Visto™ User Guide

A Complete Guide to the Transparent and Unified Enterprise Hub

WELCOME TO Visto™

Thank you for choosing Visto, the industry’s only enterprise advertising hub. We’re excited to have you as a customer.

We agree with you—it’s time to remove the mystery from programmatic media delivery and streamline inefficient workflow and reporting. With Visto, you use a single login to compare and optimize digital advertising performance and yield across multiple platforms, screens and formats. No matter how the ecosystem evolves, Visto gives you the control and flexibility to optimize existing and engage with new ad technology partners as they emerge.

We look forward to providing you and your team with simplified workflow and ad operations, better campaign performance, improved transparency and consistent cross-channel analytics.

Let’s get started!

Joe Apprendi
Founder and CEO

TABLE OF CONTENTS

GETTING STARTED

Set Up Tips

- If you need help resetting your password, reach out to your Account Manager or support liaison.
- Clicking the "back" button of your browser at any time will take you to the previous page you were on.

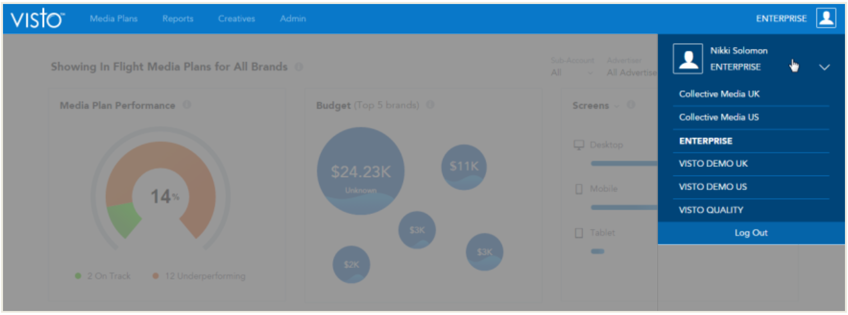
LOGGING IN

To get started with Visto, use the login information provided to you. Keep in mind that both your username and password are case sensitive.

Login Screen

NAVIGATING ACCOUNTS

Once logged in on the top right corner of your screen, you will see the navigation system which includes your over-arching account level details. Depending on your access level, you may see multiple accounts which you have access to. By scrolling over the user button you will see what account you are currently logged in as. Once expanded, by clicking the downward arrow you can select other accounts you may have access to. Be sure to select the correct account for the campaign you are trying to access. You can also scroll over the User icon to see who is logged into Visto, see what version of Visto is currently running, and to log out of Visto.



Navigation System

The structure of accounts can vary based on the needs of your organization. Accounts can break out into tiers for the purpose of billing, permissioning, settings, etc.

Under each Account, you will find the hierarchy of Sub-account> Advertiser> Brand. Based on your utilization of Visto, the contents of each of these levels will vary.

<u>Account:</u> Contract holder of organization. Can also be referred to as "Parent."

<u>Sub-Account:</u> One tier below the Account level. Can also be referred to as "Child." This is the holder of the advertiser relationship.

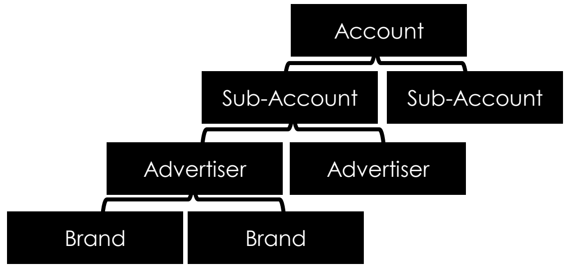
Getting Started Tips

- You will notice the info icon within many sections throughout Visto. This icon denotes that there is an explanation key to help you interpret the information in that section.

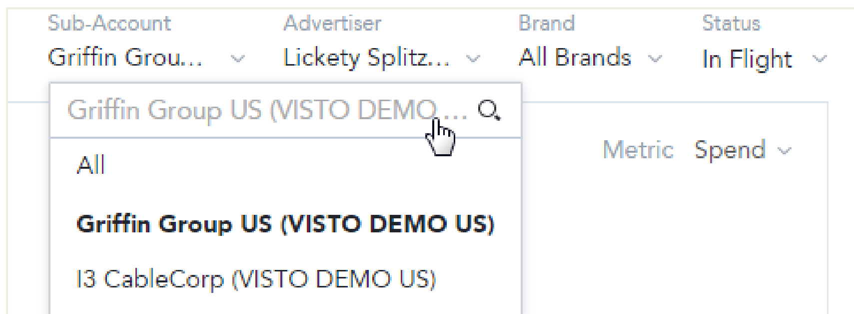
(continued from previous page)

Advertiser: The parent company of one or multiple brands that will run promotional messaging.

Brand: One tier below advertiser. An advertiser could have one or multiple brands based on the structure of the organization.

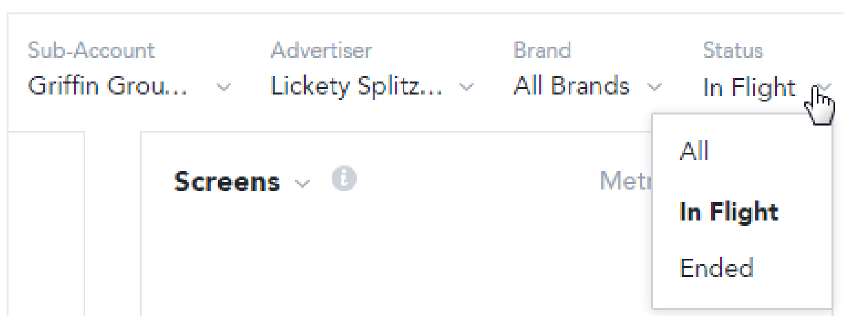


Be sure to select the correct combination in order to see the data which you are attempting to view. If you do not select a specific item, the default will show all campaigns for the lifetime of all advertisers.



Hierarchy of Account

The Status indicator allows you to filter between: All, In Flight, and Ended campaigns.

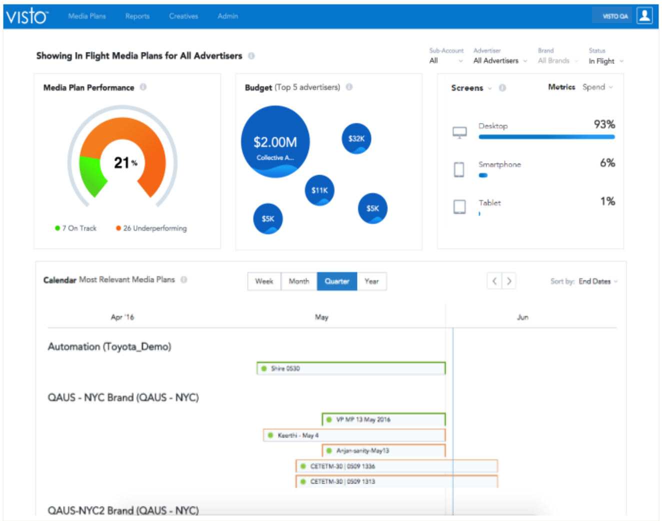


Status Indicator

VISTO DASHBOARD

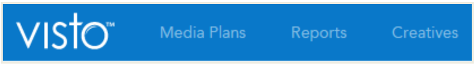
VISTO DASHBOARD

The Visto Dashboard provides insights across all of your media plans. Clicking the Visto link at the top of the page will always take you back to the Dashboard regardless of your place in Visto. The Dashboard is the default screen and shows all campaigns across all advertisers. Remember, you may change the default filter to display a particular sub-account, advertiser and/or brand by using the Hierarchy of Accounts drop-down tab. The Dashboard will then show data for that particular selection only.



Dashboard View

In this view, you can also click the Media Plans tab, Reports tab or Creative tab (access to Creative tab is for Self-Service users only). The tab for Media Plans takes you to the Media Plans List screen, the tab for Reports takes you to the Reports Overview screen, and the tab for Creatives is where you can view and add to your creative library.



Navigation Tabs

<u>Media Plans Tab:</u> The Media Plans List screen shows a high-level display of all the Media Plans for your advertisers. This is where the trafficker can set-up and deploy a campaign *and* where modifications and optimizations can be made to existing campaigns.

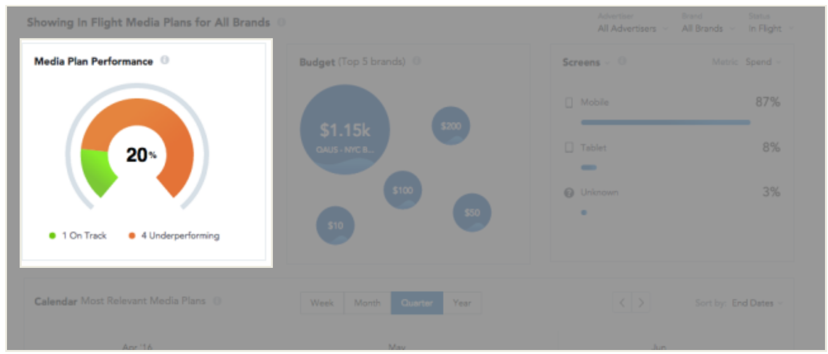
<u>Reports Tab:</u> Visto's Reports screen gives you the ability to pull detailed reporting at the most micro level. There are pre-built reports provided through this link and an option to customize your own reporting details through the Report Builder.

<u>Creatives Tab:</u> The Creative library is where all creative will be housed that can be selected and trafficked for your campaigns. The Creative library is also where self-service users can keep track of details as the creative is being used (i.e. name, channel, ad server, platform, etc.).

DASHBOARD WIDGETS

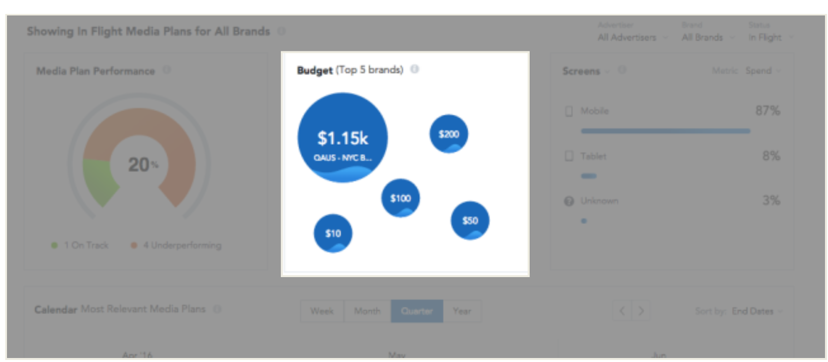
1. Media Plan Performance Widget

The Media Plan Performance widget gives you an indication of how your active campaigns are performing based on the agreed upon campaign KPI/performance metric. Green indicates active campaigns that are on track and orange indicates active campaigns that are underperforming. Clicking either color on the widget will take you to the media plan view for all applicable campaigns.



2. Budget Widget

The Budget widget will display the top five spending advertisers currently active. The water mark on the spend bubble indicates how much has been spent to date against the total budget for each particular advertiser. The size of the budget determines the size of the bubble being shown. Hovering over the budget bubbles will produce a pop-up with the name of the advertiser, total budget for the advertiser, and the advertiser's total spend to date across all their campaigns.



Widget Tips

Media Plan Performance Widget:

- Clicking on either the green ("On Track") or orange ("Underperforming") side of the widget will drive you to the Media Plan List view, filtered to either Underperforming or On Track campaigns. From there, you can drill down into Media Plan performance.

Budget Widget:

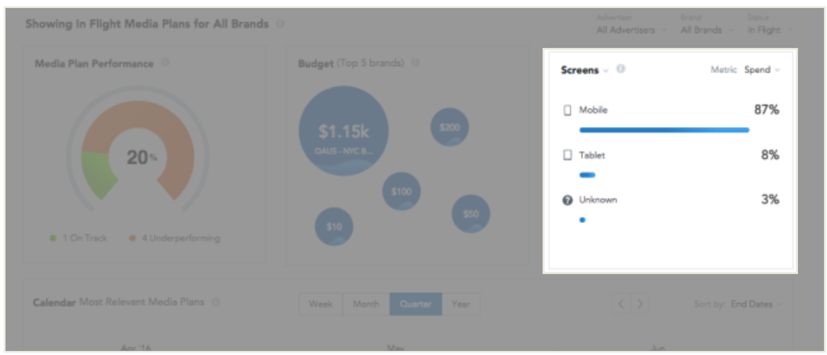
- Clicking on any bubble will drive you to the dashboard view for the selected advertiser. Here you will see the top 5 spending brands for that advertiser within the Budget widget.

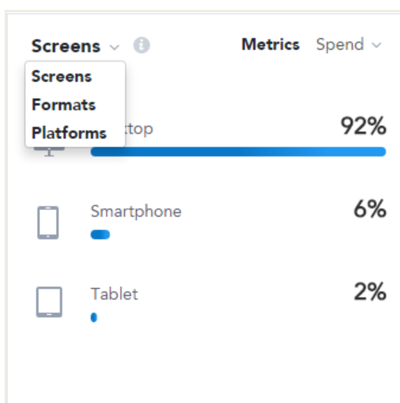
3. Screens Widget

The Screens widget shows data for Screens, Formats, and Platforms across all your active Media Plans for the selected criteria from the drop-downs. You can select to view data from the drop-down by Screens, Formats or Platforms. You can also change the comparison metrics and sort by clicking the Metric drop-down.

