VidMob Supported KPIs

What KPIs can you use in Creative Analytics?

Platforms:

<u>Facebook</u>
Snapchat
X (Formerly Twitter)
<u>GoogleAds</u>
DV360_
Pinterest_
LinkedIn
Facebook Organic
Instagram Organic
<u>TikTok</u>
Amazon Advertising Sponsored Ads
Amazon Advertising DSP
Reddit
The Trade Desk

Platform k	KPI Hig	h Level Objective	Notes
Facebook	3-second View Through Rate	Awareness	
Facebook	Add Payment Info (Offsite)	Conversion	
Facebook	Add Payment Info Rate	Conversion	Limited Availability Depending on Ad Type
Facebook	Add to Cart Rate	Conversion	Limited Availability Depending on Ad Type
Facebook	Add to Wishlist Rate	Conversion	
Facebook	App Activation Rate	Conversion	
Facebook	App Add Payment Rate	Conversion	
Facebook	App Add to Cart Rate	Conversion	

App Complete Registration Rate Conversion Facebook App Custom Event Rate App Initiate Checkout Rate Conversion App Initiate Checkout Rate Conversion Facebook App Level Achieved Rate Awareness Facebook App Purchase Rate Conversion Facebook App Styler Install Conversion Facebook App Styler Install Conversion Facebook Average Offline Purchase Value Conversion Limited Availability Depending on Ad Types Facebook Click Through Rate Consideration Facebook Collaborative Add to Carts Collaborative Purchase Rate Conversion Collaborative Purchase Rate Conversion Collaborative Purchase Rate Conversion Ads Conversion Ads Conlaborative Purchase Rate Conversion Ads Conlaborative ROAS Conversion Ads Conlaborative Ads Conversion Ads Conlaborative Ads Conversion Facebook Collaborative Ads Conversion Facebook Content Rate Complete Registration Rate Complete Registration Rate Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Facebook Cost Per Add Payment Info Cost Per Add Wishlist Conversion Facebook Cost Per Add Website Facebook Cost Per Add Website Facebook Cost per App Install Conversion Facebook Cost Per Add Website Facebook Cost Per Engagement Conversion Conversion Facebook Cost Per Engagement Conversion	Facebook	App Add to Wishlist Rate	Consideration	
Facebook App Custom Event Rate App Initiate Checkout Rate Conversion App Initiate Checkout Rate Conversion Facebook App Level Achieved Rate Awareness Facebook App Purchase Rate Conversion Facebook Appsflyer Install Conversion Average Offline Purchase Conversion Facebook Avg Add to Cart Value Conversion Facebook Click Through Rate Consideration Facebook Collaborative Add to Carts Collaborative Purchase Rate Conversion Only available for Collaborative Ads Conversion		App Complete		
App Initiate Checkout Rate Conversion Facebook App Level Achieved Rate Awareness Facebook App Purchase Rate Conversion Facebook App Styler Install Average Offline Purchase Facebook Avand to Cart Value Facebook Collaborative Add to Carts Conversion Conversion Conversion Limited Availability Depending on Ad Types Facebook Collaborative Add to Carts Collaborative Purchase Rate Conversion Collaborative Purchase Rate Conversion Collaborative Purchase Rate Conversion Ads Conversion Collaborative Purchase Rate Conversion Ads Conversion Ads Conlaborative ROAS Conversion Conly available for Collaborative Ads Conly available for Collaborative Ads Conversion Ads Conly available for Collaborative Ads Conversion Ads Conversion Conly available for Collaborative Ads Conversion Conly available for Collaborative Ads Conversion Ads Conversion Conly available for Collaborative Ads Conversion Conversion Facebook Cost per 1,000 Reach Awareness Facebook Cost per 3-Second View Through Through Awareness Conversion Conversion Conversion Conversion Conversion Cost Per Add Payment Info Conversion Conversion Conversion Cost Per Add Website Payment Conversion Facebook Cost per App Install Conversion Cost Per App Install Consideration Cost Per App Install Conversion Cost Per App Install Conversion Cost Per App Install Conversion Cost Per Complete Registration Conversion Conversion Conversion Conversion Cost Per App Install Conversion Conversion Cost Per App Install Conversion Conversion Conversion Conversion Conversion Conversion Cost Per App Install Conversion Conversio	Facebook	Registration Rate	Conversion	
Facebook Rate Conversion Facebook App Level Achieved Rate Facebook App Purchase Rate Conversion Facebook App Styre Install Conversion Facebook Appsflyer Install Conversion Facebook Appsflyer Install Conversion Facebook Avg Add to Cart Value Conversion Facebook Click Through Rate Consideration Facebook Collaborative Add to Carts Collaborative Purchase Rate Facebook Collaborative Purchase Rate Facebook Collaborative Purchase Rate Conversion Only available for Collaborative Ads Conversion Ads Conversion Ads Conversion Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Info Conversion Facebook Cost Per Add to Wishlist Conversion Facebook Cost Per Add Website Payment Facebook Cost per App Install Conversion Facebook Cost Per App Install Consideration Cost Per App Install Conversion Facebook Registration Conversion Conversion Conversion Facebook Cost Per App Install Consideration Cost Per Complete Registration Conversion Facebook Registration Conversion	Facebook	App Custom Event Rate	Conversion	
