



Retail Media Measurement Glossary

Understand how your campaigns perform across the Tractor Supply Media Network. Below are the key metrics used to measure success, grouped by stage of the customer journey.

Awareness Metrics

Impressions

The total number of times your ad is served to shoppers.
(data available from 4/1/26)

Viewable Impressions

The number of times your ad was visible on a shopper's screen based on industry standards.

Reach

The number of unique shoppers who were exposed to your ad.

Frequency

The average number of times each shopper was exposed to your ad.

Engagement Metrics

Clicks

The number of times shoppers clicked on your ad.

Click-Through Rate (CTR)

The percentage of impressions that resulted in a click.

Engagement

Interactions with your ad, such as clicks, swipes, or other platform-specific actions.

Engagement Rate

The percentage of impressions that resulted in an engagement.

Video Plays

The number of times a video begins playing.

Video Views

The number of times a video is watched.

View Rate

The percentage of impressions that resulted in a video view.

Video Completion Rate

The percentage of video views that played through to completion.

Conversion Metrics

Transactions

The number of purchases driven by your campaign.

Orders

The total number of completed orders attributed to your campaign.

Units Sold

The number of individual items purchased.

Conversion Rate

The percentage of clicks that resulted in a purchase.

Revenue

The total sales value generated by your campaign.

Attributed Sales – Online

Online purchases attributed to shoppers who engaged with your ad.

Attributed Sales – In-Store

In-store purchases attributed to shoppers who previously engaged with your ad.

Add to Cart

The number of times shoppers added a product to their cart.

Cart Conversion / E-commerce Sales

Online purchases made after interacting with search or shopping ads.

Efficiency Metrics

Return on Ad Spend (ROAS)

Revenue generated for every dollar spent on advertising.

Incremental Return on Ad Spend (iROAS)

Revenue driven by your campaign above what would have occurred without advertising.

Cost Per Click (CPC)

The average cost paid for each click.

Cost Per Thousand Impressions (CPM)

The cost to deliver 1,000 impressions.

Cost Per View (CPV)

The average cost per video view.

Ad Spend

The total amount invested in your campaign.

Average Order Value (AOV)

The average dollar value per order.

Average Basket Size

The average number of items purchased per order.

Revenue Measurement

Direct Revenue

The total sales driven after a click on the ad for the advertised product. Sponsored Products only.

Exposed Revenue

The total sales driven from ads after a click, including all entities in this campaign's catalog. Sponsored Products only.

Halo Revenue

Revenue generated from products not directly advertised but influenced by your campaign.

Halo Exposed Revenue

Total revenue from transactions made by people who viewed the ad. Includes all entities in the advertiser catalog based on attribution requirements.

Halo Transactions

Number of transactions made by people who viewed the ad, including all entities in the advertiser catalog.

Halo Exposed Units

Number of units purchased by people who viewed the ad, including all entities in the advertiser catalog.

Halo Exposed ROAS

Return on ad spend from people who were shown the ad, including all entities in the advertiser catalog.

Assisted Orders

Orders influenced by your campaign but not attributed to a direct click.

Assisted Conversion Rate

The rate at which influenced shoppers convert after interacting with your campaign.

Share of Voice

The percentage of available ad placements your brand captures compared to competitors.

Win Rate (Auction)

The percentage of ad auctions your campaign wins, resulting in placement.

Onsite Brand Page Metrics

Page Visits

The total number of visits to a page.

Unique Visitors

The number of distinct shoppers visiting a page.

New Visitors

Shoppers visiting for the first time.

Returning Visitors

Shoppers who have previously visited.

Average Time Spent

The average amount of time shoppers spend on a page.

Product Detail Page (PDP) Views

The number of times a product page is viewed.

Email Metrics

Emails Delivered

The number of emails successfully delivered to subscribers.

Opens

The number of times an email is opened.

Open Rate

The percentage of delivered emails that were opened.

Clicks (Email)

The number of clicks within the email.

In-Store Metrics

Proof of Play

Verification that your in-store ad ran as scheduled.