O142 IGNITION PROGRAM

Campaign Metrics and What They Mean

Orange 142®

A Direct Digital Holdings Company

Forward

Understanding Your Campaign Metrics

One of the biggest advantages of digital advertising is the ability to measure what matters. You can:

- Reach your exact audience using a variety of targeting criteria.
- Track whether your ads are being seen (i.e., "viewability).
- Understand how people respond by clicking on an ad, exploring your website, or taking a specific action.

While all campaign data is anonymous, it still offers powerful insights. You can see which channels and devices are most effective, where conversions happen most frequently, and what patterns emerge across the customer journey. Sometimes, this data can inform your product roadmap or broader marketing strategy.

Each channel, whether display, search, social, or CTV, shares a core set of metrics, such as the number of impressions. Some metrics are unique to the ad format or channel (e.g., video completion rate or number of social shares). This guide walks you through the standard metrics you'll see on the real-time dashboard your Orange 142 team will share once your campaign is live.

Beyond standard metrics, your Orange 142 will report other helpful insights, such as how each creative, channel, and geographical region performs.

As digital platforms and measurement tools evolve, so will the metrics that matter. This guide reflects current best practices, but your Orange 142 team will keep you updated as new insights and reporting capabilities become available.

About the Orange 142 Ignition Program

This guide is a component of the Orange 142 Ignition Program, a client success toolkit designed to help brands and agencies get up to speed quickly with digital advertising. Whether running your first campaign or expanding your service offering, the program provides educational guides, onboarding resources, planning checklists, and team support to ensure your campaigns are well-informed, well-executed, and aligned with your business goals.

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1. Google Analytics Metrics

Orange 142 may request access to your Google Analytics account as part of the campaign onboarding process. If granted, this access allows us to connect user behavior on your website to ad impressions and clicks — across all channels, including display, video, paid search, social media, digital audio, and CTV.

That means we can go beyond tracking whether someone saw or clicked an ad and analyze what they did after arriving on your site: which pages they visited, how long they stayed, and whether they took meaningful actions. These insights complement standard campaign metrics and help you understand what content is resonating, where users are engaging, and how to improve the overall user experience.

Metric	Definition	What it Tells You
Users	Unique visitors who interacted with your site after engaging with your ad.	Indicates the reach of your campaign in terms of individual people, not just impressions or clicks. Helps gauge audience size and uniqueness.
Sessions	A group of user interactions on your website within a given timeframe.	Offers insight into how often people are returning or engaging with your site. More sessions may signal higher sustained interest.
Pageviews	The total number of pages viewed. Repeated views of a single page are counted.	Shows how much content users are consuming. High page views reflect strong engagement or good internal linking.
Average Session Duration	The average amount of time users spend on your site during a session.	Offers insight into content quality and user interest. Longer durations suggest the content is relevant and engaging.
Bounce Rate	The percentage of visitors who leave your site after viewing only one page.	A high bounce rate may indicate the landing page didn't meet user

		expectations or lacked a strong call to action.
Engagement Rate	The percentage of sessions (from ad traffic) that lasted 10+ seconds, included a conversion, or had 2+ pageviews (per GA4).	It helps assess on-site engagement from ad clicks. A low rate may suggest a poor landing page experience or low audience intent.

2. Display Metrics

Display ads are one of the most widely used formats in digital advertising. They appear across the web and in apps as banners, rich media, and other visual placements on desktop and mobile devices. Because they're highly scalable and easy to customize, display ads are often used to build brand awareness, drive traffic, and support conversions.

One of the reasons display ads are so powerful is their ability to focus on a specific audience. For instance, display ads can be targeted by audience, geography, behavior, or context. They also generate valuable performance data with every impression.

The metrics in this section help you understand how your display ads perform and provide a roadmap for your Orange 142 team to optimize campaign strategy to drive even stronger performance.

