

M3 REPORTING

The M3 advertising platform includes comprehensive *reporting* capabilities. Paramount in the design of the reporting suite is flexibility. Unlike some advertising platforms where there are a finite number of predefined reports available, the M3 advertising platform allows users to create reports containing information and breakdown thereof as required with no limit.

The screenshot displays the 'Create Report' wizard in the M3 advertising platform. The wizard consists of six steps: 1. Report Template, 2. Other Details, 3. Date Range, 4. Tables and Fields, 5. Standard Fields, and 6. Filter and Options. Step 5, 'Standard Fields', is currently active. This step allows users to choose standard field sections and select specific metrics to include in the report. The 'Choose Standard Field Section' area shows three sections: 'Searches', 'Prov Searches', and 'Imps & Clicks'. Below this is a table with columns: Advertiser Type, Searches, Results %, Results, No Results, Impressions, Clicks, Unchargeable Clicks, Click Spend, and Total Spend. The table shows two rows of data for 'Some text'.

Advertiser Type	Searches	Results %	Results	No Results	Impressions	Clicks	Unchargeable Clicks	Click Spend	Total Spend
Some text	1,452,214	18.5%	1,452,214	1,452,214	1,452,214	1,452,214	1,452,214	£12.34	£12.34
Some text	1,452,214	18.5%	1,452,214	1,452,214	1,452,214	1,452,214	1,452,214	£12.34	£12.34

Reporting

Customisable Dashboard	✓	Reports, graphs and other data in the dashboard can be configured to meet your requirements.
Today's Stats Available	✓	All reporting data is available up to the last hour.
Pre-Defined Templates	✓	Report templates can be used to give users access to pre-defined sets of data. This, in turn, gives a user quick access to such data and allows you to control the information users are able to see dependant on their login type. i.e. template reports developed for advertisers only and the same for publishers.
Automated Emails	✓	The M3 platform can provide scheduled email reporting for all user types.
Advanced Reporting	✓	Advanced reporting fields are available and include: queries, impressions, clicks, spend, fill rate, eCPMi, CTR, ad position and conversion rate. Please contact us for a complete list of our extensive reporting.
Comparative Reports	✓	Compare data between defined time ranges

Hourly Granularity	✓	For limited time ranges, all hourly data since your platform launch will be available in the reporting suite.
Click Level Reporting	✓	Our reporting suite allows you to report down to click level for your chosen date range. An example of some the data you can see is IP, timestamp, referrer and user agent per click

Reports are scheduled on an hourly, daily, weekly, monthly or quarterly basis where relative dates are used. Relative dates are, for example, yesterday, last week or this month. The meaning of these changes over time, unlike absolute dates such as 1st January 2015. There are two fundamental types of reports. These are standard and comparative reports.

Standard reports detail request, impression, click and event information for a given time period. Comparative reports provide change analysis between two periods. For example, a comparative report would show the difference in impressions, clicks and click through rates between the current month and the previous one.

Once they have been defined, reports are generated by a scheduling process which stores the completed report ready for use thereafter. This means that at the start of the month, all monthly reports are prepared overnight and are immediately ready for access when needed.

Reports created through either the web interface or through the web API are handled exactly the same. The report generation process prepares the completed report and stores it ready for access. All reports, however created, can then be inspected and downloaded through the web interface or through the web API.

A complete list of M3 tables and their associated fields can be found in the table below:

NB – Filed names can be changed to be relevant to your particular system if required, i.e. Provider stats can be called 3rd party, backfill, remote feed or any other name required.

TABLES AND FIELDS DIRECTORY

Reports are made up the top level tables, details below first and then you chose from the fields to show the relevant data.

When one of the below tables are selected any relevant tables linked to it will then become available for selection. Such as advertiser selected>campaigns, adgroups and bids will then be visible.

When a table is chosen it will then give you options to show for this table, such as advertiser>advertiser number, advertiser name, address line 1 etc.

This gives the user full disclosure for the details saved against any field and easy access to it via reporting.

