



All About Ads

How Tubi Uses Dynamic Metrics to Track the Cost and Performance of an Ad Campaign

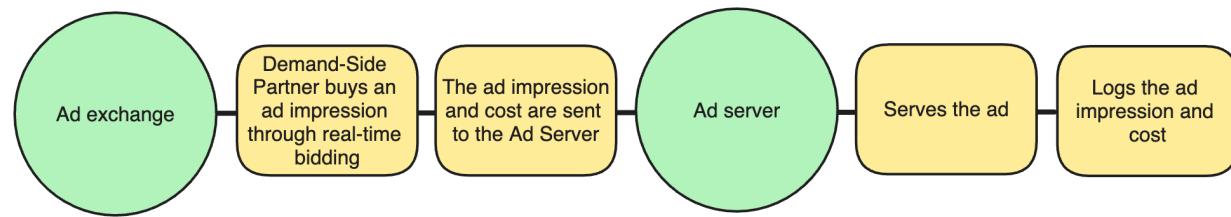
Tubi uses dynamic metrics to track and analyze the cost of each ad impression won through [real-time bidding](#) to ensure that an ad campaign is successful from start to completion. Tubi also uses these dynamic metrics to track ad performance once it is inserted into a content stream by analyzing viewer behavior.

Tubi uses the analytic results to determine real-time, optimal ad placement and delivery strategies. Tubi shares these results with Demand-Side Partners in daily reports that include actionable insights for making real-time adjustments to ad targeting, ad placement, and the ad creative.

Ad impressions and ad impression costs calculate the total ad spend

From the moment the first ad impression for an ad campaign is purchased through real-time bidding, Tubi's ad platform tracks the ad campaign's real-time cost and performance. This process begins when the ad server logs an entry indicating that an ad impression has been delivered and records the purchase price (winning bid)

for that impression. The ad platform then accumulates these individual costs to calculate the total ad spend for the [total ad spend for the ad campaign](#).



Cost efficiency metrics assess financial effectiveness

Cost efficiency metrics dynamically assess the real-time financial effectiveness of an ad campaign's total ad spend. This process begins when the ad server records each ad impression and logs its cost when the ad is served. The ad platform then accumulates these costs to calculate the total ad spend for the ad campaign.

The ad platform also uses cost efficiency metrics to track and update the number of ad impressions displayed to viewers and the number of completed views.

Cost efficiency metrics include:

- **CPM (Cost Per Mille)**—Calculated by dividing the total ad spend by the number of ad impressions and multiplying by 1,000. This metric helps Demand Side Partners understand their ad's cost per thousand views.
- **CPCV (Cost Per Completed View)**—Calculated by dividing the total ad spend by the number of completed views. CPCV measures the cost efficiency of fully watched ads.

Example:

An ad for a popular summertime resort displays before a show starts. When this happens, a single ad impression is recorded, and a \$0.02 cost for the ad impression is logged. The total ad spend is \$100. There are 5,000 ad impressions but only 50 completed views.

$$\text{CPM} = \left(\frac{100}{5,000} \right) \times 1,000 = \$20$$

$$\text{CPCV} = \left(\frac{100}{50} \right) = \$2$$

The total ad spend determines cost and performance

The total ad spend calculates the dynamic metrics that determine an ad campaign's cost and performance. These include the CPM (Cost Per Mille), VTR (View-Through Rates), and Completion Rates.

The ad server tracks and cumulates the number of ad impressions purchased during real-time bidding for a single ad campaign, along with the cost of each one to create the total ad spend for the ad campaign.

The total ad spend also helps Demand Side Partners make real-time decisions for adjusting their ad campaign and bid strategies.

Viewer behavior determines ad performance

While viewers stream content on Tubi, the ad platform collects and analyzes dynamic viewer metrics related to viewer behavior and ad performance. By analyzing these dynamic metrics, Tubi ensures that an ad remains cost-efficient for the ad campaign and engaging for viewers.

The ad server logs ad impressions and costs in real time, providing essential data for this analysis. Demand-Side partners can also use the real-time insights generated by the viewer behavior analysis to refine their ad campaigns.

Viewer behavior metrics include:

- View-Through Rate (VTR)—measures the percentage of viewers who watch an ad to its end.
- Completion rates—measures viewer engagement.

Ad visibility

Tubi uses ad visibility metrics such as viewable impressions and viewability rate to ensure viewers see ads, and serve as a foundation for viewer behavior metrics such as the VTR. Ad visibility metrics help optimize ad placements by ensuring that they are only shown in specific slots within the content where viewers are most likely to see them. These metrics also ensure that a certain percentage of the ad's pixels remain viewable for a specific amount of time to meet industry standards for ad visibility and compliance.

Once the cost efficiency, viewer behavior, and ad visibility metrics are analyzed, the ad server applies dynamic metrics to the pacing, frequency, and placement of an ad. These metrics ensure that the ad is not being shown too many times to viewers so that their Tubi viewing experience remains positive.

Daily dynamic metric reports

The ad platform continually tracks and monitors the cost and performance of an ad until the completion of the ad campaign. Each day, the ad platform generates a report that indicates the strengths and weaknesses of an ad campaign. It also provides actionable insights. Tubi shares this daily report with Demand Side Partners. The Demand-Side Partner use this report to make adjustments to ad targeting, bidding strategies, and ad placement.

Summary

By tracking and monitoring an ad campaign with dynamic metrics, Tubi creates real-time ad placement and delivery strategies that are adjusted in real-time to assess the financial condition and performance of an ad and ensure its success.