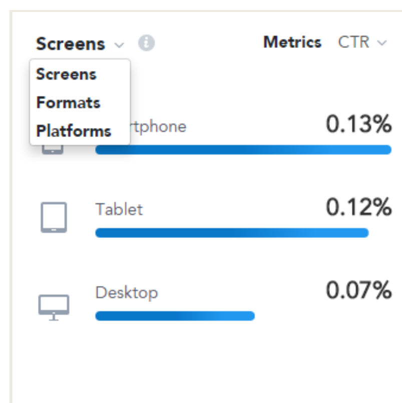
Metrics include:

- Spend
- Impressions
- CTR
- VTC
- CPA
- CPM
- CPC
- Action Rate





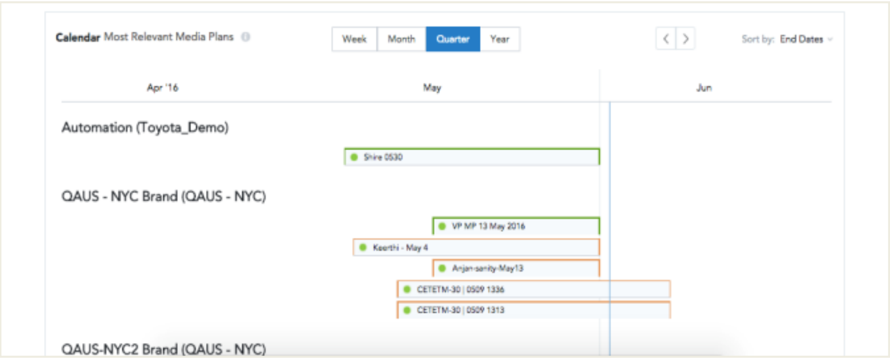
Screens by Spend Metric



Screens by CTR Metric

4. Calendar Widget

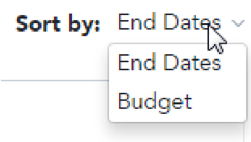
The Calendar widget is a snapshot of all your planned business for the week, month, quarter, or year. It allows you to see all Media Plans across all of your advertisers based on their flight date.



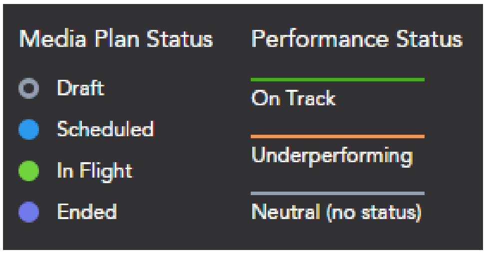
Calendar Widget

If a Media Plan falls outside the visible date range, it is displayed on the Calendar as an icon. Hovering over the icon will show the name of the Media Plan and corresponding flight dates. Clicking on the icon moves the Calendar focus to show the Media Plan within the Calendar.

You can view the Calendar by week, month, quarter, or year. You can also sort the Media Plans in the Calendar by end dates or budget from the Sort by drop-down.



Visto applies statuses to each individual Media Plan. The icons next to each Media Plan in the Calendar widget represent the statuses:



Visto also applies performance statuses to each individual Media Plan (shown above) indicated by a green or orange outline. Performance is represented by green ("On Track") or orange ("Underperforming") to show how the Media Plan is performing against the agreed upon success metric.

Widget Tips

Calendar Widget:

- Click on any Media Plan name to be taken directly to the Reports view of the Media Plan, then drill down into more detailed Media Plan information.
- Hover over any of the Calendar icons to see Media Plan status.
- Click on Week, Month, Quarter or Year buttons to easily toggle between selected date ranges.

(continued from previous page)

Campaign Status.

Draft: Some parameters have been added to the Media Plan but it is not finalized.

Scheduled: The Media Plan has been fully trafficked, but the flight has not yet begun.

In Flight: Media Plan is live and delivering.

Ended: All ad groups from the Media Plan have run and the flight has reached its end date.

Performance Status.

KPI On-Track: Cumulative value is better than the target KPI value.

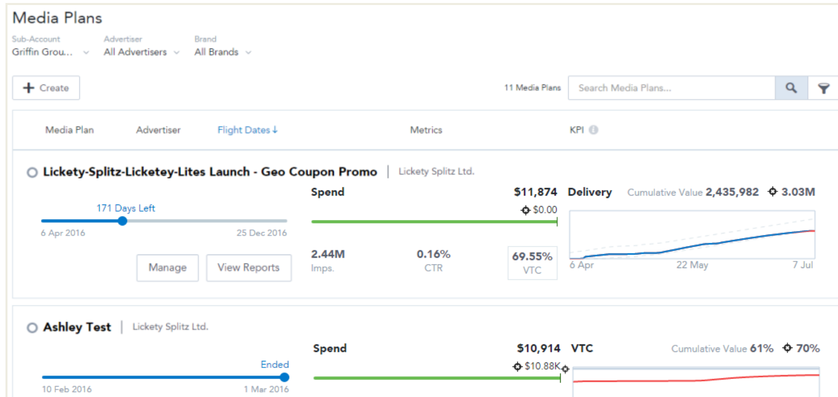
Underperforming: Cumulative value fails to meet the target KPI value (default status selected if any of your Media Plans are Underperforming).

Neutral: Media Plans that do not have a cumulative value yet — they're still in Draft or Ready state — are in the Neutral (no status) state.

MEDIA PLANS

MEDIA PLANS LIST SCREEN

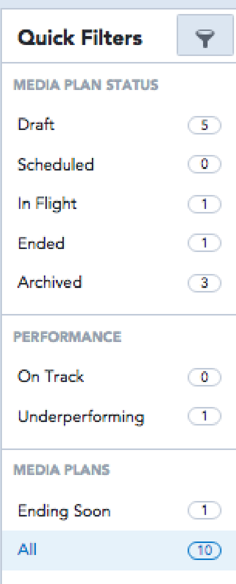
The Media Plans List screen shows a high-level display of all the Media Plans for your brands. You can navigate to this screen at any time by clicking the Media Plans tab at the top of the screen. Clicking into this tab will show you a default view of all active Media Plans.



Visto Media Plan List Screen

There are dropdowns for Sub-Account, Advertiser, and Brand directly above the Media Plan list that allows you to free-type or scroll for individual brands. There is also a universal search function denoted by the magnifying glass icon, located on the right side of the screen above the Media Plan list.

Quick Filters



1. Quick Filters

Next to the search function, there is a funnel icon . Clicking this icon will produce the Quick Filters callout menu, which displays the following:

Media Plan Status.

Clicking any of the Media Plan Status buttons will display only those campaigns categorized under these statuses:

- Draft
- Scheduled
- In Flight
- Ended
- Archived

Performance.

Clicking either Performance Status button will display only those campaigns that are either “On Track” or “Underperforming”.

Media Plans.

Clicking on “Ending Soon” will list campaigns in chronological order starting with the ones ending soon on top. Clicking “All” will filter the list back to the default view.

Media Plans List Tips

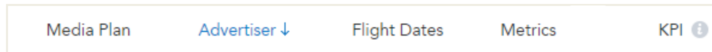
- Clicking the Media Plan, Advertiser or Flight Dates headers will cause the Media Plan to sort by that header.

2. Accessing Media Plan Reports

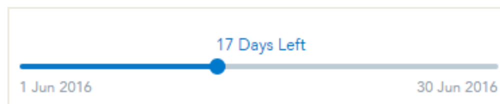
You can access detailed reports of any of the Media Plans by clicking on the name of the plan. Clicking the name of a specific Media Plan will drive you to the Reports screen.

3. Media Plans List

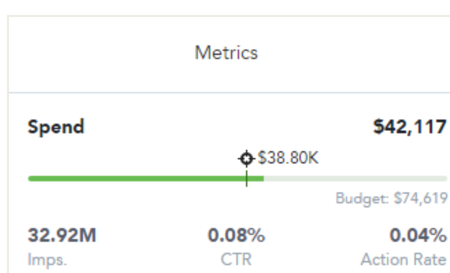
The Media Plans List allows you to view high-level information about your campaign. Each Media Plan in the list view includes high-level campaign and performance details.



- Media Plan Name: Name of the plan.
- Advertiser Name: Name of the Advertiser.
- Flight Dates: Designated start and end dates over which a media plan runs. The graph shows the progress of a plan, and the number of days left to run before the end date.

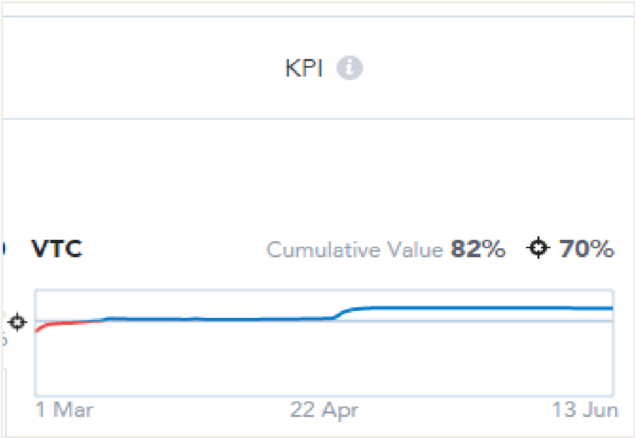


- Metrics: Various trackable campaign KPIs include:
  - Spend. Total spend to date against the Media Plan budget. The graph for this column shows spend progress as well as the targeted success metric for the Media Plan. The total budget is also displayed just below the graph.
  - Impressions. Total number of impressions delivered to date for the life of the Media Plan.
  - Click-Through-Rate: Shows the average CTR over the life span of the Media Plan.
  - [Performance Metric]: Depending on the type of ad being delivered, this will show the appropriate metric and will contain total budget, current spend and pacing against spend for the displayed time period. This metric can be either VTC or Action Rate and will be set during Media Plan Setup.



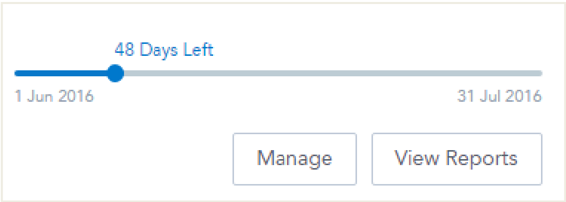
(continued from previous page)

- KPI (Key Performance Indicator): The success metric by which the brand's Media Plans are being measured. It shows the following details:
    - [Metric]: Shown as a graph, over the course of the Media Plan from launch.
    - Cumulative Value: The total metric over the life of the Media Plan.
    - Target Symbol: Shows the designated KPI goal ⌖



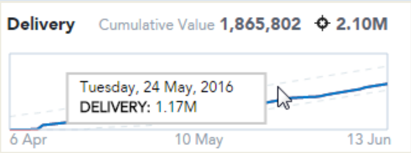
Depending on your access level, you will see one or two clickable buttons under the flight information: Manage and/or View Reports.

- Manage: If you have access to managing your media plans, the "Manage" button will appear and will take you to the Media Plan details page where you are able to manage, edit and optimize the campaign.
- View Reports: Clicking the "View Reports" link will take you to the Reports Overview page for that specific campaign.



Media Plans List Tips

- Hovering over the KPI graph will spawn a box to show the exact date along the line graph as well as the previously agreed upon KPI metric on that date.



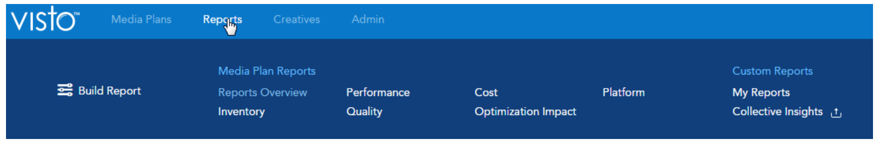
- If a KPI is "On Track", it is shown as a blue line graph. If it is "Underperforming", it is shown as a red line graph.

- If no KPI is selected prior to launch, the KPI will default to "Delivery".

