XD Reporting Playbook

Deliver The Best Ad To The Right Place At The Perfect Time

ExactDrive™

ExactDrive's self-serve advertising platform delivers online advertising solutions that make it faster and easier to reach more people who are ready to embrace your brand.

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XD Reporting Platform

ExactDrive's New Reporting Platform

ExactDrive's Self-Serve Advertising Platform now offers real-time advertising and campaign reporting. Defaulted by Eastern Standard Time and updated hourly, the advertising and campaign reporting sections display analytics on both an advertiser and campaign level. Impressios, clicks, and conversion data is provided along with creative attribution and transparent domain level analytics.

In short, users are able to easily pull reports at-will for any advertiser or campaign being managed, down to the domain level or performance per creative. Any report pulled is exportable and can be adjusted and branded to the users' needs. This section has been further enhanced to offer interactive charts and graphs.

Analytics Phase One | Core Feature Overview:

- Defaulted by EASTERN STANDARD TIME, updated HOURLY
- Reporting available to clients at both an Advertiser and Campaign level
- Metrics include: Impressions, Clicks, CTR %, Conversions (Post-View + Post Click), eCPC, eCPA, eCPM
- Reports available: General Campaign Report, Creative Attribution Report, Transparent Domain Level Report (Please note: Domain reporting is only stored for 30 days)

Analytics Phase Two (November)| Core Feature Overview:

- Interactive Dashboard
- Campaign Monitor Interactive User Interface

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Available Report Options

The NEW Face of IT & Robust Analytic Reporting

A major advantage of online advertising is the ability to reach a wide audience for a fraction of what it would cost in traditional advertising. Another beneficial element of online advertising is the ability to quickly and accurately measure the performance of online marketing programs. There are several ways to trace, measure and test results, which allows for an easier process to optimize online advertising campaigns and estimate return on investment (ROI).

Advertiser Analytics Report

The Advertiser Analytics Report provides detailed analytical data for *Advertiser* (Client), *Campaign* (Targeting), & *Creative* (Creative Banner) performance based on a specific time period.

- **Individual Performance Report**: Shows individual campaign results as it relates to an advertiser, campaign, or creative
- **Grouped Performance Report**: Also provides the grouping of these components (advertiser, campaign, creative) together, which shows how each perform together
- **Available Date/Time Ranges**: Current Hour, Last Hour, Today, Yesterday, 48 Hours, 2 Days, 7 Days, Month To Date, Quarter to Date, Last Month, Lifetime & Custom
- **Metrics**: Impressions, Clicks, Conversions, CTR %, Conversion Rate, CPM, CPC, CPA & Spend

Site Domain Performance Report

The Site Domain Performance Report provides detailed analytical data as it relates to the performance of domains per Ad that run on a specific Advertiser/Campaign.

- **Domain Filter Capabilities**: Ability to pull specific domain performance as it relates to an Advertiser, Campaign, Targeted Category/Sub-Category & Site Domain
- **Metrics**: Impressions, Clicks, Conversions, CTR %, Conversion Rate, CPM, CPC & CPA
- **Available Date/Time Ranges**: Month to Date, Month to Yesterday, Yesterday, 7 Days and Custom
  *Site Domain Performance Data is only stored on a Rolling 30-Day basis. Historical data older than 30 days is not available.
- **Restricted or Unavailable Domains**: Certain publishers, exchanges, and websites do not provide or allow domain data to be passed onto our Ad Platform. So, when pulling this report, there is a possibility that Impression Total data may be classified as "**Unavailable**."

Advertiser Analytics Report

Performance Components

When running an Analytics Report, a **Performance Metric** can be selected to base the report on and is defined below.

- **Advertiser (Line Item)**: Performance Metric results for a specific Advertiser (client) and/or a specific Campaign for a given Advertiser
- **Campaign**: Performance Metric results as it relates to a specific Advertiser.
- **Creative**: Performance Metric results for how each individual creative performed for a given previously run Advertiser and/or Campaign.
- **Attribution Reporting**: Performance Metric results for how a campaign/creative performed in relation to a specific Advertiser or vice versa.

