Interactive Reporting in Google Ad Manager

This powerful, user-friendly solution makes it easier than ever to view, compare, and understand data inside **Google Ad Manager.**

Key benefits and capabilities

- **Build and view reports in a single screen.**
- **Generate reports using AI** BETA
- **Analyze your data more efficiently, without having to export reports** to third-party tools.
- Modify your selections and **see the results update instantly.**
- **Get better insights** into your data.
- **Flag and alert** when threshold conditions are met.
- **Sort and organize reports** for a more customized view.
- **Manipulate data** by creating pivot-table summaries.
- **Compare data segments** in the same report.
- Pinpoint reports with **advanced filtering and sorting.**

With a new set of features to filter and sort data more easily, manipulate results, and compare multiple time periods in the same report, you get **better insights without having to export to another tool.**

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- Reach out to support or your Account Manager

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01 Get Started: Understand the basics

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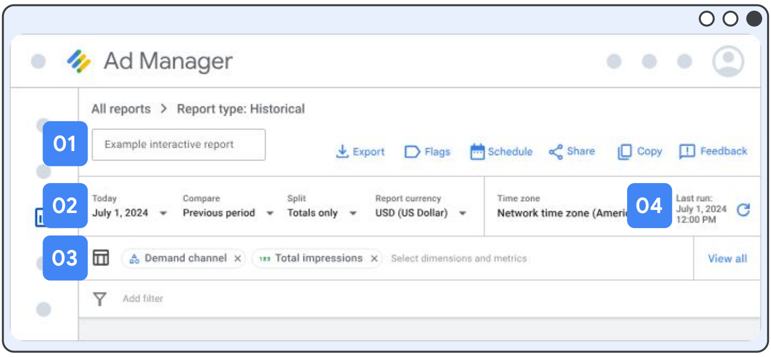
Creating and Saving Reports



01 Enter a name for the report and it will be automatically saved for easy discovery on the Interactive reports page. Unnamed reports save as drafts.

02 Check the **Report Settings**. These include:

- **Date range.** Select options like today, yesterday, last 7 days, last month, etc., or define a custom time range.
- **Compare.** Compare your selected time period against the prior period, the same period last year or a custom defined period.
- **Split.** Select a dimension or time period to present it as a column. If a time period is selected, it will determine how comparison periods are calculated. The number of columns displayed will be capped at 100.
  Example: *selecting "Day" when "Previous period" is selected in the Compare time period dropdown will provide a day-over-day comparison for each metric in the report.*
- **Report currency.** It shows your network's currency by default.
- **Time zone.** Select a time zone for your report. Network and Ad Exchange time zones are available. Network is selected by default.

03 Select **dimensions, metrics, and filters.**

- Click **Select dimensions and metrics,** enter a search term or scroll through the list, and check the box for each dimension or metric you want to include.
- Drag and drop to adjust the order of of your selections (dimensions will always be displayed before metrics).
- Use the **View all** option to show **all available metrics and dimensions.**
- To filter results, such as by "Country," click **Add filter**, then make your selections and click **Apply.**

04 **Report status bar.** Indicates that a report based on the selected settings is in-progress and will be displayed shortly. Report creation begins right after you select your first metric.

Note: If your selection of dimensions and metrics raises compatibility issues, you will get a “Report is invalid” alert. To resolve these, you can click the blue hyperlinked options or the “X” on the specific dimension or metric to remove the field from the report.

