Checklist: How to Measure Programmatic Ads

1. **Impressions**
   - Track the number of times an ad is displayed to users.
   - Use this to measure the campaign's reach and overall visibility.

2. **Click-Through Rate (CTR)**
   - Calculate the percentage of ad impressions resulting in clicks.
   - Indicates how engaging and effective the ad is at capturing interest.

3. **Conversion Rate**
   - Monitor the percentage of users who click on the ad and complete the desired action (e.g., purchase, registration).
   - Use this to assess how well the ad drives business objectives.

4. **Cost Per Thousand Impressions (CPM)**
   - Evaluate the cost of 1,000 ad impressions.
   - Helps measure brand awareness efforts and optimize cost efficiency.

5. **Cost Per Click (CPC)**
   - Track the amount spent for each click on the ad.
   - Useful for monitoring direct engagement and click-related spending.

6. **Return on Ad Spend (ROAS)**
   - Measure revenue generated as a percentage of ad spend.
   - Key for understanding the profitability of your campaign.

7. **Viewability**
   - Assess the percentage of ads viewed by users in real time.
   - Ensures your ad has the potential to make an impact.

8. **Engagement Rate**
   - Track user interactions such as likes, shares, comments, or video views (especially on social media).
   - Indicates audience interest and ad relevance.

Implementation Tips:
- Use **real-time analytics tools** to monitor these KPIs.
- Adjust campaign parameters based on the metrics for better performance.
- Ensure metrics align with specific campaign goals (e.g., brand awareness vs. conversions).

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