

Very report example



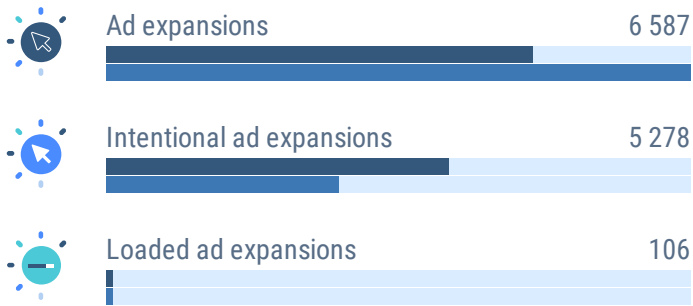
Report date: 16/07/2018 – 22/07/2018

Compared to 09/07/2018 – 15/07/2018

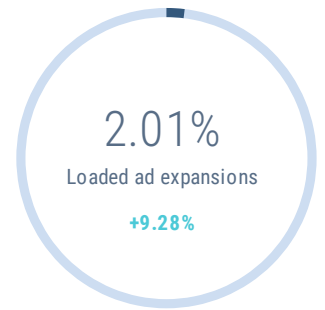
Duration: 7 days

Activity

How many times your audience interacted with the ad content



Source: Whatagraph



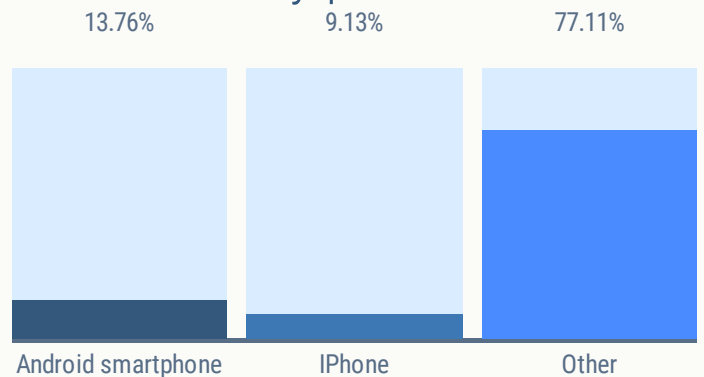
Ad engagement

The number of unit views in which the user interacted with ad



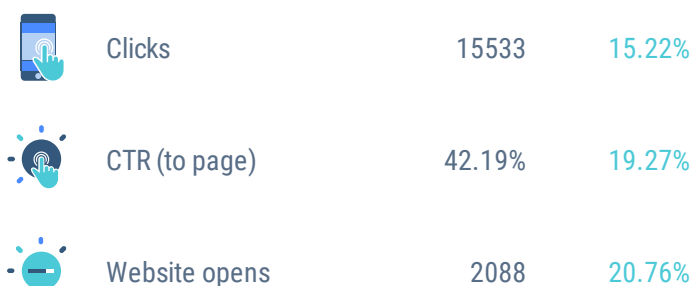
Source: Whatagraph

Breakdown by platform



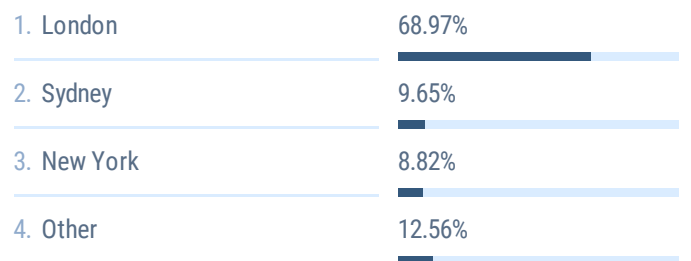
Source: Whatagraph

Expandable banner actions



Source: Whatagraph

Expandable banner type



Source: Whatagraph

Inline video performance

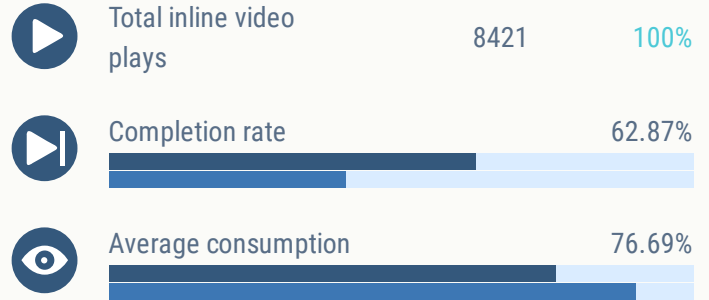
Overview of inline video performance during this period