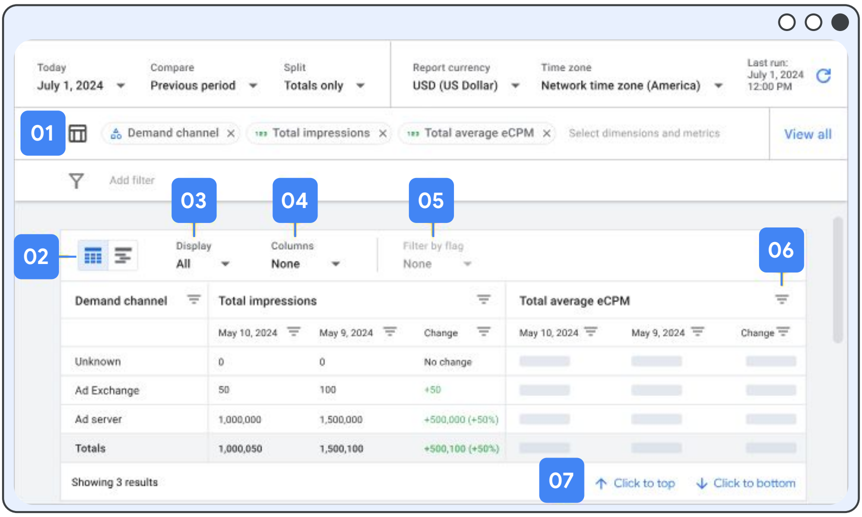
Suggestions: Some dimensions and metrics aren’t yet available in Interactive reports. As we continue to add dimensions and metrics, feel free to provide feedback for those most important to you that aren’t yet available.

01 Get Started: Understand the basics

Interactive Reporting

Refine your data with sorting and filtering

Interactive reporting includes several features to help you manipulate your report's results.



01 **Reorder columns** by dragging dimensions and metrics to the desired order. Dimensions always show before metrics.

02 Select your **table format** by clicking the Flat or Hierarchical icon:

- **Flat.** This view displays columns for each of your selected dimensions and metrics, with rows for all results.
- **Hierarchical.** This spreadsheet view groups report data into a nested tree structure for improved trend visibility, displaying dimensions in a single column and metrics in separate columns. Exported reports, however, always use a flat table structure.

03 **Display top results by rank.** To select an option, such as "Top 5", use the "Display" dropdown.

04 **To show a dimension's values as columns,** under "Columns," click the menu and select a dimension. Note that to select a column dimension, "Split" must be set to "Totals only."

05 **Filter by flags**. Note, to use this option you must have a **flag** set up.

06 **Organize columns** by clicking the and filter, sort, or hide the column. For example, if you added the "Total impressions" metric, you can sort results from highest to lowest.

07 **To jump to the top or bottom rows**, in the lower-right corner, click Click to top or Click to bottom. Scroll up or down to view all rows of the report.

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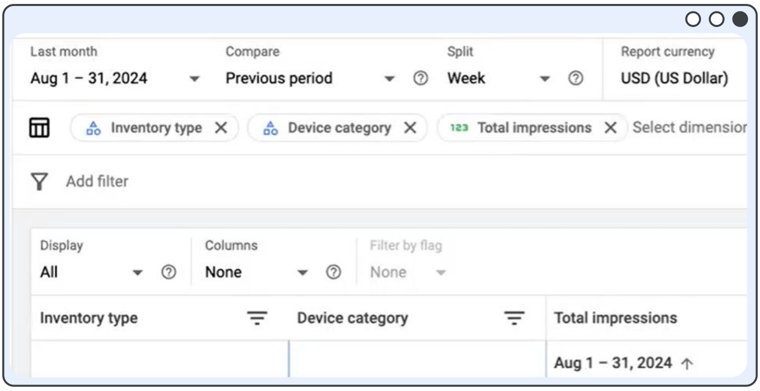
01 Advanced Features: Compare and measure data

Interactive Reporting

Interactive reporting's advanced features empower you to efficiently visualize, compare, and highlight relevant data for better and more informed decision-making.

Time comparisons

Interactive reports offer date range customization and include **time comparison** and **split** features, allowing you to compare your data to previous periods.



01 **Time comparison**. Apply by choosing an option provided under **Compare**:

- **Previous period:** Compare your selected time period to the one before it of the same duration. For example, if your selected time period is "Last 7 days," the previous period compares the 7 days before that.
- **Same period last year:** Compare your selected time period to the same time period last year.
- **Custom period:** Compare your selected time period to a time period you specify.

