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|--|---------------------|--------------|------------|------------|----------------|--------------|-------------|-----------------|---------------|---------------|----------------|
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| | | | | | | | | | | | |
| | Total Data | | | | | | | | | | |
| | Date | unique_idfas | unique_ips | unique_uas | total_requests | requests_per | impressions | impressions_per | idfa_ip_ratio | idfa_ua_ratio | IVT |
| | 11 Sep to 15 Sep | 1191603 | 1189884 | 28 | 1770702 | 1.485983167 | 0 | 0 | 1.001444679 | 42557.25 | 0.004275535714 |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | Daily Data | | | | | | | | | | |
| | Date | unique_idfas | unique_ips | unique_uas | total_requests | requests_per | impressions | impressions_per | idfa_ip_ratio | idfa_ua_ratio | IVT |
| | 2025-09-11 0:00:00 | 93345 | 93340 | 22 | 99280 | 1.063581338 | 0 | 0 | 1.000053568 | 4242.954545 | 0.0034563 |
| | 2025-09-12 0:00:00 | 515646 | 515307 | 25 | 649515 | 1.259614154 | 0 | 0 | 1.00065786 | 20625.84 | 0.003408541667 |
| | 2025-09-13 0:00:00 | 406993 | 406729 | 25 | 473346 | 1.163032288 | 0 | 0 | 1.000649081 | 16279.72 | 0.006032583333 |
| | 2025-09-14 0:00:00 | 400917 | 400668 | 26 | 467152 | 1.165208759 | 0 | 0 | 1.000621462 | 15419.88462 | 0.003835833333 |
| | 2025-09-15 0:00:00 | 76526 | 76519 | 21 | 81409 | 1.063808379 | 0 | 0 | 1.000091481 | 3644.095238 | 0.0029675 |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | Hourly Data | | | | | | | | | | |
| | Date | unique_idfas | unique_ips | unique_uas | total_requests | requests_per | impressions | impressions_per | idfa_ip_ratio | idfa_ua_ratio | IVT |
| | 2025-09-11 14:00:00 | 3535 | 3535 | 17 | 3577 | 1.011881188 | 0 | 0 | 1 | 207.9411765 | 0.010695 |
| | 2025-09-11 15:00:00 | 7254 | 7254 | 17 | 7361 | 1.014750482 | 0 | 0 | 1 | 426.7058824 | 0 |
| | 2025-09-11 16:00:00 | 13737 | 13737 | 17 | 14073 | 1.024459489 | 0 | 0 | 1 | 808.0588235 | 0 |
| | 2025-09-11 17:00:00 | 13800 | 13800 | 18 | 14074 | 1.019855072 | 0 | 0 | 1 | 766.6666667 | 0.00625 |
| | 2025-09-11 18:00:00 | 8696 | 8696 | 19 | 8796 | 1.01149954 | 0 | 0 | 1 | 457.6842105 | 0 |
| | 2025-09-11 19:00:00 | 8182 | 8182 | 20 | 8273 | 1.011121975 | 0 | 0 | 1 | 409.1 | 0.00578 |
| | 2025-09-11 20:00:00 | 10707 | 10707 | 17 | 10860 | 1.014289717 | 0 | 0 | 1 | 629.8235294 | 0 |
| | 2025-09-11 21:00:00 | 9634 | 9634 | 17 | 9752 | 1.012248287 | 0 | 0 | 1 | 566.7058824 | 0.004695 |
| | 2025-09-11 22:00:00 | 12420 | 12420 | 19 | 12576 | 1.012560386 | 0 | 0 | 1 | 653.6842105 | 0 |
| | 2025-09-11 23:00:00 | 9843 | 9843 | 20 | 9938 | 1.009651529 | 0 | 0 | 1 | 492.15 | 0.007143 |
