 14 months.

Dimensions

Column	Type	Group?	Filter?	Example	Description
month	time	no	no	"2010-02"	The month of the auction.
day	time	yes	no	"2010-02-01"	The day of the auction.

buyer_member_id	int	yes	yes	643	The ID of the member that won the auction.
placement_id	int	no	yes	546	The ID of the placement.
placement_name	string	no	no	"300x250 Business"	The name of the placement.
placement	string	no	no	"300x250 Business (546)"	Deprecated (as of October 17, 2016).
publisher_id	int	yes	yes	6787	The ID of the publisher.
geo_country	string	yes	yes	"US"	The code of the geographical country.
geo_country_name	string	no	no	"United States"	The name of the geographical country.
imp_type	string	yes	yes	"Kept"	Deprecated (as of October 17, 2016).
imp_type_id	int	no	yes	1	The ID for the type of impression. Possible values (associated types in parentheses): <ul style="list-style-type: none"> • 1 ("Blank"): No creative served. • 2 ("PSA"): A public service announcement served because there were no valid bids and no default creative was available. • 3 ("Default Error"): A default creative served due to a timeout issue.

brand_id	int	yes	yes	3	The ID of the brand associated with a creative served on the publisher's inventory.
brand_name	string	no	no	"Ace Hardware"	The name of the brand associated with a creative served on the publisher's inventory.
brand	string	no	no	"Ace Hardware (3) "	Deprecated (as of October 17, 2016).
payment_type	string	yes	yes	"cpm"	The type of payment to the broker.
revenue_type	string	yes	no	"cpm"	The way the advertiser has agreed to pay you.
width	int	yes	yes	250	The width of the creative.
height	int	yes	yes	300	The height of the creative.
site	string	no	no	"My Site (555) "	Deprecated (as of October 17, 2016).
publisher_code	string	no	no	"My Publisher Code"	The custom code for the publisher.
site_code	string	no	no	"Site Name Code"	The custom code for the site.
placement_code	string	no	no	"Photos Code"	The custom code for the placement.
buyer_member_name	string	no	no	"Network"	The ID of the buying member.
buyer_member	string	no	no	"Network (567) "	Deprecated (as of October 17, 2016).

media_type	string	yes	yes	"Banner", "Pop", "Interstitial", "Video", "Text"	The general display style of a creative served on the publisher's inventory. You can use the Media Type Service to view the complete list of media types.
mediatype_id	int	no	yes	444	The ID of the media type associated with the creative that was served. For more information, see the Media Type Service .
publisher_name	string	no	no	"LOL - US"	The name of the publisher on whose site the impression occurred.
publisher	string	no	yes	"LOL - US (44389)"	Deprecated (as of October 17, 2016).
deal_id	int	yes	yes	2345	The ID of the deal. For more information about deals you have negotiated with buyers, see Deal Service .
deal_name	string	no	no	"Private deal for buyer 1085 with floor of \$2.50"	The name of the deal.
deal	string	no	no	"Private deal for buyer 1085 with floor of \$2.50 (45)"	Deprecated (as of October 17, 2016).
deal_code	string		no	"Custom code"	The custom code for the deal.

brand_offer_category_id	int	yes	yes	1256	The ID of the brand offer category associated with the impression. See category_id in the Brand Service page.
brand_offer_category_name	string	no	no	"Luxury Cars"	The name of the brand offer category associated with the impression. See category_id in the Brand Service page.
creative_audit_status_id	int	no	yes	0	The ID of the audit status of the creative associated with the impression: <ul style="list-style-type: none"> • 0 = unaudited • 1 = seller audited only • 2 = appnexus audited
creative_audit_status	string	yes	no	"Unaudited"	The audit status of the creative associated with the impression: <ul style="list-style-type: none"> • "Unaudited" • "Self Audit Only" • "AppNexus Audited"
size	string	yes	yes	"728x90"	The width and height of the creative associated with the impression.