Metric	Definition	What it Tells You
Impressions	The total number of times your ad was served to users, regardless of whether it was viewed or clicked.	Helps you gauge the overall scale and pacing of your campaign. If your impression count is significantly lower than expected, it could indicate issues with your bidding strategy, budget, targeting parameters, or available inventory. Low impressions may mean your ad isn't entering enough auctions or winning them, so adjustments may be needed to improve delivery.
Cost-Per-Mille (CPM)	CPM is the amount you pay for every 1,000 times your ad is served. It's a standard pricing model for awareness campaigns and upper-funnel tactics.	CPM reflects how expensive it is to reach your audience at scale. A rising CPM suggests increased competition for the same inventory or that you're targeting high-value users (e.g., via premium

| | | placements or specific demographics).

A low CPM can be efficient only if paired with strong downstream performance (clicks, conversions, etc.).

High CPMs might be justified if the placements are brand-safe, highly targeted, or attention-rich (e.g., CTV, homepage takeovers). |
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| **Viewability** | The percentage of impressions where the ad was viewable to a user (e.g., 50% of the ad was in view for at least one second, per MRC standards). | Viewability helps ensure your ads have a chance to be seen. A low viewability rate could mean your ads appear below the fold or on low-quality sites. Improving viewability often leads to better engagement and a higher return on ad spend. |
| **Clicks** | The number of times users clicked on your ad. | Clicks indicate how many people were interested enough in your ad to take the next step. This metric helps measure engagement and the effectiveness of your creative, messaging, and call-to-action (CTA).

A low click count. Especially if high impressions may signal that your ad isn't resonating with the audience. It could be time to refresh your creative, rework your headline, or rethink your targeting strategy. |
| **Click-Through Rate (CTR)** | The percentage of people who saw your ad and clicked on it. It's calculated by dividing the number of clicks by the number of | Indicates how compelling your ad is to the people who see it. A low CTR could signal that your creative isn't resonating, your messaging |

	impressions, then multiplying by 100.	is unclear, or your targeting is off. A strong CTR typically means your ad is relevant and engaging to your audience. It's a leading indicator of performance, especially in the early stages of a campaign before conversions have built up.
Cost-Per-Click (CPC)	The average amount you pay each time someone clicks on your ad. It's calculated by dividing your total ad spend by the number of clicks.	Tells you how efficiently your campaign is generating traffic. A high CPC may indicate strong competition for your target audience, poor quality scores, or underperforming ad creative. A low CPC suggests you're reaching the right people at the right time, with relevant messaging and well-optimized targeting. Monitoring CPC helps you manage your budget effectively and benchmark the cost of engagement across channels and tactics.
Cost-Per-Action (CPA)	Measures how much you're paying, on average, for each conversion (e.g., a purchase, form fill, or other goal completion). It reflects the cost of turning a click or impression into a meaningful business outcome.	Tells you how efficiently your campaign is driving results. A rising CPA may signal issues with landing page performance, conversion friction, or poor audience targeting. A low CPA indicates strong ad relevance, high intent traffic, and a well-optimized conversion path. It's one of the most critical metrics for evaluating return on investment.

| Return on Ad Spend (ROAS) | Measures the revenue generated for every dollar spent on advertising. It tells you how effectively your campaign drives sales, and it's typically expressed as a ratio. | ROAS helps you understand your campaign's financial return. A high ROAS indicates that your ads are generating significant revenue relative to spend. A low ROAS might mean your targeting, messaging, or user experience isn't aligned with high-value conversions. ROAS is particularly important for e-commerce and direct-to-consumer brands, where spend can be directly tied to sales. |

3. Video Metrics

Video ads do more than deliver a message; they tell a story. Thanks to their unique combination of sight, sound, and motion, video ads effectively promote brand awareness and recall.

Video Ad Placements
Where your video ad appears about the content matters, and different placements offer different benefits:

- **Pre-roll** ads play before the main content begins. They're ideal for brand messages that need attention upfront before viewers get absorbed in what they came to watch.

- **Mid-roll.** These ads perform well during a break in the content because the viewer is already engaged. Completion rates are often higher, especially if the content is long-form.