Performance Metric & Feature Overview

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Reporting Platform Access

UI Overview

ExactDrive's Analytic Dashboard shows reports for Advertisers, Campaigns, Creatives and generates Site Domain performance reports for any campaign.
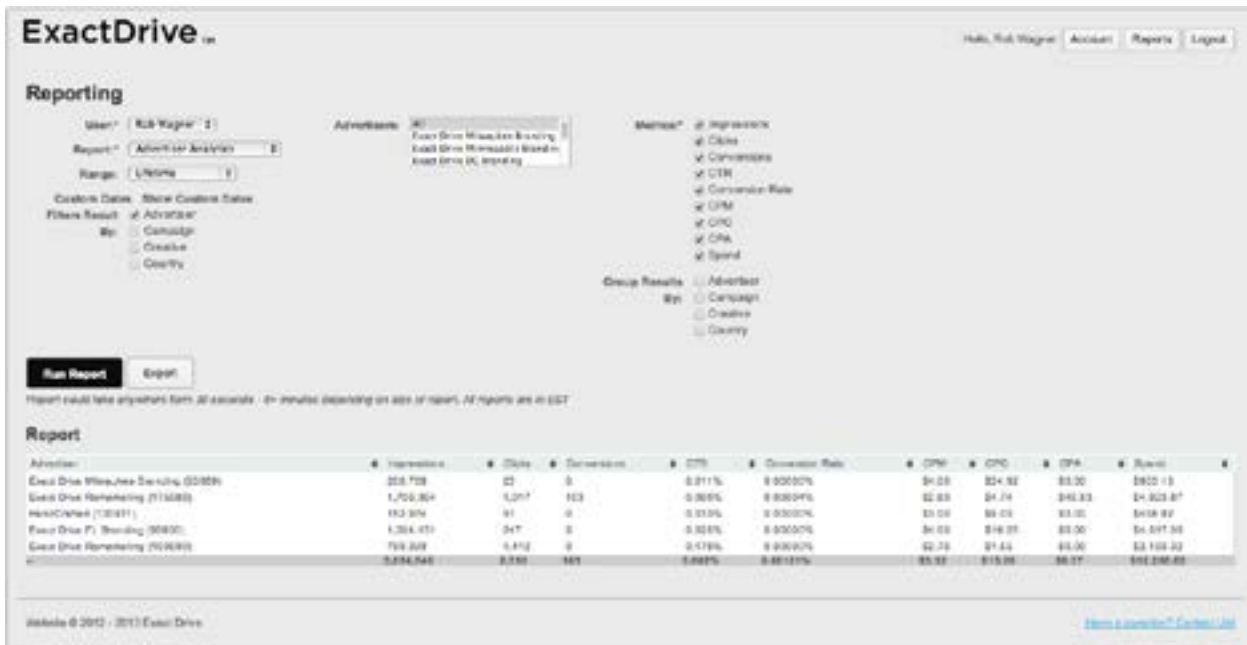
Reporting Platform User Interface:

Reporting Platform Access:

Performance Report Example

The example below shows a lifetime Date Range, Advertiser Filter (Filter Results by) and has 'All' Advertisers selected in the Advertiser Inclusion field.

