



Understanding Your Effectv Ad PlannerSM Campaign Dashboard

effectv ad plannerSM

To see your campaign reporting metrics, log into EffectvAdPlanner.com and click “My Campaign”. You’ll see a list of all the current and past campaigns you’ve booked, with a short summary of each. Click on the + sign next to the campaign for which you want to see the results, then click “More Details”.

Campaign Status

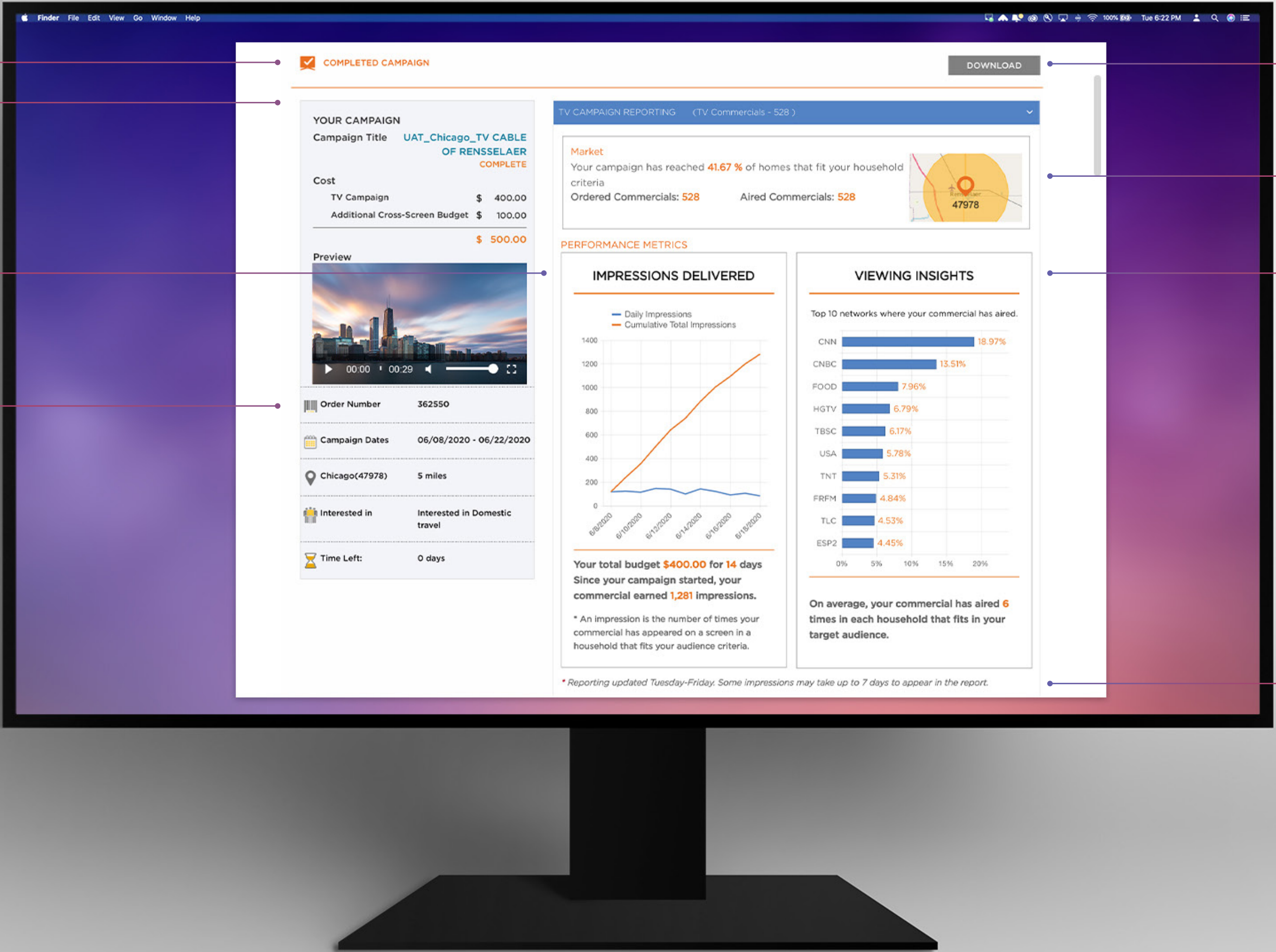
Campaign Summary Details

Impressions Delivered

Daily and cumulative impressions delivered. Each impression is a single appearance of your ad in a household matching your target audience.

Note: Your commercial is also delivered to households other than your audience target, building brand awareness to future potential customers.

