INSIGHT REPORT GLOSSARY

Popularity	Widget	Description
1	Day Of Week	Displays impressions and performance metric levels per day of the week.
2	Time Of Day	Displays impressions and performance metric levels per time period of the day.
3	Category	"Translocal categories: Displays impressions and performance metric levels by location category. (ie: Hospital, school... etc). Contextual categories: Displays impressions and performance metric levels by IAB content category. "
4	Zip Code	Displays impressions and performance metric levels per Zip Code.
5	Age	Displays impressions and performance metric levels for a select range of user ages. (Ages 16-120 Note: Most apps do not register age and gender. Using this filter with extremity might exclude desirable audience, and result in not reaching target impressions.)
6	Gender	Displays impressions and performance metric levels by gender (Male, Female, Unknown.) Note: Most apps do not register age and gender. Using this filter with extremity might exclude desirable audience, and result in not reaching target impressions.)
7	City	Displays impressions and performance metric levels per city.
8	Weather	Displays impressions and performance metric levels per weather condition.
9	Ethnicity	Displays impressions and performance metric levels of ethnicities based on target users located in areas with specific ethnic population (derived from Census data). Selecting an ethnic group will result in targeting users located in neighborhoods comprised of this ethnic group in statistical significance (i.e above nationwide average). According to census data
10	Mindset Index	Mindset Standard Index - Measure of a specific Mindset's performance compared to mobile industry average performance (Par = 100)
11	Operating System	Displays impressions and performance metric levels for Android and iPhone OS.

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12	Income	Displays impressions and performance metric levels for a select range of income levels.
13	DMA	Displays impressions and performance metric levels per DMA(Nielsen).
14	Region	Displays impressions and performance metric levels per state/region.
15	Location	Displays impressions and performance metric levels per defined POI radius.
16	Connection Type	Displays impressions and performance metric levels per devices using connection type (Ethernet, WiFi, Cellular).
17	Type Of Day	Displays impressions and performance metric levels per day type weekday (Monday - Friday) and weekend (Saturday - Sunday).
18	Carrier	Displays impressions and performance metric levels for the 6 highest performing carriers.
19	Temperature	Displays impressions and performance metric levels for a select range of temperature levels, by Celsius or Fahrenheit.
20	Device Make	Displays impressions and performance metric levels for device make.
21	Device Type	Displays impressions and performance metric levels for device types. (Phone, Tablet)
22	Population	Displays impressions and performance metric levels for ranges of population, users located in neighborhoods with the displayed number of residents, according to information gathered from the US Census. (1 - 50,000)
23	Retargeting	Displays impressions and performance metric levels per campaign to devices which were served in an existing campaign (current or previous. 90 day look back)