



Advertising metrics

Metric	Formula
CPM	$\text{cost} \div \text{impressions} \times 1,000$
eCPM (publisher)	$\text{revenue} \div \text{impressions} \times 1,000$
CTR	$\text{clicks} \div \text{impressions}$
CPC	$\text{cost} \div \text{clicks}$
CPA	$\text{cost} \div \text{conversions}$
ROAS	$\text{revenue} \div \text{cost}$
CPC from CPM	$\text{CPM} \div (\text{CTR} \times 1,000)$

Notes