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ARCHITECT™

Advertiser Reporting Guide
Q3 2026

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Overview of Architect: Reporting

What Is Architect?

Spectrum Reach Architect is an integrated platform designed to power smarter advertising from planning through performance. It enables our teams to create more strategic, audience-based proposals and ad schedules using advanced proprietary data, while **giving advertisers a clear, accessible dashboard to monitor campaign delivery and results across our multiscreen solutions.**

What's Changed

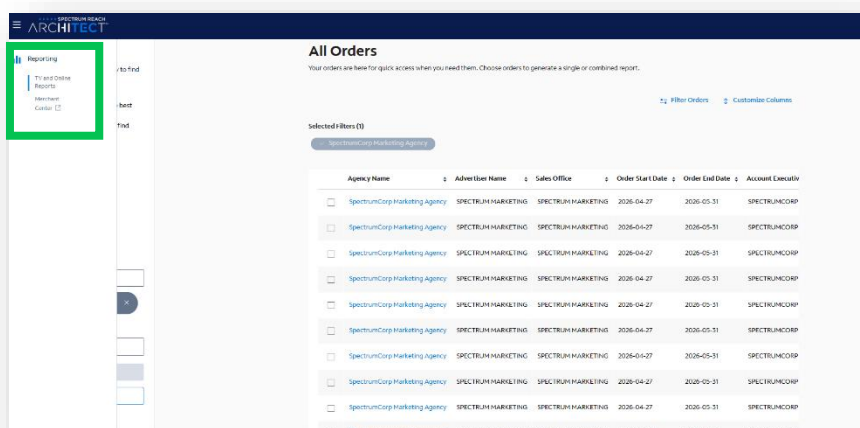
Architect (Reporting) is the replacement for AudienceTrak (Reporting).

Quick Navigation Guide

Quick Guide: Navigating Reporting in Architect

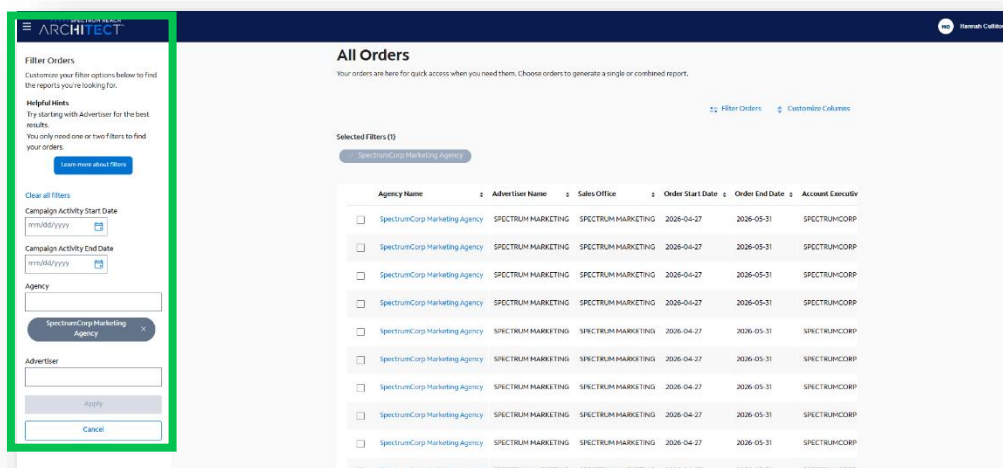
Logging In

- Click on the [Architect URL](#)
- When you click the link – you will be taken to the '**All Orders**' page where you can access your orders to pull comprehensive reports
 - Agencies: you can access all clients you represent
 - Direct Advertisers: you can access all of your orders with Spectrum Reach
- Navigate to the **menu on the upper left** to toggle between **TV/Online Reports** and **Merchant Center Dashboard Link** for all your Search reporting
- If you experience any issues logging in, please contact your Account Executive so a team representative can help.

