

## OTT Advertising Metrics Checklist

### 1. Ad Impressions

- What it is: The number of times your ad is shown to viewers.
- Why it matters: Tells you how visible your ad is to your audience.

### 2. Reach

- What it is: The total number of unique people who see your ad.
- Why it matters: Helps you know how many different people your campaign is reaching.

### 3. Frequency

- What it is: The average number of times one person sees your ad.
- Why it matters: Ensures people see your ad enough to remember it, but not too often to avoid annoyance.

### 4. Video Completion Rate (VCR)

- What it is: The percentage of viewers who watch your entire ad.
- Why it matters: Shows how engaging your ad is.

### 5. Cost per Completed View (CPCV)

- What it is: The amount you pay each time someone watches your ad to the end.
- Why it matters: Helps measure if your spending is effective.

### 6. Gross Rating Point (GRP)

- What it is: Combines reach and frequency to measure the overall impact of your ad.
- Why it matters: Shows how well your ad reaches and influences your audience.

### 7. Cost per Acquisition (CPA)

- What it is: The cost of getting someone to take an action (buy something, visit your website, etc.).
- Why it matters: Helps you track how much it costs to achieve your goal.

### 8. Return on Ad Spend (ROAS)

- What it is: The profit made from your ad compared to what you spent on it.
- Why it matters: Tells you if your ad campaign is worth the investment.

### 9. Target Rating Point (TRP)

- What it is: Focuses on your target audience to measure how many people saw your ad and how often.
- Why it matters: Helps you see if your ad is connecting with the right people.

### 10. Engagement Rate

- What it is: Tracks how viewers interact with your ad (e.g., clicking, sharing, or responding).
- Why it matters: Shows how well your ad grabs attention and encourages action.

Use this checklist to monitor your OTT ad performance and improve your campaigns!