# Understanding Target Display Analytics

Looking at the analytics is primarily how the partner and advertiser ultimately decide whether or not the display campaign was a success. The data can also serve as a critical real-time indicator of what needs to be fine-tuned within a live campaign.

In other words, the numbers don't lie.

The Display Analytics Tool

To begin analyzing a campaign's performance, select the appropriate options from the three categories at the top of the tool. The first is the advertiser, the second is the name of the campaign and the third is the date range of the campaign (the start date is the day that the campaign went live).
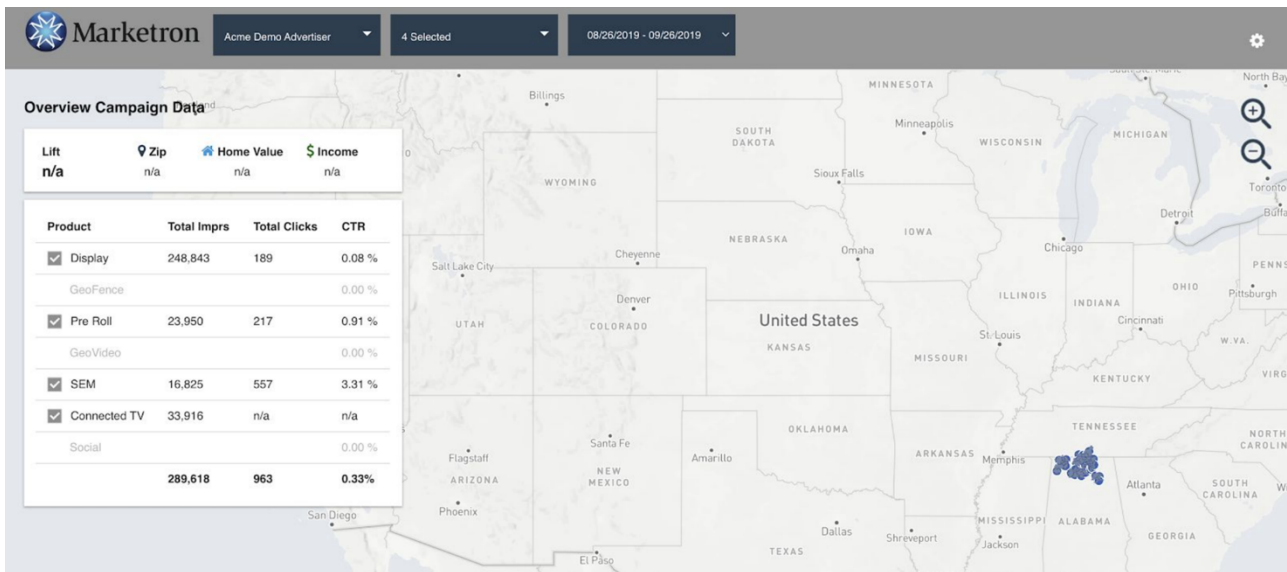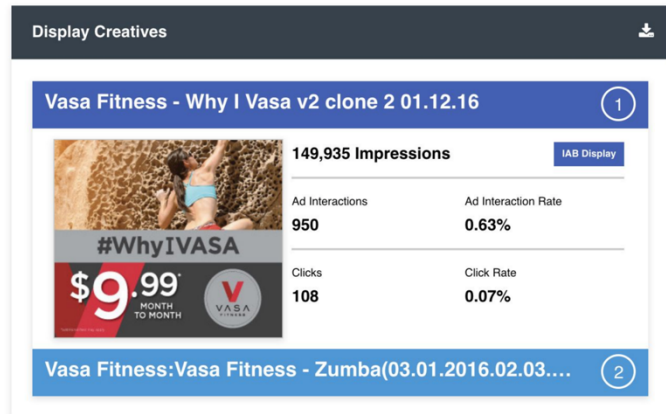

Impressions, clicks, engagements and visits are key metrics to consider when assessing the performance of a targeted display campaign.

IMPRESSIONS	CLICKS	ENGAGEMENTS	VISITS
248,843	189	1,161	210
	0.08%	0.47%	0.08%

Note: "Visits" includes both clicks and view throughs. A view through is when a user receives the ad, declines to click on the ad, but visits the website at a later time.

The Creative Breakdown

- This feature is great to have in the arsenal in order to show advertisers a comparison of ads with different creative and/or messaging, as it demonstrates which ads had the strongest results.
- This tool can also be used as a post-campaign kick-starter that helps generate a conversation about future display opportunities.

