

Network Analytics

Network Analytics Report

The Network Analytics report can be used to view both buy and sell-side data for a network member:

- Direct advertiser impressions (bought across direct publishers and real-time inventory)
- Direct publishers (sold across direct advertisers and other platform buyers)

To drill down into more granular analytics for a specific advertiser or publisher, see the [Network Advertiser Analytics](#) and [Network Publisher Analytics](#) reports.

For instructions on retrieving a report, see [Report Service](#) or the example below.

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Time Frame

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

- `current_hour`
- `last_hour`
- `today`
- `yesterday`
- `last_48_hours`
- `last_7_days`
- `last_30_days`
- `month_to_date`
- `month_to_yesterday`
- `last_2_days`
- `quarter_to_date`
- `last_month`
- `lifetime`

Data Retention Period

Most data in this report is maintained permanently (exceptions noted below). After:

- 100 days, you are no longer able to report on hourly data. However, daily, monthly and cumulative intervals are still available.
- 14 months, you are no longer able to report on individual:
 - Creatives
 - Placements
 - Brands

In some cases Analytics reports can show delivery that does not match Lifetime [Stats](#) for a given advertiser or publisher. This is due to the way that Analytics reporting data older than 100 days and 14 months are aggregated. The data from Billing reports are kept in non-aggregated form indefinitely.

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](#).

Time ranges including dates occurring greater than 45 days ago

If you create network analytics reports with the `report_interval` set to "lifetime" or "quarter_to_date" (where the end date is greater than 45 days from today), your report (regardless of metrics included) will be added to a special queue for "resource-intensive" reports. As a result, the report may take longer than usual to complete. In addition, these resource-intensive reports may, due to the amount of data being requested, fail before being completed. If your report fails to complete, you will receive a notification. If your report request fails or is deleted, you can:

- rerun the report at a later time.
- use a report type other than `network_analytics`.
- alter the way you structure your reports (if possible) so they do not include dates greater than 45 days ago.

If you are frequently requesting network analytics reports via the API which include dates longer than 45 days ago, you may need to consider caching data and using [Bulk Reporting Feeds](#) or [Log-Level Data \(LLD\) Feeds](#). See our Knowledge-Base article on [Advanced Data Warehousing](#) for more details on how to alter your reports to avoid these issues. (Customer login required)

Dimensions

Some dimensions have attributes. Dimension attributes are a more granular element of data about the parent dimension. If a dimension has attributes, the name of its attributes will appear below it using the following syntax: `dimension_name.attribute_name`.

Column	Type	Group?	Filter?	Example
hour	time	Yes	No	"2010-01-01T06:00:00"
day	time	Yes	No	"2010-01-01"
month	time	Yes	No	"2010-01"
entity_member_id	int	Yes	Yes	123
buyer_member_id	int	Yes	Yes	123

buyer_member_name	string	No	No	"My Ne
buyer_member	string	No	No	"My Ne (123)"
seller_member_id	int	Yes	Yes	456
seller_member_name	string	No	No	"That S
seller_member	string	No	No	"That S (456)"
advertiser_id	int	Yes	Yes	789
advertiser_name	string	No	No	"Verizo Wireles
advertiser	string	Yes	No	"Verizo Wireles
advertiser_code	string	No	No	"Verizo Wireles
advertiser_currency	string	Yes	Yes	"USD"
adjustment_id	int	Yes	Yes	890
adjustment_day	time	Yes	Yes	"2010-(
adjustment_hour	time	Yes	Yes	"2010-(06:00:C
publisher_id	int	Yes	Yes	321

publisher_name	string	No	No	"Newsc
publisher	string	Yes	No	"Newsc (321)"
publisher_code	string	No	No	"Newsc Code"
pub_rule_id	int	Yes	Yes	555
pub_rule_name	string	No	No	"Publis Name"
pub_rule	string	Yes	No	"Publis Name (
pub_rule_code	string	No	No	"Publis Code"
publisher_currency	string	Yes	Yes	"USD"
site_id	int	Yes	Yes	194
site_name	string	No	No	"Site N.
site	string	Yes	No	"Site N. (194)"
site_code	string	No	No	"Site C
pixel_id	int	Yes	Yes	3141
flight	int	Yes	Yes	124785
flight.start_date	datetime	No	No	2017-0 00:00:C EST5E

