

# Existing reports

Existing reports are commonly-used analytics reports that we've created and saved in the PubMatic UI for easy access.

## Overview of the UI

To get to the **Reports** listing page from the main navigation menu, select **Analytics > Existing Reports**.

Name	Type	Description
Ad Size Performance	Basic — Scheduled <span>6</span>	Analyze ad size performance by date
Ad Tag Insights	Basic	Analyze ad-tags for each site by date
Advertiser Category Insights	Basic — Scheduled	Analyze advertisers grouped by advertiser category
Advertiser Insights	Basic	Revenue and Lost Bids for Advertisers by category over the past 7 days
Advertiser Opportunity Insights	Basic	View advertisers which are bidding but not winning in each channel
Buyer Insights	Basic	Analyze buyer performance by DSP and advertiser
Channel Breakdown	Basic	Analyze sales channel performance by site and date

1	Search for reports using keywords or an entire report name. Be sure to select the <b>All</b> tab so you're searching all report types.
2	View reports by type: <b>All</b> : Displays all Basic and Advanced reports. <b>Basic</b> : Reports related to general revenue insights. <b>Advanced</b> : Reports that provide insights into both high-performing areas and problem areas. Advanced reports are designed to help you see what's working well and what areas you need to troubleshoot to improve performance. <b>Custom</b> : Reports created by you using the <a href="#">report builder</a> . A custom report is not viewable by anyone but you, unless you <a href="#">share</a> the report.
3	Filter reports type by <b>Scheduled</b> . When this box is checked, only the reports you've <a href="#">scheduled</a> will display.
4	Create a new custom report. Reports you create and save will appear on in the <b>Custom</b> tab.
5	The action menu in this column allows you to <a href="#">create or edit a schedule</a> .
6	This column displays whether a report is <b>Basic</b> , <b>Advanced</b> , or <b>Custom</b> . It also indicate if a report has been <a href="#">scheduled</a> . A red exclamation point will appear if a scheduled report will expire soon. Hover over the exclamation point to renew the schedule.

## Viewing reports

Basic reports provide insights into general revenue insights.



For detailed information:

- [Basic analytics reports](#)
- [Advance analytics reports](#)
- [Custom analytics reports](#)

1. To view a report, navigate to **Analytics > Existing Reports >** and select the report type tab (**All**, **Basic**, **Advanced**, **Custom**).
2. Select the report you want to view.
3. Select the applicable options:

- **View, by, vs:** these drop-down lists are contextual based on the dimensions and metrics included in this report. You can select/deselect from these lists to get a comprehensive look at your data. See [Basic reports](#) and [Advanced reports](#) for a detailed description of each report structure.
- **Chart:** Select a different chart type. See [Analytics chart types](#) for more information.
- **Save:** When you save a report it will be stored in the **Custom** tab of your **Reports** listing page. The report will update with current data each time you open it. For more information, see [Report builder](#).
- **Download:** Select the format type from this drop-down list.

## Schedule and email a report

Existing rReports can be emailed and/or scheduled for automatic email delivery. See [Email a report](#) and [Schedule a report](#) for details.

## How countries are reported

See [How countries are reported](#) for more information on country reporting.

## Why a dimension reports as "Other"



The dimensions listed below will report results as "Other" in reporting if the value does **not** meet the associated threshold for that week. If the dimension value begins reporting more than the threshold revenue for the week, it will then be reported individually (with specific results) starting the following week.

Dimension	Threshold
Advertiser & Advertiser Domain	> \$10 in spend across the PubMatic platform in a week
Site	> \$10 in revenue in a week
Ad Tag	> \$5 in spend in a week

### Example:

Ad Tag Dimension	Revenue per week
1	\$3
2	\$4
3	\$20
4	\$21
5	\$25

the above would be reported as:

Ad Tag Dimension	Revenue per week
3	\$20
4	\$21
5	\$25
Other	\$7

## Basic report descriptions

Basic reports provide insights related to general revenue. This table provides details about the report structure.

