

Identity Reports



Learn more

- View other [existing](#) reports or [build](#) a custom report.
- Our [reporting glossary](#) contains descriptions of all the dimensions and metrics.

Overview

PubMatic Identity reports were created with specific dimensions and metrics you need for your Identity insights.

Access the Identity reports

1. From the main navigation, select **Analytics > Existing Reports**.
2. To view an Identity report, you can either download it to your computer or have it [emailed](#) to you on a recurring basis. Click the **Actions** menu next to the report you'd like to view.

Report name	Dimensions	Metrics	Date range	Description
Identity DSP Partner Report	<ul style="list-style-type: none">• Date• Identity Partner• IdentityPartnerFlag• DSP• Platform• Ad Format• Browser• PubMaticToDSPCookie• GDPR	<ul style="list-style-type: none">• Bid Request Count• Paid Impressions• Revenue• eCPM	Yesterday	Sampled data-based reporting to provide insights on presence of identity for different partners for DSPs and supporting dimensions.
Identity DSP Report	<ul style="list-style-type: none">• Date• IdentityPartnerFlag• DSP• Platform• Ad Format• Browser• PubMaticToDSPCookie• GDPR	<ul style="list-style-type: none">• Revenue• Bid Request Count• Paid Impressions• eCPM	Yesterday	Sampled data-based reporting to provide insights on presence of identity partners for DSPs and supporting dimensions.
Identity Pub Partner Report	<ul style="list-style-type: none">• Date• Identity Partner• IdentityPartnerFlag• Platform• Ad Format• Browser• PubToPubMaticCookie• GDPR	<ul style="list-style-type: none">• Revenue• Total Requests• Paid Impressions• eCPM• Gross eCPM• Fill Rate	Yesterday	Sampled data-based reporting to provide insights on presence of identity for different partners for publisher and supporting dimensions.
Identity Pub Report	<ul style="list-style-type: none">• Date• IdentityPartnerFlag• Platform• Ad Format• Browser• PubToPubMaticCookie• GDPR	<ul style="list-style-type: none">• Revenue• Total Requests• Paid Impressions• eCPM• Gross eCPM• Fill Rate	Yesterday	Sampled data-based reporting to provide insights on presence of identity for publisher and supporting dimensions.