

PROGRAMMATIC REPORTING PLAYBOOK · 2026

# Unified Programmatic Reporting

## One dashboard for CM360, DV360, DSPs, Google Ads, and Bing.

Stop reconciling five siloed datasets manually. This playbook gives Directors of Paid Media and Analytics Managers a platform metric map, 30-day setup architecture, and KPI benchmarks to build automated cross-channel programmatic reporting.

**CURRENT STATE — SILOED**

**5 platforms, 5 dashboards**

- CM360 ⚠️ Separate login, own attribution
- ↓
- DV360 ⚠️ Different metric names
- ↓
- Google Ads + Bing Ads ⚠️ Search data isolated
- ↓
- Programmatic DSPs ⚠️ No standard export

8–12 hrs/week reconciling data that should be unified from the start.

**TARGET STATE — UNIFIED**

**One view on Improvado**

- 1000+ managed connectors ⚡ All platforms, no ETL code
- ↓
- Unified schema ⚡ Auto field-name mapping
- ↓
- Cross-channel attribution ⚡ Configurable window per channel
- ↓
- Live dashboards ⚡ Looker Studio / Tableau / BI

**30 days** to full deployment. Zero custom ETL. Data delivered to any warehouse or BI tool.

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## 01 · THE PROBLEM

# Programmatic data lives in 5 silos.

Every platform has different metric names, attribution windows, and export formats — making unified analysis nearly impossible without Improvado.

**01****Every platform calls the same metric something different**

CM360 reports "**Active View Impressions**" while DV360 uses "**Measurable Impressions**" and DSPs use "**Viewable Imps.**" Analysts spend hours aliasing fields before analysis even begins.

**02****Cross-platform reconciliation consumes 8–12 hrs/week**

Each platform exports to a different format, cadence, and currency standard. Analysts manually VLOOKUP across 5 spreadsheets to produce a single weekly performance report — **every single week.**

**03****Attribution windows don't match between display and search**

Google Ads defaults to a 30-day click window; DV360 uses 30-day click + 1-day view; CM360 allows custom floodlight windows. **ROAS calculations conflict** across platforms, obscuring true cross-channel performance.

**04****Spend decisions lag data by 48–72 hours**

By the time data is pulled, reconciled, and reviewed, the campaign has already spent another two days at the wrong allocation. **Budget optimization is retrospective**, not real-time.

**ANALYST TAX**

A typical paid media team with 5+ active DSP/search/display channels loses **400–600 analyst-hours annually** to manual data reconciliation — time that should go toward optimization and strategy.

## 02 · METRIC STANDARDIZATION

# What each platform calls the same thing.

Improvado auto-maps 200+ field name variants at ingest — zero manual aliasing required.

CANONICAL METRIC	CM360	DV360	GOOGLE ADS	BING ADS	DSP (GENERIC)	IMPROVADO UNIFIED
<b>Impressions</b>	Impressions	Impressions	Impressions	Impressions	Imps / Served Imps	<b>impressions</b>
<b>Viewable Imps</b>	Active View Impressions	Measurable Impressions	Viewable Impressions	Viewable Imps.	Viewable Imps	<b>viewable_impressions</b>
<b>Clicks</b>	Clicks	Clicks	Clicks	Clicks	Clicks	<b>clicks</b>
<b>CTR</b>	Click Rate	CTR	CTR	CTR	CTR / Click Rate	<b>ctr</b>
<b>CPM</b>	Average CPM	CPM	CPM (avg)	Avg. CPM	eCPM / Net CPM	<b>cpm</b>
<b>Viewability %</b>	Active View % Viewable	Viewability Rate	Viewable Rate	View-through Rate	Viewability Rate	<b>viewability_rate</b>
<b>Conversions</b>	Floodlight Conversions	Conversions	Conversions	Conversions	Post-view / Post-click	<b>conversions</b>
<b>CPA</b>	Cost per Floodlight Action	CPA	Cost / Conv.	Cost per Conv.	eCPA / CPA	<b>cpa</b>
<b>ROAS</b>	Revenue / Cost	ROAS	Conv. value / cost	Revenue / Spend	Return on Ad Spend	<b>roas</b>
<b>Frequency</b>	Average Frequency	Frequency	Avg. Frequency	Frequency	Avg. Freq / OTS	<b>frequency</b>

**Auto-mapping in Improvado:** All incoming field names from each connector are normalized to the unified column schema at pipeline ingest — no dbt models, no manual CASE WHEN aliasing, no spreadsheet VLOOKUPS. Data from 5 platforms lands in one schema, ready for reporting.

