

매체별 보고서

전체 매체

광고 성격 유형 테스트 - ver.0109

광고 유형 테스트

매체별 보고서

기간: 2021.04.01 ~ 2021.06.19

☒ 일간 ☐ 월간

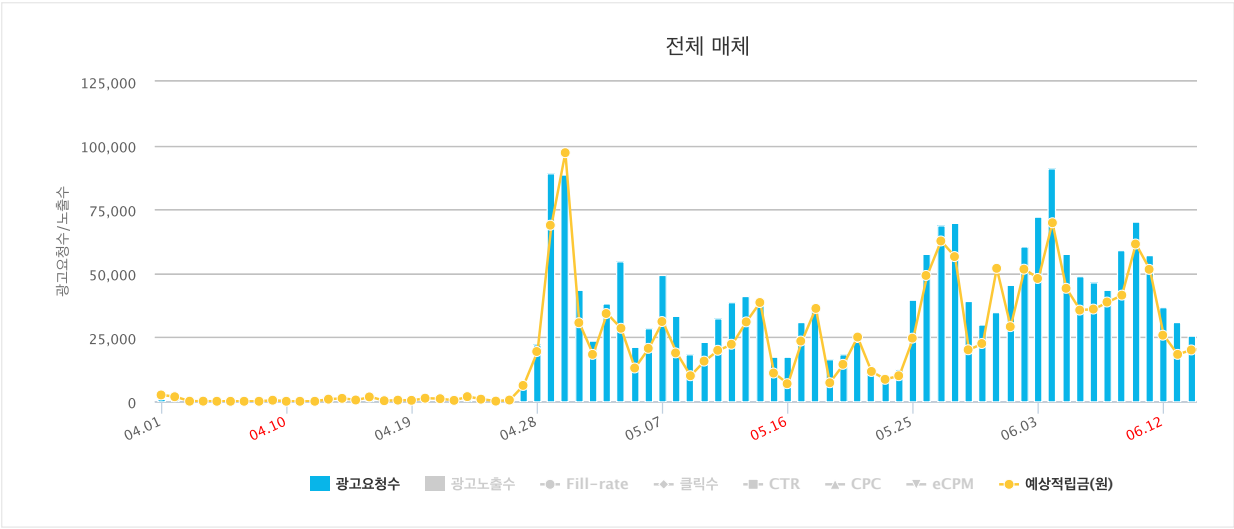
사용자선택: 2021.04.01 ~ 2021.06.19

조회

전체매체	전체광고단위								다운로드
매체명	광고요청수	광고노출수	Fill-rate	클릭수	CTR	CPC	eCPM	예상적립금(원)	
광고 유형 테스트	2,086,110	2,079,115	99.66%	3,392	0.163%	96.67	157.71	327,895	
전체합계	2,086,110	2,079,115	-	3,392	-	-	-	327,895	

유형별 보고서

일별 추이



날짜	광고요청수	광고노출수	Fill-rate	클릭수	CTR	CPC	eCPM	예상적립금(원)
2021.04.01	963	932	96.78	6	0.644	82.33	530.04	494
2021.04.02	732	723	98.77	3	0.415	118.33	491.01	355
2021.04.03	165	165	100	0	0	0	36.36	6
2021.04.04	105	105	100	0	0	0	85.71	9
2021.04.05	87	86	98.85	0	0	0	11.63	1
2021.04.06	41	41	100	0	0	0	0	0
2021.04.07	13	13	100	0	0	0	0	0
2021.04.08	3	3	100	0	0	0	0	0
2021.04.09	10	10	100	1	10	84	8,400	84
2021.04.10	37	37	100	0	0	0	0	0
2021.04.11	10	10	100	0	0	0	0	0
2021.04.12	36	36	100	0	0	0	0	0
2021.04.13	395	395	100	1	0.253	167	422.78	167
2021.04.14	1,228	1,223	99.59	2	0.164	114.5	187.24	229
2021.04.15	869	867	99.77	2	0.231	50	115.34	100
2021.04.16	1,887	1,886	99.95	4	0.212	85.5	181.34	342
2021.04.17	735	731	99.46	1	0.137	45	61.56	45
2021.04.18	1,062	1,060	99.81	1	0.094	89	83.96	89
2021.04.19	749	748	99.87	1	0.134	75	100.27	75
2021.04.20	1,184	1,183	99.92	3	0.254	80.33	203.72	241
2021.04.21	1,076	1,073	99.72	1	0.093	202	188.26	202
2021.04.22	1,140	1,136	99.65	1	0.088	72	63.38	72
2021.04.23	1,077	1,074	99.72	5	0.466	72.8	338.92	364
2021.04.24	715	715	100	3	0.42	55	230.77	165
2021.04.25	562	562	100	0	0	0	23.13	13
2021.04.26	931	921	98.93	1	0.109	97	105.32	97
2021.04.27	5,529	5,520	99.84	9	0.163	137.67	224.46	1,239
일별합계	2,086,110	2,079,115	-	3,392	-	-	-	327,895

