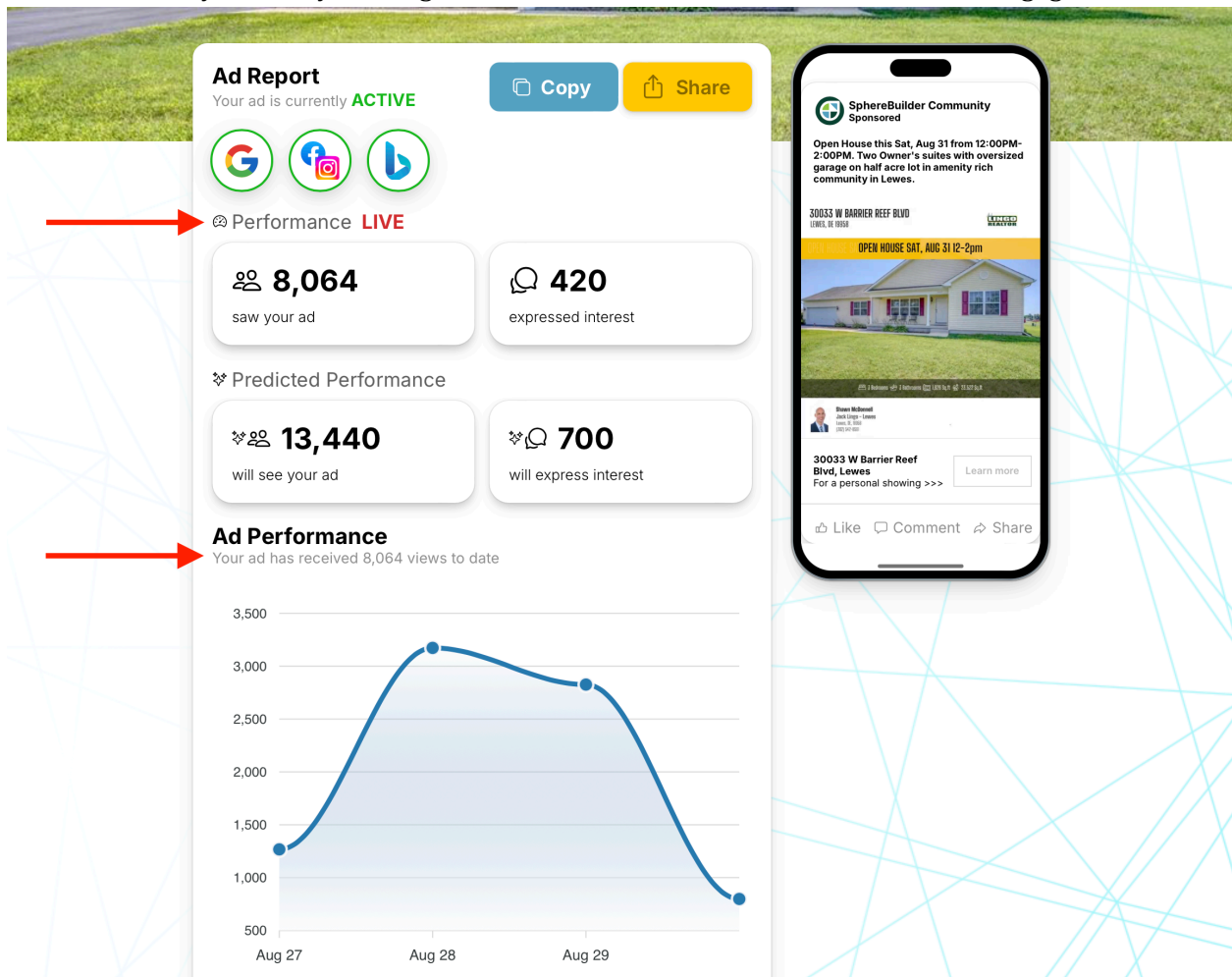


Understanding the AdBuilder Seller Report

The AdBuilder Seller Report is a powerful tool designed to help you measure the effectiveness of your ad campaigns. It provides two key metrics: **views** and **clicks**.