Order number to reference if you have a question about your campaign



Download

You can download your campaign metrics into a PDF report

Market Delivery

The percentage of households you’ve reached within your target audience

The number of commercials that have been ordered and have aired

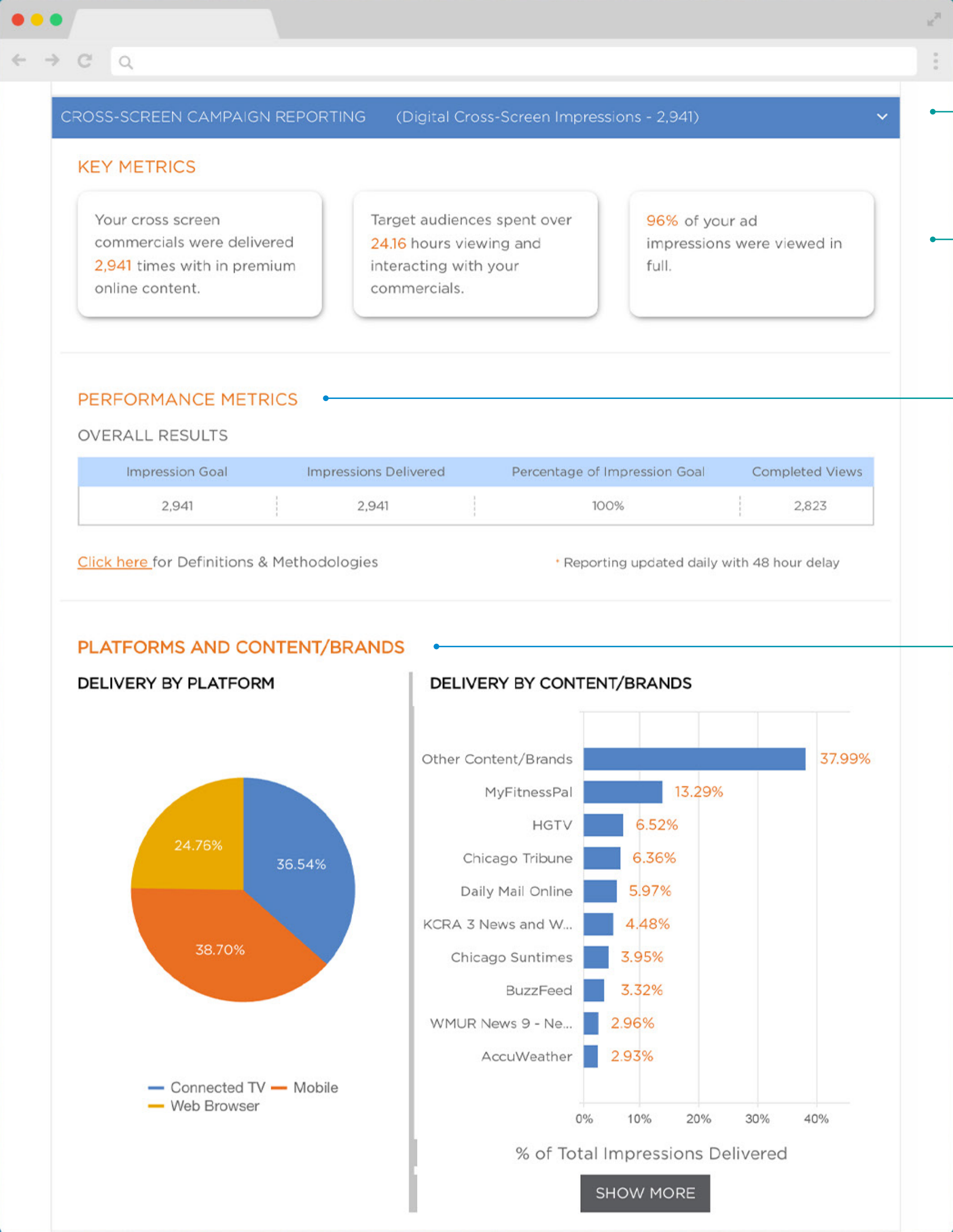
A map of the campaign radius from your requested ZIP code

Viewing Insights

The top 10 networks where your commercial has aired, listed by percentage

The average frequency of your campaign to your target audience

Campaign reporting metrics may take several days to appear, so please check back often for updates.



If your campaign extends across screens, click on the blue bar to see your digital reporting metrics.

Key Metrics

- Cross-screen (digital) impression delivery
- Cumulative hours spent viewing and interacting with your commercials online
- The percentage of your ads that were viewed from start to end

Overall Results

Performance delivery based on the campaign impression goal

Platforms and Content/Brands

Delivery by Platform shows the different platforms and devices where people viewed your commercial.

Delivery by Content/Brands shows the different sites and apps where your commercial appeared within premium video content.

“Other Content/Brands” aggregates the impressions delivered to multiple sites and apps.

We only list the sites and apps where your ad has been delivered a certain number of times in order to comply with privacy rules. If your cross-screen budget is small, or if it’s early in your campaign, the level of detail you’ll receive may be limited.

For more details on reporting and metrics, or if you have any questions, contact our dedicated support team at **888-877-9799** or chat with us at **adplanner.effectv.com/my-campaign**.

effecttv ad plannerSM