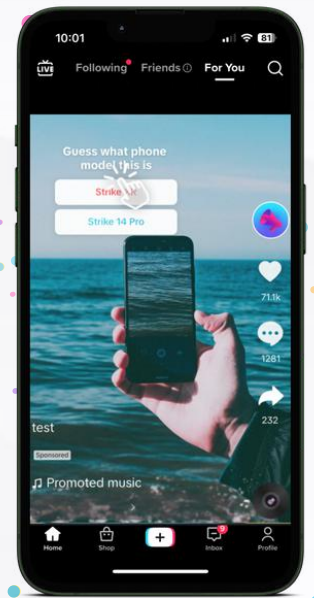


HOW THE VIEW-THROUGH RATE CALCULATOR HELPS MEASURE AD EFFECTIVENESS



HOW TO USE THE TIKTOK VIEW THROUGH RATE CALCULATOR

- 01 Get the total number of views and the total number of impressions of your TikTok ad campaign
- 02 Enter the data into the respective fields of the TikTok VTR Calculator
- 03 Click on the "Calculate" button

ELEMENTS OF THE TIKTOK VTR CALCULATION

Video Ad Views: Engagements lasting at least 1 millisecond are counted as views, categorized as 2-second, 6-second, or 15-second views.

Impressions: The total number of times your ad is shown, increasing the chances of being seen and watched.



■ ■ USING THE CPV CALCULATOR FOR DIFFERENT VIEW METRICS

01 Determine the total cost of your ad spend.

02 To calculate CPV based on the duration of ad views:

a Total Views: Get the number of all views.

b Total 2-second Views

c Total 6-second Views

d Total 6-second Focused Views

■ ■ WHY TRACKING VTR AND CPV SHOULD BE YOUR PRIORITY

Focus Metric	Campaign Objective
View Through Rate (VTR)	Maximizing reach of campaign messaging and brand exposure
Cost Per View (CPV)	Cost efficiency for specific view durations