Report name	Dimensions	Metrics	Time interval	Description
Ad Size Performance	<ul style="list-style-type: none"> <li>• Ad Size</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid</li> <li>• Impressions</li> <li>• eCPM</li> </ul>	Last 30 days Top 25 by Revenue	This report provides information about the daily performance of the ad sizes.

<b>Ad Tag Insights</b>	<ul style="list-style-type: none"> <li>• Site</li> <li>• Ad Tag</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid</li> <li>• Impressions</li> <li>• eCPM</li> </ul>	Last 30 days Top 25 by Revenue	This report provides information about the daily performance of the ad sizes grouped by their sites.
<b>Advertiser Category Insights</b>	<ul style="list-style-type: none"> <li>• Category</li> <li>• Advertiser</li> </ul>	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Avg. bid eCPM for Advertiser</li> </ul>	Last 7 days Top 25 by Revenue	This report provides information about the performance of the advertiser categories and the advertisers associated with them.
<b>Advertiser Insights</b>	<ul style="list-style-type: none"> <li>• Advertiser</li> <li>• Buyer</li> </ul>	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Avg. bid eCPM for Advertiser</li> </ul>	Last 7 days Top 25 by Revenue	This report provides information about the performance of the advertisers and the buyers associated with them.
<b>Advertiser Opportunity Insights</b>	<ul style="list-style-type: none"> <li>• Advertiser</li> <li>• Channel</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Non-zero bids received</li> <li>• Total lost bids for Advertiser</li> <li>• Bid win rate for Advertiser</li> <li>• Avg. bid eCPM for Advertiser</li> <li>• Lost Bids (Floor)</li> <li>• Lost Bids (Auction)</li> <li>• Lost Bid (Blocklist)</li> </ul>	Last 30 days Top 25 by Total lost bids for Advertiser	This report provides information about the performance of the advertisers and the channels through which they have monetized the impressions.
<b>Buyer Insights</b>	<ul style="list-style-type: none"> <li>• Buyer</li> <li>• DSP</li> <li>• Advertiser</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Bid Rate (%) for DSP</li> <li>• Bid win rate for DSP</li> <li>• Bid win rate for Buyer</li> <li>• Bid win rate for Advertiser</li> <li>• Non-zero bids received</li> </ul>	Last 30 days Top 25 by Revenue	This report provides information about the performance of the buyers and the DSPs and advertisers associated with them.
<b>Channel Breakdown</b>	<ul style="list-style-type: none"> <li>• Channel</li> <li>• Site</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Total Impressions</li> <li>• Paid Impressions</li> <li>• Fill Rate</li> <li>• eCPM</li> </ul>	Last 30 days Top 10 by Revenue	View sales channel performance by site and date.
<b>Daily Revenue Report</b>	<ul style="list-style-type: none"> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	Last 30 days Top 50 by Revenue	This report provides information about the performance of your inventory on a daily basis.
<b>Deal Summary</b>	<ul style="list-style-type: none"> <li>• Deal ID</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Total Impressions</li> </ul>	Last 30 days Top 25 by Revenue	This report provides information about the daily performance of your Marketplace Deals.
<b>Deal Video Error Insights</b>	<ul style="list-style-type: none"> <li>• Date</li> <li>• Ad Tag</li> <li>• Site</li> <li>• Video Error</li> </ul>	<ul style="list-style-type: none"> <li>• Video Error Count</li> </ul>	Last 7 days N/A	Video Error insights for deals.

