

Media Rating Council accreditation

The Media Rating Council (MRC) accredits certain metrics that meet the industry standard.

Accredited metrics report

To download an Impressions & Clicks report—

1. Click **Campaigns** (megaphone icon).
2. Click the **Export** dropdown.
3. Select **Impressions & Clicks** from the dropdown menu.
4. Click **Export PDF** to download the report.

All accredited metrics are listed at the bottom of the report as **MRC Accredited Metrics**.

[Learn more about how we measure clicks and impressions](#). All MRC-accredited metrics have an **Accredited by the Media Rating Council** note and display the MRC logo—

If the metric isn't notated with **Accredited by the Media Rating Council**, the MRC logo, or isn't listed, it's not MRC accredited.

Accredited environments and format types

Not all metrics are MRC accredited. MRC accreditation applies to—

- **Desktop:** Sponsored Product, Display, and Shoppable Display
- **Desktop:** Shoppable Video
- **Mobile Instacart app:** Sponsored Product, Display, and Shoppable Display
- **Mobile Instacart app:** Shoppable Video
- **Mobile Instacart web:** Sponsored Product, Display, and Shoppable Display
- **Mobile Instacart web:** Shoppable Video

Formats not included—

- Display reservation
- Formats rendered on Provi.com
- Inspiration ads

Instacart platforms included—

- Instacart Marketplace
- Storefront
- Storefront Pro
- Carrot Ads on Retailer e-commerce site

Instacart platforms not included -

- Caper
- Rosie
- Instacart on Seamless
- Instacart on GrubHub

Accredited metrics

Sponsored Product, Display Banner, Shoppable Display, and Shoppable Video accredited metrics—

- Gross Impressions (Begin to Render)
- Gross Clicks
- Net Impressions (Begin to Render)
- Net Clicks
- Net Viewable Impressions (Ad and Video)
- Net Non-viewable impressions (Ad and Video)

Sponsored Product, Display Banner, Shoppable Display, and Shoppable Video calculated accredited metrics—

- Measured rate
- Viewability rate
- Click through rate