

MBC Reporting glossary

This glossary provides a reference for time presets, dimensions, and metric in the Media Buyer Console's Report Builder.

To access the **Report Builder**, select **Analytics > Report Builder**.

Programmatic reports

Programmatic time presets, dimensions, and metrics are described in this section.

Time presets

Programmatic reporting time presets are described in the following table.

Time presets	
Today	View reporting for today only. This preset can't be select when Date is also selected.
Yesterday	Report will generate data for yesterday.
Last 7 Days	Report will generate data for the last 7 days.
Last 30 Days	Report will generate data for the 30 days.
Last Week	Report will generate data for the last week.
This Month	Report will generate data for this month.
Last Month	Report will generate data for last month.
Quarter-to-Date	Report will generate data for this quarter to date.
Custom	Report will generate data based on the time internal you choose.

Dimensions

Programmatic reporting dimensions are described in the following tables.



You can select up to ten dimensions, but only five will display in the report. Dimensions can also be used as filters. This is useful if you don't want to view data for a dimension in a report, but want to use it to filter the values of other dimensions.

Time units	
Date	Date (in the YYYY-MM-DD format) on which an impression was requested.
Hour	Time at which an impression was received. Format is YYYY-MM-DD'THH. This dimension can only be used for records generated in the last 48 hours.
Month	Month (YYYY-MM-format) at which an impression was received.

Ad attributes	
Ad Format	Type of ad associated with the impression (example: video, display).
Ad Size	Size of ad associated with the impression (example: 200x800).

Buyer	
Ad Network (Variant)	Name of the ad network's campaign that monetized the impression.
Advertiser	Name of the advertiser associated with the ad.

Advertiser Domain	Domain name of the advertiser, also referred to as the web address. The domain is identified by the landing page of the impression displayed.
Buyer	Name of the ATD, agency, or buyer associated with the DSP that won the impression.
Campaign	Name of the campaign associated with the ad.
Category	Category of the advertiser.
DSP	Name of the DSP that won the impression.
Publisher	Publisher associated with the impression requests.

General	
Channel	Sale channel through which the impression was won (example, PMP, RTB).
Platform	Platform through which the impression was requested (example: mobile, web).

Geography	
Country	Country from which an impression was requested.

Inventory	
Ad Tag	Name of the ad tag used when an impression was requested.
Cookie Bid	Indicates whether the DSP's cookies were dropped when an impression was requested.
Fold Position (placement)	Fold position associated with the ad tag used when an impression was requested.
Multi-bids	Total number of bid responses for a bid request.
Secure Status	Indicates whether the inventory is secure.
Site	URL of the site from which an impression was requested.

Mobile	
Mobile - Device ID Present	Indicates whether the device ID is present in the impression requests.
Mobile - Device ID Type	Type of device ID on which the impression was generated.
Mobile - Device Type	Type of device on which impression was generated.
Mobile - Geo Source	Source that provided the device's geographic location.
Mobile - Lat/Long	Indicates whether the device's latitude/longitude details were included in the impression request.

Metrics



A note about sampled metrics

The results for certain metrics are estimates based on sampled data, which means our sampling framework looks at a subset of data to return meaningful insights for the larger data set.

In data analysis, sampling is a statistical analysis technique used to analyze a representative subset of data to derive meaningful insights from a larger data set. For example, it's not only extremely costly, but nearly impossible to study a whole population for a survey. However, if we identify an appropriate subset of the population and study them to derive the insight for the overall population, it can work very well.

If you have any questions or concerns, feel free to reach out to your PubMatic customer success manager.

This section provides programmatic metric descriptions.

Viewability metrics	
Measurability %	Percentage of measurable impressions.
Measured impressions	The number of impressions where viewability was measurable.
Total sampled impressions	The number of impressions tracked by PubMatic for viewability.
Viewability %	Percent of viewable impressions.
Viewable impressions	The number of valid impressions that were viewable under the MRC standard. Note: This metric conflicts with the Multi-Bids dimension. If you want to include this metric then you must remove Multi-Bids.

