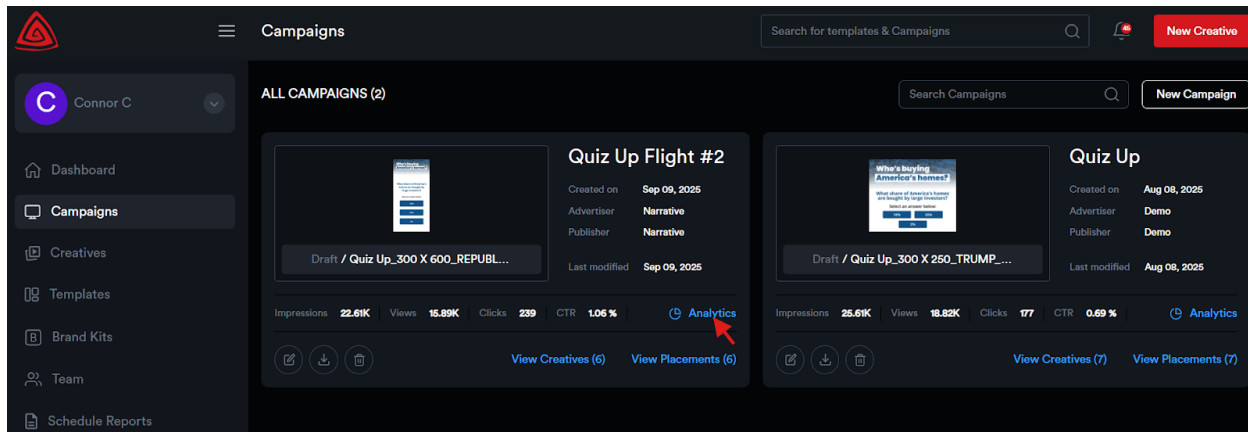


Campaign Analytics

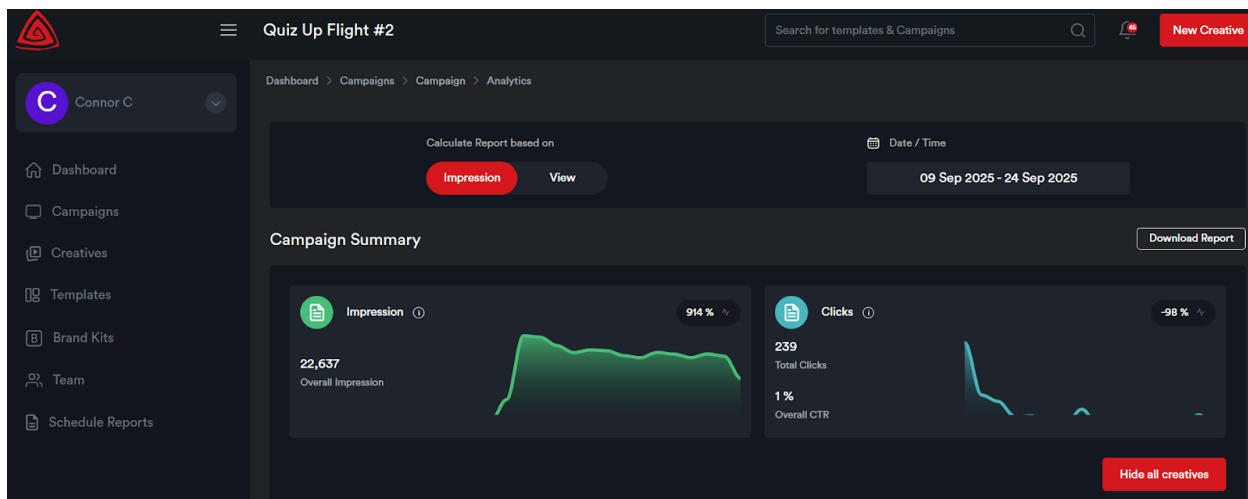
To view analytics for a Campaign:

Navigate to the **'Campaigns'** module and click the **Analytics icon** for the desired campaign.



You'll see a **campaign summary** along with individual creative analytics displayed on each creative card.

The default date range for which the Analytics are displayed on this page is the last seven days. The date range can be modified by selecting from the date range picker.



Dashboard > Campaigns > Campaign > Analytics

Impression

View

09 Sep 2025 - 24 Sep 2025

Download Report

Campaign Summary

Impression

22,637

Overall Impression

Today

2025-09-09

2025-09-24

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Lifetime

Custom Range

Start Time

End Time

Time Zone

Cancel

Apply

Creatives

Total Creatives (6)

Creatives

Total Creatives (6)

Search...