Main Tables		
Table Name	Description	Linked Data
Account Type	Description of what account type being reported upon.	Advertiser, publisher, agency, consortia or provider.
Advertiser	Details stored against advertiser record.	Advertiser name, advertiser number, address line 1, 2, 3 and 4, county, contact name, email, telephone, billing company, billing address line 1,2,3 and 4, billing county, billing postcode, billing country, billing contact, billing email, billing telephone, account type, advertiser type, account manager, account manager email, sales reference, refer id, client code, currency name, currency, account credit limit, account budget limit, date created, account daily spend limit, account last spend date, agency discount %, VAT description, VAT reg number, VAT Exemption ref number.

Campaign	Details stored against campaign record.	Campaign name, nielson sector, neilson category, nielson product, campaign daily spend limit, campaign last spend date.
Adgroup	Details stored against adgroup record.	Adgroup name.
Bid	Details stored against bid record.	Bid, bid type, UR suffix.
Beacon	Details stored against beacon record.	Beacon name
Advertiser Type	Gives the payment type of the advertiser	Credit account, budget account or pre-pay account.
Agency	Provides agency name	Agency name
Publisher	Details stored against publisher record.	Publisher number, name, main site URL, address line 1,2,3 and 4, county, postcode, country, contact name, email, telephone, rev share %.
Sub Publisher	Provides sub publisher identifier.	Sub publisher ID.
Site	Details stored in the site table, if completed.	Site URL, site language.
Chargeability	Looks at the ad server data on the clicks chargeability state.	Chargeability.
ChargeabilityAggregation	Aggregates data on chargeability from the ad server.	Chargeability
Click	Details logged against individual clicks.	IP address, click timestamp, request to click interval, request string, refer, user agent, original request timestamp, GUID, click confidence, click confidence threshold, click request identity, click result identity, click advert identity.
Consortium	Provider consortium name	Consortium name.
Copy Size	Details of each copy set	Copy width, copy height.
Currency	Provides details of the currency allocated to the advertiser.	Currency name, currency.
Customisation	Provides details of feed control customisations if set.	Advertiser, campaign, network, publisher, sub publisher and site.
Date	Date of report time range	Date.
Event	Details of any events fired.	IP address, event timestamp, click to event interval, original click timestamp, GUID.
Event Name	Simply the name stored against the event	Name.
GUID	Stored data for a GUID	GUID.
IP Address	Stored data of an IP	IP address.
Keyword	The data stored against the keyword record.	Keyword.
Matching	Which matching option is being considered against the chosen bid.	Matching.
Media Presentation	Description of the media type associated to the media type.	Media presentation.
Media Type	Details of the media type.	Media type.
Network	Name of the network the item is associated to.	Network.
Provider	Data stored against the provider account.	Provider, provider discount %.
Provider Feed	Detailed of the provider feed.	Provider feed, provider feed discount %.
Provider Response	Details of the response received from a provider request.	Response.
Provider Request	Volume of requests sent onto provider being reported upon.	Request.
Provider Timeout	Details of timeout in response from provider.	Timeout.
Excluded Impressions	Details of any impressions excluded from result set, with reason.	Impression.
Channel	Name of the channel/sector/category being reported upon	Channel/sector/category name.
Selection Mode	Confirmation of the section type used to display the advert.	Selection Mode.
Target Browser	Details of the targeted browser set in the item.	Target browser type.
Target Carrier	Details of the carrier targeted in the item.	Target carrier type.
Target Connection	Details of the connection targeted in the item.	Target connection type.
Target Device	Details of the device targeted in the item.	Target device.

Target Device Type	Details of the device type targeted in the item.	Target device type.
Target language	Details of the language targeted in the item.	Target language.
Target Location	Details of the location targeted in the item.	Target location.
Target Market	Details of the top level market (location such as continent or country) targeted in the item.	Target market.
Target Operating System	Details of the operating system targeted in the item.	Target operating system.
User Browser	Details of the browser determined from the user agent string.	User browser.
User Carrier	Details of the carrier determined from the user agent string.	User carrier.
User Connection	Details of the connection type determined from the user agent string.	User connection.
User Device	Details of the device determined from the user agent string.	User device.
User Device Type	Details of the device type determined from the user agent string.	User device type.
User Language	Details of the language determined from the user agent string.	User language.
User Location	Details of the location determined from the user agent string.	User location.
User Market	Details of the market determined from the user agent string.	User market.
User Operating System	Details of the operating system determined from the user agent string.	User operating system.
Zone	Name of the zone used in the request.	Zone.

