Tiger Pistol

Customer Dashboard Metrics Definitions

In this topic we will:

Click to Website Dashboard

Performance Dashboard

PERFORMANCE

Campaigns - The total number of campaigns you have run during the selected timeframe

Website Clicks - The total number of clicks to your website during the selected timeframe

CTR - The aggregate CTR (click through rate) that you have received during the selected timeframe

CPC - The cost per website click during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe
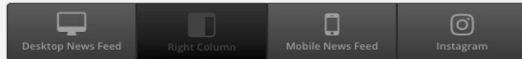
Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe

CAMPAIGN PERFORMANCE

Website Clicks - The number of clicks to your website for the selected campaign

Campaign CPC - The cost per website click for the selected campaign

Campaign CTR - The CTR for the selected campaign

In this topic we will:

Local Awareness Dashboard

PERFORMANCE

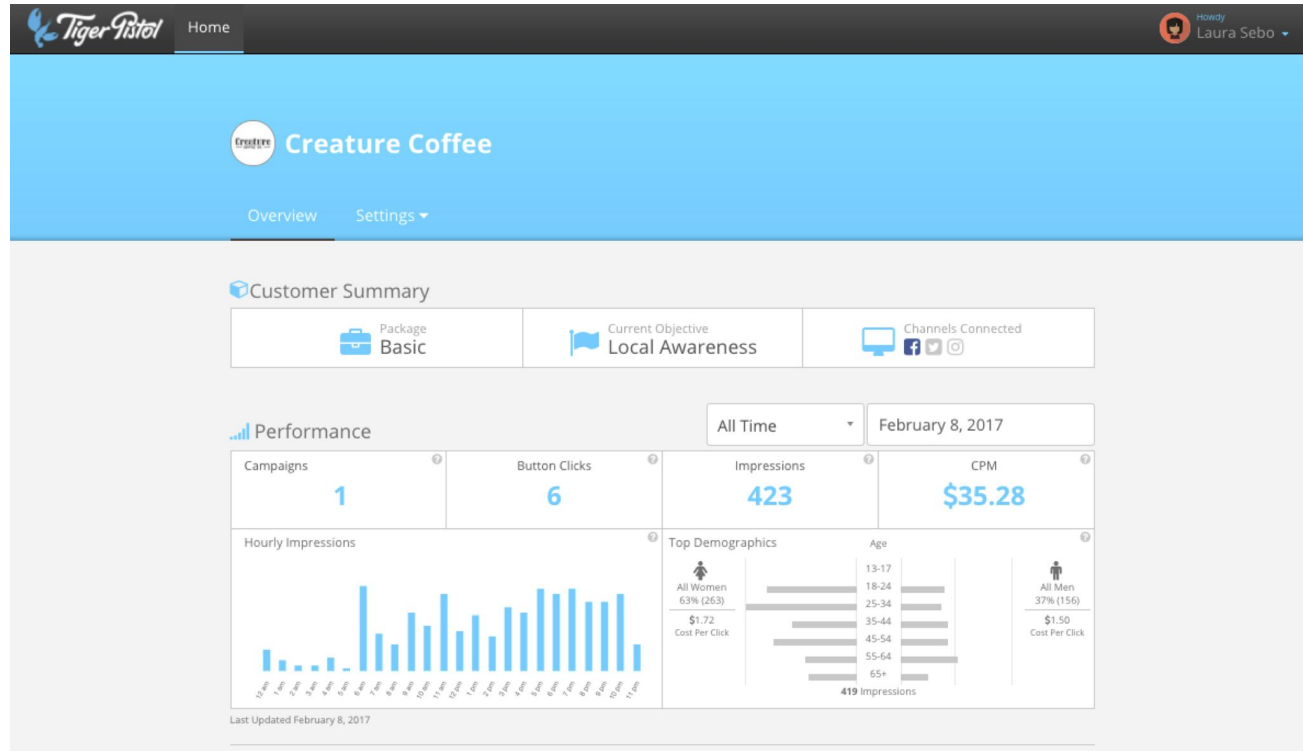**Campaigns** - The total number of campaigns you have run during the selected timeframe

Button Clicks - The total button clicks you have received for the selected duration

Impressions - The total number of times your ad has shown during the selected timeframe

CPM - The cost per one thousand impressions during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe

Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe

Performance Dashboard

CAMPAIGN PERFORMANCE

Impressions - The number of times your ad has shown for the selected campaign

Campaign CPM - The cost per one thousand impressions for selected campaign

Reach - The number of unique people who saw your ads for the selected campaign

In this topic we will:

Lead Generation Dashboard

Performance Dashboard

PERFORMANCE

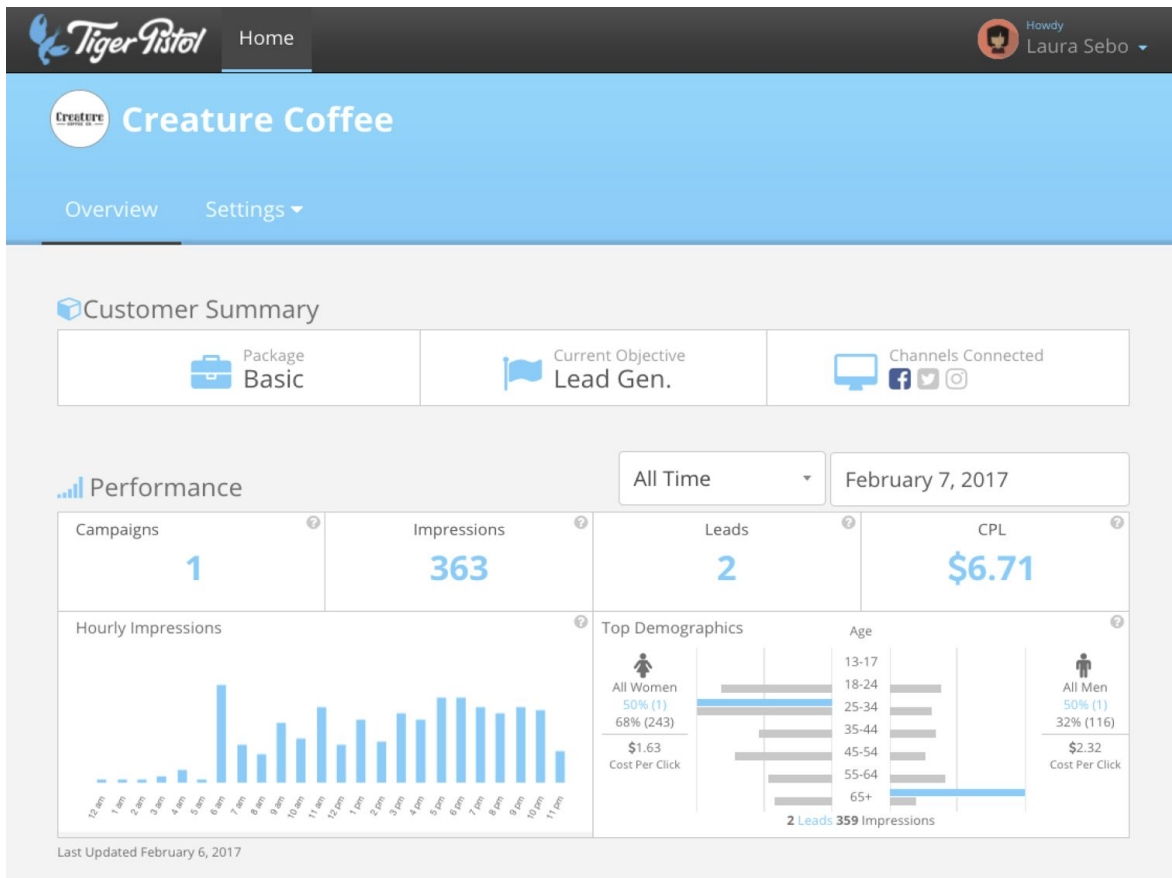**Campaigns** - The total number of campaigns you have run during the selected timeframe

Impressions - The total number of times your ad has shown during the selected timeframe

Leads - The total number of leads you have received during the selected timeframe

CPL - The cost per lead during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe

Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe

📢 Campaign Performance - 29 Jan - 14 Feb Campaign

CAMPAIGN PERFORMANCE

Leads - The number of leads you have received for the selected campaign

Campaign CPL - The cost per lead for the selected campaign

Impressions - The number of times your ad has shown for the selected campaign