Facebook App Level Achieved Rate Facebook App Purchase Rate Conversion Facebook App Furchase Rate Conversion Average Offline Purchase Conversion Facebook Avg Add to Cart Value Conversion Facebook Click Through Rate Consideration Facebook Collaborative Add to Carts Collaborative Purchase Rate Conversion Facebook Collaborative Purchase Rate Conversion Facebook Collaborative Purchase Rate Conversion Ads Facebook Collaborative Purchase Rate Conversion Ads Facebook Collaborative ROAS Conversion Ads Facebook Collaborative ROAS Conversion Ads Facebook Collaborative View Content Rate Awareness Ads Facebook Const per 1,000 Reach Awareness Facebook Cost per 1,000 Reach Conversion Con				
Facebook App Purchase Rate Conversion Facebook Appsflyer Install Conversion Average Offline Purchase Value Conversion Facebook Value Conversion Facebook Avg Add to Cart Value Conversion Facebook Click Through Rate Consideration Collaborative Add to Carts Collaborative Purchase Rate Conversion Ads Collaborative Purchase Rate Conversion Ads Conly available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Conversion Ads Cost per 3-Second View Through Awareness Cost per Add Payment Info Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion			Conversion	
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Facebook Avg Add to Cart Value Conversion on Ad Types Facebook Click Through Rate Consideration Collaborative Add to Carts Collaborative Add to Carts Conversion Only available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Only available for Collaborative Ads Only available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Only available for Collaborative Ads Only available for Collaborative Ads Conversion Ads Only available for Collaborative Ads Conversion Facebook Content Rate Awareness Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Limited Availability Depending on Ad Types Facebook Cost Per Add to Wishlist Conversion Facebook Cost Per Add Website Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Consideration Cost Per Complete Registration Conversion Cost Per Complete Registration Conversion	Facebook	_	Conversion	
Facebook Collaborative Add to Conversion Only available for Collaborative Ads Only av	Facebook	Avg Add to Cart Value	Conversion	
Facebook Carts Conversion Ads Collaborative Purchase Rate Conversion Ads Collaborative Purchase Rate Conversion Ads Collaborative Purchase Rate Conversion Ads Collaborative ROAS Conversion Ads Collaborative ROAS Conversion Ads Collaborative View Content Rate Awareness Ads Complete Registration Rate Conversion Rate Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Info Conversion Date on Ad Types Facebook Cost Per Add Website Payment Conversion Cost Per Add Website Payment Conversion Cost per App Install Consideration Cost Per Complete Registration Conversion Conversion Conversion	Facebook	Click Through Rate	Consideration	
Facebook Rate Conversion Ads Collaborative ROAS Conversion Ads Collaborative ROAS Conversion Ads Collaborative View Content Rate Awareness Ads Complete Registration Rate Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Facebook Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion Cost Per App Install Consideration Cost Per Complete Registration Cost Per Complete Registration Conversion Ads Conversion Limited Availability Depending on Ad Types Cost Per Add Website Payment Conversion Cost Per App Install Consideration Cost Per App Install (7d Click) Conversion Conversion Cost Per Complete Registration Conversion Conversion Cost Per Complete Registration Conversion Conversion	Facebook		Conversion	
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Facebook Content Rate Awareness Ads Complete Registration Rate Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Facebook Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Cost Per Complete Registration Conversion Conversion Cost Per Complete Registration Conversion	Facebook	Collaborative ROAS	Conversion	
Facebook Rate Conversion Facebook Cost per 1,000 Reach Awareness Cost per 3-Second View Through Awareness Cost Per Add Payment Info Conversion Info Conversion Facebook Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Conversion Cost Per Complete Registration Conversion	Facebook		Awareness	
Cost per 3-Second View Through Cost Per Add Payment Info Conversion Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion Cost per App Install Cost per App Install Cost per App Install Cost Per Complete Registration Conversion	Facebook		Conversion	
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Facebook Info Conversion on Ad Types Facebook Cost Per Add to Wishlist Conversion Cost Per Add Website Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Consideration Cost Per Complete Registration Conversion	Facebook	· ·	Awareness	
Cost Per Add Website Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Consideration Cost Per Complete Registration Conversion	Facebook	•	Conversion	, ,
Facebook Payment Conversion Facebook Cost per App Install Consideration Cost per App Install (7d Click) Consideration Cost Per Complete Registration Conversion	Facebook	Cost Per Add to Wishlist	Conversion	
Cost per App Install (7d Click) Consideration Cost Per Complete Registration Conversion	Facebook		Conversion	
Facebook Click) Consideration Cost Per Complete Registration Conversion	Facebook	Cost per App Install	Consideration	
Facebook Registration Conversion	Facebook		Consideration	
Facebook Cost Per Engagement Conversion	Facebook	· ·	Conversion	
	Facebook	Cost Per Engagement	Conversion	