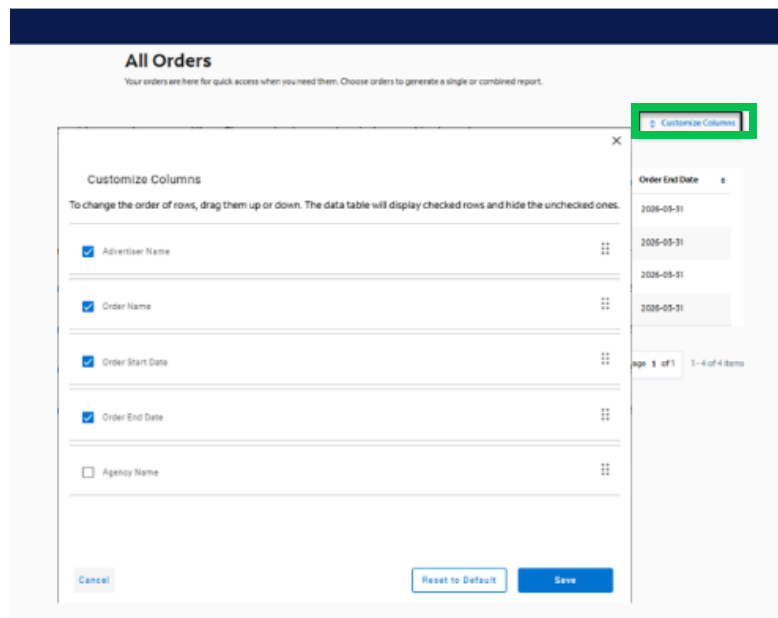


Order Library

- You can access your **Traditional TV, Streaming TV, and Online** orders you run with Spectrum Reach.
- Use the **Filter Orders** window to find specific orders needed for report

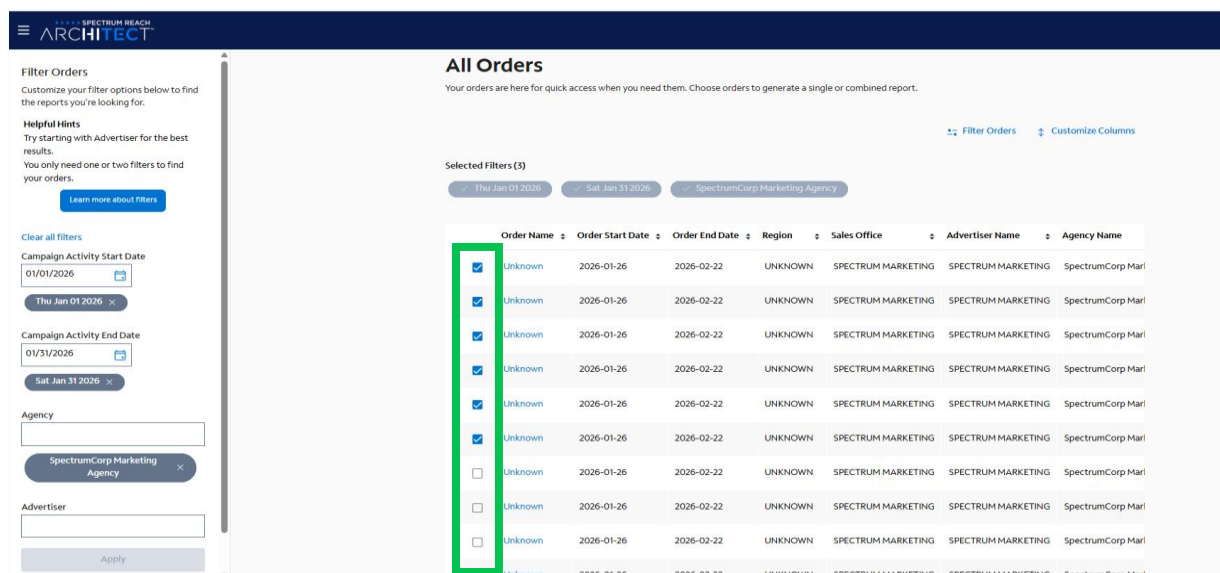


- To change or re-order the columns of the table, use the Customize Columns button
 - Use the checkboxes to select which columns to display, then drag them in the order you want them organized
 - Once adjusted, click save and your customizations will be applied to the **All Orders** page and will load that way each time you log in