REPORTS

REPORTS

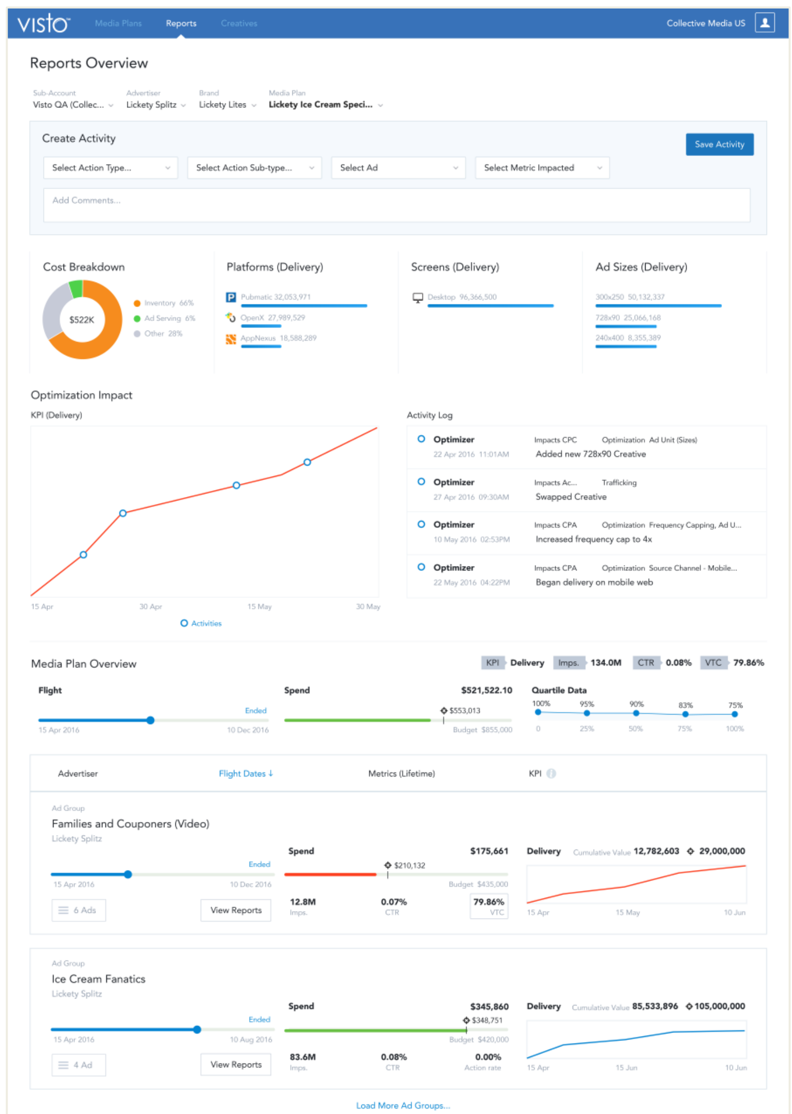
Visto's Reports screen gives you the ability to pull detailed reporting at the most micro level. Click or hover over the Reports drop-down to see a list of all available reports.



MEDIA PLAN REPORTS

1. Reports Overview

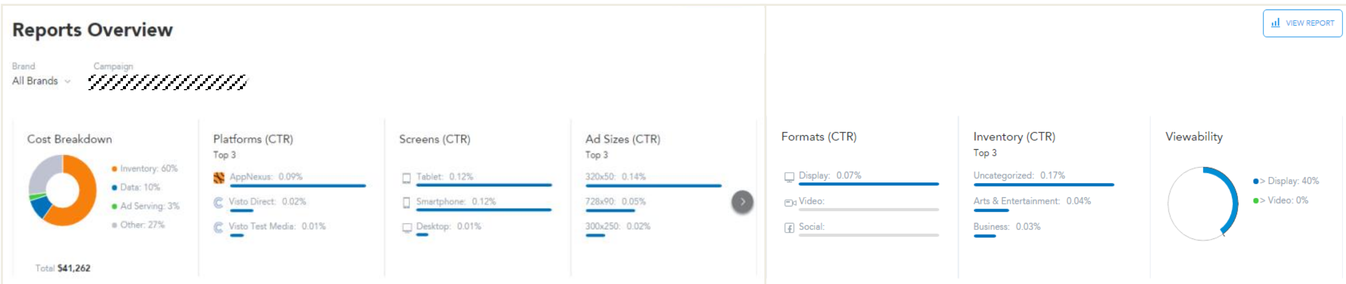
The Reports Overview provides a summary of all reports accessible in Visto.



Visto Reports Overview

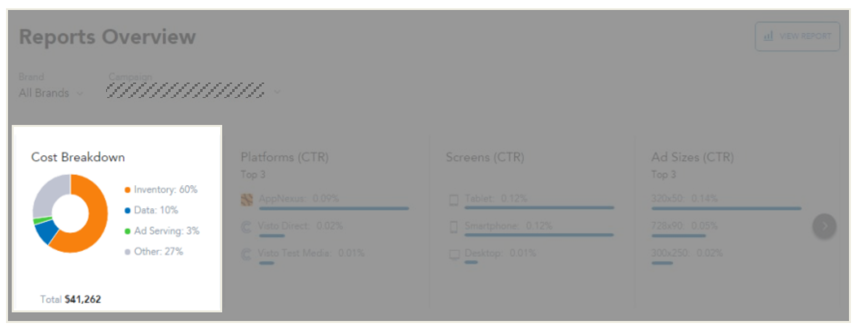
(continued from previous page)

There are seven widgets of pre-built reports that you can scroll through at the top of the landing page. These widgets provide you with a high-level view of performance for an individual campaign based on the designated KPI. Use the arrow within the Ad Sizes widget to view additional widget screens.

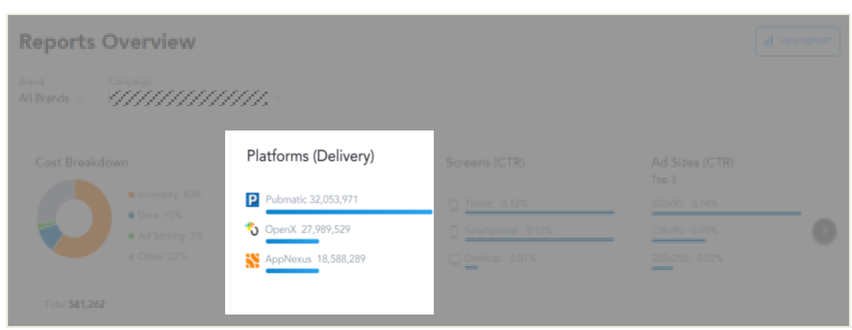


Visto Reports Overview Widgets

- Cost Breakdown: Highlights top three costs (Inventory will likely always be the highest cost for a given Media Plan).

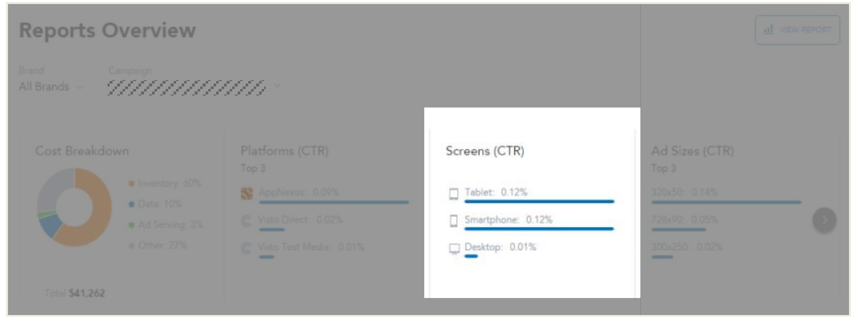


- Platforms: Highlights top three performing platforms—DSP, SSP, Ad Server or Exchange for a given Media Plan.

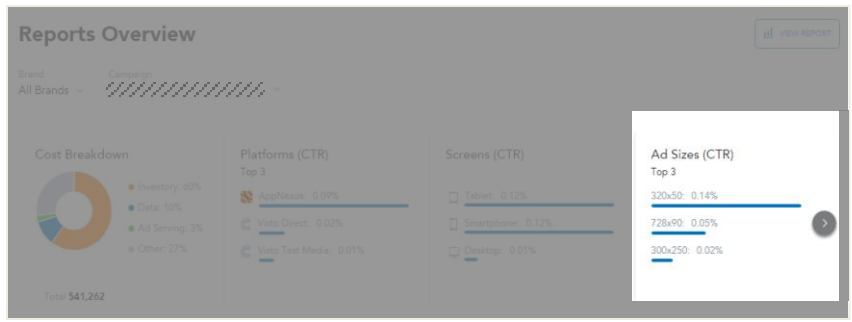


(continued from previous page)

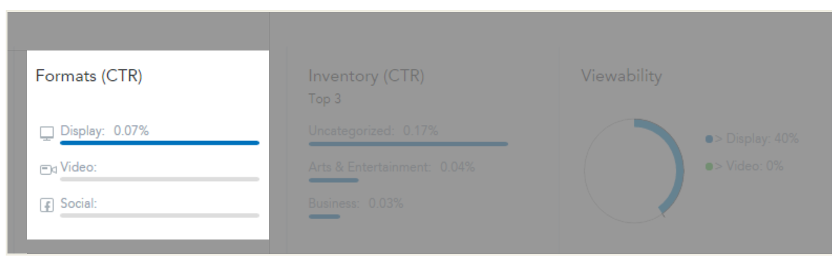
- Screens: Ranks top three performing devices—Desktop, Tablet or Smartphone for a given Media Plan.



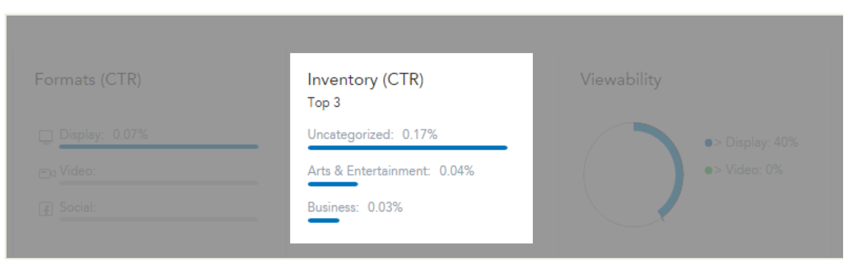
- Ad Sizes: Ranks top three performing ad sizes for a given Media Plan.



- Formats: Ranks top three performing ad formats—Display, Video or Social for a given Media Plan.



- Inventory: Ranks top three IAB content categories by KPI for a given Media Plan.

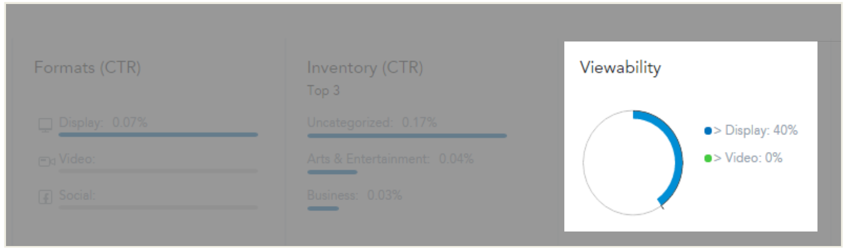


Reports Overview Tips

- Each widget clicks through to a full report for that category.

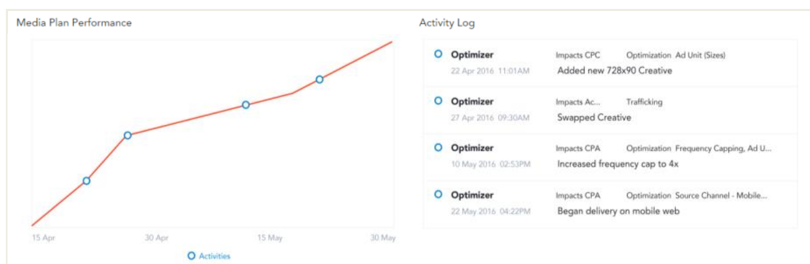
(continued from previous page)

- Viewability: Displays viewability percentage by ad format for a given Media Plan.

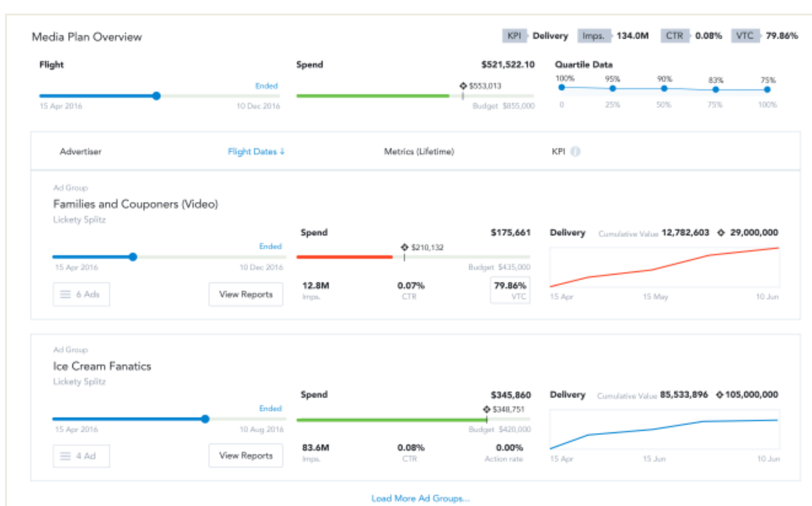


There are two widgets in the middle of the Reports Overview landing page. These widgets give you a high-level view of performance for an individual Media Plan by designated KPI:

1. **Media Plan Performance.** This widget shows high-level day-to-day performance over the life of the Media Plan.
2. **Activity Log.** This widget shows the most recent activities recorded by the Optimization Specialist.



The Media Plan Overview is at the bottom of the Reports Overview landing page. This will display flight, spend and performance details for each Line Item.



Reports Overview Tips

- Hover over open circles on the **Media Plan Performance** graph to display additional information regarding recorded optimizations.
- Clicking on the **Activity Log** will bring you to the Optimization Report screen.