All

	# Quiz Up_300 x 600_REPUBLICANS Connor C 2 weeks ago 300x600	3,884 Impression	36 Clicks	3,262 View
	# Quiz Up_970 X 250_REPUBLICANS Connor C 2 weeks ago 970x250	1,445 Impression	41 Clicks	720 View
	# Quiz Up_300 X 250_REPUBLICANS Connor C 2 weeks ago 300x250	8,339 Impression	55 Clicks	5,239 View
	# Quiz Up_300 X 250_TRUMP_ADMIN Connor C 2 weeks ago 300x250	5,234 Impression	47 Clicks	3,726 View
	# Quiz Up_300 x 600_TRUMP_ADMIN Connor C 2 weeks ago 300x600	2,960 Impression	23 Clicks	2,576 View
	# Quiz Up_970 X 250_TRUMP_ADMIN Connor C 2 weeks ago 970x250	775 Impression	37 Clicks	395 View

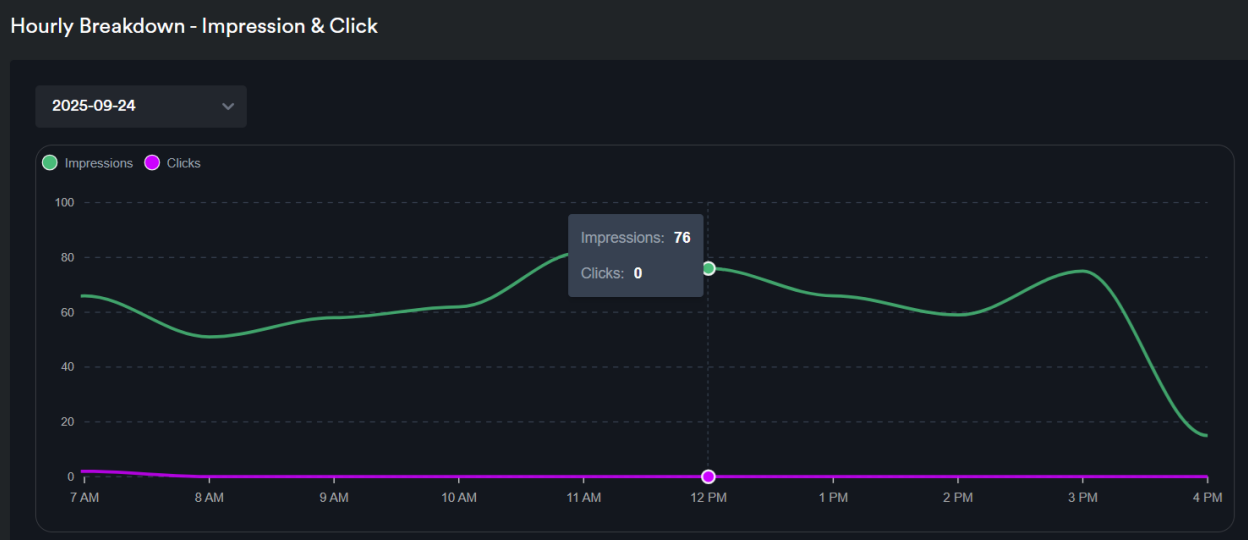
Scroll down to the **‘Full Event List’** table to view data for individual metrics.

To download the report, click the **Download** button to export the data in Excel format.

Full Event List ⓘ

Date	Impression	View	Click	Requested	Adctv Ad Initialized	Exposure	Timespent
2025-09-24	1,024	737	2	1,140	999	69,593,000	0
2025-09-23	1,496	1,051	13	1,578	1,468	105,267,000	0
2025-09-22	1,541	1,074	5	1,651	1,512	106,854,000	0
2025-09-21	1,465	1,031	3	1,533	1,432	91,387,000	6,000
2025-09-20	1,537	1,079	3	1,640	1,503	105,309,000	0
2025-09-19	1,576	1,069	5	1,656	1,547	92,540,000	0
2025-09-18	1,463	1,009	6	1,557	1,421	90,043,000	8,000
2025-09-17	1,505	1,023	1	1,635	1,480	121,650,000	0

If you scroll down, you will see the hourly breakdown statistics displayed both as a graph and in a table. Hourly reports are available only on a per-day basis.



Hourly Breakdown ⓘ

Hour	Impression	View	Click	Requested	Adctv Ad Initialized	Exposure	Touch Area
							Touch Area
4 PM	15	10	0	16	14	1,717,000	0
3 PM	75	56	0	83	74	7,468,000	0
2 PM	59	46	0	71	58	10,016,000	0
1 PM	66	48	0	75	66	3,556,000	0
12 PM	76	64	0	85	76	9,561,000	0
11 AM	82	66	0	88	79	3,966,000	0

Revision #2

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