| | 2025-09-12 0:00:00 | 11655 | 11655 | 21 | 11806 | 1.012955813 | 0 | 0 | 1 | 555 | 0.006897 |
| | 2025-09-12 1:00:00 | 9083 | 9083 | 20 | 9124 | 1.004513927 | 0 | 0 | 1 | 454.15 | 0.001664 |
| | 2025-09-12 2:00:00 | 11817 | 11817 | 18 | 11932 | 1.009731742 | 0 | 0 | 1 | 656.5 | 0.004255 |
| | 2025-09-12 3:00:00 | 25881 | 25880 | 18 | 26539 | 1.025424056 | 0 | 0 | 1.00003864 | 1437.833333 | 0.00464 |
| | 2025-09-12 4:00:00 | 15818 | 15818 | 17 | 16030 | 1.013402453 | 0 | 0 | 1 | 930.4705882 | 0.004264 |
| | 2025-09-12 5:00:00 | 13769 | 13769 | 18 | 13952 | 1.013290726 | 0 | 0 | 1 | 764.9444444 | 0.001901 |
| | 2025-09-12 6:00:00 | 13543 | 13542 | 19 | 13852 | 1.022816215 | 0 | 0 | 1.000073844 | 712.7894737 | 0 |
| | 2025-09-12 7:00:00 | 17360 | 17358 | 19 | 18165 | 1.046370968 | 0 | 0 | 1.000115221 | 913.6842105 | 0.010695 |
| | 2025-09-12 8:00:00 | 14197 | 14196 | 19 | 14872 | 1.047545256 | 0 | 0 | 1.000070442 | 747.2105263 | 0 |
| | 2025-09-12 9:00:00 | 15449 | 15447 | 20 | 16408 | 1.062075215 | 0 | 0 | 1.000129475 | 772.45 | 0 |
| | 2025-09-12 10:00:00 | 15762 | 15759 | 18 | 16853 | 1.069217104 | 0 | 0 | 1.000190367 | 875.6666667 | 0.00625 |
| | 2025-09-12 11:00:00 | 14982 | 14977 | 20 | 16195 | 1.080963823 | 0 | 0 | 1.000333845 | 749.1 | 0 |
| | 2025-09-12 12:00:00 | 14869 | 14868 | 21 | 16045 | 1.079090726 | 0 | 0 | 1.000067259 | 708.047619 | 0.00578 |
| | 2025-09-12 13:00:00 | 15071 | 15069 | 18 | 16161 | 1.072324331 | 0 | 0 | 1.000132723 | 837.2777778 | 0 |
| | 2025-09-12 14:00:00 | 20486 | 20483 | 20 | 21779 | 1.063116275 | 0 | 0 | 1.000146463 | 1024.3 | 0.004695 |
| | 2025-09-12 15:00:00 | 12651 | 12651 | 19 | 13017 | 1.028930519 | 0 | 0 | 1 | 665.8421053 | 0 |
| | 2025-09-12 16:00:00 | 12936 | 12936 | 19 | 13263 | 1.025278293 | 0 | 0 | 1 | 680.8421053 | 0.007143 |

| | | | | | | | | | | | |
|--|---------------------|-------|-------|----|--------|-------------|---|---|-------------|-------------|----------|
| | 2025-09-12 17:00:00 | 13394 | 13394 | 19 | 13708 | 1.023443333 | 0 | 0 | 1 | 704.9473684 | 0.006897 |
| | 2025-09-12 18:00:00 | 55797 | 55795 | 21 | 60342 | 1.081455992 | 0 | 0 | 1.000035846 | 2657 | 0.001664 |
| | 2025-09-12 19:00:00 | 66294 | 66292 | 19 | 72581 | 1.094835128 | 0 | 0 | 1.00003017 | 3489.157895 | 0.004255 |
| | 2025-09-12 20:00:00 | 78823 | 78822 | 21 | 85521 | 1.084975198 | 0 | 0 | 1.000012687 | 3753.47619 | 0.00464 |
| | 2025-09-12 21:00:00 | 44541 | 44540 | 22 | 46588 | 1.045957657 | 0 | 0 | 1.000022452 | 2024.590909 | 0.004264 |
| | 2025-09-12 22:00:00 | 49957 | 49953 | 22 | 52110 | 1.043097063 | 0 | 0 | 1.000080075 | 2270.772727 | 0.001901 |
| | 2025-09-12 23:00:00 | 50434 | 50430 | 21 | 52672 | 1.044374827 | 0 | 0 | 1.000079318 | 2401.619048 | 0 |