Select Orders to Create a Report

- Apply filters in the **Order Library** to show desired orders
- To select desired orders, click in the square beside the order(s)



- Click **Continue with Selected Orders** once you have selected all desired orders for your report

Create Combined Report

- Once you continue with selected orders, **Name Your Report**
 - Note: this name will help you identify your downloads in a later section
- Click **Generate Report**

Create Combined Report
Add all the orders you want, then give your combined report a name.

Report Name
Demo January Report

Selected Orders

Order Name	Order Start Date	Order End Date	Region	Sales Office	Advertiser Name	Agency Name
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age
Unknown	2026-01-26	2026-02-22	UNKNOWN	SPECTRUM MARKETING	SPECTRUM MARKETING	SpectrumCorp Marketing Age

Page 1 of 1 1 - 6 of 6 items Items per page 10

Generate Report

View Report

- You can now **view your report** for the **selected orders**
- Select **View** to see **Impressions or Airings (aka Traditional TV Spots)**

Report Reach & Frequency

View
Impressions

Products
Streaming TV + 1 more

Campaigns
60096620_ADDRESS... + 86 more

Apply Filter Data

Last Update: 8/25/2026 at 8:00 PM

- Select **Products** to see specific product level reporting

Report Reach & Frequency

View
Impressions

Products
Streaming TV + 1 more

Campaigns
60096620_ADDRESS... + 86 more

Apply Filter Data

Last Update: 8/25/2026 at 8:00 PM

- Select **Campaigns** to see specific campaign level reporting

Report Reach & Frequency

View: Impressions | Products: Streaming TV + 1 more | Campaigns: 60096620_ADDRESS... + 86 more

Apply | Filter Data

Last Update: 8/25/2026 at 8:00 PM

- **Filter** your report data by **Date, Creative, or Device Type**

Filter Report Data

Filter what you would like to see in your report. If you select an item, it will be included and other items in the category will be excluded unless you select them.

Clear all filters

Start Date: mm/dd/yyyy

End Date: mm/dd/yyyy

Creative: ☐ SRDEMO2530HD

Device Type: ☐ Desktop, ☐ Mobile, ☐ Tablet, ☐ Other

Apply | Cancel

Reach & Frequency Reporting Tab

- Select the **Reach & Frequency** tab to view your **Overall** Reach & Frequency for all your products in your report
- *** Note:** You can still see Reach & Frequency for each product when you are looking at those in the report tab.
- You can also filter your Reach & Frequency report data

ARCHITECT Demo January Report

Report: Reach & Frequency

Products: Traditional TV | Campaigns: PL2314007-5 + 5 more

Apply | Filter Data

Last Update: 8/20/2026 at 8:00 PM

Overall Reach & Frequency

REACH (HH)	FREQUENCY
588,824	34.81

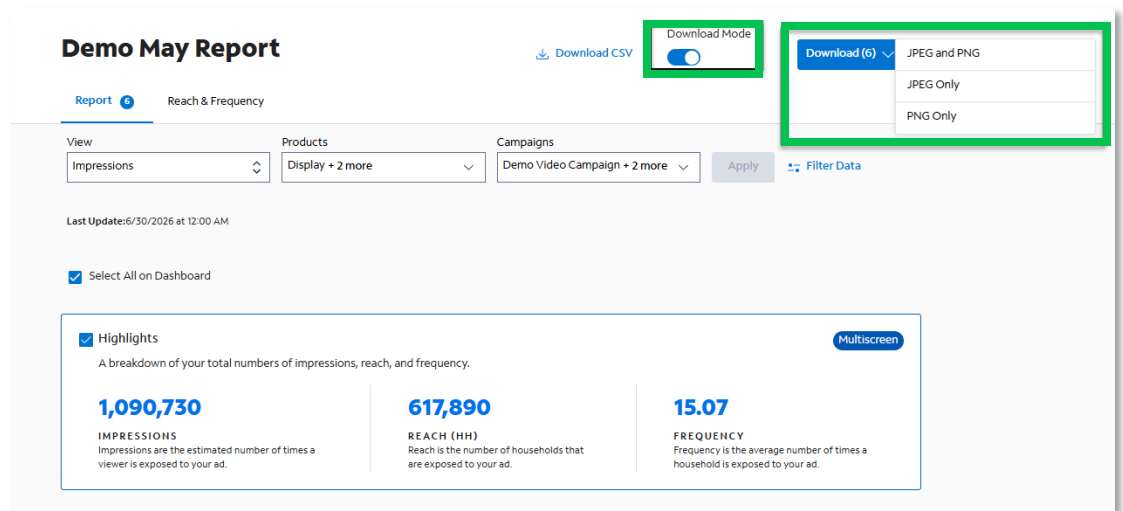
Filter Report Data sidebar (highlighted):