Reporting Criteria Selections:

Reporting Export Example (.csv):

Advertiser	Impressions	Clicks	Conversions	CTR	Conversion Rate	CPM	CPC	CPA	Spend
Exact Drive Remarketing (175689)	1,701,123	1015	103	6.0%	0.61%	$ 2.83	$ 4.74	$ 46.68	$ 4,808.15
HandCrafted (100971)	152,974	51	0	3.3%	0.00%	$ 3.00	$ 9.00	$ -	$ 458.92
Exact Drive Milwaukee Branding (93689)	200,788	23	0	1.1%	0.00%	$ 4.00	$ 34.92	$ -	$ 803.15
Exact Drive Remarketing (100690)	790,389	1412	0	17.9%	0.00%	$ 2.76	$ 1.55	$ -	$ 2,183.32
Exact Drive FL Branding (95803)	1,004,131	247	0	2.5%	0.00%	$ 4.00	$ 16.26	$ -	$ 4,017.36
...	3,849,405	2748	103	6.2%	0.12%	$ 3.32	$ 13.29	$ 9.34	$ 12,270.90

Advertiser Report Example

The example below includes a 'lifetime' Date Range, **Advertiser/Campaign/ Creative** Filter enabled (Filter Results by) and has 'All' selected for Advertiser/ Campaign/Creative inclusion fields.

Reporting Criteria Selections:

Advertiser Report Example Cont...

Attribution Reporting Export Example (.csv):

Advertiser	Campaign	Creative	Impressions	Clicks	Conversion	CTR	Conversion Rate	CPM	CPC	CPA	Spend
Exact Drive Remarketing (175689)	FB Retargeting (1104385)	ed fb.png (7899553)	112,350	11	10	1.00%	0.89%	$ 3.00	$ 30.64	$ 33.71	$ 337.05
Exact Drive Remarketing (175689)	Remarketing (492831)	YourAdHere_Banner.jpg (1261728)	9,737	6	1	6.20%	1.03%	$ 3.00	$ 4.87	$ 29.21	$ 29.21
Exact Drive Remarketing (175689)	Remarketing (492831)	Billions_Banner.jpg (1261722)	9,720	2	2	2.10%	2.06%	$ 3.00	$ 14.58	$ 14.58	$ 29.16
Exact Drive Remarketing (175689)	Remarketing (492831)	GotAds_Comp_Banner.jpg (1261725)	9,637	1	-	1.00%	0.00%	$ 3.00	$ 28.91	$ -	$ 28.91
Exact Drive Remarketing (175689)	Remarketing (492831)	Billions_Square.jpg (1261723)	3,921	6	6	15.30%	15.30%	$ 3.00	$ 1.96	$ 1.96	$ 11.76
Exact Drive Remarketing (175689)	Remarketing (492831)	YourAdHere_Square.jpg (1261729)	3,882	11	-	28.30%	0.00%	$ 3.00	$ 1.06	$ -	$ 11.65
Exact Drive Remarketing (175689)	FB Retargeting (1104385)	ed fb.png (7899553)	3,795	11	7	29.00%	18.45%	$ 3.00	$ 1.04	$ 1.63	$ 11.39
Exact Drive Remarketing (175689)	FB Retargeting (1104385)	ed fb.png (7899553)	1,354	1	-	7.40%	0.00%	$ 3.00	$ 4.06	$ -	$ 4.06
Exact Drive Remarketing (175689)	Remarketing (492831)	Billions_Tower.jpg (1261724)	1,315	1	1	7.60%	7.61%	$ 3.00	$ 3.95	$ 3.95	$ 3.95
Exact Drive Remarketing (175689)	Remarketing (492831)	YourAdHere_Tower.jpg (1261730)	1,251	1	2	8.00%	15.99%	$ 3.00	$ 3.75	$ 1.88	$ 3.75
			156,962	51	29	10.59%	6.13%	$ 3.00	$ 9.48	$ 8.69	$ 470.89

Dynamic Attribution Report Example(.xlsx):

