

Statistics KPI for Webmasters

Summary

This page explains the main performance indicators available in DAO.AD statistics and how to use them to evaluate your website's monetization performance.

Before You Begin

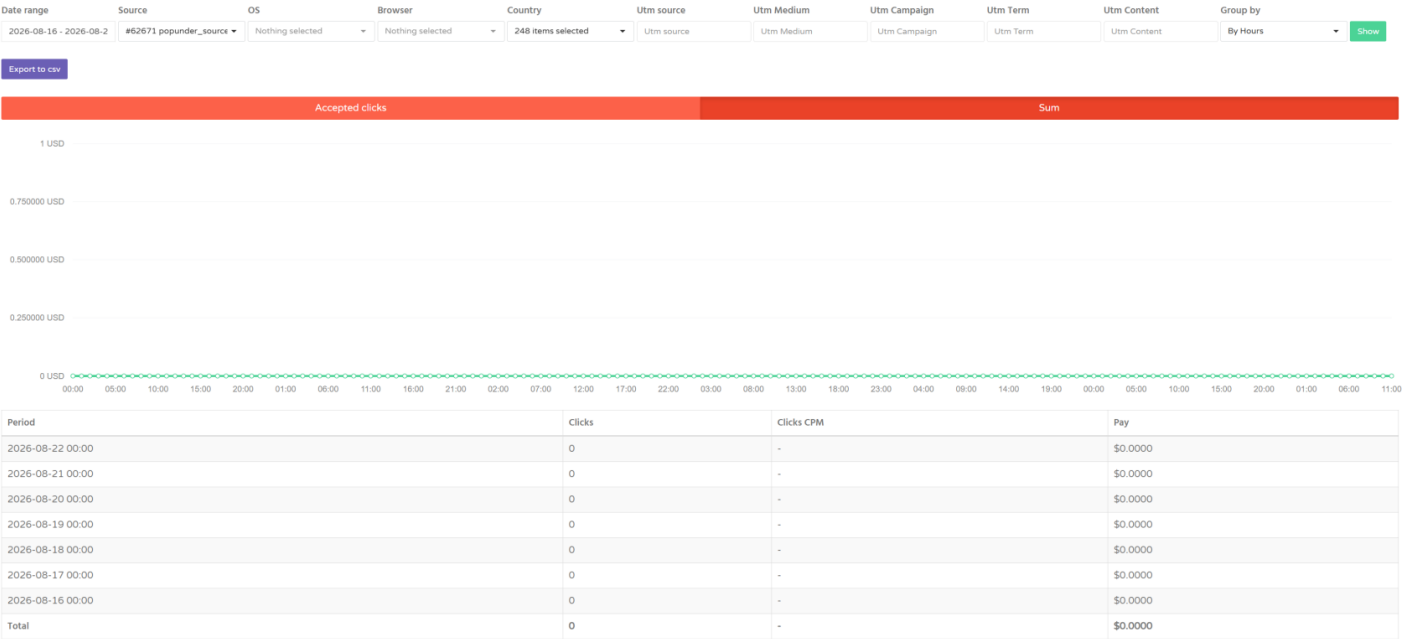
- Role: Webmaster
- Required information:
 - Active DAO.AD account
- Estimated time: 3 minutes

Key Performance Indicators

Pay - revenue generated by your traffic through DAO.AD.

Use this metric to understand the overall monetization result for the selected period, traffic source, or advertising format.

Popunder Statistics



Clicks - number of clicks generated by users on your traffic source.

