



CAMPAIGN LEVEL REPORT

Campaign Name
XXXXXXXXXXXXXXXXXX

Objectives
XXXXXXXXXXXXXXXXXX

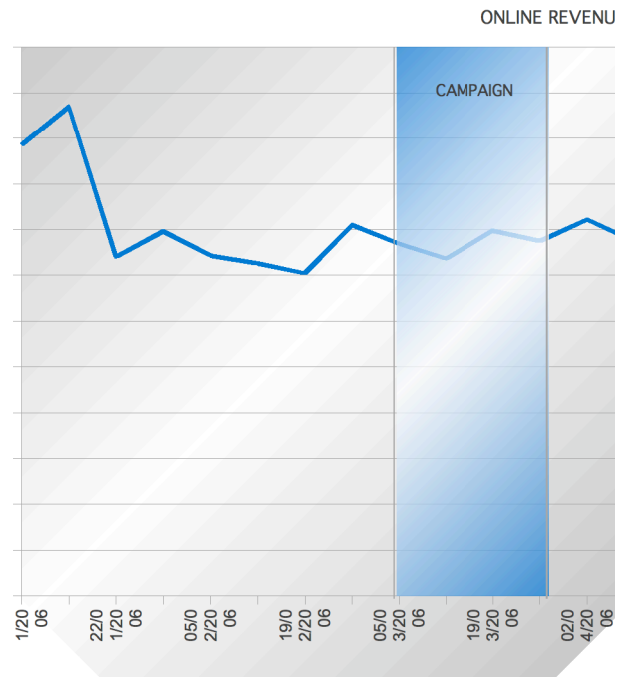
Period
XXXXXXXXXXXXXXXXXX

3rd party sites
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

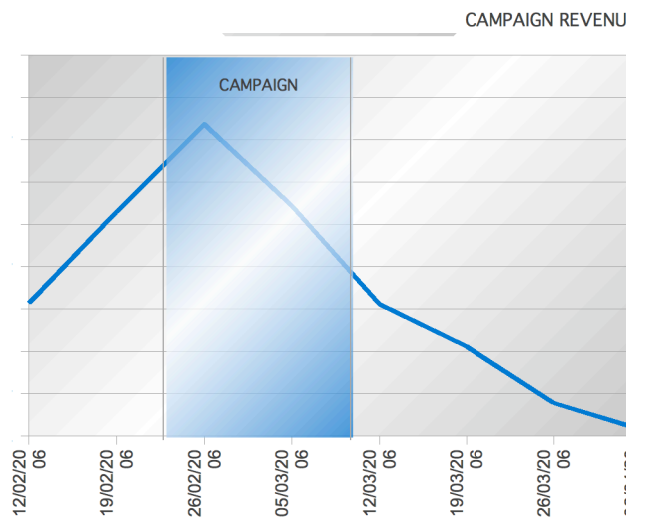
Format used
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Product Legend
Targeted product: XXXXXXXX
Related products: XXXXXXXXXXXX

Overall Campaign Results		CAMPAIGN NAME
Planned Impressions	0	
Delivered Impressions	0	
Clicks	0	
CTR	#VALUE!	
Cost Planned	\$0	
Cost Delivered	\$0	
CPC (on cost planned)	#VALUE!	
CPC (on cost delivered)	#VALUE!	
Orders	0	
Cost Per Order	#VALUE!	
Revenue	\$0	
ROI Index	#VALUE!	
Discrepancy	0	



Targeted product		PRODUCTS BREAKDOWN
Orders	0	
Cost Per Order	#VALUE!	
Revenue	\$0	
ROI	#VALUE!	
Related products		
Orders	0	
Cost Per Order	#VALUE!	
Revenue	\$0	
ROI	#VALUE!	





PUBLISHER LEVEL REPORT

Campaign Name
XXXXXXXXXXXXXXXXXX

Objectives
XXXXXXXXXXXXXXXXXX

Period
XXXXXXXXXXXXXXXXXX

3rd party sites
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Format used
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Product Legend
Targeted product: XXXXXXXX
Related products: XXXXXXXXXXXX

	Site1	Site2	Site3	Site4	Site5	Site6	
Overall Campaign Results	Planned Impressions	0	0	0	0	0	
	Delivered Impressions	0	0	0	0	0	
	Clicks	0	0	0	0	0	
	CTR	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Cost Planned	\$0	\$0	\$0	\$0	\$0	\$0
	Cost Delivered	\$0	\$0	\$0	\$0	\$0	\$0
	CPC (on cost planned)	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	CPC (on cost delivered)	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Orders	0	0	0	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0	\$0	\$0	\$0
	ROI Index	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Discrepancy	0	0	0	0	0	0

	Site1	Site2	Site3	Site4	Site5	Site6
Targeted product	Orders	0	0	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0	\$0	\$0
	ROI	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
Related products	Orders	0	0	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0	\$0	\$0
	ROI	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!