Reports Overview Tips

- Similar to the Media Plan list views, hovering over the KPI graph will spawn a box to show the exact date along the line graph as well as the previously agreed upon KPI metric on that date.

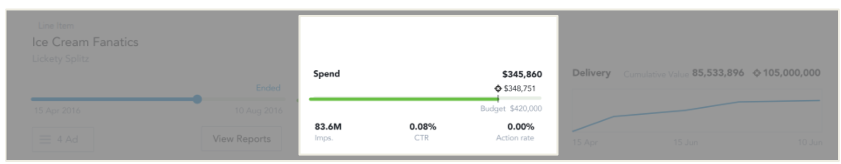
- If a KPI is "On Track", it is shown as a blue line graph. If it is "Underperforming", it is shown as a red line graph.

(continued from previous page)

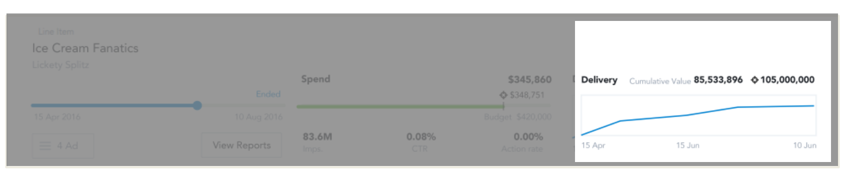
The first graph shows flight information for that specific Line Item. It displays the start date of the ad and the end date of the ad as well as how many days are left in the flight.

Below the flight data there is a View Reports button which will drive you to the Performance Report screen filtered by that Line Item.

The second graph shows spend information for the specified Line Item. At the top of the graph, the total amount spent to date will show. The target symbol along the graph line will display what should have been spent assuming even delivery. Beneath the graph line you will see the total budget for the Line Item. Under the graph, you'll see the delivered impressions, CTR, and Action Rate or VTC (depending on ad format) for the designated Line Item.



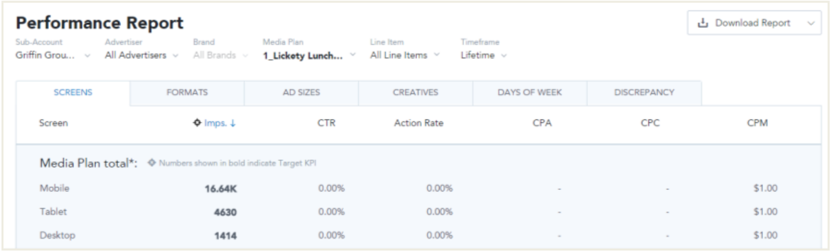
The last graph shows performance information for the selected Line Item against the primary campaign KPI. Blue indicates the Media Plan is on target or higher than the performance goal. Red indicates the Media Plan is underperforming against the target goal. You will also see the cumulative value for the Line Item and the target goal.



Click the "Ads" button beneath the graphs to view all ads within a Line Item.

2. Performance Report

The Performance report shows the performance by screen, format, ad size, creative, day of week and discrepancy combination for all Line Items in a selected Media Plan.



Visto Performance Report

You can also use the Line Item drop-down to select individual Line Items to view, rather than a cumulative view (default).

Depending on your requirements, a target ⯐ next to a particular column header or field name indicates the primary KPI for the data being displayed. If a target icon is not displayed, there may not be a primary KPI set for the campaign. If a primary KPI is not set for your campaign, Delivery will be used as the primary KPI.

You are able to select to review Performance Reports in one of the following versions:

- Screens Tab: Shows performance of all strategies by screens (desktop, smartphone, tablet, etc.).
- Formats Tab: Shows performance against the type of interactive medium on which the ad was shown (display, social, video, etc.).
- Ad Sizes Tab: Shows performance against the various ad sizes your Media Plan is running. If running video ads, this display will also show the video metrics VTC, Video Plays and Quartiles.
- Creatives Tab: Shows performance against the various creatives your campaign is running.
- Days of Week Tab: Shows performance across each day of the week your Media Plan has delivered against.
- Discrepancy Tab: Shows impression discrepancy between execution platforms and system of record, in addition to the discrepancy rate.

Performance Report Tips

- The Download Report button at the top of the screen allows you to download the report in any versions of the reporting available and will report against all Line Items.
- The Timeframe drop-down allows you to select the date range to view. You are able to select:
  - Last 7 Days
  - Last 30 Days
  - Lifetime
  - Custom Time frame
- The Target symbol ⯐ next to the Field Header will denote the Primary KPI for the campaign.

Discrepancy Report Tips

- In aggregate, this report will let you see the total impression discrepancy between all platforms and system of record.
- By selecting individual Line Items from the drop down menu, you will be able to see discrepancies at the strategy, enabling you to quickly identify where the discrepancy issues are coming from.

(continued from previous page)

SCREENS | FORMATS | AD SIZES | CREATIVES | DAYS OF WEEK | DISCREPANCY

Vendor	Imps.*	Compared to VISTO Tracker: Impression Gap	Compared to VISTO Tracker: Rate of Discrepancy (%)
Ad Group total:* * Impression data delayed by 24 hours			
VISTO Tracker	**86,834,108**	**0**	**0%**
Execution Platform	**83,553,896**	**-3,280,211**	**-4%**
Rubicon	4,922,107		
OpenX	27,989,529		
AppNexus	18,588,289		
Pubmatic	32,053,971		
Ice Cream Fanatics (v1)			
VISTO Tracker	5,069,770	0	0%
Rubicon	4,922,107	-147,663	-3%

<u>Discrepancy Tab Defined:</u>

<u>Vendor:</u> Shows which execution platform is being utilized to serve media.

<u>Imps:</u> Shows the total impressions which have delivered to date.

<u>Impression Gap:</u> Shows the total impression discrepancy between the system of record and the execution platforms.

<u>Rate of Discrepancy %:</u> The percentage of impressions which are discrepant between the execution platforms and the system of record.

Each of these reports contains the same metrics by which you are able to sort by clicking the various ascending / descending arrows next to the column headings. These metrics include:

- <u>Impressions:</u> Shows the total number of Impressions delivered for the life of the Media Plan.
- <u>CTR:</u> Shows the average Click-Through-Rate for the Media Plan.
- <u>Action Rate (also known as Conversion Rate):</u> Shows the number of users who take a desired action.
- <u>CPM:</u> Shows the Cost-Per-Thousand Impressions.
- <u>CPC:</u> Shows the Cost-Per-Click.
- <u>CPA:</u> Shows the Cost-Per-Action.

3. Cost Report

The Cost report shows detailed allocation of spend across different vendors for a Media Plan. The costs are incurred based on data that comes straight from each vendor and the vendor offering configurations.

Imps. ↓	CPM	Inventory	Data	Ad Serving	Ad Verification	Creative	Research	Platform Fees			Total Spend	Margin %
								Tech Fees	Service	Total		
Media Plan Total:* *Includes Fixed Fosts												
17K	$3.390	$26	$0	$0	$0	$0	$0	$0	$0	$0	**$57**	54

Visto Cost Report

You can also use the Line Item drop-down to select individual strategies to view, rather than a cumulative view (default).

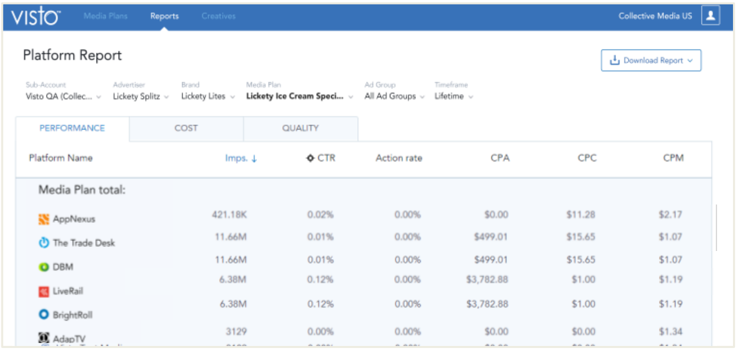
The default sorting option is by Impressions (Imps). You are able sort by clicking the various ascending / descending arrows next to the column headings.

The various fields of the Cost report are:

- Imps: Shows the total number of Impressions delivered for the life of the Media Plan.
- [Metric]: Shows the previously selected Primary KPI for the Campaign. Available metrics include CTR, Action Rate, CPA, CPC, CPM, VTC.
- Inventory: Shows the publisher payout (inventory costs) that consolidates all the impression-level information at the Media Plan level.
- Data: Consolidates impression-level data costs that are incurred at the Media Plan level.
- Ad Serving: Consolidates any ad-serving costs that are incurred for each impression at the Media Plan level.
- Ad Verification: Shows the total ad verification costs that are incurred for each impression at the Media Plan level.
- Creative: Shows costs that are incurred to create / serve rich media creatives for the execution of the Media Plan.
- Research: Shows the cost of market research, only if research is utilized, consolidated at the Media Plan level.
- Platform Fees: Shows transparent platform fee charged by Collective for technology and services associated with programmatic media activity.
- Total Spend: Shows total spend for the Media Plan to date.
- Margin %: Shows the percentage of earnings or profit for your company out of the total spend (if applicable).

4. Platform Report

The Platform report shows the performance, cost and viewability of ads, comparing the various platform executions across which the Media Plan is running.



Visto Platform Performance Report

You can also use the Sub-Account and Line Item drop-down to select individual strategies to view, rather than a cumulative view (default).

You are able to select to review Platform Reports in one of the following versions:

Performance Tab.

The Performance tab shows various performance metrics across each of the various platforms. Metrics include:

- Platform Name: Shows the advertising platform that allows advertisers to publish ads on websites and applications.
- Imps: Shows impressions delivered so far for the Media Plan.
- Video plays (only displays if video is running): Shows the number of times the video was displayed to a user.
- Quartile (only displays if video is running): Shows the amount of time (measured in quarters) the video was viewed by the user before the user clicked away or closed the ad.
- VTC (only displays if video is running): Shows the view-to-completion as a percentage.
- CTR: Shows the average Click-Through-Rate for the Media Plan.
- Action Rate: Shows the number of users who take a desired action.
- CPA: Shows the Cost-Per-Action.
- CPC: Shows the Cost-Per-Click.
- CPM: Shows the Cost-Per-Thousand.

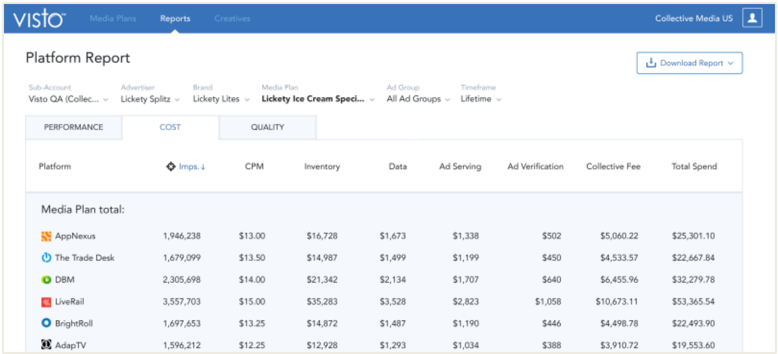
Platform Reports Tips

- The Download Report button at the top of the screen allows you to download the report in any versions of the reporting available and will show reporting across all Line Items.
- The Timeframe drop-down allows you to select the date range to view. You are able to select:
  - Last 7 Days
  - Last 30 Days
  - Lifetime
  - Custom Time Frame
- The Target symbol ⯐ next to the Field Header will denote the Primary KPI for the Media Plan.
- Using the “Media Type” switch at the top of the screen allows you to show either Desktop or Video results.

(continued from previous page)

Cost Tab.

The Cost tab shows details across fields against each of the various execution platforms.



Visto Platform Cost Report

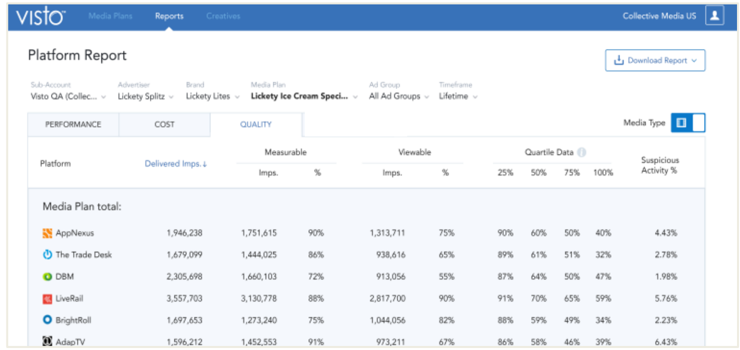
Fields include:

- <u>Platform Name:</u> Shows the third party advertising platform that allows advertisers to publish ads on websites and applications.
- <u>Imps:</u> Shows impressions delivered so far for the Media Plan.
- <u>[Metric]:</u> Shows the previously selected Primary KPI for the Media Plan. Available metrics include CTR, Action Rate, CPA, CPC, CPM, VTC.
- <u>Inventory:</u> Shows the publisher payout (inventory costs) that consolidates all the impression-level information at the Media Plan level.
- <u>Data:</u> Consolidates impression-level data costs that are incurred at the Media Plan level.
- <u>Ad Serving:</u> Consolidates any ad-serving costs that are incurred for each impression at the Media Plan level.
- <u>Creative:</u> Shows costs that are incurred to create / serve rich media creatives for the execution of the Media Plan.
- <u>Research:</u> Shows the cost of market research, if requested by the customer, consolidated at the Media Plan level.
- <u>Ad Verification:</u> Shows the total ad verification costs that are incurred for each impression at the Media Plan level.
- <u>Platform Fees:</u> Shows transparent platform fee charged by Collective for technology and services associated with programmatic media activity.
- <u>Total Spend:</u> Shows total spent for the Media Plan to date.

