

# Top Placement Deep-Dive

## Graphical Report on Performance Across Sequence

Wish you had a tool to see which ad network's ads your users in the UK see first, and how those ads perform compared to those that your UK users see next?

ZEDO has the solution: Our all-new Placement Report gives you a graphical view of the performance of your advertisers across sequence.

Placement Report					Ranks Ads		
Date Range: 01/10/2008 - 01/16/2008					Channel: All		
Ad Dimension: All					Geography: All		
Sequence					Total Imps	Clicks*	CTR*
1					13,255,931	14,372	1.52%
2					1,339,000	9,010	1.31%
3					599,936	4,668	1.23%
4					316,774	1,902	1.21%
5					213,689	1,622	1.02%
6					153,423	1,573	0.77%
7					102,353	1,267	0.75%
8					78,253	952	0.67%
9					61,084	804	0.60%
10					47,664	729	0.11%
Remaining					2,203,565	1,267	0.05%
<b>TOTAL</b>					<b>18371672</b>	<b>38166</b>	<b>0.20%</b>

With the click of a button, ZEDO's New Placement Report lets you:

- See which advertisers (or ad networks) were in each position for that country for that ad dimension
- See which ad networks received two impressions per user
- See the CTR and average eCPM that each advertiser in each position in the sequence is getting
- Determine in seconds if you have a good mix of ad networks in key countries
- See if you are headed in the right direction: Top paying ad networks getting the highest position in the sequence
- Check if your sequence is working just right.
- Tweak your priority settings. ("Pull that Google ad down, it's eating up my top users!")
- See the impressions, clicks, CTR, Actions, Weighted average CPM for an advertiser with a mouse-over call out box, without pulling a new report.
- Click on an advertiser block to get a more detailed report of the advertiser campaign performance in that position
- Easily jump to the Rank Ads screen to make quick modifications and move Advertiser up or down

For social networks (unlike content sites) that have many impressions per user per day, CTRs usually fall further down the sequence. Knowing performance of different positions in the sequence is key to getting the best results for your advertisers or ad networks and increasing the CPMs they pay you.





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