

Tiki

202507

KEY PERFORMANCE INDICATORS

IMPRESSIONS

873.9K

▲ 170% vs LM

CLICKS

2.4K

▼ 1% vs LM

CTR

0.3%

▼ -64% vs LM

AD SPEND

\$10.3K

▲ 14% vs LM

ATTRIBUTED SALES

\$114.5K

▼ -6% vs LM

BRAND ROAS

11.2

▼ -18% vs LM

AVG DAILY IMPRESSIONS

31.2K

▲ 170% vs LM

AVG. CLICKS PER DAY

86.5

▼ 1% vs LM

TOTAL CUSTOMERS

3.3K

▲ 24% vs LM

NTB CUSTOMERS %

31.8%

▼ 9% vs LM

ATTRIBUTED SALES UNITS

11.1K

▲ 16% vs LM

CAMPAIGNS PERFORMANCE												
Campaign Name	Ad Item Type	Ad Spend	Spend distribution	Total Impressions	Attributed Sale	ROAS	Total Clicks	CTR	No. of Orders	AOV	Total Customers	% NTB Customers
1 1479_VIP-FUNDED_RMNL_FY25_0_0_TIKI_0_MUL_0_0_08_032025_WHITE BRIDGE_FY25Q3	SPA (Product)	\$4.7K	46.3%	124.8K	\$74.6K	15.7	1.5K	0.2%	2.3K	\$32.95	2.1K	31.3%
2 1479_VIP-FUNDED_RMNL_FY25_0_0_TIKI_0_MUL_0_0_08_032025_WHITE BRIDGE_FY25Q3	Catapult (Native-Fixed)	\$5.5K	53.7%	124.8K	\$39.9K	7.2	940.0	0.8%	1.3K	\$30.91	1.2K	31.2%
Totals		\$10.3K	100.0%	873.9K	\$114.5K	11.2	2.4K	0.3%	3.6K	\$32.21	3.3K	31.8%

Performance by Department												
Department Desc	Ad Item Type	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers	
1	CAT FOOD NATURAL	SPA (Product)	<div><div></div></div> \$4.7K	46.3%	749.1K	\$74.6K	<div><div></div></div> 15.7	1.5K	2.3K	\$32.95	2.1K	31.3%
2	CAT FOOD NATURAL	Catapult (Native-Fixed)	<div><div></div></div> \$5.5K	53.7%	124.8K	\$39.9K	<div><div></div></div> 7.2	940.0	1.3K	\$30.91	1.2K	31.2%
Totals			\$10.3K	100.0%	873.9K	\$114.5K	11.2	2.4K	3.6K	\$32.21	3.3K	31.8%

