

Audio report and tips&tricks

One thing to remember - Audio creative supports only audio track and video creatives can't be used.

But - there are plenty of online tools where we can upload and extract audio from the video creative. i.e.:

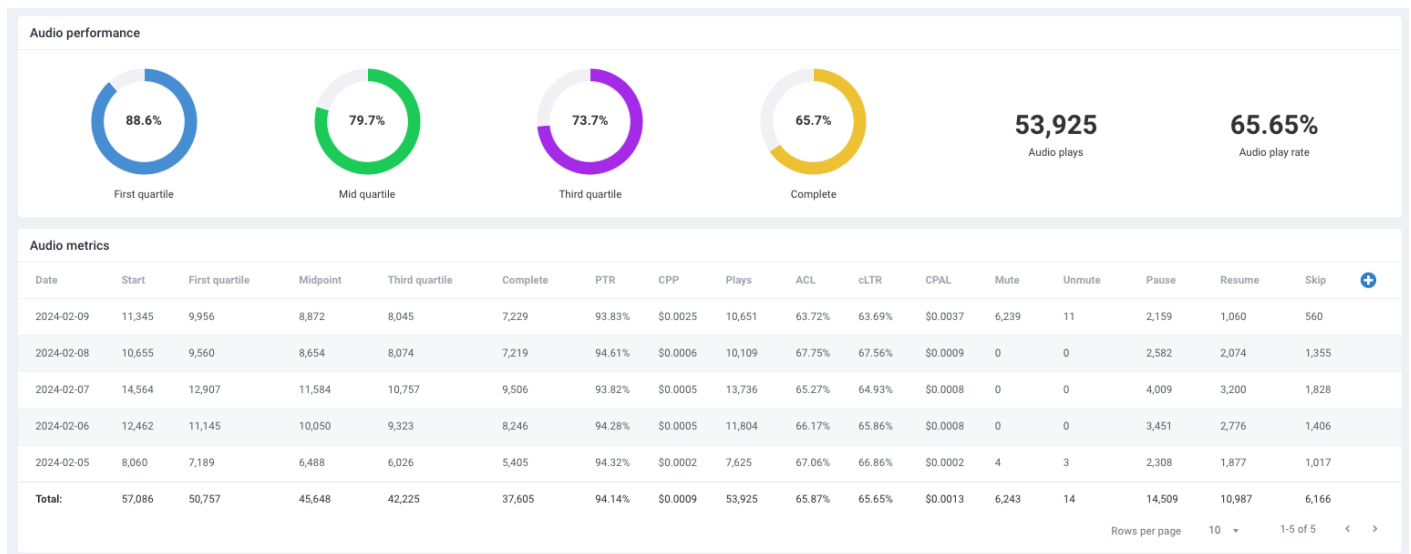
- <https://www.freeconvert.com/convert/video-to-mp3>

- <https://online-audio-converter.com>

- <https://restream.io/tools/mp4-to-mp3-converter>

Also, there's a tool - to quickly create audio ads from text: <https://audiostack.ai/adstack>

In audio campaign report we have these metrics:



Audio plays - if 1/8 of audio length will be listened - then it's a "Audio play". Same metric as we have for "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 trough rate (complete metric divided from impressions)

CPAL - cost per audio listen (spend divided by complete metric)

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