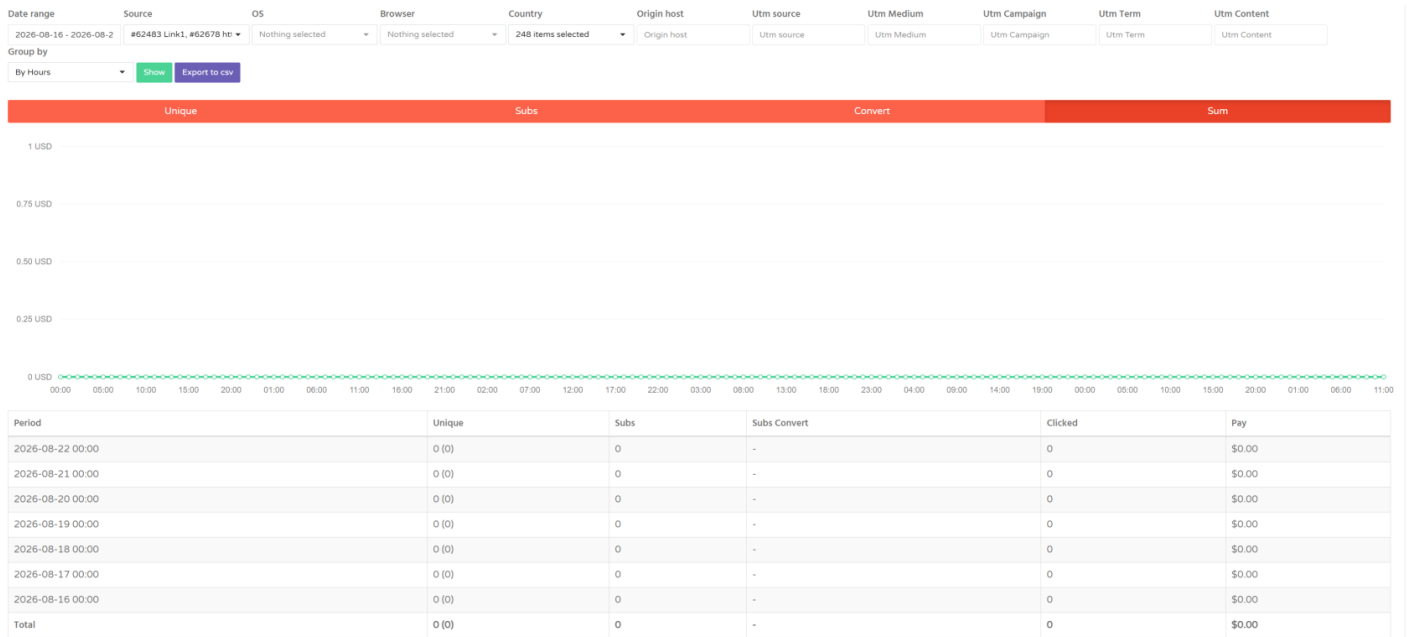
Clicks CPM - in DAO.AD statistics shows the amount earned per 1,000 clicks.

Clicks CPM can vary depending on:

- GEO;
- traffic quality;
- user's device;
- operating system;
- advertising format;
- advertiser demand;
- auction activity.

CPM is calculated dynamically, so the value may change over time.

