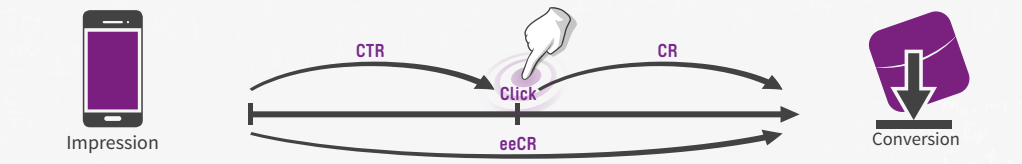


Key Metrics for Native Advertising



Effective Cost Per Mille [eCPM]

Primary metric and revenue KPI. Advertising revenue generated per 1000 impressions.

$$\text{eCPM} = \frac{\text{Revenue}}{\text{Number of Impressions}}$$

Pricing scheme	Cost Per Mille	Cost Per Click	Cost Per Install
eCPM per Impression	bidCPM x 1,000	bidCPC x CR x 1,000	bidCPI x CTR x CR x 1,000

Click-Through Rate [CTR]

Measures the proportion of users who click on the ad after having seen it.

$$\text{CTR} = \frac{\text{Number of Clicks}}{\text{Number of Impressions}}$$

Conversion Rate [CR]

Measures the proportion of users who complete the desired action after clicking through.

$$\text{CR} = \frac{\text{Number of Conversions}}{\text{Number of Clicks}}$$

End-to-End Conversion Rate [eeCR]

Measures the proportion of users who, having viewed an ad, went on to convert.

$$\text{eeCR} = \text{CTR} \times \text{CR} = \frac{\text{Number of Conversions}}{\text{Number of Impressions}}$$

Positive Factors of Influence Matrix

CTR	Quality of creative	Ad format and placement	Audience fit and targeting quality
CR	App store appearance	The app matches the ad's promise	

Frequency

How much an ad is shown during a specific timeframe. Negatively correlated to eCPM. Revenue tends to decrease as frequency increases due to ad fatigue!

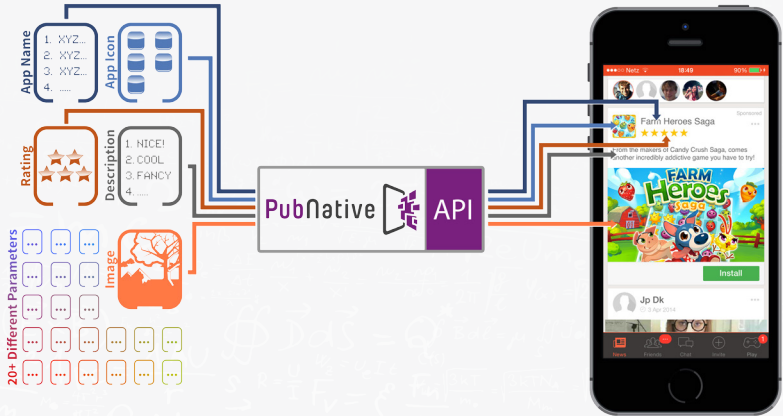


Fill Rate

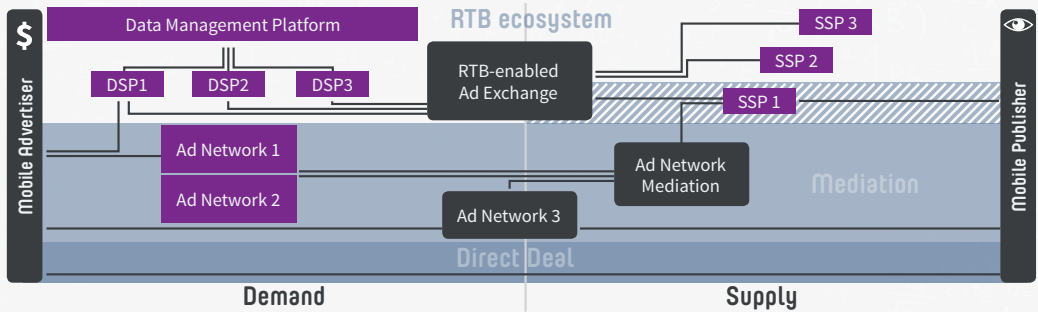
Rate at which potential ad spots are filled with an ad. Maximize for best results!

$$\text{Fill rate} = \frac{\text{Number of Ads delivered}}{\text{Number of Ad requests}}$$

PubNative: Native Ads through an API



The Mobile Ad Tech Landscape Simplified



Short Ad Tech Glossary

Ad Exchange

A technology platform that facilitates the buying and selling of online media advertising inventory from multiple DSPs, SSPs as well as ad networks through bidding practices. It functions as a sales channel between publishers and ad networks and can provide aggregated inventory to advertisers.

Ad Network

A company that connects advertisers to publishers. It aggregates inventory from publishers to match it with advertiser demand. Ad networks use central ad servers to deliver advertisements to consumers which enable the targeting, tracking and reporting of impressions.

API

Application Programming Interface. A set of rules that enables communication between machines such as a server, a mobile phone or a PC. Serves standard and native ad formats.

DMP

Data Management Platform. A centralized computing system for collecting, integrating and managing large sets of data from first, second, and third party data sources. It provides processing of that data, and allows a user to push the resulting segmentation into live interactive channel environments.

DSP

Demand Side Platform. A technology that enables advertisers to buy impressions across a range of publisher inventory targeted towards specific users, based on information such as their location and previous browsing behavior. Publishers make their ad impressions available through marketplaces on ad exchanges or SSPs, and DSPs decide which ones to buy, based on the information they receive from the advertiser, most often using real-time bidding technology.

Direct Deal

An advertising deal whereby an advertiser buys mobile inventory directly from a publisher.

Mediation

Commonly referred to as "ad network mediation"; a technology which delivers an integrated portfolio of ad networks to publishers and enables them to sell their inventory to the different ad networks through one single channel. Mediation platforms can also integrate DSPs. Mediation is possible at SDK and API level and mainly enables publishers to increase their fill rate.

Native Advertising

Ads that seamlessly match an app's original form and function to preserve user experience and perform optimally. A framework, rather than a traditional ad format..

SDK

Software Development Kit. In mobile, a piece of code placed in mobile apps that enables communication with the publisher's application and advertising software platforms. Serves interstitial and rich media formats.

SSP

Supply Side Platform. A technology that gathers various types of advertising demand for publishers including demand from traditional ad networks as well as ad exchanges. This demand is aggregated by DSPs which plug into an SSP to bid on publishers' inventory, using real-time bidding.