

# Formulas & Terminology

## Formulas used in AdTech

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

## 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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