**Definition of Each Field:**

| Campaign ID | Campaign number 1-11 used to refer quickly to a particular campaign. |
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| Campaign Name | Formal long-form name of the ad campaign (ex. “SHU\_Students(Australia)”). Note that “SHU” stands for Superhero U. |
| Audience | Target audience for the ad. Can be either “students” or “educators and principals.” |
| Age | Age range that particular row in the dataset covers. Can include ranges:   * 13-17 * 18-24 * 25-34 * 35-44 * 45-54 * 55-64   Please note, campaigns targeted toward students were mostly targeted between ages 16-26 whereas campaigns targeted toward educators and principals were mostly targeted between ages 30-60. |
| Geography | The geography the ad was served in, can be:   * USA * UK * UAE * Nigeria * Nepal * India * Ghana * Canada * Australia * Group 1 (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States) * Group 2 (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan) |
| Reach | The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. |
| Impressions | The number of times your ads were on screen. |
| Frequency | The average number of times each person saw the ad.  Frequency = impressions / reach |
| Clicks | Total number of clicks on this campaign’s ads. This can include:   * Clicking on the link (a “link click”) * Clicking on Global Shala’s profile or profile picture * Clicking to expand the ad image to full screen * Commenting * Sharing * Post reaction (likes or loves) |
| Unique Clicks | Total number of (unique) people who clicked on the ad. This can include:   * Clicking on the link (a “link click”) * Clicking on Global Shala’s profile or profile picture * Clicking to expand the ad image to full screen * Commenting * Sharing * Post reaction (likes or loves) |
| Unique Link Clicks (ULC) | Total number of (unique) people who clicked on the ad link. |
| Click-Through Rate (CTR) | The percentage of times people saw the ad and then clicked on it. This can help you determine how effective an ad is at getting people to your website.  CTR = total number of link clicks / total number of impressions |
| Unique Click-Through Rate (Unique CTR) | The percentage of people who saw your ad and clicked on the link.  Unique CTR = total number of unique link clicks / total number of impressions |
| Amount Spent in INR | Total cost of the campaign in Indian rupee. |
| Cost Per Click (CPC) | The average cost of one click on the ad. This can be used to measure how effective an ad campaign is.  Note, a click can include:   * Clicking on the link (a “link click”) * Clicking on Global Shala’s profile or profile picture * Clicking to expand the ad image to full screen * Commenting * Sharing * Post reaction (likes or loves)   CPC = total amount spent / total number of clicks |
| Cost per Result (CPR) | The average cost per “result” from the ads. In this case, GlobalShala set the result to be a unique click-through to get to the Superhero U website. This metric indicates how cost-effective this particular campaign is and can help you compare performance between campaigns.  CPR = total amount spent / total number of results (unique link-clicks) |