TapClicks **IQM Reports** Connector User Documentation

Introduction

TapClicks is an online business intelligence platform that offers data analytics and reporting for digital advertising companies. It allows users to import marketing data from a range of sources to create a unified view of campaign performance across platforms. The IQM Reports Smart Connector allows users to integrate IQM ad-serving data into their TapClicks dashboards for visualization and analysis.

Prerequisites

To use the IQM Reports connector on TapClicks, you must have a TapClicks account and an IQM account. See https://www.tapclicks.com/ for information on gaining access to TapClicks.

Setup

1. Log into your TapClicks instance. From the **Data Management** sidebar, select **Data Sources**. In the **Smart Connectors** tab, select **Add Smart Connector**.
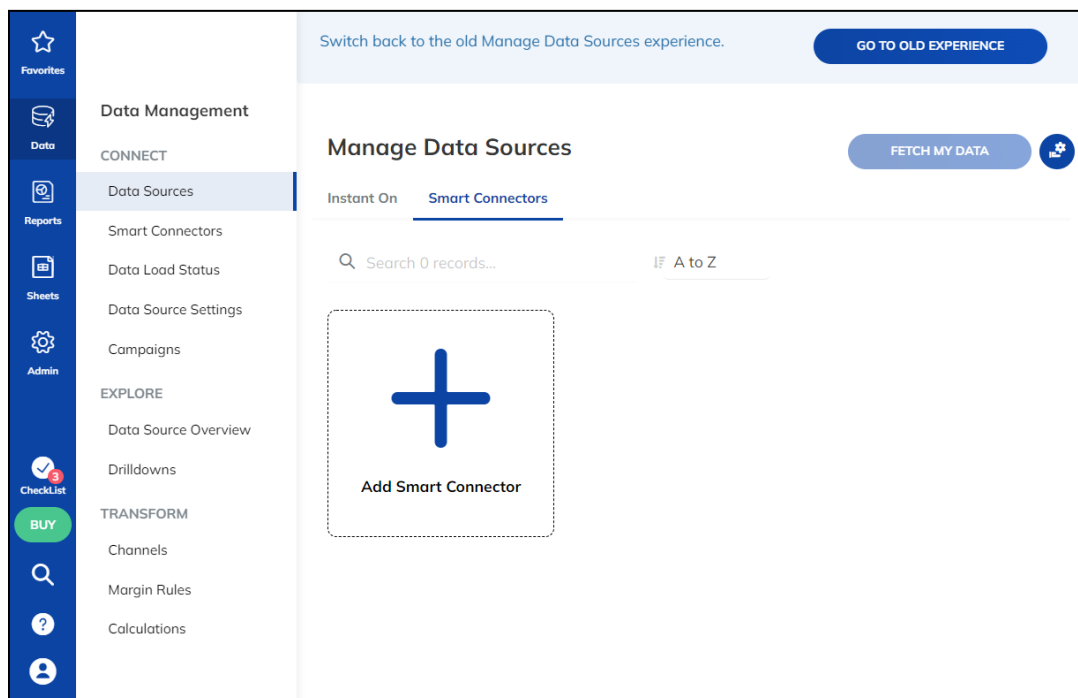
2. From the Smart Connector list, select IQM Reports. This will open the Import Wizard, which allows for configuration of the connector. Under **Manage Connection**, ensure that **TapDirect** is selected in the **Delivery type** dropdown. Then, select the **OAuth 2.0** option from the **Authorization** dropdown and click **Authenticate**.

3. Log into your IQM account in the popup window. You will be prompted to provide OAuth permission for TapClicks to access your IQM data; click **Approve**, then **Authorize**.

4. The IQM Reports connector is paginated, meaning that, whenever it fetches data, it fetches one "page" of ad-serving records at a time until there is no more data to fetch. To ensure that all of your ad-serving data is fetched, scroll to the **Paginate Records** dropdown under the **TAPDIRECT (BETA)** section and select **Incremental**.

| ending_date | dd-mm-yyyy | |

Paginate Records	No pagination needed ⌄
	No pagination needed
	Incremental
	Next page URL

⬒ **JSON CONFIG**

Two new environment variables will be added. Change the **starting_offset** value to **1**.

