

Formulae

Name	Definition	Calculation
Banner View Count	-	-
Click Count	-	-
Unique Click Count	-	-
Reg. Count (total)	-	-
Reg. Count (sub-affiliate)	-	-
Reg. Count	-	-
FTD Count		-
NDC	Count of customers who registered and deposited within the selected period	-
RDC	Count of customers who did NOT register in the selected period but did deposit	-
Reg. to FTD	-	REG / FTD
Click to FTD	-	Unique clicks / FTD
Active customers	Customers who has any activity for the selected period	-
Depositing customers	Customers who deposited for the selected period	-
Bonuses	-	Released bonuses + Cash bonus
Deposits	-	-
Count of deposits	-	-
CPA count	-	-
CPC count	-	-
Avg. deposit	-	Total Deposit / Depositing Customers
Click to REG	-	REG/Unique clicks
FTD Amount	-	-

NDC Deposits	New Depositing Customers	Sum of all deposits in the selected period for customers who registered in the selected period
RDC Deposits	Returning Depositing Customers	Sum of all deposits in the selected period for customers who not registered in the selected period
FTDs Deposits	-	Sum of all deposits in the selected period for customers who made FTD in the selected period
Deposit per FTD	-	Deposit / FTD
Dep per Active	-	Deposits / Active customer count
FTDs Deps per FTD	-	FTD Deposits / FTD Count
FTD Deps ratio	-	FTDs deposits / Sum of CPA rewards for the selected period
Turnover	-	Total Bets of the player
NGR	Net Gaming Revenue	GGR - Bonuses - Adjustments
Revenue Share	-	NGR * Revenue Share %
CPA	Cost Per Action/Cost Per Acquisition	-
CPC	Cost Per Click	-
Sub-affiliate reward	-	Either RS+CPA or NGR
Fixed Fee	Positive Fixed Fees	-
Deduction	Negative Fixed Fees	-
RS distribution	Revenue Share based on affiliate (or IDC) level that removes negative values	-
Commission Reward	Commission Reward	RSD + CPA + CPC + SA - Deductions
Total Reward	Total Reward	Reward Commissions + Fixed Fee



Please note that due to data frequency the following metrics may not be accurate:

- Count of Deposits
- FTD amount

Please note that the following metrics may not be accurate using split 'by day' in General report:

- NDC/RDC
- Uniq visits
- Uniq click count
- Active Customer Count
- Depositing customer count

We advise generating the report in "Total" for the selected period to ensure the accuracy of the above mentioned metrics.