

Impression Metrics	
Impressions	Number of ad impressions delivered
Reach	Number of ad impressions delivered to unique individuals identified by cookie
Mobile Impressions	Number of ad impressions delivered to any type of mobile device
Creative Impressions	Number of impressions recorded when creative load begins in the ad
Interaction Metrics	
Active Interactions	An active interaction is a deliberate action taken by the user within an ad by clicking on or mousing over a specific element in the ad, causing an interactive element in the ad to be triggered or a panel or expansion to be invoked. It also includes actions on a video player within the ad causing the video player to pause, replay or unmute
Active Interaction Rate	The total number of active interactions that occurred in a campaign divided by the number of ad impressions delivered
IAB Universal Interaction	This is an IAB standard that measures the number of ad impressions where a user entered the ad with their mouse and stayed active (i.e. not parked) for more than 0.5 seconds. Only one such interaction is counted per ad impression
IAB Universal Interaction Rate (UIR)	The total number of IAB Universal Interactions that occurred in a campaign divided by the number of ad impressions delivered
Click Throughs	The total number of times a user clicked on a non-interactive area of the ad, causing a click through to a web page outside of the ad
Click Through Rate	The total number of Click Throughs that occurred in a campaign divided by the total ad impressions delivered
Average IAB Universal Interaction Time/Dwell Time (UIT)	This is an IAB standard measurement that measures the total amount of time that a user's mouse spent within the area of the ad active (i.e. not parked) for more than 0.5 seconds at a time. This total time divided by the number of ad impressions delivered is the UIT
Unique Interactions	The number of unique individuals (identified by cookie) who had at least one interaction with the ad (includes active interactions and IAB Universal (dwell) interactions)
Total Interactions	The sum total of all IAB Universal Interactions and Active Interactions including Click Throughs in an ad is the Total Interactions in the ad
Interaction Rate	The Total Interactions divided by the number of ad impressions delivered in the campaign
Total Clickthroughs	The sum of clickthroughs when user clicked through to Landing Page/Buy Page while seeing the ad
Total Viewthroughs	The sum of viewthroughs when user browsed to Landing Page/Buy Page after seeing the ad
Video Metrics	
Video Starts	The total number of times the video player starts playback when initiated by the user (pre-roll or click to play videos)
Video completions	The total number of times a video started and completed playback when initiated by the user (pre-roll or click to play videos)
Video completion rate	The number of video completions recorded divided by the number of impressions in the ad
Autoplay Video Starts	The total number of times the video player starts playback when initiated by the user (autoplay videos)
Autoplay video completions	The total number of times a video started and completed playback when initiated by the user (autoplay videos)
Autoplay video completion rate	The number of autoplay video completions recorded divided by the number of autoplay video starts recorded in the ad