- **Post-roll** ads appear after the main content ends. They can reinforce a message, especially when paired with strong creative and a compelling call to action.

Many of the same metrics used in display, such as CPM, CTR, and CPA, also apply to video. But video also unlocks a richer layer of insight into viewer behavior. How many people watched the full ad? Where did they drop off? Did they mute the sound or watch on a connected TV?

These metrics help you go beyond basic exposure to understand how viewers engage with your content and whether your message is landing as intended.

Metric	Definition	What it Tells You
Video Views	The number of times your video ad has started playing.	Helps measure exposure and top-of-funnel interest. It's important to clarify whether the platform counts a view at 2 seconds, 3 seconds, or a complete play. Not all "views" are created equal, and inflated view counts with low engagement may signal poor targeting or weak creative.
Viewability	For video ads, the Media Rating Council (MRC) defines a video as viewable when at least 50% of the player is in view for at least 2 continuous seconds. Platforms may also report extended viewability (e.g., 10 seconds in view, 100% in view, etc.).	Viewability indicates whether your video ad had a fair chance of being seen. A low viewability rate could mean your ads are rendering too low on the page, are being served in background tabs, or are being skipped too early. High viewability is essential for brand impact and often correlates with better recall and stronger performance.
View-Through Rate (VTR)	The percentage of users who viewed your video ad to completion. It's calculated by dividing completed views by impressions (or starts).	Indicates how engaging your video is. A low VTR could mean the creative isn't paying attention or targeting the wrong audience. A high VTR shows strong engagement and message retention, critical for brand-building and storytelling campaigns.
Video Completion Rate (VCR)	Often used interchangeably with VTR, VCR is the percentage of viewers who watched your video.	Strong VCR means your video is resonating and holding attention. If you see a high drop-off rate early in the video, you may need to revise your hook or shorten the creative.

Quartile Completion Rates (25%, 50%, 75%, 100%)	The percentage of viewers who watched the first 25%, 50%, 75%, and 100% of your video.	Helps identify where viewers are dropping off. If most people stop watching before the halfway mark, consider reworking the pacing, shortening the video, or front-loading key messages.
Mute Rate	The percentage of users who mute your video ad.	A high mute rate can indicate that your creative is intrusive, poorly matched to the audience, or that your opening audio is off-putting. It's an indirect signal of user dissatisfaction.
Video Starts	The number of times a video ad began to play, regardless of whether it was watched fully.	It is useful for identifying technical issues (e.g., if impressions are high but starts are low) or drop-off due to autoplay settings or user behavior.

4. PPC Metrics

Pay-per-click (PPC) advertising covers many intent-driven campaign types, designed to capture users actively searching for products or services. At Orange 142, we organize PPC campaigns into three categories: paid search, Performance Max (PMAX), and shopping. Each requires distinct tactics, optimizations, and measurement approaches.

Your Orange 142 team will actively manage and optimize your campaigns, adjusting bids, refining keywords, and improving ad quality to keep performance strong and spend efficient. The metrics in this section will help you understand how well your search campaign is working and where there may be opportunities to improve.

Paid Search
Paid search ads appear in search engine results when users search for specific keywords. These ads are highly effective at capturing intent, but often require continuous bid and quality optimizations.

Metric	Definition	What it Tells You
Impressions	The number of times your search ad appears on a search engine results page (SERP).	An indication of how often your ads are eligible to be seen. Low impressions could mean you're bidding on low-volume keywords, your budget is too restrictive, or your quality score limits visibility.
Clicks	Number of times your ads are clicked.	Measures your ad's level of interest or relevance to the keyword searched. A healthy click volume indicates that your ad copy and targeting align well with user intent.
Click-Through-Rate (CTR)	Clicks divided by impressions, expressed as a percentage.	CTR indicates how compelling your ad is to users. A high CTR suggests strong relevance between your ad copy and the user's query. A low CTR could point