Facebook	Cost Per Start Trial	Conversion	
Facebook	Cost Per Subscription	Conversion	
Facebook	Cost per E.A.R.L. (People)	Awareness	Only available for media with Brand Awareness, Post Engagement, and Video View objectives Limited Availability Depending on Ad Types
Facebook	Cost per Landing Page View	Consideration	
Facebook	Cost per Lead	Awareness	Limited Availability Depending on Ad Types
Facebook	Cost per Link Click	Consideration	Limited Availability Depending on Ad Types
Facebook	Cost per Mobile Search	Consideration	
	Cost Per New Message Connect	Conversion	
Facebook	Cost per Purchase	Conversion	Limited Availability Depending on Ad Types
Facebook	Cost per Search	Consideration	
Facebook	Cost per ThruPlay	Awareness	Limited Availability Depending on Ad Types
Facebook	Cost per Total Contacts	Conversion	
Facebook	Cost Per Video Completion	Awareness	Limited Availability Depending on Ad Types
Facebook	Cost Per View Content	Awareness	Limited Availability Depending on Ad Types
Facebook	Cost Per Website Purchase	Awareness	Limited Availability Depending on Ad Types
Facebook	CPC	Consideration	
Facebook	СРМ	Awareness	
Facebook	CPP/3sVT	Awareness	
Facebook	Estimated Ad Recall Lift Rate	Awareness	Only available for media with Brand Awareness, Post Engagement, and Video View objectives Limited Availability Depending on Ad Types
Facebook	Frequency	Awareness	
Facebook	Initiate Checkout Rate	Conversion	Limited Availability Depending on Ad Types

Facebook	Landing Page Rate	Awareness	
Facebook	Lead Rate	Conversion	Limited Availability Depending on Ad Types
Facebook	Link Click Rate	Consideration	Limited Availability Depending on Ad Types
Facebook	Messaging Conversations Rate	Conversion	
Facebook	Messaging Conversations Started	Conversion	
Facebook	Mobile App Achievements Unlocked Rate	Conversion	
Facebook	Mobile App Install Rate	Conversion	
Facebook	Mobile App Payment Details	Conversion	
Facebook	Mobile Search Rate	Consideration	
Facebook	New Message Connect Rate	Consideration	
Facebook	Page Engagement Rate	Consideration	
Facebook	Post Engagement Rate	Consideration	
Facebook	Purchase 7D - ROAS	Conversion	
Facebook	Purchase Rate	Conversion	Limited Availability Depending on Ad Types
Facebook	Purchase ROAS	Conversion	Limited Availability Depending on Ad Types
Facebook	RCS Rate	Consideration	
Facebook	Reach	Consideration	
Facebook	Search Rate	Consideration	
Facebook	SeguroLeadAutoExitoso	Conversion	
Facebook	Spend	Conversion	
Facebook	Start Trial Rate	Conversion	
Facebook	Subscription Rate	Conversion	Limited Availability Depending on Ad Types
Facebook	Subscription Rate (over clicks)	Conversion	
Facebook	ThruPlay Rate	Awareness	Limited Availability Depending on Ad Types
Facebook	Total Contacts	Consideration	

