



# *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\_comm / confirmed\_comm / bonus\_comm / total\_no / declined\_comm

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