

## Video Advertisement Analytics

### The Early Years: A Memoir

Advertisement Run Date: January 13<sup>th</sup> to January 22<sup>nd</sup>

Views	6,133	A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.
Impressions	9,436	How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network. Each time your ad appears on Google or the Google Network, it's counted as one impression.

