

Statistics Overview

Summary

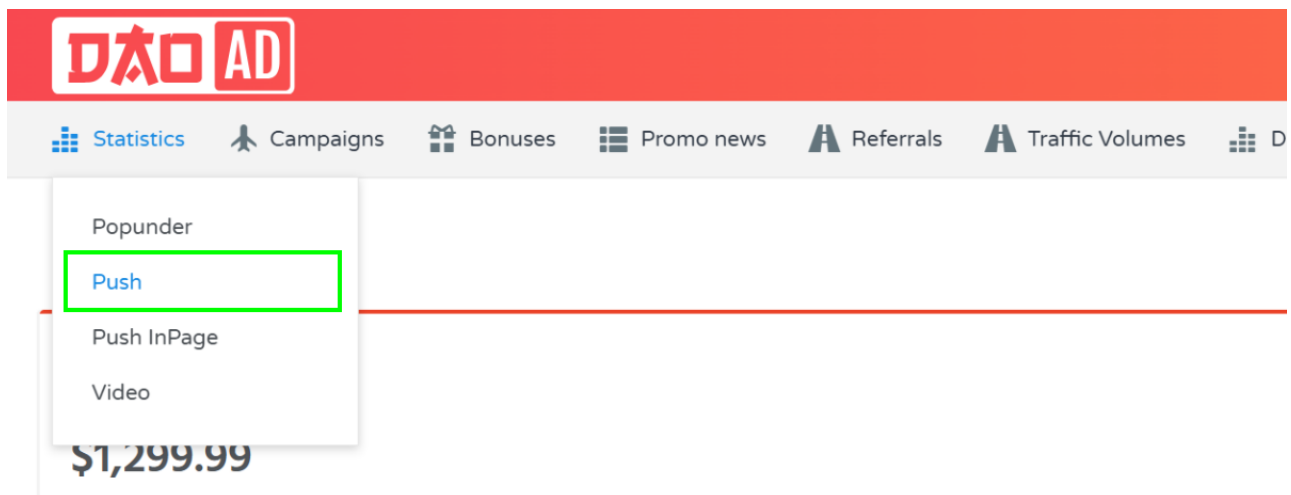
This page explains how to analyze campaign performance using DAO.AD statistics, reports, charts, and filters.

Before You Begin

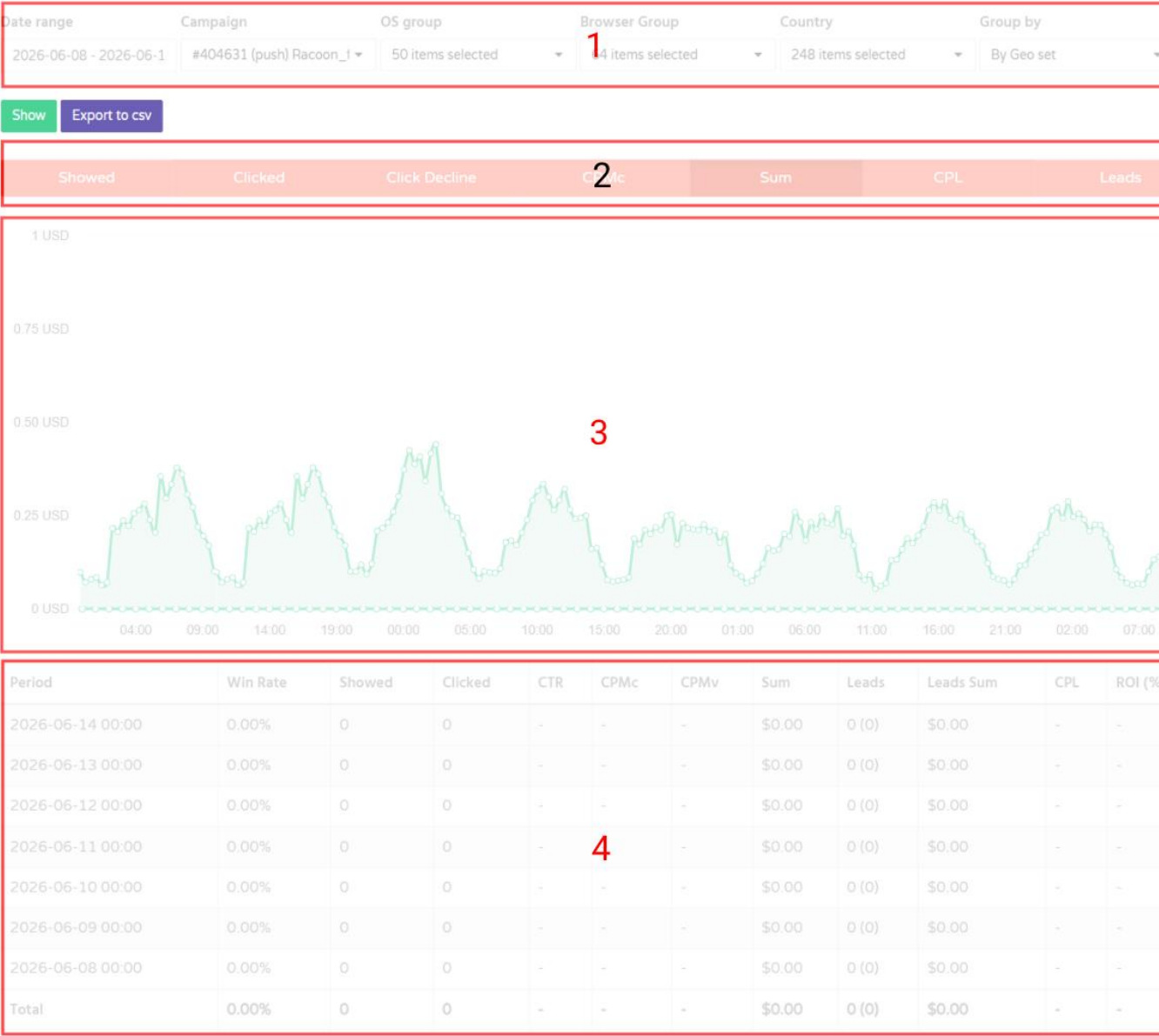
- Role: Advertiser
- Estimated time: 2 minutes

Steps

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



2. The Statistics page is divided into four main sections:
Filters (1), KPI metrics (2), Performance Charts (3), and the Data Table (4).



3. Use the filters to select a date range and refine your report by campaign, operating system, browser, country, or other available dimensions.
4. Use the Group By option to view performance data by day, hour, GEO set, browser, and other categories.

Related

- [Micro-bidding Tool](#)
- [Automatic Rules for Blacklisting](#)
- [Bid Adjustments](#)
- [Bid Strategy](#)

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