



S3 Bucket Reports

What is an S3 Bucket Report?

Our S3 bucket reporting solution empowers DSPs with convenient access to their VIOOH reports and campaign metrics. S3 buckets are containers used to store and organise data within the S3 Amazon Web Service (AWS). It aggregates and presents relevant information for DSPs including **auction logs** and **deal reporting**. We offer all DSP partners an S3 Bucket to directly access VIOOH reports.

How does it work?

DSP reports are automatically generated for every deal, for each DSP, and share a common format and data structure. Reports can be **generated daily** and are delivered into the DSPs specific S3 bucket but this cadence is dependent on client requirements. They are accessible at <https://aws.amazon.com/s3/> and you will need to provide us an Amazon ARN (auth token).

Deeper Dive

- Only DSPs can read/download the data.
- Reports cannot be accessed by any other DSPs.
- VIOOH personnel can only read the data.
- Buckets retain all uploaded file versions for future reference.
- Data is aggregated by Deal, FrameID and Hour.
- Every day a new folder will be created containing a .json file.
- Data Structure: s3://viooh-partner-prd-<DSP name>/<DSP Name>/<ReportData=YYYY-mm-dd>/<random_filename>.json

Key Benefits

- ◆ **Increased visibility** on a campaigns performance using VIOOH's metrics/data.
- ◆ S3 Buckets get **automatically created** for each DSP and is customisable.
- ◆ Access VIOOH data in **one singular destination** with **transparency**.

What is included in the Reports?

◆ The following information is provided in the reports:

- **DealID**: ID of the deal on Exchange Platform
- **Media Owner**: owner of the panels sold by Exchange
- **CampaignRef**: ID of Campaign in VIOOH Automation
- **Play Date**: Date of the Play
- **Play Hour**: Hour of the Play
- **Frame**: ID of the Frame
- **Latitude**
- **Longitude**
- **Post Code**
- **Sold Impression**: Multiplier x Plays
- **Bid Request**: Number of bids requested pushed by VIOOH Exchange
- **Width**: in pixels
- **Height**: in pixels
- **Demand CPM**: CPM from Demand side
- **Spend**: Sold impression x CPM
- **Creatives**: Array of creative pushed by demand for every won bid