- Start Date: mm/dd/yyyy
- End Date: mm/dd/yyyy
- Creative: ☐ SPXR1790060H, ☐ IOE: It's Only a Workout (No Offer), ☐ SPXR1020030H, ☐ SPXR1030030H, ☐ SPXR1690030H, ☐ SPXR1660030H, ☐ SPXR2660030H, ☐ SPXR2670030H, ☐ SPXR3700030H, ☐ SPXR34360030H, ☐ SPXR34390030H, ☐ SPXR2550030H
- Device Type: ☐ Desktop, ☐ Mobile, ☐ Tablet, ☐ Other

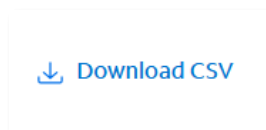
Apply | Cancel

Download Reports

- There are two ways to download your data
 - Toggle to **Download Mode** to download individual tile **JPEG or PNG files** to apply to a customized PPT that you create

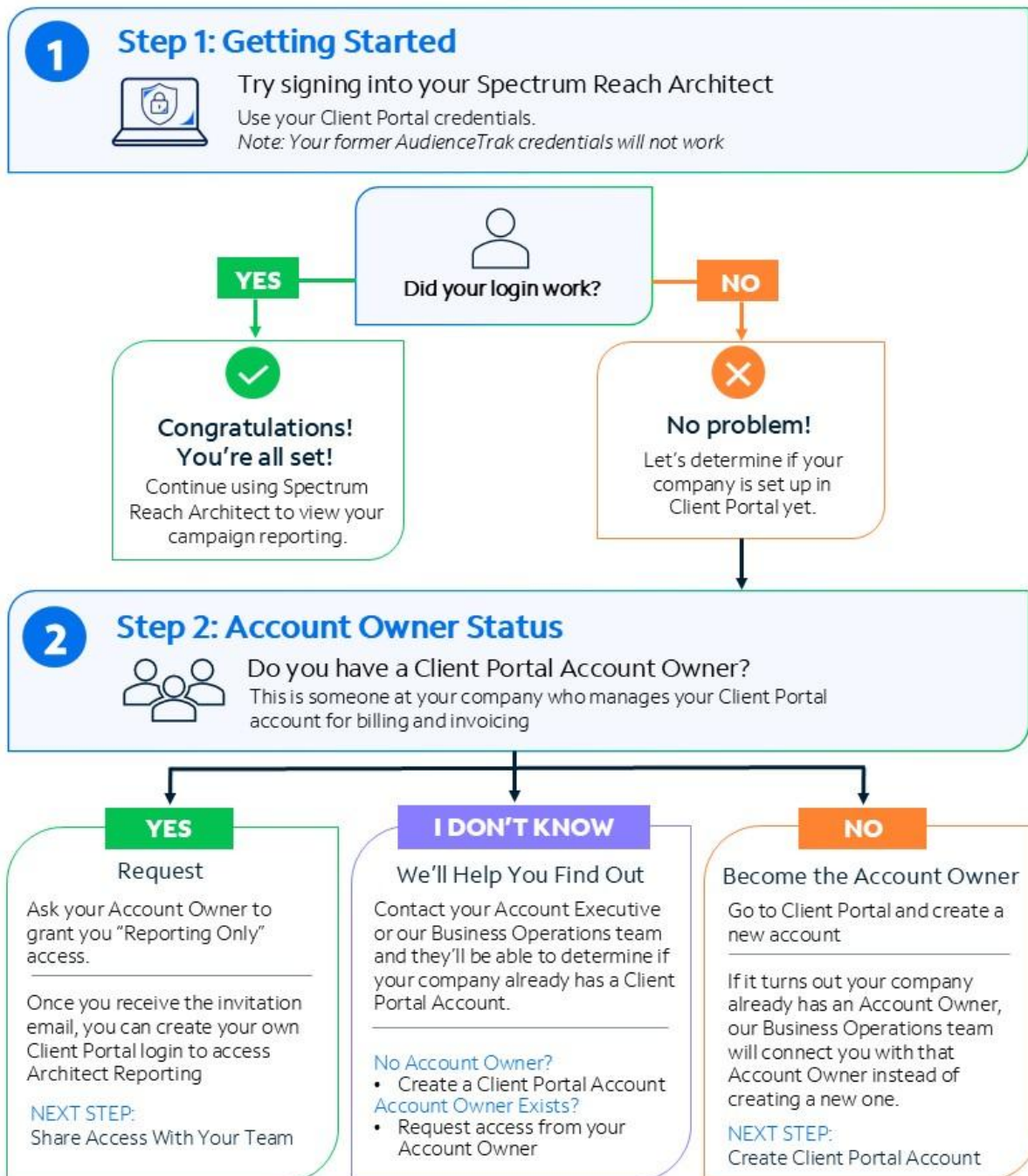


- Download raw data **CSV Files**



Getting Access to Reporting in Architect:

Logging into Architect



Creating A Client Portal Account

For the person who will manage your company's account (the “Account Owner”) first-time setup only.

- **Step 1:** Locate your Customer or Agency ID. Find it on a recent invoice or your original welcome email or ask your Spectrum Reach Account Executive.
- **Step 2:** Go to [Client Portal](#) and select Create a New Account.
- **Step 3:** Fill out the form: username, email, phone number, and password.
- **Step 4:** Verify your email. A confirmation code arrives within minutes and expires after 15 minutes — check spam/junk if you don't see it.
- **Step 5:** Connect your account. Enter your Customer ID or Agency ID and submit for review.
- **Step 6:** Wait for confirmation. Our finance team links your account, usually within 24 business hours, and emails you when it's ready.
- **Step 7:** Log into Client Portal and/or Architect— you are all set!

Sharing Access with Your Team

