

PPCmate

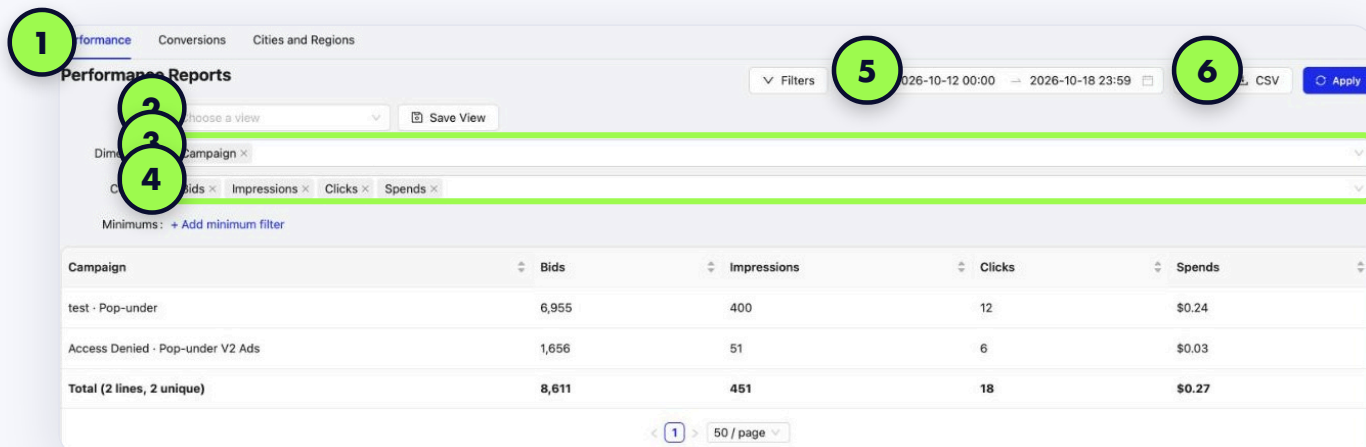
Build reports that answer your questions

FEATURE GUIDE • REPORTS

Step by step, with real screenshots of every screen

[PPCMATE.COM/GUIDES](https://ppcmate.com/guides)

Open Reports from the menu. Choose dates, then the dimensions and columns you want to see.



1

Tabs

Performance, Conversions, and Cities and Regions.

2

Views

Load a ready-made or saved report in one click.

3

Dimensions

How rows are split, for example by campaign, source, country or day.

4

Columns

Which numbers to show, for example bids, impressions, clicks and spend.

5

Dates & Filters

Pick the period and narrow the data, then click Apply.

6

CSV

Downloads the report as a spreadsheet.

Tip: Add a minimum filter (for example at least 10 clicks) to hide noise from tiny rows.

Open Views to load a ready-made report, or save your own.

The screenshot shows the 'Performance Reports' section of a dashboard. A green box highlights a dropdown menu for 'Views' with four numbered callouts: 1 points to the 'Profit' category, 2 points to the 'Delivery' category, 3 points to the 'Source quality' category, and 4 points to the 'Save View' button. The background shows a table with columns for Campaign, Bids, and Impressions.

Campaign	Bids	Impressions
test · Pop-under	6,955	400
Access Denied · P	1,656	51
Total (2 lines, 2 u	8,611	451

1

Profit

Profit by source, campaign, country or day.

2

Delivery

Daily or hourly overview, or delivery by country or device.

3

Source quality

Sources and SubIDs by spend, to find what to block or scale.

4

Save View

Saves your current dimensions, columns and filters as your own view.

Tip: Check Sources by spend weekly and block the ones that spend without converting.

YOU'RE READY

Launch your first report

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