

# Measuring shoppable video ad performance

## Shoppable video analytics

We measure the following shoppable video ads metrics—

- **Spend:** How much budget your ads spent.
- **Return on ad spend (ROAS):** Direct return on ad spend (direct attributed sales, divided by spend).
- **Impressions:** When at least 50% of the video is viewable on a device for at least 1 second. Impressions in Ads Manager are considered “viewable impressions” and are filtered for invalid traffic and other event validations.
- **2-second views:** When at least 50% of an ad in a video player is viewable and played on screen for 2 consecutive seconds or more. This applies to any 2 seconds of unduplicated video content in an ad that makes it viewable. Shoppable video views are filtered for invalid traffic and other event validations.
- **View-through rate (VTR):** The total amount of 2-second views divided by gross impressions.
- **Clicks:** The number of clicks on any interactive elements of a shoppable video ad, excluding clicks to the pause, play, and audio controls. These clicks are filtered for invalid traffic and other event validations.
- **Click-through rate (CTR):** Percentage of impressions that resulted in an ad click.
- **Attributed sales:** Your campaign product sales after a user views or clicks your video ad.
  - The attribution window lasts 14 days.
  - **View-through attribution** measures sales after a user views your ad without clicking on it.
- **Attributed units:** The number of units sold after a user views or clicks your ad.
- **Halo sales:** Similar to direct sales, but also includes related products outside the campaign (ex. different flavors, pack sizes, and product varieties in the same brand for your category\*). Halo sales can be lower than direct sales. [Learn more about interpreting sales data.](#)
- **Cost per impression (CPM):** Cost per 1,000 impressions.
- **New-to-brand\* sales:** Sales that came from consumers who haven't purchased from your brand within the last 26 weeks. This data is available from September 13, 2022, onward.
- **New-to-brand\* sales %:** The percentage of all your sales that were new-to-brand. This data is available from September 13, 2022, onward.
- **New-to-brand\* halo sales:** Sales of your related products that came from consumers who haven't bought from your brand within the last 26 weeks. This data is available from September 13, 2022, onward.
- **New-to-brand\* halo sales %:** The percentage of all your sales that were new-to-brand halo sales. This data is available from September 13, 2022, onward.

\*Brand and category are rooted in the Nielsen hierarchy.

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## View metrics

To view your shoppable video ad metrics—

1. Go to the navigation bar on the left-hand side.
2. Select **Campaigns** (megaphone icon).
3. Select **Video** from the dropdown.
4. The **Video campaigns** page shows shoppable video ad metrics. Use the left and right drop-down menus above the chart to select the metrics shown.

You can also see UPC sales breakdowns for your campaigns.

We measure the following UPC metrics—

- **Attributed units:** The number of units sold after a user views or clicks your ad.
- **Direct sales:** The product sales, in USD or CAD, as applicable, after a user views or clicks your ad.
- **Direct New-to-brand (NTB) sales:** Sales that came from consumers who haven't purchased from your brand within the last 26 weeks.
- **Direct NTB sales %:** The percentage of all your sales that were new-to-brand sales.

To view your UPC sales metrics—

1. Select the ad group you want to explore from the list.
2. Select **Products** from the **Overview** page.
3. From the **Products** page, you can select a specific date range and filter by UPC or product name.

UPCs removed from the campaign show as Paused, but will still display sales data —

## Impressions and clicks reporting

We provide additional, more granular reporting for impressions and clicks. [Learn more about MRC accreditation.](#)

1. Go to the navigation bar on the left-hand side.
2. Select **Campaigns** (megaphone icon).
3. Select **Impressions & Clicks** from the **Export** drop down.

These metrics can be exported by ad or video—

<b>What does ad refer to?</b>	<b>What does video refer to?</b>
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The ad refers to the entire shoppable video ad unit including the video player, logo, tagline, shoppable items, etc.

The video refers to the video player portion of the ad.

Metric	Ad	Video
<b>Gross clicks</b>	The total number of clicks on any interactive element of a shoppable video ad, excluding clicks to the pause, play, and audio volume buttons. These clicks can include invalid traffic and other event validations. Accredited by the Media Rating Council (MRC) for video.	
<b>Gross impressions</b>	A gross ad impression is counted whenever the entire ad is loaded and begins to render on a device.	A gross video impression is counted whenever the video loads and begins to render on a device after the initiation of the stream, post-buffering, and starts to play (as of November 1, 2023). Accredited by the Media Rating Council (MRC).
<b>Net clicks</b>	The number of clicks on any interactive element of a shoppable video ad, excluding clicks to the pause, play, and audio volume buttons. This metric refers to gross clicks that are filtered for invalid traffic and other event validations. This metric refers to clicks in Ads Manager.	
<b>Net impressions</b>	A net ad impression is counted whenever the entire ad loads and begins to render on a device. This metric refers to gross ad impressions that are filtered for invalid traffic and other event validations.	A net video impression is counted whenever a video loads, begins to render, and starts to play on a device (as of November 1, 2023). This metric refers to gross video impressions that are filtered for invalid traffic and other event validations.

<b>Net viewable impressions</b>	A net viewable ad impression is counted whenever the entire ad loads and begins to render on a device. This metric refers to gross ad impressions that are filtered for invalid traffic and other event validations and meet the standard for viewable impressions.	A net video impression is counted whenever a video loads, and begins to render on a device, and starts to play on a device (as of November 1, 2023). This metric refers to gross video impressions that are filtered for invalid traffic and other event validations and meet the standard for viewable impressions.
<b>Net non-viewable impressions</b>	A net non-viewable ad impression is a net impression that's recorded but doesn't meet MRC requirements for viewability, which requires at least 50% of the ad to be viewable for 1 continuous second.	A net non-viewable video impression is a net impression that's recorded but doesn't meet MRC requirements for viewability, which requires at least 50% of the video to be viewable for 2 continuous seconds.
<b>Net unmeasurable viewable impressions</b>	A net unmeasurable viewable ad impression is a net impression that's recorded but the ad's viewability can't be measured.	A net unmeasurable viewable video impression is a net impression that's recorded but the video's viewability can't be measured.
<b>Net viewable rate</b>	Net viewable ad impressions divided by (net viewable ad impressions + net non-viewable ad impressions).	Net viewable video impressions divided by (net viewable video impressions + net non-viewable video impressions).
<b>Net measured rate</b>	(Net viewable ad impressions + Net non-viewable ad impressions) divided by net ad impressions.	(Net viewable video impressions + Net non-viewable video impressions) divided by net video impressions.
<b>Net viewable %</b>	Net viewable ad impressions divided by net ad impressions.	Net viewable video impressions divided by net video impressions.
<b>Net non-viewable %</b>	Net non-viewable ad impressions divided by net ad impressions.	Net non-viewable video impressions divided by net video impressions.
<b>Net unmeasurable %</b>	Net unmeasurable viewable ad impressions divided by net ad impressions.	Net unmeasurable viewable video impressions divided by net video impressions.

**NOTE:** Ads Manager reports performance data in Pacific Time. Metrics update within 24 hours, and a banner appears in Ads Manager if there's a delay.