Facebook	Total Interaction	Consideration	
Facebook	Total Interactions minus Views	Consideration	
Facebook	Unique CPC	Consideration	Limited Availability Depending on Ad Types
Facebook	Video Average Play Time	Awareness	
Facebook	Video Completion Rate	Awareness	
Facebook	Video Completions/View Through Rate	Awareness	
	View Content Rate		Limited Availability Depending on Ad Types
Facebook	View Through to 100%	Awareness	Limited Availability Depending on Ad Types
Facebook	View Through to 25%	Awareness	Limited Availability Depending on Ad Types
Facebook	View Through to 50%	Awareness	Limited Availability Depending on Ad Types
Facebook	View Through to 75%	Awareness	Limited Availability Depending on Ad Types
Facebook	View Through to 95%	Awareness	Limited Availability Depending on Ad Types
Snapchat	App Install Rate	Awareness	
Snapchat	Average Screen Time (Seconds)	Awareness	
Snapchat	CPVC	Awareness	
Snapchat	Conversion Add Billing Rate	Conversion	
Snapchat	Conversion Add Cart Rate	Conversion	
Snapchat	Conversion App Open Rate	Conversion	
Snapchat	Conversion Level Complete Rate	Conversion	
Snapchat	Conversion Page View Rate	Conversion	
Snapchat	Conversion Purchase Rate	Conversion	
Snapchat	Conversion Save Rate	Conversion	

Snapchat	Conversion Search Rate	Conversion
Snapchat	Conversion Sign Up Rate	Conversion
Snapchat	Conversion Start Checkout Rate	Conversion
Snapchat	Conversion Value Per Purchase	Conversion
Snapchat	Conversion View Content Rate	Conversion
Snapchat	Cost Per App Install	Conversion
Snapchat	Cost Per Conversion View Content	Conversion
Snapchat	Cost per Sign Up	Conversion
Snapchat	Cost Per Thousand Impressions	Awareness
Snapchat	Effective Cost Per Swipe	Consideration
Snapchat	Purchase ROAS	Awareness
Snapchat	Sign Ups	Conversion
Snapchat	Spend	Conversion
Snapchat	Swipe Through Rate	Consideration
Snapchat	Total Interactions	Consideration
Snapchat	Video Completions/View Through Rate	Awareness
Snapchat	Video View Rate	Awareness
Snapchat	View to 100%	Awareness
Snapchat	View to 25%	Awareness
Snapchat	View to 50%	Awareness
Snapchat	View to 75%	Awareness
x	3-Second View	Awareness
X	СРМ	Awareness
X	CPVC	Awareness
X	Clicks Rate	Consideration

X	Cost Per App Install	Consideration
Х	Cost Per Follower	Consideration
Х	Cost per Lead	Consideration
X	Engagement Rate	Awareness
X	Follower Rate	Conversion
X	Lead Rate	Consideration
X	Likes Rate	Consideration
X	Media Click Rate	Awareness
X	Media View Rate	Awareness
X	Mobile Conversion: Achievements Unlocked	Conversion
X	Mobile Conversion: Add To Carts	Conversion
x	Mobile Conversion: Add To Wishlists	Conversion
X	Mobile Conversion: Checkouts Initiated	Conversion
X	Mobile Conversion: Content Views	Conversion
X	Mobile Conversion: Installs	Conversion
x	Mobile Conversion: Invites	Conversion
X	Mobile Conversion: Key Page Views	Conversion
X	Mobile Conversion: Levels Achieved	Conversion
х	Mobile Conversion: Logins	Conversion
Х	Mobile Conversion: Payment Info Additions	Conversion
X	Mobile Conversion: Rates	Conversion
X	Mobile Conversion: Re-engages	Conversion
X	Mobile Conversion: Reservations	Conversion
X	Mobile Conversion: Searches	Conversion
x	Mobile Conversion: Shares	Conversion
x	Mobile Conversion: Spent Credits	Conversion

