

VidMob Supported KPIs

What KPIs can you use in Creative Analytics?

Platforms:

[Facebook](#)

[Snapchat](#)

[X \(Formerly Twitter\)](#)

[GoogleAds](#)

[DV360](#)

[Pinterest](#)

[LinkedIn](#)

[Facebook Organic](#)

[Instagram Organic](#)

[TikTok](#)

[Amazon Advertising Sponsored Ads](#)

[Amazon Advertising DSP](#)

[Reddit](#)

| Platform | KPI | High 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 | |

| | | | |
|----------|---------------------------------|---------------|--|
| Facebook | App Add to Wishlist Rate | Consideration | |
| Facebook | App Complete Registration Rate | Conversion | |
| Facebook | App Custom Event Rate | Conversion | |
| Facebook | App Initiate Checkout Rate | Conversion | |
| Facebook | App Level Achieved Rate | Awareness | |
| Facebook | App Purchase Rate | Conversion | |
| Facebook | Appsflyer Install | Conversion | |
| Facebook | Average Offline Purchase Value | Conversion | |
| Facebook | Avg Add to Cart Value | Conversion | Limited Availability Depending on Ad Types |
| Facebook | Click Through Rate | Consideration | |
| Facebook | Collaborative Add to Carts | Conversion | Only available for Collaborative Ads |
| Facebook | Collaborative Purchase Rate | Conversion | Only available for Collaborative Ads |
| Facebook | Collaborative ROAS | Conversion | Only available for Collaborative Ads |
| Facebook | Collaborative View Content Rate | Awareness | Only available for Collaborative Ads |
| Facebook | Complete Registration Rate | Conversion | |
| Facebook | Cost per 1,000 Reach | Awareness | |
| Facebook | Cost per 3-Second View Through | Awareness | |
| Facebook | 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 | |
| Facebook | Cost per App Install (7d Click) | Consideration | |
| Facebook | Cost Per Complete Registration | 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 | CPM | 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 | CPM | Awareness | |
| X | CPVC | Awareness | |
| X | Clicks Rate | Consideration | |

| | | | |
|---|---|---------------|--|
| X | Cost Per App Install | Consideration | |
| X | Cost Per Follower | Consideration | |
| X | 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 | |
| X | Mobile Conversion: Logins | Conversion | |
| X | 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 | |
| X | Replies Rate | Consideration | |
| X | Retweets Rate | Consideration | |
| X | 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 | |
| GoogleAds | Cost per 1,000 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 |
| DV360 | CPC | Consideration | DV360 deprecated YouTube support of this KPI in August 2024. Note: Non-YouTube inventory remains supported. |
| DV360 | CPM | Awareness | DV360 deprecated YouTube support of this KPI in August 2024. Note: Non-YouTube inventory remains supported. |
| DV360 | Click Through Rate | Consideration | Real-time bidding supported (CM360 trafficked html, video static images) |

| | | | |
|-----------|----------------------------|---------------|--|
| 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 | |
| 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 | CPM | 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 | CPM | 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 | |
| LinkedIn | Return on Ad Spend | Conversion | |
| LinkedIn | Spend | Conversion | |
| LinkedIn | Video Completion Rate | Awareness | |
| LinkedIn | Video Starts | 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 deprecated support August 2024. Note: They will remain on the platform for historical reporting purposes only, with no new data being added. |
| Facebook Organic | Engaged Users Rate | Awareness | |
| Facebook Organic | Video Completion Rate | Awareness | |
| Facebook Organic | Video Completions/View Through 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 | Engagement Rate | Awareness | |
| | | | Note: The Total Interactions Rate KPI is available for images, reels, and carousels but not for video posts. |
| Instagram Organic | Total Interaction Rate | Consideration | |
| Instagram Organic | Total Reach | Awareness | |
| Instagram Organic | Total Saves | Consideration | |
| | | | Instagram deprecated support December 2024. Note: They will remain on |
| Instagram Organic | Video View Rate | Awareness | |

| | | | |
|--------|------------------------------|---------------|--|
| | | | 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 | CPM | 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 | Cost 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 | eCPM | 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 | |