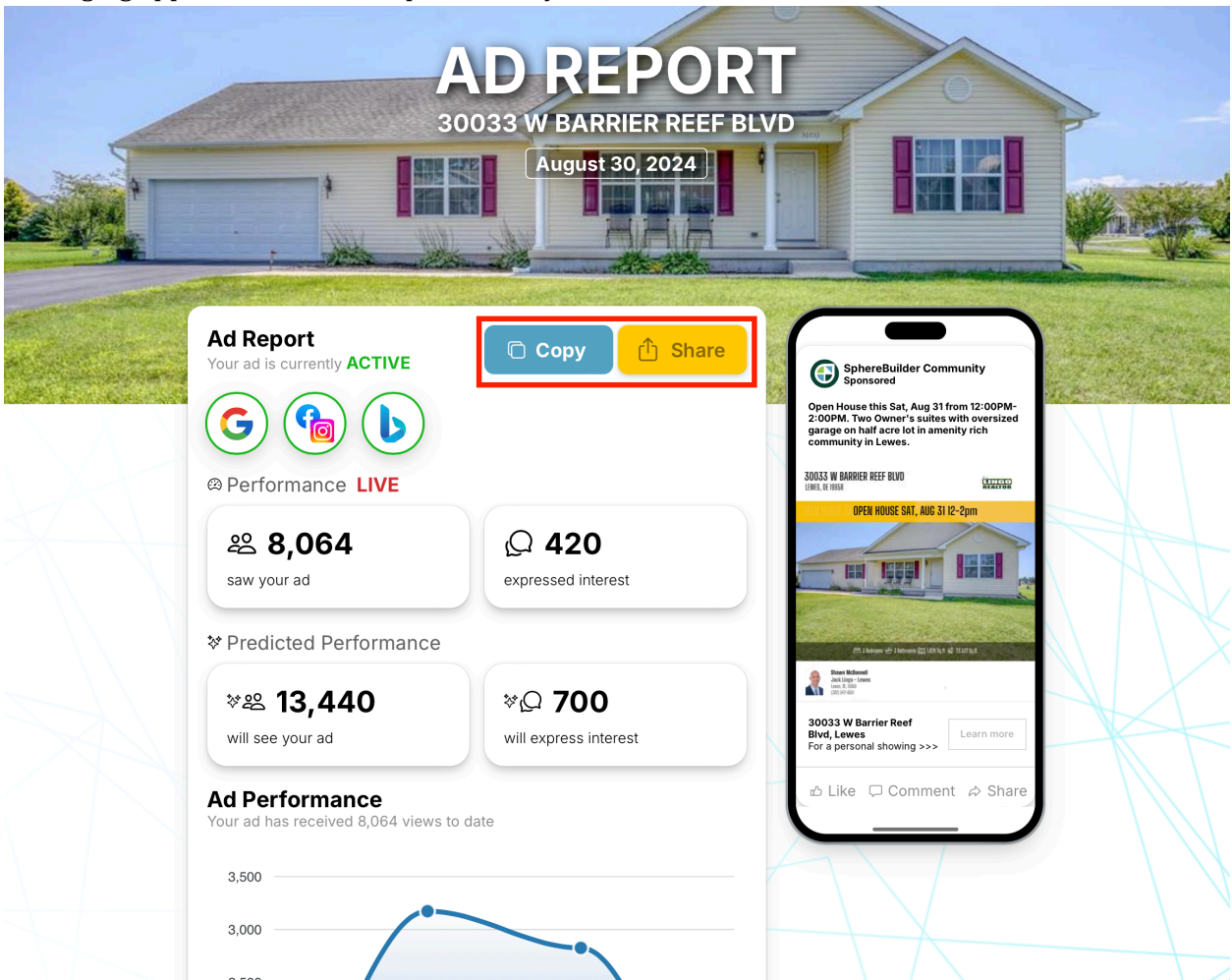
- **Views:** Shown on the report as "saw your ad." This metric indicates how many people have seen your ad. It helps you gauge the reach and exposure of your campaign.
- **Clicks:** Shown on the report as "expressed interest." This metric shows how many people have interacted with your ad by clicking on it. This is a direct measure of interest and engagement.



How to Share the Report

Sharing your AdBuilder Seller Report is easy and can be done in a couple of ways:

1. **Copy and Paste Link:** Simply copy the link to the report and paste it into an email, message, or any other communication channel you prefer. This is a straightforward way to share the report with others.
2. **Share Button:** Click the share button on the report interface. You'll be prompted to select an app or platform from which you'd like to share. Choose your preferred option—such as email or messaging apps—to share the report directly.



By using these features, you can efficiently distribute your report and keep your sellers informed about your ad campaign's performance.