x	Mobile Conversion: Tutorials Completed	Conversion
X	Mobile Conversion: Updates	Conversion
Х	Replies Rate	Consideration
X	Retweets Rate	Consideration
Х	Spend	Conversion
X	Total Follows	Consideration
x	Total Video Playback Starts	Awareness
x	Video Completions/View Through Rate	Awareness
X	Video Total Clicks	Consideration
X	View to 100%	Awareness
X	View to 25%	Awareness
X	View to 50%	Awareness
X	View 6 seconds	Awareness
X	View to 75%	Awareness
X	Web Conversion: Custom	Conversion
x	Web Conversion: Download	Consideration
X	Web Conversion: Purchases	Conversion
X	Web Conversion: Signups	Conversion
X	Web Conversion: Visits	Consideration
GoogleAds	Active View CPM	Awareness
GoogleAds	Active View CTR	Consideration
GoogleAds	All Conversion Rate	Conversions
GoogleAds	Average CPC	Consideration
GoogleAds	Average CPE	Consideration
GoogleAds	Average CPM	Awareness
GoogleAds	Average CPV	Awareness
GoogleAds	Average Cost	Consideration
GoogleAds	Click Through Rate	Consideration

GoogleAds	Conversion Rate	Conversions	
GoogleAds	Conversion Rate (over clicks)	Conversions	
GoogleAds	Conversions per 1,000 impressions	Conversions	
	Cost per 1,000		
GoogleAds	Impressions	Conversions	
GoogleAds	Cost Per All Conversion	Conversions	
GoogleAds	Cost Per Conversion	Conversions	
GoogleAds	Cross Device Conv.	Conversions	
GoogleAds	Engagements	Consideration	
GoogleAds	Interaction Rate	Consideration	
GoogleAds	ROAS	Conversion	
GoogleAds	Spend	Conversion	
GoogleAds	Value Per All Conversions	Conversions	
GoogleAds	Value Per Conversions	Conversions	
GoogleAds	Video View Rate	Awareness	Unavailable for Bumper Ads
GoogleAds	View Through Conversions	Conversions	
GoogleAds	View to 100%	Awareness	Unavailable for App Ads
GoogleAds	View to 25%	Awareness	Unavailable for App Ads
GoogleAds	View to 50%	Awareness	Unavailable for App Ads
GoogleAds	View to 75%	Awareness	Unavailable for App Ads
Ü	ano.	O and the state	DV360 deprecated YouTube support of this KPI in August 2024. Note: Non-YouTube inventory
DV360	CPC	Consideration	remains supported.
DV360	СРМ	Awareness	DV360 deprecated YouTube support of this KPI in August 2024. Note: Non-YouTube inventory remains supported.
DV200	Click Through Pata	Consideration	Real-time bidding supported (CM360 trafficked html, video static images)
DV360	Click Through Rate	Consideration	static imayes)

DV360	Cost per Video Completion	Awareness	DV360 deprecated YouTube support of this KPI in August 2024. Note: Non-YouTube inventory remains supported.
DV360	Engagement Rate	Consideration	11
DV360	Media Cost eCPM	Awareness	This KPI supports both YouTube and Non-Youtube inventory
DV360	Media Cost eCPC	Consideration	This KPI supports both YouTube and Non-Youtube inventory
DV360	Spend	Conversion	
DV360	Trueview View Rate	Awareness	Unavailable for Bumper Ads
DV360	Video Media Cost eCPVC	Awareness	This KPI supports both YouTube and Non-Youtube inventory
DV360	View to 100%	Awareness	Real-time bidding (CM360 trafficked videos)
DV360	View to 25%	Awareness	Real-time bidding (CM360 trafficked videos)
DV360	View to 50%	Awareness	Real-time bidding (CM360 trafficked videos)
DV360	View to 75%	Awareness	Real-time bidding (CM360 trafficked videos)
Pinterest	3-second View Through Rate	Awareness	
Pinterest	Add to Cart Rate	Conversion	
Pinterest	СРМ	Awareness	
Pinterest	Check Out Rate	Conversion	
Pinterest	Conversion Rate	Conversion	
Pinterest	Cost per Click	Consideration	
Pinterest	Cost per Conversion	Conversion	
Pinterest	Cost per Engagement	Consideration	
Pinterest	Cost per Video View	Awareness	
Pinterest	Engagement Rate	Consideration	
Pinterest	Page Visit Rate	Consideration	
Pinterest	Pin Click Rate	Consideration	

