

Standardized Data Feeds

What is it?

To get an even more granular view into your delivery and/or attribution, we've made it easy to set up standardized data transfers so you can keep track of where every ad dollar goes.

How does it work?

By working with your CS & Technical Operations representatives, you can designate the delivery method and reporting cadence of your choosing from the options provided in this guide. You can find supported report types on page two.

Delivery Methods

Madhive currently only supports Cloud based standardized reporting feeds. This includes through an S3 bucket or GCS Bucket.

Amazon S3 Bucket

- + Recipient can grant write permissions to our AWS IAM user for S3 buckets:
 - + AWS IAM User: arn:aws:iam::246531558033:user/madhive-reporter
- + Recipients can also use the the AWS “assume role”.
 - + In this case, the permission must be granted to the AWS IAM user, followed by providing the data feed API call which role needs to be assumed.
 - + AWS IAM User: arn:aws:iam::246531558033:user/madhive-reporter
- + Clients can optionally specify a path to put files on, but must make sure to provide permissions for it.

Google Cloud Storage

- + Recipients can request a new GCS bucket created on the Madhive side to store and deliver to.
 - + Madhive must be provided with email(s)/service account email(s) that will be accessing this bucket.

Pricing

Check in with your CS representative for the most up to date pricing.





Report Types

The following are the three report types that Madhive currently offers. See Example Schema for metrics and dimensions that can be selected during the initial setup alongside your CS representative.

Aggregate Report

Use Case:

The aggregate feed is meant to track high level sum of impressions broken out by dimensions.

Includes:

- + Data broken out by date with impression and completion count.
- + Set of grouped delivery dimensions and counts per metric (impressions, quartiles, vcr)
- + 'date_et' as the most granular time-based dimension

Does Not Include:

- + Deeper level aggregation such as DMA, Postal, etc.
- + IP, hashed-IP, timestamp or event IDs (impression_tx or beacon_tx)

Cadence:

- + daily, last 3 days
- + weekly, last 7 days
- + monthly, last 31 days

Notes:

- + Recommended to be sent on a rolling 3-day basis

Impression Report

Use Case:

The impression feed is meant to track impressions delivered at a transaction level.

Includes:

- + Every impression record, and associated dimensions
- + Identifiers such as hashed_ip and device_ifa
- + Event records like 'tx value' as well as timestamps

Does Not Include:

- + Ability to change options for Dimensions, Metrics, and Filters.
- + Additional fields (audience/segment information).

Cadence:

- + Recommended to deliver daily

Notes:

- + Typically the preferred format for 3rd-party BI tools (Tableau, Tapclicks, Burt)
- + This feed is necessary to calculate Reach and Frequency.

Attribution Report

Use Case:

The attribution feed is meant to track conversion related information.

Includes:

- + Multi-touch Attribution
- + Both conversions and attributed impression(s)
 - + Timestamps for both events
- + Attributed impression with date/timestamp

Does Not Include:

- + Impression related metrics (such as DMA, device type, etc).

Cadence:

- + Daily, includes last 3 days of conversions, and a 30 day look-back window of impressions

Notes:

- + Recipients can calculate last touch and multi touch conversions.
- + Attribution window required: Capture the preferred attribution window (e.g. 7 days, 30 days)
- + Conversion: 'days to conversion' is a default dimension of this report (it is the difference between imp_date & conv_date expressed as number of days)
- + This feed is sent in conversion time (beacon_time)