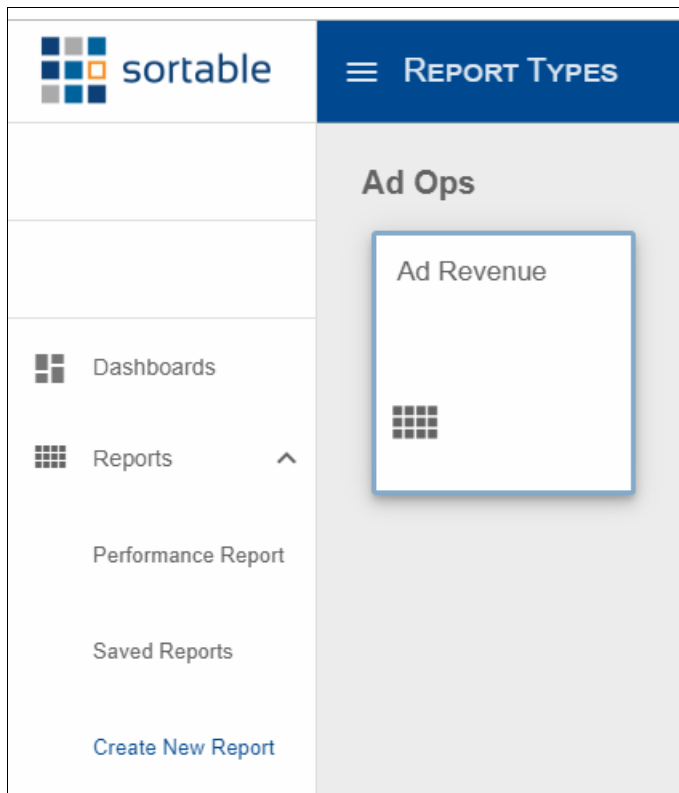


Tracking performance of refreshed inventory

Last Modified on 10/15/2021 11:06 am EDT

With the launch of Freestar managed refresh, it is important to be able to track performance of refreshed inventory. This article highlights two new dimensions in **analyzable** that allow you to view this information.

1. Log into <https://analytics.sortable.com>.
2. Select **Reports > Ad Revenue** report.



3. Select the desired reporting period (e.g. past 7 days).

Under Dimensions, there are two new categories: Refresh and Refresh Depth.

Dimensions

Page Segment

Page-Level Targeting

Partner

Referrer

Referrer Type

Refresh

Refresh Depth

Site

- Refresh divides traffic into Refreshed and Non-Refreshed buckets.

Group By	Limit	Rank By	Sort
Refresh	10	Net Revenue	Descending

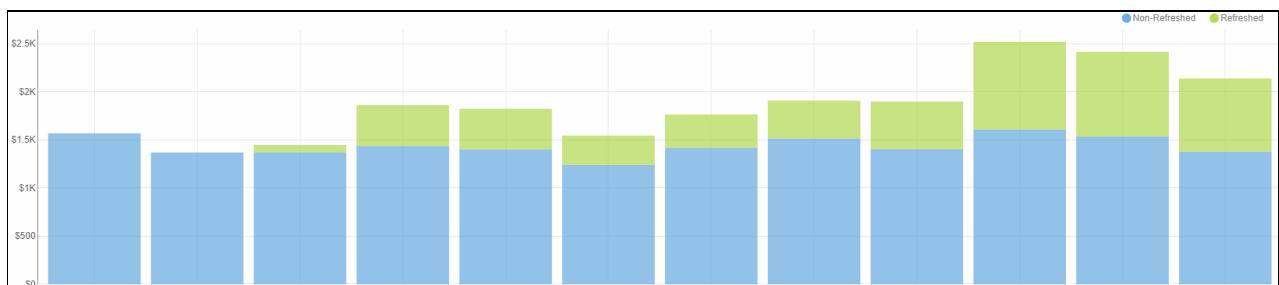
☒ Non-Refreshed
 ☒ Refreshed

- Refresh Depth breaks traffic into the number of times refreshed, from 0 (not refreshed at all) to 5+ (refreshed five or more times).

Group By	Limit	Rank By	Sort
Refresh Depth	10	Net Revenue	Descending

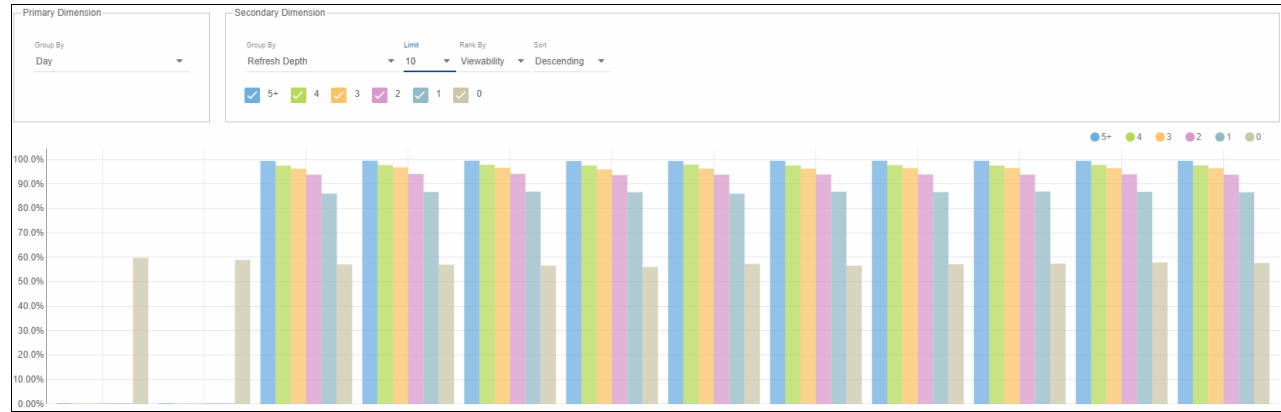
☒ 0
 ☒ 1
 ☒ 5+
 ☒ 2
 ☒ 3
 ☒ 4

When viewing metrics, it is helpful to change from the default line graph to a bar or area graph. This allows for easy review of the impact of adding refreshed traffic.



In the example above, we can see that after adding managed refresh (green), non-refresh revenue (blue) has remained constant. However, refreshed traffic is contributing an increasing amount of revenue.

Most standard metrics are compatible with the refresh dimensions. In the example below, we can see the positive effect of viewable refresh on site viewability.



However, it is important to note that several metrics (Page Views, Page RPM, Sessions, Session RPM, Impressions per Page View, and Page Views per Session), and Referrer dimensions (Referrer and Referrer Type) are not currently compatible with the new Refresh dimensions. You'll see this when you select the dimensions in your report. When you select Refresh or Refresh Depth, the previously mentioned metrics and dimensions are greyed out.

Use of these metrics will give you the tools to track the increase in value that managed refresh provides. If you have not tried managed refresh, please contact our Customer Success team at accountmanagement@freestar.com for further information.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).