<b>Deal Video Insights</b>	<ul style="list-style-type: none"> <li>• Date</li> <li>• Site</li> <li>• Ad Tag</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• 25% View</li> <li>• 50% View</li> <li>• Completed</li> <li>• View Through Rate</li> <li>• Video Clicks</li> </ul>	Last 7 days Top 10 by Revenue	Video Quartile Insights for deals.
<b>Demand Insights - Ad Network</b>	Ad Network (Variant)	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Total Impressions</li> <li>• Paid Impressions</li> <li>• Net Passback Impressions</li> <li>• Fill Rate</li> <li>• eCPM</li> </ul>	Last 7 days Top 25 by Revenue	Insights about total impressions consumed by network channel.
<b>Demand Insights - DSP</b>	DSP	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Total Impressions</li> <li>• Paid Impressions</li> <li>• Fill Rate</li> <li>• eCPM</li> </ul>	Last 7 days Top 25 by Revenue	Insights about total impressions consumed by DSP channel.
<b>Demand Sources</b>	<ul style="list-style-type: none"> <li>• DSP</li> <li>• Country</li> <li>• Buyer</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• Fill Rate</li> <li>• eCPM</li> </ul>	Last 7 days Top 10 by Paid Impressions	Top Demand Sources by DSPs.
<b>Desktop-Mobile Breakdown</b>	<ul style="list-style-type: none"> <li>• Platform</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Total Impressions</li> </ul>	Last 30 days Top 10 by Revenue	Analyze platform performance by date.
<b>Detailed Lost Bids Report</b>	<ul style="list-style-type: none"> <li>• DSP</li> <li>• Advertiser</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Total bids requests for DSP</li> <li>• Total lost bids for DSP</li> <li>• Total lost bids for Advertiser</li> <li>• Bid Rate (%) for DSP</li> <li>• Bid win rate for DSP</li> <li>• Bid win rate for Buyer</li> <li>• Bid win rate for Advertiser</li> </ul>	Last 30 days Top 25 by Revenue	Analyze lost bids from DSPs for each advertiser.
<b>Detailed PMP Report</b>	<ul style="list-style-type: none"> <li>• Buyer</li> <li>• Deal</li> <li>• Advertiser</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Non-zero bid responses</li> <li>• Total lost bids for Buyer</li> <li>• Total lost bids for Advertiser</li> <li>• Bid win rate for Buyer</li> <li>• Bid win rate for Advertiser</li> </ul>	Last 30 days Top 25 by Revenue	View PMP publisher bidding activity by deal and advertiser.
<b>Domain Viewability Report</b>	<ul style="list-style-type: none"> <li>• Date</li> <li>• Ad Format</li> <li>• Platform</li> <li>• Inventory Source</li> <li>• DSP</li> </ul>	<ul style="list-style-type: none"> <li>• Total Sampled Impressions</li> <li>• Measured Impressions</li> <li>• Viewable Impressions</li> <li>• Viewability %</li> <li>• Measurability %</li> </ul>	Yesterday	Sampled domain level measurability and viewability scores for your banner and video inventory.

<b>DSP Insights Report</b>	<ul style="list-style-type: none"> <li>• DSP</li> <li>• Ad Tag</li> <li>• Site</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Total Impressions</li> </ul>	<p>Last 7 days</p> <p>Top 100 by Revenue</p>	DSP revenue by Site and Ad Tag over the past 7 days.
<b>DSP Performance Report</b>	<ul style="list-style-type: none"> <li>• DSP</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Total bids requests for DSP</li> <li>• Non-zero bid responses</li> <li>• Non-zero bids received</li> <li>• Bid Rate (%) for DSP</li> <li>• Bid win rate for DSP</li> <li>• Avg. bid eCPM for DSP</li> <li>• Lost Bids (Floor)</li> </ul>	<p>Last 30 days</p> <p>Top 25 by Paid Impressions</p>	Analyze DSP performance by date.
<b>Geography Report</b>	<ul style="list-style-type: none"> <li>• Country</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	<p>Last 30 days</p> <p>Top 25 by Revenue</p>	View inventory performance by country and date.
<b>Identity DSP Partner Report</b>	See <a href="#">Identity reports</a>			
<b>Identity DSP Report</b>	See <a href="#">Identity reports</a>			
<b>Identity Pub Partner Report</b>	See <a href="#">Identity reports</a>			
<b>Identity Pub Report</b>	See <a href="#">Identity reports</a>			
<b>Lost Opportunity Insights Report</b>	Advertiser	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Lost Bids eCPM for Advertiser</li> <li>• Lost Bids Total Amount</li> <li>• Lost Bids Amount (Floor)</li> <li>• Lost Bids Amount (Auction)</li> <li>• Lost Bids eCPM (Auction)</li> <li>• Lost Bids Amount (Block-list)</li> <li>• Lost Bids Amount (Deal White Listed Flag)</li> <li>• Lost Bid Count (Creative Block)</li> <li>• Lost Bid Amount (Creative Block)</li> </ul>	<p>Last 7 days</p>	Lost Bids by category for Advertisers over the past 7 days.
<b>Platform Insights (Mobile)</b>	Platform	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• Fill Rate</li> <li>• eCPM</li> <li>• Clicks</li> <li>• Click Through Rate</li> </ul>	<p>Last 7 days</p>	Mobile Insights by Device and OS.
<b>Section Insights</b>	<ul style="list-style-type: none"> <li>• Section</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	<p>Last 30 days</p> <p>Top 25 by Revenue</p>	View section performance by date.
<b>Site Performance Report</b>	<ul style="list-style-type: none"> <li>• Site</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	<p>Last 30 days</p> <p>Top 25 by Revenue</p>	View site performance by date.