Reserved Environment Variables

Key	Value
starting_date	dd-mm-yyyy
ending_date	dd-mm-yyyy
starting_offset	1
increment_offset_by	1

Paginate Records	Incremental ⌄

Then, add the line **"page_number": "{{starting_offset}}"** to the **Body** section so that the JSON reads as follows:

```
{
    "request_type": "daily",
    "total_agg": false,
    "dateRange": {
        "startDate": "{{starting_date}}",
        "endDate": "{{ending_date}}"
    },
    "timezone": {
        "label": "America/New York",
        "value": "America/New_York",
        "id": 371
    },
    "dimension": {
        "filter": {
            "value": "campaign",
            "label": "Campaigns"
        }
    },
    "page_number": "{{starting_offset}}"
}
```

5. Scroll down to the **Data Fields** section to view information about the data fields that will be imported by the connector, such as their types, display names, and whether they are performance metrics. Fields can be renamed in the **Tap field name** column–this will affect the label for that field in reports and dashboards. The **Operation?** column determines the aggregation type (sum, average, etc) for each field, determining how it is displayed in the **Data > Data Source Overview** page.

   TapClicks attempts to automatically infer the data types of the fields imported from the connector. Some fields are best interpreted as different data types; to ensure that data is displayed correctly, make the following changes.
   ● Change the **Field type** of the rows CTR, VCR, winRate, and CVR to **Percent**. This changes the aggregation type of those fields to "Average", and causes them to be displayed as percentages.
   ● Set the **Field type** of bidImpressions to **Number**.
   ● Set the **Field type** of maxBid, budgetDay (Daily Budget), budgetTotal, spent (Total Spent), dataCost, mediaSpent, mappingSpent, mappingDataCost, eCPM, eCPC, eCPV, eCPI, and eCPCV to **Currency**. This will cause these values to be displayed as dollar amounts in the Data Source Overview and elsewhere.
   ● For the "cost per" metrics, set the **Operation?** column to **Average**.

- Set audioVideoViewed to have a **Field type** of **Duration**. The audioVideoViewed field is analogous to the Hours Viewed column in the IQM Reports app, and is displayed as seconds.
- Note that the startTime and endTime fields are the Start Date and End Date of the campaign, expressed as Unix timestamps.

For more information on smart connector data fields, see the documentation at https://support.tapclicks.com/hc/en-us/articles/360040411553-Smart-Connector-How-to-Map-Data-Fields.

6. To start using the IQM Reports data, click on **Save Changes**. The connector will, by default, fetch data each day at 6 AM Eastern Standard Time (EST). To change the time at which TapClicks fetches data, set a **Fetch Delay** in **Advanced Fetch Settings**.

☁ ADVANCED FETCH SETTINGS

Fetch History ❓

| 3 | **day(s)** |

Minimum value is 1 (day) and the maximum value is 30 (days).
Please avoid changing this value if you are unsure of the impact as this can have a significant impact on performance.
Contact your customer success manager for more information.

Fetch Delay ❓

| 0 | **minute(s)** |

Minimum value is 0 (minutes) and the maximum value is 720 (minutes), which is 12 hours.

7. To assign campaigns to advertising clients, **Go To Manage Data Sources**. (Or, navigate to **Data > Data Sources** in the sidebar and click on the **Smart Connectors** tab, then **Assign** on the newly-created connector.) This will take you to the assignment page. Assigning campaigns to advertising clients allows you to filter data by client when creating dashboards and track campaign performance per client across different advertising platforms. The lookback period of the IQM Reports connector is 6 months, so campaigns with ad-serving data within the past 6 months will appear in this list.

8. Since data is retrieved from the IQM Reports connector every 24 hours, it may take up to a day for TapClicks to pull data. You can view information about daily data imports for all connectors in the **Data > Data Load Status** page. The **Daily Data Load Status** page shows which connectors pulled data and when; the **Connection Status** page displays the status of each connector and whether any errors have occurred.

Once TapClicks has imported the data from the connector, you can use your IQM ad-serving data along with your other imported connector data in reports and dashboards to create a convenient unified view of your campaigns across platforms. Note that the IQM Reports connector uses the America/New York timezone for dates when returning daily ad-serving data. For more information on these TapClicks features, see the documentation at https://support.tapclicks.com/hc/en-us/categories/360004326254-How-to-Guides.