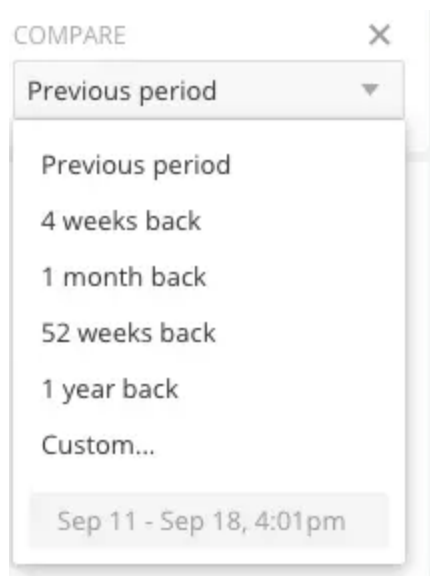




English

Compare panel reference

Select **COMPARE** to review changes from different time frames. This can help you drill down and understand performance impact.



Use this feature to spot trends. Red and green indicators display whether the change is positive (green) or negative (red), so you can review performance at a glance.

FILTER		Latest 7 days			
SHOW		A. Ad Type		A. Country	
Ad Type, Country ↑		Starts	Change	Installs	Change
Overall		656,792	▼ 842,445 (56.2%)	9,953	▼ 6,421 (39.2%)
playable		134,338	▼ 211,395 (61.1%)	677	▼ 1,492 (68.8%)
AD		3,494	▼ 1,118 (24.2%)	4	▼ 5 (55.6%)
AE		157	▼ 4,559 (96.7%)	0	▼ 34 (100%)
AR		25	▼ 110 (81.5%)	0	0 (new)
AT		2,949	▼ 571 (16.2%)	27	▲ 3 (12.5%)

MEASURE

Starts +3 more

COMPARE

4 weeks back

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Documentation

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