How to Download Campaign Performance Report for Display Creative

In the Nova UI

General Information

The Campaign Performance report can be used to get the data metrics for various posts like:

- Photo
- Story
- Carousel
- Video

Nova

Metrics Available in Campaign Performance Report

The Campaign Performance Report section includes the summary information about

- Number of Ads rendered
- Engagement Clicks
- Social clicks
- Outbound clicks
- Engagement Rate
- CTR

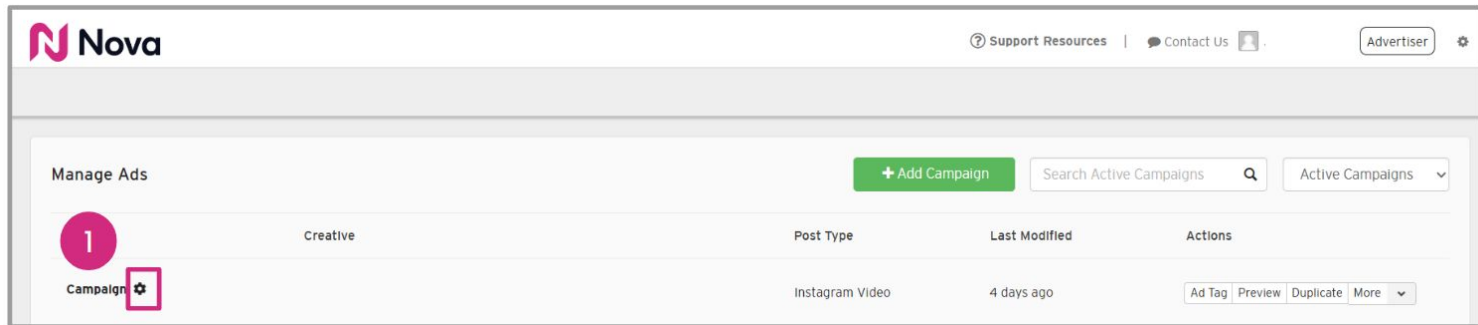It also includes the daily breakdown of report for Video and Non-Video posts.

Nova

Metrics Available in Campaign Performance Report

The Video metrics includes information such as

- Video duration
- Video type (Autoplay/Click-to-play)
- Ads rendered
- Player loads
- Player load rate
- Video starts
- Video start rate
- 1s views, 2s views, 3s views, 5s views, 7s views, 9s views, 10s views
- 3s view rate, 10s view rate
- 25% completions, 50% completions, 75% completions, 95% completions, 100% completions
- 100% completion rate

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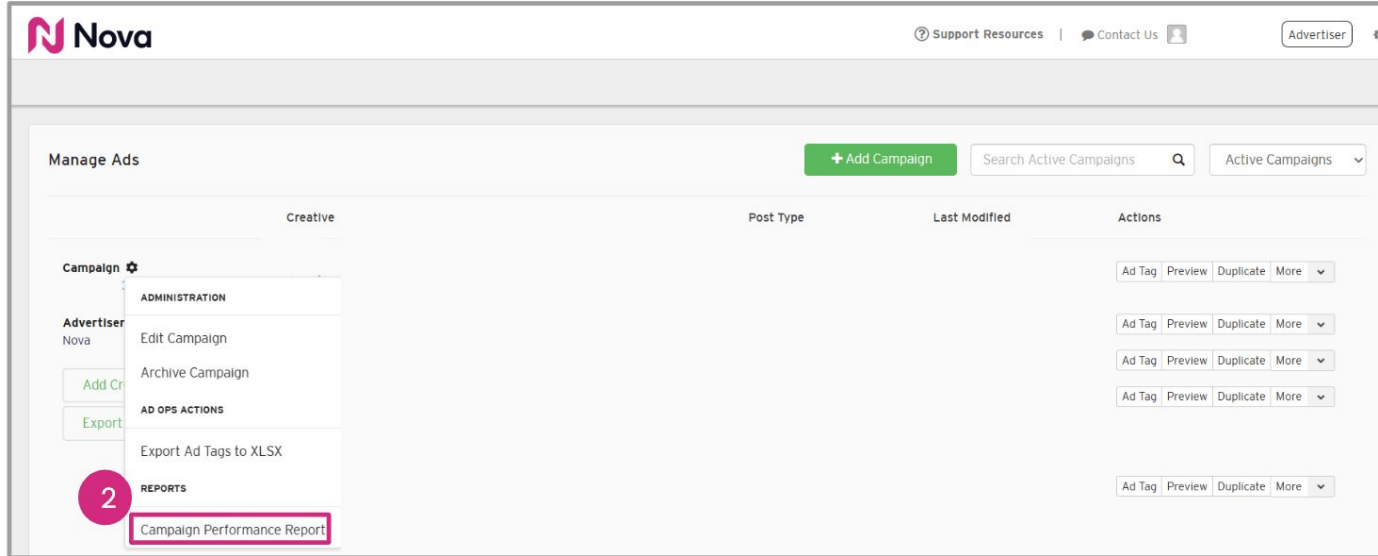
Click the gear icon next to **Campaign**

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Click **Campaign Performance Report** to download the report

How to Download Campaign Performance Report for Display Creative

Click **Run and Download** after popup appears to download report
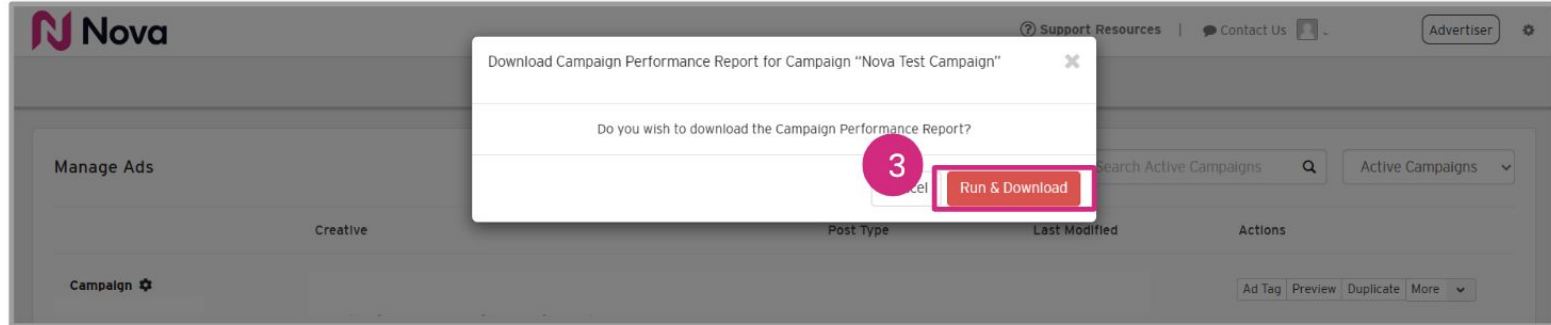
Thank You!

For any follow-up questions,

please contact support@createwithnova.com

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