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.

CTR

A ratio showing how often people who see your ad end up clicking it. Clickthrough rate (CTR) can be used to gauge how well your keywords and ads are performing.

- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR. For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.
- Each of your ads and keywords has its own CTR that you can see listed in your account.
- A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's expected CTR, which is a component of Ad Rank. Note that a good CTR is relative to what you're advertising and on which networks.
- You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is going to click on your ad after searching on your keyword phrase.

CPC

Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments or using Enhanced CPC).

- Your max CPC is the most you'll typically be charged for a click, but you'll often be charged less, sometimes much less. That final amount you're charged for a click is called your actual CPC.
- If you enter a max CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.
- You'll choose between **manual bidding** (you choose your bid amounts) and **automatic bidding** (let Eskimi DSP set bids to try to get the most clicks within your budget).
- CPC pricing is sometimes known as pay-per-click (PPC).

We recommend the CPC bidding method if you want to drive traffic to your website.

CPA

This is the average amount you'd like to pay for a conversion. The target CPA you set may influence the number of conversions you get. Setting a target that is too low, for example, may cause you to forgo clicks that could result in conversions, resulting in fewer total conversions.

If your campaign has historical conversion data, AdWords will recommend a target CPA. This recommendation is calculated based on your actual CPA performance over the last few weeks. When you create a new campaign, Eskimi DSP will recommend a target CPA based on your account's historical conversion data.

When formulating a recommended target CPA, we'll exclude performance from the last few days to account for conversions that may take more than a day to complete following an ad click. You can choose whether to use this recommended target CPA or to set your own.

CPM

Cost-per-thousand viewable impressions bids (CPM) let you bid for impressions when your ads appear in a viewable position, and you only pay when ads are measured as viewable by Active View.

- Viewability is measured by the Active View technology on Display Network websites.

A way to bid where you pay per one thousand views (impressions) on the Eskimi Network.

Viewable CPM bidding ensures that you only pay when your ads can be seen. Existing CPM bids will be converted to vCPM automatically, but it is best to update your bids since viewable impressions are potentially more valuable.

CPV

A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first. Video interactions include clicks on the call-to-action overlays (CTAs), cards, and companion banners. You set CPV bids to tell Eskimi DSP the maximum amount you're willing to pay for each view.

- You can select a maximum CPV bid for your video ads when you create your ad group. ”Maximum” means that what you'll pay for a view will be equal to or below your bid, depending on other advertisers' bids.
- The CPV bidding option is only available when you choose to run TrueView video ads.
- CPV is calculated by dividing the total ad spend by total views.

Impressions

It represents how often your ad is shown.
An impression is counted each time your ad is shown on a search result page or another site on the Eskimi DSP Network.

- Each time your ad appears on Eskimi DSP Network, it's counted as one impression.
- In some cases, only a section of your ad may be shown.
  - The person begins to type and then clicks anywhere on the page, like a search result, ad, or related search.
  - A person types a search and then clicks the "Search" button, presses Enter, or selects a predicted query from the drop-down menu.
  - The person stops typing, and the results are displayed for a minimum of three seconds.

Viewable Impressions

There are instances where an impression might be shown, but not considered as "viewable".

- An ad is counted as "viewable" when at least 50 percent of your ad shows on screen for one second or longer for display ads, and two seconds or longer for video ads.

Viewability

This metric is expressed as a percentage and represents the percentage of ad impressions that are actually seen by users.
The standard formula for calculating viewability rate is (total viewable impressions / total impressions) x 100. By IAB standard - for display ad - 50% of the ad for at least 1 continuous second and for video 50% of ad for at least 2 continuous seconds.

Attention

We extend the standard Viewability metric by introducing "Attention" — defined as the ad being **continuously in view for at least 2.5 seconds** with **at least 50%** of its pixels visible. This applies to both display and video ads equally.

Total and Average In-View time

We build on the Viewability standard by measuring the **entire duration** an ad remains in view on the user's screen (with at least 50% visibility). Whenever a user scrolls to the ad, away from it, and then back again — we track all these in-view moments and **accumulate** the time.

- The **Total In-View Time** is the **sum** of all such viewable durations across all users.
- The **Average In-View Time** is calculated by dividing the Total In-View Time by the number of **viewable impressions**.

Clicks

When someone clicks your ad, Eskimi DSP counts that as a click.

- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.
- Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll see the **clickthrough rate (CTR)**, which tells you how many people who've seen your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

Companion Impressions & Clicks

Some ad formats, such as video and audio, may be accompanied by a companion banner.
These companion banners can present as a 5s end card for video, or as a banner shown with the audio ad.

When Companion Banners are included, the campaign will report "Companion impression" and "Companion clicks" metrics under the "Event metrics" part.

ER (Engagement Rate)

A metric used to measure the level of user engagement with a specific ad or campaign, calculated as the percentage of users who interacted with the ad divided by the total number of Viewed impressions.

Conversions

- **Total conversions:** number of conversions our client has registered, irrespective of where they came from.
- **Attributed conversions:** number of conversions attributed to some marketing channel, e.g., Eskimi.
- **Post-click conversions:** number of attributed conversions that happened after user clicked an ad.
- **Post-view conversions:** number of attributed conversions that happened after user has seen an ad. If the user clicks after seeing an ad, the conversion will be attributed to post-click.
- **Conversion attribution window:** time between click and conversion, or impression and conversion. Market standard: click - 28 days, view - 7 days.
- **Post-click/post-view conversion rate:** number of attributed conversions divided by ad interactions (clicks).
- **Cost per conversion:** total campaign cost divided by total attributed conversions.

Conversions in Eskimi:

1) Post-click conversion - a conversion that occurred within a set post-click attribution window. This number of conversions counts into the total amount (in Conversions report). Also, it is included in Custom conversions report as Post-click.

1) Post-view conversion - a conversion that occurred within the set post-view attribution window. This number of conversions counts into the total amount (in Conversions report). Also, it is included in Custom conversions report as Post-view.

Rich media creatives events

Default metrics, which should be present in every Rich Media solution released by Eskimi platform:

- **Main Event** - Templated and Custom Rich Media banners have regular added events to track actions like mouse-over, touch and first interaction with the banner. Those events are used in all Rich Media banners and they don't change.
  - Main and first event trigger (swipe, drag, shake), whatever the main interaction of the ad is - that's where the "main" interaction of the Rich Media ad is placed. There, you will be able to see the "Main" event metric.
- **Side Event** - Custom Rich Media banners can have individually added events to track certain custom actions in the banners. Sometimes, the ads will have default side interaction metrics. But usually, if you want to see any additional metrics of your Rich Media banner performance, you can request adding these metrics on top.
- **Other Events** - The user has placed his mouse over the ad and touched the ad with his finger. Any usability events. These are not calculated towards the "main" engagement rate.

Main events examples:

Main - Triggered when the user first interacts with the RM. Should be triggered only once.
Mouse_Over - Triggered when user mouse hovers over RM.
Touch - Triggered when user touches the RM (Typically on mobile Devices).

Side events examples:
CloseAd - Triggered when user closes an ad. Typically, floating and takeover Ads.
Swipe_Right - Triggered when user swipes right. Typically carousel or draggable Ads.
Seen_frame_[number] - Triggered when ads have multiple frames and the user navigates through them.

Revision #7
Created 4 March 2025 11:21:13
Updated 28 July 2026 05:26:07 by Nuka