

Metrics Directory

Below are useful links to help determine the metrics of various platforms. Some are direct from the platform companies (e.g., Facebook) while others are examples from firms or consultants that provide overviews on their webpages. These resources are intended to provide summaries and frameworks to inform discussions and requests with the advertising providers on evaluation metrics.

Please click on the available hyperlinks.

- [Billboards](#)
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- [Google Ads](#)
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- [Radio Ads](#)

- [Social Media](#)
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