| | 2025-09-13 0:00:00 | 32161 | 32157 | 19 | 33306 | 1.035602127 | 0 | 0 | 1.00012439 | 1692.684211 | 0.005935 |
| | 2025-09-13 1:00:00 | 16401 | 16400 | 18 | 16668 | 1.016279495 | 0 | 0 | 1.000060976 | 911.1666667 | 0 |
| | 2025-09-13 2:00:00 | 18171 | 18171 | 18 | 18438 | 1.014693743 | 0 | 0 | 1 | 1009.5 | 0 |
| | 2025-09-13 3:00:00 | 12518 | 12518 | 19 | 12631 | 1.009027001 | 0 | 0 | 1 | 658.8421053 | 0.007813 |
| | 2025-09-13 4:00:00 | 37790 | 37788 | 22 | 38887 | 1.029028844 | 0 | 0 | 1.000052927 | 1717.727273 | 0.011364 |
| | 2025-09-13 5:00:00 | 15328 | 15328 | 18 | 15608 | 1.018267223 | 0 | 0 | 1 | 851.5555556 | 0 |
| | 2025-09-13 6:00:00 | 23243 | 23240 | 21 | 23899 | 1.028223551 | 0 | 0 | 1.000129088 | 1106.809524 | 0.008163 |
| | 2025-09-13 7:00:00 | 7427 | 7427 | 19 | 7541 | 1.015349401 | 0 | 0 | 1 | 390.8947368 | 0 |
| | 2025-09-13 8:00:00 | 8687 | 8685 | 19 | 8957 | 1.031080926 | 0 | 0 | 1.000230282 | 457.2105263 | 0 |
| | 2025-09-13 9:00:00 | 8527 | 8527 | 18 | 8818 | 1.034126891 | 0 | 0 | 1 | 473.7222222 | 0.011111 |
| | 2025-09-13 10:00:00 | 9002 | 9002 | 18 | 9380 | 1.041990669 | 0 | 0 | 1 | 500.1111111 | 0.010638 |
| | 2025-09-13 11:00:00 | 8816 | 8816 | 20 | 9182 | 1.041515426 | 0 | 0 | 1 | 440.8 | 0.010638 |
| | 2025-09-13 12:00:00 | 9033 | 9033 | 19 | 9446 | 1.045721244 | 0 | 0 | 1 | 475.4210526 | 0 |
| | 2025-09-13 13:00:00 | 9124 | 9124 | 18 | 9506 | 1.041867602 | 0 | 0 | 1 | 506.8888889 | 0.010989 |
| | 2025-09-13 14:00:00 | 8834 | 8833 | 18 | 9013 | 1.020262622 | 0 | 0 | 1.000113212 | 490.7777778 | 0.010526 |
| | 2025-09-13 15:00:00 | 8585 | 8585 | 17 | 8701 | 1.013511939 | 0 | 0 | 1 | 505 | 0 |
| | 2025-09-13 16:00:00 | 8873 | 8873 | 18 | 8986 | 1.012735264 | 0 | 0 | 1 | 492.9444444 | 0 |
| | 2025-09-13 17:00:00 | 8450 | 8450 | 17 | 8531 | 1.009585799 | 0 | 0 | 1 | 497.0588235 | 0.011236 |
| | 2025-09-13 18:00:00 | 10061 | 10061 | 18 | 10180 | 1.01182785 | 0 | 0 | 1 | 558.9444444 | 0.017391 |
| | 2025-09-13 19:00:00 | 8698 | 8698 | 17 | 8780 | 1.009427455 | 0 | 0 | 1 | 511.6470588 | 0 |
| | 2025-09-13 20:00:00 | 12802 | 12802 | 19 | 12988 | 1.01452898 | 0 | 0 | 1 | 673.7894737 | 0.015267 |
| | 2025-09-13 21:00:00 | 18551 | 18551 | 20 | 18901 | 1.018866907 | 0 | 0 | 1 | 927.55 | 0.005263 |
| | 2025-09-13 22:00:00 | 71743 | 71739 | 21 | 76608 | 1.067811494 | 0 | 0 | 1.000055758 | 3416.333333 | 0.002849 |
| | 2025-09-13 23:00:00 | 82794 | 82786 | 23 | 88391 | 1.067601517 | 0 | 0 | 1.000096635 | 3599.73913 | 0.005599 |
| | 2025-09-14 0:00:00 | 97985 | 97975 | 21 | 105699 | 1.078726336 | 0 | 0 | 1.000102067 | 4665.952381 | 0.005786 |
| | 2025-09-14 1:00:00 | 39069 | 39068 | 19 | 40264 | 1.03058691 | 0 | 0 | 1.000025596 | 2056.263158 | 0.007692 |