The next lot of fields are the options to select once you have chosen the table to report on.

Field tables		
Requests Table		
Field Name	Description	Data Derivation
Gross Requests	The number of requests handled by the M3 platform.	Raw data
RequestReturnedResults	The number of requests for which there were one or more results.	RequestCount - RequestNoResults
RequestReturnedResultsPercentage	The number of requests for which there were one or more results as a percentage of the number of requests handled by the M3 platform.	RequestReturnedResults / RequestCount
RequestNoResults	The number of requests for which there were no results.	Raw data
RequestNoResultsPercentage	The number of requests for which there were no results as a percentage of the number of requests handled by the M3 platform.	RequestNoResults / RequestCount
RequestCapacity	The number of adverts requested from the M3 platform. Each request can request one or more adverts. The RequestCapacity is the total number of adverts requested by all request.	Raw data
FilledCapacity	The number of adverts returned by the M3 platform.	Raw data
FilledPercentage	The number of adverts returned by the M3 platform as a percentage of the number of adverts requested from the M3 platform.	FilledCapacity / RequestCapacity
UnusedCapacity	The number of adverts requested from the M3 platform where there was no suitable advert available.	RequestCapacity – FilledCapacity
UnusedPercentage	The number of adverts requested from the M3 platform where there was no suitable advert available as a percentage of the number of adverts requested from the M3 platform.	UnusedCapacity / RequestCapacity

PotentialRequestCount	The number of times that the jsAds capsule was loaded by any web pages.	Raw data
-----------------------	---	----------

Provider Requests		
Field Name	Description	Data Derivation
ProviderRequestCount	The number of requests sent to the provider.	Raw data
ProviderRequestReturnedResults	The number of requests sent to the provider for which there were one or more results.	ProviderRequestCount - ProviderRequestNoResults
ProviderRequestReturnedResultsPercentage	The number of requests sent to the provider for which there were one or more results as a percentage of the number of requests sent to the provider.	ProviderRequestReturnedResults / ProviderRequestCount
ProviderRequestNoResults	The number of requests sent to the provider for which there were no results.	Raw data
ProviderRequestNoResultsPercentage	The number of requests sent to the provider for which there were no results as a percentage of the number of requests sent to the provider.	ProviderRequestNoResults / ProviderRequestCount
ProviderRequestCapacity	The number of adverts requested from the provider. Each request can request one or more adverts. The ProviderRequestCapacity is the total number of adverts requested for all requests.	Raw data
ProviderFilledCapacity	The number of adverts returned by the provider.	Raw data
ProviderFilledPercentage	The number of adverts returned by the provider as a percentage of the number of adverts requested from the provider.	ProviderFilledCapacity / ProviderRequestCapacity
ProviderUnusedCapacity	The number of adverts requested from the provider for which no adverts were returned.	ProviderRequestCapacity – ProviderFilledCapacity
ProviderUnusedPercentage	The number of adverts requested from the provider for which no adverts were returned as a percentage of the number of adverts requested from the provider.	ProviderUnusedCapacity / ProviderRequestCapacity
ProviderNotRequestCount	The number of requests not sent to the provider.	Raw data
ProviderRequestErrorCount	The number of requests sent to the provider for which they returned an error such as a non 200 http response code or where the request timed out.	
ProviderRequestErrorPercentage	The number of requests sent to the provider for which they returned as error such as a not 200 http response code or where the requested timed out as a percentage of the number of requests sent to the provider.	Raw data
AverageRequestTime	The average time taken by the provider to send their response expressed in milliseconds.	Raw data
AverageResponseLength	The average length of response returned by the provider expressed in bytes.	Raw data

Impressions and Clicks		
ImpressionCount	The number of impressions (adverts) shown by the M3 platform.	Raw data
AveragePosition	The average position of impressions shown by the M3 platform.	Raw data
ClickCount	The number of clicks deemed to be chargeable by the M3 platform.	Raw data

