

0488A_BRAND1_322_GM_OLV_FY2526-FY-CATEGORY1-PRG&BASEOLV_US_FY2526_A18+_CN_1

0488A_BRAND1_322_GM_OLV_FY2526-FY-CATEGORY1-PRG&BASEOLV_GAMINGPMP_US_FY2526_A18+_CN_1

BRAND1 -322-PRG-OLV-BASE-JAS-FY2526-US-15-Publisher1 -GM-A18-Trackable -PMP-NA-NA-MVinAPP

BRAND1 -322-PRG-OLV-BASE-OND-FY2425-US-15-Publisher2-GM-A18-Trackable -PMP-NA-NA-MVinApp

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BRAND1 -322-PRG-OLV-BASE-OND-FY2425-US-15-OE-GM-A18-Trackable -PMP-NA-NA-MVinAPP

Variance Threshold

\$0.50

2%

\$0.50

2%

2%

2%

Ad Group	TTD Metric			DV Metrics		
	CPM	CTR	CPC	% Aud	SRE	Viewability Rate
Base OLV JAS	\$ 97.48	967%	\$ 0.01	95%	23%	83%
Gaming OLV JAS	\$ 92.24	399%	\$ 0.02	105%	41%	92%
Publisher1	\$ 81.27	495%	\$ 0.02	119%	38%	90%
Publisher2	\$ 100.78	531%	\$ 0.02	117%	52%	91%
Publisher3	\$ 81.39	58%	\$ 0.14	86%	25%	97%
Publisher4	\$ 96.82	514%	\$ 0.02	95%	69%	95%
Publisher5	\$ 88.12	179%	\$ 0.05	94%	30%	93%
Publisher6	\$ 93.94	1%	#####	103%	39%	12%
Publisher7	\$ 117.06	1797%	\$ 0.01	129%	14%	61%
Publisher8	\$ 145.07	184%	\$ 0.08	157%	30%	92%
Publisher9	\$ 69.18	62%	\$ 0.11	87%	75%	77%
OE	\$ 91.31	355%	\$ 0.03	113%	35%	98%
Gaming vs Base OE	95	4127%	229	111	177	111

Below Variance Threshold	Within Variance Threshold	Above Variance Threshold
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