		to weak messaging or irrelevant keywords.
Cost-Per-Click (CPC)	The average amount you pay per click on your ad.	A high CPC may mean you're bidding on popular (and competitive) keywords. Or, it can mean that your ad isn't performing as well as others. Keeping an eye on CPC helps you manage your budget and ensure you get good value for each click.
Quality Score	A Google-assigned score (1–10) based on ad relevance, expected CTR, and landing page experience.	It affects your ad rank and CPC. A higher quality score can lower your CPC and improve your ad position. If your score is low, it often means there's misalignment between your keywords, ad copy, and landing page.
Impression Share	The percentage of available impressions your ad received out of the total eligible impressions.	This metric tells you a lot about your ad's visibility. Low impression share can mean losing out to competitors due to budget or ad rank limitations.
Search Lost Impression Share (Budget or Rank)	The percentage of impressions you lost due to budget constraints or low ad rank.	This will help us pinpoint why you're not reaching more of your audience, whether due to underfunding, a need to improve ad quality, or bid strategy.
Conversion Rate	The percentage of users who took a desired action after clicking your ad.	Measures efficiency. A rising CPA may indicate increasing competition, lower quality traffic, or poor landing page performance.
Cost-Per-Acquisition (CPA)	The average cost to acquire a conversion.	Measures efficiency. A rising CPA may indicate increasing competition, lower quality traffic, or poor landing page performance.

Performance Max (PMAX)

PMax campaigns use Google's AI to serve ads across its entire inventory—search, display, YouTube, Gmail, and Maps. Instead of managing keywords and placements separately, your Orange 142 team provides Google with the creative assets, audience signals, and goals, and PMax does the rest.

It's great for full-funnel campaigns and works exceptionally well with branded and non-branded search.

Metric	Definition	What it Tells You
Conversions	The number of desired actions taken after seeing an ad.	Shows how well the campaign drives specific outcomes, such as purchases, bookings, or completed online forms.
Cost Per Acquisition (CPA)	The average amount spent for each conversion.	It helps us understand the efficiency of your spending. A low CPA means your budget is working hard to drive real results.
Conversion Value	The total dollar value from all tracked conversions.	Conversion value rules let you better express the value of conversions as they relate to your business, and easily adjust values for conversions based on geographic location, device type, and audiences at auction time bidding in real time. (source)
Return on Ad Spend (ROAS)	The revenue generated for each dollar spent on advertising.	A higher ROAS indicates a strong financial return. It's especially important when your campaign's goal is revenue, not just clicks.
Asset Group Performance	Shows how each collection of creative assets is performing.	Helps identify which visuals and copy combinations resonate best so we can optimize for stronger performance.

Search Impression Share	The percentage of eligible search impressions your campaign captured.	This helps us determine how well you're capturing impressions. A low number might mean you need stronger bids or more relevant creative.

Shopping

Shopping campaigns show your products in Google results with price, image, and store name, making them especially effective for online retail.

Metric	Definition	What it Tells You
Impressions	The number of times your product ad was shown.	Helps us gauge visibility. If this is lower than expected, it might be a sign that we need to tweak your product feed or bidding strategy.
Clicks	The number of times someone clicked on your product listing.	Reflects interest based on your product's image, price, and title. A good click count suggests your listings are compelling.
Click-Through Rate (CTR)	The percentage of impressions that turned into clicks.	Indicates how relevant and eye-catching your listings are. A higher CTR usually means better targeting or stronger creatives.
Cost-Per-Click (CPC)	The average cost for each click on your product ad.	Helps us measure how efficiently a campaign drives users to your site. A lower CPC can stretch your budget further.
Conversions	The number of purchases or other tracked actions.	Shows how effective your campaign is at driving sales. It's one of the clearest signals of campaign success.
Return on Ad Spend (ROAS)	The revenue generated for every dollar spent on advertising.	It helps us understand how profitable your campaign is. A high ROAS is the ultimate

		indicator of a successful Shopping campaign.
Feed Quality Score	An internal measure of how complete and optimized your product feed is.	Better feed quality improves delivery and performance. If this is low, it could limit how often and where your products show.

