# Use Statistics and Performance Reporting

Reporting & Optimisation · https://support.jansma.vip/docs/jansma-vip-ads/reporting-optimisation/use-statistics-and-performance-reporting/

Statistics turn delivery activity into evidence for campaign management. Start with the account overview, then move to the most specific level required for the question.

## Choose the right reporting level

- **Account:** overall delivery health and trends.
- **Advertiser:** combined performance for one organisation or brand.
- **Campaign:** progress against the campaign period and objectives.
- **Banner:** creative-level impressions, clicks and click-through rate.
- **Website or zone:** placement-level contribution and delivery.

## Build a reliable comparison

1. Select the same date range and time zone for every item.
2. Confirm whether the report includes active, ended or all inventory.
3. Compare both volume and rate metrics; a high rate on very low volume can be misleading.
4. Annotate launches, creative changes, pauses and targeting updates.
5. Export the result when a repeatable audit or offline analysis is needed.

## Understand processing differences

Dashboard summaries and detailed reports can update on different schedules. External analytics may also apply different session, consent, bot and attribution rules. Small differences are normal. Investigate material or persistent differences only after aligning the date range, time zone, destination URL and metric definition.

## Optimise with discipline

Change one important variable at a time and allow enough eligible delivery for a meaningful comparison. Record what changed, when it changed and what outcome was expected. This protects the audit trail and prevents several simultaneous edits from obscuring the cause of a result.

