











Country * 



Date 



Business Line  



Tenant Name  



Tenant ID  


Account Name  

Account ID  

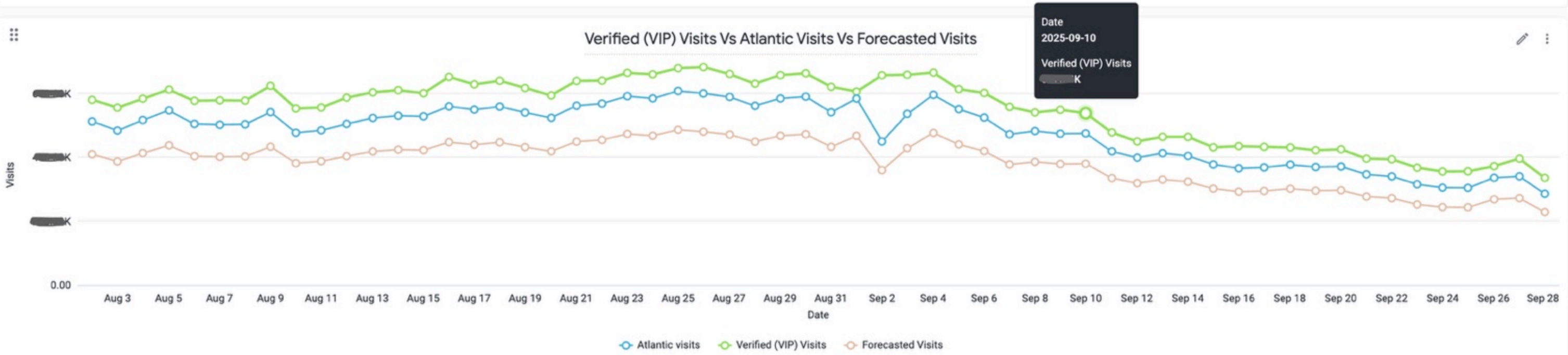
Campaign ID  

Adgroup ID  

Device Type (Adgroup)  

Multiplier (for Forecasted Visit) * 

Verified (VIP) Vs Atlantic Vs Forecasted visits



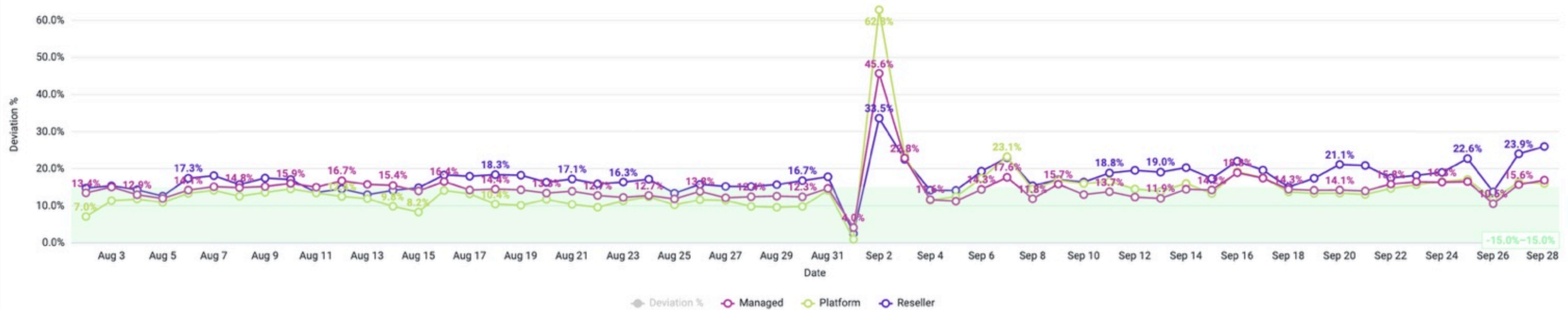
Overall Visit deviation% - Daily Trend

Deviation % : $(\text{Verified (VIP)} - \text{Atlantic}) * 100 / \text{Atlantic visits}$



