

What is Win Rate?

Win Rate is the % of your **won clicks/impressions** from the total amount of Pushub Supply.

Pops Win Rate = **Clicks/Ad Response**

Advertiser				
▼ Cost	CPC\CPV ?	EPC\EPV ?	CPA ?	Win Rate (Pop) ?
\$77.61	\$0.0010	\$0.0004	\$0.5244	4.32%
\$1.33	\$0.0010	\$0.0009	\$0.2215	1.29%
\$0.81	\$0.0010	\$0.0000	\$0.0000	0.55%
\$0.16	\$0.0010	\$0.0049	\$0.0408	0.31%
\$0.04	\$0.0010	\$0.0000	\$0.0000	23.46%

Push Win Rate = **Impressions/Ad Response**

	Date ?	Advertiser				
		Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Clicks\Views ?	▼ Cost
+	2024-04-14			7.41%		
+	2024-04-13			5.02%		
+	2024-04-12			2.62%		
+	2024-04-11			3.40%		

How to manage your Win Rate on Push?

Low Win Rate = **below 50%**.

Advertiser					
Ad Responses	Impressions	Win Rate	Clicks	Cost	CPC
		14.21%			
		14.21%			

Optimal Win Rate = **above 50%**.

Ad Responses	Impressions	Win Rate	Advertiser		
			Clicks	Cost	CPC
		62.03%			
		62.03%			

How do we deal with the Win Rate?

The key metric you should focus on is the **Win Rate for Pubfeed SubIDs**. Working on it is the most precise, meticulous work. It allows you to maximize control over campaign results. So, if you've decided to work on Win Rate, you should first pay attention to the level of Pubfeed SubID.

▲ SubID	Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Advertiser			
				Clicks\Views ?	Cost	CPC\CPV ?	
+	36,488	5,649	15.48%	0	\$0.00	\$0.0000	
+	10177_4853	106	24.53%	0	\$0.00	\$0.0000	
+	10177_4854	2,570	15.10%	0	\$0.00	\$0.0000	
+	10177_4855	1,176	43.45%	0	\$0.00	\$0.0000	
+	10177_4859	11,274	1.92%	0	\$0.00	\$0.0000	
+	10177_7915	29,739,625	2.14%	26	\$0.21	\$0.0082	

Tip: Carefully examine the Win Rate for each traffic sub-source and increase bids where the Win Rate is below 50% and the CPA is below or within your KPI range.

The **Pubfeed's Win Rate** shows how much traffic of the Supply you win in this specific source. If your Win Rate is below 50%, in the battle for traffic on this resource, you're not winning the full volume you could get.

Publisher Feed				
ID	Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Clicks\Views ?
545250			39.04%	
580446			6.88%	
351528			2.22%	
532398			22.02%	
394158			0.04%	
652089			0.00%	
			4.09%	

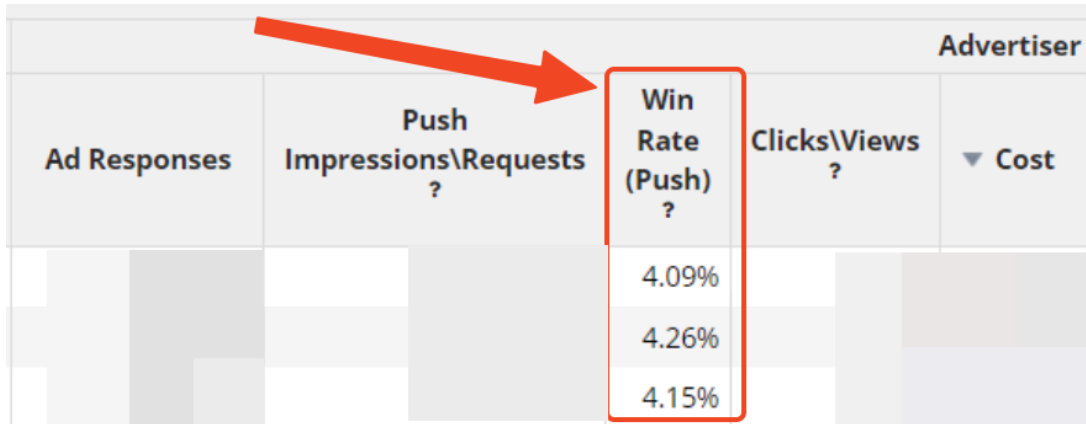
Tip: If you're not satisfied with the Win Rate at the Pubfeed level, it's also better to start by focusing on Pubfeed SubID and make sure you've done everything possible.