(continued from previous page)

Quality Tab.

The Quality tab shows various details as it pertains to Inventory Quality.



Visto Platform Quality Report

Fields include:

- Platform Name: Shows the advertising platform that allows advertisers to publish ads on websites and applications.
- Delivered Imps: Shows impressions delivered so far for the Media Plan. The number is dependent on measurability standards of impressions.
- Measurable: Shows how many impressions were able to be actually gauged for viewability.
- Viewable: Shows how many impressions were deemed viewable.
- Quartile Details (will only display in the Video selection of Media Type): Shows the amount of time (measured in quarters) that was viewed by the user before the user clicked away or closed the ad.
- Suspicious Activity %: Shows the third-party rating technology that scores inventory to determine the risk of fraudulent or deceptive activity on websites, including both click and impression fraud.

Viewability Defined

The Media Ratings Council (MRC) defines viewability across Desktop and Mobile as follows:

- Display – a minimum of 50% of the ad (pixels) must be in view for at least one second.
- Video – a minimum of 50% of the ad (pixels) in view for at least two concurrent seconds.

MOAT is the only MRC accredited vendor to measure mobile viewability.

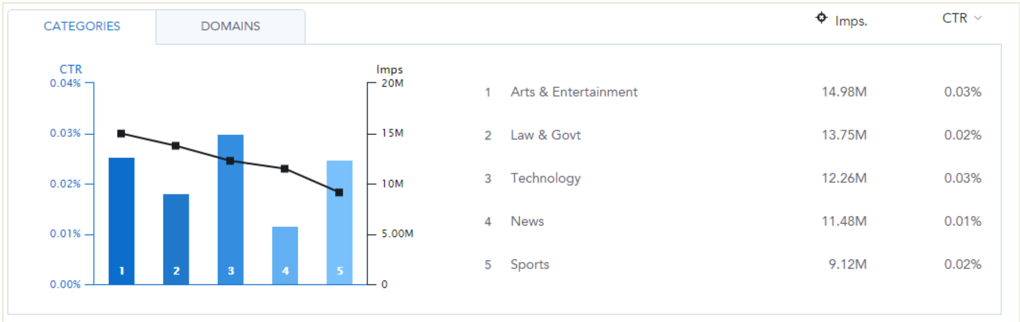
Inventory Report Tips

- The Download Report button at the top of the screen allows you to download the report in any version of the reporting available and will show reporting against all Line Items.
- The Downloaded Report will show reporting details for all site categories and domains, not just top five as displayed in the Widget.

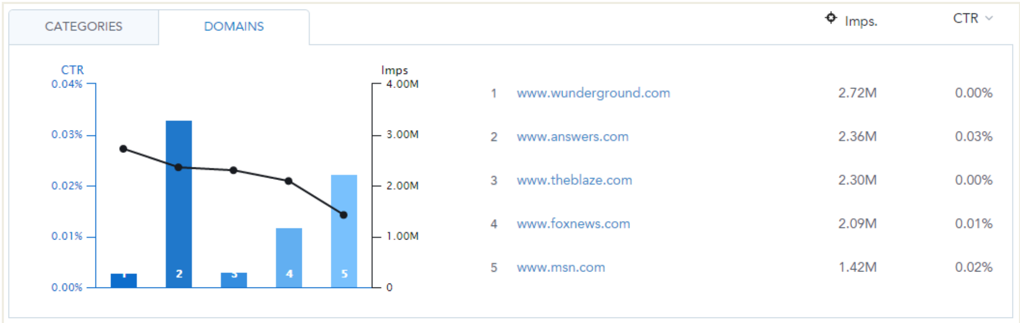
5. Inventory Report.

This report shows Inventory delivered by Categories and Domains and can be sorted by KPI or Metric. This report has two tabs (Categories and Domains) that display different levels of inventory granularity.

- **Categories.** Shows types of sites on which an ad is served based on the taxonomy defined by the IAB.
- **Domains.** Shows the unique name that identifies an internet site. Each domain name consists of one top or high-level and one or more lower-level designators.



Visto Inventory Category Report



Visto Inventory Domain Report

6. Quality Report

The Quality report shows various details as it pertains to Inventory Quality.

Delivered ↓ Imps	Measurable		Viewable		Viewable %			Suspicious Activity (%)
	Imps.	%	Imps.	%*	1s	5s	15s	
Campaign total:								
2.32M	1.72M	74%	1.08M	63%	63%	48%	32%	7.94%

You can change from the default Sub-Account, Brand, Media Plan and Line Item by clicking the drop-down next to any of these fields and selecting a different option.

The Quality Report shows the following details:

- Delivered Imps: Shows impressions delivered so far for the Media Plan. The number is dependent on measurability standards of impressions.
- Measurable: Shows how many impressions were able to actually be gauged for viewability.
- Viewable: Shows how many impressions were deemed viewable.
- Quartile Details (will only display in the Video selection of Media Type): Shows the amount of time (measured in quarters) that was viewed by the user before the user clicked away or closed the ad.
- Suspicious Activity %: Shows the third-party rating technology that scores inventory to determine the risk of fraudulent or deceptive activity on websites, including both click and impression fraud.

Desktop Measurements for Viewability

The MRC has accredited two methodologies for measuring display viewability:

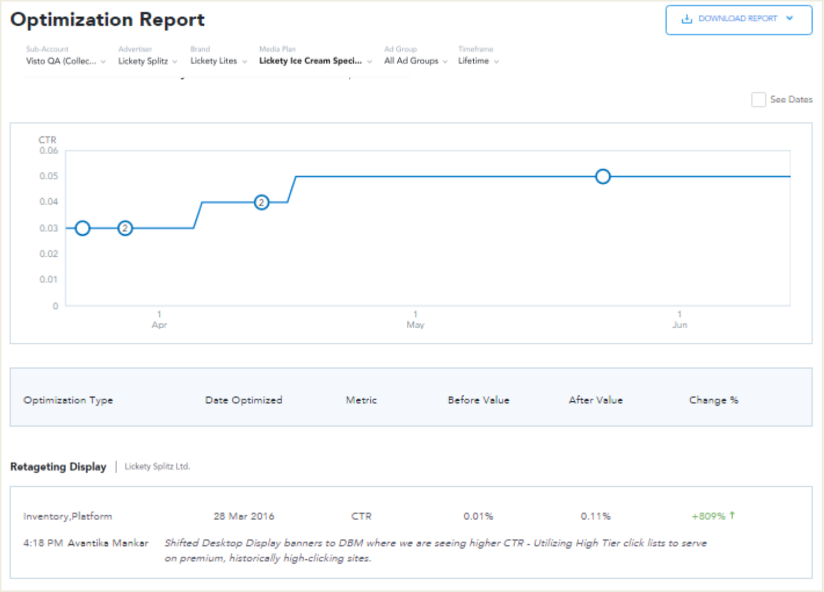
- Page Geometry – measures the ad dimensions, the browser dimensions, and the diagonal dimensions to determine if the ad is viewable (i.e. does the ratio of the ad to the page result in 50% of unit in view).
- Browser Optimization – uses Flash and JavaScript to lay invisible tiles over an ad and can detect that the tiles are loading as the become in view.

Optimization Report Tips

- Download the Optimization Report by clicking the Download Report button. The Report will show details of each Optimization made by Line Item.
- On the Media Plan List graph, the performance line is blue when your Media Plan is at or above target KPI and red when below target KPI.
- Hover over open circles on the Media Plan List graph to display additional information regarding the recorded Optimizations.
- Hover over anywhere on the Media Plan List graph to show day by day details.

7. Optimization Impact Report

The Optimization Impact report shows steps that a member of the Optimization team took to make sure your Media Plan returns the best results against the goal set.



You can change from the default to Sub-Account, Brand, Media Plan, or Line Item by clicking the drop-down next to any of these fields and selecting a different option.

The Optimization Report shows the following:

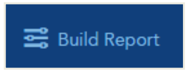
- Media Plan List Graph: The top displayed graph shows how your Media Plan is performing against the previously agreed upon KPI over the life of the Media Plan. The open circles on the graph represent dates when your Optimization Specialist made changes to your Media Plan.
- Optimization Impact Notes: The section below the graph shows the specific steps the Optimization Specialist took to make sure the Media Plan is delivering and performing appropriately. Fields include:
    - Optimization Type: Shows the particular action performed, the time, and the name of the Optimization Specialist who performed the action. The following are the optimization tactics performed by the Optimization Team:
        - Ad Sizes: Weight delivery to one ad size for performance or delivery.
        - Audience Optimization: Add or alter data segments (1st, 3rd, modelling) to target an optimal audience.
        - Bid Adjustment: Increase bid to help secure additional higher priced inventory or decrease bid to create efficiencies.

(continued from previous page)

  - Content Targeting / Publisher Category: Target specific content or publishers related to an industry vertical.
  - Creative: Shift delivery towards certain creative sets based off of highlighted messaging performance.
  - Daypart: Adjust ad serving to focus on highlighted days or times that perform best.
  - Frequency Capping: Set user frequency to optimal blackout and ramp periods to boost conversion and delivery performance.
  - Geography: Expand geographical settings to offer ad reach to a larger population or shift between geographic markets to increase delivery or performance.
  - Inventory: Define the scope of where you will buy inventory (domain, publisher, seller, exchange).
  - Platform: Select platform based on how you want to buy based on tools, functionality, etc.
  - Pause / Unpause: Turn ads on or off based on internal or client request.
  - Format: Reallocate budget to higher performing formats to maximize goal metrics (social, display, video).
  - Device: Reallocate budget to higher performing environments to maximize goal metrics (desktop, smartphone, tablet, connected TV).
- Date Optimized: The date on which the optimization was performed by the Optimization Specialist.
- Metric: The previously agreed upon KPI against which Media Plans are being optimized.
- Date From / Date To: Shows the date range when the optimization tactic was applied to the Media Plan. These columns are only displayed if the See Dates checkbox is selected.
- Before Value: The metric value (in percentage) before a particular action was taken to optimize the Media Plan.
- After Value: The metric value (in percentage) after a particular action was taken to optimize the Media Plan.
- Change %: The percentage change in the Media Plan after the optimization was performed.

REPORT BUILDER

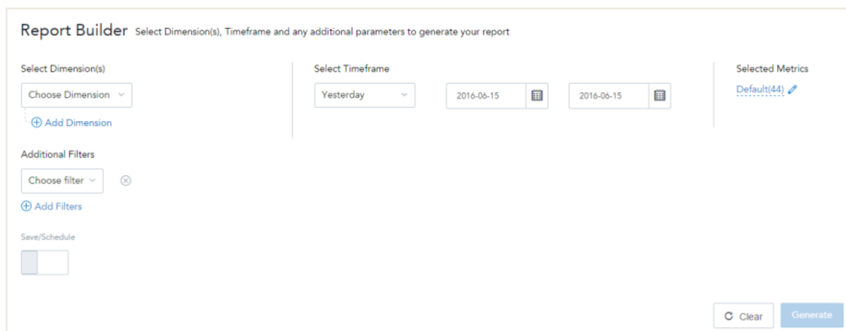
You can create custom reports using the Visto Report Builder. Click the Reports tab on the Navigation Bar and click on the “Build Report” in the drop down.



The Report Builder has four sections:

1. **Dimensions:** Select the type of report you want to run from a drop-down list.
2. **Additional Filters:** Extra filters you are able to set to further filter the report.
3. **Time Frame:** The period of time for which the report is run.
4. **Metrics:** Various KPIs by which Media Plan may be measured.

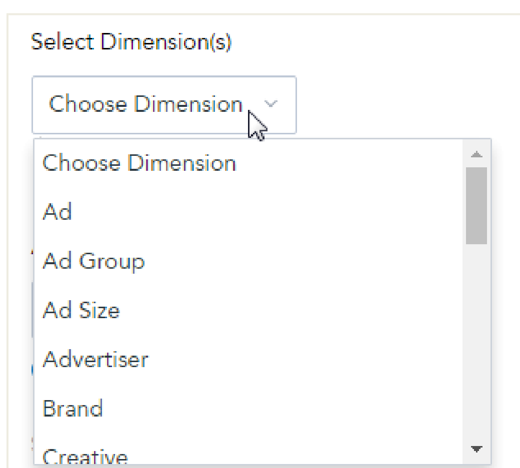
Using a combination of these four filter types, you can run a wide variety of custom reports.



Visto Report Builder

1. Dimensions

Dimensions are the fields that you would like to view in your custom report. By selecting more than one dimension, your report will have multiple lines of data broken out by each dimension (limited to two). In order to view the additional dimensions select the arrow button to expand.