54:13
min sec

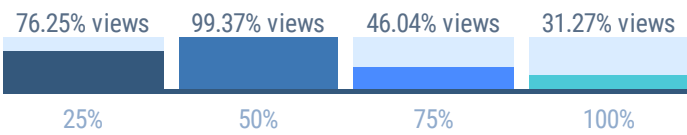
+58.53%
Previous
34:12 min

Source: Whatagraph

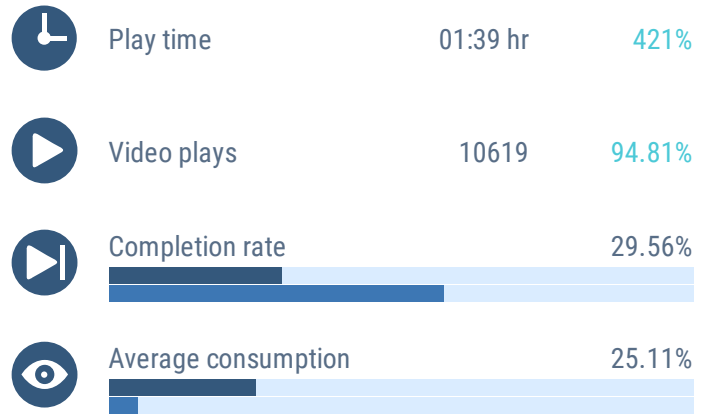


Top video

sparta-kidnap-A.mp4



Source: Whatagraph



Visibility

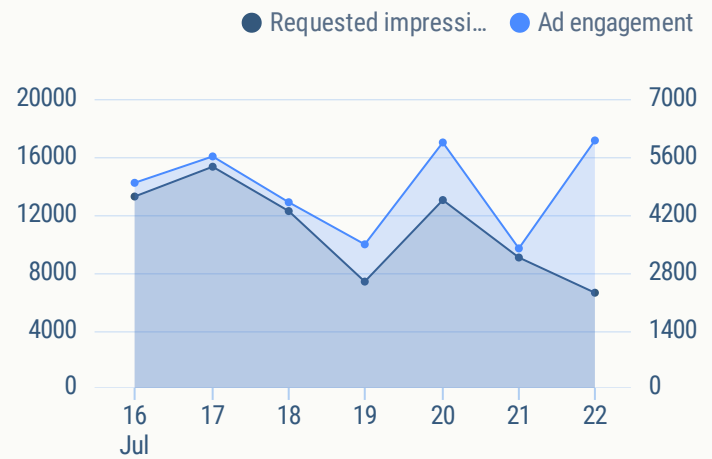
Total number of requested impressions of your campaign content during this period



76 994
Requested impressions

-10.13%
Previous:
85 669

Source: Whatagraph



Time spent on primary unit

Average time users have spent viewing the primary unit



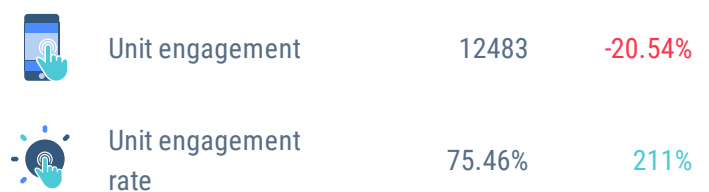
7 863 s.
Average time spent

+138%
Previous:
3 300 s.

Source: Whatagraph

Unit engagement

The number of unit views in which the user interacted with the unit



Source: Whatagraph