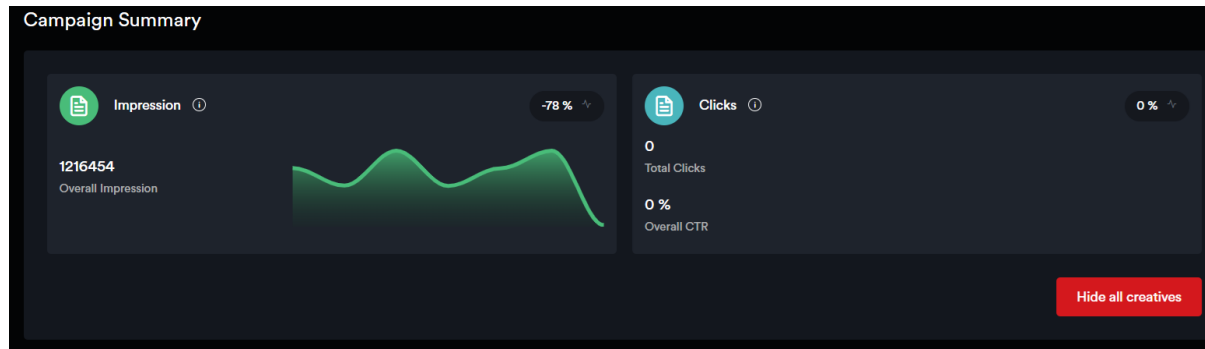


Analytics glossary

CAMPAIGN ANALYTICS

Campaign Summary



Impression - Number of times the Ad is loaded in an active tab

Views - An Impression is considered Viewable when 50% of the ad is in the viewport of the device for 1 continuous second.

Click Through Rate - $\text{Clicks} / (\text{Impressions} - \text{Invalid Impressions}) \times 100$

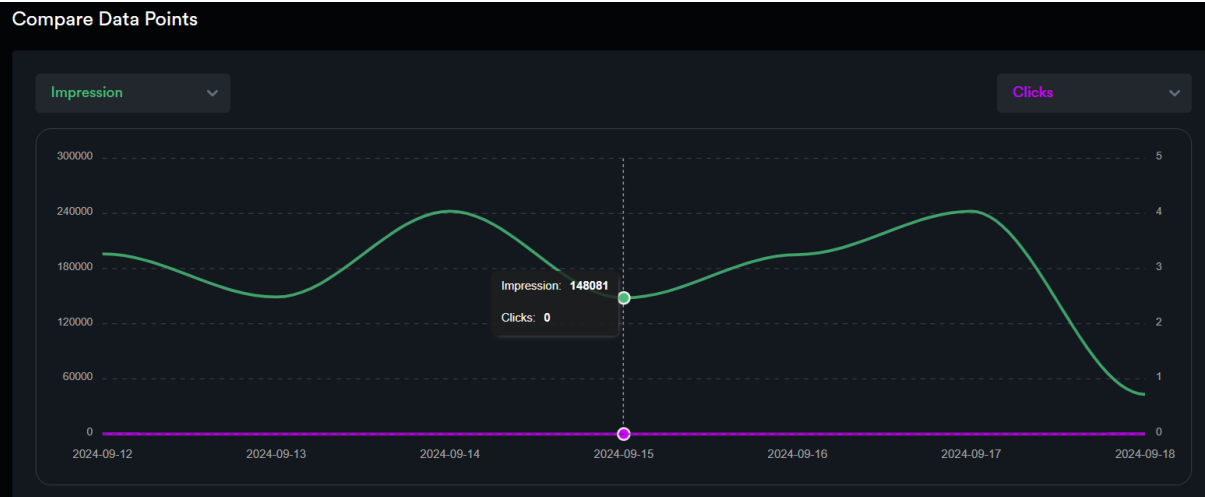
Clicks - When a user clicks on an ad to be redirected to a Landing Page. These are unique per impression.

Creatives:

The Creatives dashboard displays a list of 7 total creatives. The table below shows the first four creatives, including their thumbnail, title, creator, date, dimensions, and performance metrics (Impression, Clicks, View).

Creative	Impression	Clicks	View
# WhatsApp_Meta Verified Badge	313846	0	309151
# WhatsApp_Block and Report	333863	0	329351
# WhatsApp_TwoStepVerification	259337	0	254497
# copy-WhatsApp_Xray2	0	0	0