When you compare time periods, the report includes a "Change" column that shows the difference between the periods. You can filter the column for "Total change values" or "Percent change values."

02 **Time split.** Splits let you **compare data across different time periods** (days, weeks, months, quarters). For example, if you select "Day" under "Split," the results will show for each time comparison as follows:

- **Previous period:** Each day in the report is compared to its previous day.
- **Same period last year:** Each day in the report is compared with the same day in the previous year.
- **Custom period:** Each day in the report is compared to the custom period.

The same rules apply to Week, Month, and Quarter column breakdowns.

Splits are useful for **measuring trends, comparing performance over time, and identifying seasonal patterns**.

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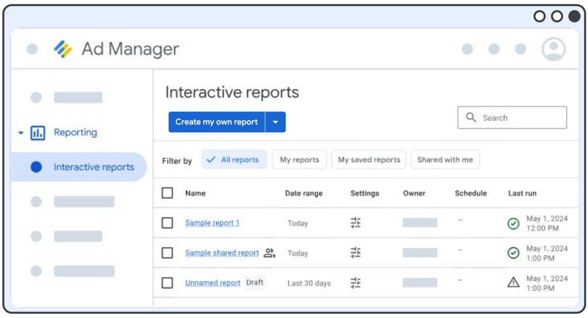
01 Get Started: Understand the basics

Navigating the Interactive Reports Page

The Interactive reports page enables you to **generate new reports** and manage your existing reports, including those **shared with you,** through viewing, searching, deleting, and sorting.



01 To access Interactive Reports, go to **Reporting** > **Interactive reports.**

02 To manually create a new report, click **Create my own report.**

03 **Search for a report.** To search for a saved report, in the search box at the right, enter the name of the report or some keywords from it, and click Enter. The table updates with relevant results. Note: Unnamed draft reports will not be included in the search results.

04 Use the **filter options** to refine your report view: 'All reports' displays everything accessible, 'My reports' shows your creations including drafts, 'My saved reports' excludes drafts, and 'Shared with me' lists view-only reports from others (which you can copy for editing).

05 Overview of the Interactive reports table:

- **Name.** Indicates, along with the report name, if the report is a copy, draft, or shared. Naming drafts improves searchability.
- **Date range.** Shows the date range selected for the report, such as "Last 7 days" or a custom range.
- **Settings.** Shows the report's dimensions, metrics, and date range.
- **Owner.** Shows whether you or someone else created the report. Report owners have edit access, while others have view-only access. If recipients of a shared report need to make changes, they can make a copy of the report.
- **Schedule.** Shows the frequency of a scheduled report.
- **Last run.** Displays the last time the report's results were extracted. Expires after 40 days, but reports can be re-run at any time.

06 **Delete** one or more reports by checking the box next to the name of the report you want to delete. Note that deletion is final and can't be undone.

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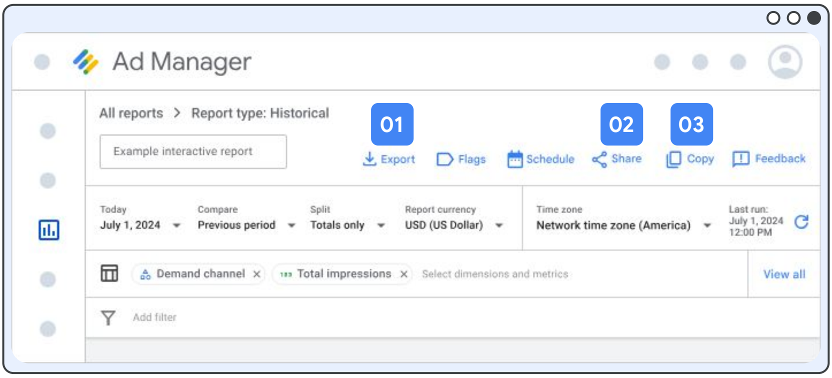
01 Get Started: Understand the basics

Export, share or copy your Interactive report

Interactive reports offer flexibility through export, sharing, and copying: export allows downloads in various file types, sharing enables sending reports to network users, and copying creates customizable versions of shared reports.