Daily Stats

Daily performance statistics can be viewed by using the interactive daily stats graph. The graph provides the ability to analyze impressions, retargeting impressions, visits, engagements and clicks. The daily graph will often provide advertisers with an opportunity to understand more about how the target audience is reacting to the campaign.
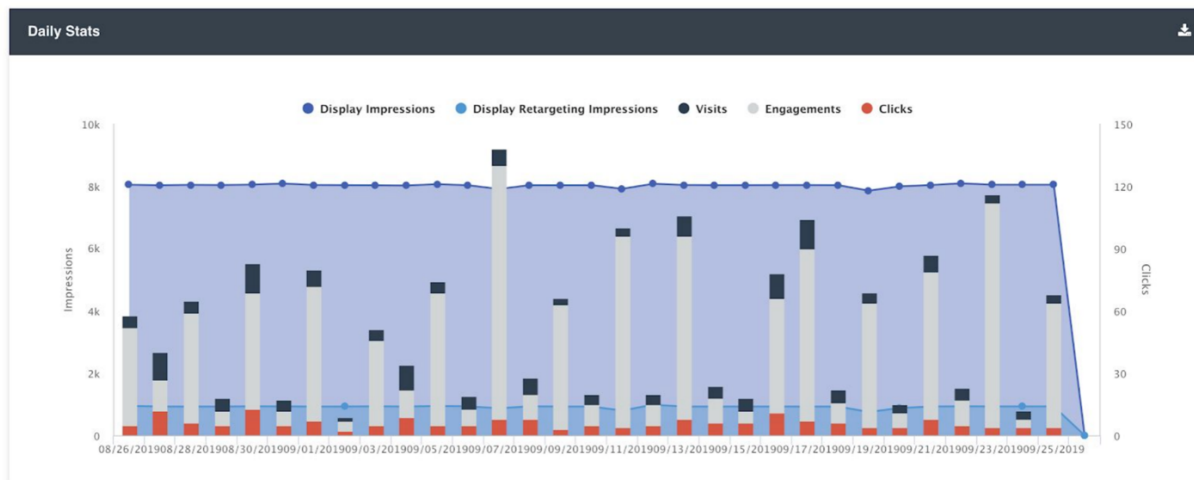
- Add or remove each of the five categories in order to highlight specific results.

Top Cities

The top cities tool is a valuable resource, which not only shows that the advertisements were shown locally, but also the effectiveness of the geography targeting for the campaign.

Place	Impressions	RTG Impressions	Clicks	RTG Clicks	Click Rate	RTG Click Rate	View Throughs	View Through Rate
Vallejo, California	37,333	4,012	51	19	0.14%	0.47%	0	0%
San Rafael, California	38,932	7,455	30	6	0.08%	0.08%	12	0.03%
Oakland, California	43,619	1,213	24	1	0.06%	0.08%	0	0%
Novato, California	27,261	2,893	19	2	0.07%	0.07%	2	0.01%
Mill Valley, California	24,644	3,525	17	2	0.07%	0.06%	2	0.01%
Fairfield, California	12,281	636	12	0	0.10%	0%	0	0%
Corte Madera, California	7,730	1,152	7	0	0.09%	0%	2	0.03%
Petaluma, California	13,125	1,504	5	0	0.04%	0%	1	0.01%
San Anselmo, California	11,907	1,803	4	0	0.03%	0%	1	0.01%
Larkspur, California	2,844	920	3	0	0.11%	0%	0	0%

Note: With our total transparency analytics, every single impression can be accounted for in the top cities section.

Placements

The placements section provides the advertiser with a detailed look at the websites in which their targeted ads appeared.

- Make sure the advertiser understands that the websites that show up in the placements section are largely based on audience interests that were chosen in the proposal process.
- The placements section also qualifies as a transparency tool, as it shows every website where the ad appeared in front of a targeted user.

Domain	Impressions	Clicks	Click Rate
huffingtonpos...	10,806	20	0.19%
cinemablend....	2,167	13	0.60%
finance.yaho...	11,069	11	0.10%
bet.com	11,091	10	0.09%
m.accuweath...	3,776	10	0.26%
bravotv.com	1,984	6	0.30%
eonline.com	2,435	6	0.25%
m.activebeat....	6,055	6	0.10%
allrecipes.com	11,486	5	0.04%
thesaurus.com	11,300	5	0.04%

Screenshots

The screenshots section reinforces the transparency that Pitch provides during the advertising process.
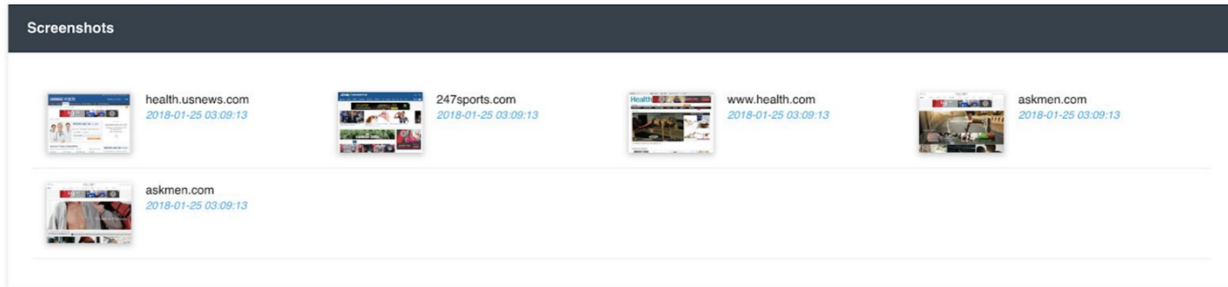
- Screenshots are collected by a web crawler at various points of the campaign, showing real examples of targeted users receiving the ad.
- Do not underestimate the effectiveness of this tool, as it provides advertisers with a visual connection to the analytics.