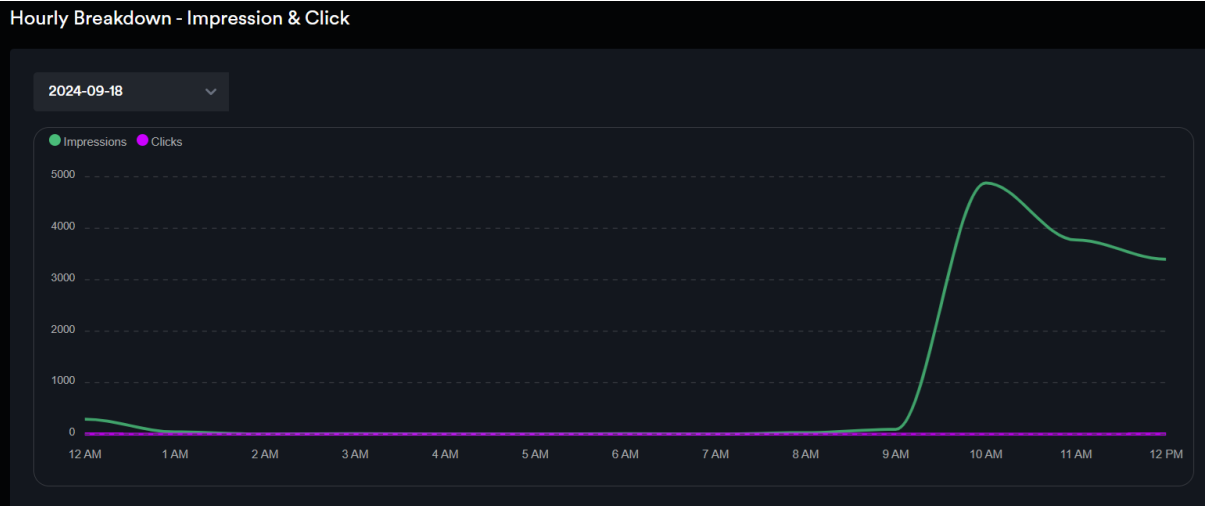
Compare Data Points:



CREATIVE ANALYTICS

Full Event List ⓘ

DAY	IMPRESSION	VIEW	VIDEOSTART	FIRSTQUARTILE	MIDPOINT	THIRDQUARTILE	COMPLETE	PAUSE	RESUME	MUTE	UNMUTE	ADCTV-AD-INITIALIZED	PR
2024-09-18	12527	12396	12527	12424	12250	12118	11991	205	95	27	4	1566	0
2024-09-17	15516	15380	15514	15330	14822	14638	13982	827	438	1020	6	4842	2
2024-09-16	83776	82973	83767	82894	79753	78630	75126	1662	736	14044	0	11449	0
2024-09-15	8969	8665	8968	8834	8667	8555	8404	620	265	43	6	4203	1
2024-09-14	64182	62522	63845	63297	62413	61481	60565	2359	982	1006	15	19008	0
2024-09-13	28830	28060	28804	28462	27929	27570	27168	1251	517	1853	8	9167	2
2024-09-12	100266	99370	100073	98866	94130	93359	87549	6566	3696	6241	11	33238	1



Hour	Impression	View	VideoStart	FirstQuartile	Midpoint	ThirdQuartile	Complete	Pause	Resume	Mute	Unmute	AdCTV-Ad-Initialized
12 PM	3397	3299	3398	3361	3318	3282	3242	93	45	2	0	794
11 AM	3772	3766	3772	3750	3705	3659	3625	57	23	1	0	442
10 AM	4881	4873	4880	4848	4774	4726	4683	27	11	3	0	218
9 AM	93	93	93	93	88	87	86	0	0	7	0	10
8 AM	29	29	29	29	27	27	27	0	0	0	0	1
7 AM	0	0	0	0	0	0	0	0	0	0	0	1
6 AM	10	10	10	10	10	9	9	1	0	0	0	2
5 AM	0	0	0	0	0	0	0	0	0	0	0	0
4 AM	3	3	3	2	2	2	2	1	0	3	0	0

Impression - No. of times the Ad is loaded in an active tab.

View - No. of times the Ad has been viewed by the users. An Impression is considered Viewable when 50% of the ad is in the viewport of the device for 1 continuous second.

Engagement - Triggers for the first interaction per Impression.

Time Spent - Total time spent (in seconds) on the ad starts when a user interacts with the ad till the user interacts outside the ad / when the ad goes out of view.

Exposure - The total duration (in milliseconds) for which an ad is viewable in the user's viewport.

Adctv ad initialized - No. of times the Ad with interactive elements has been loaded. This event indicates that the necessary resources for the ad, such as images, videos, or interactive elements, have been fetched and initialized, and the ad is ready to be shown to the user.

Video Start - No. of times the video playback has been initiated.

First Quartile- No of times that 25% of the video has been viewed.

Mid Point - No of times that 50% of the video has been viewed.

Third Quartile - No of times that 75% of the video has been viewed.

Complete - No. of times the video has been completely viewed.

Pause - No. of times the video has been paused.

Resume - No. of times the video has been resumed.

Mute - No. of times the video has been muted.

Unmute- No. of times the video has been unmuted.

Clicks - No. of times the user clicked on the Ad and it was redirected to a landing page.

QR Scan - No. of QR code scans

Revision #3

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Updated 22 April 2026 10:34:35 by Aparna