Statistics KPI

Summary

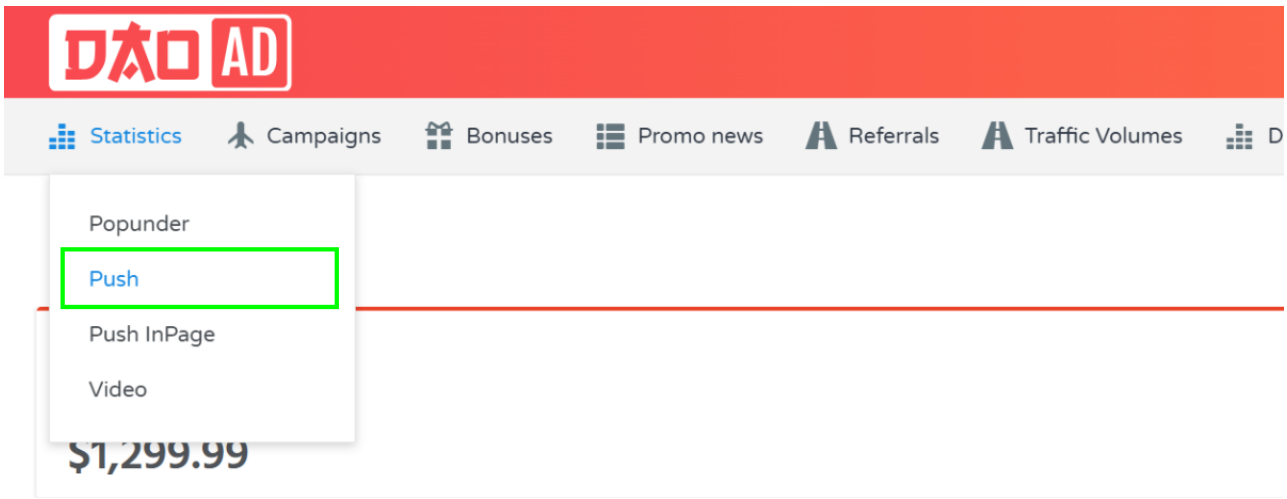
This page provides an overview of statistics filters, grouping options, and KPI metrics available in DAO.AD.

Before You Begin

- Role: Advertiser
- Estimated time: 2 minutes

Steps

1. Open the Statistics section from the top navigation menu and select the desired ad format.



2. The following filters are available:

a. Date range - Filter statistics by a selected date range. The maximum available reporting period is 60 days.

b. Campaign - Filter statistics for a specific campaign.

c. OS group - Analyze performance by operating system.

d. Browser Group - View statistics grouped by browser type.

e. Country - View performance data by country.

f. Group by - Available grouping options:

1. by hours - Displays statistics grouped by hour within the selected date range.
2. by days - Displays statistics grouped by day.
3. by month - Displays statistics grouped by month.
4. by countries - Aggregates statistics by country.
5. by geo set - Aggregates statistics by GEO set.
6. by creative - Aggregates statistics by creative.
7. by campaign - Aggregates statistics by campaign.
8. by browsers - Aggregates statistics by browser.
9. by browser family - Aggregates statistics by browser family.

3. The report table contains the following KPI Definitions:

- **Period** - dates and hours
- **Win Rate** – percentage of auction wins compared to total bidding opportunities.
- **Showed** - Total number of ad impressions served.
- **Clicked** - Total number of clicks received.
- CTR **–** percentage of impressions that resulted in a click.
- **CPMc** - Average cost per 1,000 clicks.
- **CPMv** - Average cost per 1,000 impressions.
- **Sum** - Total advertising spend for the selected reporting group.
- Lead - Total number of conversions. Postback tracking must be configured.
- **Leads sum** - Total revenue generated from recorded conversions.
- CPL - Average cost per lead.
- ROI **(Return on Investment)** – profitability percentage based on advertising spend and conversion revenue.

Related

- Statistics Overview
- Export Reports to CSV
- Micro-bidding Tool
- Automatic Rules for Blacklisting
- Statistics Overview

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