Deviation% by Business Line - Daily Trend

Deviation % : (Verified (VIP) - Atlantic)*100 / Atlantic visits



is

any value

+

Managed

Platform

Reseller

Visit/Deviation by Tenants						
Deviation % : (Verified (VIP) - Atlantic)*100 / Atlantic visits						
	Tenant Name	Business Line	Verified (VIP) Visits	Atlantic visits	Forecasted Visits	Deviation
1	xAd Global	Managed	28.09M	24.53M	19.62M	14.49%
2		Reseller	1.71M	1.43M	1.15M	19.12%
3		Platform	651.60K	547.90K	438.32K	18.93%
4		Platform	209.47K	187.66K	150.13K	11.62%
5		Platform	125.58K	103.32K	82.65K	21.55%
6		Platform	93.14K	75.65K	60.52K	23.12%
7		Reseller	86.54K	85.23K	68.18K	1.54%
8		Platform	72.17K	58.19K	46.55K	24.03%
9		Platform	67.94K	60.27K	48.22K	12.73%
10		Platform	60.82K	54.00K	43.20K	12.63%
11		Platform	38.10K	33.86K	27.09K	12.51%
12		Platform	36.38K	34.50K	27.60K	5.46%
13		Reseller	34.64K	33.23K	26.58K	4.26%
14		Reseller	34.35K	31.19K	24.96K	10.13%
15		Platform	32.36K	34.60K	27.68K	-6.47%
16		Platform	29.56K	25.42K	20.33K	16.33%

Country *

is CA or US

Date

is in the last 3 months

Business Line

is any value

Tenant Name

is any value

Tenant ID

is any value

Account Name

is any value

Account ID

is any value

Campaign ID

is any value

Adgroup ID

is any value

Device Type (Adgroup)

is any value

Multiplier (for Forecasted Visit) *

is 0.8

Visit/Deviation by Campaigns

Deviation % : (Verified (VIP) - Atlantic)*100 / Atlantic visits

	Campaign ID	Business Line	Account Name	Tenant Name	Account ID	Impression Served	Verified (VIP) visits	Atlantic visits	Forecasted Visits	Deviation
26		Managed		xAd Global		11.99M	1.09M	912.64K	730.12K	19.17%
27		Managed		xAd Global		11.03M	194.91K	195.30K	156.24K	-0.20%
28		Managed		xAd Global		10.26M	156.28K	142.44K	113.95K	9.72%
29		Managed		xAd Global		10.08M	223.65K	216.62K	173.29K	3.25%
30		Managed		xAd Global		9.89M	204.26K	185.39K	148.31K	10.18%
31		Managed		xAd Global		8.44M	1.41K	1.79K	1.43K	-21.38%
32		Managed		xAd Global		8.18M	4.80K	4.18K	3.34K	14.98%
33		Managed		xAd Global		7.97M	137.46K	122.96K	98.37K	11.79%
34		Managed		xAd Global		7.94M	24.91K	27.19K	21.75K	-8.36%

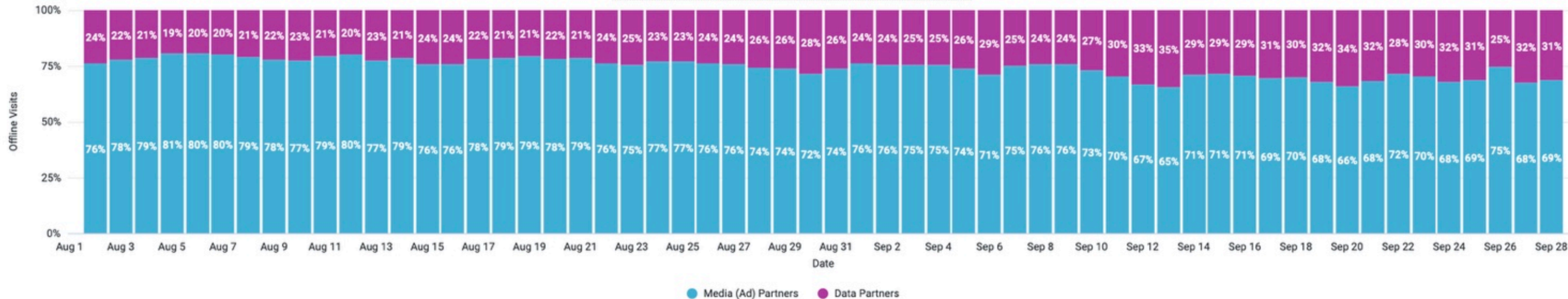
Country * : Date : Business Line : Tenant Name : Tenant ID : Account Name : Account ID : Campaign ID : Adgroup ID : Device Type (Adgroup) : Multiplier (for Forecasted Visit) *