Push Notifications Statistics



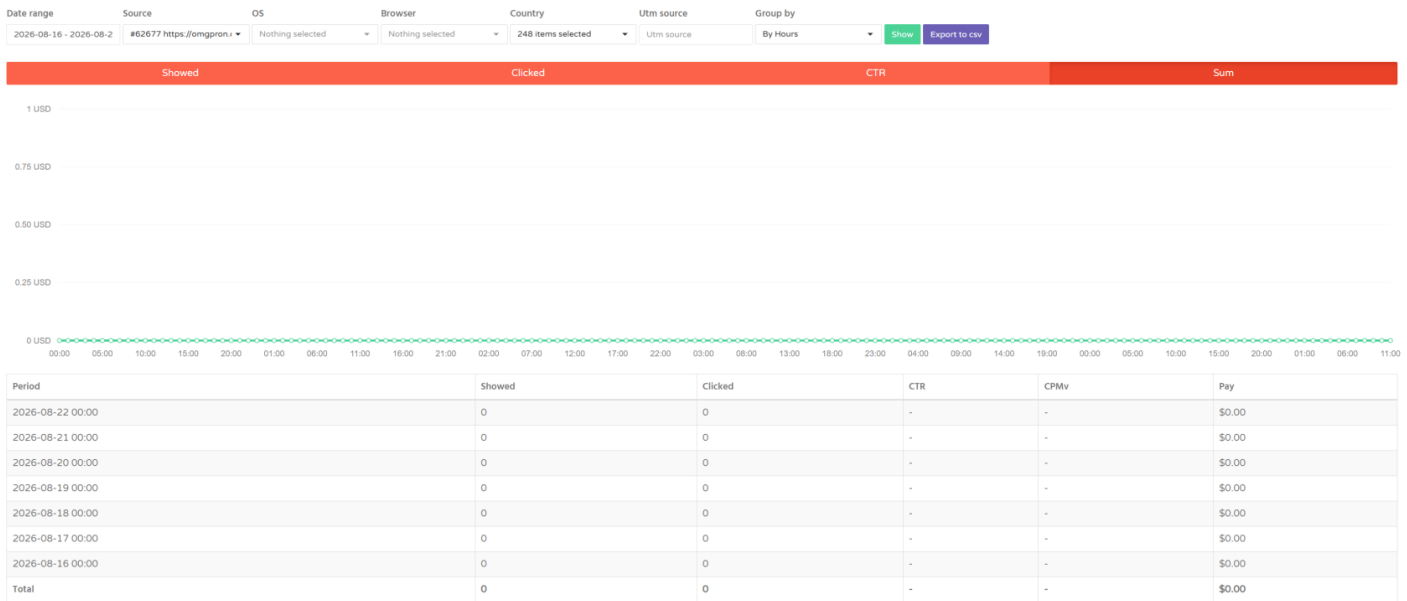
Unique - amount of visits to this source as total and unigual (in brackets)

Subs - amount of subscriptions

Subs Convert - Ratio of unigual followings vs unigual users (visitors)

Clicked - amount of Clicks from these sources (source)

In-page Push Statistics



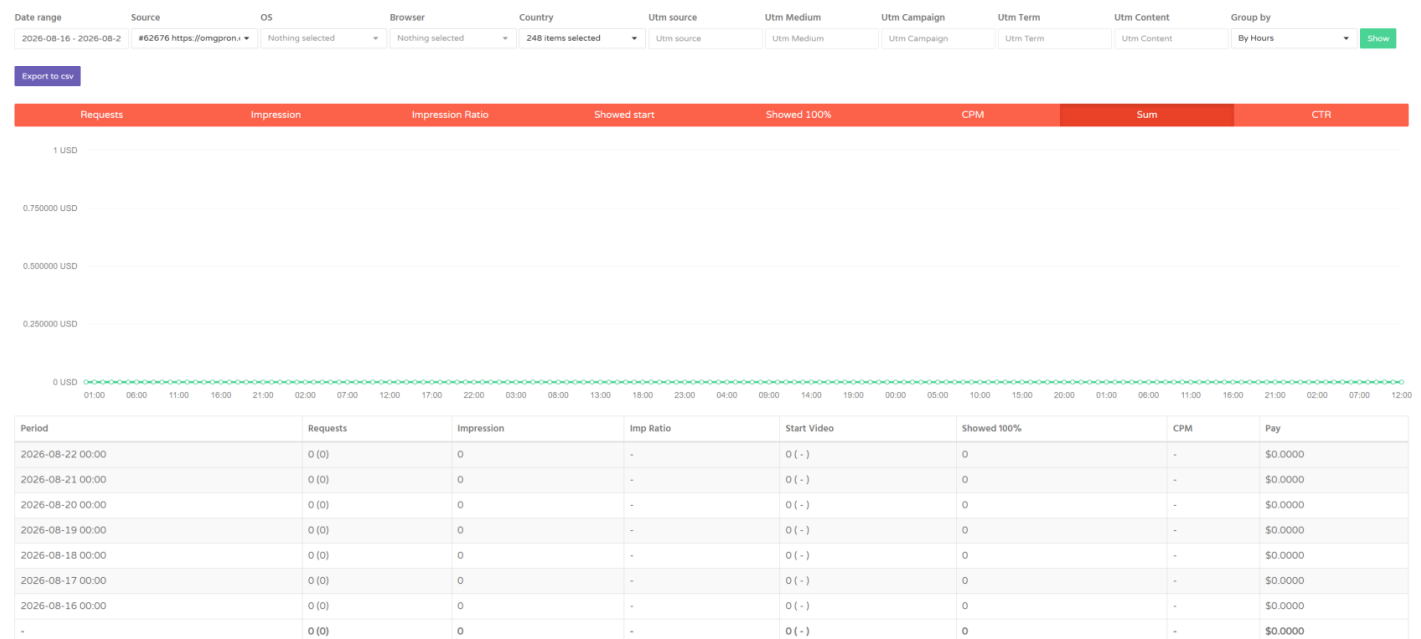
Showed - amount of impressions of partners ads on your InPage Push source