(continued from previous page)

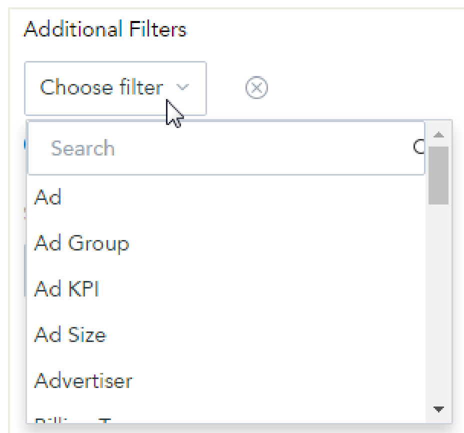
- Ad: The name of the lowest unit associated with a corresponding ad group. The lowest execution level where media is bought and pushed to a site through various platforms.
- Ad Group: Grouping of ads that have similar criteria (i.e. targeting, formats, geos, etc.).
- Ad Size: Each size of the creative units used.
- Advertiser: The name of the advertiser.
- Brand: The name of the brand.
- Category: The category of sites on which an ad is served based on the taxonomy defined by the IAB.
- Creative: The name of the creative asset or tag you have provided that corresponds with an ad or multiple ads.
- Day: The day of the week.
- Domain: The domain URL on which media was served.
- Format: The type of interactive medium on which the ad was shown. The current format types shown in Visto are: Display, Video, Rich Media and Social.
- Line Item: A way of categorizing ad groups into a common grouping. The name of a specific placement within an IO or client order on a Media Plan.
- Location (Country): Country in which the ad was served.
- Location (Metro / DMA): Designated market area in which the ad was served.
- Location (State / Province): State or Province in which the ad was served.
- Manufacturer: The brand of the hardware which media was viewed on.
- Media Plan: The name of the campaign.
- Month: The month in which media was served.
- Operating System: The software powering the device which ran the media.
- Platform: The execution platform from which media was served.
- Pixel: The name of the conversion pixel and the actions associated to the pixel implemented.
- Screens: Type of device on which the ad was shown.
- Sub-Account: The second tier user level under Account. Exact usage will vary by client.

2. Additional Filters

You are also able to add additional filters. The "Additional Filters" drop-down contains similar breakdowns as the "Dimensions" dropdown. These filters will limit the view of your custom report and will only display data from the filters chosen.

For example, if you are only interested in viewing mobile ads of a multi-screen media plan, by selecting screen > mobile, only the data for mobile devices will appear.

Using the "Additional Filters" is optional and will give you more customized data sets. You are able to add an unlimited number of filters, however, with each additional filter added, your report will be that much more granular.

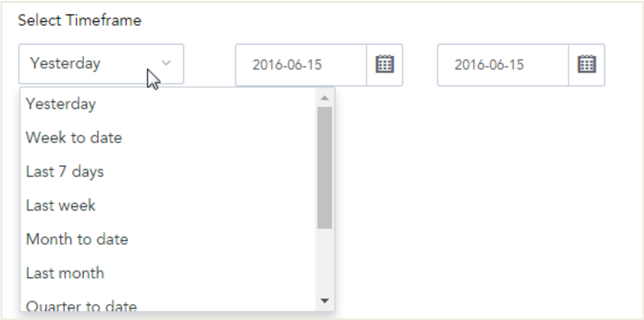


The following defines the "Additional Filters" that are available to select but not included in the Dimensions section:

- Audience Segment: The name of the audience segment used for targeting. This filter will list all dimensions that have targeted the selected audience segment.
- Ad KPI: The Key Performance Indicator metric that was selected when creating each ad.
- Billing Type: The billing metric used to charge client (CPM, CPC, CPA). Example, filter by CPC line items only.
- Labels (Ad): The name of the label taxonomy given on the Ad level.
- Labels (Ad Group): The name of the label taxonomy given on the Ad Group level.
- Labels (Media Plan): The name of the label taxonomy given on the Media Plan level.
- Media Plan KPI: The Key Performance Indicator metric that was selected when setting up the Media Plan.

3. Time Frame

You are able to select a timeframe by which to run your report.



Current timeframe options are:

Yesterday: Data for the day before the current day.

Week to Date: Shows data for the week to date starting on Sunday through the current date.

Last 7 Days: Shows data for the last 7 days including the current date.

Last Week: Shows data for the week prior to the current week from the Sunday prior through Saturday.

Month to Date: Shows data from the first day of the month to the current day.

Last Month: Shows data from the first to the last day of the prior month.

Quarter to Date: Shows data from the first day of the quarter through the current day.

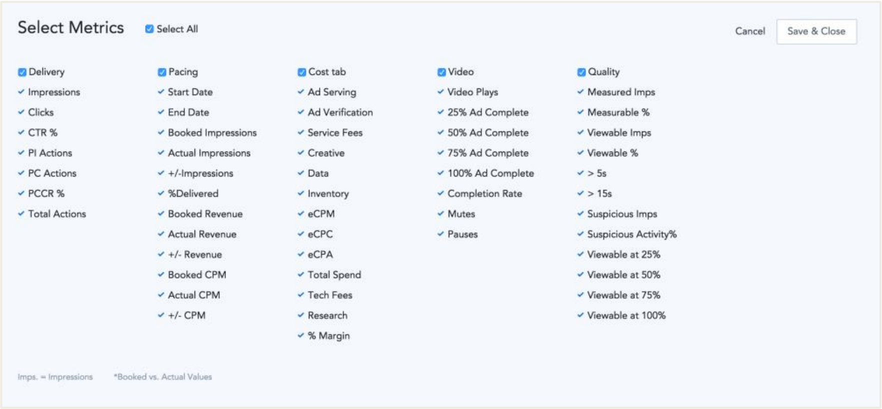
Last Quarter: Shows data from the first to the last day of the prior quarter.

Year to Date: Shows data from the first day of the year through the current day.

Custom Dates: Manually enter a desired date range.

4. Metrics

You are able to select from a large number of metrics. If you do not select a metric(s), all metrics are applied as a default. There is no limit to the number of metrics you can select, you can choose as many, or as few as you like.



Visto Report Builder Metrics Screen

Current available metrics options are:

Delivery.

- Impressions: The total number of impressions delivered in the timeframe.
- Clicks: The total number of times the ad was clicked on in the timeframe.
- CTR % (click-through-rate): Percentage of impressions that were clicked on.
- PI Actions (post-impression actions): Number of actions taken by users who have been served the ad.
- PC Actions (post-click actions): Number of actions taken by users who have clicked on the ad.
- PCCR % (post-click conversion rate): Ratio of actions taken after clicks to total clicks.
- Total Actions: Sum of post-impression and post-click actions.

Metric Tips

- **Booked Impressions** and **Booked Revenue** is measured by distributing the total amount of impressions or revenue by the number of days in the flight range selected. It does not take into account for heavy ups, paused campaigns, or requested rates of pacing.

Pacing:

- Start Date: The date your Media Plan began.
- End Date: The date your Media Plan completed.
- Booked Impressions: The total number of impressions contracted at the line item level for the date range selected.
- Actual Impressions: The total number of delivered impressions at the line item level for the date range selected.
- +/- Impressions: The variance between Booked Impressions and Actual Impressions for the date range selected.

(continued from previous page)

- % Delivered: The rate of delivery for actual impressions against booked impressions (actual impressions ÷ booked impressions).
- Booked Revenue: The total contracted budget at the Line Item level for the date range selected.
- Actual Revenue: The delivered cost at the Line Item level for the date range selected.
- +/- Revenue: The variance between Booked Revenue and Actual Revenue for the date range selected.
- Booked CPM: The contracted CPM at the Line Item level for the date range selected.
- Actual CPM: The delivered CPM at the Line Item level for the date range selected.
- +/- CPM: The variance between Booked CPM and Actual CPM for the date range selected.

Cost:

- Ad Serving: Cost associated with ad serving technology.
- Ad Verification: Cost associated with ad verification technology.
- Service Fees: If applicable, based on use case, the cost of services provided by Collective.
- Creative: The costs to create / serve rich media creatives.
- Data : The cost of any 3rd party data used within a media plan.
- Inventory: The cost of actual inventory bought.
- eCPM (effective cost-per-thousand): Average cost per serving 1,000 impressions.
- eCPC (effective cost-per-click): Average cost to generate a click.
- eCPA: Average cost to generate an action.
- Total Spend: Total cost of campaign inclusive of all cost of goods sold plus platform fees and margin.
- Tech Fees: The cost of executing through the Visto Platform.
- Research: The cost of market research, only if research is utilized.
- % Margin: The percentage of earnings or profit out of the total spend for your company (if applicable)

Video. (Data will only show for video ads)

- Video Plays: Number of times the video ads were played.
- 25 % Ad Complete: Number of users who watched at least 25% of the video.

(continued from previous page)

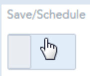
- 50 % Ad Complete: Number of users who watched at least 50% of the video.
- 75 % Ad Complete: Number of users who watched at least 75% of the video.
- 100 % Ad Complete: Number of users who watched 100% of the video.
- Completion Rate: Percentage of times the video was watched all the way to completion.
- Mutes: Number of times video ads were muted.
- Pauses: Number of times video ads were paused.

Quality.

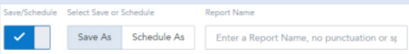
- Measured Imps: Number of impressions that were able to be gauged for viewability measurement. Measurability is based on publisher allowance and restrictions.
- Measurable %: Percentage of measurable impressions out of total impressions.
- Viewable Imps: Number of ads which were viewable when served.
- Viewable %: Percentage of viewable impressions out of measurable impressions.
- > 5s (greater than 5 seconds): Number of times viewable impressions were in view for longer than 5 seconds.
- > 15s (greater than 15 seconds): Number of times viewable impressions were in view for longer than 15 seconds.
- Suspicious Imps: Number of impressions that are deemed “suspicious” or fraudulent.
- Suspicious Activity %: Percentage of fraudulent impressions out of measurable impressions.
- Viewable at 25%: Viewable impressions at 25% video quartile.
- Viewable at 50%: Viewable impressions at 50% video quartile.
- Viewable at 75%: Viewable impressions at 75% video quartile.
- Viewable at 100%: Viewable impressions at 100% video quartile.

Report Builder Tips

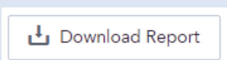
- You can save or schedule reports directly from the report builder console. Select the "Save/ Schedule" toggle to expand the menu



Select either Save or Schedule, and decide on a name, delivery address, and frequency for your report to be delivered.



- To simply download a one off report, select "Download Report" from the top right of your screen.

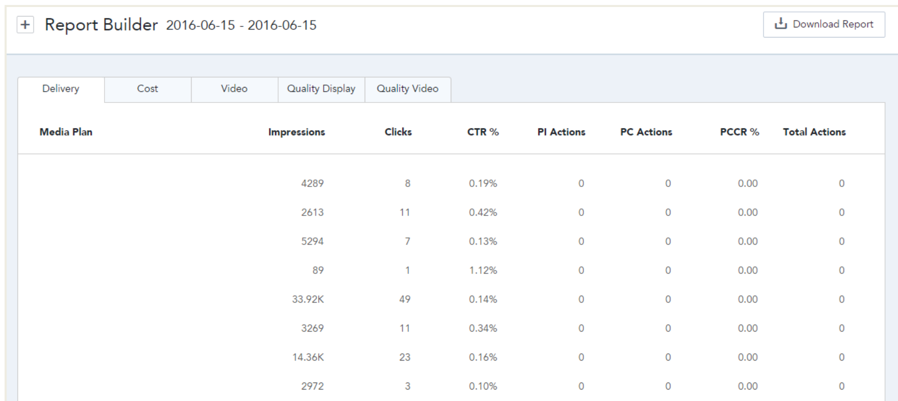


(continued from previous page)

Once you've selected the parameters for your report, click the "Save & Close" button [Save & Close] to save your selected metrics. To create your custom report click on the "Generate" button [Generate] on the bottom right of the screen.

You can also click the clear button [Clear] to clear all fields and start over.

Once a report has been generated, it will expand to display full screen. To make any edits to the report builder fields, click the "+" sign next to the name of the report to show the builder dimensions fields.



Media Plan	Impressions	Clicks	CTR %	PI Actions	PC Actions	PCCR %	Total Actions
	4289	8	0.19%	0	0	0.00	0
	2613	11	0.42%	0	0	0.00	0
	5294	7	0.13%	0	0	0.00	0
	89	1	1.12%	0	0	0.00	0
	33.92K	49	0.14%	0	0	0.00	0
	3269	11	0.34%	0	0	0.00	0
	14.36K	23	0.16%	0	0	0.00	0
	2972	3	0.10%	0	0	0.00	0

A Custom Report After Being Generated

Commonly run reports include:

"Advertiser" by **"Media Plan"** – this will show you all of the campaigns running for a particular advertiser within the date range.

"Media Plan" by **"Ad"** – this is will show you data for all the ads pertaining to a campaign within the date range.

"Media Plan" by **"Creative"** – this will show you data for all the creatives running for a particular campaign within the date range.

