



# Engagement Analytics

## What is Engagement?

Engagement is a summary of data points that can provide a more in-depth look at user activities and experiences by observing and tracking different user interactions. It can be a useful diagnostic tool to measure user responses and adapt campaign settings based on performance data. Every custom banner creative built by QuinStreet includes engagement analytics reporting.

## How does engagement compare to click-through rate (CTR)?

Engagement banners are designed to allow interaction within creatives. This creates unique and varied ways for users to interact - but it also may introduce changes to some of the fundamental behaviors that most marketers expect from banners. Clicks may not always take visitors to a landing page – instead, they may navigate to a different tab within the banner, or play a video, or expand.

Many marketers look at CTR as success indicator. But there are many different ways to measure performance – it all depends on your KPI and the design and functionality of your banner. Some metrics are arguably more valuable than CTR, especially if a click does not lead to a landing page.

## What benchmarks should I set?

Depending upon how readers can interact with your banner, some creatives may have higher engagement or interaction rates than others. For B2B Rich Media creatives, Google has a benchmarking tool that you can use to help you better understand how similar creatives have performed historically:

<https://www.richmediagallery.com/tools/benchmarks>

## Can engagement reporting be customized?

Almost every type of interaction that takes place within a rich media custom banner can be tracked. We support custom event tracking and can implement third-party creative and analytics tags within your custom banners.

We can deliver customized reports to match your engagement analytics template. Send a copy of your reporting template to your account manager, and we will work to map all of the available engagement data to your template for weekly reporting. Note that daily, automated engagement analytics reporting cannot be customized.



# Metrics Glossary

## Reach

Reach metrics measure user exposure to the advertisement

Metric	Description
Loaded Impressions	A rich media ad was downloaded and displayed in the browser
Viewable impressions	A rich media ad was loaded and displayed in the browser that was IAB viewable*
Viewable Rate	Total Viewable impressions / Served impressions

## Attention

Attention metrics measure how much time a user spends on the advertisement

Metric	Description
Average time spent	Average amount of time spent on the ad unit (in seconds)

## Interactions

Interactions measure engagement by observing and tracking various user behaviors in-banner

Metric	Description
Click	The number of impressions where a click occurred
Website opens on screen	The number of times the user was led to an external website, from a particular screen
Ad expansions	The number of impressions in which the advertisement expanded (if applicable)
Ad engagements	The number of impression in which the user has interacted with an advertisement
Ad Engagement Rate	Total Ad Engagements / Total Served Impressions
Inline video plays	The number of times a video was loaded and playback began



Automatic inline video plays	The number of inline video plays in which the video was configured to start automatically
Inline video completion rate	The ratio of users that completed the video, in quartiles
Inline video play time	The total amount of time all users spent viewing the video
Average inline video play time	The average amount of time users spent viewing the video (in seconds)
Inline video audibility rate	The average percent of video played with audible sound (measured by the ratio of inline video audible time to inline video play time)
Twitter share attempts	The number of times users attempted to share creative content on Twitter
Twitter profile opens	The number of times users opened a Twitter profile
Facebook Likes	The number of times users liked a Facebook page through the advertisement
Facebook share attempts	The number of times users attempted to share creative content on Facebook
Facebook share successes	The number of times users successfully shared creative content on Facebook
Facebook share success rate	Facebook Share successes / Facebook Share attempts

## Custom Events

Custom events show specific, custom interactions within the advertisement that clients can define

Metric	Description
Reporting Label	The name given to the custom event
Custom event occurrences	The number of custom event occurrences
Custom event occurrences unique by impression	The number of custom event occurrences unique by impression and reporting label

\*IAB criteria for viewability is at least 30% (for large size ads) or at least 50% of the creative (for all other ads) was displayed to the user for at least 1 continuous second.