Pinterest	Save Rate	Consideration
Pinterest	Spend	Conversion
Pinterest	Video View Rate	Awareness
Pinterest	View to 100%	Awareness
Pinterest	View to 25%	Awareness
Pinterest	View to 50%	Awareness
Pinterest	View to 75%	Awareness
Pinterest	View to 95%	Awareness
LinkedIn	2-second View Through Rate	Awareness
LinkedIn	CPC	Awareness
LinkedIn	СРМ	Consideration
LinkedIn	Click Through Rate	Consideration
LinkedIn	Conversion Rate	Conversion
LinkedIn	Company Page Click Rate	Consideration
LinkedIn	Cost Per Conversion	Conversion
LinkedIn	Cost per One Click Lead Form	Consideration
LinkedIn	Cost per One Click Lead Form Open	Consideration
LinkedIn	Cost per Video Completion	Consideration
LinkedIn	Engagement Rate	Consideration
LinkedIn	Full Screen Plays Rate	Awareness
LinkedIn	Landing Page Click Rate	Consideration
LinkedIn	Lead Form Completion Rate	Conversion
LinkedIn	One Click Lead Form Open Rate	Consideration
LinkedIn	One Click Lead Form Rate	Consideration
Linkodla	Return on Ad Spend	Conversion
LinkedIn		
LinkedIn	Spend	Conversion
	Spend Video Completion Rate	Conversion Awareness

LinkedIn	View to 100%	Awareness	
LinkedIn	View to 25%	Awareness	
LinkedIn	View to 50%	Awareness	
LinkedIn	View to 75%	Awareness	
LinkedIn	Website Conversion Rate	Conversion	
Facebook Organic	10-second View Through Rate	Awareness	
Facebook Organic	3-second View Through Rate	Awareness	
Facebook Organic	Average Time Watched	Awareness	
Facebook Organic	Click Rate	Consideration	
Facebook Organic	Engaged Users Rate	Awareness	Facebook deprecated support August 2024. Note: They will remain on the platform for historical reporting purposes only, with no now data being added.
racebook Organic	Lilyayeu Osers Nate	Awareness	no new data being added.
Facebook Organic	Video Completion Rate	Awareness	
Facebook Organic	Video Completions/View Through Rate	Awareness	
Instagram Organic	Engagement Rate	Awareness	Instagram deprecated support August 2024. Note: They will remain on the platform for historical reporting purposes only, with no new data being added.
Instagram Organic	Total Interaction Rate	Consideration	Note:The Total Interactions Rate rate KPI is available for images, reels, and carousels but not for video posts.
Instagram Organic	Total Reach	Awareness	1
Instagram Organic	Total Saves	Consideration	
			Instagram deprecated support December 2024.
Instagram Organic	Video View Rate	Awareness	Note: They will remain on

			the platform for historical reporting purposes only, with no new data being added.
TikTok	2-Second View	Awareness	
TikTok	6-Second View	Awareness	
TikTok	App Install Rate	Conversion	
TikTok	CPC	Consideration	
TikTok	СРМ	Awareness	
TikTok	CPVC	Awareness	
TikTok	Click Through Rate	Consideration	
TikTok	Comment Rate	Consideration	
TikTok	Complete Payment Rate	Conversion	
TikTok	Conversion Rate	Conversion	
TikTok	Cost per Conversion	Conversion	
TikTok	Coster Per Realtime Conversion	Conversion	
TikTok	Cost per App Install	Conversion	
TikTok	Cost per Purchase	Conversion	
TikTok	Cost per Registration	Conversion	
TikTok	Like Rate	Consideration	
TikTok	Orders Placed Rate	Conversion	
TikTok	Purchase Rate	Conversion	
TikTok	Registration Rate	Conversion	
TikTok	Share Rate	Consideration	
TikTok	Spend	Conversion	
TikTok	Submitted Form	Conversion	
TikTok	Subscribe	Conversion	
TikTok	Total Video Views	Awareness	
TikTok	Video Average Play Time	Awareness	
TikTok	View to 100%	Awareness	
TikTok	View to 25%	Awareness	
TikTok	View to 50%	Awareness	
TikTok	View to 75%	Awareness	