For Account Owners — invite teammates into Architect.

- **Step 1:** Sign in to [Client Portal](#) and go to Account → My Team.
- **Step 2:** Select Invite User and enter their email address.
- **Step 3:** Choose the role “Reporting Only” if this person should only view reporting, not billing.
 - For Agencies and Clients managing multiple advertisers: select which advertiser(s) to grant access to or choose All Advertisers.
- **Step 4:** Send the invite. Your teammate gets an email, creates their own login, verifies their email, and is routed to Client Portal where they can click the Architect link. Note: This teammate will not see any financial or billing information.

Helpful Tip: When collaborating with an agency, either party may serve as the Account Owner. The party responsible for billing typically assumes this role and grants the other team reporting-only (view) access.

User Roles in Client Portal

Get Help

Contacts

Account Owner

- The very first user assigned to an account will be delegated to the account owner role and will have full access to manage client's account within Client Portal.
- Includes billing, invoices, payment details, and inviting other users.

Manager

- Permissioned by Account Owner, Manager has control of billing, invoices, and payment information. They also can view reporting in Architect.
- Managers can invite team members and permission team members but **NOT** to Reporting Only access

Team Member

- Limited access to Client Portal account but can view reporting in Architect.
- Access is determined for this user by Account Owner or Manager

Reporting Only User

- Only has access to reporting in Architect through Client Portal.

