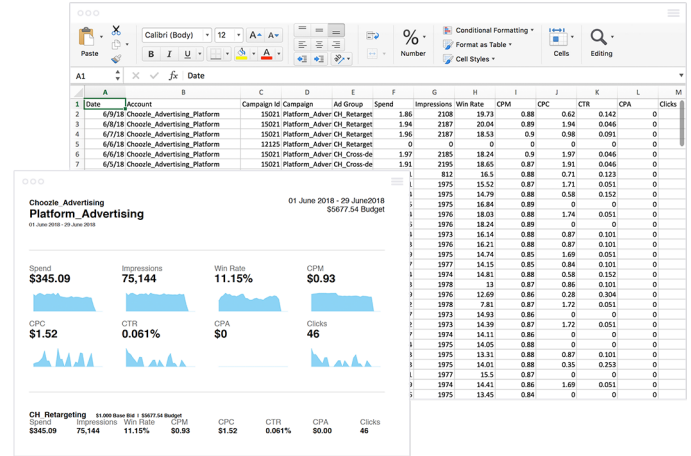


# choozle Reporting

With API, dashboard, and detailed reporting, you have a view into performance at every level of the campaign.

## What Are Choozle's Reporting Capabilities?

Choozle offers API, dashboard, and detailed reporting. You can export reports as PDF or .CSV files for campaigns and ad groups. Metrics include clicks, spend, impressions, win rate, cost per thousand impressions (CPM), click-through rate (CTR), and cost per acquisition (CPA). Detailed reports include metrics on creative assets, site, and data performance.



## How It Works



### Detailed Reports

Downloadable Detailed reports provide performance insights into the following:

- Ad groups
- Creative assets
- Sites
- Ad formats
- Contextual categories
- Dates
- Third-party data
- Cross-device targeting



### API Reporting

Choozle offers an API for campaign reporting and can transfer your data to third-party reporting tools.



### Dashboard Reporting

Our campaigns dashboard visualizes your campaign and ad group's performances. Key metrics include spend, impressions, CTR, and CPA. Pacing indicates if the campaign budget is being used efficiently and the campaign is spending the full budget. The real-time feedback from the dashboard offers insight into when and where optimizations can be made to improve performance.



### Notes & Best Practices

For more information on optimization, watch [Optimizing the Campaign on Choozle Academy](#) or read [Optimizing Campaign Performance](#) in the Choozle Support Center.