

## REPORT CENTER

What if you could easily discover cross-channel campaign insights?

### KEY BENEFITS



Analyze holistic performance with a consolidated, cross-channel analytics module that integrates native, custom, and third-party metrics.



Quickly download your reports directly from the platform or have your data delivered via API, email, SFTP, or web query.



Simplify reporting and keep everyone aligned by combining separate reports into a single file and sharing report templates across the team.

### CUSTOM METRICS

Find yourself missing an ROI metric or wanting to create your own engagement rate? Use Custom Metrics to create your own unique measures based on simple equations using other available metrics in Scope. Once created, Custom Metrics are shared across an entire organization and can be used to:

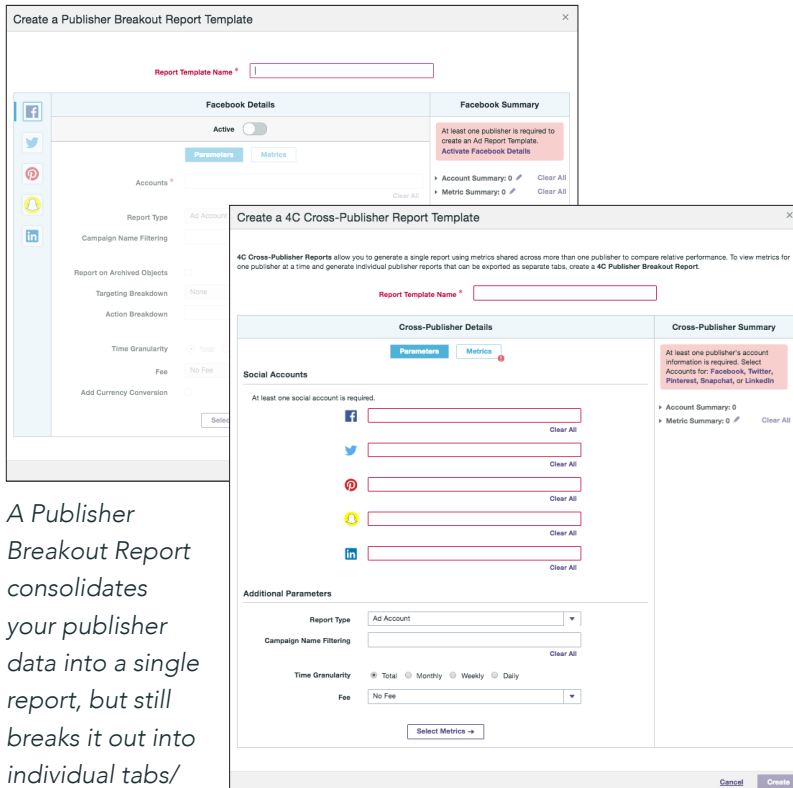
Track KPI performance for your Initiatives in the Pacing Dashboard

Trigger Alerts based on defined thresholds

Make Rules-Based Optimizations that automatically pause, change bids, or change budgets based on a threshold

Easily bulk manage campaign performance by viewing Custom Metrics in Table Settings

# REPORT CENTER



A Publisher Breakout Report consolidates your publisher data into a single report, but still breaks it out into individual tabs/sections.

A Cross-Publisher Report incorporates comparable metrics across publishers and integrates the data into a single, inclusive tab/section. See 4C Help Center for supported metrics.

## CREATING REPORT TEMPLATES

**NAME, ACCOUNTS:** Choose your Report Template Name, select the Ad Account(s) from which you want to pull data.

**ENTITY NAME FILTERING:** You can filter your report using the Entity Name Filtering.

**LABELS FILTERING:** Scope report data to only entities that are associated with specific Labels in your account.

**REPORT ON ARCHIVED OBJECTS:** Facebook, Instagram, Pinterest Only. Pull reporting for campaigns, ad sets/ad groups, or ads that you previously archived/deleted.

**TARGETING/ACTION BREAKDOWN:** Pull data for specific targeting or actions taken on your ads. This will vary depending on the publisher and what reporting they allow.

**TIME GRANULARITY:** Select what you want each row of data to represent.

**FEE:** Add an optional column, or apply fees to all associated cost columns.

**METRICS:** Select the metrics you want to include and organize the order in which you want them to appear.

# REPORT CENTER

The screenshot shows the 'Report Scheduler' interface for user 'LK 360'. At the top, there is a 'Schedule New Delivery' button and a status indicator '0 Delivery Schedules'. Below this is a 'Report Delivery Name' section with 'Cancel' and 'Save' buttons. The main configuration area includes: 'Delivery Name' (text input with 'Report Delivery Name'); 'Static Report Name' (checkbox, currently unchecked); 'Status' (radio buttons for 'Active', 'Paused', and 'Deleted', with 'Active' selected); 'Date Range' (dropdown menu set to 'Yesterday'); 'Delivery Cadence' (dropdown menu set to 'Daily'); 'Delivery Time' (time and zone selector set to '5 AM' and 'UTC'); 'Report Format' (radio buttons for 'Excel' and 'CSV', with 'Excel' selected); 'Delivery Method' (radio buttons for 'Email', 'SFTP', 'Amazon S3', and 'Web Query', with 'Email' selected); and 'Email Addresses' (text input with 'info@4cinsights.com' and a clear button). At the bottom right, there are 'Cancel' and 'Create' buttons.

## SCHEDULING REPORTS

**STATIC REPORT NAME:** If you would like to keep your file name static, check this box. If not, the file name will specify the date range each time the report is delivered.

**DATE RANGE:** Select from a variety of date ranges, including a custom data range for Facebook and Instagram. If Initiative to Date is selected, we will check from the selected start data through the day prior to when your report runs.

**DELIVERY CADENCE:** Daily, Weekly, or Monthly (1st or 4th day of the month).

**DELIVERY DAY:** For Weekly delivery cadences, select the day you would like to receive your report.

**DELIVERY TIME:** Choose what time you would like your report delivered. This is dependent on the account time zone (Pinterest is EST, LinkedIn is PST).

### DELIVERY METHOD & EMAIL ADDRESSES/FILE PATH:

Email – enter email address into Email Addresses field.  
Deliver reports in the form of a CSV or Excel file.

SFTP – enter the required SFTP information and test the connection.

Web Query – enter email address into Email Addresses field.  
For more information, search for Web Queries in the 4C Help Center.

Amazon S3 – select and enter the required information, and test the connection.