UnchargeableClickCount	The number of clicks deemed to be unchargeable by the M3 platform.	Raw data
OverallClickCount	The total number of clicks (both chargeable and unchargeable) handled by the M3 platform.	ClickCount + UnchargeableClickCount
AverageCPM	The average cost per thousand impressions based upon impression spend.	ImpressionSpent / ImpressionCount
AverageDiscountCPM */	The average discounted cost per thousand impressions based upon impression spend.	DiscountImpressionSpent / ImpressionCount
AverageRevenueShareCPM	The average revenue share per thousand impressions based upon impression spend.	ImpressionRevenueShare / IncludedCount
AverageCPC	The average cost per click based upon chargeable clicks and click spend.	ClickSpent / ClickCount
AverageDiscountCPC	The average discounted cost per click based upon chargeable clicks and click spend.	DiscountClickSpent / ClickCount
AverageRevenueShareCPC	The average revenue share per click based upon chargeable clicks and click spend.	RevenueShare / ClickCount
OverallAverageCPC	The average cost per click based upon chargeable and unchargeable clicks and click spend.	ClickSpent / OverallClickCount
OverallAverageDiscountCPC	The average discounted cost per click based upon chargeable and unchargeable clicks and click spend.	ClickDiscountSpent / OverallClickCount
OverallAverageRevenueShareCPC	The average revenue share per click based upon chargeable plus unchargeable clicks and click spend.	ClickRevenueShare / OverallClickCount
RequestCTR	The typical click through rate based upon chargeable clicks and requests handled by the M3 platform.	ClickCount / RequestCount
OverallRequestCTR	The typical click through rate based upon chargeable plus unchargeable clicks and requests handled by the M3 platform.	OverallClickCount / RequestCount
CTR	The typical click through rather based upon chargeable clicks and impressions handled by the M3 platform.	ClickCount / ImpressionCount
OverallCTR	The typical click through rate based upon chargeable plus unchargeable clicks and impressions handled by the M3 platform.	OverallClickCount / ImpressionCount
PreClickCount	The number of pre-clicks (stage one of two stage click process) handled by the M3 platform.	Raw data
ConfirmedClickPercentage	The number of chargeable clicks handled by the M3 platform as a percentage of the number of chargeable plus unchargeable clicks handled by the M3 platform.	ClickCount / PreClickCount

Filtered Clicks		
NotARecentRequestClick		Raw data
RepeatedClick		Raw data
WebServerRejectedClick		Raw data
UnchargeableClick		Raw data
PreClick		Raw data
InternalClick		Raw data
RefererNotSuppliedClick		Raw data
UseragentNotSuppliedClick		Raw data
RefererMismatchClick		Raw data
UseragentMismatchClick		Raw data

IPAddressMistamctClick		Raw data
CookiesDisabledClick		Raw data
NoPositionClick		Raw data
OffScreenClick		Raw data
IntervalClick		Raw data
MaximumWaitClick		Raw data
KnownRobotClick		Raw data
LowConfidenceClick		Raw data

Estimated Provider Impressions and Clicks		
EstimatedProviderImpressionCount	The estimated number of impressions for the provider calculated as the number of impressions handled by the M3 platform multiplied by the recent provider yield percentage calculated over the last three days.	ImpressionCount * EstimatedProviderPercentage
EstimatedProviderClickCount	The estimated number of clicks for the provider calculated as the number of chargeable clicks handled by the M3 platform multiplied by the recent provider yield percentage calculated over the last three days.	ClickCount * EstimatedProviderPercentage
EstimatedProviderChargeableAverageCPC	The estimated average cost per click for the provider calculated as the click spend multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable clicks handled by the M3 platform.	EstimatedProviderClickSpent / ClickCount
EstimatedProviderChargeableAverageDiscountCPC	The estimated average discounted cost per click for the provider calculated as the discounted click spend multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable clicks handled by the M3 platform.	EstimatedProviderDiscountClickSpent / ClickCount
EstimatedProviderChargeableAverageRevenueShareCPC	The estimated average revenue share per click for the provider calculated as the click revenue share multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable clicks handled by the M3 platform.	EstimatedProviderClickRevenueShare / ClickCount
EstimatedProviderOverallAverageCPC	The estimated average cost per click for the provider calculated as the click spend multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable plus unchargeable clicks handled by the M3 platform.	EstimatedProviderClickSpent / OverallClickCount
EstimatedProviderOverallAverageDiscountCPC	The estimated average discounted cost per click for the provider calculated as the discounted click spend multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable plus unchargeable clicks handled by the M3 platform.	EstimatedProviderDiscountClickSpent / OverallClickCount