The **banner's Win Rate** indicates how much traffic from the Supply that banner wins.

Banner		Campaign					Advertiser
ID	Name	Campaign Type	Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Clicks\Views ?	Cost
6327526	4 Cryptocurrencies to Invest Now!				30.61%		
6259961	Crypto Trending: Latest Buzz in Pop Culture and News				6.17%		
6380559	Bitcoin Tumbles as Global Tensions Escalate				10.14%		
6327528	Bitcoin Surpass \$60k				9.71%		

Tip: If a banner's Win Rate is below 50%, you should work on the creatives. Actually, that's the only thing you can do to improve the performance of the banners.

The **campaign's Win Rate** shows how much traffic your campaign wins overall from the total Supply volume. Remember, 2 factors impact the Win Rate of your campaign: CTR & bid. If bid increase isn't possible, add more creatives with compelling "call to action" text.



Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Clicks\Views ?	Advertiser
		4.09%		
		4.26%		
		4.15%		

Tip: If your campaign's Win Rate is below 50% and you want to work on this macro level, first ensure that you've done everything possible at the Pubfeed and content (banner) levels. If you've exhausted all possibilities there, then you can proceed to increase the campaign bid overall.

Let's consider the most common examples

Case 1: Your Campaign is exploding on specific sources! Great!

If your **Win Rate** is **below 50%** on those sources, it's time to **increase** your **bid** on those sources right away.

Case 2: Your campaign is performing satisfactorily but falls short of expectations

Focus on PubFeed SubIDs to find Sweet Spots and explore where you have room for improvement. If your ROI is positive, you can still increase your bid and win more traffic, even if your Win Rate on this sub-source is above 50%.

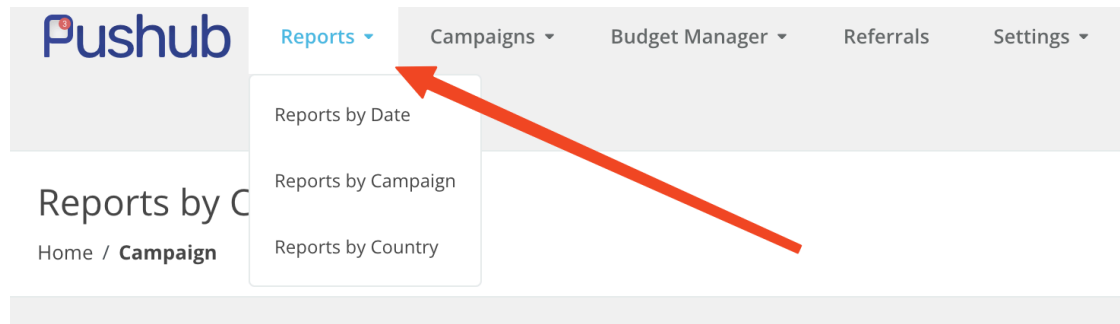
How much should I increase my bid by?

There can't be a one-size-fits-all instruction; each case is individual and depends on your KPIs. Consult with the [Success Team](#) (or Personal Success Manager for Managed and Agency Partners).

Instructions for Beginners

How to view the Win Rate in a campaign?

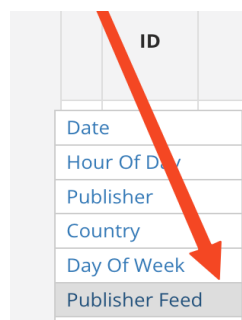
Open the Reports section - Reports by Campaign.



If you want to view the Win Rate Publisher Feed, select the desired campaign, and click on the plus sign next to the campaign ID.

Campaign		
ID	▲ Name	
 1343633	DE - https://cryptovot.com/4-cryptocurrencies-set-to-rally-	
 1318203	DE - https://cryptovot.com/bitcoin-new-all-time-high-70k	

In the dropdown menu, select Publisher Feed.



