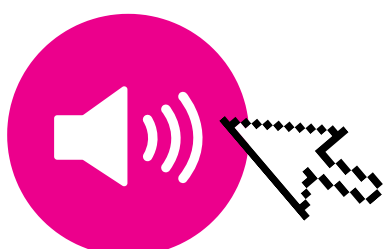


ADSONICA

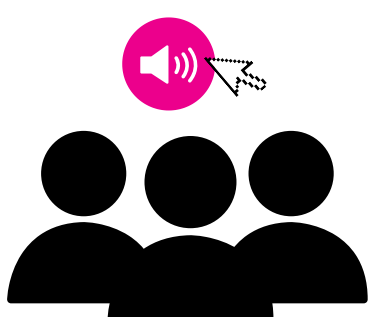
AUDIO DISPLAY AD ANALYTICS GUIDE

As an Adsonica user, you can access your personalized analytics dashboard through the AdsonicaStudio app. By understanding the metrics on offer, you can better analyze and optimize your audio display ads.



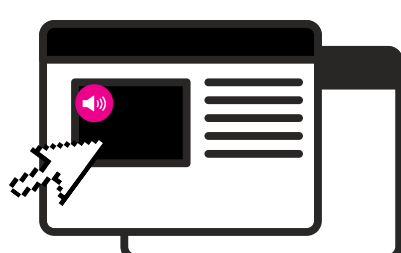
LISTEN CLICKS

- **Raw number** of times someone **clicked the Listen button** to play your ad's audio component.
- A *Listen Click* count of 70 means the button was clicked 70 times.



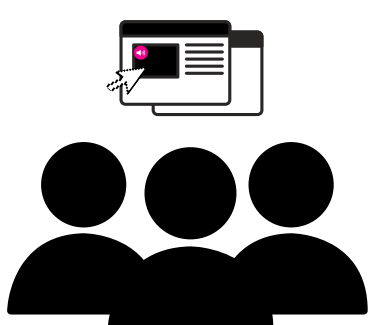
LISTEN RATE

- **Percentage** of users who **clicked the Listen button** to play your ad's audio component.
- Calculated by dividing the total number of *Listen Clicks* by the total number of *Impressions*.



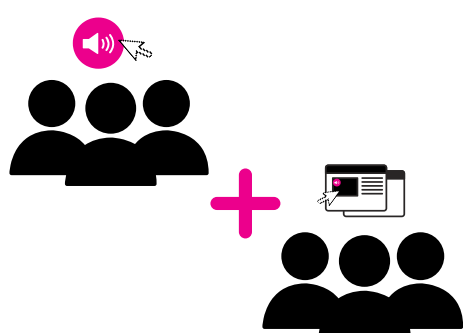
CLICKS

- **Raw number** of times someone **clicked the ad** through to a landing page. This means they clicked anywhere apart from the Listen button.
- A *Click* count of 100 means the ad was clicked 100 times.



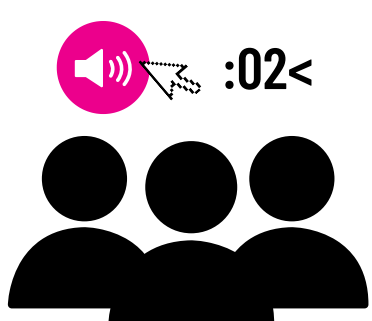
CLICK-THROUGH RATE

- **Percentage** of users who **clicked the ad** through to a landing page.
- Calculated by dividing the total number of *Clicks* by the total number of *Impressions*.



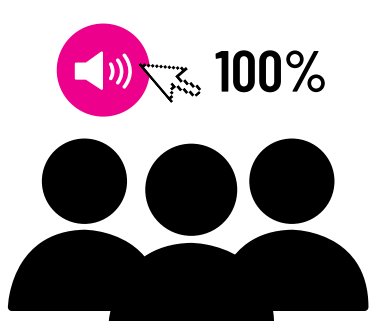
ENGAGEMENT RATE

- A **holistic engagement measurement**—the percentage of users who interacted with the ad, either by generating a *Listen Click* or a *Click*.
- Calculated by adding the *Listen Rate* and the *Click-Through Rate*.



AUDIBILITY RATE

- Percentage of Listens which were **:02 seconds or more**.
- A [Media Rating Council](#) digital audio measurement standard—the audio **equivalent of ad viewability**
- Calculated by dividing the total number of *:02< Duration Listen Clicks* by the total number of *Impressions*.



LISTEN-THROUGH RATE

- Percentage of **highly engaged** Listeners who heard **100%** of your message—the whole audio track.
- Calculated by dividing the total number of *100% Duration Listen Clicks* by the total number of *Listen Clicks*.
- A *Listen Through Rate* of 60% means 60% of the users who clicked the Listen button, heard the whole thing.