5. Paid Social

Social media isn't just where your audience hangs out; it's where they discover new products, research destinations, and engage with brands. This is why Orange 142 supports campaigns across multiple social media platforms, including Meta (Facebook, Instagram, Threads), LinkedIn, and TikTok.

But social media is also fast-moving. Algorithms shift, trends evolve, and what works one week might underperform the next. Paid social campaigns give you a powerful way to reach your audience in these moments, but staying effective (and cost-efficient) requires close monitoring.

To ensure success, your Orange 142 team will track a range of metrics that help us to understand if your ads are seen, how users engage with them, and how much those engagements cost.

Metric	Definition	What it Tells You
Impressions	Number of times your ad appears in user feeds or stories, regardless of engagement	Helps measure reach and scale. A low impression count could suggest that targeting is too narrow, the budget is too low, or there are delivery issues with the platform
Engagements	The total number of actions users take on your ad, such as likes, comments, shares, and saves.	It helps us understand how your audience is responding to your creative ideas. High engagement typically signals strong resonance, while low engagement might mean the message isn't connecting.
Engagement Rate	Engagements divided by impressions, expressed as a percentage.	Indicates how compelling your ad is based on how many people interact with it after seeing it. It's helpful when comparing performance across different creatives or audience segments.

Click-Through Rate (CTR)	Clicks divided by impressions, expressed as a percentage.	Measures interest in your offer. Low CTR may indicate poor creative, misaligned targeting, or an unclear CTA
Cost-Per-Click	The average amount paid per click.	It helps assess how efficiently you're driving traffic. Higher CPCs could mean you're targeting competitive audiences or using less-than-ideal creative.
Cost-Per-Engagement	The average cost of each engagement (like, comment, share, etc.)	It helps you understand how well your ads capture attention and prompt users to take actions, such as likes, shares, or comments. This is especially useful when your campaign focuses on awareness or interaction rather than driving website visits or sales.
Conversion Rate (CVR)	The percentage of clicks that result in a conversion (purchase, form fill, sign-up, etc.)	Measures how well your landing page and funnel are aligned with your audience's intent.
Video Views	The number of times your video is watched for a specified duration (often 3 seconds or more).	It lets you gauge initial interest. Watch-time thresholds (e.g., 15 seconds or full view) can give deeper insight into user interest.

6. CTV

CTV combines the storytelling power of television with the precision of digital. Ads on internet-connected televisions—smart TVs, streaming devices, and gaming consoles—give you a big-screen presence with targeted delivery.

Note: When Orange 142 runs your CTV campaign, we ensure your ads appear on actual TVs, not laptops or mobile devices streaming TV content. We understand that you expect a specific user experience when you purchase inventory.

This section explains the metrics that matter most for CTV campaigns, from video completion rates to incremental reach, so you can understand how your message performs in the living room.

Metric	Definition	What it Tells You
Impressions	The number of times your CTV ad was delivered to a device.	Helps you understand how much scale your campaign achieves. If impressions are lower than expected, it could mean you're underdelivering against your budget or targeting too narrowly.
Video Completion Rate (VCR)	The percentage of video ads that were watched to completion.	A high VCR means strong viewer engagement, and your creative is paying attention. Low VCR may mean that your content isn't resonating with the viewer, or that it's being skipped or abandoned before it ends.
Cost Per Completed View (CPCV)	The average cost for each fully completed ad	If the cost is high, it could mean your targeting or creative isn't working well. A lower price means you're getting full views more efficiently.
Completion Rate by Device	Breaks down VCR by device type (e.g., Smart TV, gaming console, streaming stick).	Helps you see where your ads are performing best and

		adjust your device-level targeting accordingly.
Reach and Frequency	Reach is the number of unique households that saw your ad. Frequency is the average number of times each household saw it.	Together, these help ensure your ad isn't under- or overexposing the same viewers. Too low a frequency may fail to make an impact, while too high a frequency can cause message fatigue.
Incremental Reach	The number of additional viewers reached via CTV that weren't exposed through traditional TV.	Shows how much value CTV is adding beyond linear campaigns. This is especially useful for brands running cross-channel media.