is CA or US is in the last 3 months is any value is any value is any value is any value is any value is any value is any value is 0.8

is in the last 3 months

Media/Data partners contribution to Verified (VIP) Visits

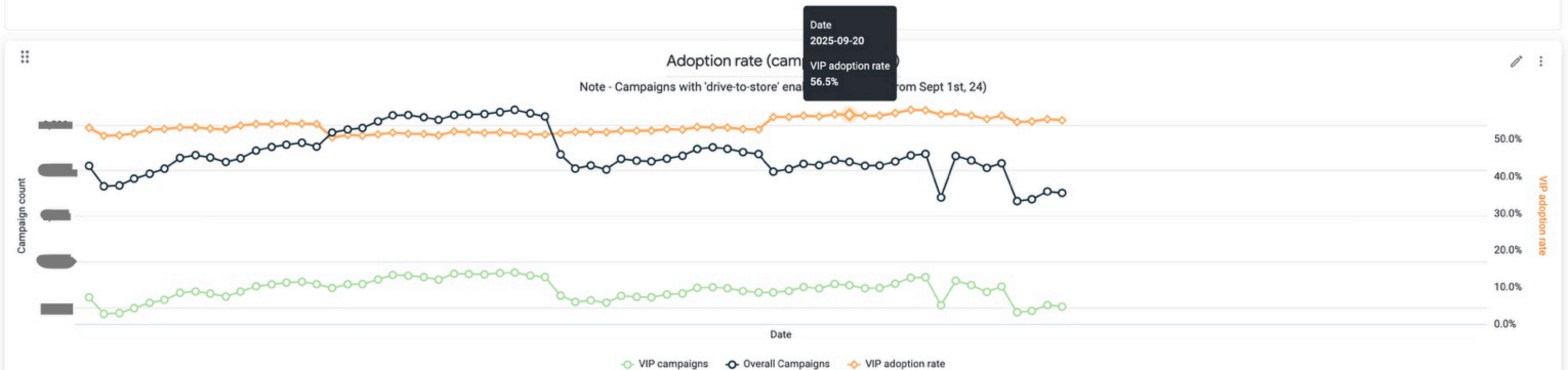
Verified (VIP) Visits by Data Providers (Data/Media)



VIP ADOPTION RATE

This metric shows the no.of campaigns running on VIP w.r.t overall active campaigns

Formula: Count of campaigns on VIP*100 / count of overall active campaigns



OPERATIONAL STATUS

Data Pipeline lag (in days)

Latest dashboard refresh date

2025-10-06

▼ Lag - Final VIP ORC b/w latest dashb...

8

▼ Lag - Offline attribution b/w latest da...

6

▼ Lag - True visit b/w latest dashboard ...

5

▼ Lag - Sightings b/w latest dashboard ...

Ø

▼ Lag - Science Core b/w latest dashbo...

5

Metrics Definition

- **Visit Deviation** - This metric shows deviation (in %) of Verified (VIP) visits from Atlantic visits
 - **Formula** : $(\text{Verified (VIP)} - \text{Atlantic}) * 100 / \text{Atlantic visits}$
- **Forecasted Visits** - This metric shows the Forecasted Visits for VIP using Atlantic Visits
 - **Formula** : $\text{Atlantic visits} * 0.8$
- **VIP Adoption Rate** - This metric shows the no.of campaigns running on VIP w.r.t overall active campaigns
 - **Formula**: $\text{Count of campaigns on VIP} * 100 / \text{count of overall active campaigns}$