



Publisher Reports Glossary



Here are some key terms for publishers to help fully understand Awin's reporting suite.

General Terms

Amended Date

The date the advertiser made any changes to their previous validations

Amount

The total sale amount of all transactions during a certain period

Click Date

The date the user clicked on the link

Click Reference (click ref)

A tracking reference added to a link to monitor the link's performance

Clicks

Data recorded when a visitor on your site selects one of your linking methods and is then directed to an advertiser site

Commission

The total commission amount of all transactions during a certain period

Commission Group

Used to identify different groups of products or customers that earn different commission rates

Conversion Rate

The percentage of customers you directed to an advertiser site who made a purchase

Earnings Per Click (EPC)

Calculated by dividing your commission within a certain timeframe by the number of clicks generated

ID

A unique number assigned to each advertiser

Impressions

Data recorded when one of your web pages is loaded and a banner is displayed to the visitor. Every time a banner is loaded your impressions count increases

Program

The name of the advertiser

Quantity

The total number of sales generated during a certain period

Transaction Date

The date of purchase for the transaction

Validation Date

The date the advertiser validated the transaction



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Advertiser Performance Report

Assisted Awin (1st)

Sales or leads for which you drove the first click but were not the last referrer or winning publisher

Assisted Other Channels

Sales or leads for which you drove a click but the sale or referral was attributed to another channel

Converted Awin

Sales and leads attributed to you where other Awin publishers were involved in the customer journey

Converted Solo

Sales and leads attributed to you where no other Awin publisher

was involved in the customer journey

No. Products

The number of individual products purchased using your links during a certain period. This is only available for advertisers that have product-level tracking enabled

Sectors

The primary category the advertiser belongs to. The four sectors Awin uses to classify an advertiser are: Finance & Insurance, Retail & Shopping, Telco's & Services, or Travel

Subsectors

The sub-category each advertiser belongs to. Most advertisers will have multiple subsectors

Total Influence

The number of sales and leads for which you have driven a click and either you, another Awin publisher, or another marketing channel won the transaction

Creative Performance Report

Conversion Rate (CR)

Calculated by dividing the total number of sales in certain period by the number of clicks generated

Creative ID

An individual number assigned to each piece of creative

Creative Name

The title given to the piece of creative by the advertiser

Effective Cost Per Thousand Impressions (eCPM)

Is calculated by dividing your commission within a certain timeframe by the number of impressions generated, then multiplying that number by 1000

Preview

A preview of what the creative looks like

Tag Name

A tag assigned by the advertisers, typically used to help categorize the creative by specific topics

Commission Group Performance Report

Comm Group Name

The name given by the advertiser for a specific commission group

Device Performance Report

Average Order Value (AOV)

Calculated by dividing your sale amount within a certain timeframe by the number of sales generated

Device

Type of customer device used

Device OS

Operating system of the customer's device

Transactions Report

Approved

The transaction has been validated and an individual publisher was attributed for the sale

Cleared & Uncleared

All approved transactions

Cleared - Waiting for Awin to pay publisher

The transaction has been approved, the advertiser has paid Awin, and the publisher payment is queued for the next payment date

Declined

The transaction has been validated and an individual publisher was not attributed for the sale

IP Address

The IP address of the user who completed the transaction

Paid to Publisher

Commission already received by publisher

Payment ID

A specific number assigned to each payment

Payment Progress

Used to track payment status of any individual transaction

Pending

The transaction has not yet been validated by the advertiser

Transaction ID

A specific number assigned to each transaction

Uncleared- Waiting for advertiser to pay Awin

The transaction has been approved, but the advertiser has not yet paid Awin

Extracted Reports

pending_commm / confirmed_commm / bonus_commm / total_no / declined_commm

Pending/confirmed/bonus/total/declined commissions

Product_count_pending_no / product_count_confirmed_no / product_count_bonus_no / product_count_total_no / product_count_declined_no

Pending/confirmed/bonus/total/declined number of products sold

pending_no / confirmed_no / bonus_no / total_no / declined_no

Pending/confirmed/bonus/total/declined number of orders

pending_value / confirmed_value / bonus_value / total_value / declined_value

Pending/confirmed/bonus/total/declined revenue