01 **Export** a report

- In a report, click **Export.** Currently supported export types include CSV, Google Sheets, and Microsoft Excel.
- Under "Data to include", make your selections.
- Select a **Delivery** method and click **Export.**

Note that exported reports always use the flat table structure.

02 **Share** a report

- You can share reports with anyone on your network that has the reporting permission. Shared reports are view-only for recipients, but they can make a copy for a customizable version.
- **Create** a report or open an **existing** report to share.
- In the report, click **Share** and choose an option:
  - **Selected users:** Share the report only with users you enter or select via menu.
  - **Anyone in my network:** Shares with all users with reporting access in your network.
- **Save.** Note: You will be prompted to name your report if it is untitled.

03 **Copy** a report

- Save time with your report setup by copying an existing report.
- When you copy an existing report, the title adds "Copy of". This can be renamed.
- In **Interactive Reports**, click the name of the report you can to copy.
- In the top-right corner, click **Copy.**
- Update the title of the new report and make other changes as needed.

Questions?

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02

Advanced Features: Compare and measure data

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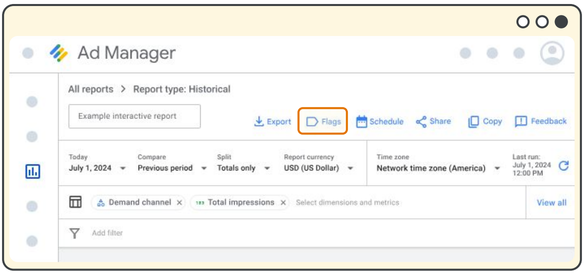
Use flags in your Interactive reports

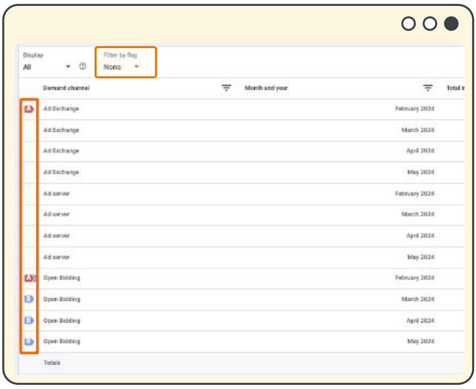
Highlight Key Data with Flags. Set flags based on report metric thresholds (e.g., "Total clicks" < 1,000) to easily identify important data in your reports. Get alerts for flagged rows in scheduled reports. Some useful flags you can add include:

- **Performance benchmarking** (e.g. exceeding or outrunning)
- **Anomaly detection** (e.g. sudden drops or spikes)
- **Client performance or achievements**



Flags are available for all metrics in your Interactive report. To use flags, your report needs at least one metric.

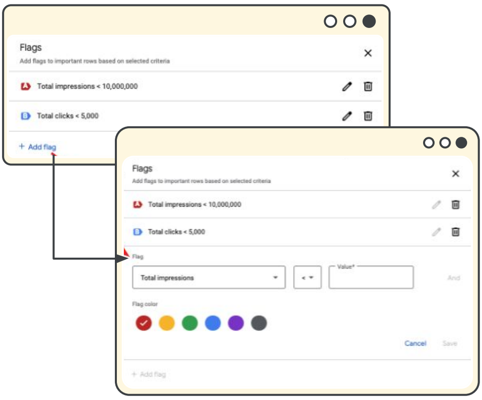
To **create a flag** from an existing or a new report:



01 Click **Flags** and then **Add flag**.

02 On the menu, **select a metric to flag**. Only metrics included in your report show in the menu.

03 (Optional) To add a time comparison or percent change requirement to the flag, on the metric in the menu, click ▸ and make a selection (only available in reports that include a time period comparison).



04 To set the threshold that determines when the flag shows:

- Click ▼ and select an operator.
- Under **Value**, enter a number.