EstimatedProviderOverallAverageRevenueShareCPC	The estimated average revenue share per click for the provider calculated as the click revenue share multiplied by the recent provider yield percentage calculated over the last three days divided by the number of chargeable plus unchargeable clicks handled by the M3 platform.	EstimatedProviderClickRevenueShare / OverallClickCount
EstimatedProviderRequestCTR	The estimated provider request click through rate against requests.	EstimatedProviderClickCount / RequestCount
EstimatedProviderCTR	The estimated provider request click through rate against impressions	EstimatedProviderClickCount / ImpressionCount

Provider Impressions and Clicks		
ProviderImpressionCount	The number of impressions according to providers.	Raw data
ProviderClickCount	The number of chargeable clicks according to providers.	Raw data
ProviderAverageCPC	The average cost per click based on the net click spend	ProviderClickSpent / ProviderClickCount
ProviderAverageDiscountCPC	The average cost per click based on the discounted click spend	ProviderDiscountClickSpent / ProviderClickCount
ProviderAverageRevenueShareCPC	The average cost per click based on the revenue share spend	ProviderClickRevenueShare / ProviderClickCount
ProviderChargeableAverageCPC	The average cost per click based on the net click spend	ProviderClickSpent / ClickCount
ProviderChargeableAverageDiscountCPC	The average cost per click based on the discounted click spend	ProviderDiscountClickSpent / ClickCount
ProviderChargeableAverageRevenueShareCPC	The average cost per click based on the revenue share spend	ProviderClickRevenueShare / ClickCount
ProviderOverallAverageCPC	The average cost per click based on the overall click total	ProviderClickSpent / OverallClickCount
ProviderOverallAverageDiscountCPC	The average cost per click based on the overall click tally	ProviderDiscountClickSpent / OverallClickCount
ProviderOverallAverageRevenueShareCPC	The average cost per click based on the overall click tally	ProviderClickRevenueShare / OverallClickCount
ProviderOriginalRequestCTR	The click through rate based on the original request volume	ProviderClickCount / RequestCount
ProviderRequestCTR	The click through rate based on the final request volume	ProviderClickCount / ProviderRequestCount
ProviderOriginalOverallRequestCTR	The click through rate based on the overall request volume	OverallClickCount / RequestCount
ProviderOverallRequestCTR	The click through rate based on the final request volume	OverallClickCount / ProviderRequestCount
ProviderOriginalChargeableRequestCTR	The click through rate based on overall request count	ClickCount / RequestCount
ProviderChargeableRequestCTR	The click through rate based on the chargeable request volume	ClickCount / ProviderRequestCount
ProviderCTR	The click through rate based on the net impression count	ProviderClickCount / ImpressionCount
ProviderClickCountDiscrepancy	The difference between the provider clicks recorded and M3 clicks recorded	ClickCount – ProviderClickCount
ProviderClickCountPercentage	The difference in a percentage format	ProviderClickCountDiscrepancy / ClickCount

Events		
EventCount	The number of events handled by the M3 platform.	Raw data

ConversionValue	The sum of conversion values for events handled by the M3 platform.	Raw data
AverageConversionValue	The average conversion value per event for all events handled by the M3 platform.	ConversionValue / EventCount
AverageCostPerEvent	The average cost per event for all events handled by the M3 platform.	EventSpent / EventCount
AverageDiscountCostPerEvent	The average discounted cost per event for all events handled by the M3 platform.	DiscountEventSpent / EventCount
AverageRevenueShareCostPerEvent	The average revenue share per event for all events handled by the M3 platform.	EventRevenueShare / EventCount