	날짜	광고요청수	광고노출수	Fill-rate	클릭수	CTR	CPC	eCPM	예상적립금(원)
	2021.04.28	22,455	22,379	99.66	42	0.188	92.62	173.82	3,890
	2021.04.29	89,263	89,067	99.78	131	0.147	105.07	154.54	13,764
	2021.04.30	88,722	88,467	99.71	148	0.167	131.3	219.65	19,432
	2021.05.01	43,376	43,272	99.76	63	0.146	97.46	141.89	6,140
	2021.05.02	23,642	23,574	99.71	39	0.165	94	155.51	3,666
	2021.05.03	38,374	38,257	99.7	61	0.159	112.44	179.29	6,859
	2021.05.04	54,600	54,394	99.62	63	0.116	90.6	104.94	5,708
	2021.05.05	21,528	21,457	99.67	35	0.163	74.31	121.22	2,601
	2021.05.06	28,523	28,405	99.59	42	0.148	98.55	145.71	4,139
	2021.05.07	49,472	49,303	99.66	72	0.146	86.58	126.44	6,234
	2021.05.08	33,645	33,517	99.62	52	0.155	72.71	112.81	3,781
	2021.05.09	18,513	18,440	99.61	28	0.152	71.29	108.24	1,996
	2021.05.10	23,235	23,111	99.47	37	0.16	84.84	135.82	3,139
	2021.05.11	32,273	32,148	99.61	41	0.128	97.24	124.02	3,987
	2021.05.12	38,861	38,641	99.43	64	0.166	69.67	115.4	4,459
	2021.05.13	41,042	40,824	99.47	62	0.152	100.1	152.02	6,206
	2021.05.14	39,507	39,348	99.6	77	0.196	100.29	196.25	7,722
	2021.05.15	17,301	17,233	99.61	25	0.145	88.24	128.01	2,206
	2021.05.16	17,371	17,289	99.53	17	0.098	80.82	79.47	1,374
	2021.05.17	30,912	30,782	99.58	50	0.162	94.18	152.98	4,709
	2021.05.18	37,534	37,359	99.53	67	0.179	108.33	194.28	7,258
	2021.05.19	16,476	16,418	99.65	25	0.152	57.92	88.2	1,448
	2021.05.20	18,280	18,184	99.47	33	0.181	87.52	158.82	2,888
	2021.05.21	23,243	23,226	99.93	37	0.159	135.68	216.14	5,020
	2021.05.22	11,821	11,776	99.62	23	0.195	101.39	198.03	2,332
	2021.05.23	9,198	9,161	99.6	20	0.218	85.85	187.42	1,717
	2021.05.24	12,366	12,279	99.3	22	0.179	90.77	162.64	1,997
	2021.05.25	39,586	39,440	99.63	57	0.145	86.56	125.1	4,934
	2021.05.26	57,576	57,297	99.52	74	0.129	132.92	171.67	9,836
	2021.05.27	68,699	68,386	99.54	104	0.152	120.49	183.24	12,531
	2021.05.28	69,973	69,817	99.78	97	0.139	116.61	162.01	11,311
	2021.05.29	39,072	38,983	99.77	54	0.139	74.57	103.3	4,027
	2021.05.30	29,994	29,926	99.77	52	0.174	86.83	150.87	4,515
	2021.05.31	34,812	34,732	99.77	83	0.239	125.22	299.23	10,393
	2021.06.01	45,688	45,609	99.83	62	0.136	94.06	127.87	5,832
	2021.06.02	60,512	59,496	98.32	88	0.148	117.34	173.56	10,326
	2021.06.03	72,116	72,185	100.1	106	0.147	90.56	132.98	9,599
	2021.06.04	91,136	90,904	99.75	166	0.183	84.07	153.51	13,955
	2021.06.05	57,677	57,540	99.76	112	0.195	78.83	153.44	8,829
	2021.06.06	48,962	48,877	99.83	101	0.207	70.57	145.84	7,128
	2021.06.07	46,487	46,407	99.83	72	0.155	100.1	155.3	7,207
	2021.06.08	43,636	43,548	99.8	67	0.154	115.79	178.15	7,758
	2021.06.09	59,087	58,950	99.77	108	0.183	76.82	140.75	8,297
	2021.06.10	70,466	70,311	99.78	120	0.171	102.45	174.85	12,294
	2021.06.11	57,293	57,110	99.68	103	0.18	100.12	180.56	10,312
	2021.06.12	36,663	36,608	99.85	76	0.208	67.96	141.09	5,165
	2021.06.13	30,869	30,826	99.86	54	0.175	67.91	118.96	3,667
	2021.06.14	25,661	25,589	99.72	47	0.184	85.36	156.79	4,012
	2021.06.15	23,638	23,502	99.42	51	0.217	80.82	175.39	4,122
	2021.06.16	21,409	21,376	99.85	34	0.159	126	200.41	4,284
	2021.06.17	24,426	24,378	99.8	37	0.152	115.95	175.98	4,290
	2021.06.18	20,293	20,258	99.83	34	0.168	93.62	157.12	3,183
	2021.06.19	7,505	7,494	99.85	12	0.16	85.58	137.04	1,027
	일별합계	2,086,110	2,079,115	-	3,392	-	-	-	327,895

1 보고서는 1회 일별 최대 90일, 월별 최대 12개월까지 조회가 가능합니다.

2 보고서는 조회일로부터 2년 이내의 데이터까지 제공합니다.

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