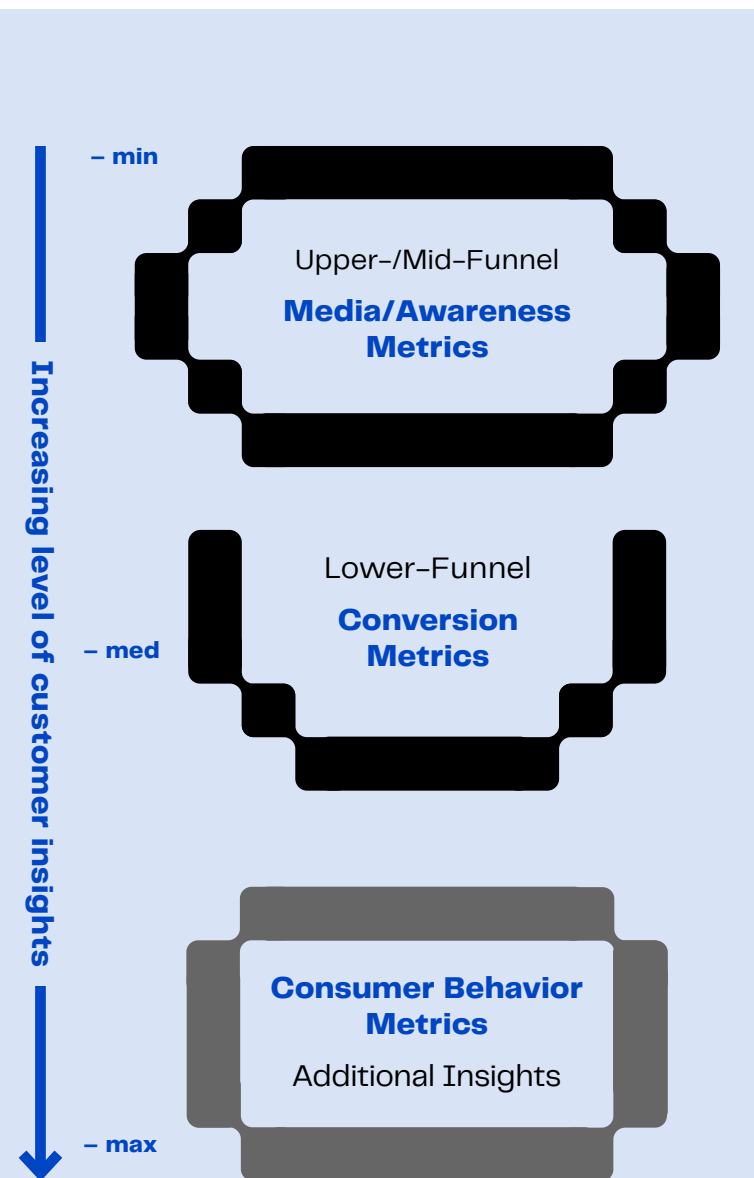


Retail Media Standard Metrics – powered by RMC @ BVDW

Retail Media Funnel



Definitions:

Media/Awareness Metrics
Performance of the advertising medium in terms of **playout and clicks**, among other things.

Conversion Metrics
Performance of the campaign in relation to the **conversion of the campaign**.

Consumer Behavior Metrics
Performance of the retailer. Go far **beyond the core requirements** of the campaign KPIs.

Media/Awareness Metrics

KPI	Definitions	Criteria/Example
Ad Impression	Ad impression through playout of an advertising material by an ad server.	The impression is triggered by a user's request (or by the browser/app) and the display of an ad, adjusted for impressions generated by non-human traffic (e.g. search engine scans).
Ad Clicks	Ad clicks describe the number of clicks on an online ad.	A user triggers the ad click by clicking on the ad.
Cost per Mille (CPM)	Costs incurred for booking 1,000 ad impressions.	Compensation paid by the advertiser for 1,000 ad impressions.
Cost per Click (CPC)	Costs incurred for a click on an ad.	Compensation paid by the advertiser per ad click.
eCPM	Effective Cost Per Mille indicates how effectively 1,000 ad impressions have been purchased.	Non-CPM billing models are converted to an average CPM.
Viewability	Measurement of digital ad impressions with the following minimum criteria: 50% of ad pixels seen for min. 1 continuous second.	<p>Pixel requirement: Greater than or equal to 50% of the pixels in the ad are within the viewable area of the browser page or in the app on a focused browser/app tab.</p> <p>Time requirement: The time in which the pixel requirement is met is greater than or equal to one continuous second after the ad was rendered.</p> <p>Video time requirement: To be counted as a viewable video ad insertion, 2 seconds of the video ad must be played continuously with the same pixel requirement of 50%.</p>

Conversion Metrics

KPI	Definitions	Criteria/Example
Conversion	Marketing measure that converts the target person addressed.	<ul style="list-style-type: none"> • Conversion of a website visitor into a prospective customer for an offer • Registration for a newsletter on a website • Conversion of a visitor of an online store to a buyer or customer
Conversion Rate	The CVR describes the % ratio of the conversion to the defined measured variable.	<ul style="list-style-type: none"> • Calculation of the conversion (purchase, registration, etc.) • By means of defined metrics (impressions, clicks, users, etc.)
CPX	Generic term for performance-based billing models.	<p>The calculation of the CPX results from the conversion ratio/expenditure. Examples of this are</p> <ul style="list-style-type: none"> • Cost per action • Cost per click • Cost per lead • Cost per order
ROAS	ROAS stands for „Return on Advertising Spend“. This key figure indicates the actual profit per advertisement.	<p>The ROAS calculation is based on turnover/expenditure. The ROAS can be shown on three levels:</p> <p>ROAS 1: Brand level: Products of the brand related to the campaign were purchased during the campaign period.</p> <p>ROAS 2: Category level: Products of the brand from the range related to the campaign were purchased during the campaign period.</p> <p>ROAS 3: Product level: The products that were advertised within the campaign were purchased during the campaign period.</p> <p>Example: The attribution window for the ROAS is 14 days for post-click and 14 days for post-view.</p>

Consumer Behaviour (Additional Insights)

KPI	Definitions
Category Share Growth	Defines the growth of the advertised items compared to the overall growth of the category during a media campaign. This helps to determine whether the campaign is increasing market share.
% of New Buyers	Defines the percentage of buyers who have purchased an advertised item after an ad has been displayed and have not yet done so in a defined period before.
New-to-Brand	Defines buyers who have not previously purchased any products of the advertised brand within a defined time frame.
Purchase Frequency	Defines recurring buyers who have bought the same product within a certain time frame but not within the same session.
Brand Halo	Defines buyers who have not purchased the specific advertised product, but another product of the brand.
Category Halo	Defines buyers who have not purchased the specific advertised product, but have purchased another product of the brand within the same product category of the advertised product.