Section	Field Name	Type	Description
	ad_number	string	The Real Cost campaign ad that was shown to participants: Ad 1, Ad 2, Ad 3, Ad 4
	channel_or_format	string	The channel and placement type that participant viewed as part of the experiment: Instagram reels infeed video ad, Instagram stories video ad, YouTube non-skippable preroll ad, YouTube skippable preroll ad.
	views	string	Number of participants that viewed the ad
	playback_seconds	string	Average number of seconds the video was visible on the screen. (visible = 50% of the ad is shown on the screen).
	view_through_rate	string	Percentage of impressions that played until the end. Note: impressions = participants
	attentive_seconds	string	Average number of seconds the ad received attention from the participant.
	attentive_average	string	Percentage of total ad length that the ad received attention from the participant.
	attentive_vtr	string	Percentage of participants who paid attention to at least 50% of the ad and in the last 2 seconds of the ad.
	brand_recognition	string	Have you seen an ad for any of the following brands* during this test? Please click any brand logo you remember viewing an ad from in the last few minutes. [the question listed 10–12 brands across multiple industries and the participant had to select the ones they recalled seeing during the test] This variable represents the percentage of participants who selected "The Real Cost" brand logo.
	ad_recognition	string	Do you remember viewing this ad? [the question listed 10–12 thumbnails and the participant had to select the ones they recalled seeing during the test] This variable represents the percentage of participants who selected The Real Cost ad.
	playback_seconds_standard_deviation	string	The standard deviation that is associated with the variable Playback Seconds. This was used in significance testing.
	attentive_seconds_standard_deviation	string	The standard deviation that is associated with the variable Attentive Seconds. This was used in significance testing.