<b>Today's Revenue Report</b>	<ul style="list-style-type: none"> <li>• Site</li> <li>• Hour</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	Today Top 25 by Revenue	View hourly inventory performance by current date.
<b>Top 100 advertisers by Revenue Report</b>	Advertiser	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	Last 7 days Top 100 by Revenue	Top 100 advertisers by revenue over the past 7 days.
<b>Top Advertisers Report</b>	<ul style="list-style-type: none"> <li>• Advertiser</li> <li>• Buyer</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• Total Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Avg. bid eCPM for Advertiser</li> </ul>	Last 7 days Top 25 by Revenue	Top Advertisers by Revenue.
<b>Video Error Insights</b>	Video Error	Video Error Count	Last 7 days	Insight into video error count.
<b>Video Insights</b>	<ul style="list-style-type: none"> <li>• Date</li> <li>• Ad Tag</li> <li>• Site</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• 25% View</li> <li>• 50% View</li> <li>• 75% View</li> <li>• Completed</li> <li>• View Through Rate</li> <li>• Video Clicks</li> </ul>	Last 7 days Top 10 by Revenue	Video Insights.
<b>Video-Banner Breakdown</b>	<ul style="list-style-type: none"> <li>• Ad Format</li> <li>• Date</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Paid Impressions</li> <li>• eCPM</li> </ul>	Last 30 days Top 10 by Revenue	Analyze video and banner performance by date.
<b>Viewability Report</b>	<ul style="list-style-type: none"> <li>• Date</li> <li>• Site</li> <li>• Ad Format</li> <li>• Platform</li> <li>• Deal</li> <li>• DSP</li> <li>• Buyer</li> </ul>	<ul style="list-style-type: none"> <li>• Total Sampled Impressions</li> <li>• Measured Impressions</li> <li>• Viewable Impressions</li> <li>• Viewability %</li> <li>• Measurability %</li> </ul>	Last 7 days	Sampled measurability and viewability scores for your banner and video inventory.
<b>Wrapper Bid Activity Report</b>	See <a href="#">OpenWrap Analytics</a>			
<b>Wrapper Latency Report</b>	See <a href="#">OpenWrap Analytics</a>			
<b>Wrapper Revenue Report</b>	See <a href="#">OpenWrap Analytics</a>			
<b>Wrapper S2S Report</b>	See <a href="#">OpenWrap Analytics</a>			

## Advanced reports

Advanced reports provide insights into both high-performing and problem areas. These reports are designed to help you see what's working well and what areas you need to troubleshoot to improve performance.

