

# ZEDO Reporting

## Fast, Complex, Meaningful Reports

The ZEDO Ad Server is built on years of experience and industry exposure. ZEDO's wide range of reporting options meets the needs of any customer, big or small.

ZEDO Reporting is renowned for being fast, responsive, easy to use, customizable, convenient and flexible

### Executive Reports

For managers and decision makers, ZEDO's Executive Dashboards and summaries provide a top-level view of your business. We highlight your "movers and shakers", and give you quick, easy to understand summaries of your overall business. SMS Reports deliver business summaries to your phone daily.

### Performance Reports

ZEDO's basic report the Performance Report provides detailed summaries at the Advertiser, Campaign, Ad, Channel, Publisher, Dimension, City, Country and State Levels.

ZEDO also gives you a graphical representation of which ad networks server, in what order, for each country and page in your site. We also show you performance data and eCPM in the sequence.

### Planning and Pacing Reports

ZEDO's Inventory, Forecast and Placement reports provide detailed information and analysis about your revenue opportunities. Special reports also give you profile, demographic and behavioral planning data.

ZEDO's Pacing report gives you a graphical, informative display of the progress of your ads and campaigns.

## Report Delivery

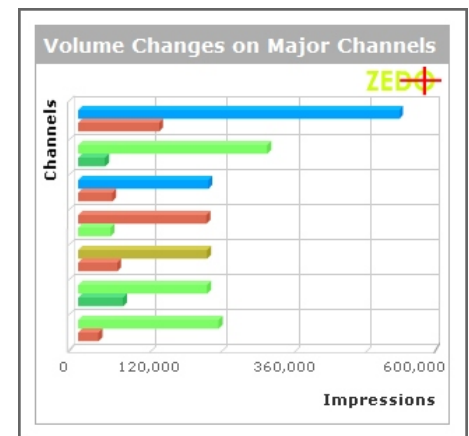
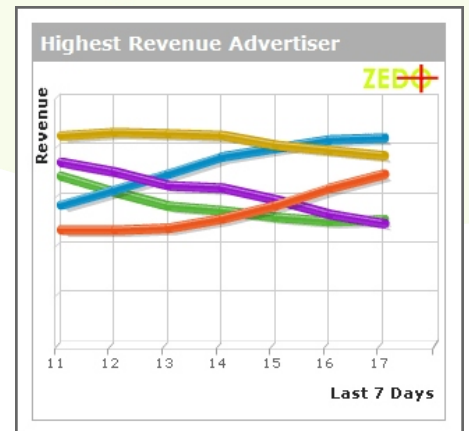
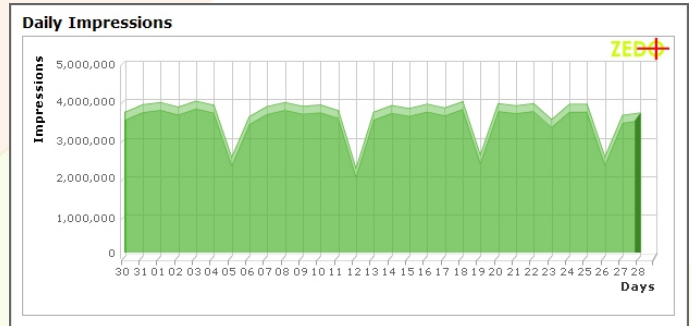
Choose from our range of report delivery options: download in CSV, PDF or HTML. All reports can be scheduled for delivery to email. New SMS Reports deliver top-level business updates daily or hourly.

## Automated Reports and APIs

Integrate with ZEDO's API Service [Z:API], which uses XML and SOAP protocol, to meet your specific business needs. APIs can integrate with any third party system, or work within your own systems to to make your business process and operations more efficient.

## More Information

For more information about the , contact [salesinfo@zedo.com](mailto:salesinfo@zedo.com) or visit [www.zedo.com](http://www.zedo.com).





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**ZEDO**

Ad Solutions for The New Internet