

# Detailed Reporting

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

## What are Chooze's reporting capabilities?



Chooze offers API, dashboard, detailed, and downloadable reporting. You can export reports as PDF, PNG visualizations, and 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, geolocation, and data performance.

## How It Works



### Detailed Reports

**Detailed Reports** provide more and deeper data in near-real-time, removing the need to download Excel documents for comprehensive data. Viewable within the 'Action' button on campaigns and ad groups, users will be directed to in-depth and expanded reporting across many key data points, such as top performing creative, sites, geolocation, browser, device type, etc.



### 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 near-real-time feedback from the dashboard offers insight into when and where optimizations can be made to improve performance.



### Pivot Reports

Download Pivot Reports for in-depth data on campaign and ad group details. Each tab of the pivot reports offers insights into the campaign performance based on the different variables, including creative, site, and others.



### API Reporting

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

## Notes & Best Practices

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