"Media Plan" by **"Location"** – this will show you data for the geographic markets your campaign has run within.

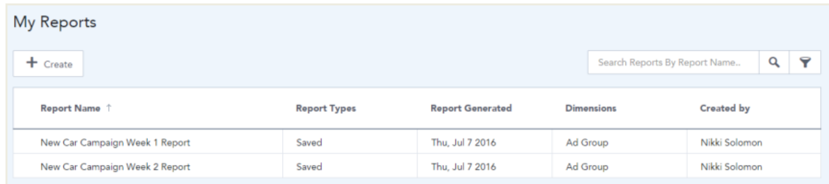
"Media Plan" by **"Format"** – this will show you data across the various ad formats (display, video, social) running during your campaign within the date range.

"Media Plan" by **"Screen"** – this will show you data for all the devices (desktop, smartphone, tablet) your campaign has run across within the date range.

CUSTOM REPORTS

My Reports

All reports saved from Report Builder will be accessible within the “My Reports” tab of Custom Reports.



The fields on this screen are defined as:

- Report Name: The name / description the report was given when saved.
- Report Types: Defined by the frequency of report being generated:
    - Once
    - Daily
    - Weekly
    - Monthly
    - Saved
- Report Generated: Defined by the date of when report was last generated.
- Dimensions: The initial parameters used to create the report. These are the parameters that will appear on the left side column of the report.
- Created by: The name of the person who saved the last version of the report.

To create a new report you can either select “Build Report” from the Report dropdown menu above or you can click on the “Create” button + Create in the upper left corner. This button will drive you directly to the Report Builder page.

The search bar in the right hand corner of the “My Reports” page allows you to search by report name.

You can also filter reports by clicking on the button. Filter options include filtering by:

- Report Types: Defined by the frequency of report being generated:
    - Once
    - Daily
    - Weekly
    - Monthly
    - Saved

(continued from previous page)

- Report Generated: Aggregates dates to select either:
    - Yesterday
    - Last 7 days
    - Last 2 weeks
    - Last month
    - Last quarter
- Dimensions: Able to search for up to five different dimensions.

Collective Insights

Collective Insights is an environment where you can file, share and save ad-hoc reports or documents amongst your team. Individuals are able to upload any customized document to the Collective Insights section of Visto within the Reports tab. Simultaneously, any team member with permissions to the account are able to download the reports that have been uploaded.

The fields on this screen are defined as:

- Updated: The date the report was attached (sortable by ascending or descending dates).
- Report Type: Defines the type of report attached. The report type options within Visto include:
    - MCAR – Midpoint Campaign Analysis Report.
    - PCAR – Post Campaign Analysis Report.
    - Monthly Reports.
    - Custom – Anything that does not fall into one of the three other report descriptions.
- Media Plan: The Media Plan name to which the report applies.
- Author: The name of the team member who attached your report.
- Description: The name or description of the report is listed beneath the header.

Upload a report by clicking on the "Upload Report" Upload Report button on the top right and follow the prompts to attach, drag or drop the intended document. (Note: Collective Insights only supports the following file types: ppt, pptx, pdf, xls, xlsx).

Once a document has been selected, you can select the type of report associated to the uploaded document and add a description for easy identification. Once all forms are filled in, click the blue "Upload" button to save and upload the report.

Collective Insights Tips

When viewing the list of uploaded reports, there are three blue clickable icons to the right of the author's name. Each one defined below:

- Download report.
- Edit either the report type or description.
- Delete the report selected.

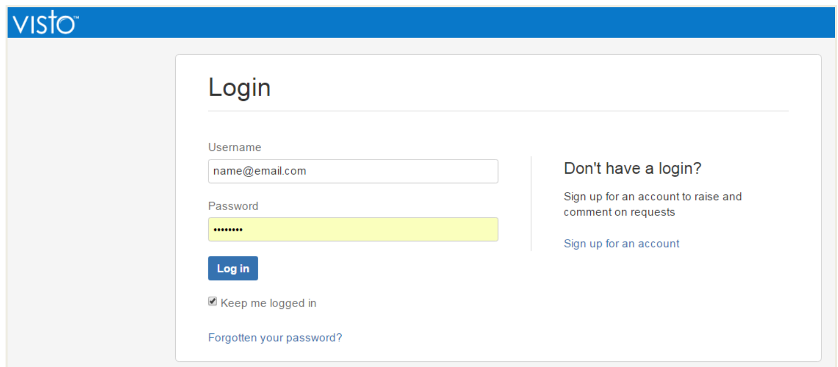
SUPPORT

VISTO PRODUCT SUPPORT PORTAL

If you need any type of support whether it is help with logging in, a technical issue or would like to submit a request for new features, your designated Support Liaison can go to www.help.collective.com to open a support ticket.

Each Visto licensee will appoint a designated user to have a support login and access to submit a ticket.

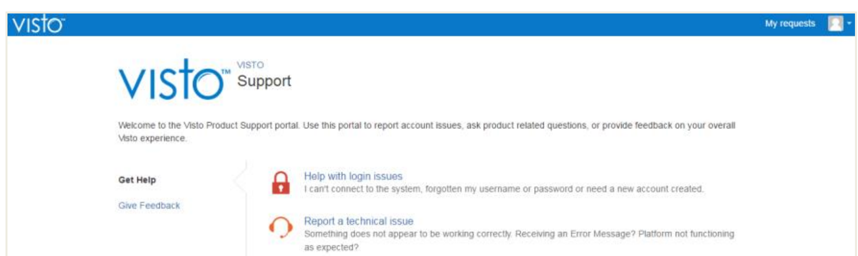
When you have an issue or request that requires support, you can provide the information to your appointed Support Liaison. From there, the Liaison will log into the support dashboard to submit and track the issue.



Login Screen

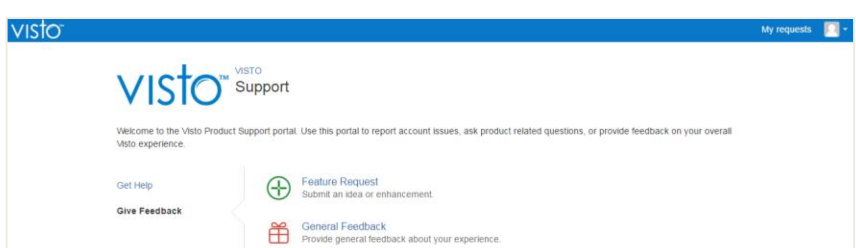
Once the Support Liaison is signed in, the support dashboard will appear providing the following support ticket options:

1. **Get Help:** Allows you to submit a support ticket for help with login issues or any technical issues.



Support Dashboard | GET HELP

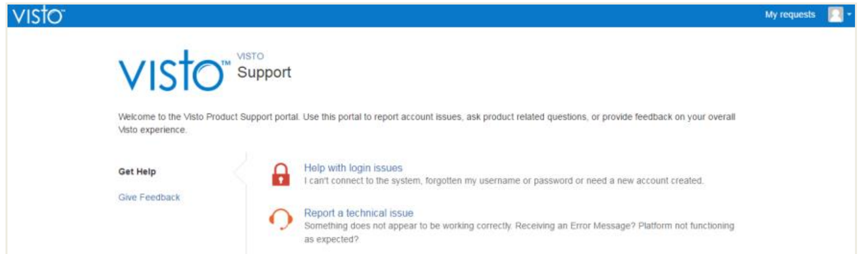
2. **Give Feedback:** Allows you to request feature enhancements or provide general feedback for the Visto platform.



Support Dashboard | GIVE FEEDBACK

GET HELP

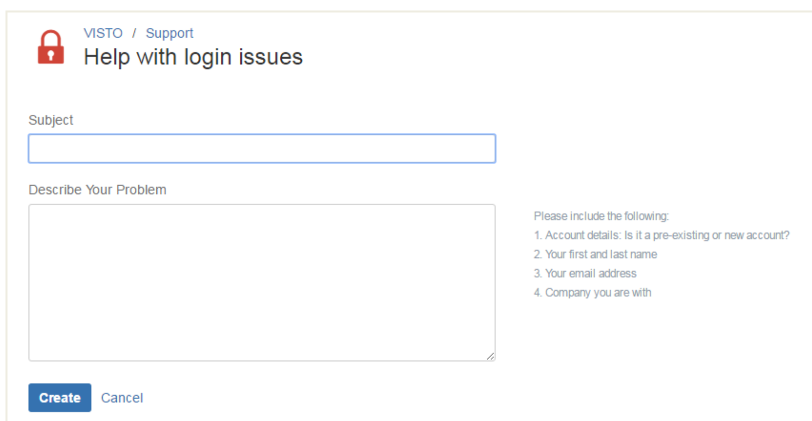
When you select the Get Help tab there will be two options for help tickets.



Support Dashboard | GET HELP

1. **Help with login issues:** Submit a support ticket here if you have issues logging into Visto. For example:
    a) I cannot connect to the system.
    b) I have forgotten my username or password.
    c) I need a new Visto account created.

By clicking on the "Help with login issues" link, you will be navigated to a form to submit your ticket. In this window you will create a subject line categorizing the issue and a description of the problem. On the side panel, you will notice a few prompts for information to include in the submission. Once complete, click on the "create" button and your issue will be submitted to the Visto support team.



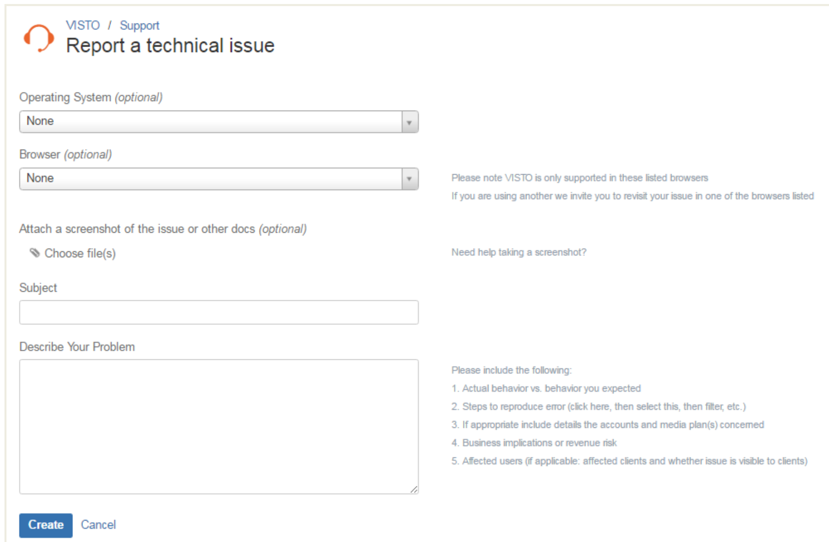
Ticket Submission Template for Login Issues

2. **Report a technical issue:** Submit a support ticket here for all other issues. For example:
    a) Something does not appear to be working correctly.
    b) I am receiving an error message.
    c) The Visto platform is not functioning as expected.

(continued from previous page)

By clicking on the “Report a technical issue” link, you will be navigated to a similar form to submit your ticket. In this window you have the option to include additional details such as Operating System and Browser. These are optional details, however, and are helpful when trying to replicate the issue.

Including attachments is encouraged. Attach a screenshot, video or any other relevant document pertaining to the issue you are having by clicking on Choose file(s). You will then be prompted to create a subject line categorizing the issue and a description of the problem. On the side panel you will notice prompts for information to include in the submission. Once complete, click on the “create” button and your issue will be submitted to the Visto support team.

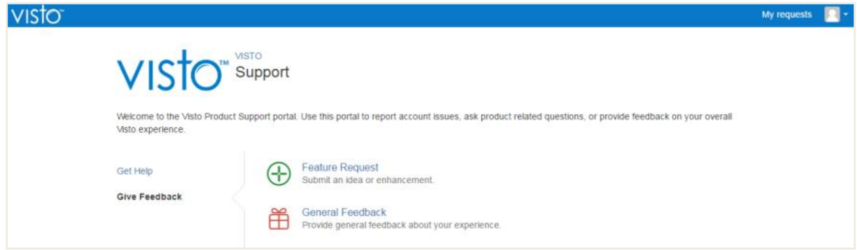


Ticket Submission Template for Technical Issues

GIVE FEEDBACK

When you select the Give Feedback tab there will be two options for Feedback tickets.

1. **Feature Request:** Submit an idea or enhancement.
2. **General Feedback**: Provide general feedback about your experience to help improve future enhancements.