Spend		
Spend	Spend values refer to the gross spend of advertisers.	
Discounted Spend	Discount spend values refer to the gross spend of advertisers minus agency discount.	
Revenue Share	Revenue share values refer to the amounts payable to publishers. This is the discount spend less any contra revenue multiplied by the publishers revenue share percentage.	
ImpressionSpent	The sum of the impression prices for the adverts shown by the M3 platform.	Raw data
DiscountImpressionSpent	The sum of the discounted impression prices for the adverts shown by the M3 platform.	Raw data
ImpressionRevenueShare	The sum of the revenue share related to impression prices for the adverts shown by the M3 platform.	Raw data
ClickSpent	The sum of click prices for clicks handled by the M3 platform.	Raw data
DiscountClickSpent	The sum of the discounted click prices for clicks handled by the M3 platform.	Raw data
ClickRevenueShare	The sum of the revenue share related to click prices for clicks handled by the M3 platform.	Raw data
EventSpent	The sum of the event prices for chargeable events handled by the M3 platform.	Raw data
DiscountEventSpent	The sum of the discounted event prices for chargeable events handled by the M3 platform.	Raw data
EventRevenueShare	The sum of the revenue share related to event prices for chargeable event handled by the M3 platform.	Raw data
TotalSpent	The sum total of the impression spend, click spend and event spend.	ImpressionSpent + ClickSpent + EventSpent
DiscountTotalSpent	The sum total of the discounted impression spend, the discounted click spend and the discounted event spend.	DiscountImpressionSpent + DiscountClickSpent + DiscountEventSpent
TotalRevenueShare	The sum total of the impression revenue share, the click revenue share and the event revenue share.	ImpressionRevenueShare + ClickRevenueShare + EventRevenueShare
EstimatedGrossPublisherEarnings	The sum total of the impression spend, advertiser click spend, estimated provider click spend and event spend.	ImpressionSpent + (advertiser)ClickSpent + EstimatedProviderSPent + EventSpent
EstimatedNetPublisherEarnings	The sum total of the discounted impression spend, the discounted click spend and the discounted event spend.	DiscountImpressionSpent + DiscountClickSpent + DiscountEventSpent

EstimatedPublisherEarnings	The sum total of the impression revenue share, the advertiser click revenue share, the estimated provider click revenue share and the event revenue share.	ImpressionRevenueShare + (advertiser)ClickRevenueShare + Estimated + EventRevenueShare
ValidatedGrossPublisherEarnings	The sum total of the impression spend, click spend and event spend.	ImpressionSpent + ClickSpent + EventSpent
ValidatedNetPublisherEarnings	The sum total of the discounted impression spend, the discounted click spend and the discounted event spend.	DiscountImpressionSpent + DiscountClickSpent + DiscountEventSpent
ValidatedPublisherEarnings	The sum total of the impression revenue share, the click revenue share and the event revenue share.	ImpressionRevenueShare + ClickRevenueShare + EventRevenueShare

Estimated Provider Spend		
EstimatedProviderImpressionSpent	Estimated spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	ImpressionSpent * EstimatedProviderPercentage
EstimatedProviderDiscountImpressionSpent	Estimated discounted spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	DiscountImpressionSpent * EstimatedProviderPercentage
EstimatedProviderImpressionRevenueShare	Estimated revenue share using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	ImpressionRevenueShare * EstimatedProviderPercentage
EstimatedProviderClickSpent	Estimated click spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	ClickSpent * EstimatedProviderPercentage
EstimatedProviderDiscountClickSpent	Estimated discounted spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	DiscountClickSpent * EstimatedProviderPercentage
EstimatedProviderClickRevenueShare	Estimated revenue share using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	ClickRevenueShare * EstimatedProviderPercentage
EstimatedProviderTotalSpent	Estimated total spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	EstimatedProviderImpressionSpent + EstimatedProviderClickSpent
EstimatedProviderDiscountTotalSpent	Estimated discounted spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	EstimatedProviderDiscountImpressionSpent + EstimatedProviderDiscountClickSpent
EstimatedProviderTotalRevenueShare	Estimated total revenue share using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	EstimatedProviderImpressionRevenueShare + EstimatedProviderClickRevenueShare
EstimatedProviderPercentage	Estimated percentage spend using internal formula agreed with platform owner on last 28 days' worth of stats received from provider via API	EstimatedProviderDiscountTotalSpent / DiscountTotalSpent

Provider Spend
<p>Provider spend values refer to the gross spend of advertisers being supplied by providers. If the provider does not make this information available, the gross spend value will reflect the discounted spend of advertisers being returned by providers.</p>

Provider discount spend values refer to the amount of money that the providers will pay to the M3 platform in respect of advertisers being supplied by providers.

Provider revenue share values refer to the amount payable to publishers. This is the discount spend less any contra revenue multiplied by the publishers revenue share percentage.