***Note: They won't have access to invoices or billing/payment details**

Helpful Resources

Helpful Resources

FAQs

General

How much historical data is in Architect (reporting)?

When looking at historical records, Architect will support reporting data for:

- All campaigns – not inclusive of Amazon impressions - back to July 2024.
- Amazon delivery back to February 1, 2025

Why can't I get my filter to populate?

- Filters will start to populate options to select after typing 1 character

Why aren't my filters applying?

- Make sure you hit the (+) button to apply the filter to the filter drawer.

Why do I see Other / Null/ Unknown in my impression records?

- Please note that "Other/Null/Unknown" can occur in your reports. While we try and map every data point that we get from inventory partners there can be instances where we won't be able to.

Why do I see an Unknown Audience?

- Audience definitions in reporting are those built and delivered using addressable technology only. If a standard audience, demographic, or indexing is used, there is not an associated audience expected in Architect and will report as Unknown.

For Streaming TV, how are completions calculated? When I compare the completion rate to the overall impressions, it seems that completions are missing.

- Completions are the number of video impressions watched through completion; however, this does not include Amazon impressions because they currently do not support completion rate reporting.

How often is Reach and Frequency data updated in Architect?

- Data is available after 48 hours.

Is the Household Reach data for Linear, Streaming TV, Display, and Online Video in Architect duplicated, or unique?

- In your Architect data, your TV and multiscreen metrics are based on unique, de-duplicated households – so you can clearly see the reach and frequency driven by each platform, independently. Please note that selecting “All” products at the top of the Reach and Frequency reporting page in Architect enables you to see full, deduplicated reach across all platforms.

When my Account Executive shares their screen with me, their platform looks different than mine does, why is that?

- For the most part, the platforms are the same, however, some features for employees will be different than clients due to the difference in needs. For example: the filters for clients are different than what is needed internally.

Where to go for help

Get Help

Contacts

**Client Portal:
Setup / Access**

Business Operations Team
(877) 286-7117 or
reachbusops@spectrum.com

**Architect: Reporting
Navigation or Data questions**

Your Spectrum Reach Account
Executive

Quick Links to Bookmark

- Sign in to view reporting: <https://www.architectadmanager.com/login>
- Manage your account, team, billing, and invoicing:
<https://clientportal.spectrumreach.com/login>

Glossary of Terms

- **Addressable** — A targeting tactic used across Streaming TV, Display, and Online Video to target a specific audience at a household level.
- **Addressable Audience** — A defined audience segment used for targeting and reporting. In Architect, impressions not tied to an addressable audience may appear as **Other** or **Unknown**.
- **Ad Interactions** — Actions a user takes within an ad unit beyond a click, such as muting or unmuting a video.
- **AdZone** — A geographic reporting area used in Traditional TV reporting.
- **Advertiser** — The advertiser of record attached to the order.
- **Agency** — The agency of record attached to the order.
- **Airings** — The total number of spots delivered
- **Airings Over Time** — A trend view showing how airings were delivered over time.
- **Architect (Reporting)** — Spectrum Reach's unified reporting platform for viewing Traditional TV, Streaming TV, Display, and Online Video campaign performance in one dashboard.
- **AudienceTrak** — The prior reporting platform being replaced by Architect for reporting purposes.
- **Campaign** — A set of advertising activities within an order that can be reported on individually or in combination with other campaigns.
- **Click Through Rate (CTR)** — The percentage of impressions that resulted in a click. **Standard formula:** $\text{Clicks} \div \text{Impressions} \times 100$
- **Clicks** — The number of times an ad unit was clicked by a user.
- **Combined Report** — A report created by selecting multiple live and/or completed orders and generating one shared reporting view.
- **Completion Rate** — The percentage of started or served video impressions that were completed. **Standard formula:** $\text{Completions} \div \text{Impressions} \times 100$
- **Completions** — The number of video ads watched through completion.
- **Contribution %** — The share of total airings or impressions attributed to a specific item, such as a network, device, zip code, or audience. **Standard formula:** $\text{Item Total} \div \text{Overall Total} \times 100$
- **Creative Asset** — The actual image or video file associated with an ad.
- **CSV Export** — A raw data file download available from Architect.