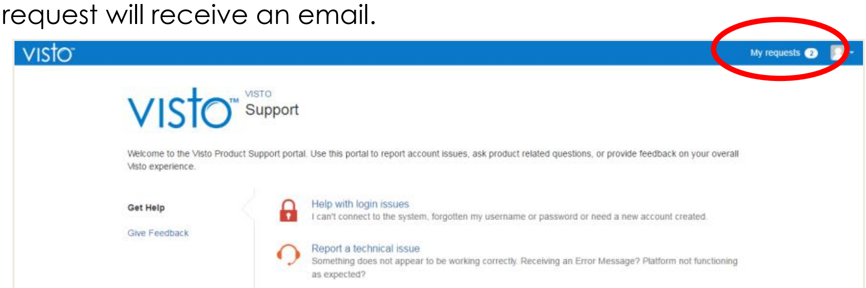


Support Dashboard | GIVE FEEDBACK

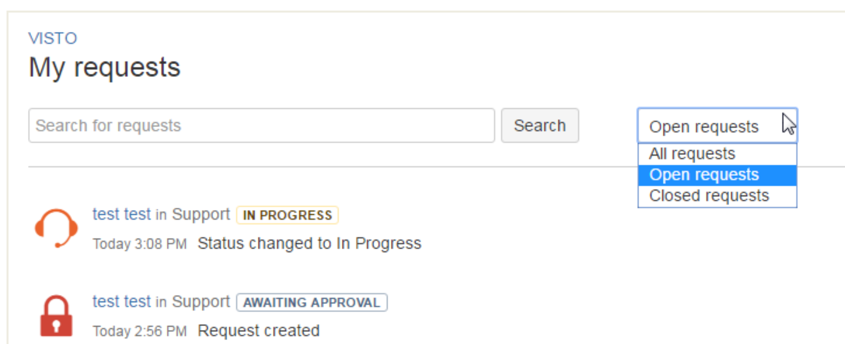
By clicking on either of these feedback links you will be navigated to a template to submit your feedback or ideas. You have the option of including a screenshot if that will help describe your experience.

MY REQUESTS

Once a support ticket is submitted, you will receive a confirmation email with your support ticket number for reference. The status of all requests can be tracked within the "My Requests" tab on the top right corner of the screen. Each time the status changes the owner and people involved in the request will receive an email.



Within the "My Requests" window, you can view all submitted requests and will see the status of the request next to the request name. You can search by keyword in the search box, or can filter requests by "All Requests," "Open Requests," or "Closed Requests" depending on your needs.

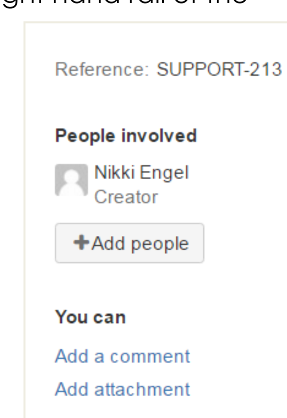


My Requests Window

By clicking on the subject name in blue, you are able to open the ticket to view additional details. In this view you can review the activity of the request (the change in status and date/time of change), the original details of the request and the thread of any back and forth questions with the support team.

There are three editable functions on the right hand rail of the ticket detail screen:

- Add People
- Add a comment
- Add attachment



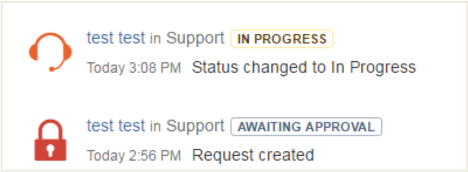
(continued from previous)

Add People: Add another email (of someone who has access to the support portal) to your request. By adding additional emails they will receive the same update emails and notifications and will be allowed to respond when more information is needed.

Add a comment: Add additional details that you would like the support team to be aware of as it pertains to the support request needed. When Visto support requires additional information, you respond through the "Add a comment" link.

Add attachment: Add additional attachments that you would like the support team to be aware of as it pertains to the support request needed.

After submission of a request you will be able to view the status of your ticket next to the subject name.



The following defined terms may be found within the status tags:

- **ADDITIONAL INFORMATION REQUIRED FROM YOU**: The support team has requested more information or is awaiting your confirmation. By clicking on the subject name, you can open the ticket to see the thread and what is needed to complete the request. In order to respond with the required information click on "Add a comment" on the right side panel.
- **AWAITING APPROVAL**: Login request has been reviewed and awaiting authorization approval.
- **CLOSED**: Issue has been fixed, request is complete.
- **DONE**: Login request has been approved.
- **ESCALATED TO ENGINEERING**: The issue has been escalated and is being worked on to find a solution.
- **IN PROGRESS**: The ticket is being investigated by the Visto support team.
- **NEW:** The ticket has been submitted and has not yet been reviewed by the Visto support team.
- **REFERRED**: The Visto support team has referred the feedback or feature request to the product team for consideration.

GLOSSARY

GLOSSARY OF TERMS

% Delivered: The rate of delivery for actual impressions against booked impressions (actual impressions ÷ booked impressions).

% Margin: The ratio of earnings or profit out of the total spend for your company (if applicable)

[Performance Metric]: Depending on the type of ad being delivered, this will show the appropriate metric and will contain total budget, current spend and pacing against spend for the displayed time period. This metric can be either VTC or Action Rate and will be set during Media Plan Setup.

+/- CPM: The variance between Booked CPM and Actual CPM for the date range selected.

+/- Impressions: The variance between Booked Impressions and Actual Impressions for the date range selected.

+/- Revenue: The variance between Booked Revenue and Actual Revenue for the date range selected.

> 15s (greater than 15 seconds): Number of times viewable impressions were in view for longer than 15 seconds.

> 5s (greater than 5 seconds): Number of times viewable impressions were in view for longer than 5 seconds.

100 % Ad Complete: Number of users who watched 100% of the video.

25 % Ad Complete: Number of users who watched at least 25% of the video.

50 % Ad Complete: Number of users who watched at least 50% of the video.

75 % Ad Complete: Number of users who watched at least 75% of the video.

Account: Contract holder of organization. Can also be referred to as "Parent."

Action Rate (also known as Conversion Rate): The number of users who take a desired action.

Actual CPM: The delivered CPM at the Line Item level for the date range selected.

Actual Impressions: The total number of delivered impressions at the line item level for the date range selected.

Actual Revenue: The delivered cost.

Ad Group: Grouping of ads that have similar criteria (i.e. targeting, formats, geos, etc.).

Ad KPI: The Key Performance Indicator metric that was selected when creating each ad.

Ad Server: A computer server that stores advertisements used in online marketing and delivers them to website visitors. The content of the web server is constantly updated so that the website on which the ads are displayed contains new advertisements.

Ad Size: Each size of the creative units. Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).

Ad: The name of the lowest unit associated with a corresponding ad group. The lowest execution level where media is bought and pushed to a site through various platforms.

Advertiser: The parent company of one or multiple brands that will run promotional messaging.

Audience Segment: The name of the audience segment used for targeting. This filter will list all dimensions that have targeted the selected audience segment.

Behavioral Targeting: A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.

Billing Type: The billing metric used to charge client (CPM, CPC, CPA).

Booked CPM: The contracted CPM.

Booked Impressions: The total number of impressions.

Booked Revenue: The total contracted budget.

Brand: One tier below advertiser. An advertiser could have one or multiple brands based on the structure of the organization.

Categories: The types of sites on which an ad is served based on the taxonomy defined by the IAB.

Clicks: The total number of times the ad was clicked on in the timeframe.

Click-Through-Rate: The ratio of ad clicks to ad impressions.

Completion Rate: Percentage of times the video was watched all the way to completion.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.

CPA: The Cost-Per-Action.

CPC: The Cost-Per-Click.

CPM: The Cost-Per-Thousand Impressions.

Created by: The name of the person who saved the last version of the report.

Creative: An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher's audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience.

CTR % (click-through-rate): The ratio of ad clicks to ad impressions.

Cumulative Value: The total metric over the life of the Media Plan.

Day: The day of the week.

Demographics: Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.

Dimensions: The initial parameters used to create the report.

Domains: The unique name that identifies an internet site.

Draft: The status indicating that some parameters have been added to the Media Plan but it is not finalized.

DSP: A demand-side platform is a system that allows buyers of digital advertising to manage multiple ad exchange and data exchange accounts through one interface.

eCPA: Average cost to generate an action.

eCPC (effective cost-per-click): Average cost to generate a click.

eCPM (effective cost-per-thousand): Average cost per serving 1,000 impressions.

End Date: The date your Media Plan completed.

Exchanges: Technology platforms that facilitate the bidded buying and selling of online media advertising inventory from multiple ad networks.

Flight Dates: Designated start and end dates over which a media plan runs.

Format: The type of interactive medium on which the ad was shown.

Frequency Cap: Restriction on the amount of times a specific visitor is shown a particular advertisement

Geo-Targeting: Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services.

Impression Gap: The total impression discrepancy between the system of record and the execution platforms.

Impression: A measurement of responses from a Web server to a page request from the user's browser.

In Flight: Media Plan is live and delivering.

Inventory: The number of ads available for sale on a website.

KPI (Key Performance Indicator): The success metric by which the brand's Media Plans are being measured.

KPI On-Track: Indication that cumulative value is better than the target KPI value.

Labels (Ad Group): The name of the label taxonomy given on the Ad Group level.

Labels (Ad): The name of the label taxonomy given on the Ad level.

Labels (Media Plan): The name of the label taxonomy given on the Media Plan level.

Line Item: A way of categorizing ad groups into a common grouping. The name of a specific placement within an IO or client order on a Media Plan.

Location (Country): Country in which the ad was served.

Location (Metro / DMA): Designated market area in which the ad was served.

Location (State / Province): State or Province in which the ad was served.

Manage: If you have access to managing your media plans, the "Manage" button will appear and will take you to the Media Plan details page where you are able to manage, edit and optimize the campaign.

Manufacturer: The brand of the hardware which media was viewed on.

Measurable %: The ratio of measurable impressions out of total impressions.

Measured Imps: Number of impressions that were able to be gauged for viewability measurement. Measurability is based on publisher allowance and restrictions.

Media Plan KPI: The Key Performance Indicator metric that was selected when setting up the Media Plan.

Media Plan: The name of the campaign.

Mid-Roll: Form of online video ad placement where the ad is played during a break in the middle of the content video.

Month: The month in which media was served.

Mutes: Number of times video ads were muted.

Neutral: Media Plans that do not have a cumulative value yet — they're still in Draft or Ready state — are in the Neutral (no status) state.

Operating System: The software powering the device which ran the media.

Pauses: Number of times video ads were paused.

PC Actions (post-click actions): Number of actions taken by users who have clicked on the ad.

PCCR % (post-click conversion rate): Ratio of actions taken after clicks to total clicks.

PI Actions (post-impression actions): Number of actions taken by users who have been served the ad.

PII: Personally Identifiable Information refers to information such as an individual's name, mailing address, phone number or e-mail address.

Pixel: The name of the conversion pixel and the actions associated to the pixel implemented.

Platform Name: The advertising platform that allows advertisers to publish ads on websites and applications.

Platform: The execution platform from which media was served.

Portal: A website that often serves as a starting point for a web user's session. It typically provides services such as search, directory of Web sites, news, weather, e-mail, homepage space, stock quotes, sports news, entertainment, telephone directory information, area maps, and chat or message boards.

Post-Roll: Form of online video ad placement where the advertisement is played after the content video plays.

Pre-Roll: The streaming of an advertising clip prior to a mobile /video clip.

Programmatic Buying: Online media that is aggregated, booked, flighted, analyzed and optimized via demand side software interfaces (DSPs) and algorithms. While it includes real time bidding (RTB) it also includes non-RTB methods and buy types such as Facebook Ads API and the Google Display Network.

Quartile: The amount of time (measured in quarters) video was viewed by the user before the user clicked away or closed the ad.

Rate of Discrepancy %: The ratio of impressions which are discrepant between the execution platforms and the system of record.

Report Generated: Defined by the date of when report was last generated.

Report Name: The name / description the report was given when saved.

Report Types: Defined by the frequency of report being generated.

Rich Media: Refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as text, graphics, animation, video, audio, games, etc.

Scheduled: The Media Plan has been fully trafficked, but the flight has not yet begun.

Screens: Type of device on which the ad was shown.

Service Fees: If applicable, based on use case, the cost of services provided by Collective.

Spend. Total spend to date against the Media Plan budget. The graph for this column shows spend progress as well as the targeted success metric for the Media Plan. The total budget is also displayed just below the graph.

Start Date: The date your Media Plan began.

Sub-Account: One tier below the Account level. Can also be referred to as "Child." This is the holder of the advertiser relationship.

Suspicious Activity %: The ratio of fraudulent impressions out of measurable impressions.

Suspicious Imps: Number of impressions that are deemed "suspicious" or fraudulent.

Target Audience: The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.), product purchase behavior, product usage or media usage.

Target Symbol: Identifies the designated KPI goal.

Tech Fees: The cost of executing through the Visto Platform.

Total Actions: Sum of post-impression and post-click actions.

Total Spend: Total cost of campaign inclusive of all cost of goods sold plus platform fees and margin.

Underperforming: Cumulative value fails to meet the target KPI value (default status selected if any of your Media Plans are Underperforming).

Vendor: Execution platform being utilized to serve media.

Video Plays: Number of times the video ads were played.

View Reports: Clicking the "View Reports" link will take you to the Reports Overview page for that specific campaign.

Viewable %: Ratio of viewable impressions out of measurable impressions.

Viewable at 100%: Viewable impressions at 100% video quartile.

Viewable at 25%: Viewable impressions at 25% video quartile.

Viewable at 50%: Viewable impressions at 50% video quartile.

Viewable at 75%: Viewable impressions at 75% video quartile.

Viewable: The number of ads/impressions deemed viewable.

VTC: The view-to-completion as a percentage.

NOTES