If you want to dive down to the micro-level, to the Pubfeed SubID, open the menu next to the traffic source ID.

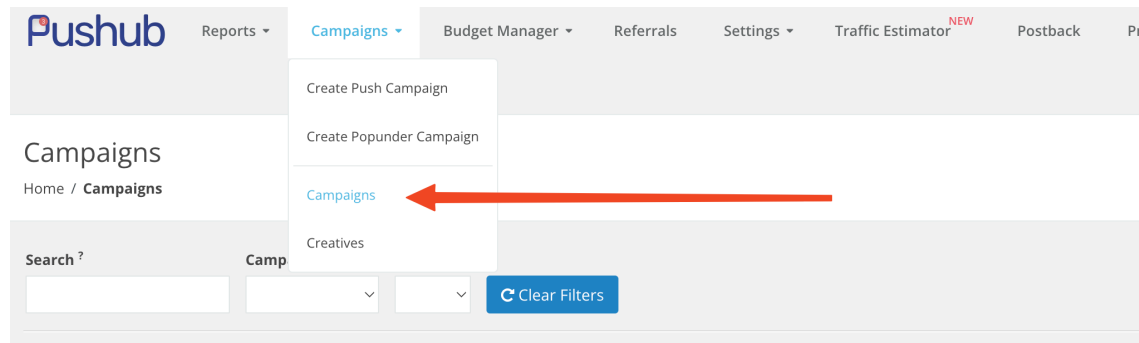
	Publisher Feed					Ad
	ID	Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	Clicks\Views ?	
	351528	1,010,576	5,893	0.58%	0	
	394158	166,308	291	0.17%	0	
	532398	3,566	497	13.94%	0	

Open the menu and select Pub SubID.

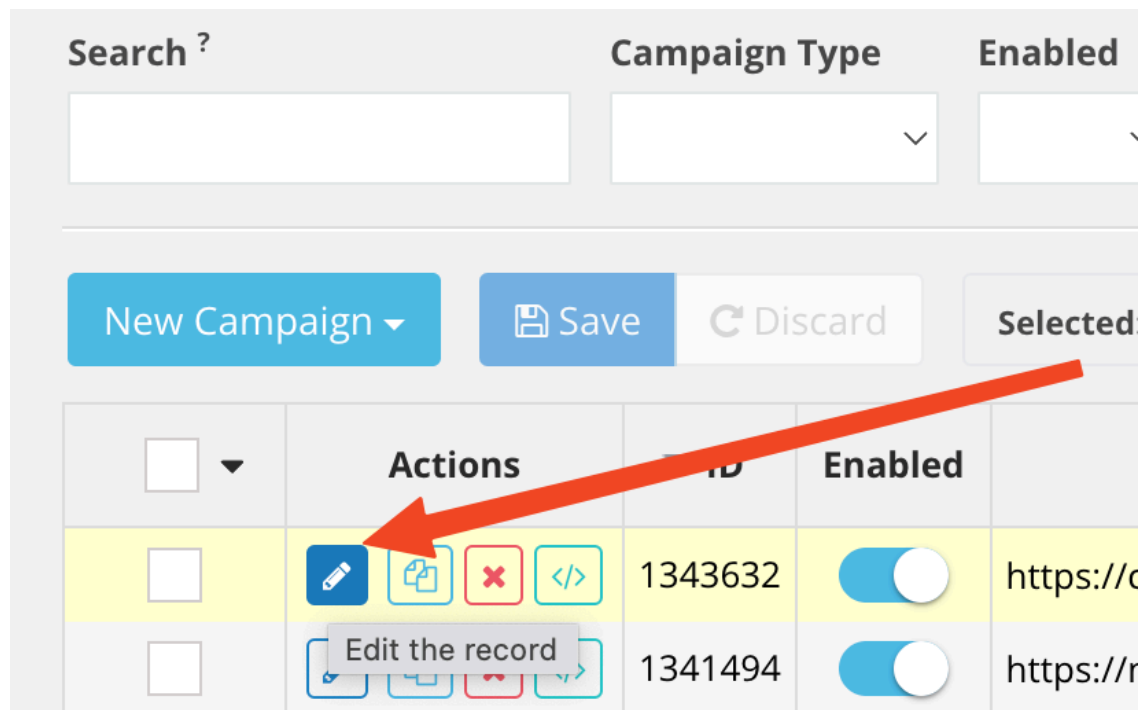
	Publisher Feed				
	ID	Ad Responses	Push Impressions\Requests ?	Win Rate (Push) ?	
Date		1,010,576	5,893	0.58%	
Publisher		166,308	291	0.17%	
Offer		3,566	497	13.94%	
Campaign Type		191,549	66,369	34.65%	
Pub Subid					

How to change the Win Rate at the Pubfeed SubID level?