- **Daypart** — A time-of-day reporting view used to show when delivery occurred.
- **Deduplicated Reach** — Reach measured so the same household is counted only once across products or campaigns.
- **Device Type** — The type of device where an impression was served, such as mobile, desktop, or connected TV.
- **Display** — A digital impressions-based product in Architect.
- **Domain** — A website or web property where a Display or Online Video impression was served.
- **Download Mode** — A report mode that allows users to export individual tiles as JPEG or PNG images.
- **Engagements** — Site visits + ad interactions.
- **Filter Drawer** — The left-side panel used to refine report results by date, creative, audience, device, and other fields.
- **Flight** — The full scheduled run dates of a campaign.
- **Frequency** — The average number of times a household was exposed to an ad.
Standard formula: $\text{Impressions} \div \text{Reach}$
- **Geography** — A reporting view that shows performance by location, such as AdZone or Zip Code.
- **Impressions** — The total number of times an ad was served.
- **Impressions Over Time** — A trend view showing how impressions were delivered over time.
- **Incremental Reach** — The additional households reached by adding a tactic or platform to a campaign mix. **Formula:** $\text{Overall Reach} - \text{Base Reach} = \text{Incremental Reach}$
- **Incremental Reach %** — The percentage lift in reach from adding an additional tactic or platform. **Formula:** $((\text{Overall Reach} \div \text{Base Reach}) - 1) \times 100$
- **Known Household** — A household with a Charter household ID that can be directly identified and measured.
- **Online Video (OLV)** — A digital video impressions-based product in Architect.
- **Order Library** — The area where users search, filter, and select orders to build reports.
- **Order Name** — naming convention that has client, product, dates, and more to identify the campaigns placed

- **Other / Unknown / Null** — Reporting categories used when data cannot be mapped to a more specific dimension, or when an impression is not tied to an addressable audience.
- **Pacing Report** — A separate report used for pacing. The playbook states Architect should not be used as the source of truth for pacing.
- **Performance by Creative** — A reporting section showing how each creative performed.
- **Product** — A media type in Architect, such as Traditional TV, Streaming TV, Display, or Online Video.
- **Quartile** — A video completion checkpoint used to show how much of a video was viewed.
- **Reach** — The number of households exposed to an ad.
- **Reach & Frequency** — Reporting metrics that show how many households were exposed to an ad and how often they were exposed.
- **Reach Analysis Tool** — An internal-only tool used to compare product combinations and calculate combined and incremental household reach.
- **Region** — One of Spectrum Reach's six sales regions.
- **Report Name** — The name assigned by the user when creating a combined report.
- **Retargeting** — Impressions served to users who previously visited the client's website, if a retargeting pixel was enabled.
- **Site Visits** — Clicks + view throughs.
- **Spots** — Another term for airings in Traditional TV reporting.
- **Streaming TV** — An impressions-based video product in Architect.
- **Target Audience** — The intended audience segment for a campaign.
- **Tile** — An individual chart or report component within the dashboard.
- **Top Domains** — A reporting tile showing the top-performing web domains for Display or Online Video campaigns.
- **Top Networks** — A reporting tile showing the top-performing networks for Streaming TV campaigns.
- **Traditional TV** — The linear TV product measured in the Airings view.
- **Unknown Audience** — A reporting result that may appear when an addressable audience is not associated with delivered impressions.
- **View Through Rate (VTR)** — The rate of impressions that resulted in a view-through visit. **Standard formula:** $\text{View Throughs} \div \text{Impressions} \times 100$

- **View Throughs** — Site visits from users who were exposed to an ad but did not click and later visited the advertiser's website another way.
- **Views** — In video reporting, a section showing completions, completion rate, and impressions by video runtime.
- **Zip Code** — A geographic reporting dimension used in digital product reporting