7. Digital Audio

Digital audio includes everything from streaming radio to music services to podcasts, formats that reach consumers when screens aren't in view but attention is still high. Once your campaign is live, the key question becomes: Is it reaching the right people, holding their attention, and influencing behavior?

Orange 142 tracks essential metrics to evaluate performance across these dimensions. These insights help us understand if your message resonates and can reveal new audience segments worth exploring.

Metric	Definition	What it Tells You
Impressions	The number of times your audio ad is delivered to users.	Measures scale. If impressions are lower than expected, targeting or pacing may need to be adjusted.
Reach	The number of unique users who heard your ad at least once.	It helps us understand how many individual people were exposed to your message.
Frequency	The average number of times each user listened to your ad.	Allows us to glean insights about the ideal number of messages users should listen to to prompt an action. If the frequency is too low, users may not remember the ad. Too high, and you risk listener fatigue.
Audio Completion Rate (ACR)	The percentage of audio advertisements that were played in full.	A high ACR indicates strong delivery and listener retention. A low ACR could point to skipping, platform limitations, or disengagement.
Click-Through Rate (CTR)	This applies only when paired with companion banner ads. This is the percentage of users who clicked on an accompanying visual ad.	Provides insight into interest or intent beyond listening. Helpful in tracking mid-funnel engagement.

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Cost-Per-Listen (CPL)	Total ad spend divided by the number of completed listens.	Helps us assess the efficiency of your audio campaign in delivering complete ad plays.

8. Foot Traffic Attribution

Foot traffic attribution connects your digital advertising to real-world outcomes. By matching ad impressions with mobile device visits to physical locations, Orange 142 helps you understand which audiences, creatives, and placements drive in-person visits.

This isn't a generic model; it's a tailored attribution that reflects your specific media spend and market goals. Our measurement tools are designed to work with programmatic formats such as display, native, mobile audio, and CTV, and are most effective for campaigns running at meaningful scale.

With foot traffic attribution, you can go beyond online metrics and truly see your campaigns' offline impact.

Metric	Definition	What it Tells You
Impressions	How many times was your ad served to users whose devices were later tracked.	Indicates the scale of your campaign within the attribution-enabled audience. If impressions are lower than expected, targeting or pacing may need adjustment.
Reach	The number of unique users or devices that served your ad at least once.	This helps us understand how many individual people saw your message. A low reach could signal narrow targeting or budget constraints.
Visits	The number of physical visits to the tracked location(s) by users served by the ad.	This allows us to tie the real-world outcomes of your ad campaign. The actual visit—whether to a destination, retail outlet, or sporting event—is the primary conversion metric.

A high number of visits shows that your campaign is driving real-world outcomes. Few visits may indicate a weak call to action, poor targeting, or low intent. In such cases, we must |

		reassess the campaign creatives and criteria.
Cost	The total media spend associated with the campaign	Provides us with critical context for evaluating efficiency. When paired with visit metrics, it helps us to assess return on investment.
Cost-Per-Visitor (CPV)	Total cost divided by the number of visits.	This metric shows how much you're spending to get each in-person visit. A high cost per visitor may mean that your ads aren't convincing enough to drive action, or that you're reaching audiences who aren't ready to visit. A low cost per visitor means your campaign is working efficiently — turning impressions into real-world traffic without overspending.
Visitation Rate	The percentage of users who visited the tracked location after being served an ad.	This reflects how effectively your ads are converting exposure into visits. A low rate could suggest misaligned messaging or targeting, while a high rate shows strong in-market interest.

9. Email

Email is still one of the most effective ways to drive sales and keep your audience engaged. But performance can vary widely depending on your subject line, content relevance, timing, and calls to action. The right message to the wrong list (or the wrong message to the right list) won't deliver the business outcomes you want.