ProviderImpressionSpent	The sum of impression prices according to providers.	Raw data
ProviderDiscountImpressionSpent	The sum of discounted impression prices according to providers.	Raw data
ProviderImpressionRevenueShare	The sum of discounted impression prices according to providers multiplied by the publishers revenue share percentage.	Raw data
ProviderClickSpent	The sum of click prices according to providers.	Raw data
ProviderDiscountClickSpent	The sum of discounted click prices according to providers.	Raw data
ProviderClickRevenueShare	The sum of discounted click prices according to providers multiplied by the publishers revenue share percentage.	Raw data
ProviderTotalSpent	The sum of the provider impression spend and the provider click spend.	ProviderImpressionSpent + ProviderClickSpent
ProviderDiscountTotalSpent	The sum of the provider discounted impression spend and the provider discounted click spend.	ProviderDiscountImpressionSpent + ProviderDiscountClickSpent
ProviderTotalRevenueShare	The sum of the provider impression revenue share and the provider click revenue share.	ProviderImpressionRevenueShare + ProviderClickRevenueShare
ProviderSpentDiscrepancy	The difference between the total spend as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the total spend as reported by the provider based upon impressions and clicks as deemed chargeable by the provider.	TotalSpent – ProviderTotalSpent
ProviderSpentPercentage	The difference between the total spend as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the total spend as reported by the provider based upon impressions and clicks as deemed chargeable by the provider as a percentage of the total spend as calculated by the M3 platform.	ProviderSpentDiscrepancy / TotalSpent
ProviderDiscountSpentDiscrepancy	The difference between the discounted spend as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the discounted spend as reported by the provider based upon impressions and clicks as deemed chargeable by the provider.	DiscountTotalSpent – ProviderDiscountTotalSpent
ProviderDiscountSpentPercentage	The difference between the discounted spend as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the discounted spend as reported by the provider based upon impressions and clicks as deemed chargeable by the provider as a percentage of the discounted spend as calculated by the M3 platform.	ProviderDiscountSpentDiscrepancy / DiscountTotalSpent
ProviderRevenueShareDiscrepancy	The difference between the revenue share as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the revenue share as reported by the provider based upon impressions and clicks as deemed chargeable by the	TotalRevenueShare – ProviderTotalRevenueShare

	provider.	
ProviderRevenueSharePercentage	The difference between the revenue share as calculated by the M3 platform based upon impressions and chargeable clicks handled by the M3 platform and the revenue share as reported by the provider based upon impressions and clicks as deemed chargeable by the provider as a percentage of the revenue share as calculated by the M3 platform.	ProviderRevenueShareDiscrepancy / TotalRevenueShare

eCPM, eCPC and eCPE		
RequestECPM	ECPM based on request spend	TotalSpent / RequestCount
RequestDiscountECPM	ECPM based on discounted request spend	DiscountTotalSpent / RequestCount
RequestRevenueShareECPM	ECPM based on revenue share request spend	TotalRevenueShare / RequestCount
ECPM	Total ECPM	TotalSpent / ImpressionCount
DiscountECPM	ECPM based on discounted spend impression spend	DiscountTotalSpent / ImpressionCount
RevenueShareECPM	ECPM based on revenue share impression spend	TotalRevenueShare / ImpressionCount
ECPC	Total ECPC	TotalSpent / ClickCount
DiscountECPC	ECPC based on discounted click spend	DiscountTotalSpent / ClickCount
RevenueShareECPC	ECPC based on revenue share click spend	TotalRevenueShare / ClickCount
ECPE	Total ECPE	TotalSpent / EventCount
DiscountECPE	ECPC based on discounted event spend	DiscountTotalSpent / EventCount
RevenueShareECPE	ECPC based on event revenue share	TotalRevenueShare / EventCount

