Audio Report and Tips & Tricks

This page lists tools for preparing audio creatives and explains the metrics in the audio campaign report. One thing to remember: an audio creative supports only an audio track, and video creatives can’t be used.

Preparing Audio Creatives

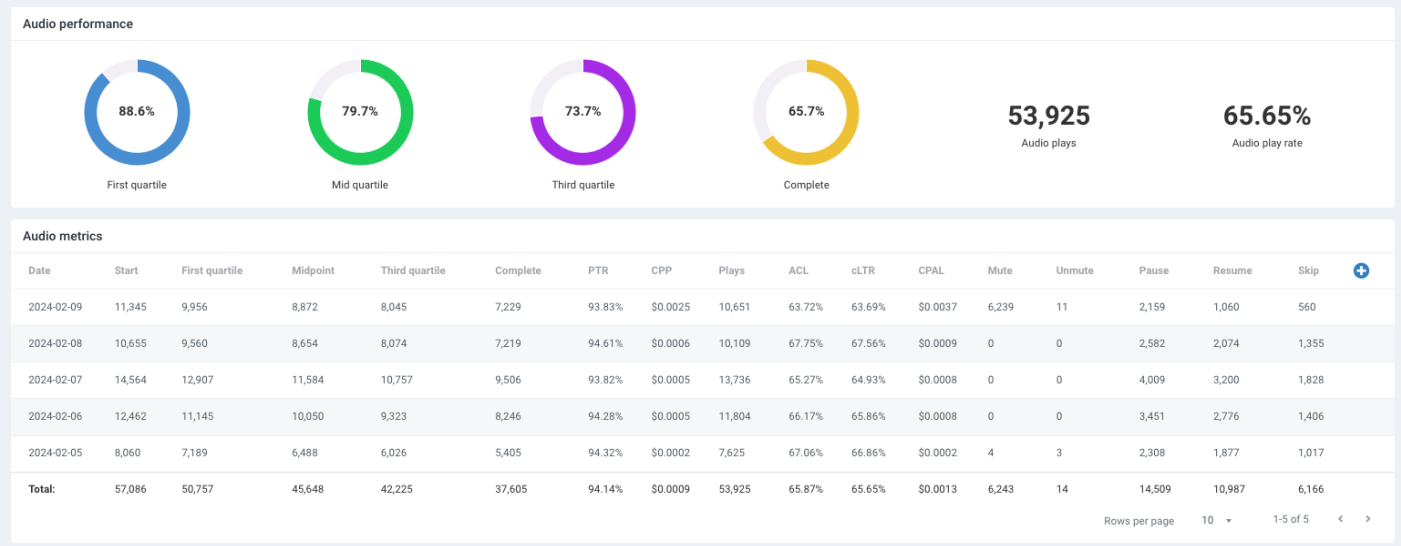
There are plenty of online tools where you can upload a video creative and extract its audio, for example:

- https://www.freeconvert.com/convert/video-to-mp3
- https://online-audio-converter.com
- https://restream.io/tools/mp4-to-mp3-converter

There is also a tool to quickly create audio ads from text: https://audiostack.ai/adstack.

Audio Report Metrics

In the audio campaign report we have these metrics:



Metric	Definition
Audio plays	If 1/8 of the audio length is listened to, it counts as an "Audio play". Same metric as "video views".
Audio play rate	Complete metric divided by impressions
PTR	Play-through rate (plays divided by impressions)
CPP	Cost per play (spend divided by plays)
Plays	Same as our video views (1/8 of audio length listened)
ACL	Audio completed listens (complete metric divided by start)
cLTR	Completed listen-through rate (complete metric divided by impressions)
CPAL	Cost per audio listen (spend divided by complete metric)

Summary

If you only have a video creative, extract its audio with an online converter, or create an audio ad from text.

Audio reports count plays, completions and their rates and costs, defined in the table above.

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