

■ AD-Tech Performance Report

Executive Summary

Executive Summary: Q3 2024 Ad Performance Review This report summarizes the performance of our digital advertising campaigns for Q3 2024. We delivered **19,102,772** total impressions, generating **\$39,563.12** in total revenue with an average revenue share of **1.00%**. While the total impression volume is substantial, the core area of concern is the low viewability rate, which stands at **39.93%**, resulting in only **7,283,024** viewable impressions. Of the total impressions, **18,240,004** were measurable. **Key Trends & Insights:** * **Low Viewability Hampering Revenue:** The significantly low viewability rate indicates that a substantial portion of our impressions are not being seen by users. This directly impacts the effectiveness of our campaigns and hinders revenue potential. The disconnect between measurable and viewable impressions requires immediate investigation. * **Inefficient Media Spend:** The low viewability suggests we are potentially wasting a significant portion of our ad spend on impressions that are not delivering value. Despite a high volume of impressions, the number of actual views is comparatively low. * **Revenue Share Alignment:** The **1.00%** average revenue share appears standard but should be regularly benchmarked against industry standards and negotiated where possible to maximize profitability. **Actionable Recommendations:** 1. **Investigate and Optimize for Viewability:** Conduct a thorough analysis to identify the causes of low viewability. This includes examining publisher placements, ad formats, ad sizes, and targeting parameters. Implement immediate optimizations to improve viewability scores. Consider A/B testing different ad placements and formats. 2. **Focus on High-Viewability Inventory:** Prioritize partnerships with publishers and platforms known for high viewability rates. Shift budget allocations towards these channels to improve the effectiveness of our campaigns. Consider utilizing viewability verification tools to actively monitor and block low-performing placements. 3. **Refine Targeting Strategies:** Review our targeting parameters to ensure we are reaching the most engaged and receptive audience. Improved targeting can lead to higher viewability and better overall campaign performance. 4. **Negotiate Revenue Share:** Review and renegotiate revenue share agreements with publishers where possible, especially those demonstrating strong viewability and engagement metrics. 5. **Continuous Monitoring and Reporting:** Implement a robust monitoring and reporting system to track viewability metrics on an ongoing basis. This will enable us to quickly identify and address any emerging issues. Regularly analyze performance data to inform future campaign strategies and optimize for maximum revenue generation. The implementation of these actions should lead to a significant improvement in campaign ROI.

Key Metrics

Total Impressions: 19102772

Total Revenue: 39563.11919999998

Average Revenue Share %: 1.0

Total Viewable Impressions: 7283024

Total Measurable Impressions: 18240004

Viewability Rate (%): 39.92885089279586

Visual Insights

