# Analyse Country Delivery with Geo Intelligence

Targeting & Geo Intelligence · https://support.jansma.vip/docs/jansma-vip-ads/targeting-geo-intelligence/analyse-country-delivery-with-geo-intelligence/

Use the Global overview to compare country-level delivery while keeping campaign, zone and advertisement context visible.

## Select a period

Choose 7, 30 or 90 days. A short range is useful for recent operational checks; a longer range is better for patterns. Always note the selected range when sharing conclusions.

## Apply analysis filters

1. Open **Geo Intelligence** from the primary navigation.
2. Select a country, zone, campaign or advertisement when you need a focused view.
3. Select **Apply** and confirm that the summary and ranking reflect the chosen filters.
4. Use **Clear** to return to an unfiltered comparison before starting a new question.

## Use the interactive map

Switch between impressions, clicks and click-through rate. You can rotate and zoom the globe, strengthen heat colours, pause automatic movement, reset the view or enter full screen. Use the country ranking for exact values; colour intensity is most useful for orientation.

## Read delivery context separately

The context table shows existing platform statistics by zone, campaign and advertisement separately from country data. This separation helps prevent false correlations. A high-performing zone and a high-volume country appearing in the same filtered period do not automatically prove that one caused the other.

## Export for analysis

Use CSV for spreadsheet work and JSON for structured technical workflows. Exports reflect the current period and supported filters. Store exports securely, label the period and do not enrich aggregated results with attempts to identify individuals.