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.