Reporting Glossary

LKQD™ Reporting

Data is refreshed every 2 minutes.

Opportunities: The number of valid publisher ad opportunities. Note: Ad opportunities are environment specific. For example, if an ad request is made to a tag where the supply source's environment is mobile, only ad requests from mobile devices will generate ad opportunities. Ad requests to the same tag from desktop devices will not generate ad opportunities.

Ineligible Ops - Restrictions: The sum of supply requests that were not eligible to be an Opportunity due to Account or Supply Source restriction settings

Ineligible Ops - Demand: The sum of supply requests that were not eligible to be an Opportunity because there were no eligible Demand Tags to request an ad from.

Tag Requests: An ad request made to an eligible demand tag. A single Opportunity typically results in multiple ad (demand) tag requests to maximize the probability of filling the opportunity and maximizing your revenue. For additional insight, please see: Ad Selection

VAST Ads: An 'ad' is recorded if a valid ad response is received back from the demand source request.

VPAID Responses: The number of times a demand tag responds with a VPAID ad manager which must be loaded to determine if an ad is available.

VPAID Attempts: The number of times LKQD attempts to initialize a demand tag's VPAID ad manager to determine if an ad is available.

VPAID Ads: The number of times a demand tag's VPAID ad manager is initialized and indicates that it has an ad available for playback.

Wins: A 'win' occurs when a demand source returns a VAST ad or VPAID ad and has been selected among all the other eligible demand sources to be eligible for the publisher to play the ad.

Impressions: The number of ad plays (views).

VAST Ad Rate: VAST Ads / (Requests - VPAID Responses)

VPAID Ad Rate: VPAID Ads / VPAID Attempts

Fill Rate: Impressions / Opportunities. Note: Fill rate is calculated at the supply level and the ad rate is calculated at the demand level.

Win Rate: Wins / Ads. Note: This metric is only available when at least one demand dimension has been selected.

Efficiency Rate: Impressions / Wins.

CPM: (Cost Per Milli) The average CPM (revenue).

Revenue: Demand CPM Rate * Impressions.

Cost: Impressions * Inventory Cost. Note: this does not include LKQD™ platform service fees.

Profit: Revenue – Cost. Note: this does not include LKQD™ platform service fees.

Profit Margin: The percentage of Profit / Revenue.

Clicks: The number of clicks recorded.

CTR: (Click Through Rate) Clicks / Impressions.

25% Views: The number of ad plays that played through 25% of the duration of the ad.

50% Views: The number of ad plays that played through 50% of the duration of the ad.

75% Views: The number of ad plays that played through 75% of the duration of the ad.

100% Views: The number of ad plays that played through to the duration of the ad (ad completions).

Ad Starts: The number of individual ad creative starts. *Please note that not all publisher fire this metric, so Ad Start counts may vary by publisher.*

25% View Rate: 25% Views / Impressions

50% View Rate: 50% Views / Impressions

75% View Rate: 75% Views / Impressions

100% View Rate: 100% Views / Impressions (Also known as View Through Rate or VTR)

Format Loads: This number of times a LKQD Format tag (using LKQD Player 2.0) has loaded.

Format Fill Rate: Impressions / Format Loads. This displays the total fill rate of Format tag loads.

Ad Start Rate: Ad Starts / Impressions

VPAID Opt Outs: The number of times a demand tag's VPAID ad manager indicates it does not have an ad available to deliver.

VPAID Timeouts: The number of times a demand tag's VPAID ad manager does not respond (with or without an ad) before the timeout limit is reached.

VPAID Errors: The number of times a demand tag's VPAID ad manager is unable to successfully initialize.

VPAID Opt Out Rate: VPAID Opt Outs / VPAID Attempts

VPAID Timeout Rate: VPAID Timeouts / VPAID Attempts

VPAID Error Rate: VPAID Errors / VPAID Attempts

Tag Timeouts: The number of times a Demand Tag did not respond before the timeout threshold was met.

Tag Timeout Rate: Timeouts / Requests

Tag Errors*: The number of times an error is experienced when requesting an ad from a Demand Tag.

Tag Error Rate*: Tag Errors / Requests

Playback Errors*: The number of times an error is experienced when attempting playback of an ad.

Playback Error Rate*: Playback Errors / Wins

Viewability Measured Impressions: The number of impressions served where viewability was able to be measured. For more information, please see: Viewabilty

Viewable Impressions: The number of impressions that were delivered in-view. For more information, please see: Viewabilty

Viewability Measured Rate: Measurable Impressions / Impressions. For more information, please see: Viewabilty

Viewability Rate: Viewable Impressions / Measured Impressions. For more information, please see: Viewabilty

WhiteOps Blocks: The number of blocks as a result of WhiteOps prebid IVT evaluations.

Pre-bid IVT Lookups: The number of potential opportunities sent to third party pre-bid partners for IVT evaluation. This does not include vendors who have their own branded metrics.

Pre-bid IVT Evaluations: The number of blocks as a result of third party pre-bid IVT evaluations. This does not include vendors who have their own branded metrics.

Pixalate Blocks: The number of blocks as a result of Pixalate pre-bid IVT evaluations.

Pixalate Evaluations: The number of IVT pre-bid evaluations completed by Pixalate.

Anonymous IP Blocks: The number of blocks as a result of LKQD's anonymous IP traffic filter.