Metrics

Column	Type	Example	Formula	Description
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imps	int	34534	imps	The total number of impressions (including defaults).
clicks	int	345	clicks	The total number of clicks across all impressions.
cost	money	16.833378	cost	The total amount of media cost for direct publisher and purchased real-time inventory.
revenue	money	25.767257	booked_revenue + reseller_revenue	The sum of booked revenue and reseller revenue.
booked_revenue	money	25.767257	booked_revenue	The total revenue booked through direct advertisers (line item).
reseller_revenue	money	0	reseller_revenue	The total revenue on resold impressions through direct publishers.
profit	money	970.40	revenue - media_cost	The total revenue minus the cost.
cpm	money	1.66051685393258	(cost / imps) x 1000	The cost per 1000 impressions.

total_convs	int	5	total_convs	The total number of post-view and post-click conversions.
convs_rate	double	0.000221877080097626	total_convs / imps	The rate of conversions to impressions.
ctr	double	0.002327	clicks / imps	The rate of clicks to impressions.
rpm	money	2.60548314606741	(revenue / imps) x 1000	The revenue per 1000 impressions.
ppm	money	0.944966292134831	(profit / imps) x 1000	The profit per 1000 impressions.
convs_per_mm	double	221.877080097625	(total_convs / imps) x 1,000,000	The number of conversions per million impressions.
imps_viewed	int	30,450	imps_viewed	The number of measured impressions that were viewable, per the IAB Viewability definition, which states that an impression is viewable if 50% of the pixels are in-view during 1 consecutive second.

view_measured_imps	int	10,120	view_measured_imps	The total number of impressions that were measured for viewability.
view_rate	double	58%	view_rate	The percentage of impressions that were viewable out of the total number of impressions measured for viewability. (Viewed Imps / View Measured Imps)
view_measurable_rate	double	45%	view_measurable_rate	The percentage of impressions measured for viewability out of the total number of impressions. (View Measured Imps / Imps)

Example

>> Step 1. Create the JSON report request

The JSON file should include the `report_type` of "seller_brand_review", as well as the `columns` (dimensions and metrics) and `report_interval` that you want to retrieve. You can also filter for specific dimensions, define granularity (year, month, day), and specify the format in which the data should be returned (csv, excel, or html). For a full explanation of fields that can be included in the JSON file, see the [Report Service](#).

```
$ cat seller_brand_review

{"report":
{
  "format": "csv",
  "report_interval": "yesterday",
  "row_per": ["geo_country"],
  "columns": ["placement_id","imp_type_id","creative_id","brand_id","geo_country"],
  "report_type": "seller_brand_review"
}
}
```

>> Step 2. POST the request to the Report Service

POST the JSON request to get back a report ID.

```
$ curl -b cookies -c cookies -X post -d @seller_brand_review
"https://api.appnexus.com/report"

{
  "response":{
    "status":"OK",
    "report_id":"c445bca183a3d338dc1c5b85a3d484f5"
  }
}
```

>> Step 3. GET the report status from the Report Service

Make a GET call with the report ID to retrieve the status of the report. Continue making this GET call until the execution_status is "ready". Then use the **report-download** service to save the report data to a file, as described in the next step.

```
$ curl -b cookies -c cookies
'https://api.appnexus.com/report?id=c445bca183a3d338dc1c5b85a3d484f5'

{
  "response": {
    "status": "OK",
    "report": {
      "name": null,
      "created_on": "2014-11-19 22:33:31",
      "json_request":
      "{\\"report\\":{\\"format\\":\\"csv\\",\\"report_interval\\":\\"yesterday\\",\\"row_per\\":[\\"geo_
country\\"],\\"columns\\":[\\"placement_id\\",\\"imp_type_id\\",\\"creative_id\\",\\"brand_id\\",
\\"geo_country\\"],\\"report_type\\":\\"seller_brand_review\\",\\"filters\\":[{\\"seller_member
_id\\":\\"958\\"}]}}",
      "url": "report-download?id=c445bca183a3d338dc1c5b85a3d484f5"
    },
    "execution_status": "ready"
  }
}
```

>> Step 4. GET the report data from the Report Download Service

To download the report data to a file, make another `GET` call with the report ID, but this time to the **report-download** service. You can find the service and report ID in the `url` field of the response to your previous `GET` call. When identifying the file that you want to save to, be sure to use the file extension of the file format that you specified in your initial `POST`.

If an error occurs during download, the response header will include an HTTP error code and message. Use `-i` or `-v` in your call to expose the response header.

```
$ curl -b cookies -c cookies  
'https://api.appnexus.com/report-download?id=c445bca183a3d338dc1c5b85a3d484f5' >  
/tmp/seller_brand_review.csv
```

Related Topics

- [Report Service](#)