(Optional) To add another threshold, click **And,** then make your selections. Note that if you add multiple thresholds to a flag, the flag will only show if all thresholds are met. You can add multiple flags that activate at different thresholds.

05 Select a color for the flag and **Save.**

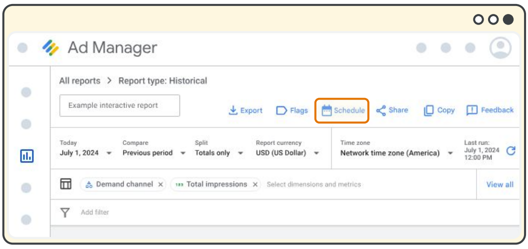
After you set up flags, **you can filter your report results for any flagged rows.**

If you have **scheduled reports, you can set up flags and receive an email notification when the flagged thresholds are met.** For example, for an ad unit report that runs every 6 hours on a specific date range, you can choose to be notified if impressions are <1000 or clicks are greater than or equal to 50.

02 Advanced Features: Compare and measure data

Schedule reports

Set a schedule for your interactive reports and **choose to receive notifications** when they're ready. You can even **opt for alerts only when flags are triggered**, keeping you focused on key insights.



To **schedule a report** (existing or new):

01 Click the **Schedule** icon.

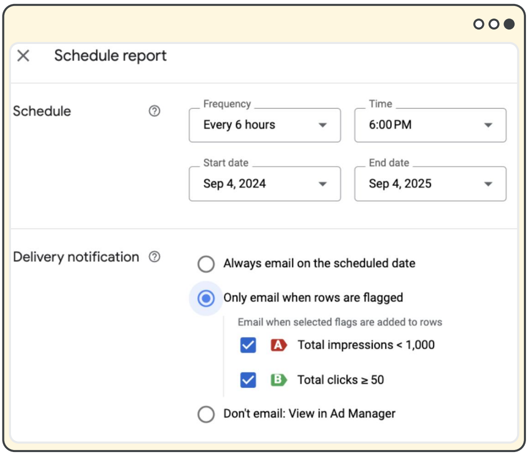
02 Set the **frequency** for running the report.
Tip: *If you choose "Weekly" or "Monthly," you can select the days or dates under "Repeat on."*

03 Set the **start and end dates**. Your report will run automatically from the start date to the end date.

04 Select a **delivery notification option** for your scheduled reports:

- **Always email on the scheduled date**: Receive an email when the scheduled report completes.
- **Only email when rows are flagged**: Receive an email only if the conditions for selected flags are met. Check the boxes for the flags you want to include.
- **Don't email**: No email is sent. View scheduled reports under "Interactive reports."

To cancel a scheduled report, under "Frequency", select None and then Save.



You can select to include an attachment of the scheduled report instance when you get notified via email. This allows you to easily share the report with contacts who may not have reporting permissions within Ad Manager.

