







Analytics

About Analytics

PubMatic Analytics provides actionable data to make smarter business decisions. With both real-time and historical data and insights you can keep on top of your account health and build strategies for maximizing your ROI.

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Video Learning

	<h3>Guide to Analytics in the Publisher UI</h3> <p>The Analytics section of the Publisher UI provides general metrics, as well as publisher-specific insights. This includes Live Data, which delivers Funnel Analysis, Top Deals, Top Demand Sources, Bid Flow, and more.</p>	
	<h3>Guide to Existing Reports & Report Builder</h3> <p>The Analytics section provides real-time and historical metrics associated with your account. In this walkthrough, we'll cover features that help you customize your metrics by Time/Date Range, Platform, Impression Count, and more.</p>	
	<h3>Guide to the MBC Analytics Dashboard</h3> <p>The Analytics section of the Media Buyer Console (MBC) provides important KPIs and metrics you can review to understand spend, paid impressions, eCPM and more within your account.</p>	

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