

Data Pulling

adv_data

Opera-like data on advertiser, publisher, device levels

adv_overspend

Overspends of clients

audience_reach

Audience and Reach of account

bucket

Temporary and current bucket of account

budget

Current budget of account

comp_win_int/ext

Internal and external competition win

config_campaign

TOP configuration of campaign

feed

Latest feed quality

onsite

Account's visitors, sales, OV on-site o

tiering

Tiered down/up accounts

top_products

Clicks, displays, sales for top products

Utilities

cmail

Send email with text and data

currency

Currency format for number

datadump_excel

Merge existing excel file with dataframe

nicetab

Nice tabular format for dataframe

percent

Percent format for number

query_v/sql

Query Vertica and SQL.

smart_dates

Give two dates for a string of period

update_pwd

Update password for running queries

update_rmmx

Update rmmx with latest version

Performance

account_target

HOUSE account's target

achievement

Individual/Team achievements

below_target

CPO/COS vs account's target

Performance (cont)

comp_slides

Competition slides

criteo_contribution

Criteo contribution on all account's sales

incrementality

Incrementality report

individual_targets

Individual targets

market_targets

Market targets

Global analysis

back_in_time

WoW, QoQ, YoY of dataframe

churn

All churned clients

cpc_change_simulator

Forecast performance with different CPC

forecast_client

Forecast account's performance

retention

Retention, stop&go, and impact of paused accounts

seasonality

Seasonality of account



Unusual Patterns

fraud

Suspicious user behavior

fraud_publisher

Suspicious publisher behavior

ga_sessions_discrepancy

Discrepancies with Google Analytics

Troubleshoot

Troubleshoot performance issues (Shiny)

Account

bucket

Temporary and current bucket of account

churn

All churned clients

comp_win_int/ext

Internal and external competition win

criteo_contribution

Criteo contribution to sales, OV

retention

Retention, Stop&Go, and impact of paused clients

seasonality

Seasonality of a client

tiering

Tiered down/up accounts

top_product

Clicks, displays, sales for top products

Publisher

fb_perf

Facebook performance

landing_rate

Account's landing rate

supply_health

Addressable and captured values per publisher



By **ivanov**
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Published 27th September, 2017.
Last updated 28th September, 2017.
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