CREATIVE LEVEL REPORT

Campaign Name
XXXXXXXXXXXXXXXXXX

Objectives
XXXXXXXXXXXXXXXXXX

Period
XXXXXXXXXXXXXXXXXX

3rd party sites
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Format used
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Product Legend
Targeted product: XXXXXXXX
Related products: XXXXXXXXXXXX

		Format1	Format2	Format3
Overall Campaign Results	Planned Impressions	0	0	0
	Delivered Impressions	0	0	0
	Clicks	0	0	0
	CTR	#VALUE!	#VALUE!	#VALUE!
	Cost Planned	\$0	\$0	\$0
	Cost Delivered	\$0	\$0	\$0
	CPC (on cost planned)	#VALUE!	#VALUE!	#VALUE!
	CPC (on cost delivered)	#VALUE!	#VALUE!	#VALUE!
	Orders	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0
	ROI Index	#VALUE!	#VALUE!	#VALUE!
	Discrepancy	0	0	0

		Format1	Format2	Format3
Targeted product	Orders	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0
	ROI	#VALUE!	#VALUE!	#VALUE!
Related products	Orders	0	0	0
	Cost Per Order	#VALUE!	#VALUE!	#VALUE!
	Revenue	\$0	\$0	\$0
	ROI	#VALUE!	#VALUE!	#VALUE!



CAMPAIGN POST-ANALYSIS

Campaign Name
XXXXXXXXXXXXXXXXXX

Objectives
XXXXXXXXXXXXXXXXXX

Period
XXXXXXXXXXXXXXXXXX

3rd party sites
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Format used
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Product Legend
Targeted product: XXXXXXXX
Related products: XXXXXXXXXXXX

CAMPAIGN POST-ANALYSIS

Campaign Results based on targeted product sales
+ Use point form

Campaign Results based on Awareness
+ Use point form

Campaign Results based on related products sales
+ Use point form

Campaign Results based on placement
+ Use point form

Campaign Results based on creative
+ Use point form

Key Learnings
+ Use point form

Notes
+ Use point form



REPORTS LEGEND

Campaign Name
XXXXXXXXXXXXXXXXXX

Objectives
XXXXXXXXXXXXXXXXXX

Period
XXXXXXXXXXXXXXXXXX

3rd party sites
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Format used
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Product Legend
Targeted product: XXXXXXXX
Related products: XXXXXXXXXXXX

	DESCRIPTION	APPLICATION
Planned Impressions	Number of impressions planned on contract.	Media Plan
Delivered Impressions	Number of impressions delivered on each placement.	Ad Server
Clicks	Number of clicks on our different placements.	Ad Server
CTR	(Click Through Rate) Clicks/Delivered Impressions	Formula
Cost Planned	Real cost based on our contracts.	Media Plan
Cost Delivered	Value of our placements (if insufficient or over delivery).	Formula
CPC (on cost planned)	(Cost Per Click) Spending/Delivered Impressions.	Formula
CPC (on cost delivered)	(Cost Per Click) Placement value/Delivered Impressions.	Formula
Orders	Total number of orders, including targeted product and related products.	Ad Server
Cost Per Order	Cost/Total orders	Formula
Revenue	Revenue generated by the products sold	Ad Server
ROI Index	$((\text{Revenue}-\text{Cost}) / \text{Cost}) * 100$	Formula
Discrepancy	Clicks given by Ad Server vs. Sites	Ad Server
Targeted product	Product directly promoted by this campaign	Ad Server
Related products	Any other product sold related to this campaign	Ad Server

If near 100 = no discrepancy
 If > 100 = discrepancy, Sites reports less clicks than BlueStreak and may under-estimate Sales, Impressions, etc
 If < 100 = discrepancy, Sites reports more clicks than BlueStreak and may over-estimate Sales, Impressions, etc
 If far for 100, be careful with interpretation