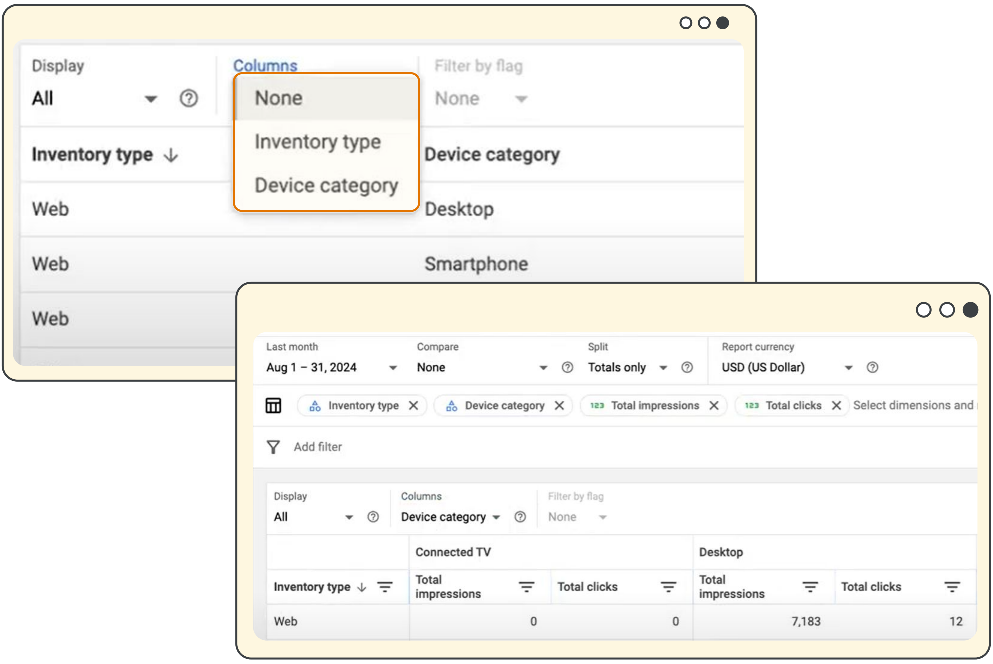
You can view each instance of the scheduled report by clicking **Reports** and then **Interactive reports.**

02 Advanced Features: Compare and measure data

Crosstabs

Crosstabs provide a visual representation of how one dimension intersects with others. By grouping data according to dimension values, you can easily observe related metrics.

To use crosstabs, click **Columns** on a new or existing report and then select a dimension.



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AI-powered report generation BETA

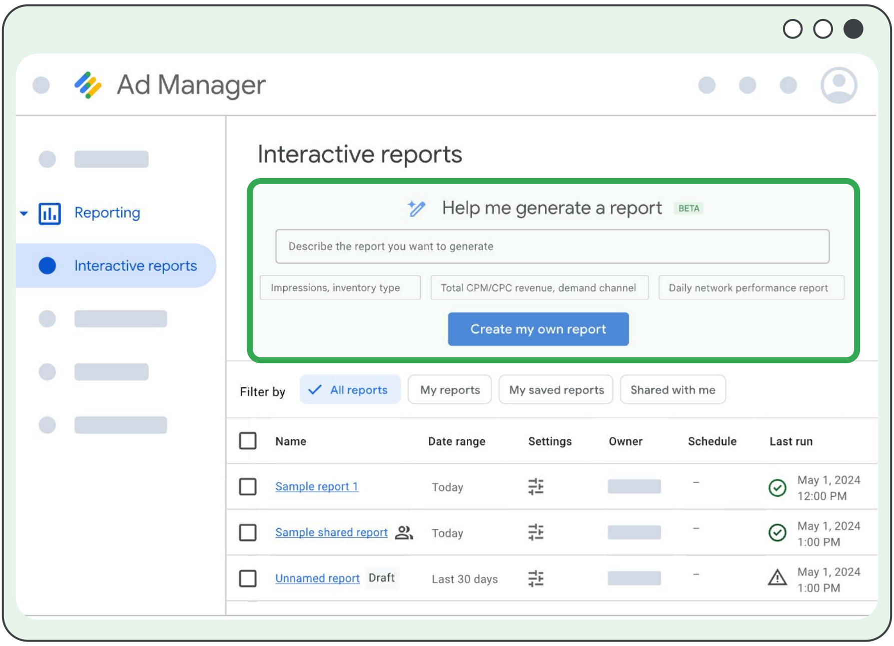
03 Advanced Features: Compare and measure data

AI-powered report generation BETA

Our AI-powered reporting tool helps you **create network reports effortlessly**.

Simply **start typing your requirement**s and the **Google AI will instantly suggest relevant report setups**, along with additional variations. Once the report is created, you can modify its setup and manipulate results.

Prompts can include questions, statements, or even lists of specific dimensions, metrics, sorting options, date comparisons, time splits, and date ranges.



Please review the report to confirm it fulfills your requirements. Avoid including any personal, confidential, or sensitive data, and refer to Google's Terms of Service for further information.

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