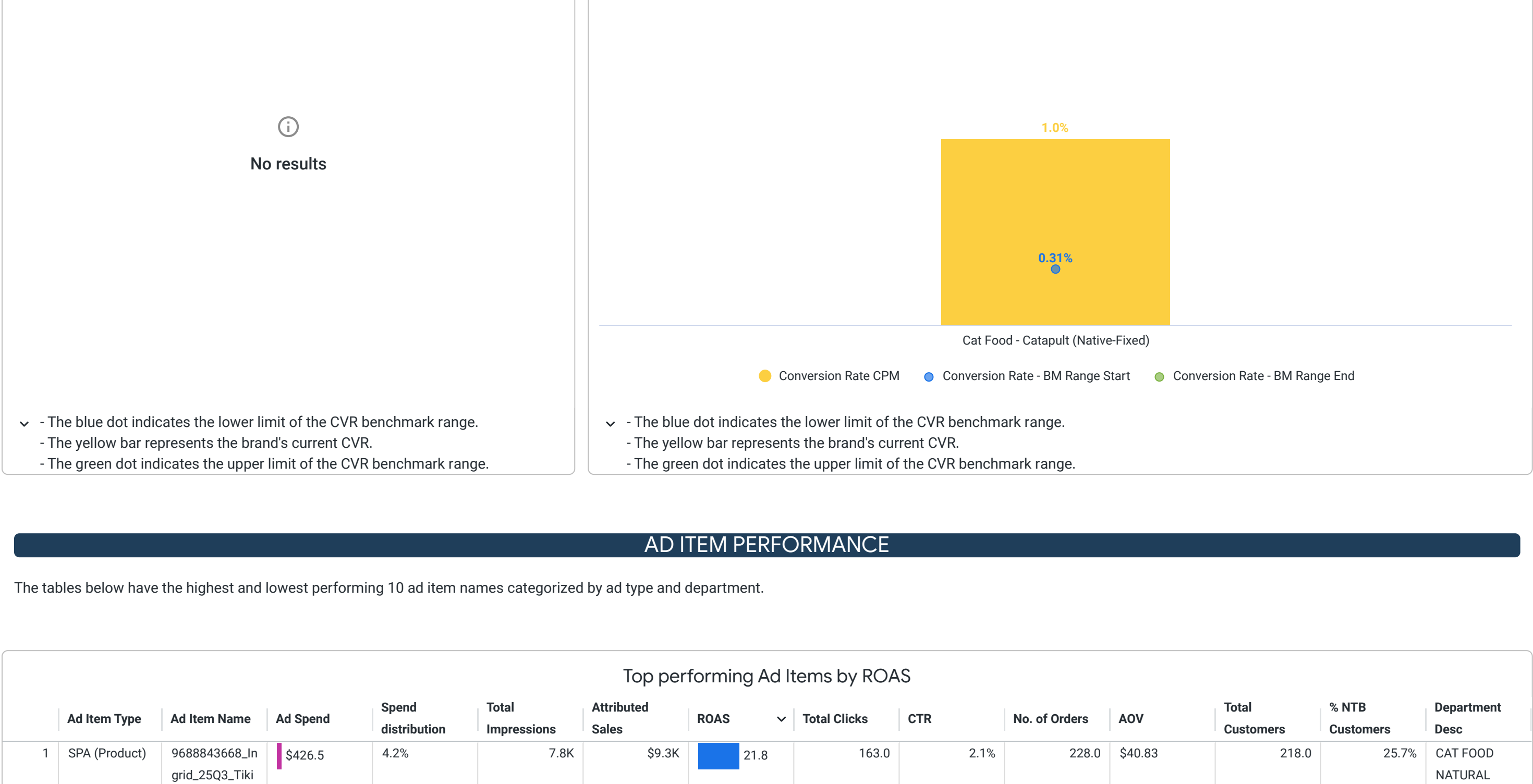
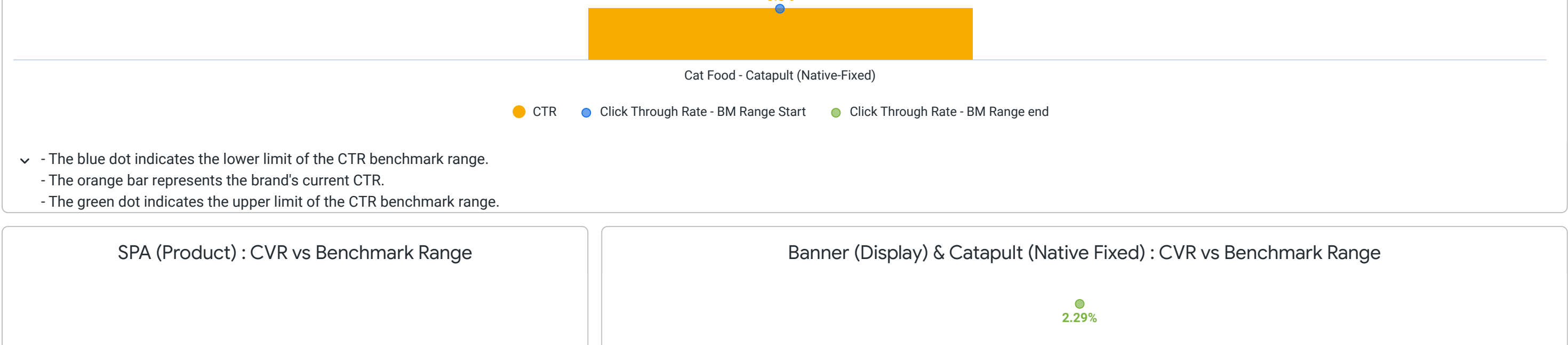
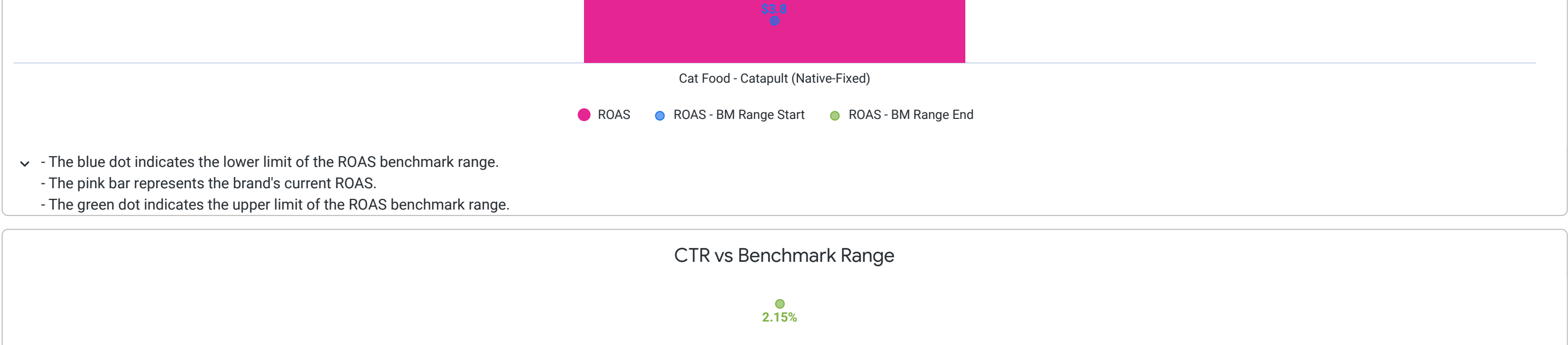
Video Ads Performance by Ad Item								
Ad Item ID	Ad Item Name	Video Played To 25 %	Video Played To 50 %	Video Played To 75 %	Video Completion Rate	View Through Rate	Cost Per View	Cost Per Completed View
No Results								
Totals								

