

Formulas & Terminology

Formulas used in AdTech

- **VTR** = (Total completed views / Total measured impressions) x 100
- **CTR** = (Number of Clicks / Number of Impressions) x 100
- **CVR** = (Number of Conversions / Number of Clicks) x 100
- **CPC** = (Total Ad Spend / Number of Clicks)
- **CPM** = (Total Ad Spend / Number of Impressions) x 1000
- **eCPM** = (Total Earnings / Total Impressions) x 1000
- **Fill Rate** = (Number of filled ad requests / number of total ad requests) * 100
- **Win rate (WR)** = (number of won auctions / number of auctions participated in) * 100

Terminology

Bid request - A bid request in ad tech is a signal sent by a website or app to potential advertisers, asking if they want to place an ad in a specific spot and how much they're willing to pay. It happens in real time and includes details like the user's demographics, device type, and browsing behavior.

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