Geo-Conversion Lift Overview

General Campaign Information

This shows the basic details of the dashboard information displayed in metrics. Since your report could include multiple tactics or client information, this documents what information is included in the report.

1	2	46	138,681	0.22%	301
Company Count	Campaign Count	Ad Count	Impressions	CTR	Clicks

Geo-Conversion Lift

Statistics about the lift the campaign is providing after serving ads to users.

Geo-Conversion Lift is calculated by comparing the campaign conversion rate with the natural conversion rate. If the campaign conversion rate is higher than the natural conversion rate, then geo conversion lift is positive. This means users who saw a campaign ad were more likely to convert than those who didn't. The formula for this calculation is (Campaign Conversion Rate – Natural Conversion Rate) ÷ Natural Conversion Rate

New User Conversion Lift is the Geo-Conversion Lift with repeat converters excluded.

10	150.46%	2
Target Fences	Geo-Conversion Lift	Conversion Fences
	86.09% New User Conversion Lift	

Natural User Statistics

Statistics about the natural users who visited a target fence but were not served an ad from the campaign(s).

Natural Users are the total daily unique users who were seen in the target fences of your campaign(s), regardless of having been served an ad or not.
Natural Converters are users who have been detected in a target zone, and then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign, regardless of having been served an ad or not.
New Natural Converters are Natural Converters who have not visited a conversion fence in the last 30 days.

Natural Days to Convert is the average number of days it takes users, whether they've been served an ad or not, to go from a target zone to a conversion zone.
Natural Conversion Rate is the percentage of users who have been detected in a target zone, not served an ad, and then detected in a conversion zone for the same campaign. The formula for this calculation is Natural Converters ÷ Total Natural Users.

2.89	600	
Natural Days to Convert	Total Natural Converters	
		229
		New Natural Converters
1.44%	41,606	
Natural Conversion Rate	Total Natural Users	38% of 600 Total Natural Converters

Campaign User Statistics

Statistics about the campaign users who visited a target fence and were served an ad from the campaign(s).

Campaign Users are the total daily unique users who were seen in the target fences of your campaign(s) and served an ad.
Campaign Converters are users who have been detected in a target zone, served an ad, then detected in a conversion zone within the number of days designated in the conversion attribution settings for that campaign.
New Campaign Converters are Campaign Converters who have not visited a conversion fence in the last 30 days.

Campaign Days to Convert is the average number of days it takes users who were served an ad to go from a target zone to a conversion zone.
Campaign Conversion Rate is the percentage of users who were detected in a target zone, were then served an ad, and then were detected in a conversion zone for the same campaign. The formula for this calculation is Campaign Converters ÷ Total Campaign Users.

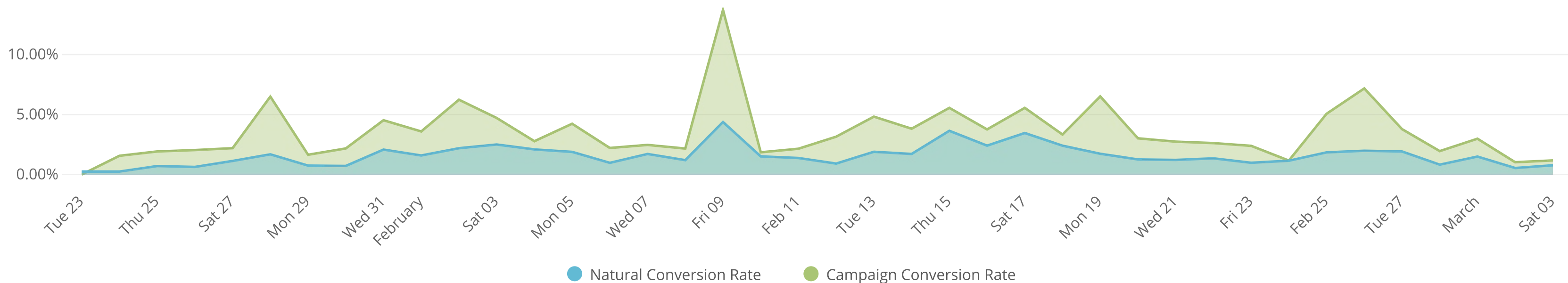| 3.09	268	
Campaign Days to Convert	Total Campaign Converters	
		76
		New Campaign Converters
3.61%	7,420	
Campaign Conversion Rate	Total Campaign Users	
	18% of 41,606 Total Natural Users (Reach)	28% of 268 Total Campaign Converters

Natural Conversion Rate vs. Campaign Conversion Rate

● Natural Conversion Rate   ● Campaign Conversion Rate

This Dashboard is currently in Beta and subject to change.