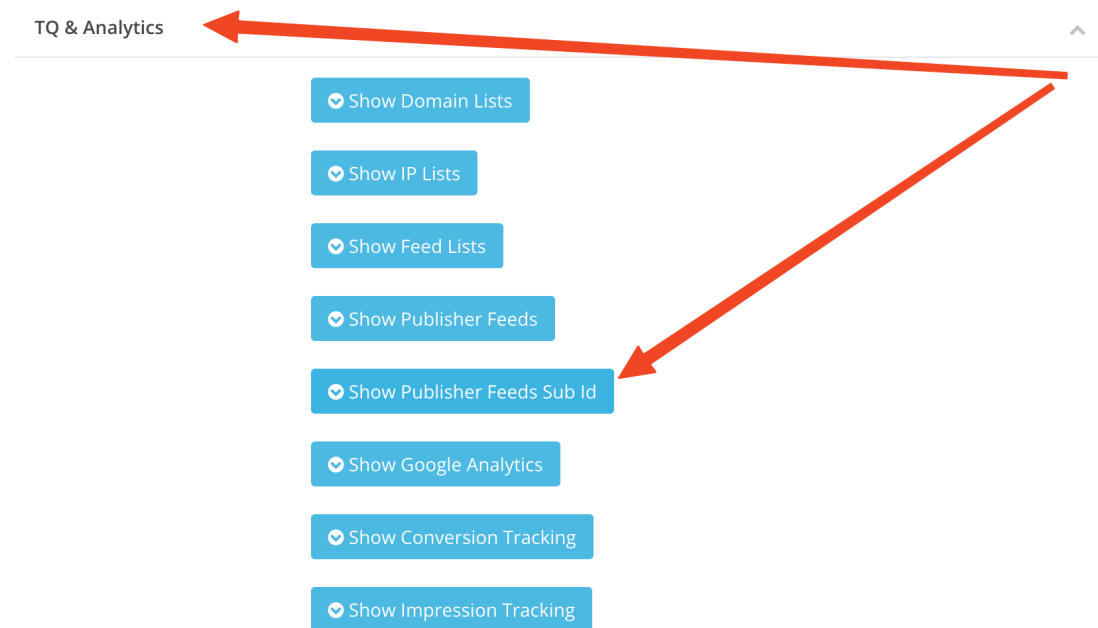
Go to the "Campaigns" menu, then select "Campaigns" from the dropdown menu.



Go to campaign editing.



Find the TQ & Analytics section and click on the "Show Publisher Feed Sub ID" button.



Now locate the desired Pubfeed SubID and adjust the bid in the Bid Adjustment section (it will be in percentage of the bid you set).

Search ?

Feed ID

Enabled

Clear Filters

Create

Import SubId

Export SubId

Delete

Set Bid Adjustment

Set enabled

	Feed ID	SubID	Enabled	Bid Adjustment ?	Calculated Bid
	295465	1642253		22.00%	0.011000
	295465	6601447		29.00%	0.014500
	302308	1642253		21.00%	0.010500
	351528	10657_25778		8.00%	0.004000

Place your cursor in the Bid Adjustment field, enter the desired percentage, and on the right, in the Calculated Bid column, you'll see the actual bid amount in real numbers.

Search ?

Feed ID

Enabled

Clear Filters

Create

Import SubId

Export SubId

Delete

Set Bid Adjustment

Set enabled

☐	Feed ID	SubID	Enabled	Bid Adjustment ?	Calculated Bid
☐	295465	1642253	☒	22	0.011000
☐	295465	6601447	☒	29.00%	0.014500
☐	302308	1642253	☒	21.00%	0.010500
☐	351528	10657_25778	☒	8.00%	0.004000