Bid Loss Rate	
Bid loss rate for the Advertiser	Number of lost bids as a percentage of total bids for the advertiser. Formula: $\text{bidLossRateAdv} = (\text{nonZeroBidReceived} - \text{paidImpressions}) * 100 \div \text{nonZeroBidReceived}$
Bid loss rate for the Buyer	Number of lost bids as a percentage of total bids for ATD. Formula: $\text{bidLossRateAtd} = (\text{nonZeroBidReceived} - \text{paidImpressions}) * 100 \div \text{nonZeroBidReceived}$
Bid loss rate for DSP	Number of lost bids as a percentage of total bids for DSP. Formula: $\text{bidLossRateDsp} = (\text{nonZeroBidResponses} - \text{paidImpressions}) * 100 \div \text{nonZeroBidResponses}$

Standard metrics	
Click Through Rate	Effectiveness of an ad based on the number of clicks it received compared to the number of times it was displayed. Formula: $\text{CTR} = (\text{clicks} \div \text{impressions}) \times 100.$ For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.
Clicks	Number of paid impressions that were clicked by the user.
Paid Impressions	Number of impressions won by the demand partner.
Queries Per Second	Total number of queries received per second. This is an estimate based on sampled data.
Spend	Spend generate by an impression request.
Timeout Rate	Rate at which an ad timed out or failed to load. This is an estimate based on sampled data. Formula: $\text{Timeout Rate} = (\text{Number of timeouts} \div \text{Total number of requests to the DSP}) \times 100$
Total Requests	Total number of impressions, including defaulted impressions, sent by the publisher to the PubMatic system.
eCPM	Average CPM (cost per thousand) for the impressions.

Video metrics	
25% View	Count of impressions that completed 25% of the video ad.
50% View	Count of impression that completed 50% of the video ad.
75% View	Count of impression that completed 75% of the video ad.
Completed	Count of completed video ads .
Video Clicks	Video click count.
View Through Rate	Percentage of impressions that completed 100% of the video ad.

Total bids	
Total Bid Responses	Total number of bid responses received by the PubMatic system. This is an estimate based on sampled data.
Total Bid requests for DSP	Total number of bid requests sent by PubMatic to a DSP. This is an estimate based on sampled data.

Non-zero bids

Non-zero bid responses	Number of bids in responses from demand partners that had a non-zero bid value. Indicates bid responses intended to participate in the auction. This is an estimate based on sampled data.
Non-zero bids received	Number of bids in responses from demand partners that had a non-zero bid value. In case of multi-bid responses, each non-zero bid in the response is counted individually.

Average bids

Avg. Bid eCPM for Advertiser	Average CPM of the bid responses associated with an advertiser.
Avg. Bid eCPM for Buyer	Average CPM of the bid responses associated with a buyer.
Avg. Bid eCPM for DSP	Average CPM of the bid responses associated with a DSP. This is an estimate based on sampled data.

Bid rate

Bid rate (%) for Advertiser	Number of non-zero bids received as percentage of bids received. Formula: $(\text{non-zero bids received} \div \text{total bids requests adv}) \times 100$
Bid rate (%) for Buyer	Number of non-zero bids received as percentage of bids received. Formula: $(\text{non-zero bids received} \div \text{total bids requests atd}) \times 100$
Bid rate (%) for DSP	Number of bids responded as % of bid request sent. This is an estimate based on sampled data. Formula: $(\text{non-zero bid responses} / \text{total bid requests}) \times 100$
Bid win rate for Advertiser	As advertiser's paid impressions divided by non-zero bids received, expressed as a percentage. Formula: $(\text{paid impressions} \times 100) / \text{non-zero bids received}$
Bid win rate for Buyer	A buyer's paid impressions divided by non-zero bids received, expressed as a percentage. Formula: $(\text{paid impressions} \times 100) / \text{non-zero bids received}$
Bid win rate for DSP	A DSP's paid impressions divided by non-zero bid responses, expressed as a percentage. This is an estimate based on sampled data. Formula: $(\text{paid impressions} \times 100) / \text{non-zero bid responses}$

Lost bids amount

Lost Bid Amount (Creative Block)	Number of bid responses that lost to the winning bid response in the creative block.
----------------------------------	--

Lost bids count

Lost Bid Count (creative block)	Number of bid responses that did not win the impression because of a creative block.
Lost Bids (auction)	Number of bid responses that did not win the impression (lost to other bid responses from DSPs and ad networks).
Lost Bid (blocklist)	Number of bid responses that did not win the impression because the attributes were either included in the publisher's blocklist or not included in the publisher's allowlist.
Lost Bid (deal allowlisted flag)	Number of bid responses that did not win the impression because the associated Marketplace Deal's allowlist did not include the advertiser associated with the bid.
Lost Bid (floor)	Number of bid responses that did not win the impression because the demand partner's bid value was below the floor set in the Marketplace Rule Manager.

Total lost bids

Total Lost bids for Advertiser	Total number of advertiser bid responses that did not win the impressions.
Total lost bids for Buyer	Total number of buyer bid responses that did not win the impressions.
Total lost bids for DSP	Total number of DSP bid responses that did not win the impressions. This is an estimate based on sampled data.