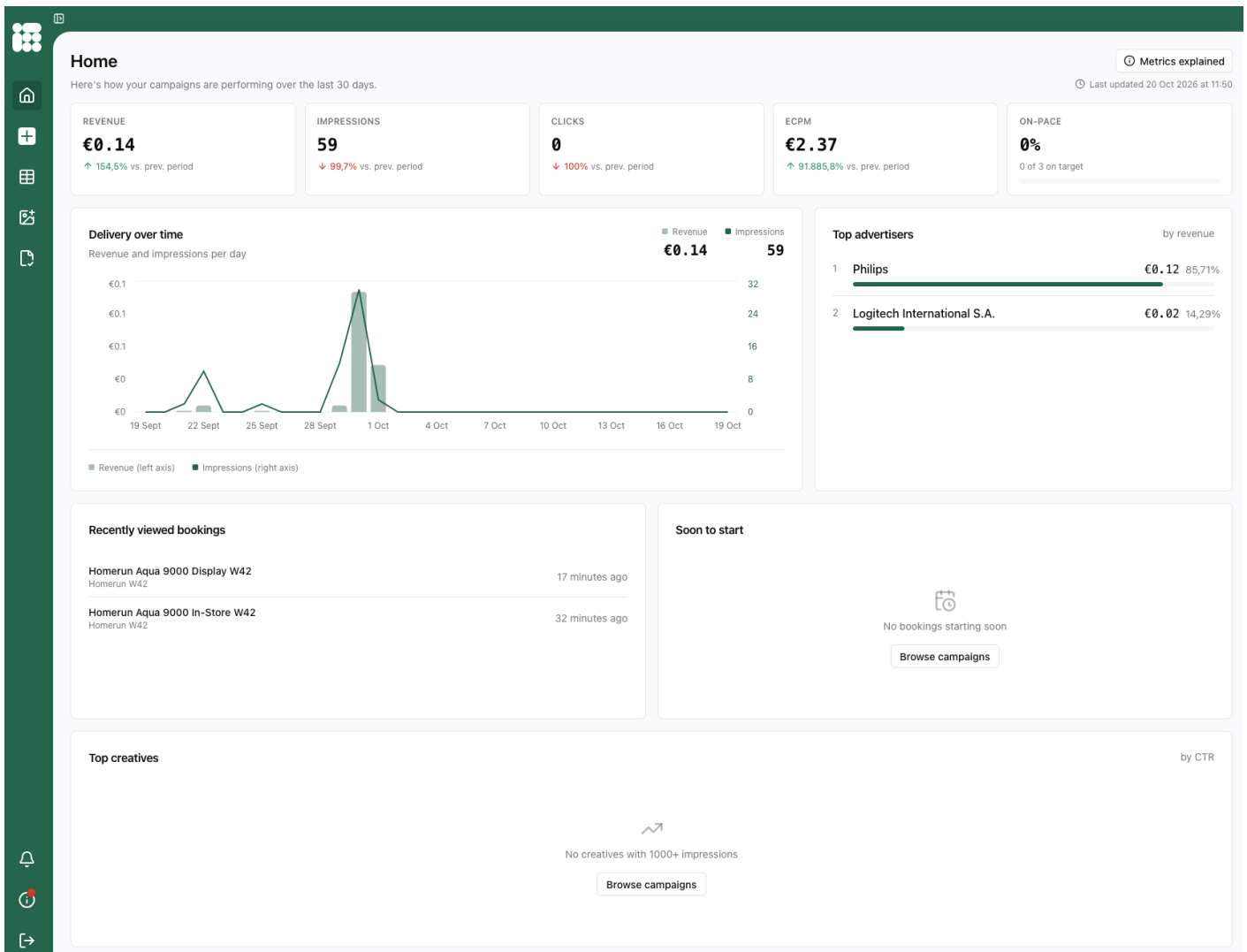


Homepage

When you log into Adhese using the Campaign Manager interface, the first page you will land on is the *Home* page:



The numbers presented here are based on an internal account and are purely illustrative.

The Home page gives you several insights of your account at a glance:

- Revenue, Impressions, Clicks and eCPM metrics compared to the previous period (last 30 days)

- The amount of campaigns that are *on-pace*, meaning currently on target to meet their objectives.
- Delivery over time based on both impressions and revenue.
- Top advertisers by revenue
- Recently viewed bookings accountwide
- Soon to start bookings
- Top performing creatives by click-through rate (CTR)

For more information on how these metrics are calculated, click the *Metrics explained* button in the top right corner:

Metrics explained

How these metrics are calculated

Applies to every figure on this page, across all campaigns you manage, over the last 30 days. "Prev. period" indicates a comparison of the last 30 days to the preceding 30 days.

Revenue

What advertisers spent on ads that actually ran on your inventory.

$$(\text{impressions} \div 1000 \times \text{CPM}) + (\text{clicks} \times \text{CPC})$$

Impressions

How many times an ad was actually shown to a shopper.

count of measured ad views

Clicks

How many shoppers tapped or clicked an ad after seeing it.

count of validated clicks (bots excluded)

CTR

How compelling a creative is: the share of views that led to a click.

$$\text{clicks} \div \text{impressions} \times 100$$

eCPM

What you earn per thousand ads shown — lets you compare inventory of different sizes.

$$\text{revenue} \div \text{impressions} \times 1000$$

On-pace

Whether campaigns are delivering fast enough to finish on time. Under 100% means they're behind.

$$\text{delivered to date} \div \text{expected to date} \times 100$$

Revision #2

Created 2026-10-20 09:49:31 UTC by Casper Steuperaert

Updated 2026-10-20 09:58:45 UTC by Casper Steuperaert