Clicked - amount of Clicks from these sources (source)

CTR - Click Through Rate

CPM - Cost Per Mile views (cost per 1000 impressions)

Video Statistics



Requests - amount of requests made to your source with partners demand

Impression - total impressions of video ads at your video source

Imp Ratio - percent of impressions to auction won

Start Video - amount of video started

Shown 100% - amount of complete video views

CPM - cost per 1000 impressions

What Affects Your Revenue?

Your earnings are not fixed and may change from day to day.

According to DAO.AD, revenue can be affected by:

- advertiser demand;
- auction activity;
- seasonality;
- traffic quality;
- GEO;
- device and operating system;
- advertising format.

For this reason, a temporary decrease in CPM or revenue does not necessarily indicate a problem with your integration.

Automated Campaign Optimization

Advertisers may use automated optimization tools to adjust traffic demand (CPA Goal, in Popunder) and bids based on campaign performance and conversion data.

As a result, the **availability and price of traffic may change over time** for a particular source, GEO, device, or advertising format.

Traffic volume and revenue may therefore increase or decrease depending on current advertiser demand and campaign performance.

Important: A temporary decrease in traffic volume, CPM, or revenue does not necessarily indicate a problem with your traffic source or integration.

Why Can CPM Change?

DAO.AD pricing is formed in real time.

CPM may change because of:

- seasonal changes in demand;
- changes in advertiser demand;
- auction activity;
- changes in traffic quality.

Comparing performance over longer periods can therefore provide a more meaningful picture than comparing individual hours or days.

How to Use KPIs for Optimization

When analyzing your performance, consider several metrics together rather than focusing on a single number.

For example:

- **High traffic volume + low earnings** → review traffic quality, GEO and format performance.
- **Stable traffic + decreasing CPM** → check current advertiser demand and auction conditions.
- **Low traffic volume + good CPM** → increasing high-quality traffic may increase total revenue.
- **Several formats available** → compare their performance and consider using multiple formats.

DAO.AD recommends using multiple advertising formats, increasing the volume of high-quality traffic, and enabling Video when a suitable video player is available.

Statistics Update Frequency

Statistics are not updated instantly.

DAO.AD statistics are updated approximately every **5 minutes**.

If you have just installed an advertising code or changed your traffic source configuration, allow some time for the data to appear.

DAO.AD Statistics vs. Trackers

Small differences between DAO.AD statistics and Trackers are normal.

The platforms use different methods for counting events, so their numbers may not always match exactly.

For revenue and advertising performance, use the statistics provided in your DAO.AD account.

API & Export

DAO.AD provides an API for retrieving statistics.

Statistics can be accessed through:

- the DAO.AD dashboard;
- the [Statistics API](#).

Filtering and Grouping Statistics

DAO.AD statistics allow you to analyze performance using different filters and grouping options.

Depending on the selected advertising format, you can filter statistics by:

- Date range;
- Traffic source;
- OS;
- Browser;
- Country;
- UTM parameters;
- Origin host, where available.

You can also group statistics by different time periods, such as hours or days.

Use filters to identify which traffic segments, GEOs, devices, or campaigns generate the best results.

Related

- [Traffic Statistics](#)
- [UTM Parameters](#)
- [Traffic Quality](#)

Revision #5

Created 22 August 2026 14:48:48 by Waleriidao

Updated 22 August 2026 23:31:54 by Waleriidao