flight.end_date	datetime	No	No	2017-0 23:00:0 EST5E
flight.booked_impressions_budget_daily	int	No	No	2000
flight.booked_impressions_budget_lifetime	int	No	No	200000
flight.booked_revenue_budget_daily_advertiser_currency	money	No	No	50.00
flight.booked_revenue_budget_lifetime_advertiser_currency	money	No	No	20000.0
placement_id	int	Yes	Yes	456
placement_name	string	No	No	"lvillage 160x60
placement	string	Yes	No	"lvillage 160x60
placement_code	string	No	No	"lvillage
insertion_order_id	int	Yes	Yes	321
insertion_order_name	string	No	No	"Inserti Order"
insertion_order	string	Yes	No	"Inserti (321)"

insertion_order_code	string	No	No	"Inserti Code"
insertion_order.type	string	No	No	"Legac
insertion_order.state	string	No	No	"active'
insertion_order.start_date	timestamp	No	No	2017-0 00:00:C EST5E
insertion_order.end_date	timestamp	No	No	2017-0 23:00:C EST5E
insertion_order. booked_impressions_budget_daily	int	No	No	2000
insertion_order. booked_impressions_budget_lifetime	int	No	No	200000
insertion_order. booked_revenue_budget_daily	money	No	No	200.00
insertion_order. booked_revenue_budget_lifetime	money	No	No	10000.0
insertion_order.billing_code	string	No	No	"E4567
type_for_insertion_order	string	Yes	Yes	"Retarç

salesrep_for_insertion_order	string	Yes	Yes	"Patrici
trafficker_for_insertion_order	string	Yes	Yes	"Georg
external_code	string	Yes	No	"extern
line_item_id	int	Yes	Yes	111
line_item_name	string	No	No	"Defaul Item"
line_item	string	Yes	No	"Defaul Item (1
line_item_code	string	No	No	"Defaul Item Co
line_item.type	string	No	No	"standæ
line_item.status	string	No	No	"active'
line_item.start_date	datetime	No	No	2017-0 00:00:C EST5E

line_item.end_date	datetime	No	No	2017-02-23:00:00:00 EST5E
line_item.booked_impressions_budget_daily	int	No	No	2000
line_item.booked_impressions_budget_lifetime	int	No	No	20000
line_item.booked_revenue_budget_daily_adv_curr	money	No	No	1200.00
line_item.booked_revenue_budget_lifetime_adv_curr	money	No	No	23000.00
line_item.comments	string	No	No	"extends Feb sp
type_for_line_item	string	Yes	Yes	"Brandi
salesrep_for_line_item	string	Yes	Yes	"Patrici
trafficker_for_line_item	string	Yes	Yes	"Georg

campaign_id	int	Yes	Yes	222
campaign_name	string	No	No	"Default Campa
campaign	string	Yes	No	"Default Campa (222)"
campaign_code	string	No	No	"Default Campa Code"
campaign_priority	int	No	No	5
campaign_type	string	Yes	Yes	"House Campa
creative_id	int	Yes	Yes	554

creative_name	string	No	No	"Q1 20 728x90
creative_code	string	No	No	"12655
creative	string	No	No	"Q1 20 728x90
size	string	Yes	Yes	"728x9
brand_id	int	Yes	Yes	3

brand_name	string	No	No	"Ace H.
brand	string	No	No	"Ace H. (3)"
billing_period.start_date	datetime	No	No	"2015- 19:19:5
billing_period.end_date	datetime	No	No	"2015- 19:19:5
billing_period.booked_imps_budget_daily	int	No	No	3500
billing_period.booked_imps_budget_lifetime	int	No	No	300000
billing_period.booked_revenue_budget_daily_buying_currency	money	No	No	250.00

billing_period.booked_revenue_budget_lifetime_buying_currency	money	No	No	2500.0
billing_period.external_code	string	Yes	No	"house"
geo_country	string	Yes	Yes	"US"
geo_country_name	string	No	No	"United"
inventory_class	string	Yes	Yes	"class_ "class_ "class_ "unaud "black"

bid_type

string

Yes

Yes

"Manu:

imp_type_id	int	Yes	Yes	1
imp_type	string	Yes	Yes	"Blank"