PERFORMANCE vs CATEGORY BENCHMARKS

PERFORMANCE vs CATEGORY BENCHMARKS

This visualizations below illustrate performance categorized by species (e.g., dog food, cat food, etc.) and ad type (e.g., SPA, Catapult, Banner) against benchmark ranges for each ad type.

- The benchmarks are derived from Q2 data for all ads within the corresponding species category and ad type.
- Please note that the outliers have been excluded in the benchmarks range calculation.



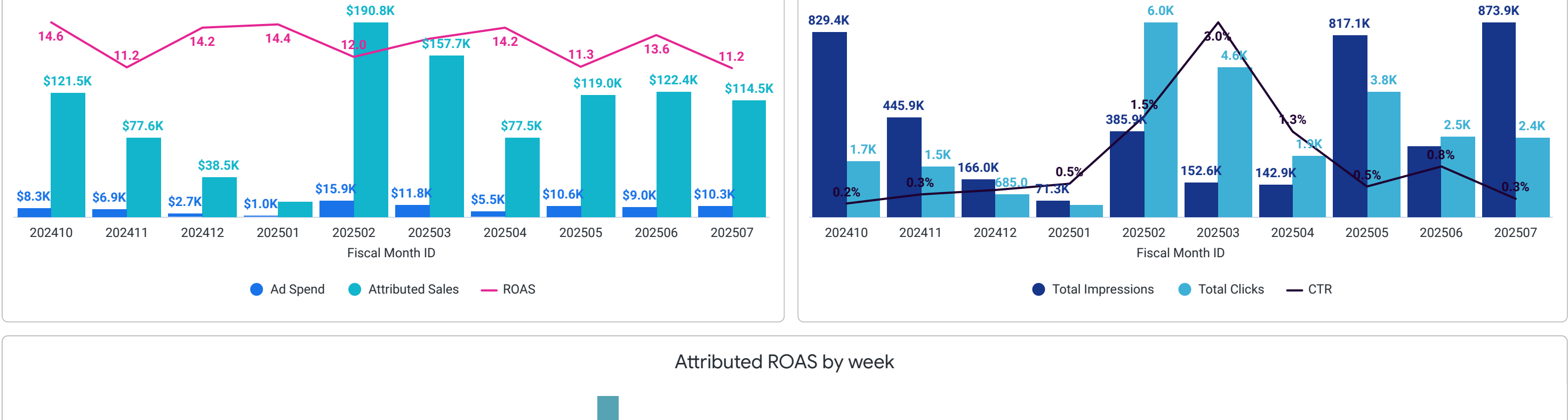
AD ITEM PERFORMANCE

The tables below have the highest and lowest performing 10 ad item names categorized by ad type and department.

