

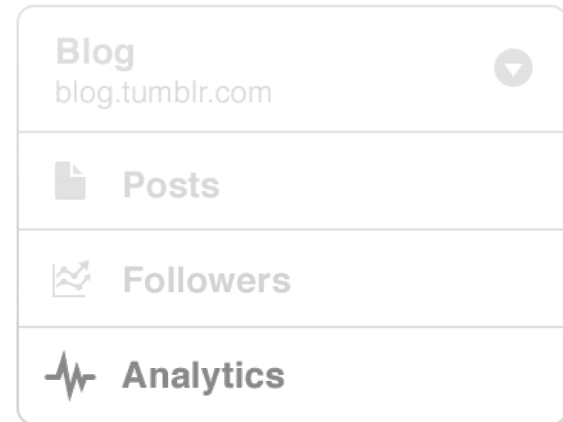
Tumblr Advertiser Analytics

Understand how your content is resonating with users.

Advertisers Analytics gives you a complete look at the way your content is performing on Tumblr. We capture every interaction on the network and break down engagement into paid and earned engagement.

To access: Click Analytics in the right column of your Dashboard. If you're tracking a secondary blog, make sure you've selected it from the blog menu first.

Quick note: Analytics is only available to advertisers. If you are currently running a paid campaign but don't have access, please email sponsors@tumblr.com.



Blog View

Everything at a glance

The default view gives you an aggregated look at paid and earned engagement with all your content.

- The day-by-day breakdown of paid and earned engagement tells you which days and which posts performed best.
- The shaded region of the graph indicates paid campaign periods so you can quickly compare engagement at different times.
- Paid/Earned toggle switches give you a more detailed look at the different types of engagement.



Campaign View

Track your ad performance

Campaigns can include multiple posts with respective targeting options. Our ad technology optimizes how they're served, giving preference to the best performing post in the campaign.

- To calculate your engagement rate divide paid engagements by served impressions.
- To get your effective CPE, divide campaign budget by total paid and earned engagements.

Effective Cost Per Engagement

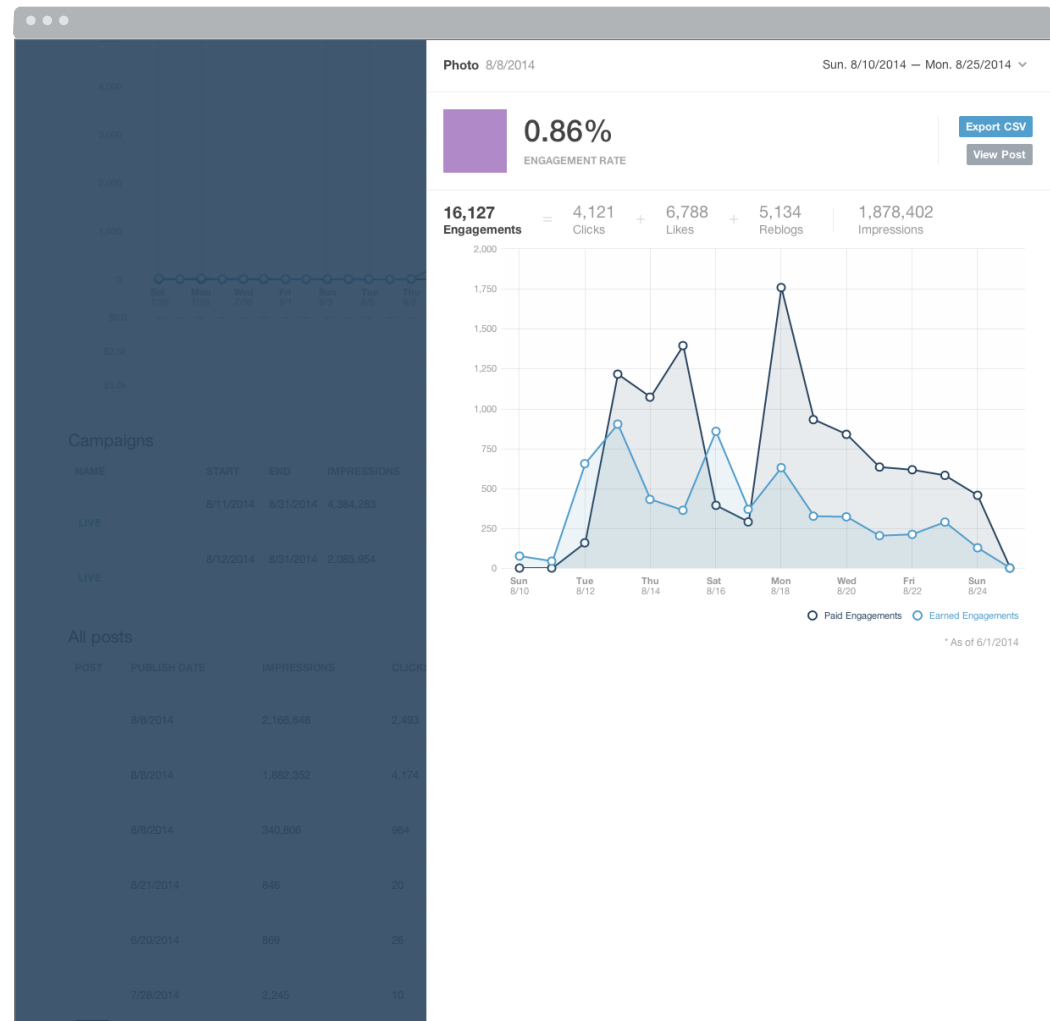
Because Tumblr only charges for engagement with the actual paid placement and not any organic engagement like downstream reblogs (even if it happens during the campaign run dates), the number of engagements a campaign earns is larger than the number of engagements a brand buys. eCPE goes down as your more resonant content drives up earned engagement.



Post View

Performance of individual posts

Day-by-day performance details let you see how individual posts are resonating with the Tumblr community.



Definitions

Campaign: A run of several ads of the same type (Sponsored Posts, Radar, or Trending Blogs) over a certain period of time. Campaigns generally correspond to a line item on an IO Agreement.

Engagement: Likes, reblogs, follows, and clicks.

- **Paid engagement:** Engagements from impressions served by our ad server. In other words, the actual paid placement of an ad into the user's experience.
- **Earned engagement:** An organic engagement that happens downstream of the paid placement (for instance, if someone reblogs the Sponsored Post and one of their followers likes it); or any subsequent engagements by the same user with the same post (if someone likes then reblogs a Sponsored Post we only charge for one engagement).

Impression: Counted when a post is viewable on the user's screen (desktop, mobile, tablet).

Engagement rate: Total paid engagements divided by impressions served.

eCPE: The effective cost per engagement of a campaign after accounting for free earned engagement. To calculate, divide the campaign budget by the total number of paid and earned engagements.