Row Labels	Values Sum of Impressions	Sum of Clicks	Average of CTR	Sum of Conversions	Average of Conversion Rate	Average of CPC	Average of CPA	Sum of Spend
▼ Exact Drive Remarketing (175689)	20,106	25	0.13%	10	7.98%	$ 3.12	$ 7.40	$ 60.32
▼ Remarketing (492831)	20,106	25	0.13%	10	7.98%	$ 3.12	$ 7.40	$ 60.32
Billions_Square.jpg (1261723)	3,921	6	0.15%	6	15.30%	$ 1.96	$ 1.96	$ 11.76
Billions_Tower.jpg (1261724)	1,315	1	0.08%	1	7.61%	$ 3.95	$ 3.95	$ 3.95
YourAdHere_Banner.jpg (1261728)	9,737	6	0.06%	1	1.03%	$ 4.87	$ 29.21	$ 29.21
YourAdHere_Square.jpg (1261729)	3,882	11	0.28%	-	0.00%	$ 1.06	$ -	$ 11.65
YourAdHere_Tower.jpg (1261730)	1,251	1	0.08%	2	15.99%	$ 3.75	$ 1.88	$ 3.75
▼ Exact Drive Facebook (186849)	117,499	23	0.12%	17	6.45%	$ 11.91	$ 11.78	$ 352.50
▼ FB Retargeting (1104385)	117,499	23	0.12%	17	6.45%	$ 11.91	$ 11.78	$ 352.50
ed fb.png (7899553)	112,350	11	0.01%	10	0.89%	$ 30.64	$ 33.71	$ 337.05
ed fb 2.png (7899553)	3,795	11	0.29%	7	18.45%	$ 1.04	$ 1.63	$ 11.39
ed fb 3.png (7899553)	1,354	1	0.07%	-	0.00%	$ 4.06	$ -	$ 4.06
▼ Exact Drive Categorical (178932)	19,357	3	0.02%	2	1.03%	$ 21.75	$ 7.29	$ 58.07
▼ Remarketing (492831)	19,357	3	0.02%	2	1.03%	$ 21.75	$ 7.29	$ 58.07
Billions_Banner.jpg (1261722)	9,720	2	0.02%	2	2.06%	$ 14.58	$ 14.58	$ 29.16
GotAds_Comp_Banner.jpg (1261725)	9,637	1	0.01%	-	0.00%	$ 28.91	$ -	$ 28.91
Grand Total	156,962	51	0.11%	29	6.13%	$ 9.48	$ 8.69	$ 470.89

Appendix A

Display Targeting Definitions

The Exact Drive Ad Platform enables precise control, so you can easily research, build, manage and execute display advertising campaigns for your clients online advertising campaigns.

Targeting Capabilities

Successful display advertising campaigns can leverage multiple targeting components including:

- **Behavioral Targeting**: Increase click-throughs. Select prospects based on what they actually do online. This technique delivers display ads to audiences who are actively seeking your offerings or have a history of visiting websites of a similar content or topic to your product or service.

- **Categorical Targeting**: Capture attention. Category targeting places display ads on sites that are categorically relevant to your industry and customers' interests. Examples include entertainment, technology, health and travel.

- **Remarketing**: Personalized Advertising. Retargeting drives proven prospects back to your site. It precisely targets users who visit your site, spend time on a specific part of your site, or view/click your banner ads on another site.

- **Search Retargeting**: Target by keyword. Search retargeting targets user audiences based on previous keyword searches they conducted on search engines such as Google, Yahoo & Bing. This strategy provides a great one-two punch by aligning your search engine marketing (SEM) and display advertising.

- **Mobile Adverting**: Extend your reach. Reach your target audience, regardless what device they are on by incorporating a mobile advertising strategy. Target users by behavior, content or even by a specific mobile device.

- **Video Advertising**: Increase Engagement through High Impact Video Advertising. Capture the attention of your target audience through high-impact video advertising. Reach your target audience through in-banner video advertising or leverage our PreRoll video capabilities, which has grown into one most effective video advertising strategies.

- **Facebook Exchange**: Go social. Extend your reach by leveraging our Facebook Exchange Advertising capabilities. Leverage the worlds largest social media platform by advertising on the prestigious Facebook.com domain. Target category sections such as Albums, Events, Pages, Home, Profile, Photos and more!