dooh buyer's guide
dsp reporting matrix

This matrix outlines the level of reporting available within the DSP or via third parties as part of the DSP service.

Legend:
- Yes, standard within platform (green)
- On request from DSP (yellow)
- Not available (red)
- Click for more information

dsp		the trade desk	hivestack	yahoo	vistar	blis	broadsign
delivery	plays	Yes	Yes	Yes	Yes	Yes	Yes
	impressions	Yes	Yes	Yes	Yes	Yes	Yes
	impression multiplier	On request	Yes	Yes	Yes	On request	Yes
	pacing indicator	Yes	Yes	Yes	Yes	Yes	Yes
	bid requests / responses / won	Yes	On request	Yes	Yes	Yes	Yes
location	postcode	Yes	Yes	Yes	Yes	Yes	Yes
	latitude / longitude	On request	Yes	Yes	Yes	On request	Yes
	city / region	Yes	Yes	Yes	Yes	Yes	Yes
inventory	ssp	Yes	Yes	Yes	Yes	Yes	Yes
	frame id	Yes	Yes	Yes	Yes	Yes	Yes
	screen name		Yes	Yes	Yes	On request	Yes
	publisher	Yes	Yes	Yes	Yes	Yes	Yes
	active panels	Yes	On request	Yes	Yes	On request	Yes
	venue type	Yes	Yes	Yes	Yes	On request	Yes
troubleshooting, verification & campaign measurement	loss reasons / troubleshooting	Yes		Yes	Yes	On request	
	proof of play data (timestamped data down to the specific time of play)	On request			Yes	On request	Yes
	verification					On request	
	Types of measurement accessible through DSP or additional service						

please open in adobe acrobat to access interactive features.