Amazon Advertising Sponsored Ads	% orders New to Brand	Conversion	Unavailable for Norms
Amazon Advertising Sponsored Ads	ACOS	Conversion	
Amazon Advertising	Click Through Rate (CTR)	Consideration	
Amazon Advertising	Conversions	Conversion	Unavailable for Norms
Amazon Advertising	Conversions per 1,000 Impressions	Conversion	
Amazon Advertising	Cost per clicks (CPC)	Consideration	
Amazon Advertising	Cost per Conversions - 14 day	Conversion	
Amazon Advertising	Day Conversion Rate	Conversion	
Amazon Advertising	New to Brand Orders	Conversion	Unavailable for Norms
Amazon Advertising	New to Brand Sales	Conversion	
Amazon Advertising	ROAS	Conversion	
Amazon Advertising	Spend	Conversion	
Amazon Advertising	VCPM	Awareness	
Amazon Advertising	Viewable Impressions	Consideration	
Amazon Advertising	Video Completion rate	Awareness	
Amazon Advertising	Video Unmute rate	Awareness	
Amazon Advertising	View through 25% rate	Awareness	
Amazon Advertising	View through 50% rate	Awareness	

Amazon Advertising	View through 75% rate	Awareness	
Amazon Advertising DSP	ACOS	Conversion	
Amazon Advertising DSP	CPvM	Awareness	
Amazon Advertising DSP	Click Through Rate	Consideration	
Amazon Advertising DSP	Cost per click throughs	Consideration	
Amazon Advertising DSP	ROAS	Conversion	
Amazon Advertising DSP	Spend	Conversion	
Amazon Advertising DSP	Video Completion rate	Awareness	
Amazon Advertising DSP	Video Mute rate	Awareness	
Amazon Advertising DSP	Video Pause rate	Awareness	
Amazon Advertising DSP	Video Unmute rate	Awareness	
Amazon Advertising DSP	View through 25% rate	Awareness	
Amazon Advertising DSP	View through 50% rate	Awareness	
Amazon Advertising DSP	View through 75% rate	Awareness	
Amazon Advertising DSP	Viewable Impressions	Awareness	
Reddit	3-second View Through Rate	Awareness	
Reddit	5-second View Through Rate	Awareness	
Reddit	10-second View Through Rate	Awareness	
Reddit	Click Through Rate	Consideration	

Reddit	CPC	Consideration
Reddit	eCPA Lead	Conversion
Reddit	eCPA Lead (Clicks only)	Conversion
Reddit	eCPA Sign Up	Conversion
Reddit	eCPA Sign Up (Clicks only)	Conversion
Reddit	eCPA View Content	Conversion
Reddit	eCPA View Content (Clicks only)	Conversion
Reddit	еСРМ	Awareness
Reddit	Impressions	Awareness
Reddit	Spend	Conversion
Reddit	View through to 25%	Awareness
Reddit	View through to 50%	Awareness
Reddit	View through to 75%	Awareness
Reddit	View through to 95%	Awareness
Reddit	View through to 100%	Awareness
The Trade Desk	Impressions	Awareness
The Trade Desk	Click Through Rate	Consideration
The Trade Desk	Spend	Conversion
The Trade Desk	Player View Rate	Awareness
The Trade Desk	Player Start Rate	Consideration
The Trade Desk	View Through to 25%	Consideration
The Trade Desk	View Through to 50%	Consideration
The Trade Desk	View Through to 75%	Consideration
The Trade Desk	Video Completion Rate	Consideration
The Trade Desk	Player Skip Rate	Consideration
The Trade Desk	Click Conversion Rate	Conversion
The Trade Desk	View Through Conversion Rate	Conversion
The Trade Desk	View Through Conversion Revenue	Conversion

	Click Conversion		
The Trade Desk	Revenue	Conversion	