Report name	Dimensions	Dimension used as a filter	Metrics	Time Interval Top/Bottom Filter	Description
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<b>Deal Health Report</b>	Deal	Channel	<ul style="list-style-type: none"> <li>eCPM</li> <li>Revenue</li> <li>Fill Rate</li> <li>Non-zero bids received</li> <li>Bid Rate (%) for DSP</li> <li>Bid win rate for Advertiser</li> <li>Lost Bids (Floor)</li> <li>Lost Bids (Auction)</li> <li>Lost Bids (Block-list)</li> <li>Lost Bids (Deal White Listed Flag)</li> </ul>	Last 7 days Top 10 by Revenue	Metrics to help optimize PMP deals.
<b>Deal Visibility Report</b>	<ul style="list-style-type: none"> <li>Date</li> <li>Deal</li> <li>Ad Format</li> <li>Platform</li> <li>Inventory Source</li> <li>DSP</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Total Sampled Impressions</li> <li>Measured Impressions</li> <li>Viewable Impressions</li> <li>Viewability %</li> <li>Measurability %</li> </ul>	Yesterday N/A	Sampled deal level measurability and viewability scores for your banner and video inventory.
<b>Domain Report</b>	See <a href="#">Domain reports</a> .				
<b>Domain Report (includes non-allowlisted domains)</b>	<ul style="list-style-type: none"> <li>Date</li> <li>Site</li> <li>Ad Tag</li> <li>Page URL</li> <li>Campaign</li> <li>Passback Reason</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Total Requests</li> <li>Overall Passback Impressions</li> <li>Paid Impressions</li> <li>Revenue</li> </ul>	Yesterday N/A	Domain report that includes non-allowlisted domains.
<b>eCPM Histogram Report</b>	<ul style="list-style-type: none"> <li>eCPM Bucket</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Paid Impressions</li> <li>Revenue</li> </ul>	Last 7 days N/A	Number of winning bids across eCPM ranges
<b>PubMatic Bid Insights</b>	<ul style="list-style-type: none"> <li>Date</li> <li>Site</li> <li>Ad Tag</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Total Requests</li> <li>PubMatic Bids (Unique)</li> <li>Avg. PubMatic bid eCPM</li> <li>PubMatic Bid Amount</li> <li>Paid Impressions</li> <li>Revenue</li> <li>PubMatic Bid Loss Rate</li> </ul>	Last 7 days Top 10 by Paid Impressions	Server-side and Tracker-side metrics for Header bidding publishers.
<b>Tag Level Viewability Report</b>	<ul style="list-style-type: none"> <li>Date</li> <li>Site</li> <li>Ad Tag</li> <li>Ad Format</li> <li>Platform</li> <li>DSP</li> <li>Buyer</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Total Sampled Impressions</li> <li>Measured Impressions</li> <li>Viewable Impressions</li> <li>Viewability %</li> <li>Measurability %</li> </ul>	Last 7 days N/A	Sampled tag level measurability and viewability scores for your banner and video inventory.

<b>Top Advertiser PMP Opportunities</b>	<ul style="list-style-type: none"> <li>• Advertiser</li> <li>• Buyer</li> </ul>	Channel	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Non-zero bids received</li> <li>• Total lost bids for Advertiser</li> <li>• Bid win rate for Advertiser</li> <li>• Avg. bid eCPM for Advertiser</li> <li>• Lost Bids (Floor)</li> <li>• Lost Bids (Auction)</li> <li>• Lost Bids (Block-list)</li> </ul>	<p>Last 7 days</p> <p>Top 25 by Non-zero bids received</p>	View advertisers with heavy PMP bidding activity.
<b>Top Buyer PMP Opportunities</b>	<ul style="list-style-type: none"> <li>• Buyer</li> <li>• Advertiser</li> </ul>	Channel	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Non-zero bid responses</li> <li>• Non-zero bids received</li> <li>• Total lost bids for Buyer</li> <li>• Total lost bids for Advertiser</li> <li>• Avg. bid eCPM for Buyer</li> <li>• Avg. bid eCPM for Advertiser</li> </ul>	<p>Last 7 days</p> <p>Top 25 by Non-zero bids received</p>	View buyers with heavy PMP bidding activity.
<b>Top Misconfigured Deals</b>	Deal	None	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Bid Rate (%) for DSP</li> </ul>	<p>Yesterday</p> <p>Bottom 25 by Bid Rate (%) for DSP</p>	View deals with extremely low bid rates.
<b>Top Underbidding Deals</b>	Deal	None	<ul style="list-style-type: none"> <li>• Paid Impressions</li> <li>• eCPM</li> <li>• Revenue</li> <li>• Bid win rate for Buyer</li> </ul>	<p>Yesterday</p> <p>Bottom 25 by Bid win rate for Buyer</p>	View deals with extremely low win rates.