Estimated Provider eCPM and eCPC		
EstimatedProviderOriginalRequestECPM	Estimated original request ECPM based on figures from API	EstimatedProviderTotalSpent / RequestCount
EstimatedProviderOriginalRequestDiscountECPM	Estimated original request ECPM based on figures from API	EstimatedProviderDiscountTotalSpent / RequestCount
EstimatedProviderOriginalRequestRevenueShareECPM	Estimated original request ECPM based on figures from API	EstimatedProviderTotalRevenueShare / RequestCount
EstimatedProviderRequestECPM	Estimated provider request ECPM based on figures from API	EstimatedProviderTotalSpent / ProviderRequestCount
EstimatedProviderRequestDiscountECPM	Estimated provider request ECPM based on figures from API	EstimatedProviderDiscountTotalSpent / ProviderRequestCount
EstimatedProviderRequestRevenueShareECPM	Estimated provider request ECPM based on figures from API	EstimatedProviderTotalRevenueShare / ProviderRequestCount
EstimatedProviderECPM	Estimated provider ECPM based on figures from API	EstimatedProviderTotalSpent / ImpressionCount
EstimatedProviderDiscountECPM	Estimated provider discounted ECPM based on figures from API	EstimatedProviderDiscountTotalSpent / ImpressionCount
EstimatedProviderRevenueShareECPM	Estimated provider revenue share ECPM based on figures from API	EstimatedProviderTotalRevenueShare / ImpressionCount
EstimatedProviderECPC	Estimated provider ECPC based on figures from API	EstimatedProviderTotalSpent / ClickCount

EstimatedProviderDiscountECPC	Estimated provider discounted ECPC based on figures from API	EstimatedProviderDiscountTotalSpent / ClickCount
EstimatedProviderRevenueShareECPC	Estimated provider revenue share ECPC based on figures from API	EstimatedProviderTotalRevenueShare / ClickCount
EstimatedProviderOverallECPC	Estimated provider overall ECPC based on figures from API	EstimatedProviderTotalSpent / OverallClickCount
EstimatedProviderOverallDiscountECPC	Estimated provider overall discounted ECPC based on figures from API	EstimatedProviderDiscountTotalSpent / OverallClickCount
EstimatedProviderOverallRevenueShareECPC	Estimated provider overall revenue share ECPC based on figures from API	EstimatedProviderTotalRevenueShare / OverallClickCount

Provider eCPM and eCPC		
ProviderOriginalRequestECPM	ECPM based on original request spent total	ProviderTotalSpent / RequestCount
ProviderOriginalRequestDiscountECPM	ECPM based on original request discount spent total	ProviderDiscountTotalSpent / RequestCount
ProviderOriginalRequestRevenueShareECPM	ECPM based on original request revenue share total	ProviderTotalRevenueShare / RequestCount
ProviderRequestECPM	ECPM based on the request total spent	ProviderTotalSpent / ProviderRequestCount
ProviderRequestDiscountECPM	ECPM based on the request discount total spent	ProviderDiscountTotalSpent / ProviderRequestCount
ProviderRequestRevenueShareECPM	ECPM based on the request revenue spent	ProviderTotalRevenueShare / ProviderRequestCount
ProviderECPM	ECPM based on total spent	ProviderTotalSpent / ImpressionCount
ProviderDiscountECPM	ECPM based on discounted total spent	ProviderDiscountTotalSpent / ImpressionCount
ProviderRevenueShareECPM	ECPM based on revenue share spent	ProviderTotalRevenueShare / ImpressionCount
ProviderECPC	ECPC based on total spent	ProviderTotalSpent / ClickCount
ProviderDiscountECPC	ECPC based on total discounted spent	ProviderDiscountTotalSpent / ClickCount
ProviderRevenueShareECPC	ECPC based on revenue share spend	ProviderTotalRevenueShare / ClickCount
ProviderOverallECPC	ECPC based on overall total spent	ProviderTotalSpent / OverallClickCount
ProviderOverallDiscountECPC	ECPC based on overall discounted spent	ProviderDiscountTotalSpent / OverallClickCount
ProviderOverallRevenueShareECPC	ECPC based on overall revenue share spend	ProviderTotalRevenueShare / OverallClickCount

Earnings		
Earnings	The value the platform owner can expect to earn from the selected data in M3	DiscountTotalSpent – TotalRevenueShare
ProviderEarnings	The value of earning attributed to the selected provider	ProviderDiscountTotalSpent – ProviderTotalRevenueShare
ProviderEarningsDiscrepancy	The difference between the M3 earnings figure calculated and the provider earning supplied,	Earnings – ProviderEarnings
ProviderEarningsPercentage	The difference shown in percentage format	ProviderEarningsDiscrepancy / Earnings