



View Through - Conversion Measurement

A case study on the impact view-through conversions have on a campaign performance

What is a view-through conversion & why should I care?

Click-Through Conversions Defined

We know that when a user clicks on the banner, those clicks complete a conversion on the clients site. These are called Click-Through Conversions.

View-Through Conversions Defined

View-through conversion tracking measures the number of mobile conversions that happen within 7, 10, 30 days after a user saw (but did not click on) the mobile ad. Well, that's what View Through Conversions are for and this measurement provides more insight into the true Return on Ad Spend (ROAS). It also allows you to find the ads and/or inventory that may not be getting clicks, but are still driving site conversions.

The Case Study:

Our client was spending a nominal amount per day on mobile advertising. They received 484 clicks out of 815,525 impressions (0.06% CTR). Out of those 484 clicks, the client received 84 conversions (white paper downloads, request more info, etc.) which is a 17.36% conversion rate.

What's notable is after 15 days, they had 364 additional conversions (white paper downloads, request more info, etc.) that were not attributed to the mobile ad campaign. Again, a user saw (but did not click) the mobile ad and then after seeing the ad went directly to the website. That's a whopping 75% site conversion rate (click-through conversions + view-through conversions).

So while we thought they were paying \$10.43 per conversion, when you count the View-Through Conversions, it was actually \$2.40 per conversion!