buyer_type	string	Yes	Yes	"Real T
seller_type	string	Yes	Yes	"Real T
revenue_type	string	Yes	Yes	"CPA"
revenue_type_id	int	Yes	Yes	4
supply_type	string	Yes	No	"web"
payment_type	string	Yes	Yes	"cpm"
deal_id	int	Yes	Yes	2345
deal_name	string	No	No	"Private buyer 1 floor of

deal	string	No	No	"Private buyer 1 floor of (45)"
deal_code	string	No	No	"Extern deal co
media_type	string	No	No	"Stand: Banner
mediatype_id	int	Yes	Yes	1
media_subtype	object			
media_subtype_id	int			
salesperson_for_advertiser	string	Yes	Yes	"Micha Sellers'

account_manager_for_advertiser	string	Yes	Yes	"Yvonn Summe
advertiser_type	string	Yes	Yes	"Local"
salesperson_for_publisher	string	Yes	Yes	"Brian `
account_manager_for_publisher	string	Yes	Yes	"Ami Fi
user_group_for_campaign	string	Yes	Yes	"Test"
line_item_type	string	Yes	Yes	"Perfor
insertion_order_type	string	Yes	Yes	"Client Insertic
buying_currency	string	Yes	Yes	"EUR"
selling_currency	string	Yes	Yes	"EUR"

imps_filtered_reason_id	int	No	Yes	"3"
imps_filtered_reason	string	No	Yes	"Invalid Domair"
marketplace_clearing_event_id	int	Yes	Yes	2

marketplace_clearing_event_name	string	No	Yes	"Views Standa Display
marketplace_clearing_event	string	No	No	"Views Standa Display

Metrics

Column	Type	Example	Formula
imps	int	2340	imps
imp_requests	int	3245	
imps_blank	int	3	imps_blank
imps_psa	int	5	imps_psa
imps_psa_error	int	0	imps_psa_errc

imps_default_error	int	0	imps_default_
imps_default_bidder	int	0	imps_default_
imps_kept	int	0	imps_kept
imps_resold	int	0	imps_resold
imps_rtb	int	2332	imps_rtb
external_impression	int	0	external_impre
clicks	int	1	clicks
click_thru_pct	double	1.12359550561797%	(clicks / imps)
external_click	int	0	external_click
cost	money	16.833378	cost
cost_including_fees	money	19.281633	cost + serving
revenue	money	25.767257	booked_reven reseller_reven
revenue_including_fees	money	25.767257	revenue - com

booked_revenue	money	25.767257	booked_reven
booked_revenue_adv_curr	money	25.767257	booked_reven
reseller_revenue	money	0	reseller_reven
profit	money	0.084102	revenue - cost
profit_including_fees	money	0.058959	revenue_inclu cost - serving_
commissions	money	0	commissions
cpm	money	1.66051685393258	(cost / imps) x
cpm_including_fees	money	1.94302247191011	(cost_including imps) x 1000
post_click_convs	int	3	post_click_cor
post_click_revenue	money	24.84	post_click_rev
post_view_convs	int	2	post_view_cor
post_view_revenue	money	12.42	post_view_rev
total_convs	int	5	total_convs
convs_per_mm	double	221.877080097625	(total_convs / i 1,000,000
convs_rate	double	0.000221877080097626	total_convs / ir

ctr	double	0.000221877080097626	clicks / imps
rpm	money	2.60548314606741	(revenue / imp
rpm_including_fees	money	2.60548314606741	(revenue_incl imps) x 1000
total_network_rpm	money	2.60548314606741	(revenue / imp
total_publisher_rpm	money	1.66051685393258	(cost / imps) x
sold_network_rpm	double	231.888	(revenue / imp ----- no errors
sold_publisher_rpm	double	147.786	(cost / imps) x no errors
media_cost_pub_curr	money	123.45	cost
ppm	money	0.944966292134831	(profit / imps))
ppm_including_fees	money	0.662460674157303	(profit_includir imps) x 1000
serving_fees	money	0.025143	serving_fees

imps_viewed	int	30,450	imps_viewed
view_measured_imps	int	10,120	view_measure
view_rate	double	58%	view_rate
view_measurement_rate	double	45%	view_measure
cpvm	money	2.25	(media_cost / imps_viewable
imps_master_creative	int	1276	imps_master_
data_costs	money	123.45	data_costs
imps_filtered	int	2024	