4	SPA (Product)	9688843668_SPA_2503_Tiki_General	\$2.1K	20.5%	692.1K	\$39.5K	18.7	702.0	0.1%	1.2K	\$31.85	1.2K	34.1%	CAT FOOD NATURAL
5	SPA (Product)	9688843668_Ingrd_2503_Tiki_Q3	\$400.9	3.9%	6.7K	\$5.4K	13.6	155.0	2.3%	179.0	\$30.36	164.0	29.9%	CAT FOOD NATURAL
6	SPA (Product)	9688843668_SPA_2503_Tiki_Q3	\$71.9	0.7%	9.8K	\$831.5	11.6	23.0	0.2%	26.0	\$31.98	25.0	36.0%	CAT FOOD NATURAL
7	SPA (Product)	9688843668_Ingrd_2503_Tiki_General	\$1.7K	16.4%	20.6K	\$18.2K	10.9	420.0	2.0%	551.0	\$33.12	509.0	25.3%	CAT FOOD NATURAL
8	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Desktop	\$1.5K	14.3%	29.4K	\$14.3K	9.7	172.0	0.6%	384.0	\$37.15	368.0	31.0%	CAT FOOD NATURAL
9	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Desktop_Q3	\$55.8	0.5%	1.1K	\$506.2	9.1	12.0	1.1%	17.0	\$29.78	16.0	12.5%	CAT FOOD NATURAL

Least performing Ad Items by ROAS												
Department Desc	Ad Item Type	Ad Item Name	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers
1 CAT FOOD NATURAL	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_App	\$2.2K	21.3%	58.2K	\$9.6K	4.4	395.0	389.0	\$24.66	366.0	21.3%
2 CAT FOOD NATURAL	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Mobile	\$1.7K	16.7%	34.3K	\$13.6K	7.9	321.0	462.0	\$29.47	442.0	37.8%
3 CAT FOOD NATURAL	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Desktop_Q3	\$55.8	0.5%	1.1K	\$506.2	9.1	12.0	17.0	\$29.78	16.0	12.5%
4 CAT FOOD NATURAL	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Desktop	\$1.5K	14.3%	29.4K	\$14.3K	9.7	172.0	384.0	\$37.15	368.0	31.0%
5 CAT FOOD NATURAL	SPA (Product)	9688843668_Ingrd_2503_Tiki_General	\$1.7K	16.4%	20.6K	\$18.2K	10.9	420.0	551.0	\$33.12	509.0	25.3%
6 CAT FOOD NATURAL	SPA (Product)	9688843668_SPA_2503_Tiki_Q3	\$71.9	0.7%	9.8K	\$831.5	11.6	23.0	26.0	\$31.98	25.0	36.0%
7 CAT FOOD NATURAL	SPA (Product)	9688843668_Ingrd_2503_Tiki_Q3	\$400.9	3.9%	6.7K	\$5.4K	13.6	155.0	179.0	\$30.36	164.0	29.9%
8 CAT FOOD NATURAL	SPA (Product)	9688843668_SPA_2503_Tiki_General	\$2.1K	20.5%	692.1K	\$39.5K	18.7	702.0	1.2K	\$31.85	1.2K	34.1%
9 CAT FOOD NATURAL	SPA (Product)	9688843668_SPA_2503_Tiki_Evergreen	\$62.3	0.6%	12.0K	\$1.3K	20.3	20.0	39.0	\$32.37	36.0	36.1%
10 CAT FOOD NATURAL	Catapult (Native-Fixed)	9688843668_Catapult_2503_Tiki_Mobile_Q3	\$92.9	0.9%	1.9K	\$1.9K	20.4	40.0	38.0	\$49.94	37.0	54.1%
Totals			\$10.3K	100.0%	873.9K	\$114.5K	11.2	2.4K	3.6K	\$32.21	3.3K	31.8%

