Unity Documentation

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Dashboard report metrics and filters reference

English

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Refer to the following customizable report elements when configuring your Report Builder
dashboard reports.

Metrics

The top section provides an overview of your cumulative campaign performance over the specified
time period (the default is Latest 7 days). The overview tracks the following metrics:

Metric	Description
Starts	The number of times a user viewed your ad. Starts are commonly called "impressions"
Clicks	The number of times a user-interaction indicates an intention to download the target app. Clicks are also known as Attribution Clicks
Installs	The number of times an install was attributed to your ads
Spend	The total budget spent in this period, based on number of installs and cost per install
eCPM	Effective cost per mille is the estimated cost per 1,000 impressions shown
CPI	Cost per install

Metric	Description
CVR (Installs/Starts)	Conversion rate is the total number of installs divided by the number of starts or impressions

Filters

You can change the dashboard, time period, and other filters.

Settings

Select the settings icon to configure the following settings:

- time zone
- update frequency
- caching options

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