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Analytics Glossary

Innovid
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25% / 50% / 75% / 100% Completion

The percentage of impressions for which 25%, 50%, 75%, or 100% of the pre-roll video duration was viewed.

Above the Fold Rate

Rate of impressions where the viewability code ran successfully and was able to measure when the ad was above the fold or not.

Active

Indicates that a campaign has delivered any impressions in the past 7 days.

Activity Rate

Number of interactions within an ad unit.

Adjusted Unique Click-throughs

The estimated number of unique viewers who clicked through to a landing page (see Adjusted Unique Impressions definition).

Adjusted Unique impressions

The estimated number of unique viewers exposed to the campaign. This number is statistically calculated in order to overcome various forms of cookie deletion. Our algorithm simulates, according to different parameters, what the unique metric value would be if there were no cookie deleters/blockers.

Auto-Play Impressions

The number of impressions that were deemed as auto-play by a publisher. Categorized by - Yes: the publisher indicated the impressions were auto-play events; No: the publisher indicated the impressions were not auto-play; and Unknown: the publisher did not provide the auto-play status.

Average Frequency

The number of times an average viewer was exposed to any of the campaign's ads. Calculated as [Unique Impressions] / [Impressions].

Awareness

The number of times the video player is hovered over by the viewer's mouse. Counted once per impression.

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User Email Domain Whitelist

Awareness Rate

The percentage of impressions that resulted in a viewer hovering over a video ad with their mouse. Calculated as [Awareness] / [Impressions]. Note - This measurement is applicable only for a VPAID tag type.

Clickthrough

The action of following a link to a new web page.

Clickthrough Rate (CTR)

The percentage of ad impressions that resulted in a Clickthrough to a new web page. Calculated as [Clickthroughs] / [Impressions].

Completion Rate (VCR)

The percentage of impressions for which 100% of the ad duration was viewed, specific to video. Calculated as [100% Completion] / [Impressions].

Engagement

A viewer's first interaction with the ad. Can be either an interactive slate open event or clickthrough - depending on the format of the unit. Counted once per impression.

Engagement Rate

The percentage of impressions that resulted in an engagement (definition above). Calculated as [Engagements] / [Impressions].

First Tracked

The first date an impression was served.

Format Name

Type of Ad Product (Standard Video, Overlay Video, Expand, App, etc).

Fraud Impressions

The number of impressions that DoubleVerify recorded as Bot Fraud or Site Fraud.

Fraud Rate

The percentage of Fraud Impressions out of Monitored Impressions.

Gross Impressions

The unfiltered count of ad plays, which a portion of it may be attributed to general invalid traffic.

Impressions

As per the IAB's definition, an impression is the measurement of responses from a web server to a page request from the user browser. Innovid's impression measurement is defined at ad render and does not include those filtered as general invalid traffic.

Unit Events

Total number of advanced ad events fired within the video player

Inactive

Indicates that a campaign has not delivered any impressions in the past 7 days.

Last Tracked

The last date an impression was served.

Monitored Impressions

The number of Innovid Impressions served in which the DoubleVerify (DV) fraud monitoring was applied. This metric is captured through Innovid's integration with DV.

Monitored Rate

The percentage of Monitored Impressions out of total served impressions. This metric is captured through Innovid's integration with DV.

Measurable Impression

An impression where the Javascript code ran successfully and was able to determine whether the ad can be measured or not. This metric is limited to VPAID inventory.

Measurable Rate

The percentage of impressions that are measured out of the total served impressions. Calculated as [Measurable Impressions] / [Impressions]. This metric is limited to VPAID inventory.

Measurable Player Size Large Rate

The percentage of measurable impressions that ran within large players. Large (width > 700 pixels).

Measurable Player Size Medium Rate

The percentage of measurable impression that ran within midsize players. Medium (400 pixels < width < 700 pixels).

Measurable Player Size Small Rate

The percentage of measurable impression that ran within small players. Small (width < 400 pixels).

Non-Measurable % of Total Impressions

The percentage of impressions that were unable to be measured by the Javascript code. Calculated [Measurable Impressions] / [Total Impressions]

Non-Measurable Impressions

Impression that cannot be measured. Reasons for this include: video delivery inside a banner ad, security restrictions by the player, inventory limitations.

Non-Viewable % of Measurable Impressions

The percentage of measurable impressions that are not considered viewable per IAB's definition of viewability.

Non-Viewable Impressions

An impression that is not considered viewable or where the viewability code cannot run.

Non-Viewable % of Total Impressions

The percentage of total impressions that are not considered viewable per IAB's definition of viewability.

Percent of Ad Viewed

The average duration percentage of the video watched by viewers. Calculated as weighted average of 25%, 50%, 75%, and 100% video duration rates.

Skips

The number of times a user clicks "Skip" in the video ad.

Time Earned

The average time (in seconds) that a viewer spent interacting with the interactive unit while the pre-roll video was automatically paused in the background.

Unique Clickthroughs

The number of unique viewers who clicked through to a landing page.

Unique Impressions

The number of unique viewers exposed to the campaign.

Viewability (IAB)

The percentage of impressions identified as viewable out of total measurable impressions. Calculated as [Viewable Impressions] / [Measurable Impressions].

Viewable Impression

A viewable video ad impression tracked by Innovid is defined by IAB standards, requiring that at least 50% of the video ad pixels can be viewed in the viewable space of the browser's page, on an in-focus browser tab. Additionally, the ad must be played for at least 2 consecutive seconds. Viewable impressions tracked on YouTube are captured through ADH and measured according to Google's methodology.

Viewable % of Total Impressions

The percentage of viewable impressions of the total impressions. Calculated [Viewable impressions] / [Total Impressions].

Viewable Completion Rate

The percentage of viewable impressions for which 100% of the pre-roll video duration was viewed.

Viewable Player Size Large Rate

The amount of viewable impressions that ran within large players. Large (width > 700 pixels).

Viewable Player Size Medium Rate

The amount of viewable impressions that ran within midsize players. Medium (400 pixels < width < 700 pixels).

Viewable Player Size Small Rate

The amount of viewable impressions that ran within small players. Small (width < 400 pixels).

Viewable Player Size Volume High Rate

The amount of viewable impressions that ran with high volume. High (15 < volume < 100).

Viewable Player Size Volume Low Rate

The amount of viewable impressions that ran with low volume. Low (0 < volume < 15).

Volume (High / Low)

The percentage of impressions by video player volume group. Low (0 < volume < 15) or High (15 < volume < 100). Note: This is based on the volume set on the video player, and not the device playing it. This metric is captured on both measurable and viewable inventory.

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