KPIs TRENDS



PRODUCT DETAILS

Fiscal Week ID	Banner (Display)			Catapult (Native-Fixed)			SPA (Product)		
	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers
202401	\$2.4K	97.0	23.4%	\$317.3	13.0	30.8%	\$0.0	0.0	
202402	\$1.9K	60.0	15.0%	\$646.4	30.0	20.0%			
202403	\$822.5	31.0	23.3%	\$368.6	12.0	16.7%	\$0.0	0.0	
202404	\$1.5K	68.0	25.4%	\$619.6	27.0	19.2%	\$0.0	0.0	
202405	\$509.8	12.0	16.7%	\$414.9	11.0	0.0%			
202406	\$808.8	19.0	0.0%	\$261.3	10.0	0.0%			
202407	\$2.2K	49.0	32.7%	\$3.3K	78.0	20.8%	\$2.5K	34.0	60.6%
202408	\$2.7K	90.0	56.7%	\$4.8K	185.0	44.4%	\$2.2K	49.0	32.7%
202409	\$3.4K	57.0	40.0%	\$3.3K	78.0	20.8%	\$2.5K	34.0	60.6%
202410	\$4.8K	108.0	32.7%	\$4.8K	108.0	32.7%	\$3.6K	65.0	39.7%
202411	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202412	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202501	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202502	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202503	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202504	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202505	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202506	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202507	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202508	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202509	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202510	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202511	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202512	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202601	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202602	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202603	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202604	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202605	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202606	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202607	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202608	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202609	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202610	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202611	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202612	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202701	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202702	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202703	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202704	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202705	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202706	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202707	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202708	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202709	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202710	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202711	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202712	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202801	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202802	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202803	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202804	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202805	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202806	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202807	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202808	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202809	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202810	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202811	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202812	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202901	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202902	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202903	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202904	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202905	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202906	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202907	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202908	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202909	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202910	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202911	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
202912	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203001	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203002	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203003	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203004	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203005	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203006	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203007	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203008	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203009	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203010	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203011	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203012	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203013	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203014	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203015	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203016	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203017	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203018	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203019	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203020	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203021	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203022	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203023	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203024	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203025	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203026	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203027	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203028	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203029	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203030	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203031	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203032	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203033	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203034	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203035	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203036	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203037	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203038	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203039	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203040	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203041	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203042	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203043	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203044	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203045	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203046	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203047	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203048	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203049	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203050	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203051	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203052	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%	\$6.4K	173.0	40.5%
203053	\$6.4K	173.0	40.5%	\$9.1K	283.0	34.3%			

5	Wet Cat Food Tiki Cat Baby Whole Foods Mega Pack Wet Food for Kittens	5223236		\$509.8	12.0	16.7%	\$414.9	11.0	0.0%	0	0	0	\$2.5K	34.0	60.6%	\$3.4K	57.0	40.0%
6	Tiki Cat Born Carnivore High Protein Deboned Chicken & Egg	5082471		\$808.8	19.0	0.0%	\$261.3	10.0	0.0%	0	0	0	\$2.2K	49.0	32.7%	\$3.3K	78.0	20.8%

Bottom 10 products by attributed sales and order channel

	Product Name	Product ID	App			In Store			Site			Total						
			Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers				
1	Tiki Dog Born Carnivore Protein Booster Chicken and Duck Recipe in Broth Dog Food Topper	5223158			0			0	\$3.2	2.0	50.0%	0	0		0	\$3.2	2.0	50.0%

GLOSSARY

**ROAS** - Attributed Sales / Ad Spend

**Projected ROAS** - Projected Attributed Sales / Ad Spend

**Conversion Rate CPM** - Order Count / Total Impressions (For Ads of type CPM)

**Conversion Rate CPC** - Impressions / Total Clicks (For Ads of type CPC)

**CPM** - (Ad Spend / Impressions) \* 1000 (For Ads of type CPM)

**CTR** - Clicks / Impressions

**CPC** - Ad Spend / Clicks (For Ads of type CPC)

**Total Campaigns** - Count of Distinct Active and Completed Campaigns

**Purchasing Customers** - Customers with Attributed Sales

**Avg Daily Clicks** - Clicks/ No Of Days

**Avg Daily Impressions** - Impressions/ No Of Days

**No Of Orders** - Number of distinct Orders ( Number May Change at Different Grains. If viewing at an overall Level 1 order number is only considered once but at an Ad Item Level, 1 Order can be counted for multiple Ad Item.)

**%NTB** - Percentage of New to Brand Customers

**Video Played To 25 %** - 100 \*(Number of Times a Video Was Played To 25 % ) / ( Number of Times a Video Was Started)

**Video Played To 50 %** - 100 \*(Number of Times a Video Was Played To 50 % ) / ( Number of Times a Video Was Started)

**Video Played To 75 %** - 100 \*(Number of Times a Video Was Played To 75 % ) / ( Number of Times a Video Was Started)

**Video Completion Rate %** - 100 \*(Number of Times a Video Was Played Completely ) / ( Number of Times a Video Was Started)

**View Through Rate** - 100 \* ( Number of Times a Video Was Played Completely ) / ( Impressions)

**Cost Per View** - Spend/ Number Of Times a Creative Was viewed

**Cost Per Completed View** - Spend/ Number of Times a Video Was Played Completely