

# Advertising reports

## Overview

The advertising reports provide comprehensive analytics for banner campaigns, user interactions, and performance metrics within GATE. These reports are categorized under the AD Events group and offer detailed insights into views, clicks, and user engagement patterns.

## Report Categories

### Campaign Performance Reports

These reports focus on campaign-level analytics and overall performance metrics:

| Report Name                                                             | Description                                                        |
|-------------------------------------------------------------------------|--------------------------------------------------------------------|
| <b>Transactions by campaign</b>                                         | Views/Clicks trend analysis by campaign                            |
| <b>Transactions by campaign and banner</b>                              | Views/Clicks trend analysis by campaign and banner                 |
| <b>Transactions by campaign, type and action</b>                        | Views/Clicks trend analysis by campaign and action                 |
| <b>Transactions by campaign, type and page</b>                          | Views/Clicks trend analysis by campaign and page                   |
| <b>Transactions by campaign, type and user's device brand</b>           | Views/Clicks trend analysis by campaign and device brand           |
| <b>Transactions by campaign, banner, type and location</b>              | Views/Clicks trend analysis by campaign, banner and location       |
| <b>Transactions by campaign, type, action and location</b>              | Views/Clicks trend analysis by campaign, action and location       |
| <b>Transactions by campaign, type, action and location group</b>        | Views/Clicks trend analysis by campaign, action and location group |
| <b>Transactions by campaign, type, location and user's device brand</b> | Views/Clicks trend analysis by campaign, location and device brand |

### Banner Performance Reports

These reports provide detailed analytics at the individual banner level:

| Report Name                                                           | Description                                                             |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>Active banners</b>                                                 | Active banner tracking by campaign, page and organization over time     |
| <b>Active banners with Views and Clicks</b>                           | Active banner Views/Clicks by campaign, page and organization over time |
| <b>Transactions by banner</b>                                         | Views/Clicks trend analysis by banner                                   |
| <b>Transactions by banner, type and action</b>                        | Views/Clicks trend analysis by banner and action                        |
| <b>Transactions by banner, type and hour of day</b>                   | Views/Clicks analysis by banner over time                               |
| <b>Transactions by banner, type and page</b>                          | Views/Clicks trend analysis by banner and page                          |
| <b>Transactions by banner, type, action and location</b>              | Views/Clicks trend analysis by banner, action and location              |
| <b>Transactions by banner, type, action and location group</b>        | Views/Clicks trend analysis by banner, action and location group        |
| <b>Transactions by banner, type, location and user's device brand</b> | Views/Clicks trend analysis by banner, location and device brand        |

## User Demographics and Device Reports

These reports analyze user behavior based on demographics and device characteristics:

| Report Name                                                           | Description                                                       |
|-----------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>Transactions by banner, type and user's age (from birthday)</b>    | Views/Clicks analysis by banner and age (from birthday) over time |
| <b>Transactions by banner, type and user's device brand</b>           | Views/Clicks trend analysis by banner and device brand            |
| <b>Transactions by banner, type and user's device type</b>            | Views/Clicks trend analysis by banner and device type             |
| <b>Transactions by banner, type and user's gender</b>                 | Views/Clicks trend analysis by banner and user gender             |
| <b>Transactions by banner, type and user's telephone country code</b> | Views/Clicks trend analysis by banner and telephone country code  |

## General Transaction Reports

These reports provide broad transaction analytics and detailed breakdowns:

| Report Name                            | Description                                   |
|----------------------------------------|-----------------------------------------------|
| <b>Detailed transactions report</b>    | Comprehensive Views/Clicks analysis over time |
| <b>Transactions by type</b>            | General Views/Clicks trend analysis           |
| <b>Transactions by type and action</b> | Views/Clicks trend analysis by action         |

| Report Name                                            | Description                                              |
|--------------------------------------------------------|----------------------------------------------------------|
| <b>Transactions by type, action and location</b>       | Views/Clicks trend analysis by action and location       |
| <b>Transactions by type, action and location group</b> | Views/Clicks trend analysis by action and location group |
| <b>Transactions by page, type and action</b>           | Views/Clicks trend analysis by page and action           |

## Heatmap Reports

These reports provide visual representations of user interaction patterns:

| Report Name                                                | Description                                               |
|------------------------------------------------------------|-----------------------------------------------------------|
| <b>Heatmap - Transactions by Banner and Access Point</b>   | Total Views/Clicks visualization by banner and AP         |
| <b>Heatmap - Transactions by Banner and Location</b>       | Total Views/Clicks visualization by banner and location   |
| <b>Heatmap - Transactions by Campaign and Access Point</b> | Total Views/Clicks visualization by campaign and AP       |
| <b>Heatmap - Transactions by Campaign and Location</b>     | Total Views/Clicks visualization by campaign and location |
| <b>Heatmap - Transactions by Location</b>                  | Total Views/Clicks visualization by location              |

## Key Metrics

All advertising reports track the following primary metrics:

- **Views:** Number of times banners are displayed to users
- **Clicks:** Number of user interactions with banners
- **Trends:** Performance patterns over specified time periods

## Report Group Classification

All advertising reports are classified under the **AD Events** group for easy identification and organization within the GATE reporting system.

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