## 03 · 30-DAY SETUP PLAN

# Connect, Normalize, Model, and Visualize.

Four sequential phases to go from fragmented data exports to a live, automated cross-channel dashboard — with no custom ETL code.

## PHASE 1 – D-0 to D-7

### Connect All Sources

Activate managed connectors for all programmatic platforms via the Improvado UI. No code required — each connector handles auth, pagination, and rate limiting automatically.

- Connect CM360, DV360, Google Ads
- Connect Bing Ads and DSP accounts
- Configure historical backfill (90–365 days)
- Set refresh cadence (daily / hourly)

## PHASE 2 – D-7 to D-14

### Unified Schema Applied

Improvado's data model normalizes all incoming fields to a canonical schema — currency, timezone, and field-name mapping applied automatically across all five platforms.

- Review auto-mapped field coverage
- Configure currency normalization
- Set unified timezone baseline
- Validate row counts vs. platform UIs

## PHASE 3 – D-14 to D-21

### Attribution Model Configured

Define cross-channel attribution windows — display, video, and search can carry different lookback periods in the same model, resolving the conflicting ROAS calculations across platforms.

- Set attribution window per channel type
- Configure view-through vs. click-through split
- Define cross-channel dedup logic
- QA ROAS parity with platform native

## PHASE 4 – D-21 to D-30

### Live Dashboards Deployed

Connect unified data to your BI layer — Looker Studio, Tableau, Power BI, or any warehouse-connected tool. Set up automated delivery so stakeholders receive performance reports without analyst intervention.

- Build cross-channel performance dashboard
- Configure automated weekly email delivery
- Set budget pacing alerts
- Decommission manual spreadsheet reports

**What you keep:** All existing BI tools, warehouse, and dashboard templates. Improvado acts as the data layer — it doesn't replace your visualization stack, it feeds it with clean, unified data from day one.



#### TIMELINE NOTE

Typical deployment for 5 connected platforms takes **21–30 calendar days** including historical backfill and dashboard QA. No dedicated engineering resources required on the client side — Improvado's onboarding team handles connector configuration.

## 04 · WHAT GOOD LOOKS LIKE

# Programmatic benchmarks by funnel stage and format.

From 200+ Improvado client accounts across retail, CPG, and health — segmented by awareness, consideration, and conversion objectives.

🎯 AWARENESS — BRAND & UPPER FUNNEL			
METRIC	FORMAT	BENCHMARK RANGE	NOTE
CPM	Display / Banner	\$2 - \$6	Higher in premium PMP inventory
Video Completion Rate (VCR)	In-stream / OLV	60 - 75%	Skippable formats average lower (45-55%)
Viewability Rate	Display	55 - 70%	MRC standard: 50% pixels for 1 sec
Frequency Cap	All formats	3 - 5* / week	Above 7x shows diminishing brand lift

  

🔍 CONSIDERATION — MID FUNNEL			
METRIC	FORMAT	BENCHMARK RANGE	NOTE
CTR (Prospecting)	Display / Native	0.10 - 0.35%	Native averages 2x higher than banner
CTR (Retargeting)	Display / Dynamic	0.50 - 1.20%	Dynamic creative improves CTR by 30-50%
Engagement Rate	Rich Media	3 - 8%	Expandable units drive highest engagement

  

✅ CONVERSION — LOWER FUNNEL			
METRIC	CHANNEL	BENCHMARK RANGE	NOTE
CPA — Programmatic Display	DV360 / DSP	2.5 - 4* Search CPA	Display assists; don't evaluate standalone
ROAS — Retargeting	CM360 / DV360	3.5 - 8*	Floor varies significantly by vertical
Cross-channel ROAS	All platforms unified	+18 - 35%	Lift vs. last-click single-channel ROAS

\* Benchmarks derived from 200+ Improvado client accounts across retail, CPG, and health verticals, 2024-2025. Results vary by industry, creative quality, and audience targeting.

# Unified reporting, without the manual work.

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**Booyah Advertising** Performance Marketing Agency

*"We were spending more time reconciling data across platforms than acting on it. Improvado gave us a single source of truth across all our programmatic and search channels — we rebuilt over 500 reports and cut our weekly reporting time from a full day to under an hour."*

Quinny Li · Director of Analytics, Booyah Advertising

**500+** reports unified on Improvado **1 hr** weekly reporting vs. full day before **30 days** to full deployment

**1000+**

managed connectors — CM360, DV360, DSPs, and beyond

**8 hrs**

average analyst time saved per week on reconciliation

**30**

days from first connector to live unified dashboard

## See It Live

Book a 30-minute session to see unified programmatic reporting across your actual platforms — CM360, DV360, DSPs, and search — in one dashboard.

[Book a Demo →](#)