avg_bid_reduction	double	18%	
Metrics with local currency support:			
revenue_buying_currency	money	123.45	(booked_revenue reseller_revenue [buying exchange rate])
revenue_selling_currency	money	123.45	(booked_revenue reseller_revenue exchange rate)
booked_revenue_buying_currency	money	123.45	booked_revenue exchange rate
booked_revenue_selling_currency	money	123.45	booked_revenue exchange rate

reseller_revenue_buying_currency	money	123.45	reseller_reven exchange rate
reseller_revenue_selling_currency	money	123.45	reseller_reven exchange rate
cost_buying_currency	money	123.45	cost * [buying rate]
cost_selling_currency	money	123.45	cost * [selling rate]
profit_buying_currency	money	123.45	(revenue - cos exchange rate
profit_selling_currency	money	123.45	(revenue - cos exchange rate

total_network_rpm_buying_currency	money	123.45	(revenue / imp [buying exchai
total_network_rpm_selling_currency	money	123.45	(revenue / imp [selling exchar
cpm_buying_currency	money	123.45	(cost / imps) x [buying exchai
cpm_selling_currency	money	123.45	(cost / imps) x [selling exchar
rpm_buying_currency	money	123.45	(revenue / imp [buying exchai
rpm_selling_currency	money	123.45	(revenue / imp [selling exchar
ppm_buying_currency	money	123.45	(profit / imps) › [buying exchai

ppm_selling_currency	money	123.45	(profit / imps) * [selling exchar
sold_network_rpm_buying_currency	money	123.45	(revenue / imp [buying exchar ----- no errors
sold_network_rpm_selling_currency	money	123.45	(revenue / imp [selling exchar ----- no errors
commissions_buying_currency	money	123.45	commissions * exchange rate
commissions_selling_currency	money	123.45	commissions * exchange rate
serving_fees_buying_currency	money	123.45	serving_fees * exchange rate

serving_fees_selling_currency	money	123.45	serving_fees * exchange rate
data_costs_buying_currency	money	123.45	data_costs * [t exchange rate
data_costs_selling_currency	money	123.45	data_costs * [t exchange rate
marketplace_clearing_event_units	int	23	
marketplace_clearing_events_booked_revenue_cpm	double	2.45	
marketplace_clearing_event_buyer_media_cost_ecpm	double	2.37	

Example

>> 1. Create the JSON-formatted report request

The JSON file should include the `report_type` "network_analytics", as well as the `columns` (dimensions and metrics) and `report_interval`

that you want to retrieve. You can also filters 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 network_analytics

{
  "report":
  {
    "report_type": "network_analytics",
    "columns": [
      "hour",
      "seller_member_name",
      "buyer_member_name",
      "advertiser_name",
      "publisher_name",
      "imps",
      "clicks",
      "total_convs",
      "ctr",
      "convs_rate"
    ],
    "report_interval": "last_48_hours",
    "format": "csv"
  }
}
```

>> 2. POST the request to the Reporting Service

```
$ curl -b cookies -X POST -d @network_analytics 'https://api.appnexus.com/report'
{
  "response": {
    "status": "OK",
    "report_id": "097f59fc3ab7d02c5d60db42081d9b69"
  }
}
```

>> 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
'https://api.appnexus.com/report?id=097f59fc3ab7d02c5d60db42081d9b69'
{
  "response":{
    "status":"OK",
    "report":{
      "name":null,
      "created_on":"2010-05-25 19:19:53",

      "json_request":{"report":{"report_type":"network_analytics","columns":["hour\
","seller_member_name\

","buyer_member_name","advertiser_name","publisher_name","imps","clicks","total_convs\
","ctr","convs_rate"],

      "row_per":["hour","seller_member_id","buyer_member_id","advertiser_id","pub
lisher_id"],
        "report_interval":"last_48_hours"}},
        "url": "report-download?id=b97897a7864dd8f34e7457226c7af592"
      },
      "execution_status":"ready"
    }
  }
}

```

>> 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 previous GET response. When identifying the file that you want to save to, be sure to use the file extension of the "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
'https://api.appnexus.com/report-download?id=b97897a7864dd8f34e7457226c7af592' >
/tmp/network_analytics.csv

```