To ensure the success of your email initiatives, your Orange 142 team will track key metrics that help us gauge how well your emails resonate with your audiences, where engagement is strong, and what might need to be adjusted.

Metric	Definition	What it Tells You
Emails Sent	The total number of emails deployed in a given campaign.	Establishes the campaign scale. A high volume can boost reach but also raise the stakes for deliverability.
Opens	The number of times recipients opened the email.	Measures initial interest. Low opens could suggest an unengaging subject line or poor timing.
Open Rate	Opens divided by delivered emails, expressed as a percentage.	Indicates subject line and sender appeal. A low open rate may mean the message isn't breaking through the inbox.
Clicks (by Link)	The number of times each link in the email was clicked.	Helps identify which content or offers drove the most engagement. Reveals what readers find most compelling.
Click-Through Rate (CTR)	Total clicks divided by delivered emails are expressed as a percentage.	Measures overall email engagement. A low CTR may suggest the content didn't resonate or lacked a clear call to action.

10. Questions & Answers

Q: How do I know what counts as a "good" result?
A: Benchmarks vary by channel, industry, audience, and creative. During onboarding, Orange 142 will share relevant performance benchmarks and help you understand what success looks like in your specific category.

Q: Why don't these metrics include brand lift or recall?
A: Metrics like brand lift, brand recall, or awareness shift require survey-based studies, often conducted by third-party providers like Nielsen or Kantar. They're unavailable from standard media platforms or programmatic reporting tools and must be run as dedicated research efforts.

Q: What about sentiment or brand perception?
A: Sentiment analysis typically requires social listening tools or custom qualitative research, not standard campaign performance dashboards. While Orange 142 can support these studies, they fall outside the scope of routine metrics, such as CTR, CPM, and conversion rate.

Q: Are these metrics focused only on performance campaigns?
A: Not necessarily. While many metrics, such as cost-per-click or conversion rate, are tied to performance goals, others, such as impressions, reach, and engagement rate, are just as relevant for awareness and consideration campaigns. The key is to align the metrics to your business objectives.

Q: Can I track everything in one place?
A: Orange 142 integrates multiple data sources to create a unified reporting view where possible. However, depending on the platform or channel, some metrics may be siloed or require custom dashboards. We'll work with you to prioritize the metrics that matter most.

Q: Why isn't revenue listed as a metric?
A: Not all platforms track downstream revenue directly, especially if the conversion happens offline. For e-commerce or lead-gen campaigns with proper tracking, we can include ROAS or revenue reporting. We may use proxies for offline goals, such as cost-per-visit or cost-per-action.

Q: Can these metrics show me how different channels work together?
A: Not directly. Channel-specific metrics measure results within their silo. However, Orange 142 uses tools such as foot traffic attribution, platform integrations, and analytics overlays to create a more complete picture of multi-channel impact.

Q: What if I want to track something that is not listed here?
A: Let us know! Many advanced metrics, like incrementality, assisted conversions, or audience overlap, are available through custom tracking or third-party partners. If there's a business goal you want to measure, we'll find the right approach.

Q: What do the real-time reports I can expect look like, and what will they tell me?
A: Your dashboard begins with a summary of campaign metrics such as:

- Impressions
- Clicks
- CTR
- Conversions
- CPM / CPC / CPA, or cost per thousand impressions, clicks, or acquisitions

You'll also see how each tactic performs—CTV, display, search, social, etc. This helps identify which channels drive the strongest results and where we might want to reallocate the budget.

Dashboards also include a breakdown by creative asset. If you're running multiple versions of an ad, this can help us (and you) see which messages or designs are resonating most.

Finally, the dashboard lets you track how your campaign is performing across different locations or audience segments (when applicable). This view is great for brands with regional or demographic-specific goals.

Want to learn how this can work for you? Orange 142 helps businesses of all sizes navigate and maximize emerging advertising channels with strategic guidance and best practices. Let's connect to explore the right approach for your goals. [Contact us today!](#)