AdTech Quarterly Business Review (QBR)

Quarterly Business Reviews (QBRs) are crucially important in the ad tech space because they align internal teams and clients on performance, strategy, and goals. QBRs provide a structured opportunity to review results, uncover optimization opportunities, and reinforce the value of a platform or service delivered. QBRs also help build trust by showcasing transparency, highlighting upsell or growth opportunities, and ensuring both sides stay accountable and focused on long-term success.

KPI	What It Measures	Why It Matters
Impressions	Number of times an ad was displayed	Shows the reach and scale of campaigns
Click-Through Rate (CTR)	Clicks ÷ Impressions	Measures user engagement and creative effectiveness
eCPM (Effective Cost Per Mille)	Revenue ÷ (Impressions / 1000)	Indicates overall revenue efficiency
Fill Rate	Filled impressions ÷ Ad requests	Reveals inventory monetization efficiency
Viewability Rate	Viewable impressions ÷ Measurable impressions	Indicates the quality of ad placements
Video Completion Rate (VCR)	Completed views ÷ Video impressions	Evaluate video ad effectiveness
Revenue by Channel/Format/Geo	Revenue breakdown by category	Helps identify top-performing segments
CPM	Cost per 1000 impressions	Useful for pricing and yield strategy
ROAS (Return on Ad Spend)	Revenue ÷ Cost of advertising	Measures profitability for advertisers
Conversion Rate	Conversions ÷ Clicks	Indicates campaign success in driving desired actions

Ad Request/Ad Opportunity Volume	Number of times the inventory was offered for sale	Gauges demand and supply dynamics
Latency / Ad Load Time	Time to serve an ad	Impacts user experience and viewability
Ad Blocker Rate	% of users blocking ads	Useful for evaluating traffic quality and loss
Frequency & Unique Reach	Avg. ad exposures per user and distinct users reached	Measures saturation vs. spread
Attribution Insights	Touchpoints leading to conversion	Helps optimize user journey and ROI
Customer Lifetime Value (CLV)	Projected revenue from a user over time	Long-term success indicator
Engagement Metrics	Interactions like shares, comments	Valuable for brand campaigns and social ads

How to Create a QBR!

1. Clarify the Goal

- Who is the audience? (e.g., advertiser, publisher, internal team)
- Share the Transparency: (e.g., ROI proof, strategic alignment, upsell)

2. Gather Data from Reporting Tools

Pull key metrics from platforms like:

- Google Ad Manager (GAM)
- DSPs/SSPs
- Attribution & analytics tools
- Internal BI dashboards

3. Clean & Organize the Data

- Ensure all numbers are aligned to the same time range (typically last quarter).

- Group by relevant segments: geo, device, format, partner.

4. Analyze Performance

- Compare QoQ or YoY changes.
- Identify what worked and what didn't. List any optimizations that increased performance or concerns.
- Highlight ad revenue growth, campaign wins, or traffic shifts.

5. Segment for Insights

- Break down by channel (audio, display, video, mobile, etc.)
- Show metrics by format (interstitial, native, rewarded, etc.)
- Report on country and audience (country (GDPR) and location (states, California - CCPA) are significant, along with knowing the audience and behavior)
- Include device type and platform (iOS vs. Android, web vs. app).

6. Turn Data into Strategy

- Annotate graphs and charts with insights:
    - "CTR dropped due to creative fatigue."
    - "High VCR suggests stronger user engagement on rewarded video."
- Suggest optimizations (e.g., use more high-viewability placements, test new creatives, update SDK).

7. Build Your QBR PP Deck or Spreadsheet

Suggested Outline:

1. Executive Summary
2. Campaign & Revenue Highlights
3. KPI Performance Overview
4. Deep Dives (by format, geo, device, IVT, etc.)
5. Optimization Opportunities
6. Strategic Roadmap
7. Q&A / Feedback

Use visuals, short commentary, and KPI callouts.

8. Personalize and Care with White-Glove Service

- Tailor the narrative to the stakeholder's priorities and inform them you care, provide future white-glove service!