| | 2025-09-14 2:00:00 | 17140 | 17140 | 18 | 17454 | 1.01831972 | 0 | 0 | 1 | 952.2222222 | 0 |
| | 2025-09-14 3:00:00 | 20597 | 20597 | 18 | 21110 | 1.02490654 | 0 | 0 | 1 | 1144.277778 | 0.004525 |
| | 2025-09-14 4:00:00 | 20130 | 20129 | 18 | 20695 | 1.028067561 | 0 | 0 | 1.00004968 | 1118.333333 | 0 |
| | 2025-09-14 5:00:00 | 17934 | 17933 | 19 | 18407 | 1.026374484 | 0 | 0 | 1.000055763 | 943.8947368 | 0.015873 |
| | 2025-09-14 6:00:00 | 19416 | 19415 | 21 | 20034 | 1.031829419 | 0 | 0 | 1.000051507 | 924.5714286 | 0 |
| | 2025-09-14 7:00:00 | 16382 | 16378 | 22 | 16979 | 1.036442437 | 0 | 0 | 1.00024423 | 744.6363636 | 0.010695 |
| | 2025-09-14 8:00:00 | 21007 | 21003 | 23 | 22285 | 1.060836864 | 0 | 0 | 1.000190449 | 913.3478261 | 0 |
| | 2025-09-14 9:00:00 | 8261 | 8261 | 21 | 8521 | 1.031473187 | 0 | 0 | 1 | 393.3809524 | 0 |
| | 2025-09-14 10:00:00 | 10880 | 10880 | 20 | 11422 | 1.049816176 | 0 | 0 | 1 | 544 | 0.00625 |
| | 2025-09-14 11:00:00 | 9577 | 9575 | 20 | 9970 | 1.041035815 | 0 | 0 | 1.000208877 | 478.85 | 0 |
| | 2025-09-14 12:00:00 | 10620 | 10620 | 18 | 11098 | 1.045009416 | 0 | 0 | 1 | 590 | 0.00578 |
| | 2025-09-14 13:00:00 | 9388 | 9388 | 19 | 9682 | 1.031316574 | 0 | 0 | 1 | 494.1052632 | 0 |
| | 2025-09-14 14:00:00 | 8672 | 8672 | 19 | 8818 | 1.016835793 | 0 | 0 | 1 | 456.4210526 | 0.004695 |
| | 2025-09-14 15:00:00 | 7507 | 7507 | 18 | 7610 | 1.013720528 | 0 | 0 | 1 | 417.0555556 | 0 |

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|--|---------------------|-------|-------|----|-------|-------------|---|---|-------------|-------------|----------|
| | 2025-09-14 16:00:00 | 7402 | 7402 | 17 | 7470 | 1.009186706 | 0 | 0 | 1 | 435.4117647 | 0.007143 |
| | 2025-09-14 17:00:00 | 6769 | 6769 | 18 | 6822 | 1.007829812 | 0 | 0 | 1 | 376.0555556 | 0.006897 |
| | 2025-09-14 18:00:00 | 7790 | 7790 | 19 | 7860 | 1.008985879 | 0 | 0 | 1 | 410 | 0.001664 |
| | 2025-09-14 19:00:00 | 11168 | 11168 | 18 | 11294 | 1.011282235 | 0 | 0 | 1 | 620.4444444 | 0.004255 |
| | 2025-09-14 20:00:00 | 13286 | 13285 | 19 | 13455 | 1.012720157 | 0 | 0 | 1.000075273 | 699.2631579 | 0.00464 |
| | 2025-09-14 21:00:00 | 11802 | 11802 | 17 | 11915 | 1.009574648 | 0 | 0 | 1 | 694.2352941 | 0.004264 |
| | 2025-09-14 22:00:00 | 13518 | 13518 | 17 | 13662 | 1.010652463 | 0 | 0 | 1 | 795.1764706 | 0.001901 |
| | 2025-09-14 23:00:00 | 42748 | 42746 | 20 | 44626 | 1.04393188 | 0 | 0 | 1.000046788 | 2137.4 | 0 |
| | 2025-09-15 0:00:00 | 40618 | 40616 | 20 | 42359 | 1.04286277 | 0 | 0 | 1.000049242 | 2030.9 | 0.005935 |
| | 2025-09-15 1:00:00 | 37731 | 37728 | 19 | 39050 | 1.034957992 | 0 | 0 | 1.000079517 | 1985.842105 | 0 |